

# Enhance Visibility with Posters.

Eye-catching graphics command attention.

Posters can open more doors with the help of digitally optimised, coated media combined with the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer or Printer.



Xerox® Colour C60/C70 Printer



Xerox® D Series Copier/Printer

## The Opportunity

For promotional signage, point-of-purchase displays, and window advertising, consider the possibilities offered by posters printed on digitally optimised, coated media. They can be used to advertise a business, show school spirit, promote an event, and so much more. And with the short-run flexibility and quick turnaround time of digital printing, these applications can be produced economically, making them a versatile product to help grow your business.

## The Xerox Advantage

Count on Xerox® coated media used with the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer or Printer to produce posters with stunning graphics and razor-sharp text.

In addition to this coated media, the Xerox® Colour C60/C70 Printer and D Series Copier/Printer or Printer can handle a broad array of substrates: coated and uncoated, transparencies, cards and Xerox® DocuMagnet, to name just a few. And their wide range of finishing options lets you add a professional, polished flair to any print job.

With the Xerox® Colour C60/C70 Printer and D Series Copier/Printer or Printer, you can offer your customers more – faster, better, and smarter. From practical promotional items and business documents, to professional booklets, calendars, yearbooks, postcards, and brochures, to the latest in unique, photo specialty applications, these hardworking digital printers can help you help your customers think outside the box.

# Poster Application Brief

## Production Notes

Whether for consumer or business applications, posters can be an effective promotional item. Digital printing helps make them an economical option even in smaller quantities.

### Workflow / Software:

Adobe® InDesign® CS5

### Print Engine:

Colour version – Xerox® Colour C60/C70 Printer

Monochrome version – Xerox® D Series Copier/Printer or Printer

### Finishing:

None

### Number of Pages:

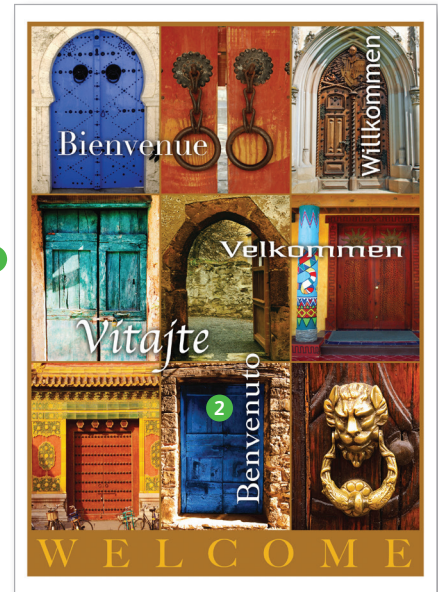
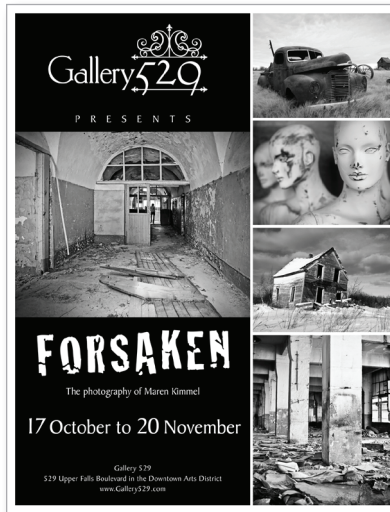
One

### Media:

Xerox® digitally optimised, coated media

### Finished Size:

A4, A3, SRA3



1

Posters can be produced in full colour or black and white.

2

Stunning graphics and razor-sharp text reproduce beautifully.