

Put your personalized booklet printing on the fast track.

Fast, productive and customized—booklet printing designed for your Xerox® digital press. Streamlined for speed and totally targeted with the Xerox® FreeFlow® VI on the Fly Booklet Productivity App.

Grow your business with personalized booklets.

On any given day, your customers will be exposed to thousands of marketing messages. Whether they dismiss a particular message as “noise” or stop everything to read it depends on one thing: your ability to focus on their interests and needs. With The Xerox® FreeFlow VI on the Fly Booklet Productivity App, you can create personalized booklets that allow you to focus on the right customer with the right message, at the right time—every time.

Personalized content enables you to address a particular customer pain point, build a unique message or deliver a targeted offer that demands immediate attention. However, creating variable booklets can be complex and time-consuming. Print providers must manage all the variable content in addition to imposing layouts to press sheet size. Large file sizes can bog down the network and result in production delays. The Xerox® FreeFlow VI on the Fly Booklet Productivity App simplifies all of this, allowing you to quickly create booklets that are as unique as your audience—all while minimizing effort and maximizing throughput for your Xerox digital press. It's truly the competitive edge you need to keep your customers engaged and interested—so you can grow your business.

Make your Xerox® digital press even more productive.

The FreeFlow VI on the Fly Booklet Productivity App combines the creativity of Adobe InDesign with Xerox® FreeFlow Variable Information Suite to deliver the fastest variable data publishing workflow, tailor-made for your Xerox® digital press. FreeFlow VI Design Express, an Adobe InDesign plug-in, offers an easy-to-use, drag-and-drop design solution for templates. Design your own, or use the templates we provide for booklets and many other popular applications.

The FreeFlow VI on the Fly Productivity App completely eliminates the time-consuming precomposition process that can tie up computing systems for hours or even days. Instead, your Xerox® digital press does all the work in real time. You simply send your design elements to the press, along with your variable information. Your Xerox® digital press and FreeFlow VI work together at lightning speed to compose each and every booklet on the fly, at the press and in real time. No precomposition, no huge files to RIP, no tying up valuable shop computing assets—and your printer will perform at maximum speed.

We're with you every step of the way.

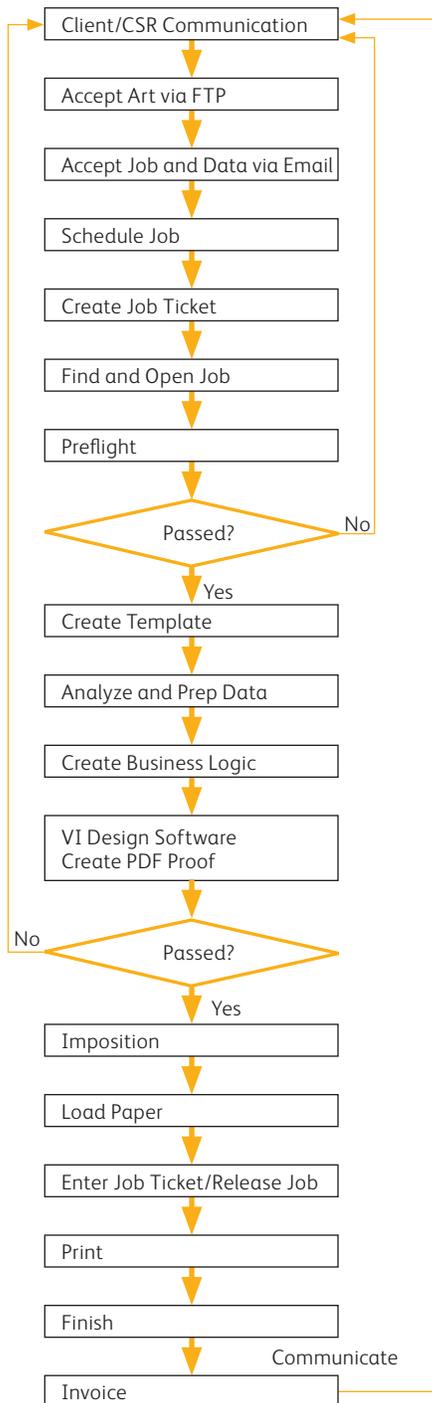
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short VI on the Fly tutorial and a test run of your own personalized booklet workflow. You will learn how to maximize your Xerox® digital press productivity, produce booklets 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 VI on the Fly Productivity Apps put your booklet production on the fast track and drive increased revenues and profits.

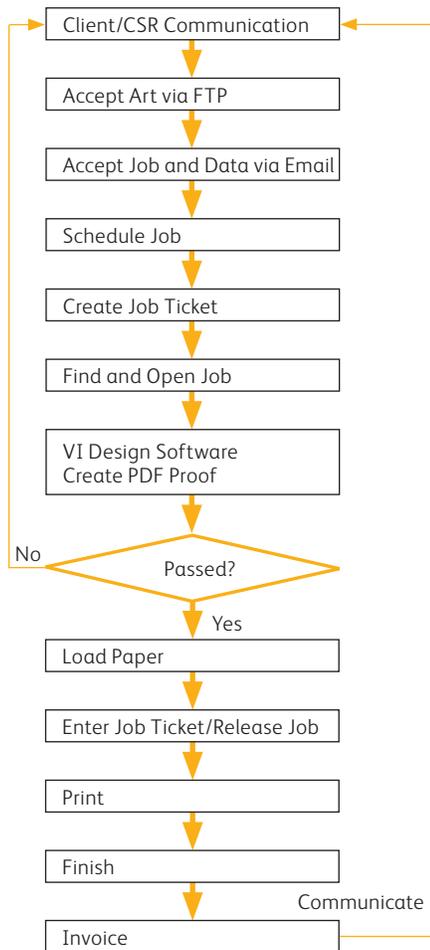


Targeted and Personalized Really Can Be Simple and Fast!

Current State



Future State



FreeFlow VI on the Fly Productivity Apps enable the fastest production for variable jobs. With the FreeFlow VI on the Fly Booklet Productivity App you can save more than two hours off the total production time for a single booklet print job at a quantity of 500. Run one job each day and you save 10 hours of production time in a week. By the end of the month, you have saved 40 hours... or a whole work week... that can be dedicated to other priorities such as growing your business and focusing on your customers. When you eliminate steps from the process, you not only streamline your workflow, you reduce your costs while providing targeted and personalized documents with FreeFlow® VI on the Fly Productivity Apps and your Xerox® digital press.

Disclaimer: Savings represented are based on sample workflows and include assumptions on cost. Results will vary based on customer's specific environment.

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

