

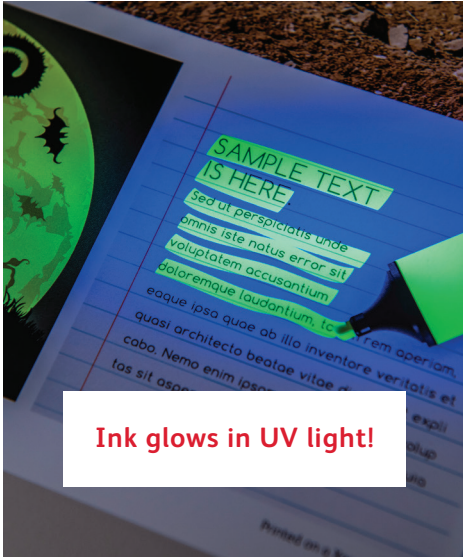
# Caution: Can't-miss CMYK+ opportunities ahead.



COMMAND A PREMIUM:

# 38%

According to a recent survey, print buyers expect to pay up to 38% more for fluorescent digital print enhancements than they do for 4-color jobs.<sup>1</sup>



## CREATE EYE-STEALING DIGITAL PRINT ENHANCEMENTS

With the option to run Xerox® Fluorescent Yellow Dry Ink in the 5<sup>th</sup> print station, your Xerox® iGen® 5 Press can open a whole new world of possibilities.

The ink prints with a unique, high-visibility hue that demands attention. Book dust jackets jump off the shelf. Posters and indoor signage command attention. Direct mail sizzles.

The specially formulated ink also fluoresces — or glows — under UV light, electrifying print with a host of new engagement opportunities.



<sup>1</sup> Keypoint Intelligence / InfoTrends Beyond CMYK 2016

# Electrify and engage with Fluorescent Yellow Dry Ink.

When you need to dial up the value of your digital print jobs, iGen® 5 delivers. Designers can create files to run Fluorescent Yellow over or next to CMYK, amplifying page content and making critical messages stand out — loud and proud.



Spot and Flood Effects

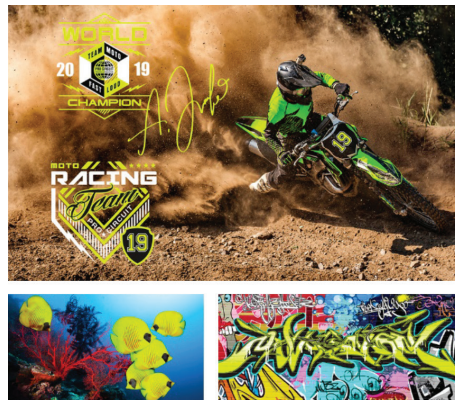


Photo and Color Enhancements



Watermarks

## A GLOW YOU'LL ONLY GET FROM XEROX®

We innovated this ink to go beyond the neon and fluorescent yellow-colored toners and inks available on the market today.

We took our inspiration from the **Optic Yellow** of tennis balls. Designed to grab and hold the eye when tennis was first broadcast on color television, this stunning color has traditionally been challenging to reproduce in print — until now.



## SAY YES TO MORE JOBS

The addition of Fluorescent Yellow Dry Ink in the 5<sup>th</sup> print station expands the iGen® 5 Press's versatility and allows you to offer customers a distinctive selection of special effects that will make a big impact. Swap Fluorescent Yellow Dry Ink for White, Clear, or a gamut extension color and queue up a whole new round of high-value jobs. When you are running jobs that don't require special effects, operators can simply run in 4-color mode. Xerox® workflow software helps coordinate job batching based on which ink is loaded into the 5<sup>th</sup> print station, ensuring the flow of work is optimized.

For more information visit [xerox.com/iGen5](http://xerox.com/iGen5)