xerox®

When you run specialty effects, the difference is Clear.

Xerox® iGen® 5 Press

100

Print buyers indicated they are willing to pay a premium of 24% to 89% over CMYK just for digital print enhancements.[1]

MORE POSSIBILITIES – AND EVEN MORE VALUE.

The Xerox® iGen® 5 has a well-earned reputation for delivering high-quality, high-value digital output - and with the option to run Xerox® Clear Dry Ink in the 5th print station, it can elevate your printing capabilities to a whole new level. The iGen® 5 allows you to use Clear Dry Ink to incorporate a specialty effect for both static and variable page content. Need to highlight an image, draw attention to a headline, or apply a watermark? No problem! The iGen® 5 + Clear Dry Ink makes it easy – and delivers amazing results every time.

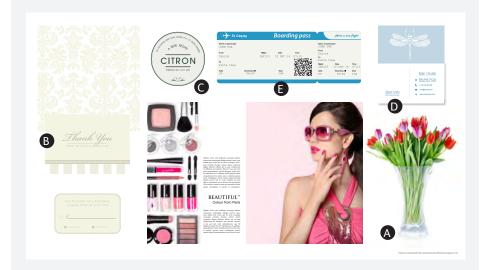1 Keypoint Intelligence / InfoTrends Beyond CMYK 2016

Xerox® iGen® 5 + Xerox® Clear Dry Ink: The Ultimate Power Couple

iGen® 5 is known for increasing the value of digital print. When you combine its remarkable quality and unmatched productivity with the enhancements achievable with Clear Dry Ink, you get the optimal press for profitable digital printing.

EFFECTS THIS VALUABLE SELL THEMSELVES.

It's easy to see what Clear can do

Simply take a look at a few print samples, and the value of Clear Dry Ink becomes incredibly… clear. The visual variety and artistic effects it can produce are a fantastic (and easy) way to help your customers emphasise important content and make an eye-catching impression that drives results.

A Highlight images to add visual interest

B Accentuate a headline or variable text

C Enhance photos, logos, or variable images

D Simulate a pearlescent or metallic sheen

E Apply watermarks to enhance security

SAY YES TO MORE JOBS.

More capabilities = more customers

Clear Dry Ink in the 5th print station expands iGen® 5's versatility and allows you to offer customers a distinctive selection of effects that will really make an impact.

When you are running jobs that don't require any specialty effects, operators can simply run in 4-colour mode or swap out the Clear Dry Ink with Orange, Green, Blue, or White - and queue up a whole new round of high-value jobs. Xerox® workflow software helps coordinate job batching based on which ink is loaded into the 5th print station, ensuring the flow of work is optimised, shift after shift.

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