

Your postcards produced with a single touch.

Maximize your productivity and increase production rates with the Xerox® FreeFlow® One-Touch Postcard Productivity App.

Conquer the high costs of postcard printing.

Postcards are in high demand, but they can mean high labor costs to print providers. You must go through many critical and time-consuming prepress steps to ensure perfect postcard production. And quick turnaround time is a given.

In the production shop, there are many questions to be worked out:

- What will be the finished size?
- What sheet size does your Xerox® digital press support?
- How can you minimize paper usage while delivering the customer-requested postcard size?
- What finishing equipment can accommodate the job?
- Can you provide automated instructions to speed up the finishing process?
- What color management is required to ensure the absolute finest image quality?
- Can you gang multiple orders together?
- Can you handle static postcards as well as adding variable information to the postcards?

Typically, highly skilled prepress personnel guide this complex process.

The FreeFlow One-Touch Postcard Productivity App can transform the entire process from a labor-intensive, multi-step process to a single touch. One-Touch postcard workflow automates decision-making and completes all prepress steps automatically, without any production shop labor involvement, to accelerate prepress dramatically and maximize print production throughput. Whether the postcard job is received via email, from a web application, on a jump drive or over an order entry system, the process goes quickly and accurately. You'll reduce labor costs while processing more and more postcard orders—all with a touch of a single button.

Make your Xerox® digital press even more productive.

One-Touch Postcard Productivity App takes advantage of the amazing capabilities of FreeFlow Process Manager®. This award-winning software solution automates prepress decision-making, performs complex prepress steps, forwards files to external software programs, receives them back to complete prepress and, most important of all, communicates with your Xerox® digital press for printing and finishing.

The FreeFlow One-Touch Postcard Productivity App enables all of these steps; from receipt of the job, through adding variable data, prepress, and printing, everything is managed by a single touch on a screen. One-Touch Postcard Productivity App can also automatically query full job orders and compile requested jobs into a single print stream custom tailored for unique customer orders. And you can apply your automated postcard workflow again and again to print more jobs and earn more revenue.

The FreeFlow One-Touch Postcard Productivity App, with predesigned postcard layouts, workflows and detailed finishing instructions, delivers the fastest postcard preparation technology on the market. It enables you to produce more jobs, eliminate errors and maximize the investment you made in your Xerox® digital press.

We're with you every step of the way.

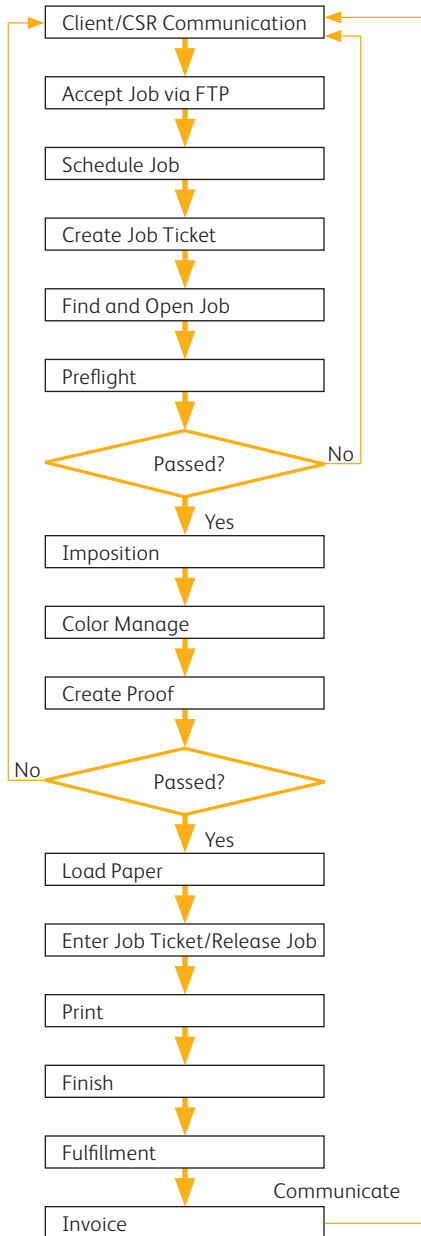
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short One-Touch tutorial and a test run of your own postcard workflow. You will learn how to maximize your Xerox® digital press productivity, produce business cards faster than you ever thought possible and free up your valuable resources so they can focus on what matters most: your customers.

It's one more way the Xerox® FreeFlow One-Touch Productivity Apps accelerate your postcard production and drive increased revenues and profits.

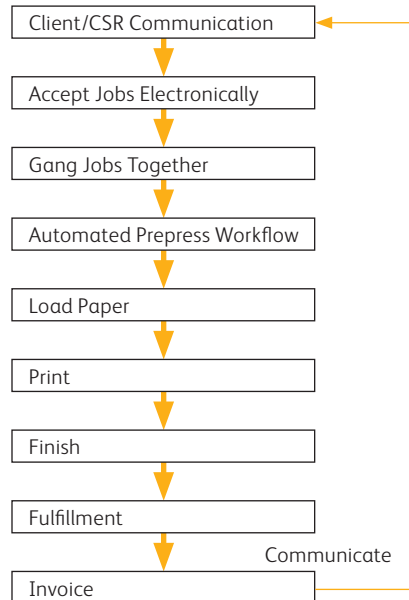


Results: Nothing Short of Amazing One-Touch Postcard Production

Current State



Future State



Picture all the savings exhibited in the diagrams above, where a number of postcard orders have production time savings of **67 minutes** and production cost savings of **\$59.50**.

Imagine running 20 similar batches a day, which is a savings of **1,340 minutes** or **22.3 man-hours** per day for a total of **\$1,190.00**.

Let us look at it from a total monthly savings by assuming a one-shift operation, Monday through Friday, 8:00 a.m. to 5:00 p.m. and 22 working days per month. The one-touch postcard jobs will easily give a return of **491.33 man-hours** and **\$26,180.00** every month.

For more information on Xerox® FreeFlow® One-Touch Productivity Apps, call 1-800-ASK-XEROX or visit us at www.xerox.com

