

XEROX[®]

ResourceLinC

Helping people
find **better ways**
to do **great work**

Solid Ink Overview

Shell Haffner
Worldwide Solid Ink Product Manager
Xerox Office Group

XEROX®



- Xerox Color Innovation
- Customer Advantages of Solid Ink Printing



Xerox Color Innovation

1973: Xerox 6500 - First Color Copier

1991: First Tektronix® Solid Ink Printer



1994: Tektronix® Single-Pass Color



1996: DocuColor Series Tandem Laser

1998: IBT Technology



2000: Xerox acquires Tektronix® CPID

2002: EA Toner



2002: iGen3



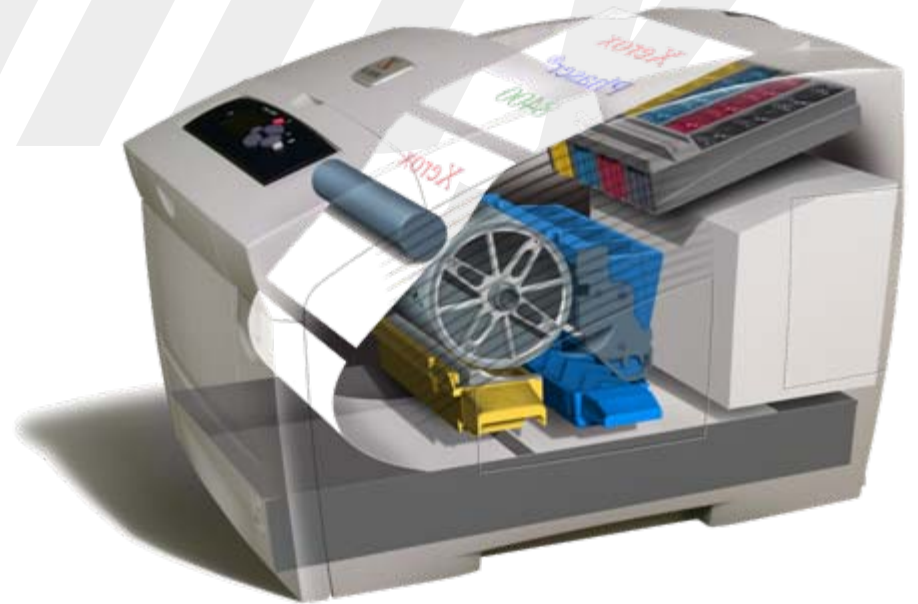
Customer Advantages

- Outstanding print quality
- Real-world performance
- Ease of use
- Storage/Logistics
- Environmental



Advantage - Excellent Image Quality

Mimics
**professional
print
presses**



Advantage - Performance

Importance of First Page Out Time

- Typical office job between 2-3 pages
- Solid Ink printers have the fastest FPOT
- Job complete before other printers start to print





Advantage – Easy Care

Loading ink is so simple, it's child's play

- Peel off the lid
- Grab the ink
- Drop it into the ink loader



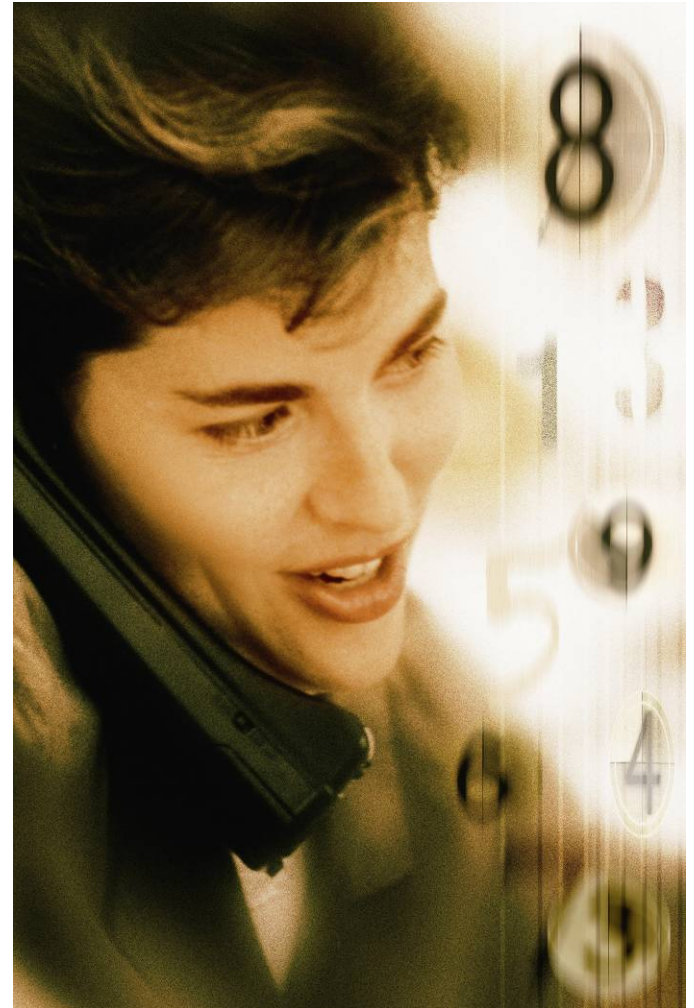
Advantage – Easy to Maintain

Ready Support

- PrintingScout
- PhaserSmart
- Free Phone Support

Configuration Card

- Stores network settings
- Makes hot swaps effortless



Advantage – Storage/Logistics

Move over bulky print cartridges.

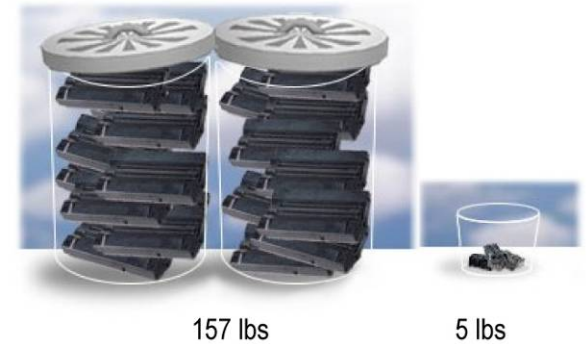
Solid Ink Sticks

- Are smaller
- Easier to store
- Have less packaging



Environmental Advantages

- Fewer replaceable units, less to throw away
- Recycle ready
- Safe and Clean
- Leaves no trace behind



When to buy Solid Ink?

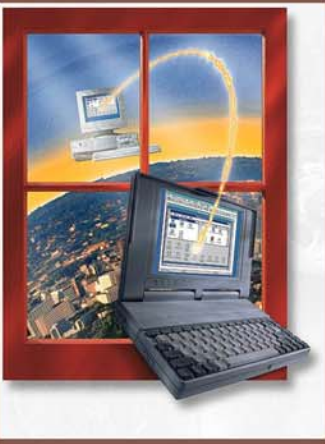
When quality is paramount –

- When you are facing document deadlines
- When you need to make a good first impression

When ease-of-use is critical –

- Kiosk environment
- Remote locations
- Small businesses

Contact Your Authorized Xerox Reseller:



ResourceLinC

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