made
to
think.

Fraud-Resistant Effects That Protect Your Most Sensitive Documents

xerox™

Documents don't defend themselves. Protect them with specialty imaging.

Counterfeit documents are serious business. And they're affecting legitimate companies across the globe. By adding specialty imaging to your event tickets, ID badges, transcripts, coupons or other valuable documents, you can reduce fraud. The best part? It's easy to accomplish with workflow tools you may already have.

MORE SECURITY

Xerox® MicroText Mark, Xerox® Correlation Mark, Xerox® GlossMark®, Xerox® Infrared Mark and Xerox® Fluorescent Mark add security to your static and variable information (VI) jobs by making it difficult to counterfeit them. Using multiple effects – including visible ones – on an application makes reproducing it more costly than purchasing the original.

MORE VISUAL INTEREST

Specialty Imaging can also be used to add visual interest and sophistication to your jobs. Use it to add reflective text to enhance photos, illustrations and colored backgrounds.

MORE AFFORDABILITY

Compared to other anti-counterfeiting products on the market, Specialty Imaging gives you all the options you need at a price you can afford. And because it works with all Xerox® digital front ends (DFEs), you may already have all the technology you need to get started.

Xerox® GlossMark® Technology

GlossMark® is invisible when viewed straight on. But as the printed page is tilted and the light hits it at different angles, the glossy content is revealed.

Information can be hidden in both text and image format. This effect provides an extra layer of protection against document fraud for tickets, coupons and general admission passes.

Compatible with color devices only.

Xerox® MicroText Mark

Use this effect to create characters that are smaller than 1 point size. When viewed by the naked eye, the text looks like small dots. The printed content can be revealed using a loupe or magnifying glass.

In this application, the name of the concert series is embedded in the concert admission pass as MicroText. This effect provides additional security for invoices, coupons and other fraud-sensitive applications.

Compatible with color, monochrome and highlight color devices.

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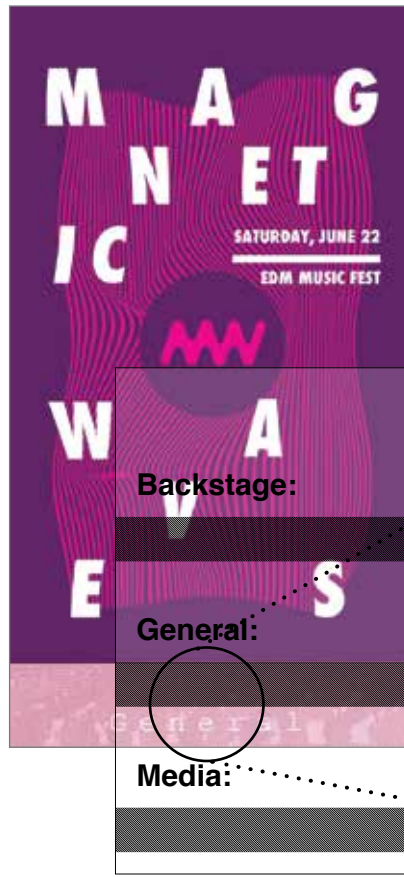# Xerox® Correlation Mark with Vector Pattern Technology

When viewed by the naked eye, Correlation Mark vector pattern areas appear as a box with a color pattern. In this example, the bottom area of the concert pass contains a box with a color pattern, but when viewed using a unique transparency "key", additional information is revealed – in this case, the person's name and credentials.

To increase security, the vector pattern, text or image can be varied from ticket to ticket, pattern to pattern and image to image. Two-layer patterns can also be created that read different messages with different validation keys. Each variation has its own validation key.

Document security comes from using multiple unique vector patterns, each with matching keys, to produce a variable resulting data.
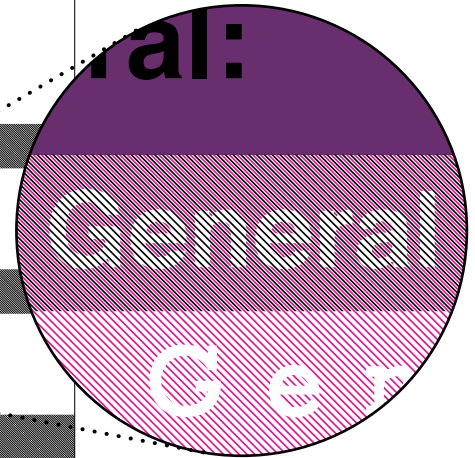
This effect provides an extra level of authentication for lottery tickets, invitations and other documents requiring an authenticity check.

Compatible with color, monochrome and highlight color devices.

Prevent duplication of personalized passes by adding a hidden layer of personalization with Specialty Imaging.

Transparency Key

Xerox® Fluorescent Mark

This mark appears as a speckled, colored box. The content is virtually impossible to decipher under normal light. But when a UV or black light is scanned over the circle, the content becomes visible, such as the backstage vs. general admission status in this concert pass.

No special font is required. This effect relies on job programming within a static or variable job.

This effect protects sensitive documents like concert tickets, wristbands, admission passes and retail promotions.

Compatible with color devices only.
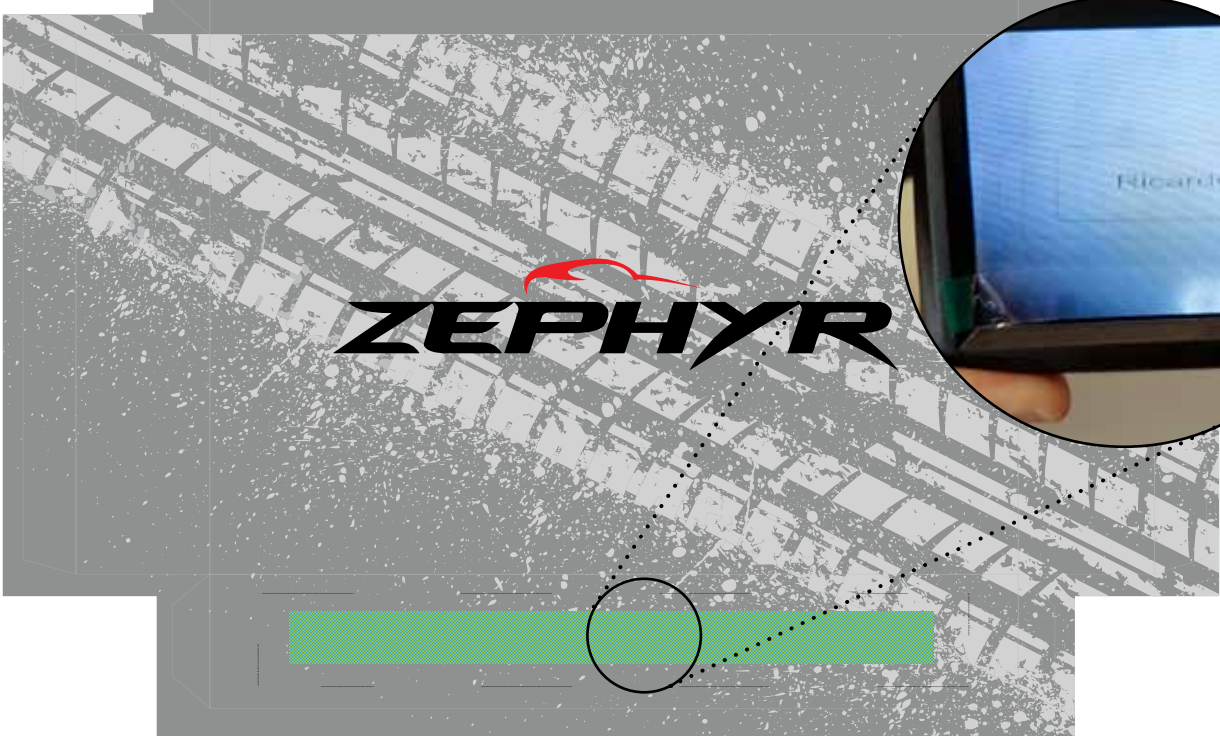
Xerox® Infrared Mark

To the naked eye, Infrared Mark looks like a color patch. But when viewed with an infrared camera, static or uniquely generated variable data appears within text or imagery. For text, no special fonts are required. This effect relies on job programming within a static or variable job. This effect provides additional security for documents like certificates, admission passes, promotions, coupons and packaging.

Compatible with color devices only.

Reduce the threat of counterfeiting by adding Specialty Imaging solutions to packaging.

WELCOME TO LUXURY

~ **ZEPHYR**   LUXURY SPORT CARS

ZEPHYR

Ricardo Giordino

Everything You Need
to Get Started

Achieving one of the five specialty imaging effects is easy.
All you have to do is follow these simple steps:

1. SELECT YOUR DESIRED EFFECT

- Xerox® MicroText Mark*
- Xerox® Correlation Mark*
- Xerox® GlossMark®*
- Xerox® Fluorescent Mark
- Xerox® Infrared Mark

2. CHOOSE YOUR DESIGN TOOL

- Xerox® FreeFlow® VI Design Express
- Xerox® FreeFlow® VI Design Pro

3. DOWNLOAD FONTS (IF REQUIRED)

4. RUN TESTING SUITE ON YOUR MEDIA TO CONFIRM RESULTS

- Xerox® MicroText Mark*
- Xerox® Correlation Mark*
- Xerox® GlossMark®*
- Xerox® Fluorescent Mark
- Xerox® Infrared Mark

Font download required

Specialty Imaging effects utilize special characteristics of the DFE, print engine, toners/inks and media. The effects do not require specialized papers, toners or ink. However, not all effects will work equally well on all systems with all media. Customers must validate their specific application. We recommend running the test suite on your media to confirm results.

The *VI Suite User Documentation and Specialty Imaging Recommendations Guide* can be found here.

SI Test Cases and font downloads can be found here.

SPECIALTY IMAGING EFFECT COMPATIBILITY

	MicroText Mark	Correlation Mark	GlossMark®	Fluorescent Mark	Infrared Mark
Monochrome	x	x			
Color	x	x	x	x	x
Highlight Color	x	x			

To learn if your color or monochrome device supports a particular effect and to download fonts, contact your local Xerox representative or visit **www.xerox.com/SpecialtyImaging**.

Vulnerable documents are a thing of the past.

Now that you've seen what it can do, imagine the possibilities with your documents.

Use Specialty Imaging to protect ID cards and badges with hidden information, create parking passes that can't be duplicated and covertly make every document one of a kind using variable technology. Specialty Imaging makes it all possible as part of the Xerox® FreeFlow® Digital Workflow Collection – a portfolio of solutions designed to help you connect with your customers, reduce costs and enable new applications never before possible.

Increase retail foot traffic and customer engagement for less by using Specialty Imaging solutions on coupons instead of costly traditional applications – such as scratchoffs.

Enhance your productivity and profitability.

Documents with Specialty Imaging text or imagery can be designed using the FreeFlow® Variable Information Suite. This collection of tools, including FreeFlow® VI Design Express and FreeFlow® Design Pro, enables you to quickly and easily design, manage and compose variable applications. It supports all common input data types as well as extensive output options, so you can achieve unparalleled workflow efficiency and composition flexibility.
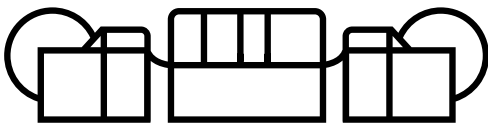
Specialty Imaging tools are also compatible with all Xerox® digital front ends.

Learn More

See FreeFlow® VI Suite Specialty Imaging Recommendations for more details about how and when to use FreeFlow® VI Suite's Specialty Imaging capabilities on your press.

See Specialty Imaging Come to Life

Detailed Guide and Support

Download Fonts

Specialty Imaging is available across the entire Xerox® production portfolio. Whether monochrome, color, toner, inkjet, cut-sheet or continuous feed, you can increase security and visual interest on virtually any application.

Explore the possibilities of Specialty Imaging in your workflow. To learn more about what you need to implement this technology, contact your local Xerox representative or visit **www.xerox.com/SpecialtyImaging**.

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