Stay ahead of big opportunities.

How big is your opportunity?
And how wide?

The wide format market is growing because the need to make an impact is bigger than ever. Customers want to make a big impression. And they need to react quickly because, well, slow just isn't in anyone's strategic plan anymore. Up until now, delivering big with wide format wasn't a problem. But fast? And to do so efficiently and consistently—day after day, week after week? That's a challenge.

Get big. Fast.

Now there's a sweet spot where quality and quantity meet—where big and fast are no longer a problem. We call it the Xerox Wide Format IJP 2000. This printer meets the market's demand for quick turnaround of high quality wide format applications of all kinds. And it meets your need to keep jobs in house, profitability intact, and customers happy.

We all know there used to be trade-offs. Large format jobs with moderate to large runs—especially with last-minute delivery dates—didn't fit easily into your workflow.

Now there's opportunity. The Xerox Wide Format IJP 2000 lets you move more jobs through your shop and get them into the hands of satisfied customers faster. It also lets you move wide format jobs from the "just get it done and take the productivity hit" side of your business to the "Let's impress our customers and make a profit" side.

THE DANCE SHOPPE
SUMMER PERFORMANCES

7:30 p.m. | Thursday, August 8
7:30 p.m. | Friday, August 9
6:00 p.m. | Saturday, August 10
Zargon Center

It's about time. With print speeds of up to 4,520 square feet (420 square meters) per hour, you can deliver jobs in minutes rather than hours—and say "yes" to more profitable work, more often.
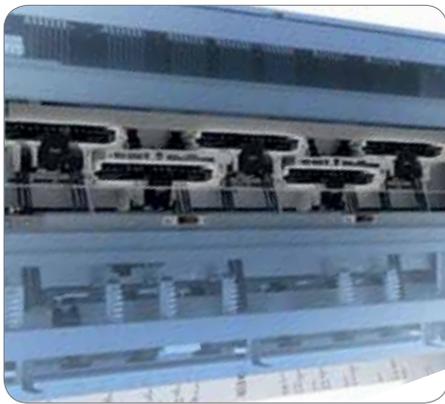
Think fast. Now even faster.

Unlike other inkjet printers that need a moving print head, the Xerox Wide Format IJP 2000 has five print heads arranged in a fixed formation across the width of the media. They simultaneously jet four inks—CMYK—at 1600 x 1600 dpi resolution in very small 1.3 picoliter drops that create vibrant images in a single pass.

That's a big deal for your customers who need attention-getting quality with fine details, smooth lines and bold colors.

It's an even bigger deal when you consider the speed improvement this single-pass printing provides—with printing speeds of up to 4,520 square feet (420 square meters) per hour, a job that used to take up to 5 hours on multi-pass inkjet printers can now be completed in just 5 minutes… and posters can be printed in under 5 seconds!

Keep your wide format workflow flowing.

With the processing power to handle the most complex of jobs, the Caldera GrandRIP+ keeps your printer running at its full rated speed.

Easily create repeatable workflows and settings, and manage your print jobs with an intuitive interface that lets you drag and drop files to the printer. Powerful composition and color management features help ensure that you aren't trading productivity for quality. You not only deliver fast—you deliver right.

Make the most of every production minute.

Part of the challenge of wide format jobs is that they can create a significant speed bump in your work process—and your profitability. That's why we've designed virtually uninterrupted operation right into this printer.

Two-liter ink tanks keep you up and running longer. A four-roll capacity gives you up to 2,000 feet (600 meters) of media on 42 inch- (1,067 mm) wide rolls—papers, vinyl, fabrics, or films. A production-capacity stacker keeps up to 150 printed sheets organized. And an optional Fotoba FHS42 Cutter produces full bleed posters, banners, and signage in a single-step inline process with minimal operator intervention.

Make an even bigger impression with easy targeted marketing.

Sure, wide format jobs make a big impression. But what happens when you can add images and messages targeted to specific retail, event, regional or demographic needs? All of a sudden, a run of 200 prints becomes a run of 200 individualized sales opportunities for your customer.

This type of variable data printing can deliver a real impact in the market—and on your bottom line. It's a power that isn't possible with offset. But with the IJP 2000 and Xerox FreeFlow® VI Design Express software it's easy to include customized and relevant messages, to satisfy more customers, to increase the value of each job, and to increase profit.
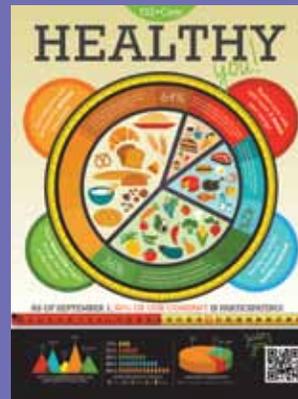
One printer. Many answers.

Producing large quantities of wide format jobs used to be a trade-off, requiring multiple printers and multiple days to fulfill even a single customer request. It's no wonder that these jobs have sometimes been viewed as a problem. But with the Xerox Wide Format IJP 2000, they are a profit opportunity.

Point of Sale

Signage

Posters

Banners

Now you can produce a variety of high-value jobs with vibrant quality on a range of media from coated, satin, gloss and adhesive papers to backlit and stoplight film, to vinyl, banner fabric and blueback. You can keep more of that value—and more profit—in-house. You can consolidate multiple inkjet devices and save big where it counts: footprint, maintenance and labor costs. You can say "yes" to more jobs, and "yes" to growing your business.

And you can use the Xerox Wide Format IJP 2000 to take your wide format business to a new, bigger level—one where only one hour a day delivers a return on you investment. The other hours return profit.

Staying ahead is even easier with the Xerox® Wide Format IJP 2000 Performance Package.

Get the most out of your investment with software enhancements that provide the ultimate in image quality control. And a complementary scanner opens up new business opportunities with Scan to File and Scan to Print functionality.

To learn more about the Xerox® Wide Format IJP 2000, contact your Xerox representative or visit www.xerox.com

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