

Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer

An affordable solution to improve the effectiveness of education communications.



Today's spending constraints and turbulent economy mean smaller budgets and fewer dollars available for education at all levels. As a result, educators and administrators are faced with the increasing scrutiny of parents, school boards, politicians and taxpayers over how education funds are spent.

Meanwhile, the cost of education is skyrocketing – operating costs, salaries and federal mandates challenge both public and private educational systems. Educators are left to find creative ways to control spending while continuing to improve the quality of education.

An economical solution that does more and costs less.

At Xerox, we understand today's challenges of educators to do more with less. We believe that what you say and how you relay it to students, parents or taxpayers can affect how your message is perceived and influence outcomes, such as student achievement and funding decisions. Our proven print and workflow solutions allow you to invest your education dollars wisely to improve your communications.

Start with the Right Tools

To improve the learning experience, it helps to understand how people process information. Research confirms that communicating clearly, crafting relevant messaging and applying colour can strategically improve learning and help influence behavior. We have all the right tools and technologies to help you improve your communications for all the groups you need to reach.

By combining the power of the Xerox® Colour C60/C70 Printer with the economical, high-quality monochrome of the Xerox® D Series Copier/Printer, you can create documents that draw attention, improve response rates and influence behavior.

Let us show you how to:

- **Get more value from your investment** – The Xerox® C60/C70 and Xerox® D Series together give you the advanced technology features, award-winning image quality and productivity tools to create communications that work harder for you. And both devices are competitively priced to deliver real cost savings.
- **Increase opportunities to keep print in house** – The Xerox® C60/C70 and Xerox® D Series deliver consistent, crisp 2400 x 2400 dpi text, solids and images at speeds up to 60/70 ppm colour and 136 ppm black and white. In fact, the output quality of this solution rivals nearly anything that an offset press can produce. And you can run more complex jobs and get them out the door faster.
- **Craft messaging for an audience of one** – Personalised, professional-looking communications are not only more relevant to recipients, they get read and are more likely to generate a desired response.
- **Enhance learning by using colour strategically** – Add full colour to customise curricula, tests and study aids. Colour communications have been proven to increase attention and recall by 82% and improve overall learning by 78%. Thus, strategically using colour can significantly help achieve positive student learning outcomes.



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- **Reduce operating costs** – With common feeding, finishing and the same type of user interface, the Xerox® C60/C70 and Xerox® D Series are easy to use; with minimal training, an operator can run both your colour and monochrome devices, increasing productivity and optimising resources to operate and maintain multiple devices.

Run More Diverse Applications

The Xerox® C60/C70 and Xerox® D Series offer you the flexibility to quickly and easily create more complex applications like course packs, workbooks, yearbooks, brochures, posters and direct mailers. From full bleed SRA3 posters on a variety of coated and uncoated stocks to specialty media in a full range of weights and sizes, we can show you proven techniques to improve the impact of every document you create. And you can choose the inline finishing options to best meet your needs. Let us show you how we have helped other educators do more with less while saving money, improving their digital capabilities and their documents.

Preparing Students for Success in Digital Production Print

The Xerox® Digital Production Printing School to Career Programme was established to provide students with the necessary skills to achieve success in the world of digital production printing.

The curriculum focuses on these key production areas:

- Digital prepress
- Digital workflow and job queue management
- Digital press operations
- Variable data printing
- Web-to-print job submission

Your institution can realise a fully functioning and profitable print shop as a by-product of implementing this innovative educational programme. So while you train your students to take a productive place in the world of digital print production, you can also generate revenue by filling some of the growing demand for digitally printed goods.

To learn more about this unique programme and how you can implement it in your institution, contact your Xerox sales representative.



Xerox® D Series Copier/Printer

