

Xerox® iGen Family with Matte Dry Ink Making Memories More Permanent

All those images being captured and shared on digital devices may seem like they will last forever but, in fact, digital images are at risk until they are printed.

- Average reliability of memory cards is five years.
- Writable CDs and DVDs can be scratched, warped and damaged.
- Back-up drives can easily be overwritten or fail.

A key step to ensuring picture permanence is printing images and doing it in a way that ensures the pictures and colors won't fade.

Photo books are one of the most popular ways for people to enjoy, share and store their images. Unfortunately, most photo book customers don't know the critical differences between printing and ink technologies that will have a significant impact on their images' optical density, color balance and luster over time.



Matte Dry Ink makes a lasting difference.

Xerox is leading the way in developing printer and ink technology that will stand the test of time. We are helping you make all your customers' most cherished memories more permanent.

The Xerox® iGen™ family of products using Matte Dry Ink is:

- Among the best solutions for photo permanence
- Virtually indistinguishable from offset for color and image quality
- More able to resist dulling and fading than traditional photographs



Xerox® Picture Permanence is certified fade-free for 200+ years.

Wilhelm Imaging Research (www.wilhelm-research.com) is an independent expert that provides consulting services to museums and archives and conducts research on the preservation and stability of traditional and digital images. We engaged them to certify the permanence of prints made on a Xerox® iGen Press using Matte Dry Ink. Wilhelm Imaging Research awarded our process the 200+ year dark permanence rating for photo books.

Certified Permanence You Can Count On

These are the independent findings of Wilhelm Imaging Research, the industry's most respected authority on image preservation and permanence.

Printer/ink/paper	Display permanence (framed under glass)	Display permanence (framed with UV filter)	Display permanence (unframed bare bulb)	Dark permanence (stored out of light)
Kodak Edge Generations (silver halide color print)	19 years	18 years	18 years	100+ years
Konica Minolta Impresia (silver halide color print)	17 years	19 years	16 years	100+ years
Xerox® iGen Press (Matte Dry Ink color print)	20 years	22 years	14 years	200+ years

ifolor trusts its brand to Xerox® photo printing excellence.

ifolor, a Swiss consumer photo processor, leveraged Xerox® technology to launch new products such as photo books, calendars and cards. It had a vision for these products but had been unable to ensure the quality it knew its customers would demand.

ifolor uses the Xerox® iGen 4® and Matte Dry Ink to create images it says are indistinguishable from offset, rival silver halide and delight its customers. It says it is able to produce high-value jobs with astounding quality, including enhanced flesh tones and natural colors, which open up a world of opportunity in printing consumer photos.

To learn more about the advantages of the Xerox® iGen Family with Matte Dry Ink, visit www.xerox.com

