

Overview



Production power made
simpler and smaller
for a converging workplace



Xerox DocuTech 75/90, DocuPrint 75/90, and
DocuPrint 75MX Enterprise Printing Systems

Print environments are changing...

The power, design, and handling to put you firmly in control...

POWER

Transparent data stream support...

Support for a full range of datastreams that drive publishing, transactional, and MICR printing.

Speed... 75 or 90 images per minute to quickly turn customer jobs into customer satisfaction.

Image quality... Outstanding image quality to answer the needs of both publishing and transactional printing.

A proven platform... A Xerox DocuSP® controller platform that has proven itself through years on the production floor.

DESIGN

Compact size... In a compact footprint, all the capabilities you need to produce more jobs.

Ergonomics... Beginning with the intuitive user interface, everything is designed to fit the user like a glove.

HANDLING

Job integrity and recovery... The highest levels of uptime and job integrity assure that every record gets printed—and printed on time. When necessary, you can pick up printing at any point in a job...critically important in transactional printing.

Job scheduling... Schedule the order of jobs and go well beyond the "first in, first out" of less sophisticated devices.

For many years, production printing and production publishing existed each in their own environment. But more than ever, market conditions are forcing the printing industry to look for new ways to reduce costs and strengthen the bottom line.

Converging documents can bring the desired cost savings and financial windfalls to business. Traditional publishing documents can use transactional elements to address consumers on an individual basis. Transactional statements can incorporate publishing elements such as graphics and finishing that increases the perceived value of a document. And equipment that can produce both, along with MICR, promises enormous economic advantages.

We're changing ahead of them

Economies of every kind...

Xerox DocuTech 75/90, DocuPrint 75/90 EPS, and DocuPrint 75MX EPS are all about economy.

It begins with an acquisition cost that makes each of these devices easy to afford and a logical part of the migration from where you are now to where you want to be—with the full power of Xerox document production. But their economy goes well beyond their attractive entry price...

Economies of consolidation

Since their introduction, Xerox DocuTech has been considered the author of digital, on-demand publishing and Xerox DocuPrint printing systems have been the recognized leader in transactional printing. Each has been the definitive name in their own environment.

Now with the convergence of publishing and transactional printing, they can be thought of as one family with incredible power and the full legacy of DocuTech and DocuPrint behind it.

Devices that can perform all of the functions of both a production publisher and a powerful transactional printer deliver incredible value to business. DocuTech 75/90, DocuPrint 75/90 EPS, and DocuPrint 75MX EPS excel in both areas and can have a profound impact by minimizing acquisition, operating, consumable, and training costs while producing the high-quality documents your customers demand.

Economies of scale

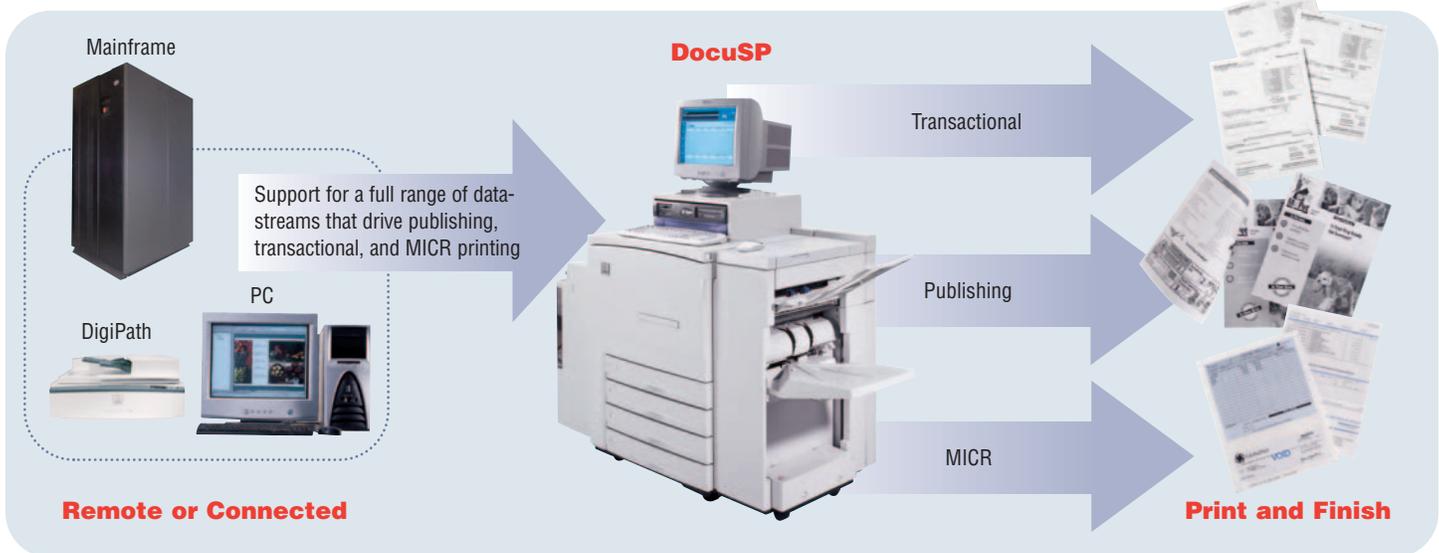
Xerox compact production devices are the smaller siblings with all of the heritage and excellence of the DocuTech and DocuPrint families of products. Their smaller footprint maximizes the productivity you get from every inch of production floor space.

But don't let the small size fool you. DocuTech 75/90, DocuPrint 75/90 EPS, and DocuPrint 75MX EPS deliver full data stream support, workflow capabilities, and all the power to produce more of the jobs that drive your enterprise forward.



Little printers. Big printing.

The Xerox DocuTech 75/90, DocuPrint 75/90 EPS, and DocuPrint 75MX EPS pack incredible value in a compact footprint that will fit right into your business.



Breaking down language barriers

Robust data stream support means that we speak all of the languages that printers speak, including LCDS, IPDS, HP PCL, Adobe PostScript®, PDF, and TIFF.

This flexibility truly streamlines the printing process. Transactional data that resides on mainframes—and that used to pass through third-party software transforms before printing—now can go straight from mainframe to print, simplifying integration and saving time, expense, and resources. In a publishing environment, documents can easily go from hardcopy to print through Xerox DigiPath® Production Software.

A true family patriarch

If anything is responsible for holding the Xerox digital, on-demand production family together it is the Xerox Document Services Platform (DocuSP®). The DocuSP printer controller:

- Provides unprecedented power over your print jobs, including control down to the page level.
- Has the concurrency power to process either hundreds of small jobs or one transactional data job with thousands of database entries.
- Allows jobs to move from one Xerox production device to another. In mixed jobs, DocuSP's intelligent queue manager can use optional color splitting capabilities to separate color pages and forward them to a Xerox DocuColor printer while producing the monochrome pages on the DocuTech 75/90, DocuPrint 75/90 EPS, or DocuPrint 75MX EPS.
- Leverages the knowledge that operators have developed on other Xerox production equipment through a consistent, intuitive interface.
- Allows you to preview a job in PostScript or PDF format on the controller prior to printing.

Print anywhere

Being far away doesn't mean you have to surrender any control over your print jobs. With both channel and distributed connectivity options, Xerox DocuTech 75/90, DocuPrint 75/90 EPS, and DocuPrint 75MX EPS allow you to print from anywhere business takes you.

And with DocuSP's Remote Workflow, you can manage all printer activity from a remote PC.

A first step on the path to success

Xerox DocuTech 75/90, DocuPrint 75/90 EPS, and DocuPrint 75MX EPS are ideal ways to start the journey that culminates with the full power of Xerox digital document production.

Depending on where you are now—using older mid-range or production printers or relying on a variety of expensive satellite printers—these Xerox compact production devices are an important step on the road to greater productivity, reduced costs, and better service to your customers.





For more information on Xerox DocuTech® 75/90, DocuPrint® 75/90 EPS, or DocuPrint® 75MX EPS call **1-800 ASK XEROX** or visit us on the Web at: www.xerox.com

Overcoming information challenges with DocuTech 75/90 and DocuPrint 75MX, 75/90 EPS*



In publishing

Overland Traders, a successful clothing retailer, has carved a niche selling overstock outdoor apparel via a black & white catalog featuring line drawings rather than photographs.

While business has been good, expenses have been rising and they are looking toward printing costs as a first step to becoming more profitable.

Their management has noted that they employ a production publisher to print catalogs and a production printer to print credit card statements at the end of each month. Consolidating would save money, but because their publisher and printer are products of two different manufacturers, they can't easily work together.

Overland Traders also wants to make more effective use of their printing dollars by better segmenting their market to produce catalogs tailored to each customer.

The DocuTech 75/90 provides the solution.

- Exceptional image quality makes the catalog crisper and more vibrant than ever.
- DocuSP's industry-leading variable data printing capabilities and the nature of digital on-demand printing allow each catalog to be perfectly suited to its recipient. Based on previous purchase information, the catalog for each customer prominently features the products they are most likely to buy.
- In-line finishing options such as the Signature Booklet Maker ASF100-D do away with the time-consuming and expensive bindery Overland Traders previously used. Now, the catalogs—fully addressed using the DocuSP's variable information power—go directly from the printer to the consumer's mailbox.

In transactional & MICR printing

For reasons of confidentiality, the Midway Federal Credit Union has decided to bring all of their printing back in-house—including transactional statements and check printing.

At the same time, MFCU hopes to take advantage of the audience that actively and eagerly reads their financial statement each month. By including elements that are traditionally found in publishing output—such as graphs, charts, and illustrations—they hope to magnify the impact of their printed communications.

While MFCU is certain of the positive impact these changes will have on their business, they want to enter the waters of in-house document printing slowly. Consequently, they are interested in a choice that couples the capabilities they need with an affordable price.

They find the answer in the DocuPrint 75MX.

- The highest levels of quality in MICR printing provides uniformity, consistency, and durability. More than 99.5% of the checks produced on the DocuPrint 75MX are successfully processed.
- Pure speed—75 images per minute—quickly produces their transactional jobs at the end of each month. Xerox reliability assures they can do so without missing a single one of their valued customers.
- Xerox Variable data Intelligent PostScript Printware (VIPP®) provides the variable information power to mix transactional data with graphics and charts that vary for each client.
- An affordable price and a compact footprint helps MFCU maximize the value of their limited floor space.
- The power to accept transactional data directly from the mainframe streamlines the printing process. Statements can be printed at the last minute and go out the door in record time.



*The examples presented are fictitious. They represent examples of machine functionality in different environments, not actual customers.

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