

Xerox® iGen® 150 Press
Overview

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iGen 150 Press

Xerox® iGen® 150 Press

Intelligent quality. Brilliant choice.





Everyone sees the world a little differently.

Perhaps nowhere is that truer than in the jobs that come to you from customers of an almost infinite variety.

Text. Images. Photographs. Fine lines. Blue skies. Smooth complexions.

That variety is a good thing. It makes your business more immune to the ups and downs of an ever-changing marketplace.

But that variety also offers quite a challenge. Customers want them all to be right all the time. How do you achieve “optimal quality” when every job is different and everyone has a different idea of what that means?

Xerox® iGen® 150 will change the way you think about digital image quality.

How does iGen 150 achieve the new levels of quality that promise to make everyone in the industry stand up and take notice—and make your business stand out in an increasingly competitive marketplace? It’s a matter of choice.

In iGen’s decade at the forefront of the digital production color marketplace, we’ve learned a lot about the importance of choice in satisfying every customer every time. Continuing that philosophy, the Xerox® iGen 150 offers you choice of line screens, which in turn leads to a level of flexibility that is unprecedented in a color digital production press.

210–Line Screen

In addition to iGen 150’s existing 160/180/250-line screens and their existing dot patterns for traditional applications, a new line screen is ideally suited for specific applications and for specific customer needs. For the photo market where the desired image quality has a different look from traditional commercial print, a new 210-line screen optimizes the softness in skin tones while keeping the detail of hair and background images. It gives you an additional choice to better meet your customers’ needs and to tap into fast-growing markets.

Object Oriented Halftoning

For customer jobs with a mix of images and heavy text, the iGen 150 uses a new technology called Object Oriented Halftoning. This innovative option renders images at a 180-line screen for optimal smoothness. For the different requirements of text, Object Oriented Halftoning renders elements in the document at a 250-line screen that is optimized for sharpness. For critical jobs such as brochures, catalogs and flyers, you can provide your customers quality photos and crisp text—optimal results with a minimal effort.

Great Choice

With the iGen 150, you get quality that’s automated—quality that’s a function of the press’s intelligence, that changes from hour to hour, if not minute to minute, in how it is achieved based on the job that’s being produced and the desires of the customer.

Make no mistake. We’re not talking about furniture or a gourmet meal where handcrafting leads to a better product. We’re talking about industry-leading, revolutionary image quality that is best achieved in the hands of the world’s most intelligent press. Truly intelligent quality that has customers redefining “exceptional” and has you redefining “profitable.”

However you see the world, that’s a beautiful thing.

You don't have to choose between quality and productivity.

Over the years, there has been one constant in the market—a universal expectation from your customers that the color you produce will match their unique requirements, every time. And for years, you had to choose to either deliver that quality or focus on productivity.

With Xerox® iGen® 150, you can have both. Achieving outstanding image quality is faster than ever, thanks to an imaging system that takes setup time, waste and guesswork out of your day.

It starts with powerful color management technologies built right into the press.

Xerox® Confident Color is a collection of the finest color management technologies, designed and refined to deliver more outstanding color and more saleable output. These built-in technologies are supported by our unique consultation, customization and business development services so you can be sure you are ready to meet—or exceed—the expectations of your customers. Confident Color allows you to emulate a range of industry standards such as GRACoL® and Fogra and adhere to PANTONE® standards so you can accurately match colors, from page to page, job to job, shift to shift, and from press to press.



Now digital can pay off the ultimate “complement.”

Xerox® Matte Dry Ink has been developed to take advantage of the growing opportunity for digital print with an appearance almost identical to offset. The combination of Matte Dry Ink and its imaging system design makes the iGen 150 Press a perfect complement to your existing offset business.

You can produce new applications that integrate seamlessly into your existing offset workflow. Enhanced flesh tones and blue skies open a world of opportunity in printing consumer photos, advertising and other applications that your customers demand.

Matte Dry Ink truly expands the power of iGen 150 and your ability to succeed in some of the most exciting and fastest growing markets in our industry. The results are dramatic...not only in the output you see on every sheet but the impact you see on the most important sheet of all—the balance sheet.

Predictable output, page-to-page, day-to-day, machine-to-machine and city-to-city.

With iGen® 150, customers can be confident coming to you again and again. It's easier than ever with the automated Color Maintenance Tool—in conjunction with the Inline Spectrophotometer—that takes the manual intervention out of the calibration process and delivers outstanding color the first time. This automated process analyzes a mix of target colors and notifies the operator the press is ready for production—eliminating unnecessary maintenance procedures and increasing uptime.

And the improved Auto Density Control System works in tandem, minimizing the inevitable variability of photoreceptors, detecting and correcting streaks before they occur. You get exceptional quality on every image, every day. And the blue skies that appear in so many consumer images are smoother than ever.

Rethink image quality, right down to the smallest detail.

iGen 150 image quality approaches that of offset and meets your customers' expectations for quality from the first print, delivering on the promise of true Graphic Communications quality and performance.

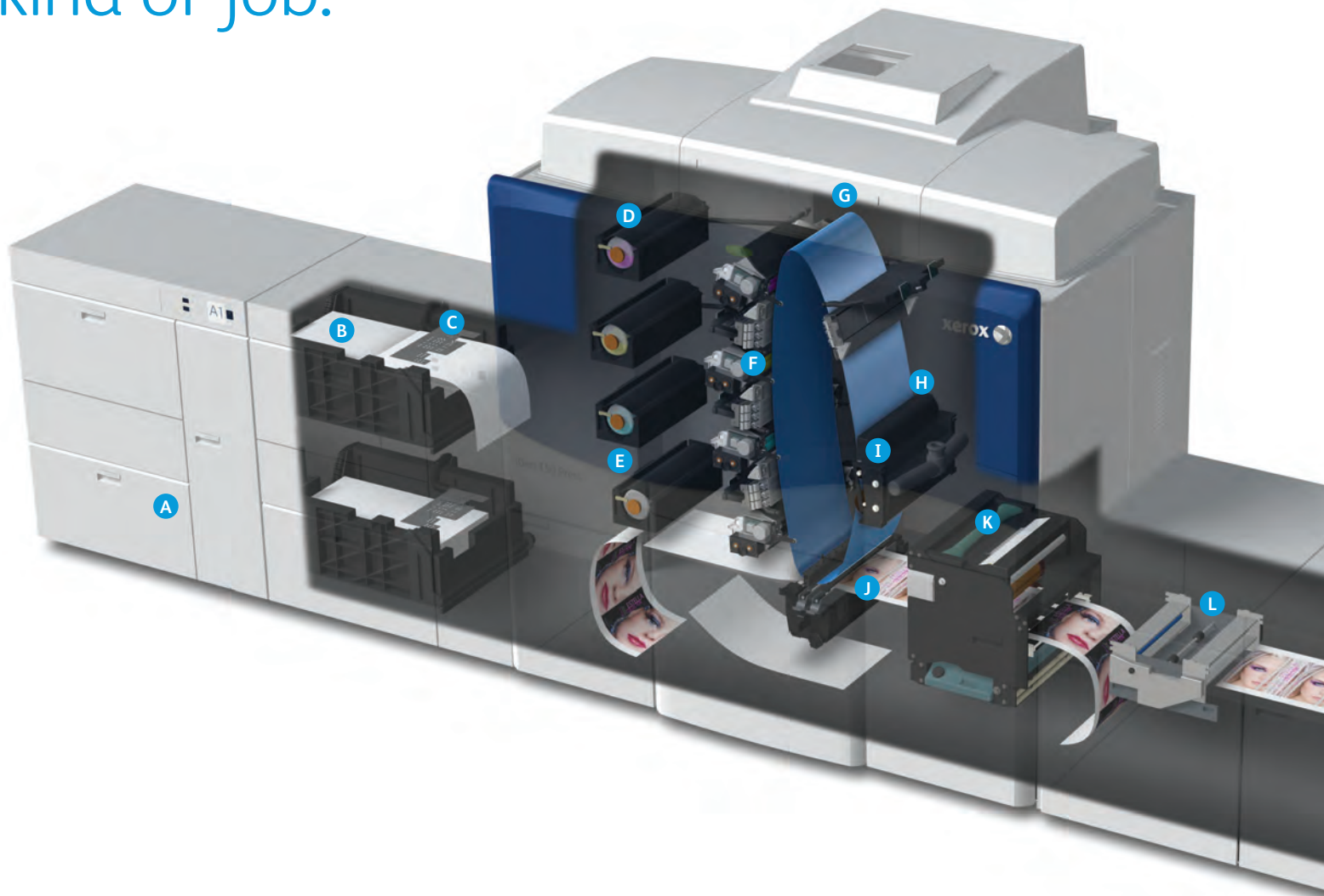
iGen 150 uses a new 2400 x 2400 imaging system with VCSEL technology to deliver more information per square inch. That means improved detail, tighter, more uniform rosettes and better sharpness.

“We want to make sure that when we purchase our machine we have the quality that’s going to be consistent. That when we run one job today, the next time they come in the job will look very, very similar to what we ran last time.”

– John Cassidy
President
Duplicates Ink
Print and Communications



The best technology and results for every kind of job.



A

Feeder Module

Feeder module (up to six), two paper trays each; load while run; up to 30,000-sheet capacity.

B

Cut-Sheet Format

Largest digital cut-sheet format, up to 14.33" x 26" (364 x 660 mm).

C

Gripperless Transport

Gripperless transport mechanism allows printing to within 1 mm of sheet edge; enhances feeding reliability across a range of coated and uncoated paper stock.

D

Dry Ink Containers

Easy-to-load, high-capacity dry ink containers; replace while run.

E

Dry Ink

A matte dry ink formulation developed to take advantage of a tremendous opportunity in the photo market by optimizing the uniformity of gloss appearance across highlights, midtones and shadows. Ideal on any application demanding a pleasing matte finish, particularly those on uncoated or silk stocks. A standard gloss dry ink configuration is available for customers who prefer it.

F

New Image Path

A new 2-D VCSEL (Vertical Cavity Self Emitting Laser) 2400 x 2400 Image System enables more data per inch.

G

Auto Carrier Dispense

This new method of combining dry ink and carrier yields consistent color uniformity from the first print to the last and from job to job. With Auto Carrier Dispense, operators no longer have to stop the machine and change the developer, resulting in greater machine availability and productivity.

H

Auto Density Control

Every press, be it digital or litho, can be susceptible to density variations and streaks. Xerox® iGen® 150 Auto Density Control is a patented technology designed to detect streaks in output before they occur and fix them without operator intervention. The system automatically measures the image density for a series of test patches from the top and bottom of the page. If it detects a difference, it digitally compensates for any inconsistencies—ensuring consistent image density across the page.

I

Automated Image on Paper Setup

With the new iGen 150 Automated Image-on-Paper technology, manual setups are replaced with a predictable, automated routine—eliminating costly and time-consuming, image-fit setups.

J

Single-Point Transfer

Single-point image transfer to paper with speeds up to 9,000 (150 prints per minute) 4/0 impressions per hour.

The best technology and design make Xerox® iGen® 150 the standard against which all other digital print solutions will be judged. And it is the standard for measuring productivity and profit. Every hour. Every shift. Every day as your business grows stronger.



K

Intelligent Fusing

Intelligent fusing adjusts for differences in stock; runs every sheet at rated speed.

L

Inline Spectrophotometer

We integrated a spectrophotometer into the iGen 150 paper path and made some pretty remarkable things automatic—things like High Definition Linearization, Advanced Color Profiling, Spot Color Calibration and Color System Check. Those, in turn, give you more accurate color faster, more stable color over time, PANTONE® matching and a level of productivity you've never experienced.

M

26" (660 mm) Stacker

A larger stacker module (up to four); two wheeled carts per stacker; allows you to take full advantage of our largest cut sheet. And DFA (Document Finishing Architecture) compatibility means you can add your choice of automated inline finishing solutions.

Electronic Collation

Electronic collation with offset stack delivery.

N

Top Tray

Top tray for interrupt jobs or proofs—delivered effortlessly, even with a concurrent production job underway.

O

O

Xerox® Dual Mode Sheet Feeder by C.P. Bourg®

As a standalone device or as part of the Xerox® IntegratedPLUS Finishing Solution, the Dual Mode Sheet Feeder provides an efficient means of preparing jobs for finishers, providing automated finisher setup and for sharing a finishing device with multiple printers. A printer that is equipped with the Dual Mode Sheet Feeder inline can bypass the Sheet Feeder and send sheets directly to the inline finisher. In addition, stack carts from other printers can be fed into the Sheet Feeder to use the inline finisher when the attached printer is not using it. The Sheet Feeder can also be used as input to offline auto-finishers if inline finishing doesn't fit into your business plan.

P

Xerox® IntegratedPLUS Finishing

Selected finishing devices can be set up automatically, through JDF instructions, whether or not they are attached to a specific printer. An operator simply loads sheets and covers into the finishing device, scans a bar coded banner sheet and presses "start." No manual finisher setup is required.

Intelligence wins the race.

If business is a race against time and a race against the competition, Xerox® iGen® 150 just put you in the lead. We addressed productivity from every angle to make it, quite simply, the most productive press in the industry. iGen 150 uses built-in intelligence to multiply your productivity, making you more efficient and more profitable.



More speed. Increased automation. Greater uptime. Less waste. So every hour becomes an opportunity.

Multiple Short-Run Jobs that Meet Customers' Requirements in One Shift

If our years at the forefront of digital printing have taught us anything, it is that sheer speed doesn't equal productivity. But as part of a complete package, it sure does help. And iGen 150 is the complete package.

A 25% raw speed increase to iGen's proven productivity allows you to produce more work faster. That means speeds of up to 137 A4 pages per minute. Even better, our 26"/660 mm sheets run at a rated speed of 3,000 4/0 sheets per hour to yield an effective A4 rate of 150 pages per minute.

In conjunction with the processing power of a choice of print servers, a streamlined workflow, great first-print-out color and the efficiency of a range of inline finishing options, iGen® 150 produces more jobs that help you maximize your investment and grow your business faster than ever.

An Expanded Sheet Size to Capture Expanded Opportunities

More up per hour. Greater efficiency. Fewer sheets. Exclusive capabilities. That's what the iGen 150 26"/660 mm sheet size delivers. Our largest sheet means your clients will be able to include more content—on the same sheet.

But what does this large sheet size ultimately bring you? The room to grow your business by printing more economically—serving your customers more affordably and giving them what others can't.

This 26"/660 mm sheet is only useful if you can run it in production quantities. With the 26"/660 mm stacker—which is compatible with downstream inline finishing—your finishing bottlenecks are a thing of the past.

Automation of the Most Complex Tasks

System-wide automation—including critical color control—eases interaction for operators with a variety of skill levels and makes everyone on your staff as productive as possible.

Xerox® IntegratedPLUS Finishing

Xerox® IntegratedPLUS Finishing eliminates the need for highly skilled prepress operators to prepare files according to finisher specifications. It does away with manual programming at the finishing device and reduces the risk of error because the necessary parameters—such as page imposition, page ordering and trimming—are set automatically when a job enters your workflow. It extends the convenience and cost effectiveness of automatic finishing to multiple printers—including Xerox® and non-Xerox® printers in the same shop—without the need for multiple, dedicated inline finishing devices. And it maximizes productivity by enabling prints to be output to stacker carts at full rated print speed, while an attached finishing device binds other jobs at its full rated speed.

“Hey, if we're going to increase our business and look towards the future for our business, we want some kind of new model... That's the reason that we got into digital, because when we did the research, we found out that's really where the future of print and marketing and things like that are going to be—a lot of digital print.”

– Buzzy Castonguay
Business Development Manager
Color Web Printers



iGen 150 sheet size: 14.33"/364 mm x 26"/660 mm

More quality time. Or is it less quality time?

The Xerox® iGen® 150 Press is the next generation of a revolutionary technology family. For more than a decade, Xerox has led the digital printing industry—with ideas that changed the way the world was able to print, innovation that brought remarkable new technologies to market and improvements that continue to make digital printing more productive and more economical every day.



And no idea is bigger than the one on which Xerox® iGen® 150 is built—taking a finite amount of time and making it work harder for you. We’ve extended that with the latest innovations—built-in intelligence that provides quality that is unprecedented in a digital production press. You spend less time than ever achieving the quality your customers are looking for—but never believed was possible with a digital color solution. And you get more quality time to build your business.

What would you do with more production time today?

Right now, you currently spend time on reprinting errors, quality control, job setup and waiting for the press. More than you need to.

With iGen 150, the time you spend on all of those is less, so you have more production time—25% more. More time printing jobs that are ready to go from the press straight into the customers’ hands. More time achieving the color that meets every quality expectation without trial and error. More time printing and finishing larger, high-value jobs. More time entering and dominating markets that might have been previously out of reach.

And more time to get paid more often.

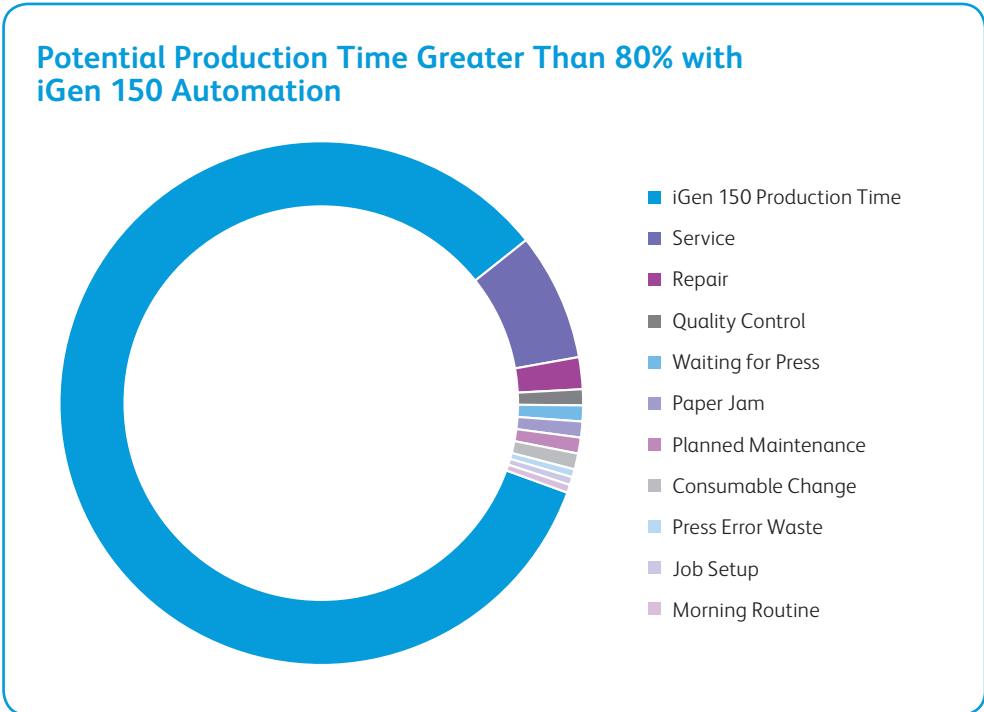
What would you do with more production time this year?

Let’s expand our thinking beyond an hour and consider a week, a month...a year.

When you multiply the added productivity that iGen 150 makes possible times the number of hours in a year, it adds up to five more months of available production time.

What could you do with that increase in productivity? More jobs. Greater customer satisfaction. A growing business. iGen 150 can truly revolutionize your business by enabling unprecedented efficiency and higher levels of profit.

Think of it this way...your competitors could make 12 months of profit in the next year while you make 17*.



*Assumed iGen 150 with 85% uptime compared to device with same rated speed at 60% uptime.

The choice for a stronger business.

Specifications for the Xerox® iGen® 150 Press

Printing Speed

- 3,000 26" 4/0 sheets per hour (150 8.5" x 11"/A4 impressions per minute)
- 4,500 11" x 17"/A3 4/0 sheets per hour
- 8,250 8.5" x 11"/A4 sheets per hour

Image Quality

Resolution

- 2400 x 2400 dpi

Line screens

- 160 lpi, 180 lpi, 210 lpi, 250 lpi

Process colors

- Cyan, Magenta, Yellow, Black

Paper Format

Standard sheet size

- 14.33" x 26" (364 mm x 660 mm)
Minimum 7" x 7" (178 mm x 178 mm)

Image Format

- Maximum image area is 2 mm less than sheet size (1 mm border on all sides)

Paper Weight (all trays)

- Uncoated: 16 lb Bond to 130 lb Cover (60 gsm to 350 gsm)
- Coated: 60 lb Text to 130 lb Cover (90 gsm to 350 gsm)

Paper Flexibility

- Coated, uncoated, textured, specialty stocks
- Recycled, perforated, tabs, transparencies, a wide variety of labels, synthetics, Xerox® DocuCard®, NeverTear, DuraPaper®, UltraMagnet, DocuMagnet
- Mixed-stock jobs supported at rated speed
- No drying time
- Transfer overdrive (optional)

Technology Features

Imaging

- ICC Source and Destination and Fast Path Profiling
- Color check for color monitoring
- Single-point transfer printing
- Confident Color Technology
- Color Maintenance Tool
- Closed-loop controls with Inline Spectrophotometer
- Benchmark gamut of CMYK dry inks
- Load dry inks while running
- Automated Image on Paper Setup

Paper Handling

- Mixed stocks in a single run (up to 12)
- Straight paper path
- Wide-radius inverter for second-side imaging
- Collated sets
- Wheeled stacker cart
- Load-while-run paper capability and unload

Input Capacity

- Up to six feeder modules/12 trays
- Up to 12 trays
- Each tray holds 10"/254 mm (2,500 sheets 80 lb Coated Text/120 gsm)
- Any supported stock in any tray
- Up to 30,000-sheet capacity or more

Delivery

- Up to four stackers
- Two carts per stacker
- Stacker cart holds 12"/305 mm (3,000 sheets 80 lb Coated Text/120 gsm)
- Stacker top tray
- Collated offset stack delivery
- Up to 12,000-sheet capacity

Optional

Roll Input

- SheetFeeder iG provides up to 50,000 additional sheets per roll (based on 8.5" x 11"/A4; 20 lb Bond/75 gsm)
- Delivered directly into the paper path
- Sheets per roll varies based on core size, cut size and paper type (coated/uncoated, caliper weight, etc.)

Inserter

- One inserter module, two trays
- Enables the addition of specialty sheets to a job after the fusing process (embossed stocks)

Inline Finishing

- Booklet making with C.P. Bourg® Document Finisher (BDFEx), C.P. Bourg Booklet Maker (BMEx) or Duplo DBM-5001 Inline Booklet Maker
- Multigraf® Stacker
- Perfect binding with Xerox® Book Factory
- Lay flats with GBC® FusionPunch® II
- UV Coater
- Scoring, cutting, slitting and perforating with Rollem JetSlit System

Variable Information Solutions

- Xerox® FreeFlow® Variable Information Suite, Xerox® XMPie® and other industry partners

Dimensions

Overall standard press dimensions Xerox® iGen4® (image tower, two feeders, one stacker)

- 24' 2" x 6' x 8' (L x W x H)
7,366 x 1,829 x 2,438 mm (L x W x H)
- 7,892 lb (3,580 kg)

Xerox® FreeFlow® Print Server

- Integrated Parallel RIP technology
- ICC Device Link Capability
- Seamless interoperability with FreeFlow Digital Workflow Collection
- Adobe® PostScript®, PDF 1.8, PCL5, TIFF, FRF
- Adobe Acrobat® 9
- Adobe PDF Print Engine® 2.6
- Job and production management GUI
- Concurrent receive, RIP, print
- Adobe PDF/VT 1.0
- AFP/IPDS™
- VDP: Xerox® VIPP®, PPML, Optimized PostScript, Optimized PDF for VDP
- Native JDF/JMF handling

Xerox® EX Print Server, Powered by Fiery®

Features

- Fiery® Graphic Arts Package Premium Edition
- Fiery Color Profiler Suite 4.1
- EFI® SeeSequence Suite
- Fogra Media Wedge

Network Standard Interfaces

- TCP/IP, PAP, FTP Printing, IPP, LPR/LPD
- SMB print sharing (over TCP/IP)

File Support

- Adobe PostScript, PDF 1.9
- PCL, TIFF, JPEG
- Adobe Acrobat 10
- Adobe PDF Print Engine 2.5
- Adobe PDF/VT 1.0
- VDP: VIPP, VPS, PPML v2.2, EFI FreeForm™ 1 and 2
- Fiery JDF v1.2

Printed on a Xerox® iGen 150 Press on Xerox® Digitally Optimized Paper.

To learn more about the Xerox® iGen® 150 Press, contact your Xerox representative or visit www.xerox.com