# Be Brilliant

Xerox® Iridesse™ Production Press

# Create more “wow” per page and more opportunities for print.

The Xerox® Iridesse™ Production Press offers all the hallmarks of a digital press – personalization, economical short runs, and agile production – enhanced by new high-value inline capabilities that allow you to combine stunning four-color imagery with up to two Specialty Dry Inks in a single pass.

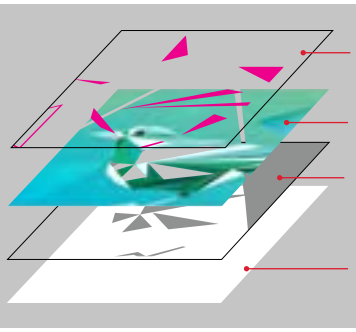
**25 billion pages by 2020**

Keypoint Intelligence-InfoTrends projects that digital print enhancement volume will grow 27% annually, reaching 25 billion pages by 2020.*

The Iridesse™ Production Press comes standard with Color FLX Technology so you can achieve the kind of flexible spot and mixed specialty effects that deliver on this demand. Iridesse™ makes it easy to create more results-driving “wow” per page and solidify print’s place in your clients’ communications mix.

### CREATE A RAINBOW OF IRIDESCENT EFFECTS

A play on the word “iridescence,” Iridesse™ is synonymous with visual effects beyond CMYK that amplify page content and captivate recipients – all delivered with flexible, single-pass printing.




*Keypoint Intelligence-InfoTrends, “Beyond CMYK: The Use of Special Effects in Digital Printing,” 2016

# In a world where print is often commoditized, fitting in isn't wise.

# But standing out? That's brilliant.

Color FLX Technology with EZ Swap lets you print beyond CMYK with vibrant iridescent palettes and "spot on" registration.

### STAND OUT WITH EXCEPTIONAL IMAGE QUALITY

The Xerox® Iridesse™ Production Press takes digital prints to a whole new level with advanced imaging for stunning results.

**Ultra HD Resolution:** The combination of 1200 x 1200 dpi x 10 bit RIP rendering and 2400 x 2400 dpi x 1 bit print imaging delivers Ultra High Definition (HD) detail so tints, gradients, fine text, and lines print as intended. While other presses may RIP at the same level, the image pipeline that feeds data to the Iridesse™ press is unique and it makes a visible – and valuable – difference.

**Low gloss:** New low-gloss, small-particle High Definition Emulsion Aggregate (HD EA) Toner, xerographic design advantages, and automatic IQ corrections work together with Ultra HD Resolution to create brilliant results for text, fine graphic details, tints, solids, and photographs.

### STAND OUT WITH JAW-DROPPING SPOT EMBELLISHMENTS

While its four-color quality is outstanding, it's only the beginning of what Iridesse™ can do. The press can be equipped with up to two additional stations that apply Specialty Dry Inks under or over CMYK.

**HD EA Metallic Dry Inks:** The sparkle of HD EA Silver and Gold metallics can be used on their own or layered with CMYK to deliver new, stunning iridescent palettes that create more "wow" in less time. It's never been easier to offer customers the embellishments they want, cost-effectively, with the speed, personalization, and turnaround advantages of digital print.

**HD EA Clear Dry Ink:** Get impressive results in a single pass when you highlight page content with HD EA Clear Dry Ink spot or flood embellishments. Multi-pass and dimensional capabilities add even more value, including watermarks and security features.

### STAND OUT WITH METALLIC HUES PRINTED IN A SINGLE PASS

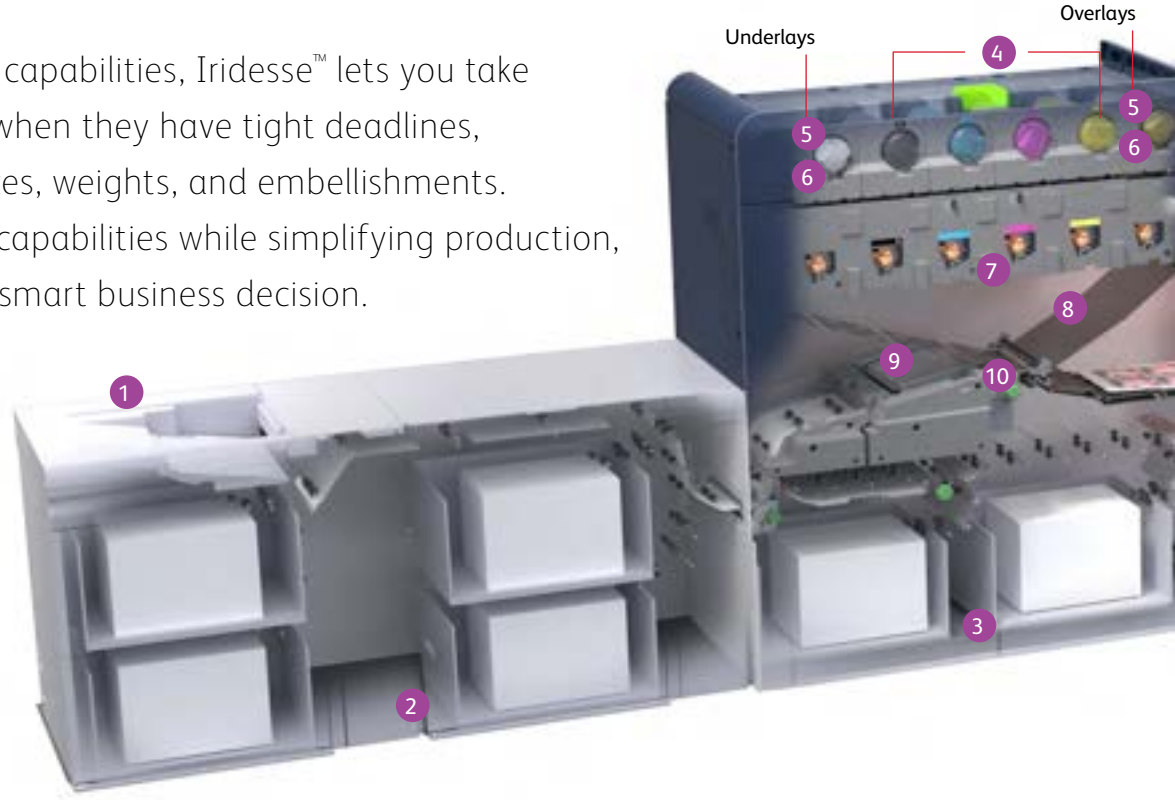
When you need a vibrant visual, nothing gets the job done quite like a palette of iridescent metallic colors. HD EA Silver and Gold Dry Inks can be layered with CMYK to create vibrant spot colors, metallic gradients, photographic enhancements, and more – and it's all done inline, in a single pass, and at rated speed. Add a pop of HD EA Clear Dry Ink on top to create even more visual intrigue. The possibilities – and the high-value impact – are virtually unlimited.

You can go even further with the Color-Logic® Process Metallic Color System. Using special algorithms and our HD EA Silver Dry Ink, Color-Logic provides an array of specialty effects, such as patterns, watermarks, gradients, and more – all just a click away. Licenses to Color-Logic software are sharable, making communication between you and your designer clients easy.

# Commodity-crushing technology that drives brilliant business results.

With robust production capabilities, Iridesse™ lets you take on complex jobs, even when they have tight deadlines, non-traditional stock sizes, weights, and embellishments. Iridesse™ expands your capabilities while simplifying production, making it an incredibly smart business decision.

Today's print requires more than plain paper. An Iridesse™ Production Press with EZ Press Check and Mixed Media Xceleration (MMX) makes you ready for the most challenging jobs.




1

**MULTI-SHEET (MSI) BYPASS TRAY***

Holds up to 250 sheets; ideal for adding specialty and heavyweight media within a job.

2

**DUAL ADVANCED HIGH CAPACITY FEEDERS***

Extends paper capacity up to 8,000 sheets with four additional trays in two feeder stations. When used with the Inserter option, this provides a total of 8 pick points and 12,500 sheets for mixed media printing at rated speed. Auto-Tray Switching and reload-while-run capabilities optimize production time.

3

**STANDARD FEEDERS**

Provides a total capacity of 4,000 sheets from two internal feeder trays that are integrated into the press's base design.

You can run lightweight and heavyweight stocks from 52–400 gsm (35 lb Text to 145 lb Cover) with sizes ranging from 7.2 x 7.2" (182 x 182 mm) up to 13 x 19.2" (330 x 488 mm), all from a small footprint.

4

**CMYK TONER STATIONS**

Allows for load-while-run capability. HD EA Toner produces high quality using less toner and no fuser oil, delivering prints that can be written on or coated post printing.

5

**SPECIALTY DRY INK STATIONS***

Creates high impact prints at full-rated speed. Choose to add one or two stations and run HD EA Clear, Silver, or Gold Specialty Dry Inks for single pass spot and flood iridescent effects.

6

**EZ SWAP**

Enables fast, efficient Specialty HD EA Dry Ink changeovers so you can vary and execute more high-value print embellishments more easily – with no maintenance or cleanup.

7

**LONG LIFE PHOTO RECEPTORS/AUTO CLEANING COROTRONS**

Provides more uniform charge to the photo receptor via a dual-wire/dual-grid design that delivers more stable print quality within a page and from page to page. Self-cleaning technology optimizes press availability while maintaining high print quality standards.

8

**CLOSED LOOP PROCESS CONTROLS**

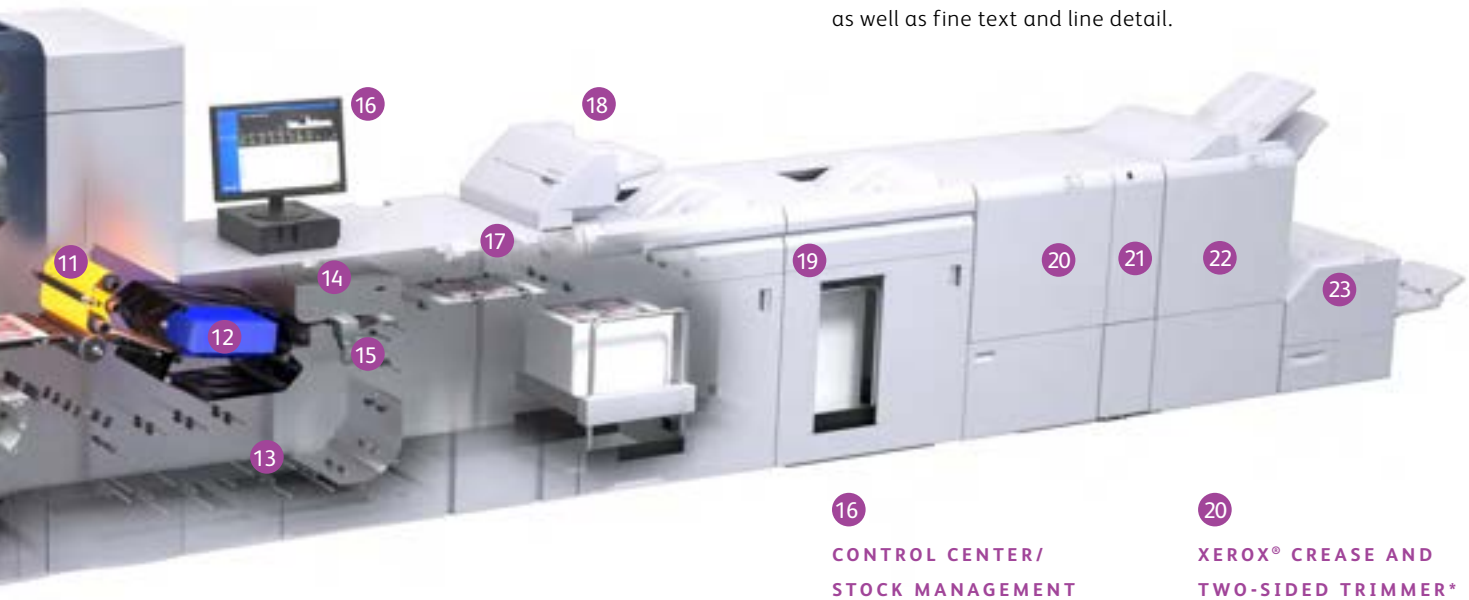
Enables continuous closed-loop monitoring of color patches on the Intermediate Transfer Belt. Any needed quality adjustments are made immediately and automatically.

*Optional components

Looking to offer high-impact digital prints? Color FLX Technology with EZ Swap makes it simple.

### ULTRA HD RESOLUTION

Delivers 1200 x 1200 dpi RIP rendering up to 10 bit and 2400 x 2400 dpi x 1 bit imaging at the engine, yielding offset-like halftone images, smooth tints, and gradients, as well as fine text and line detail.




9

### PAPER ALIGNMENT

Ensures precise +/-0.5 mm front-to-back registration at rated speed with advanced center registration technology that automatically adjusts for paper size and weight.

10

### INTERMEDIATE BELT TRANSFER

Supports even greater speed and reliability across a wide range of media and applications.

11

### BELT ROLL FUSER

Rapidly transfers energy more efficiently using a silicon-coated Teflon belt that fuses a wide range of stocks up to 400 gsm at rated speed.

12

### COOLING MODULE

Cools prints for optimum finishing and stacking.

13

### AUTO SHEET CLEARING

Provides simple, efficient, and virtually hands-free jam recovery.

14

### FULL WIDTH ARRAY WITH ACQS

Ensures quick, accurate color reproduction and boosts your productivity by automating key calibration, profiling, and alignment tasks using an inline scanner with RGB sensors.

Some of these automatic adjustments can be batched together and scheduled at the start of a shift or before essential jobs using the EZ Press Check function.

15

### DECURLING UNIT

Delivers flat sheets optimized by media type using belt and roller technology for productive inline and offline finishing.

16

### CONTROL CENTER/ STOCK MANAGEMENT

Enables simple media setup, stock management, and press operations. Operators have quick and easy access to automation features that keep the press running optimally.

17

### INTERFACE DECURLER MODULE*

Provides a gateway to a wide variety of finishing alternatives.

18

### XEROX® INSERTER*

Further extends pick point options with an additional tray, maximizing flexibility for complex jobs using specialty or pre-printed media.

19

### XEROX® DUAL HIGH CAPACITY STACKERS*

Provides production stacking capabilities (available in single and dual combinations) by supporting all media regardless of size and weight. Removable cart adds unload-while-run capability maximizing press time.

20

### XEROX® CREASE AND TWO-SIDED TRIMMER*

Creates a professional high-quality look and feel with added durability for documents that get repeated use.

21

### C/Z FOLDER*

Produces professionally folded pages for flexibility in finished output.

22

### PRODUCTION READY (PR) BOOKLET MAKER FINISHER*

Produces stapled sets of up to 30 sheets with one or two staples at variable positions.

23

### XEROX® SQUAREFOLD® TRIMMER MODULE*

Provides higher-value finished documents with full-bleed trim and square fold spines.

# Iridesse™ takes the work out of delivering the "wow."

Just as important as the "wow" is the "how." Iridesse™ delivers all of its capabilities with superior production advantages, so you can accept higher-value work easily.

### TAKE ON NEW OPPORTUNITIES WITH CONFIDENCE

This is a press that is built to run. Four colors. Five colors. Six colors. A rainbow of iridescent palettes. Mixed media. Heavy stock. High-value inline finishing. Iridesse™ is synonymous with new capabilities and new levels of production confidence.

Automated, advanced technologies combine to take costly human touch out of press setup and color maintenance. And, complementary workflow solutions further simplify key processes so you get the most from your investment. Combined with a robust print path, versatile finishing options, and up to 120 pages per minute, it all adds up to brilliant new opportunities for high-value print production – and new revenue sources.

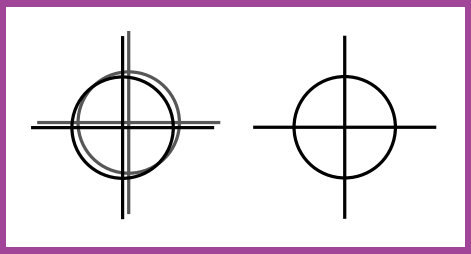
### KEEP EVEN THE MOST COMPLEX MIXED MEDIA JOBS MOVING EASILY

Technologies integrated throughout the press ensure superior performance for mixed or specialty stock jobs up to 400 gsm. This Mixed Media Xceleration capability means you're ready for the most challenging job requests.

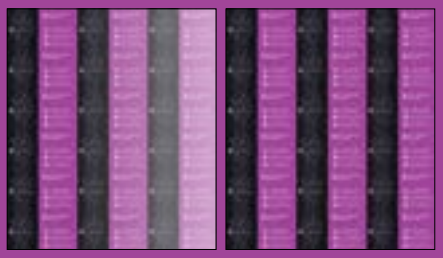
Two chained Dual Advanced High Capacity Feeders, coupled with our Bypass and Inserter options, let you run up to eight different stocks in a single job – or a maximum of 12,500 sheets. The press has been designed to handle multiple stocks, imaged with up to six colors, and finished at rated speed so you can offer complex digital embellishments with supreme confidence.

At the end of the day, Iridesse™ is more than a smart investment. It's brilliant.

Automated quality control with extended Full Width Array functions deliver approval-ready prints in minutes.




**Auto Alignment Adjustment:** Front-side to back-side image-on-paper registration.




**Auto Density Uniformity Adjustment:** Lead-to-trail edge and inboard-to-outboard density uniformity.

### DELIVER ON DEMANDING IMAGE QUALITY REQUESTS, FAST

When clients expect consistently outstanding quality, the built-in Full Width Array scanner delivers. Automatic routines complete otherwise manual, time-consuming tasks such as calibration and profiling in minutes. The Full Width Array scans diagnostic test pages at an operator's request, inspecting for proper image alignment, inboard to outboard, and lead-edge to trail-edge density variations.

To further automate production, the EZ Press Check function can be used. This can be used to batch operations such as the **Auto Alignment Adjustment** (front-side to back-side image on paper registration), **Auto Density Uniformity Adjustment** (lead-to-trail edge and inboard-to-outboard density uniformity), and **2nd Bias Transfer Roll Auto Adjustment** (toner-to-paper transfer uniformity) together to run automatically at the start of each shift or before color critical jobs, ensuring pages are "sale ready" the first time. Running these functions together takes the work out of getting the press to quality color, reducing setup time from 20–30 minutes (or more!) to under 10 minutes.

## Take the work out of the "wow" with workflow that is as brilliant as your prints.

### IDENTIFY AND MANAGE HIGH-VALUE APPLICATIONS BRILLIANTLY

Xerox® FreeFlow® Core maximizes your press investment by enabling workflows that automate the process of adding metallics to provided PDFs – no designer required! It makes it easy to add the value of specialty enhancements while keeping high-value production moving.

FreeFlow® Core can analyze each PDF, identifying specific callouts that require five or six colors and then batch jobs accordingly. This simplifies file management and maximizes production efficiency.

A modular, browser-based solution, FreeFlow® Core intelligently automates and integrates print job processing, simplifying common prepress steps so you can get the most out of every production minute.

### DRIVE MORE PRESS PERFORMANCE RIGHT FROM THE FRONT END

The Xerox® EX-P 6 Print Server Powered by Fiery® is a strategically developed front end that helps standardize and simplify your digital print workflow, whether you're running four, five, or six colors.

The Windows 10 architecture includes robust HyperRIP processing of PDF and PostScript files and customized workflows for higher-value multi-pass Specialty Dry Ink jobs. An embedded ImageViewer helps operators see how specialty embellishments will print, accelerating review cycles. The EX-P 6 Print Server also supports variable information printing, job management, and job ticketing.

Ongoing collaboration between Xerox and EFI accelerates feature improvements into the future, keeping your Iridesse™ Production Press on the forward edge of in-demand print.

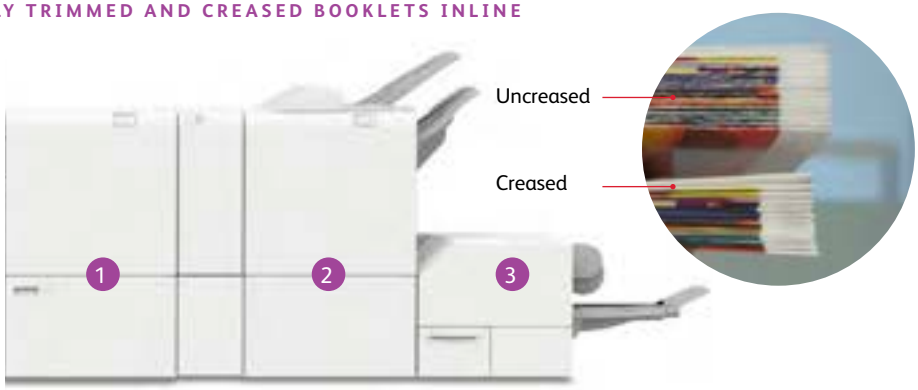
# Give each job a brilliant finish.

Move manual, offline finishing processes to an automated, efficient production line.

## PRODUCE FULL-BLEED, PROFESSIONALLY TRIMMED AND CREASED BOOKLETS INLINE

When used together, the Xerox® Crease and Two-sided Trimmer, Production Ready (PR) Booklet Maker Finisher, and Xerox® SquareFold® Trimmer Modules turn your Iridesse™ Production Press into a high-end document finishing powerhouse.

Unleash the full potential of Iridesse™ by integrating stocks up to 350 gsm into durable, full-bleed, high-value booklets.




1

**Xerox® Crease and Two-sided Trimmer:** Allows booklets of up to 30 sheets to be professionally creased and folded inline using a trim crease – a complex fold that prohibits paper and toner cracking on thick or coated stocks so documents can be repeatedly used without wear.

2

**Production Ready (PR) Booklet Maker Finisher:** Produces stapled sets of up to 30 sheets with one or two staples at variable positions. Ideal for booklets and manuals that need efficient, productive finishing.

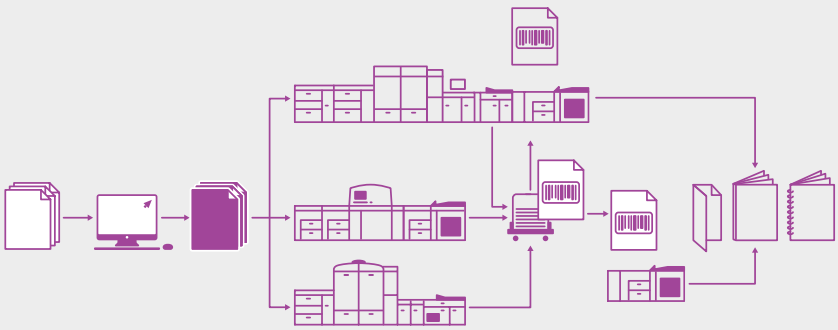
3

**Xerox® SquareFold® Trimmer Module:** Enhances the power of your finishing line with highly desired features such as square-fold spines and face trimming, producing higher-value brochures and booklets.

## ADDITIONAL FINISHING OPTIONS:

**Plockmatic® Pro50/35 Booklet Maker:** Produces larger, professional-quality booklets – up to 200 sheets with the Pro50 – while running at full rated speed. Several options are available: Bleed Trimmer, SquareFold Trimmer, Cover Feeder, Face Trimmer, and Trim Waste Conveyor. Great for offline use as well.

**Production Ready (PR) Finisher Plus:** *(not shown)* Staple up to 100 sheets (90 gsm) uncoated and 35 sheets (90 gsm) of coated stock. Add Punch, Inserter and C/Z Fold options for greater flexibility.



**Xerox® IntegratedPLUS Finishing Solution:** Lets you set up select finishing devices automatically, through JDF instructions, whether they are attached to a specific printer or not. 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.

Learn more about brilliant new opportunities for print at **xerox.com**

©2018 Xerox Corporation. All rights reserved. Xerox®, Xerox and Design®, SquareFold® and FreeFlow® are trademarks of Xerox Corporation in the United States and/or other countries. 03/18 BR24005 XIPBR-02UA 727P00006

xerox®