

## Xerox unveils new digital presses

Xerox Corp. this week is debuting a pair of large, digital, Webster-made printing presses to prospective buyers from around the globe.

The Connecticut-based printing and business process outsourcing company unveiled the iGen 150 Press and CiPress 500 Production Inkjet System at Drupa, the mammoth commercial print **technology** trade show held every four years in Germany.

Drupa started Thursday and runs through May 16.

The new product announcements seemingly reinforce the role Webster-based manufacturing plays in the company even as Xerox morphs increasingly into a business services company. It made more money in 2011 from such services than its traditional business of selling, supplying and servicing office multifunction devices and digital printing presses. The Rochester region has long been a technology hub for the company, with Xerox's Webster campus turning out such products as toner, equipment parts and the company's largest digital presses.

The 150 Press is Xerox's third product in the iGen product line, which it launched in 2002 with the iGen3. According to Xerox, the 150 will not replace the iGen3 or

iGen4, both made in Webster. Xerox has an iGen 150 in its 25,000-square-foot booth at Drupa, in Dusseldorf.

capable of up to 150 pages per minute. According to Xerox, it will begin taking iGen 150 orders in June and installing them in July. The press carries a base price of \$722,000.

Xerox launched the CiPress line in 2011 with the CiPress 500 Production Inkjet. According to Xerox, it is targeting the 325 — which prints at 325 feet per minute — for smaller-volume printers looking to enter the high-speed inkjet printing market. The company said it expects to have the 325 available worldwide in the second half of the year. It did not give any details on 325 pricing.

The 325 is a lower-speed version of the 500, but with higher print quality, said David R. Spencer, CEO of Long Island-based SpencerLab Digital Color Laboratory. And while inkjet printing often requires

using some kind of coating or preprocessing of the paper, CiPress technology works on plain paper.

"It's really nice to be able to have the solid ink or waterless inkjet or whatever you want to call it and have it sit on the surface of the paper," Spencer said while attending Drupa. "You can get great saturation on plain paper."

But, he added, "There are some fabulous inkjet products out there from competitors. Each one has its strengths."

Xerox is the Rochester region's fourth-largest employer, with 6,300 local workers.