

Put your personalized postcard printing on the fast track.

Fast, productive and customized—postcard printing designed for your Xerox® digital press. Streamlined for speed and totally targeted with the Xerox® FreeFlow® VI on the Fly Postcard Productivity App.

Grow your business with personalized postcards.

Personalized postcards are a powerful way to grow your business. Personalization also enables your customers to grow their businesses. Valuable information about customers—from names or demographics to buying preferences—can be used to deliver relevant and personal communications. You can help customers realize:

- 36% higher response rates
- 25% higher value orders
- 47% increase in repeat orders

(Source: InfoTrends)

Creating variable postcards can be complex and time-consuming. Print providers must manage dozens or even hundreds of combinations of variable text and images, impose layouts to press sheet size and maintain consistent color management. The FreeFlow VI on the Fly Postcard Productivity App provides a simple answer. It is specifically designed to minimize effort and maximize throughput for your Xerox® digital press.

Make your Xerox® digital press even more productive.

The FreeFlow VI on the Fly Postcard Productivity App combines the creativity of Adobe InDesign® with Xerox® FreeFlow VI Suite to deliver a simple and efficient workflow, tailor-made for your Xerox® digital press.

FreeFlow VI Design Express, an Adobe InDesign plug-in, offers an easy-to-use, drag-and-drop design solution for templates. Design your own, or use the templates we provide for postcards and many other popular applications.

The FreeFlow VI on the Fly Productivity App completely eliminates the time-consuming precomposition process that can tie up computing systems for hours or even days. Instead, your Xerox® digital press does

all the work in real time. You simply send your design elements to the press, along with your variable information. Your Xerox® digital press and FreeFlow VI work together at lightning speed to compose each and every postcard on the fly, at the press in real time. No precomposition, no huge files to RIP, no tying up valuable shop computing assets—and your printer will perform at maximum print speed.

We're with you every step of the way.

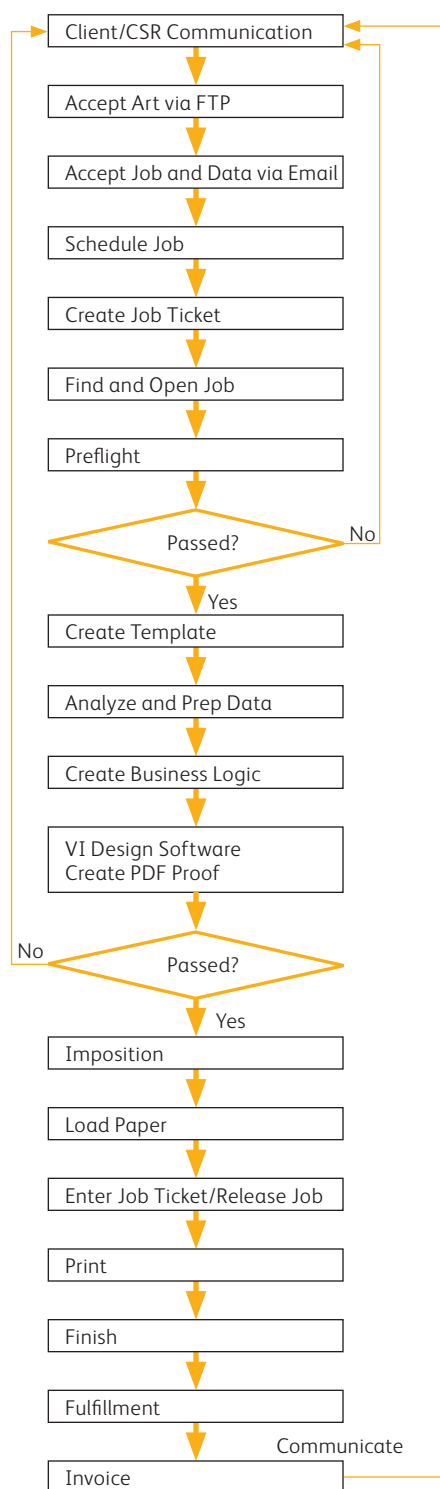
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short VI on the Fly tutorial and a test run of your own personalized postcard workflow. You will learn how to maximize your Xerox® digital press productivity, produce postcards faster than you ever thought possible and free up your valuable resources so they can focus on what matters most: your customers.

It's one more way the Xerox® FreeFlow VI on the Fly Productivity Apps put your postcard production on the fast track and drive increased revenues and profits.

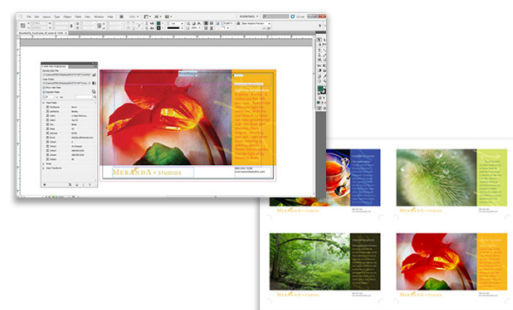
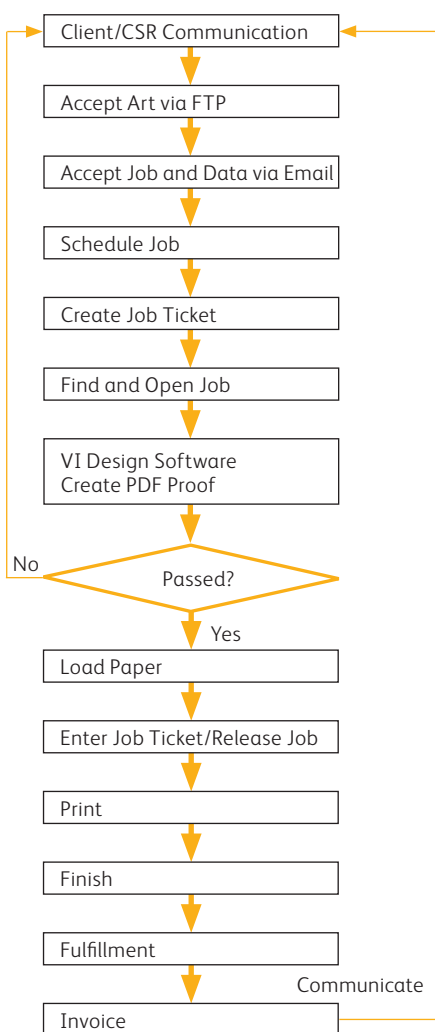


Targeted and Personalized really can be Simple and Fast!

Current State



Future State



FreeFlow VI on the Fly Productivity Apps enable the fastest production for variable jobs. With the FreeFlow VI on the Fly Postcard Productivity App you can save 6 hours off the total production time for a single postcard print job at a quantity of 50,000. Run one job each day and you save 30 hours of production time in a week! By the end of the month, you have saved 120 hours that can be dedicated to other priorities such as growing your business and focusing on your customers.

When you eliminate steps from the process, you not only streamline your workflow, you reduce your costs while providing targeted and personalized documents with FreeFlow® VI on the Fly Productivity Apps and your Xerox® digital press.

Disclaimer: Savings represented are based on sample workflows and include assumptions on cost. Results will vary based on customer's specific environment.

For more information on Xerox® FreeFlow® VI on the Fly Productivity Apps, call 1-800-ASK-XEROX or visit us at www.xerox.com

