

iGen® 150 Press
iGen4® Press
Color 800/1000 Presses
Versant™ 2100 Press
Color J75 Press
Versant™ 80 Press



Finding the Perfect Fit

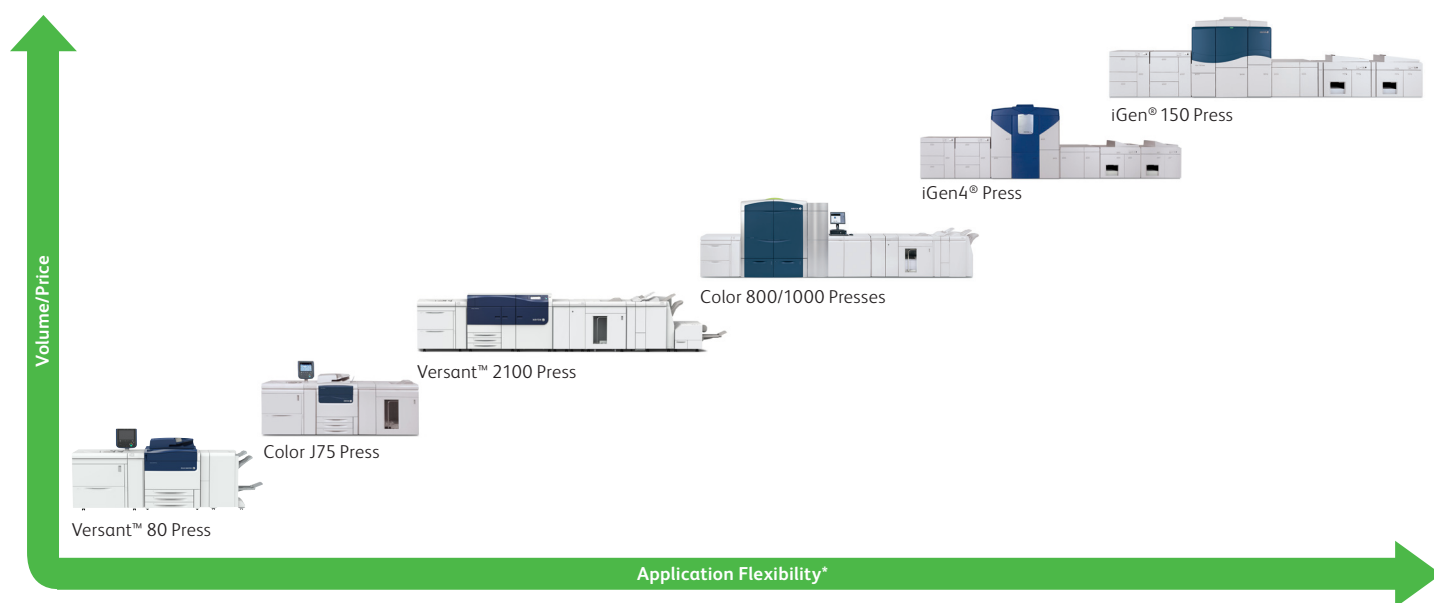
A Positioning Guide for
Digital Colour Presses



Know your customers.

Know your options.

Fuji Xerox has developed the broadest, most scalable, comprehensive and powerful portfolio of colour products in the industry today. At every level, we have a product that can fit any customer's print environment: from light production to 24 x 7 heavy volumes, commercial print, service bureaus to in-plant, quick and franchise printers. The Fuji Xerox production colour portfolio provides your customers with numerous exciting choices and opportunities. From entry level to high volume, customers can start with Fuji Xerox and grow with Fuji Xerox. No other competitor offers the breadth and scope of leading-edge solutions. If you understand your products, you can find the perfect fit for your customers, win the sale and develop the lasting relationships that will keep your customers coming back to Xerox.



*Application Flexibility = Job Complexity, Mixed Media, Variable Data Printing, Substrate Latitude, Finishing, Colour Management

This product positioning guide outlines the key strategies for selling the:

- iGen® 150 Press
- iGen4® Press
- Color 800/1000 Presses
- Versant™ 2100 Press
- Color J75 Press
- Versant™ 80 Press

Our strategies to approaching sales and then owning the production colour market are to:

- Understand the breadth of the Fuji Xerox production colour portfolio, that is, the individual product missions, volumes, performance, applications, etc.
- Unleash the product portfolio and find the perfect fit – know your customer and know your options
- Learn the general product comparisons: the products' standard specifications, image quality, finishing and applications
- Put it all together

High-Level Key Questions to Ask Your Customers

Asking the right questions will help you determine the right fit. Remember, there are a number of factors and possible scenarios. This gives you a good start for developing a process that will help most customers.

- What is your projected monthly volume?
- What are the primary sizes, weights and kinds of papers (media) you run?
- What are the image quality demands of your print environment?
- What types of jobs/applications do you run? What is your job mix?
- What type of finishing do you require?
- What level of productivity do you need?
- Is colour management important to you?
- Do you need to adhere to an industry colour standard?

First, we'll take a look at each individual product mission.

iGen4®/ iGen® 150 Digital Presses – Robust Productivity

The iGen4® and iGen® 150 Digital Presses are the flagship colour products in our portfolio. They are intended for high-volume printing and high-value applications. Productivity, substrate range, large sheet size and image quality make up their value proposition. Compete with the **HP® Indigo Press® 5600/7600** and **NexPress® SX2700/SX3300/SX3900**.

Color 800/1000 Presses – Think Flexibility

Our Color 800/1000 Presses are distinguished by their use of EA Dry Ink technology, with a wide range of finishing options – the most complete and flexible in their class – and optional fifth housing for Clear Dry Ink for spot-addressable and flood applications. Will compete with the **Canon® imagePRESS® 7010VP**, **RICOH® Pro C901**, **HP Indigo 5600/3550**, **Konica Minolta® bizhub® C8000 Press** and **NexPress reconditioned models**.

Versant™ 2100 Press – Think Competitive Attack

The Versant™ 2100 Press, with its production-class feature set serving mid-range volumes, is priced aggressively to compete, providing a very strong value proposition. Competes with the **Konica Minolta C8000**, **Canon C7010VP** and **RICOH C901**.

Color J75 Press – Think Welcome to the Family

The Color J75 Press offer quality, productivity and versatility value to enable quick and easy entry into the production printing arena. These products build off of the strong momentum and acceptance of the 700i and 770 Digital Presses. Competes with the **Konica Minolta C7000/C6000**, **Canon imagePRESS C7010VP/C6010VP/C6010** and **RICOH Pro C751 and C651**.

Versant™ 80 Press Think Versatility

The Versant™ 80 Press is for the entry production market targeting a wide range of needs from the specialized professional printing requirements to the print-on-demand jobs in offices. With utilizing the technology employed in Versant™ 2100 Press, it delivers the wide range of media flexibility while achieving a compact body size. Competes with **Konica Minolta C1070**, **Ricoh Pro C5110 S**, **Canon C800/C700**.

Key Product Considerations At-a-Glance

Different technology designs are used to provide optimum performance, quality and productivity to meet the demands of different environments.

“Robust” iGen4® Press/iGen® 150 Press

- Speeds up to 110 ppm and 150 ppm respectively
- Total sheet capacity up to 30,000 with 12 pick points and largest sheet size in the fleet – 364 mm x 660 mm
- Broadest media latitude
- Highest duty cycle
- Advanced automation for image quality, colour management and system productivity

“Flexible” Color 800/1000 Presses

- Optional fifth housing for Clear Dry Ink opens up new application opportunities
- Wide, vibrant colour gamut
- 55 – 350 gsm enables access to more applications
- Advanced colour management tools with Inline Full Width Array (FWA) and Automated Colour Quality Suite (ACQS)

“Competitive Attack”

Versant™ 2100 Press

- Ultra HD Resolution
- Production Accurate Registration (PAR)
- Exclusive Full Width Array featuring the Automated Colour Quality Suite (ACQS)
- Auto Sheet Clearing

“Welcome to the Family”

Color J75 Press

- Production capabilities and performance
- EA Low Melt Toner for great image quality
- Advanced colour management tools with Inline Spectrophotometer (ILS) and Automated Colour Quality Suite (ACQS*)
- Flexible finishing options
- Entry level price point
- Simple Image Quality Adjustment Tools (SIQA)

- Autoduplex scanning
- Adobe® PDF Print Engine® (APPE) with PDF/VT support

*ACQS is for the J75 only

“More Versatility”

Versant™ 80 Press

- Ultra HD Resolution
- Simple Image Quality Adjustment (SIQA)
- Flexible finishing options
- Support Copy/Scan/office printing
- Printing without accessing the print server (through Multi-model Print Driver 2)

Drill Down to the Basics

The answers to these questions are critical in determining which printer is the right fit for the customer. An understanding of anticipated usage and volumes will ensure that the customer gets a solution that is robust and possesses real reliability and performance month-in and month-out. Consider volume carefully.

- What are your projected monthly volumes?
 - Today, in six months, a year from now?
 - Are there peak volume periods?
 - What are the lengths/variety of your production runs?
- What are the primary sizes, weights and kinds of papers (media) that you run?
 - Is there a percentage of applications that requires large papers (do you do 4-up, 6" x 9" cards with room for full bleed)?
 - Do you have special applications that could leverage a 364 mm x 660 mm sheet?
- What percentage of your applications requires heavyweight papers?
 - Do you have jobs that run between 300 to 350 gsm (the hefty weights easily handled by the iGen4® Press and Color 800/1000 Presses)?

Basic Specifications

	iGen4® Press	iGen® 150 Press	Color 800/1000 Presses	Versant™ 2100 Press	Color J75 Press	Versant™ 80 Press
Duty Cycle	3.75 M	4.0 M	1.5 M/1.75 M	660 K	300 K/450 K	460 K
Target AMPV/AMIV	200 K+ pages/500 K images	250 K+ pages/625 K images	180 K – 300 K	75 K – 250 K	20 K – 75 K	25 K – 80 K
Speed						
A4	110	137	80/100	100	76 (slows at 176 gsm)/76	80 (slows at 221 gsm)
A3	50	75	40/50	52	39 (slows at 176 gsm)/39	44 (slows at 221 gsm)
Substrate Weight Range (min – max)	60 – 350 gsm uncoated 90 – 350 gsm coated (45 gsm option)	60 – 350 gsm uncoated 90 – 350 gsm coated (45 gsm option)	55 – 350 gsm coated and uncoated	52 – 350 gsm uncoated 72 – 350 gsm coated	64 – 300 gsm uncoated 106 – 300 gsm coated	52 – 350 gsm uncoated 72 – 350 gsm coated
Substrate Size (min – max)	178 mm x 178 mm 364 mm x 660 mm with kit	178 mm x 178 mm 364 mm x 660 mm with kit	182 mm x 182 mm* (102 mm x 152 mm with post card kit*) 330 mm x 488 mm	140 mm x 182 mm* (98 mm x 148 mm with post card kit*) 330 mm x 488 mm	182 mm x 182 mm [102 mm x 152 mm option] 330 mm x 488 mm	140 mm x 182 mm (98 mm x 148 mm with bypass tray) 330 mm x 488 mm**
Base Input Capacity	10,000 sheets – 4 pick points	10,000 sheets – 4 pick points	4,000 sheets – 2 pick points	5,900 sheets – 6 pick points	1,900 sheets – 4 pick points	1,900 sheets – 4 pick points
Max Input Capacity	30,000 sheets – 12 pick points	30,000 sheets – 12 pick points	8,000 sheets – 4 pick points	5,900 sheets – 6 pick points	5,900 sheets – 6 pick points	5,900 sheets – 6 pick points
Footprint (W x D x H) (Print Engine)	7,210 mm x 1,829 mm x 2,438 mm	8,815 mm x 1,829 mm x 2,438 mm	2,995 mm x 1,107 mm x 1,864 mm	2,670 mm x 807 mm x 1,110 mm	1,714 mm x 777 mm x 1,372 mm	1,163 mm x 831 mm x 1,391 mm
Weight	3,580 kg	3,607 kg	1,390 kg	767 kg (incl.High Capacity Feeder)	282 kg	295 kg

*Min size depends on print Server spec.

**When using Versant™ 80 Press print driver, up to 660mm (length) is available.

– Do you have auto two-sided (perfecting) requirements (such as for signage, greeting cards, direct mail, etc.)?

- What types of coated stocks do you run?
- Do you require light weight papers (coated and uncoated, single-sided or two-sided printing)?
- Do you run jobs that require specialty media, such as labels, textured stocks or custom?
- What type of space do you have in your production print area?

Deliver value. Help your customers plan for growth.

Work closely with your customer to assess the future. Consider a business plan that looks at growth in six months, one year, even two years out. Then look again at the AMPV and duty cycle ranges in the chart below. It is a useful tool.






Image Quality Requirements

All of the products discussed in this guide have great image quality. Fuji Xerox is unique in that we offer inline colour management tools across our entire production colour portfolio, providing customers more accurate and consistent colour. Consistent, premium image quality is achieved across the portfolio via different technologies, toners and architectures designed to meet customer requirements and price points.

When discussing image quality with your customers, ask them the following questions, then consider the Image Quality Specifications chart below to help identify the product that best suits their image quality needs:

- What are the image quality demands of your print environment?
- Do your volumes or customer demands justify investment in advanced image quality calibration tools?
- Could your job setup times and operator productivity be improved through the addition of automatic colour calibration capabilities?
- Could you expand your business with new applications that could leverage design effects created with Clear Dry Ink (creative accents, watermarks, spot-addressable or flood treatments)?

Image Quality Specifications

	iGen4® Press	iGen® 150 Press	Color 800/1000 Presses	Versant™ 2100 Press	Color J75 Press	Versant™ 80 Press
Toner Technology	iGen conventional (Standard Gloss or Matte)	iGen conventional (Standard Gloss or Matte)	EA (Low Melt) Dry Ink	Low Gloss EA (Low Melt) Toner	EA Low Melt Toner	Low Gloss EA (Low Melt) Toner
Imaging and Fusing Technology	IOI/Roll Fusing	IOI/Roll Fusing	IBT/Belt Fusing	IBT/Roll Fusing	IBT/Roll Fusing	IBT/Roll Fusing
Number of Colours	4	4	4 + Clear	4	4	4
Print Resolution SPI	600 x 4800	2400 x 2400	2400 x 2400	2400 x 2400	2400 x 2400	2400 x 2400
Imaging Resolution	600 x 600	600 x 600 x 8 bit	600 x 600 x 8 bit	1200 x 1200 x 10 bit (Fiery) 1200 x 1200 x 8 bit (FFPS)	600 x 600 x 8 bit	1200 x 1200 x 10 bit (Fiery)
Image Quality Management and Automation Tools	ILS and Colour Management Tool, Auto Density Control, Auto Carrier Dispense	ILS and Colour Management Tool, Auto Density Control, Auto Carrier Dispense	Full Width Array (FWA)/ ACQS Automated Image-on-Media	Full Width Array (FWA) with ACQS	Inline Spectrophotometer (ILS)/ACQS	No
Automated Calibration	Yes	Yes	Yes	Yes	Yes	No
Automated Destination Profiling Custom Profiling	Yes	Yes	Yes	Yes	Yes	No
Spot Colour Calibration	Yes	Yes	No	No	No	No
Density Correction	Yes	Yes	Yes	Yes	SIQA for both presses	SIQA
Streak Correction	Yes	Yes	Tech Support	Tech Support	Tech Support	Tech Support
Certifications						



Speak Our Customer's Language

Printers, print buyers and designers look for a variety of attributes in checking a proof. Below are common terms that you should be familiar with when discussing print samples and image quality:

Colour Rendition – the overall colour of the sheet. Focus is often on pictorials and “memory colours” in particular.

Consistency – how the colour remains the same within a run.

Dot Pattern – description of the printed pattern used to replicate the image, typically described in terms of angle and frequency.

Gloss – overall glossiness of a print. Also an evaluation of the difference in gloss level between printed and non-printed areas.

Highlight and Shadow Detail – clarity and detail found in light and dark areas of images.

Image Permanence – how well the image adheres to the page when subjected to things like scratching and folding.

Neutrality – areas in images or graphic tints that are supposed to be neutral or grey balanced.

Pantone Accuracy/Gamut – assessment of how many Pantones are in a printer's gamut and how accurate they are to the aim.

Shape and Dimension – contrast and apparent depth of an image.

Sharpness – clarity of detail and apparent crispness of edges of objects such as text and lines.

Smooth Sweeps – transitions in graphic sweeps, flesh tones or other areas where tone slowly changes as you move across the page.

Uniformity – how smooth a flat tint looks over both large and small areas and across the sheet.

Colour Management At-a-Glance

Confident Colour also includes tools for matching colour across the customer's portfolio using Xerox® or partner solutions.

iGen4® and iGen® 150 Presses offer our most robust colour management technologies, with inline spectrophotometer (ILS), auto density controls and auto carrier dispense.

Regardless of how straightforward or complex the colour management needs of your customer, Fuji Xerox can help. Xerox® Confident Colour delivers industry-leading colour solutions, so your customers can focus on the challenge of developing their business into one that is stronger, more responsive, more flexible...more confident.

To provide our customers with outstanding colour that matches their expectations, we build a variety of innovative technologies into the presses, printers and print servers across the portfolio.

One key to our position of excellence in colour management is automation – building automation into a number of areas that traditionally take tremendous effort.

Automated calibration assures consistently excellent colour, helps our customers with job turnaround and increases uptime.

Automated destination profiling makes it easy to match an industry standard source or the gamut of another press. As a result, your customers deliver better neutrals, shadow and highlight detail, and outstanding photo rendering.

Finishing – An Important Differentiator

The iGen4® and iGen® 150 Presses support the most robust third-party finishing solutions through their Document Finishing Architecture (DFA). The Color 800/1000 Presses, Color J75 Press and Versant™ 2100 Press provide a flexible range of basic, inline finishing options, while the Color 800/1000 Presses and Versant™ 2100 Press give access to some third-party DFA alternatives.

What are your customers' finishing requirements? Knowing the ultimate end result helps direct you to the correct product. To determine the finishing options that best meet your customers' requirements, ask them:

- What types of jobs/applications do

you run? What is your job mix?

- Are you running small volumes of a lot of different applications, which would lend themselves to a greater variety of finishing options, or
- Are there some applications that you run a high percentage of, or
- Do you run a combination of both, for instance predominately learning manuals but, on occasion, calendars?
- What type of finishing does your business require?
 - How focused do your customers want their finishing offering to be; what is important to their customers?
 - Do finished sets require inline bleed trim capability?
 - What are the substrate ranges of the

jobs that are being finished? (Note: Different finishing devices/functions will have media latitudes that may be narrower than that of the print engine. See CED or ISA for individual finishing solution specs.)

- What level of productivity is needed?
 - Keep in mind that a press's total productivity is a combination of setup time, run time, finishing time and uptime. (Note: Some multifunction finishing capabilities and speeds may vary by application.)
- To what level can your operators leverage self-maintenance opportunities to optimise available press time?

General Finishing Comparisons





	iGen4®/ iGen® 150 Presses	Color 800/1000 Presses	Versant™ 2100/80 Presses	Color J75 Press
Available Options	Stacking	<ul style="list-style-type: none"> • Stacking/stapling • 2/4 hole punch (optional 2/3 hole punch) • PerfectBinder • High capacity stacking • Booklet making • Folding • GBC® AdvancedPunch™ • SquareFold® Trimmer Module 	<ul style="list-style-type: none"> • Stacking/stapling • 2/4 hole punch (optional 2/3 hole punch) • High capacity stacking • Booklet making • Folding • GBC AdvancedPunch • SquareFold Trimmer Module (post launch) 	<ul style="list-style-type: none"> • Stacking/stapling • 2/4 hole punch (optional 2/3 hole punch) • High capacity stacking • Booklet making • Folding • GBC AdvancedPunch • SquareFold Trimmer Module
DFA – Third Party	<ul style="list-style-type: none"> • Epic CTi-635™ Coating System • Xerox® Automated Packaging System • C.P. Bourg® BSFEx Booklet Maker* 	<ul style="list-style-type: none"> • Plockmatic Pro 50/35 Booklet Maker • GBC eBinder 200™ 	<ul style="list-style-type: none"> • Plockmatic Pro 50/35 Booklet Maker 	N/A

*Release Date: TBD

Finishing and Applications

At-a-Glance

Color J75 Press, Versant™ 2100 Press and Color 800/1000 Presses

High Capacity Stacker	GBC® AdvancedPunch™	Finisher D4 with or without Booklet Maker	SquareFold® Trimmer
			
<p>Large quantities of coated/uncoated book blocks, postcards, posters and photo books for offline finishing.</p> <p>Unload while run for Color 800/1000 Presses with dual HCSs.</p>	<p>Inline print, punch and collate for lay-flat manuals, reports and calendars for offline coil finish.</p>	<p>Coated brochures and booklets up to 20 sheets, calendars, bifold, newsletters, tri-fold flyers, z-fold inserts, tabloid z-invitations and extensive inline finishing with one device.</p>	<p>Square fold and/or face trimmed booklets, brochures or calendars.</p>



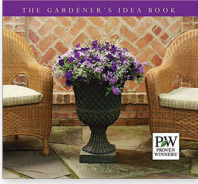
Versant™ 2100/80 Presses and Color 800/1000 Presses

Color 800/1000 Presses Only

Plockmatic Pro 50/35, Booklet Maker*	Color 800/1000 Presses Only	
	GBC eBinder 200*	Perfect Binder
		
<p>Coated brochures, coated bifold flyers, reports and folded newsletters at machine rated speed.</p> <p>Supports both inline and nearline booklet making.</p>	<p>Punch, bind and stack all inline for wrap-around lay-flat booklets, calendars and presentations.</p>	<p>Perfect binds novelty books, manuals, textbooks, course books, magazines, catalogues, trade books, selected photo books and yearbooks. Use inline or offline. Can use Clear Dry Ink for impact/value.</p>

*Indicates finishing devices that predominately run at machine rated speed. With smaller set sizes, productivity may vary by device.

iGen4®/ iGen® 150 Presses

Stacking	Epic Coater	Booklet Makers* (C.P. Bourg)
		
<p>Large quantities of coated book blocks, postcards, posters and photo book blocks for offline finishing. Up to four stackers support unload while run capability with multiple carts for long production runs.</p>	<p>Enables aqueous or UV coating with either spot or full flood coverage to enhance appearance and protect book covers, posters, signage and packaging solutions inline up to 22.5".</p>	<p>Coated brochures, booklets, calendars and reports. Provides inline saddle-stitch or corner stitch alternatives. Includes professional crease, full bleed trim and square edge capability.</p>
<p>Runs at full rated speed.</p>	<p>Runs at full rated speed.</p>	<p>Runs at full rated speed.</p>

*Release Date: TBD

Putting It All Together

Market Opportunity – An Applications View

The products discussed in this guide are suited to a wide range of general graphic communications applications. Identifying the right product to fit your customer's needs depends on that customer's:

- Volume and job mix
- Business model and capital constraints
- Unique applications requirements (such as sheet size, creative opportunities enhanced by Clear Dry Ink, workflow, finishing, etc.)

Here is an assortment of common applications and the colour products in our portfolio that best suits them.

Collaterals/Direct Mail – These are the traditional core applications across the portfolio. High volume printers will more likely find the overall iGen4®/ iGen®150 presses productivity attractive. At the same time, new and unique applications enabled by the Color 800/1000 Presses' Clear Dry Ink capabilities can help grow business.

TransPromo – Tight print windows and high volumes remain favourable to the iGen4®/ iGen®150 presses.

Books and Manuals – The iGen4®/iGen® 150 expanded sheet size is very favourable for book covers and book blocks. Robust iGen4®/ iGen® 150 finishing, with online book factory and books on demand solutions, are ideal for higher volume book producers.

Photo Applications – The Color J75 Press provides an excellent entry device for getting started in this market. Color 800/1000 Presses create new opportunities with vibrant image quality and the ability to create special effects with Clear Dry Ink. The Versant™ 2100/80 Presses delivers breakthrough image quality with Ultra HD Resolution and low gloss EA low melt toner. The iGen4® excellent image quality, matte dry ink and productivity support high volume producers of these types of applications.

Packaging – The iGen4®/iGen® 150 Xerox® Automated Packaging Solution Powered by Stora Enso Gallop™ for the iGen4® Press packaging solution largest sheet size is 364 mm x 571 mm and up to 350 gsm media. Along with the productivity and performance of its proven technology, it continues to lead our portfolio for packaging solutions. Color 800/1000 Presses have the potential to make inroads, with heavy weight 350 gsm capability and optional Clear Dry Ink.

Market Opportunity – Customer Segments

Commercial Print – All of our products in this portfolio are capable of running a wide range of general commercial print application types. They also all provide an effective digital complement to offset. The iGen4®/ iGen® 150 Printer's sheet size and total productivity will give it an advantage for certain applications. Color 800/1000 Presses will drive additional offset transfer with Clear Dry Ink spot and flood applications.

High performance image quality and substrate latitude enable the Versant™ 2100 Press to simplify offset transfer and new appellations.

In-Plant, Quick and Franchise Print – Footprint, facilities requirements, flexible finishing and equipment price points will trend toward the Color 800/1000 Presses, Versant 2100/80 Presses and Color J75 Press in many of these segments.

Market Opportunity: Applications View

Market Opportunity	iGen4®/ iGen® 150 Presses	Color 800/1000 Presses	Versant™ 2100 Press	Color J75 Press	Versant™ 80 Press
Collaterals High fidelity colour quality Vibrant business quality colour	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Direct Mail High fidelity colour quality Vibrant business quality colour	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓
TransPromo	✓ ✓	✓	✓		
Books and Manuals	✓ ✓ ✓ ✓	✓ ✓	✓	✓	✓
Photo Applications	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Packaging	✓ ✓ ✓	✓			

Market Opportunity: Key Customer Segments

Market Opportunity	iGen4®/ iGen® 150 Presses	Color 800/1000 Presses	Versant™ 2100 Press	Color J75 Press	Versant™ 80 Press
Commercial Print	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
In-Plant	✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓
Quick and Franchise Print	✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓

General Applications

At-a-Glance

Inline Application	iGen4®/ iGen® 150 Presses	Color 800/1000 Presses	Versant™ 2100 Press	Color J75 Press	Versant™ 80 Press
Bifold Inline	X	X	X	X	X
Brochures/Booklets/Calendars/ Saddle Stitch with Face Trim	X	X	X	X	X
Full Bleed Trim Brochures/ Booklets	X	X			
SquareFold® (edge) Brochures/ Booklets	X	X	X	X	X
Face Trimmed Brochures/Booklets	X	X	X	X	X
Soft Cover Photo Books	X	X	X	X	X
Hard Cover Photo Books	X	X	X	X	X
Perfect Bound Books	X	X			
Stacked Variable Data Statements					
Saddle Stitched Variable Data Booklets					
Lightweight VI Postcards/ Direct Mail (up to 220 gsm)					
Inline Punch	X	X	X	X	X
Inline Punch and Coil Bind Lay-Flat Documents	X	X	X		X
General Postcards/Greeting Cards/Business Cards/VI Cards	X	X	X	X	X
General Postcards/Greeting Cards/Business Cards/VI Cards Heavyweight Postcards 300 – 350 gsm	X	X	X		X
General Postcards/Greeting Cards/VI Cards Multi-Up (4-up 6" x 9") with Full Bleed Trim Space	X	X	X		X
General Postcards/Greeting Cards/Business Cards/VI Cards Optimum Multi-Up Sheets 26"	X				
Specialty Media Applications (Synthetics, Vinyl, DocuCard®, Textured, etc.)	X	X	X		X
Clear Dry Ink Watermarks, Spot or Flood Creative Effects		X			
Application Flexibility					

Basis Weight Conversion Table

gsm	Bond	Text	Cover	Index	Board
40	11	27	–	–	–
45	12	30	–	–	–
52	14	35	–	–	–
59	16	40	–	–	–
65	18	45	–	–	–
75	20	50	–	–	–
80	–	55	–	–	–
90	24	60	–	–	–
105	28	70	–	–	–
120	32	80	–	–	–
125	–	–	–	–	–
135	–	90	50	–	–
145	–	–	–	–	–
150	40	100	–	–	6 pt
165	–	110	60	90	–
175	–	–	65	–	–
180	–	–	–	–	8 pt
185	–	–	–	–	–
200	–	–	–	110	–
220	–	–	80	–	10 pt
230	–	–	85	–	–
245	–	–	90	–	–
250	–	–	–	140	12 pt
270	–	–	100	–	–
285	76	192	105	158	–
300	–	–	110	–	15 pt
310	–	–	–	170	–
325	87	220	120	180	–
350	–	237	130	–	–

Summary

As you can see, we have a device for every niche in the colour printing marketplace. Each product discussed in this guide provides great image quality; the right level of productivity; expandable, flexible finishing capabilities and the right price point. Clearly, the iGen® 150 Press, iGen4® Press, Color 800/1000 Presses, Versant™ 2100 Press, Color J75 Press and Versant™ 80 Press make up the industry's most powerful, scalable portfolio.

Customer requirements, application mix and future anticipated growth should all be considered in selecting the right product for either migration or to win over the competition.

- Customer volume trends, along with performance/price points, will enable entry production colour migration to the Color J75 Press, Versant™ 2100 Press and Color 800/1000 Presses.

- When migrating from a iGen3®, the iGen4®/iGen® 150 and Color 800/1000 Presses are effective solutions. AMPV and customer application/job mix requirements are key.

Armed with this information, comparative charts and the knowledge of your products, options and customers, this product positioning guide should help make it easy for you to:

- Win versus the competition
- Win new sales business
- Effectively migrate a Fuji Xerox-installed base to a new product

XTI/MIF Migration Chart

To ▶	iGen4®/ iGen® 150 Presses	Color 800/1000 Presses	Versant™ 2100 Press	Color J75 Press Versant™ 80 Press
From ▼				
iGen3®	AMPV > 150 K	AMPV < 200 K	AMPV < 200 K	–
DC 7000/8000 DC 7000AP/8000AP	AMPV 150 K – 1 M	AMPV 80 K – 200 K	75 K– 250 K	AMPV < 30 K (Low Volume Save)
700i/ 770 Presses	–	AMPV 80 K – 200 K	75 K– 100 K	AMPV < 75 K
550/ 560 Printers	–	–	–	AMPV > 50 K

