



The Road to drupa 2016

Admir Joldić, Country Manager Xerox Adria

Change is Opportunity

50 trillion
pages printed worldwide.

**2 Percent
Digital**

Ways to capture more pages:

- Accelerate Transition to High-Value Applications
- Automate Digital Environments
- Embrace New Inkjet Technologies
- Combine Print With Digital

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Change is also Challenging

What technology should I invest in?

How do I find a partner I can trust now and in the future?

How do I know I'm making the most of my opportunities?

Key Growth Segments

	2018 Proj. WW Retail Value of Digital Print (\$B)	'14-'18 Digital Page CAGR
Commercial	\$55	8%
Direct Mail	\$14	5%
Catalogues	\$1	10%
Books & Man.	\$12	11%
Transactional	\$13	3%
Photo	\$10	7%
Packaging	\$15	17%
Total WW Mkt. Ret – \$120		7%
Represents a Digital Page Growth of 7% CAGR ('14 –'18)		



Navigating Change With You

- Xerox's Innovative Cut-sheet Platforms
Broadest in the Industry
- Inkjet Investment
Disruptive Inkjet Technology
- Automation Leadership
- Proven Business Development Support

Delivering What's Important at drupa

**Robust Inkjet Focus:
Capture More Pages**

**End-to-End Solutions:
Strengthen &
Transform Print
Operations**

**High-value Applications
& Business
Development:
Accelerate Growth**

welcome
one world - one drupa



Xerox's drupa Theme: Let the Work Flow

When technology and workflow are in harmony, the work just flows. Operations are more automated, more integrated, driving more value-added applications—yielding more profitable results for you.

Segment & Application-focused Stand

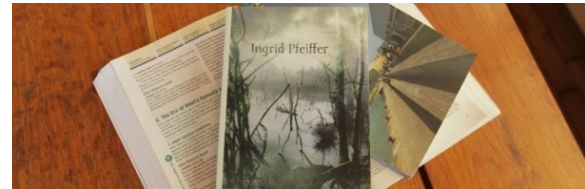


Marketing Service Providers

achieving double-digit growth derive more than 25% of revenue from value-added services



Direct Mail volume will increase by 14 billion pages to more than 100 billion pages



Books & Catalogues will add the most pages (56 billion) between 2014–2019



Transactional print volumes will grow by more than 10% and will exceed 32 billion pages



Photo merchandise will increase by more than 7%



Digital package printing offers a double-digit growth opportunity

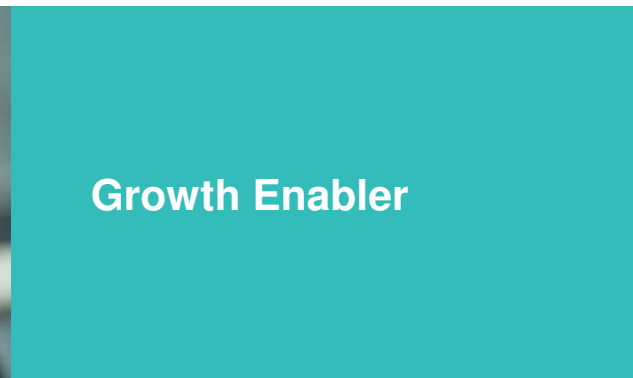
Why Xerox

Commitment Pillars

Trusted Partner for Innovative Technologies and Solutions



Growth Enabler



Business Transformation Leader



Trusted Partner for Innovative Technologies and Solutions

- Leader in digital cut-sheet
- Created print-on-demand industry
- Six global research centers; 12,000 active patents
- 5,000 scientists and engineers
- \$577 million RD&E investment (2014)



xerox
Produksijski tiskalnik
v petih barvah

Xerox 2013 Color Portfolio
— Universal. Flexible. Scalable.

Xerox® i125 Copier

Xerox® Nuvera® 100/120/144/150 EA Production System

Xerox® Nuvera® 200/268/310 EA Perfecting Production System

Xerox® Nuvera® M1 Production System, DocuPrint®

Sistemi za črno-belo produkcijo



ve za vse potrebe

Sistemi za barvno produkcijo



Xerox Color 75 Printer



Xerox Color 175 Printer



Xerox DocuColor 8080 Digital Press



Xerox Color 800/1000 Digital Press



Xerox Color 800/1000 Digital Press

Case study Gorenje





Color Digital Presses



Color Digital Presses



Xerox® Color C60/C70 Printers



Xerox® Versant® 80 Press



Xerox® Versant® 2100 Press

Xerox® Versant® Presses feature Ultra-HD Resolution which combines 2400 x 2400 resolution and up to 10-bit RIP rendering, delivering four times the pixels on a page expanding halftone screens for smoother, crisper resolution and stunning image quality.



Xerox® Color 800/1000i Presses



Xerox® Color 8250 Production Printer



Xerox® iGen4® Diamond Edition Press



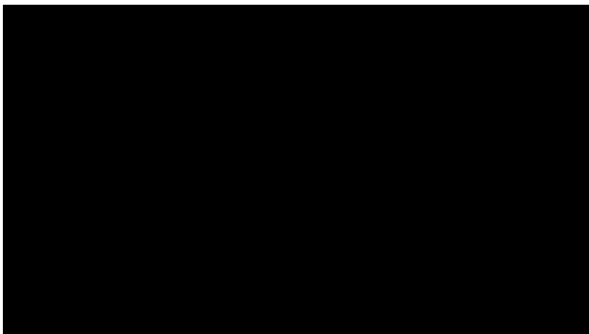
Xerox® iGen® 150 Press



Xerox® iGen® 5 Press



Xerox® Automated Packaging Solution for the Xerox® iGen® Presses



Inkjet and Wide Format Printers

Enrollment Guide

Grab a piece of retirement security.

Enroll today.

Step 2

Determine how much to save
Why saving now makes sense

...because your future financial well-being requires your action now.

In case that's not enough reason to save, your employer provides a match — that's right, your employer pays for some of your savings! Saving a safe and sound way through payroll deductions, you can take advantage of your employer's match.

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Taxable income	\$0	\$10,000	\$20,000	\$30,000	\$40,000
Taxes you pay	\$0	\$1,250	\$2,500	\$3,750	\$5,000
Tax savings because you participate in the plan	\$0	\$175	\$350	\$525	\$700

Examples are hypothetical and should represent the performance of any plan or investment. They may not be representative of actual results. All investments are subject to risk. The plan is a general description of the account features and does not constitute an offer of insurance or any other financial product. For more information, please contact your employer.

Step 2

How much you save each year to reach your goal



your pre-tax contributions and the match. See how a small increase in savings

10%
\$1,152.85
\$115.38
\$1,268.23
\$283.85
\$778.85

Inkjet and Wide Format



Xerox® Impika® Compact Inkjet Press



Xerox® Impika® Reference Inkjet Press



Xerox® Impika® Evolution Inkjet Press

Benefits of the Xerox® Impika® Presses:

- High density, aqueous pigmented ink for quality printing on low cost, untreated plain paper or a full range of inkjet treated and matte coated stocks
- Scalable and upgradeable configurations available in monochrome and color
- Variable resolutions and drop volumes allow you to balance cost, quality and speed
- Three resolutions: 360 x 600 dpi, 600 x 600 dpi, 1200 x 600 dpi
- Five drop volumes: 3, 6, 9, 11, 13 picoliters



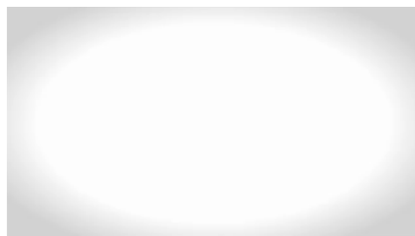
Xerox® Rialto™ 900 Inkjet Press




Xerox® CiPress® 325/500 Production Inkjet Systems



Xerox® Wide Format IJP 2000 Press



A stack of various textured paper samples, including smooth, embossed, and woven patterns, is shown. A black screw is visible on the right side of the stack. A purple banner is overlaid on the middle of the image.

Monochrome and Highlight Color Printers

Monochrome and Highlight color



**Xerox® D95A/D110/D125/D136
Copier/Printer and Printers**



**Xerox Nuvera® 100/120/144/157 EA
Production Systems**



**Xerox® Nuvera® 200/288/314 EA
Perfecting Production Systems**



**Xerox Nuvera® MX Production Systems
Xerox® DocuPrint® MICR Solutions**



**Xerox® DocuTech®
HighLight Color Systems**

Business Transformation Leader

- Drive inkjet benefits for new applications
- Advanced workflow automation
- Cross-media & Personalization capabilities
- More than 50 global technology partners

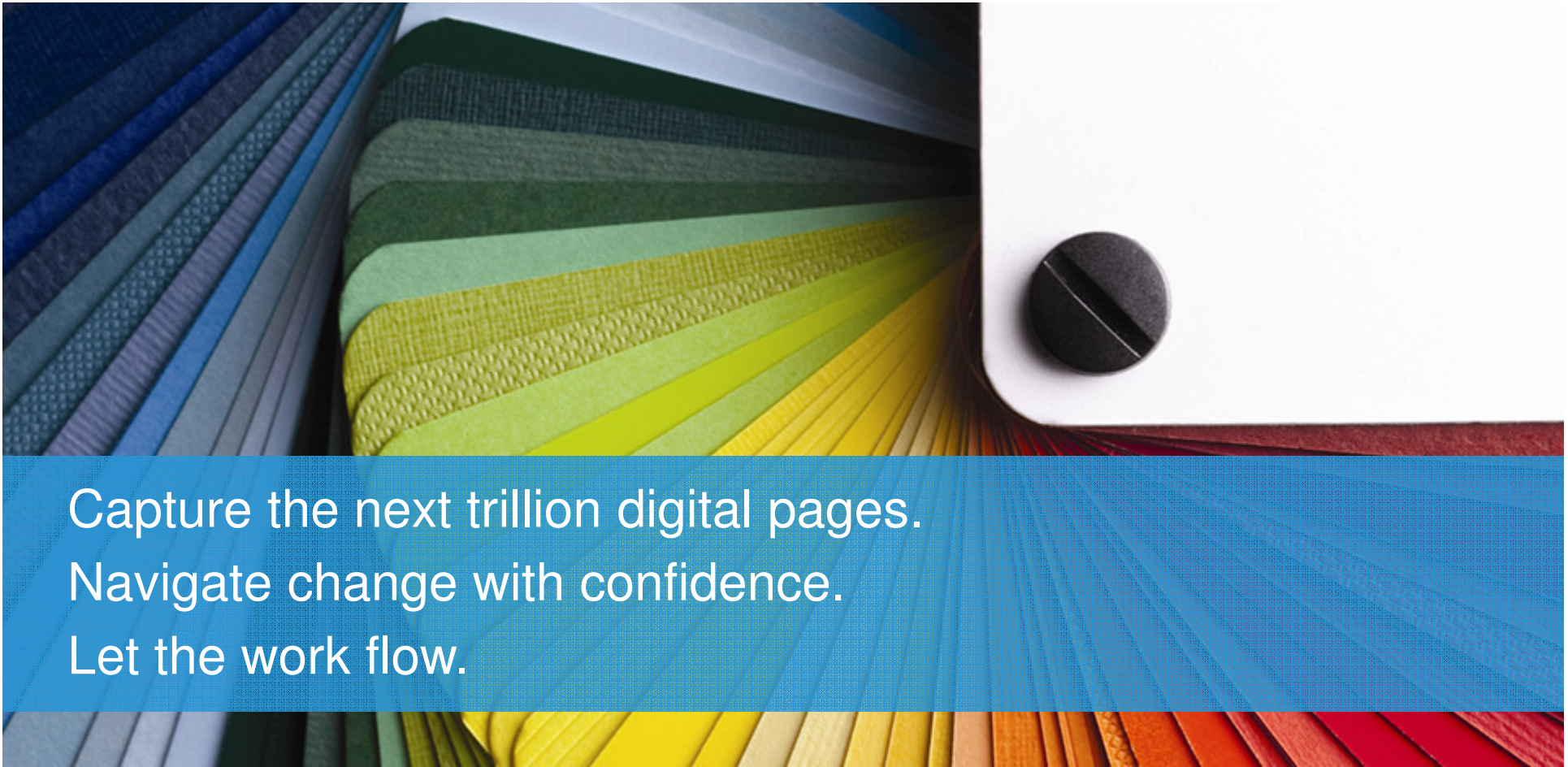
Growth Enabler

- New digital technologies facilitate high-value applications—Packaging
- Color Management Technology: Drives new application volumes
- End-to-End Solutions = Greater ROI
- Consulting & Training Services

Change before you have to.

-Jack Welch

**Xerox is Your
Change Partner**



Capture the next trillion digital pages.
Navigate change with confidence.
Let the work flow.



Application Segment Descriptions

Marketing Service Provider

Printers achieving double-digit growth derive more than 25% of revenue from value-added services.

Xerox Solution:

Personalized, targeted messages across multiple channels, including print, e-mail, Web and mobile

Spot-on brand color

Smart, intuitive digital technology and automated solutions

28 / 33

Adding value means delivering a more meaningful customer experience



Photo merchandise
will increase by
more than 7%

Rin's Happy Days



Photo

New digital photo opportunities are evolving due to consumer mobile & social media use.

Xerox Solution:

Advancements in IQ, automation, productivity and technology for profitable printing

Superior image quality, range of formats and substrates, innovative workflow & partner solutions for small-to large-businesses

New ways to capture more business from digital & traditional applications to photo merchandising

Volume will increase by
14 billion pages to more
than 100 billion pages

Direct Mail

Response rate of direct mail is more than 30x higher than that of email.

Xerox Solution:

Workflow and automation solutions enable printers to utilize data to drive relevant and personal campaigns that deliver revenue to their clients' bottom line

Broadest digital technology portfolio to support essential 1:1 marketing communications

Measurement tools track return on marketing investment

Packaging

Digital packaging offers service providers a double-digit growth opportunity.

Xerox Solutions:

Address need for shorter runs, more SKUs, product versioning and personalization

Streamline workflow and integration to remove bottlenecks

Enables brand protection, asset management and “smart” packaging

Print technology meets the stringent quality requirements of brand owners

Color digital folding carton printing is expected to grow at more than 40% annually.

HUISBEREIKING
- PREPARATION MAISON 100 ml
- Formule: Thymol herbae extr.
- Composés: 1.2% (g/v), xylitol,
- parbitolium, propylenegly-
- colium, gummi xanthanum,
- n, propylpar- indicatie/Indi-
- cation: Luchtwegen/Voies
- Respiratoire.
- Volwassenen: 15ml 4x per dag /
- Kinderen 3 tot 7 jaar: 10ml 4x
- per dag / Kinderen 1 tot 3 jaar: 5ml 4x per dag.
- Reducties: 1.5ml 4x per dag /
- Enfants 3 à 7 ans: 10ml 4x par jour /
- Enfants 1 à 3 ans: 5ml 4x par jour.

TIJMSIROOP - SIROP
DETHYM

CARBOCYSTEÏNE SIROOP

200 ML

BAIN DE BOUCHE

PRÉPARATION MAISON

-Formule: Chlorhexidine digluconate 0.2%, lidocaïne HCl 0.1%, spiritus menthe, glycerol, aqua
Indication: Irritations de la muqueuse buccale
Usage: Rinçages et gargarismes 2x / j pendant 30 sec. avec 15 ml du bain de bouche non dilué. Ne pas avaler.

250 ML

Transactional Marketing

Consumers still have a strong preference for print.

Xerox Solution:

Printing is more secure than alternative communication channels

Inkjet offering rapidly transforms and transitions business with white paper in, full-color out

Cross-marketing software transforms standard transactional documents into powerful marketing vehicles by adding relevant, targeted promotions

Print volumes will exceed 32 billion pages

Books

Production Inkjet drives Growth in POD and Inventory Management Solutions

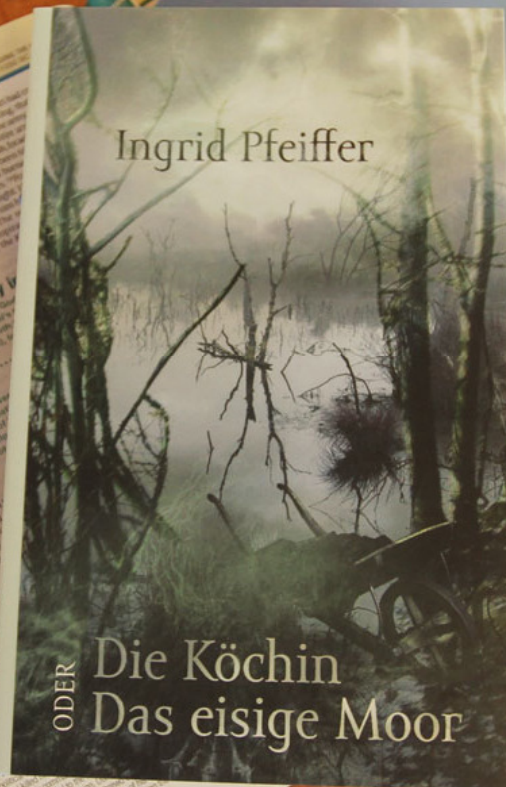
Xerox Solution:


Robust tools and industry-leading partners create efficient workflows

Depth of product portfolio provides solutions for any size book printer

Solutions meet the changing supply chain management needs of publishing customers

Digitally printed books and catalogues will add the most pages (56 billion) between 2014-2019





Catalogues are integral
in driving retail sales of
\$7.5 trillion (U.S. & Europe)
in-store & online

Catalogues

Personalized catalogues deliver higher response rates and drive sales.

Xerox Solution:

Inkjet enables transformation of catalogues with high-volume, cost-effective solutions

Creative data-driven solutions produce short-run and hybrid catalogues with personalized covers and inserts

Digitally-printed catalogues are a critical component of retailers multi-channel marketing strategy

