

Accelerate postcard printing with Setup and Go simplicity.

Automate your postcard printing and maximize the productivity of your Xerox® digital press. Choose Xerox® FreeFlow® Setup and Go Productivity Apps for fast, easy prepress programming.

Run more postcard jobs with less setup time.

Your customers need postcards—all shapes and sizes—to advertise, promote, communicate and market their products and services. Postcards can generate a huge revenue stream for printers with high quantities and frequent repeat jobs. But let's face it—there are lots of print providers that can support postcards. The challenge is to differentiate your business and reduce the costs associated with this type of job.

With the Xerox® FreeFlow Setup and Go Postcard Productivity App, you can simplify the numerous prepress steps and prepare postcard jobs with an easy-to-use automated workflow. All it takes is a few clicks to create PDFs, set layouts and optimize color—all parameters specifically tailored to your Xerox® digital press. You can produce postcards instantly—without manual calculations—and enjoy consistent results job-to-job, operator-to-operator.

Make your Xerox® digital press even more productive.

The Xerox® FreeFlow Setup and Go Postcard Productivity App is an easy-to-implement productivity booster. By virtually eliminating most postcard prepress steps, it frees up your highly skilled prepress operators to focus on more complex, higher-profit jobs.

All Xerox® FreeFlow Setup and Go Productivity Apps leverage the power of Xerox® FreeFlow Express to Print—a cost-effective workflow tool with automated prepress and visual job ticketing. Its simple visual interface displays the complete job on screen with multiple views to ensure accuracy. Dozens of predesigned templates and embedded workflows enable even new or less-skilled operators to produce postcards and other common jobs quickly.

Xerox® FreeFlow Express to Print automatically optimizes settings to the exact capabilities of your press: color or mono, sheet sizes and finishing options. Your labor costs are drastically reduced and your Xerox® digital press will operate more efficiently. The Xerox® FreeFlow Setup and Go Productivity Apps, including predesigned postcard layout designs and workflows, enable you to produce more jobs and maximize the investment you made in your Xerox® digital press.

We're with you every step of the way.

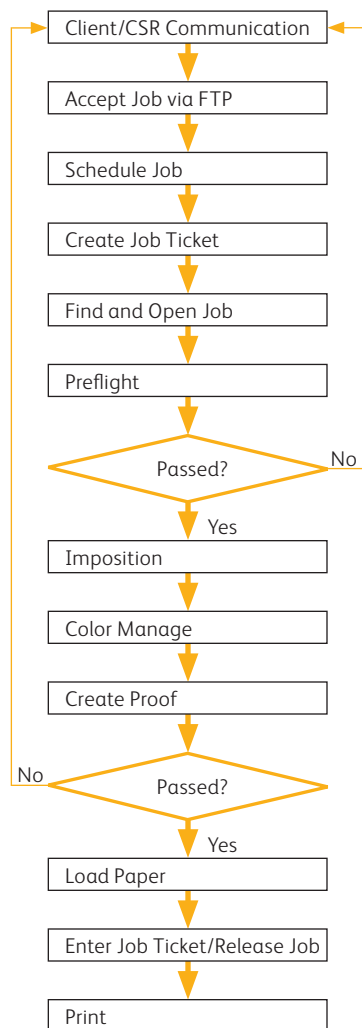
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short Setup and Go tutorial and a test run of your own personalized postcard workflow.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

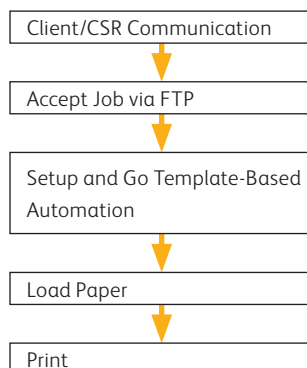


Take time out of your process and put money back in your pocket.

Current State



Future State



Reduce production time by 13% for a postcard print job and save more than **\$30**. It may not seem like a lot at first glance.

Look closer.

- Run 10 of those jobs in one day and you have saved **\$300.00**.
- At the end of the week you have an extra **\$1,500.00** in your pocket. That's **\$6,000.00** per month and **\$72,000.00** per year!

Simplify steps through automation and the savings will follow. Produce more jobs and the revenue will grow. Pick up the pace on the road to success with FreeFlow® Setup and Go Productivity Apps and your Xerox® digital press.

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

