DocuTech®
HighLight
Color Systems
Overview

Xerox® DocuTech® 128/155/180 HighLight Color Systems

One more color.
Infinitely greater possibilities.

xerox

Add one color—multiply the power.

Color can do so much more than enhance the look of your document. It can help you reach your business goals. Adding color enables you to draw the viewers' eye to where you need its attention—so you have the opportunity to make every page of your document do its job faster and more effectively. The DocuTech® 128/155/180 HighLight Color Systems multiply that opportunity with high-speed black-plus-one-color printing. The results? Increased response rates and new applications.

Get results.

Comparable to the price of monochrome, the Xerox® DocuTech 128/155/180 HighLight Color Systems provide you with the power and flexibility to create high-value, high-impact applications. Whether you're revitalizing existing documents or maximizing new ones, highlight color in the right places will make them more effective than ever before. Not to mention increase your return on investment.

Direct the eye.

Black and white lacks the impact of an application with color. The document gives no indication of which information is the most important.

Full color is certainly attractive, but it still doesn't use color strategically to focus the reader on a particular item.

See the difference.

Highlight color makes your key points—sale prices, discounts, etc.—instantly clear. It also draws attention to critical messages—including expiration dates, warning labels, and instructions—the focus of the page.

One color motivates.

Adding a single color allows you to improve the reader's experience. By placing the eye where you want it, when you want it there, you can motivate the reader to:

- **Buy the product** you want them to buy when you emphasize a great price, or a limited-time discount
- **Pay more promptly** by calling out an outstanding balance or due date on an invoice
- **Take action more decisively** by highlighting the urgency of your message
- **See the answer more quickly** in training documents and understand the key to your message right away
- **Remember** something such as your brand, your products, your contact information, and more

For many applications, full color may not be as powerful as a single, well-placed color. You can get more persuasive impact from a black-plus-one-color document than from full color—at a better price.

One color breaks through.

Every day, we're bombarded by thousands of messages. Advertisements, invoices, notices, posters, sale flyers, booklets, brochures, and more vie for our attention. The ones that succeed are strategically conceived and compellingly executed. Highlight color gives you the power to:

- **Make your messages stand out** from the crowd and get the attention they deserve
- **Make it easy** for the reader to focus on key information

One color expands opportunities.

The DocuTech® 128/155/180 HighLight Color Systems are simply the world's fastest cut sheet highlight color printer. It gives you the power of production-level speed and productivity. With one system, you can expand your applications, opportunities, and profits. And you can add the flexibility and strength of the Xerox FreeFlow® collection of software to complement and enhance your workflow. That's the power of Xerox highlight color.

Whether you're printing in black or black-plus-one color, the Xerox Highlight Color Systems are the world's fastest cut sheet highlight color printers.

HighLight Color Systems with DocuTech® power.

Great strength comes from the core. Using the high-quality DocuTech system as a base, we've built machines that give you greater publishing and printing power than ever before. Printing at 128/155/180 ppm, speed will never be an issue. And stitching, binding, interposing, and high-capacity stacking options give you finishing capabilities you've only dreamed of.

A

Powerful software that fits your workflow.

The power of FreeFlow® Print Server workflow software, combined with the DocuTech HighLight Color Systems, provides you with unmatched job management, including:

- A powerful server for efficient operation
- Concurrency to RIP, print, and program—all at the same time
- A state-of-the-art processor with the horsepower for even the most complex jobs and challenging production environments

B

Accept more jobs with more formats.

The HighLight Color Systems have the flexibility to accept jobs via:

- TCP/IP, Netware, AppleTalk®
- IBM® Channel: Bus and Tag
- Native support for Adobe® Postscript® level 3, PDF, HP PCL6, VIPP®, TIFF, PPML, RDO, and ASCII
- Native support for LCDS, IPDS (optional)
- Integrated FreeFlow components: FreeFlow Variable Information Suite, FreeFlow Makeready®, FreeFlow Web Services, FreeFlow Process Manager™, FreeFlow Print Manager (optional)

C

Outstanding results from a combination of two print technologies.

The HighLight Color Systems rely on two imaging technologies—a xerographic engine with a laser imaging system for black, and a light-emitting diode imaging system for color. The black and color images are built on the photoreceptor in a single pass and transferred to the paper at full printer speeds.

Resolution:

- 600 x 2,400 dpi for black
- 600 x 600 dpi for color

FreeFlow® Scanner 665

The speed to meet your needs. The HighLight Color Systems are available in three speeds—128, 155, or 180 ppm. As your business needs change and grow, you can easily increase your speed at a later date with our on-site upgrades. We also offer two configurations with finishing options.

D

Pop in a new color for even more bang.

Changing color is as simple as replacing the customer-changeable units (CCU). It's incredibly quick and easy to add the impact of blue, cyan, red, cardinal red, magenta, violet, green, royal blue, or yellow to your black and white documents. Paperless Automatic Print Quality Adjustment (PQA) ensures outstanding, consistent image quality.

E

Consistent quality that turns heads.

SmartPress™ Imaging technology ensures the quality of the highlight color image. This non-contact imaging process exposes a toner cloud to the charged photoreceptor, reducing potential damage to the paper and enhancing image quality.

F

Distributed scanning or no scanning. It's your choice.

Optional distributed scanning with FreeFlow Scanner 665 makes all the prepress functions you perform on your digital documents easier. It's the distributed scanning solution that fits into your workflow, offering flexible makeready and outstanding image quality at 600 x 600 dpi for both color and black and white scanning, with output resolution at up to 1,200 x 1,200 dpi interpolated.

No matter what finishing and binding options you choose, the DocuTech® HighLight Color Systems use the same powerful and versatile technology for high-quality, two-color documents on a wide variety of media.

The DocuTech® HighLight Color Systems. Your needs—your configuration.

Bound for success. Stitching and binding is all about adding value. With the new highlight color binding configuration, you get more ways to create high-impact documents while actually enhancing your workflow processes.

A

Keep jobs going continuously with robust feeding.

More sheet capacity per tray and continuous feed options keep you running.

Sheet capacity:
(At 20 lb./80 g/m²)

- Tray 1: 1,100-sheet capacity
- Tray 2: 600-sheet capacity
- Tray 3: 2,600 sheets each
- Tray 4: 550 sheets each (Post-fuser insertion only)
- Tray 5: 2,600 sheets each

Roll feed options:

- Third-party roll feed options supported via Level 1 Digital Finishing Architecture (DFA). Please check with your Xerox representative for availability.

B

The stocks you need to get the job done.

Type—Label stock, tab stock, carbonless paper, pre-perforated stock, safety stock, and other specialized application materials

Size—From 8" x 10" to 14.33" x 17" (179 mm x 254 mm to 363 mm x 432 mm, including A4, A3, B4)

Weight—From 16 lb. to 110 lb. (60 to 200 g/m²) cut-sheet paper

C

More ways to stack the results.

The bindery finishing option comes standard with a 3,000-sheet, 20 lb. (80 g/m²) stacker. But that's only the start. You can choose optional stackers, including:

- 5,000-sheet stacker
- Additional 5,000-sheet stackers available

D

Stitch binding with additional options.

The new stitcher module stitches from 2–70 sheets with one or two adjustable settings.

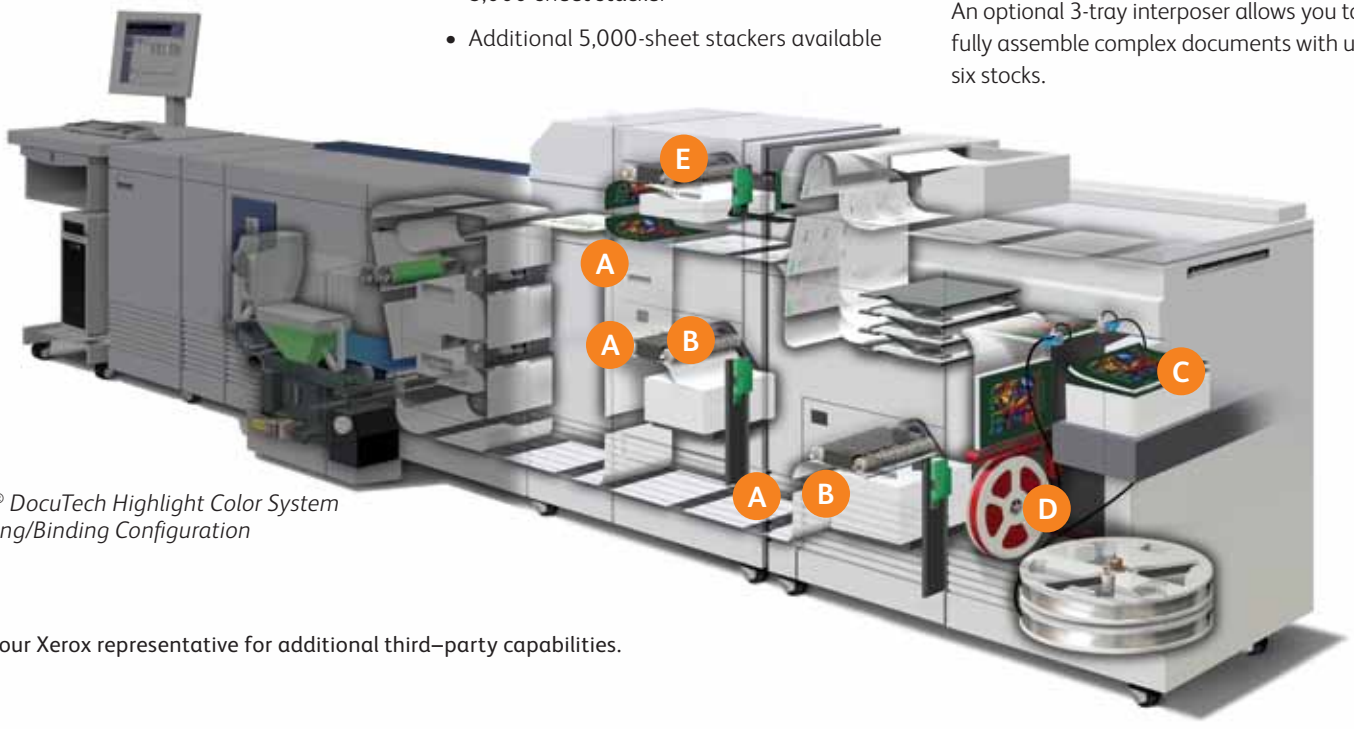
Tape binding to suite your needs.

With capacity of 15 to 125 sheets, and your choice of tape colors (black, blue, red, gray, or white, at 425 11" binds-per-tape reel and 400 A4 binds-per-tape reel), tape binding gives your applications greater value, impact, and quality.

E

Adds value and variety to your documents.

The 2-tray interposer allows you to insert color covers and inserts post-fusing—improving productivity by eliminating hand collation of jobs after printing and enabling in-line finishing. An optional 3-tray interposer allows you to fully assemble complex documents with up to six stocks.



Xerox® DocuTech Highlight Color System Stitching/Binding Configuration

*See your Xerox representative for additional third–party capabilities.

Stack the results in your favor. Whatever your specialty, flexible solutions give you the ability to take advantage of more opportunities when they appear. With an agile stacking configuration, you're ready to leap on more types of jobs than ever before.

A

Keep jobs going continuously with robust feeding.

More sheet capacity per tray and continuous feed options keep you running.

Sheet capacity:
(At 20 lb./80 g/m^2)

- Tray 1: 1,100-sheet capacity
- Tray 2: 600-sheet capacity
- Trays 3 and 4 (high-capacity feeders): 2,600 sheets each

Roll feed options:

- Third-party roll feed options supported via Level 1 Digital Finishing Architecture. Please check with your Xerox representative for availability.

B

The stocks you need to get the job done.

Type—Label stock, tab stock, carbonless paper, pre-perforated stock, safety stock, and other specialized application materials

Size—From 8" x 10" to 14.33" x 17" (179 mm x 254 mm to 363 mm x 432 mm, including A4, A3, B4)

7" x 10" (178 mm x 254 mm) enablement kit

Weight—From 16 lb. to 110 lb. (60 to 200 g/m^2) cut-sheet paper

C

More finishing options than ever.

Base finishing module includes two high-capacity stackers (standard)—2,500-sheet capacity each (20 lb./80 g/m^2 stock). Up to two additional high-capacity stackers are optional.

Looking for more finishing flexibility? Check out our expanded options.*

Xerox® DocuTech® Highlight Color System
High-Capacity Stacking Configuration

*See your Xerox representative for additional third–party finishing capabilities.

Your spectrum of opportunity has blossomed.

It's all within your reach. Adding Xerox quality, speed, options, and service to a new line of applications might sound like an expensive proposition. But it's not. Adding the highlight color opportunity is more affordable than you might think. And in terms of return on investment, it's a downright bargain.

A precise blend of benchmark technologies.

The Xerox® DocuTech® HighLight Color Systems combine technology from the industry benchmark Xerox monochrome production printers with a completely new color imaging system. It takes two separate, yet fully integrated imaging systems combined to deliver up to 180 pages per minute and a duty cycle of up to six million impressions per month. This intense productivity is powered by a patented process of printing black and color in a single pass—meaning production-level output for black-only images and for black-plus-one-color images. There's never a slow-down for highlight color or for printing on heavier stocks.

Making the most of color.

The Xerox® DocuTech® HighLight Color Systems bring the cost of color closer than you might think to the cost of monochrome. The unique technologies involved make highlight color a great opportunity, providing you with:

- **Great productivity** to handle production-level job volumes
- **More effective documents** with highlight color for more satisfied, loyal customers
- **A broader range of applications,** including personalized, customized content with variable data
- **Production capability for complex documents** that include color integration, color covers, tabs, multiple stocks, and a wide array of finishing

The speed to stay ahead of the curve.

The Xerox DocuTech HighLight Color Systems are available in three speeds—128, 155, and 180 ppm. The expanded finishing option is available at 128, 155, and 180 ppm as well. So start with the speed you need today and grow in the future with easy, on-site speed upgrades.

Take your pick of colors.

The DocuTech HighLight Color Systems give you the choice of black plus blue, cyan, red, cardinal red, royal blue, violet, green, magenta, or yellow standard toners.

Custom colors.

Not all applications call for standard colors. Some customers will come to you looking for a color that matches their brand. Xerox Custom Blended Highlight Colors are designed to help you meet these requests. Whatever the hue, we'll work with you to create a color that meets your customers' requirements—and exceeds their expectations.

Pop in a new color for even more bang.

Changing color modules couldn't be easier. The modules are designed for replacement by your printer staff in just minutes. Simply roll the color cart up to the machine, open the housing, and exchange the module. That's it. And as you begin to use more colors, you'll be able to switch colors just as easily, expanding the applications and jobs you can take in. Regardless of whether you're printing in black or highlight color, the HighLight Color Systems print at top-rated speeds.

Expand your offerings and enhance your productivity.

The DocuTech® HighLight Color Systems open the door to opportunities. Add highlight color, variable information printing, a range of data streams, and finishing options and watch your horizons expand. The Xerox® FreeFlow® Digital Workflow Collection makes it all work to enhance your workflow processes.

Every system we develop works to enhance your workflow.

The Xerox DocuTech HighLight Color Systems work in conjunction with the Xerox FreeFlow Digital Workflow Collection—a growing suite of workflow products—to fit seamlessly into your workflow. Developed to open standards, FreeFlow products are designed to let you leverage your existing workflows and enable increased productivity and profitability. FreeFlow products help build workflow solutions for output, process, and business management in environments from in-plant to commercial print. FreeFlow also supports the mainstays of the digital production workflows—from familiar Xerox names like VIPP, to software and finishing devices developed by more than 100 Xerox Business Partners.

Your process. Our horsepower.

The DocuTech HighLight Color Systems give you the power and flexibility of the Xerox FreeFlow Print Server. FreeFlow runs on the latest processor technology to provide you with the horsepower you need for even the most complex jobs and challenging environments. You can use it to create up to 250 customizable print queues to batch and manage jobs more efficiently. You can assign characteristics to queues to perform powerful, time-saving functions, even overriding job parameters without operator intervention—and you choose the data streams that you need today, confident that you can add capabilities as you need them. FreeFlow also enhances your printing capabilities with:

- **Resource-based scheduling** assures the resources for printing are present before the job is scheduled
- **Page-level programming** applies specific programming to each page within a job—giving the operator total control, even for the most complex jobs
- **Remote workflow** allows control of any number of FreeFlow-based printers and Web-based management of jobs from any PC in the world
- **RIP while printing** keeps your process moving
- **Job forwarding** balances your workload

Variable printing, graphics, images, and data with strategic color.

Variable printing is now a standard offering. And it's easy and cost effective to add to your offerings with the HighLight Color Systems and the FreeFlow Variable Information (VI) Suite. The FreeFlow VI Suite can provide you with all of the resources you need to add variable graphics, images, and data to your documents within your optimized workflow. The end result is high-impact, high-value marketing communications that expand your applications and drive revenues. With the FreeFlow VI Suite workflow, you can expect optimal throughput and efficiency for all of your VI applications.

Up for your challenges.

To meet the demands of production print environments, your print solutions must be ready and reliable—every time you need them. The new technology behind the HighLight Color Systems allow them to provide exceptional reliability and maximum uptime to meet the demands of your business.

Breathe easy with Xerox prInteract™

prInteract is also available on the HighLight Color Systems to help:

- Diagnose problems
- Assess machine data
- Troubleshoot

prInteract is a collection of network-enabled services. These services are designed to improve problem diagnosis and proactively assess printer operations. That means more system uptime and reduced technician call time,both critically important to achieving increased productivity.

Highlighting quality.

Our digitally optimized papers and specialty media have been specifically engineered in concert with the Xerox DocuTech 128/155/180 HighLight Color Systems to provide outstanding productivity, superior reliability, and exceptional flexibility.

With our broad portfolio of papers and specialty media offered in a full range of weights and sizes, you will have the ability to customize your applications and highlight key messages on materials such as membership cards, newsletters, shelf talkers, reports, and manuals.

With our Xerox® DocuTech® 128/155/180 HighLight Color Systems, Xerox Supplies, and your imagination, the possibilities are endless.

Xerox and our environment: color us green.

Friendly to business and environmentally sound. There is no reason technological excellence has to come at the expense of the environment. And our long history of environmental leadership has taught us what's good for the environment can be good for business and our customers, too.

Designed with the environment in mind.

The Xerox® DocuTech® HighLight Color Systems:

- Reduce waste and energy through remanufacturing
- Utilize low power and off modes to conserve energy
- Use replaceable units that are designed for return and recycling
- Make efficient use of paper by using recycled papers, printing materials on-demand, and scanning documents to electronic files

Contact your Xerox representative to find out how printing in black-plus-one-color can help you achieve your goals. For more information on the Xerox DocuTech 128/155/180 HighLight Color Systems, call 1-800 ASK XEROX or visit us on the Web at: www.xerox.com.

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