Color in the Office
It makes business sense

Xerox Color

Color. Nothing is more effective when your business-critical documents absolutely must make a compelling first impression — and in today's ultra-competitive business climate, first impressions mean everything. Now, thanks to Xerox, there's never been a better time to seize the competitive advantage of color with the cost controls you need, without sacrificing the black-and-white capabilities you rely on.

Outstanding Xerox image quality

Xerox leads the color printing industry, delivering unrivaled print quality, reliability, speed and productivity through more than 20 years of technology innovations. Xerox color printers and MFPs provide all the benefits of black-and-white performance, plus the competitive advantage of color when your work demands it.
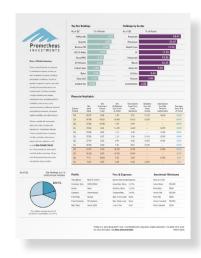
Smart technology

- **Total ease-of-use.** Simple and consistently engineered device user interfaces and print drivers deliver the most frequently used features and functions on the first screen, making both basic and complex jobs easy to complete.

- **Xerox Extensible Interface Platform (EIP)** allows for the customization of Xerox MFP touch-screens, making the devices easier to use. Users can log on to the system and access third-party software applications that are tailored to meet their business needs.

- **Superior real-world printing.** Xerox color printers and MFPs deliver superior productivity when printing real-world office applications[3]. Plus, true MFP multitasking avoids device bottlenecks.

- **Precise color controls** allow advanced color matching capabilities for accurate, beautiful image quality fine-tuned to users' specifications.

- **SMart Kit™ technology** predicts and prevents potential problems, enhancing device management and giving your customers more of what they need most: uptime.

Sources

Studies

Loyola College, Maryland, U.S.A. by Ellen Hoadley, Ph.D.; Laurette Simmons, Ph.D.; and Faith Gilroy, Ph.D., Case & Company, Management Consultants, Bureau of Advertising, Color in Newspaper Advertising, Maritz Motivation, Inc., Southern Illinois

Published material

The Persuasive Properties of Colour, Marketing Communications; What's Working in Direct Marketing, How to Use Color to Sell, Cahners Publishing Company, Grasp Facts Fast with Color Copying, Modern Office Procedures

Color workflows, optimized

With the EFI Fiery System Network Server supported on a vast number of Xerox multifunction systems, a wealth of easy-to-use color management controls, powerful productivity features, and superior workflow tools become available. It's the ideal combination to take your in-house graphic arts capabilities to the next level.

Controlled color, easy to manage

Xerox color-enabled MFPs give you the option to make strategic use of color when you need it, while allowing you to easily control or track color usage for billing purposes. You get the competitive edge of color on demand with powerful control capabilities.

Print quality enhancements

- **Xerox EA-HG toner technology[1]** features toner particles engineered to be smaller and more uniform in size. EA-HG toner produces true-to-life images and text that's easier to read.

- **Xerox solid ink[2]** delivers exceptionally consistent print quality specializing in dense, saturated color. Solid ink sticks are engineered for maximum ease of use and reduced waste production.

- **Belt Nip Fusing** extends the contact area so toner can adhere more completely to the paper, allowing faster printing and a wider offering of media throughput.

- **Trickle Charge Development** releases toner and developer at the same time, ensuring high-quality output from the first print to the last.

Control and track features

- **Device-level control** lets you establish color and black-and-white limits for each feature (copy, print, scan and fax) by user.

- **Enterprise-level control** across multiple-device environments.

- **Partner solutions** that let you seamlessly integrate with industry-standard technologies for additional color-usage control and tracking options.

Security at all points

- Xerox is committed to helping you meet your security needs. Our system, software and solutions are designed with features that protect your critical information at all points of vulnerability.

Why Choose Color?

Capture Attention

Color grabs attention. Attention spans and message recall increase by **82%** when color is used to highlight key information.

Color creates a positive image. 83% of business professionals believe color in logos and presentations makes them appear more successful.

People are 55% more likely to pick up a full-color piece of mail first. By using color on an envelope, your customers are more likely to capture the attention of their target audience.

Enhance Productivity

Color is desirable. 75% of companies with in-house color capability would feel inconvenienced without it.

Color reduces search time by as much as 80%. Contracts, insurance policies and other lengthy documents can be made more understandable by highlighting important information with color.

Color reduces errors by 80%. Highlighting important information and instructions helps customers fill out forms correctly the first time.

Improve Communication

Color increases comprehension by as much as 73%. Your customers' prospects will understand sales presentations faster and more clearly.

Color increases learning and retention by 78%. Educating technical and service staff is more effective when training materials are in color.

Reader comprehension is 14% better with highlight color than with bold text. Presentation materials and guides are more effective produced using highlight color, rather than using just bold type.

Boost Sales

Color helps sell up to 80% more. Collateral materials, sales brochures and other consumer communications can help generate more sales with the application of color.

Color improves brand recognition by up to 80%. Local retailers, realtors, consultants and others can cut through the clutter with the help of color. Improved brand recognition leads to increased sales.

Powerful scanning

Color scanning gives users the power to archive, organize and share full-color, electronic duplicates of business-critical documents.

When scanned in color, important elements, such as signatures and highlights, are more readable — making it possible to send documents electronically and reduce postage and courier expenses. Plus, with powerful scan to searchable PDF capability (one of many advanced scanning technologies available for Xerox MFPs) digital archiving, organizing and searching are easier and more efficient than ever.

Cutting-edge scanning capabilities

- Quickly convert paper documents to electronic files in the format that best meets your needs: TIFF, JPEG, PDF, Text Searchable PDF, or XPS

- Industry benchmark compression technology for small file size with the highest image quality

- Send color and black-and-white files to multiple destinations

- Intelligent routing systems

Flexible finishing

Xerox WorkCentre MFPs offer extensive finishing options that greatly increase your in-house productivity, saving you the time and expenses needed for costly outsourcing.

- **C-Folding, Z-Folding and Booklet Making** create more possibilities and, when combined with the impact of Xerox color, give your business a powerful advantage.

- If you print a lot of multi-page documents, adding a finisher that **staples and hole punches** simplifies your workload.

For more information, contact your Xerox Authorized Channel Partner.

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