

DocuTech®
128/155/180
HighLight Color
Systems



Say it so they'll see it.
With just one color.



One color, limitless possibilities.

High value, high impact, high return on your investment.

You can create high-value, high-impact applications that get results. You can add highlight color to revitalize your existing documents or use color to maximize your new documents. Either way, the effectiveness of all of your documents, and your return on investment, will increase measurably when you add a touch of color.

Attract more attention... for less.

We are all bombarded by countless messages every day from every direction. Only the most strategically conceived and compellingly executed communications are likely to get more than a second glance. You can use a few well-placed bursts of color to direct the “eye”

of your audience right where you want it, motivating them to:

- **Buy** your product or your idea. Showcase a great price, a limited-time discount, a special offer—any selling point.
- **Pay** more promptly. Emphasize an outstanding balance or due date on an invoice.
- **Act** more decisively. Highlight the urgency of your message.
- **See** the answer or message more quickly. Pinpoint the message in, for example, training documents and convey key points

immediately. Make critical information such as expiration dates, warning labels, and essential instructions the focus of the page.

- **Remember something**, for example, your brand, your products and your contact information.

Why not just use full color? It may not be as powerful as a single, well-placed color in these types of communications—one color creates a greater contrast than all-over color, communicating instant cues to your readers. You can be more persuasive with a black-plus-one-color document, at a better price.



Standard Colors

Your brand, your color.

Match your color to your image.

Your brand is an experience. Every interaction people have with your business—whether they are customers, prospects, employees or members of the general public—should convey to them the feeling and message you have chosen to associate with your business. The color used in your documents plays an important role in unifying your presentation of your brand.

Our new Custom Blended Highlight Colors let you maximize your brand more cost-effectively by accurately matching your unique brand color. For about the same price as monochrome, you'll enjoy all the benefits of highlight color we've been discussing, plus you can:

- **Unify your brand experience** by choosing to use your brand color as a highlight color.
- **Eliminate the need for preprinted stock** of letterhead, business cards and other critical branded materials—no waste when things change and no need to pay for storage.
- **Save on short runs** of branded materials.

And because the DocuTech® 128/155/180 HighLight Color System uses a unique, single-pass system, adding *your* color to documents doesn't slow down production at all.



Custom Colors



It's easy to color your world.

Take your pick of colors! The DocuTech® HighLight Color System gives you the choice of black plus blue, cyan, red, cardinal red, royal blue, green, magenta, violet and yellow standard toners.

Is it easy to change color modules? Absolutely. 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!

How about switching from color to color? As you begin to use more colors, you'll be able to switch colors just as easily as changing modules, expanding the applications and jobs you can take in. Whether you're printing in black or highlight color, the HighLight Color System prints at top-rated speeds.

One system, multiple opportunities.

The DocuTech® 128/155/180 HighLight Color System multiplies your opportunities with high-speed black-plus-one-color printing at a price only nominally higher than monochrome. This system is today's fastest cut sheet highlight color printer. It gives you the power of production-level speed and productivity. In one stroke, you can expand your opportunities with more applications and more profits. And you can add flexibility and strength with the FreeFlow® Digital Workflow Collection, designed to complement and enhance your workflow.

Your color. Our speed.

Start attracting the attention of your audience, when and where you want it, with carefully placed bursts of color. With the DocuTech® 128/155/180 HighLight Color System, you get industry-leading production-level speed and reliability, plus your choice of a broad range of standard toners. And you can take it a step further with our Custom Blended Colors—we'll match your brand color precisely so you can build your brand's image every day, in every document. All it takes is one color to open the door to limitless possibilities!

Contact your Xerox representative for details to find out more about adding a bit of color to your business.

