Xerox Color Services: Offered by SmartPress Production Consultants

We Help Xerox Customers Become More Efficient & Profitable

xerox

The Printing World is Changing
You Have New Business Questions
SmartPress Production Consultants Can Help Give You the Answers You Need

Printing has evolved. Today, much of our traditional offset printing is being run by offshore providers, together with the continued economic downturn, the landscape for our industry continues to change. The questions that printers are asking themselves are:

- How can I differentiate myself from the competition?
- Is there a way that I can reduce costs and automate my workflow?
- How can I reduce waste and produce jobs right the first time?
- How can I produce predictable repeatable color across multiple platforms?
- What additional applications can I run to make more money?

Xerox Color Services can help! You can differentiate your business from the competition by taking advantage of the color services available to you. Our Xerox G7® Experts can help you become a G7 Master Printer, a coveted industry certification. Workflow efficiency issues? A SmartPress Production Consultant (SPPC) can conduct a workflow assessment, which will assess your strengths, opportunities, and make recommendations that will help streamline your workflow and increase productivity. We can also help you produce predictable repeatable color from proof to production, across multiple platforms, with our color printer profiling service. Finally, using our color consulting services, a SPPC will provide education, processes and tools to ensure you attain color quality, accuracy and consistency with your Xerox color devices!

Hi, I'm Steve Averbach, Manager of SPPC Professional Services at Xerox Corporation. I have the pleasure of working with one of the most creative teams in digital printing. For the past nine years Smart-Press Production Consultants have been dedicated to providing our iGen customers with a full portfolio of color services.

Now we have expanded our services, we support the full gamut of Xerox Color Products! Whether you are new to digital color, working with your first color printer, or if you are an experienced printer with a color managed workflow, we have a robust portfolio of services that can help take your business to the next level! We are now a national single source color services provider capable of providing a full spectrum of color services that can improve your business results.

Scan this QR code with your smartphone to contact me!

This catalog of Xerox Color Services will help you determine what you need to improve productivity, efficiency and print quality. For additional information, feel free to contact me at 732-431-0390 (steven.averbach@xerox.com) or the Customer Education Registrar at 1-800-445-5554 (USA.CEregistration@xerox.com). You can also engage us by contacting either your Xerox Sales Representative or Systems Analyst. We truly value you as a Xerox customer. Thanks in advance for your business and also your interest in our powerful array of Xerox Color Services.
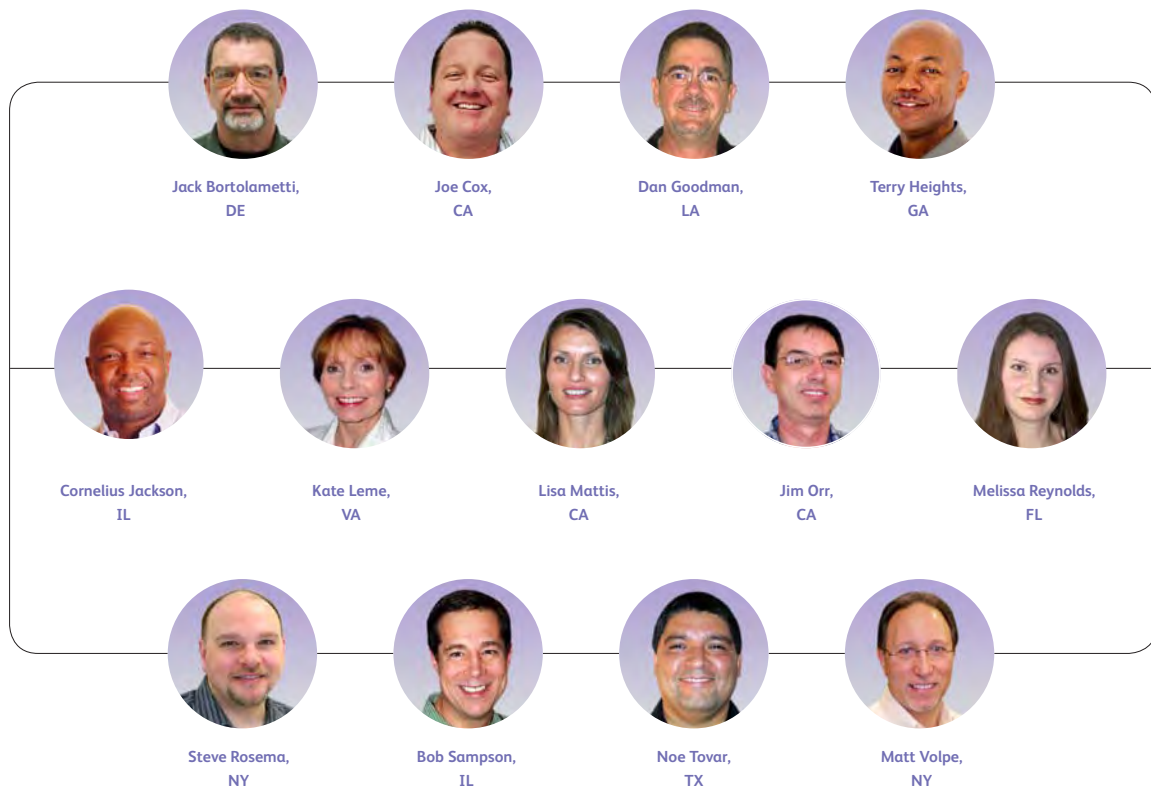
Steve

Xerox SmartPress Production Consultants Are Ready to Help

Our Color Services are Geared for Today's Ever-Changing Business Environment

SPPCs are a diverse team of true Graphic Arts professionals. We have the sought after skill sets that will help your business move forward. The variety of collective skills includes graphic design, pre-press, digital and offset printing, sales and variable data programming. We understand the power and intricacies of digital color printing. Bottom line: The SPPC team is ready to deliver the Xerox Color Services you need that will help you grow your business. Just call Steve Averbach at 732-431-0390 and we'll get started!

Jack Bortolametti,
DE

Joe Cox,
CA

Dan Goodman,
LA

Terry Heights,
GA

Cornelius Jackson,
IL

Kate Leme,
VA

Lisa Mattis,
CA

Jim Orr,
CA

Melissa Reynolds,
FL

Steve Rosema,
NY

Bob Sampson,
IL

Noe Tovar,
TX

Matt Volpe,
NY

Customers Agree That SPPCs Are a Talented and Valuable Resource

This Team is Dedicated to Improving Customer Workflow and Print Quality

What our customers say:

"Both operators commented on the fullness and the difference in the training the SPPC provided. It was very hands-on, operational focused and yet allowed us to produce product. At this point, we are rapidly increasing production and learning every day. We feel the SPPC efforts have made a difference in the learning curve. In all, we were very pleased with the experience."

Wayne Nemecek
Owner, AmeriPrint
Appleton, WI

"I am extremely impressed with our SPPC. She is very knowledgeable and has a very calming way of handling everything. She has worked with us to get some production out without any problems and has made my people, training on the machine, feel like they can do anything. I am thoroughly satisfied with her training and feel that she has empowered my people with the knowledge to make us capable of producing the kind of quality and volumes necessary to make us successful."

David Tobman
President, Automation Taft Printing
Los Angeles, CA

"ADR has participated in Xerox provided training many times, most recently on-site training with an SPPC. By choice, ADR is literally a *repeat customer*— this was the SPPC's third trip to ADR in the last 6 months. As a direct result of the training that the SPPC and Xerox has provided, our team has become intimately more knowledgeable in operation, maintenance, and workflow capabilities of our iGen4. In addition, we enjoy the benefits of the relationship that has been built during training and have continued to utilize that resource as we grow our business and capabilities. Thank you Xerox! We consider our partnership with you to be an integral part of our success!"

Traci Grote
Manager, Print On Demand Services, ADR, Inc.
Wichita, KS

"The Week One instructors conducted a clear, concise and professional class. I enjoyed their respective training methods and styles. And then our SPPC helped us to reinforce the learning from Week 1, being sensitive and flexible to accommodate our business needs, and yet holding us accountable to the learning continuum. The total training experience will be invaluable to the success of our new digital color business offerings."

Allen Thrift
Senior Vice President, The Cleaning Authority
Columbia, MD

"I just wanted to take a few minutes to let you know how helpful and accommodating our SPPC was during his recent training session at Broadridge Financial Solutions. In the short time he was here, he developed a nice working relationship with the team and captured their full attention. He was also in consistent contact with me to ensure he was covering the topics that were important to our business and workflow. This was probably the most important and beneficial piece for me and the team, because it demonstrated that the SPPC, who was representing Xerox, truly wanted to make this implementation successful."

Jeffrey Matos
Sr. Manager, Digital Document Solutions,
Broadridge Financial Solutions
Edgewood, NY

We Offer a Wide Range of Xerox Color Services to Improve Your Productivity

SmartPress Production Consultants will Help You Print More Effectively

Are you facing digital printing obstacles or color issues? We can help. SmartPress Production Consultants will work with you to help you become a G7 Master Printer, profile your press, assess your color workflow and help you gain a better understanding of digital color printing. In other words: We'll help you become more productive, thus becoming more profitable. We offer a wide gamut of Xerox Color Services that are truly relevant to today's printing professionals. SPPCs deliver these services with an impressive knowledge base that spans graphic design to production to management in both commercial and in-plant print shops. Call us today at 732-431-0390 for more information about Xerox Color Services!

New for 2010!

G7® Master Printer Qualification:
Improve gray balance and color consistency

Who would benefit from this course? Printers, pre-press houses and designers who want to learn to proof or print to the G7 methodology, and attain G7 Master status. You will work with a Xerox G7 Expert to guide you through the qualification process, and receive a membership with the IDEAlliance®. These techniques, process controls and standards will be incorporated in to your workflow resulting in consistent and exceptional image quality.

Are there any site/equipment requirements? This service will be conducted at your site. We request your color management professionals are available, and that we have access to the appropriate equipment. A comfortable room to accommodate everyone, a white board, or flip chart, and digital projection system will help make the consultation and training most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? 5 days of onsite consulting, training and workflow implementation.

Would you like to receive more information? Call 732-431-0390!

Color Consulting Services : Education, processes and tools to ensure quality, accuracy and consistency

Who would benefit from this course? The offering targets those individuals responsible for controlling and maintaining color on your Xerox equipment. They will learn how to measure color and create baseline standards, and how to control that color over time. Developing these color control processes will allow you to gain the most benefit from your devices with consistent, predictable color, while satisfying your customers' expectations.

Are there any site/equipment requirements? The training is performed at your site. We request your color management professionals are available, and that we have access to the appropriate equipment. A comfortable room to accommodate everyone, a white board, or flip chart, and digital projection system will help make the presentation most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? Training is up to 5 days in length, depending on complexity of your shop's configuration and your specific requirements.

Advanced Color Management Training for Color 800/1000 Presses: Produce accurate color

Who would benefit from this? This training is meant to help your operators, designers and pre-press professionals take full advantage of your Color 800/1000 press. An informal workflow analysis will be conducted to determine your needs, and then a training continuum will be customized for you. Possible topics included in your continuum are color fundamentals, designing for digital printing techniques, creating great documents with Clear Dry Ink, analyzing the content of PDF files and printing from Adobe applications.

Are there any site/equipment requirements? The training is performed at your site. We request access to key members of your staff, and a comfortable room to accommodate everyone. A white board, or flip chart, and digital projection system will help make the presentation most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? Training is up to 5 days in length, depending on your specific requirements.

Advanced Color Management Training for iGen3 and iGen4 Presses: Produce consistent color

Who would benefit from this course? This training is meant to help your operators, designers and pre-press professionals take full advantage of your iGen3 or iGen4 press. An informal workflow analysis will be conducted to determine your needs, and then a training continuum will be customized for you. Possible topics included in your continuum are color fundamentals, designing for digital printing techniques, analyzing the content of PDF files and printing from Adobe applications.

Are there any site/equipment requirements? The training is performed at your site. We request access to key members of your staff, and a comfortable room to accommodate everyone. A white board, or flip chart, and digital projection system will help make the presentation most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? Training is up to 5 days in length, depending on your specific requirements.

Color printer profiling: Control your color, day in and day out

Who would benefit from this course? Are you ready to take the next step in managing your color by implementing a color managed printing workflow? Then, this service is for you! You can choose to have custom profiles built for you, or decide to take control of profile creation yourself. This offering will help you get better color matching between your Xerox digital color printers, your iGen3/iGen4 digital press and/or your offset press. There are 2 different offerings:

1. The SPPC will profile your presses.

2. Create your own profiles: The SPPC provides a robust 2-day training program using your hardware and software. The students will learn how to create color profiles for digital and/or offset presses.

Are there any site/equipment requirements? This offering requires X-Rite's i1®iSis automated chart reader and MonacoPROFILER Software. The SPPC will use their own software and hardware if offering #1 is selected. However, this software and hardware package is available for purchase from Xerox, if you select offering #2.

How long does it take? Typically, 2 days.

Xerox Workflow Assessment: Get ready to kick-start your digital printing business

Who would benefit from this? Print professionals who seek new ways to reduce costs, support diverse data streams, maximize the capacity of their operations and optimize workflow to increase efficiency. The SPPC will analyze your workflow by interviewing key members of your staff and observing your crucial areas. At week's end, you will receive a detailed graphical report explaining your digital strength's and opportunities. As appropriate, recommendations will be made to guide you to improved efficiency.

Are there any site/equipment requirements? Access to key members of your staff in customer service, prepress, design, digital B&W/color printing, variable data printing and finishing.

How long does it take? One week.

* This service can also be delivered by a trained Xerox Systems Analyst.

iGen3 and iGen4 Operator Training: Create highly skilled and efficient operators

Who would benefit from this course? New iGen3 or iGen4 operators who need to be Xerox certified in the areas of software application, troubleshooting, problem solving, and advanced press maintenance.

Are there any site/equipment requirements? On-site training requires the availability of operators, and use of customer iGen3 or iGen4 press. Operators and press need to be completely dedicated to training activities.

How long does it take? The complete training is 3 weeks. Week 1 will be conducted at one of two National Customer Training Centers: Rochester, NY or El Segundo, CA. Weeks 2 and 3 will be conducted at your site.

iGen3 and iGen4 Operator Boot Camp: The perfect, disciplined training course for your operators

Who would benefit from this course? New iGen3 or iGen4 operators who need to expand their abilities to include fundamental skills on press functionality and operation, Digital Front End operation, and certified advanced customer maintenance. Additionally, training is applicable for previously trained operators who may need a "refresher" course on certain tasks with which they are facing difficulty.

Are there any site/equipment requirements? The training is performed at your site, using your equipment, thereby minimizing your travel costs.

How long does it take? We train in one week modules. One Module: One 40-hour week. All three Modules: 120 hours, or three 40-hour weeks.

iGen3 to iGen4 One Week Expert Training: Reap the full benefits of your iGen4

Who would benefit from this course? This training is designed specifically for existing iGen3 accounts who are upgrading to an iGen4. This enables operators to fully leverage the benefits of the iGen4's automated functions and enhancements. The curriculum goes above and beyond the standard iGen4 basic operator training for trained iGen3 operators. For an entire week, the SPPC works closely with your staff to ensure a smooth integration of the iGen4 into your workflow.

Are there any site/equipment requirements? We require the iGen4 press and the operator's undivided attention.

How long does it take? This is a five day course. Training for more than two operators is available upon request and may require additional time and expense.

Would you like to receive more information? Call 732-431-0390!

Executive Boot Camp: A strategic overview of your iGen3 or iGen4 Press

Who would benefit from this course? This offering targets print production management executives from mid-sized to large printing operations who seek basic knowledge of iGen3 or iGen4 capabilities and a broader understanding of the implications of this technology for their managerial strategy. Topics include an overview of operator maintenance, image quality best practices, consumables management, material safety and disposal, paper handling, and much more.

Are there any site/equipment requirements? We require a conference room that can accommodate a group comfortably and a laptop-compatible digital projector. The iGen3 or iGen4 press should be made available to the group for an afternoon walk-through and informal question and answer session.

How long does it take? This is a one-day event requiring approximately 8 hours. Events lasting more than one day can be arranged by request. They will be priced accordingly.

Let's Get Digital: A seminar designed to make your workflow more efficient

Who would benefit from this course? This course is for customers who currently produce black and white or highlight color prints, and are making the leap to full digital color printing. The seminar will include a review of color theory, along with an introduction to color management concepts and correct design tips. This training will help the in-house designer, pre-press staff, operator and production manager communicate with clients who have more advanced printing needs.

Are there any site/equipment requirements? For this event, there's not much more needed than a suitable room that can accommodate your group comfortably (no computers or software are required). Also, it would be beneficial to have a digital projector and whiteboard available to make the presentation more effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? The workshop is offered in a convenient modular format that will run from four to six hours. It can be customized for the unique requirements of your organization.
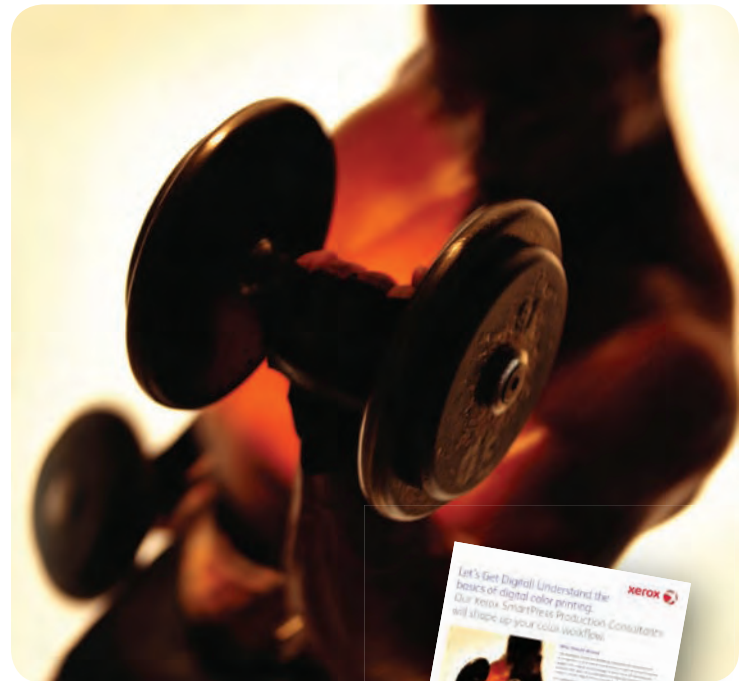
Design for Digital Training: Gain a better understanding of digital technology and file creation

Who would benefit from this course? This workshop can be taught to in-house designers as well as to external customer designers. It is optimally presented in groups of 10 or less. You'll be shown very practical and specific steps that enable you to prepare your designs for digital printing— steps that will save you time and money while ensuring that you achieve the best possible results with your design.

Are there any site/equipment requirements? A classroom or conference room with a laptop projection system and a white board or flip chart is all that you need to provide. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? The SPPC will be on-site for one day to deliver this workshop. There is time built in for on-site consultation as needed.

* This service can also be delivered by a certified Xerox Systems Analyst.

Color Management Training: Create consistent color output even across multiple devices

Who would benefit from this course? This is an invaluable workshop for pre-press managers and pre-press technicians. After identifying the key facts about your devices, workflow and experience of your people, we will focus on the most critical issues and tailor the program so you get the maximum benefit.

Are there any site/equipment requirements? Access to key members of your staff. We require a conference room that can accommodate a group comfortably and a laptop-compatible digital projector. If necessary, we can arrange for presentation hardware for a nominal charge. Also, access to an internet connection is desirable.

How long does it take? One business day.

* This service can also be delivered by a certifed Xerox Systems Analyst.

Would you like to receive more information? Call 732-431-0390!

Color Quest workshop: Learn the theory, art and science of color

Who would benefit from this course? This offering is specifically for those who simply need a better understanding of how color works. This seminar clarifies theory and the science behind all color, particularly as these apply to the world of color printing. Color terminology is defined and explained in terms that business people can understand. This is a great course to help operators, customer service staff, and anyone who is a color novice understand the basics of color and color printing.

Are there any site/equipment requirements? The event is conducted at your site. We require a suitable room that can accommodate your group comfortably. Also, it would be beneficial to have a digital projector and white board available to make the presentation more effective. If necessary, we can arrange for presentation hardware for a nominal charge. For a customized color workflow consultation, we require an available workstation.

How long does it take? Color Quest is one day in length. Expanded offerings for workflow consultation are also available.

Xerox Productivity Plus for iGen3 and iGen4: Boost productivity and increase uptime

Who would benefit from this course? iGen3 or iGen4 operators who need to be certified as a Customer Technician. Operators will receive a service manual and special parts, along with training to access diagnostics, and troubleshoot fault codes and image quality artifacts. These tasks currently need to be done onsite by your Xerox Customer Service Engineer. Giving your press operator greater self-sufficiency will help maximize your uptime by increasing productivity and print volume.

Are there any site/equipment requirements? Customers must be pre-qualified to participate in the Xerox Productivity Plus program. Press operators must have completed the 3-week Certified iGen3 or iGen4 Operator Training. A technical background with experience using a digital voltmeter and hand tools is required.

How long does it take? Three weeks at the Xerox National Customer Training Center in Webster, NY.

Our Xerox Color Services Will Help Make Your Business More Profitable

Our SmartPress Production Consultants are Available. Just call 732-421-0390!

- G7 Master status

- Advanced Color Management Training for Xerox 800/1000 Presses

- Color Consulting Services

- Advanced Color Management Training for Xerox iGen3 & iGen4

- Color Printer Profiling

- Workflow Assessment

- Xerox Certified iGen3 & iGen4 Operator Training

- Xerox Gen3 & iGen4 Operator Boot Camp Training

- Xerox iGen3 & iGen4 One Week Expert Training

- Xerox iGen3 & iGen4 Executive Boot Camp

- Let's Get Digital

- Design for Digital Training

- Color Management Training

- Color Quest

- Xerox Productivity Plus Shared Service Program

Feel free to download additional information on any of our Xerox Color Services by going to:
www.xrxgsn.com/admin/public/11610/index.html

Would you like to receive more information? Call 732-431-0390!

We have a proven track record! SmartPress Production Consultants deliver a variety of Xerox Color Services that are designed to help you excel in these demanding times. Give us a call at 732-421-0390 so we can help you streamline and drive your business!

Get Ready to Increase Your Profits and Work More Efficiently

Xerox SmartPress Production Consultants are a Phone Call Away!

Improve your business results. We have a wide variety of Color Services that will help you expand your business, no matter which Xerox digital product you own. We are here to help you succeed.

Contact us today. For additional information, plus any customized service that you may require, feel free to contact **Steve Averbach at 732-431-0390** (steven.averbach@xerox.com) or the **Customer Education Registrar at 1-800-445-5554** (USA.CEregistration@xerox.com). You can also contact your Xerox Sales Representative or Systems Analyst for all Xerox Color Services listed in this brochure.* Plus, you can download additional information on any of our Xerox Color Services by going to: www.xrxgsn.com/admin/public/11610/index.html

Scan this QR code with your smartphone to receive more information on any of our Xerox Color Services.

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