

XEROX Spa

XEROX AT GRAFITALIA 2009 WITH CUTTING EDGE GRAPHIC ARTS SOLUTIONS

Xerox returns to the annual appointment with the graphic arts world at Grafitalia 2009 (March 24 - 28 2009, Fiera Milano Rho), the event where industry operators can learn about Xerox's digital printing solutions, Packaging Digital Print, and the leading digital photographic and publishing solutions, including Photo Kiosk to create customized photography products. A special focus is placed on the possibilities offered by digital technology to highly specialized security and anti-forgery applications. The star of the event is Xerox's broad range of solutions for the graphics market sector, from wide-format and color printers to black&white production printers. On display, for example, is Xerox's top of the range iGen4 printer, released in Italy in Autumn 2008 and, in preview, the new Wide Format 6279 devices for perfect monochrome prints and overprinting applications, while for the large format outdoor color market also on exhibit is the new Eco-solvent 8254E. In addition, visitors will have the opportunity to receive detailed information on the new portfolio of continuous feed solutions, including the Xerox 650/1300 monochrome system and the Xerox 490/980, the world's fastest xerographic color platform. A vast area of the exhibition floor is dedicated to workflow streamlining solutions: FreeFlow® Digital Workflow Collection, including the FreeFlow XMPie suite for the implementation of effective cross media campaigns, and FreeFlow Express to Print, which enables workflow automation in Light Production environments. Furthermore, for the enterprise process integration sector, Xerox presents the EIP (Extensible Interface Platform) software, which enhances next generation multifunction features. As always, all Xerox solutions showcased at the event respond to the most demanding efficiency and eco-sustainability requirements.

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