

THE DOCUMENT COMPANY
FUJI XEROX

980/490

Colour Continuous Feed Printing System



new markets
new opportunities

Entering a new era in printing to meet growing business demands, the

Fuji Xerox 980/490 Colour Continuous Feed Printing System

incorporates the most advanced technology for combined speed and colour in the world. Delivering swift output of variable data in huge volumes and in full-colour, it embodies the best of both worlds without compromising quality.

Priding itself on meeting customer demands for superior technology, Fuji Xerox is offering a host of new opportunities in the Customer Relationships Management (CRM) arena with the 980/490 Colour Continuous Feed system.

High-speed printing of variable data in full colour

Flash Fusing Technology

Duplex printing of 225 feet per minute (up to 900 A4 images)

Wide array of substrates with varying thickness

Supports an optimised output environment through multi-PDL handling

Printing



The widespread use of colour in documents combined with One-to-One marketing (which addresses specific needs for relevant communication) has become the norm over the last couple of years.

Personalisation of information tailored specifically to an individual's interests is proliferating rapidly in advertising media such as direct mail, catalogues and billing statements.

The Fuji Xerox 980/490 Colour Continuous Feed Printing System enables the production of personalised colour documents at high speed and in huge volumes, building on capabilities derived from Fuji Xerox's many innovations in printing.

Advanced features in workflow are enabling expansion in business printing services generating an improved return on investment (ROI) for our customers.

ng *Revolution*

Fuji Xerox 980/490 Colour Continuous Feed Printing System



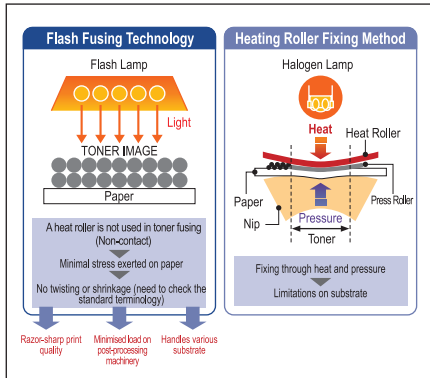
The picture of the machine above is for illustration purposes only and is not to scale.

QUALITY



980 / 490

The convergence of Fuji Xerox's colour and flash fusing technologies has accelerated the transition from monochrome to colour printing offering high image quality, colour consistency and reliability.



Schematic of flash colour definition



Print quality attained through new flash luminescence

GENIUS

Continued from A5

grade, yet elsewhere lawmakers work to deminish bilingual education for Spanish-dominant children. Two hours away from my home, the U.S. military is setting up camp in the name of bandits and drug lords, but I'm not stupid; I know who they mean to keep away. *La sienta*, I feel it. I am reverberating like a bell.

I'm thinking this at the conference in Scottsdale. I don't know what I expect from this gathering, but I know I don't want to leave without a statement at least about what happened three days before in Acteal. Surely, the Latino leaders recognize that the 45 are our family. It is like a family, one Arizona *politico* explains. But understand, to you it may be a father who has died,

but to me it's a distant cousin. Is it too much to ask our leaders to lead? You're too impatient, one Latina tells me, and I'm so stunned I can't respond. A wild karaoke begins, and a Chicano filmmaker begins to preach: There's a season to play and a season to rage. He talks and talks till I have to blink back the tears. After what seems like an eternity, he finally finishes by saying: "You know what you have to do, don't you?" And then it hits me, I do know what I have to do.

I will tell a story. When we were in college, my mother realized investing in real estate was the answer to our economic woes. Her plans were modest: to buy a cheap fixer-upper in the barrio that would bring us income. After months of searching, mother finally found something we could afford, a scruffy building on

Print sample of small letters enabled by 600dpi resolution

Flash Fusing Technology

Using Flash Fusing Technology, images are fused to the page without any physical contact. Minimal warm-up time ensures immediate productivity while a wide range of speciality paper stock such as plastic cards, RFIDs, coated stocks and labels can be used within the defined specifications.

No physical contact also ensures that there is minimal moisture extraction from the paper thereby maintaining a flatter sheet with reduced chance of misfeeds in the post-processing environment. This method also contributes to the machine's high reliability with little possibility of damage to the print media.

Excellent Colour Print Quality

The unique high speed printing of the Fuji Xerox 980/490 is enabled by CMYK tandem printing, offering excellent colour print quality. The 980/490 Colour Continuous Feed Printing System employs a xerographic system that uses dry toner, enabling high-quality printing on a wide range of substrates.

With the Fuji Xerox 980/490, the choice of print media is considerably larger, providing additional business opportunities to a broader customer base.

High Resolution at 600dpi

With the Fuji Xerox 980/490 Colour Continuous Feed Printing System, high density printing with 600dpi resolution allows small letters, superscripts and fine lines, often found in teaching materials and tabloid newspapers, to be printed clearly. Without compromising clarity, precision has made it possible to print huge volumes of EAN128, the international standard for barcodes, as well as the fine lines on certain forms.

A range of line screening capabilities are available for line art, text-based documents and image intensive applications.

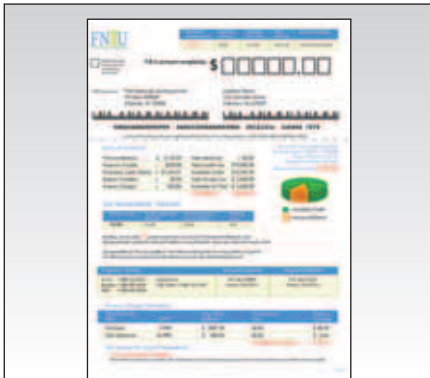
CAPACITY



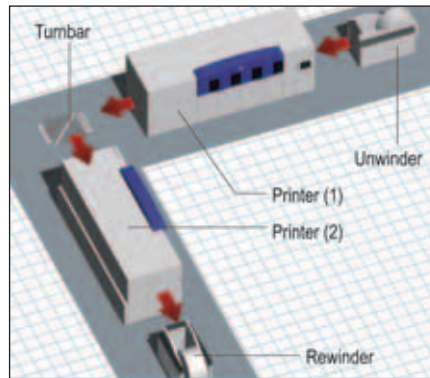
980 / 490

Achieving high performance in full colour and variable data printing, up to a speed of 900 ppm*, through Fuji Xerox's duplex, colour continuous feed printing system.

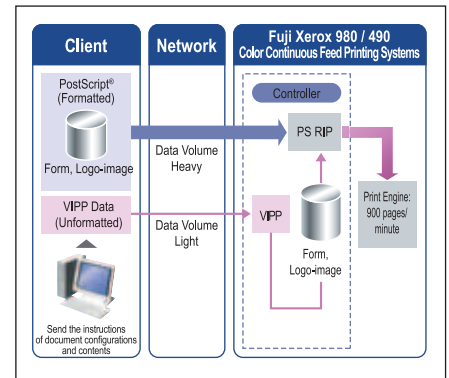
*When printing A4 2-up on 18-inch (45.72cm) wide and 12-inch long (30.48cm) with A4-cut equivalent paper using two printers (Continuous paper feeding speed: 69m per minute).



Invoice sample



Twin-system incorporating two printers



The differences between VIPP and PostScript Process

Full Colour Variable Data Printing at 900 pages per minute

As an ideal solution to expand business operations, the variable data printing technology of the 980/490 system is capable of rendering the content of individual pages in full-colour at a print speed of up to 900 pages per minute*1.

Huge volumes of direct mail and transactional documents such as invoices and statements can now be produced in colour and customised relevant to each recipient and using the data from your source file.

Additionally, by connecting pre-processing and post-processing systems*2, such as an unwinder, rewinder, and a cutter with stacker and insertion device, it is possible to manage bulk printing of more than 100,000 A4 impressions per single run. The benefit? The entire end-to-end process can be automated, contributing to an overall improvement in productivity.

Duplex Printing through a Twin-System

Double-sided colour printing can be achieved through a twin-system incorporating two print engines. The first engine prints data on the front face of the paper with a "synchronisation mark" to align the data on the reverse face ensuring that both printed sides will be aligned correctly.

Alternatively, utilising an additional unwinder and rewinder, the twin system can perform simplex operations by using both machines independently as two single-sided printers.

Enhancing efficiency for PostScript Printing through VIPP*

Typically, VIPP (Variable Data Intelligent PostScript Printware) enables the Fuji Xerox 980/490 Colour Continuous Feed Printing System to run complex data files at full rated speed. By using VIPP commands, static data is stored in print-ready format, requiring only transmission of variable data between the host and the printers. This capability achieves high speeds, without using the actual PostScript language, making it possible to create and print full-colour variable documents efficiently.

*1 When printing A4 2-up on 18-inch (45.72cm) wide and 12-inch (30.48cm) long with A4-cut equivalent paper using two printers (Continuous paper feeding speed 69m per minute).

*2 Please contact your Fuji Xerox sales representatives regarding finishing/complimentary equipment.

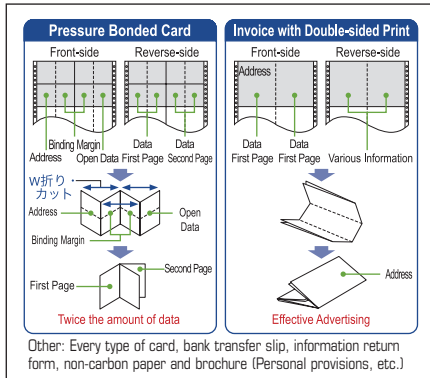
*Full VIPP functionality is not available at launch.

FLEXIBILITY



980 / 490

Today, one-to-one marketing capabilities are seen as a key requirement in Customer Relationship Management (CRM). Flexibility, combined with the ability to respond quickly to market demands will be instrumental in creating new business opportunities.

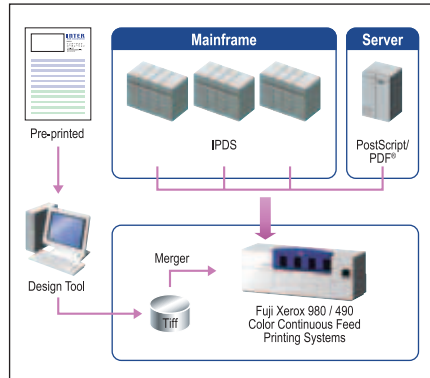


Handles various substrate

Versatile Paper Handling – Wider Web and Pin-less Paper

The printer is able to handle 19.5" (49.53cm) wide paper, thus allowing 3-up printing at A5 size and 6" x 9" (15.24cm x 22.86cm) size. With 3-up printing, not only does productivity improve, but costs associated with paper handling and printing are also reduced. In addition, pin-less paper (without sprocket holes) can be used to reduce total media costs. A support function for conventional pinhole paper is included as part of the standard equipment.

Note: Maximum image width is 19" (48.26cm)



Printer integration and reorganisation

Handles multi-host, multi-PDL controller

The highly reliable Tyan base processor is used as a server for the controller, with software that is independently developed by Fuji Xerox. The print data format is compatible with the industry standard IPDS (Intelligent Printer Data Services) as well as Adobe PostScript level 3 and PDF.

Each colour is processed by individual RIPs located in each engine. Dual core Opteron processors are supported by memory and disc capacity allocated to each RIP.



Colour Touch Display

Colour Touch Display for ease of all operations

The control panel uses a colour touch display to enhance visibility and operability. Functions like start-up, setting input data, logical page, specifications and editing can be performed using the touch display.

SOLUTION

The Fuji Xerox 980/490 Colour Continuous Feed Printing System with its full-colour variable print capabilities offers brand new opportunities to develop existing and future markets. It is expected to revolutionise the digital printing industry with an expansion of graphic communication opportunities and a reduction in the total cost of ownership (TCO).

The variable print era is gaining momentum

In contrast to large-scale bulk printing methods used for mail drops and other high volume printed matter, variable print has been gaining momentum with its ability to convey different types of information specific to an individual.

Variable print is driving one-to-one marketing and it has become a preferred choice of communication in targeted sales promotions and campaigns. The application scope of variable printing has seen significant increases in areas such as the colourisation of invoices and the printing of personal catalogues and direct mail to a large number of recipients. Other applications include course materials and academic transcripts that are used in distance learning and by a number of different education institutions.

Variable data printing with a speed of up to 900 pages per minute

The Fuji Xerox 980/490 Colour Continuous Feed Printing System boasts a high level of productivity. Capable of printing full-colour variable documents at a rate of 900 pages per minute, it maximises one-to-one marketing opportunities, generating large quantities of colour documents which are customised to the individual consumer.

A system essential for one-to-one marketing

In addition to resolving the conventional needs for an improved flow of business printing and a reduction in the total cost of ownership, the Fuji Xerox 980/490 Colour Continuous Feed Printing System with its advanced technologies, has cleared the way for full-colour high-speed variable data printing. This full-colour continuous feed printer has been designed to dynamically address a one-to-one marketing strategy, providing strong support for any print business aimed at creating the need for relevant communication.

■ The appeal power of the spotlighted variable print on the sales promotion front, through One to One.

Before

The company logotype is displayed in colour.

The campaign discount is displayed for each member based on the customer's purchase history.

Information matching each member's preference is controlled by variable print.

After

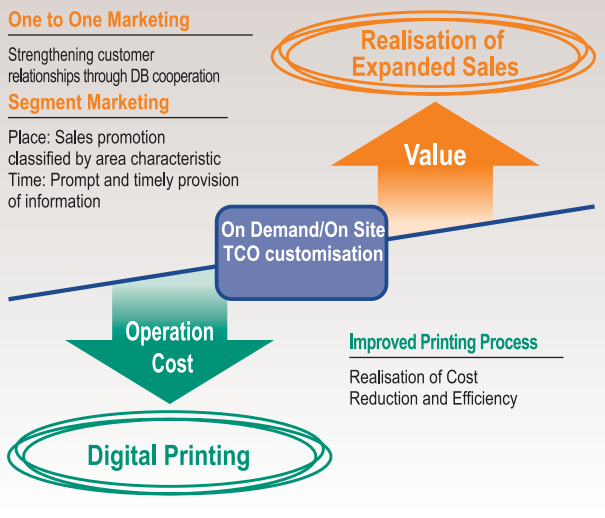
Applicable Product	Product Usage Amount	Usage Amount	Consumption Tax	Grant Amount (%)
MEMBER INFORMATION				
MEMBER ID	10,000	10,000	200	2%
MEMBER NAME	25,000	25,000	500	2%
MEMBER ADDRESS	10,000	10,000	200	2%
MEMBER PHONE	14,000	14,000	280	2%
MEMBER FAX	7,000	7,000	140	2%
MEMBER EMAIL	2,000	2,000	400	2%
MEMBER CATEGORY	11,000	11,000	220	2%
MEMBER STATUS	8,000	8,000	160	2%
MEMBER TYPE	10,000	10,000	200	2%
MEMBER GRADE	20,000	20,000	400	2%
MEMBER POINT	14,000	14,000	280	2%
MEMBER BALANCE	5,000	5,000	100	2%
MEMBER CREDIT	22,000	22,000	440	2%
MEMBER TOTAL	10,000	10,000	200	2%
MEMBER TOTAL	20,000	20,000	400	2%

The most recommended product

INTER disk corporation

Inter Disk Corporation
1-1-1, Higashi-Shinjyuku, Nishi-Shinjyuku, Tokyo, Japan

■ The value and effectiveness engineered by digital printing increases with its evolution.





Invoice, Written Notice, Enactment Form

(From pre-printed paper to blank paper form)

Booklets and Leaflets



Direct Mail (Variable Printing)

Annuals, Advertisements, Reports, Internal Publications, Catalogues



Publications, etc.

Specifications

FX980/490 Colour Continuous Feed Printing Systems

Printer (1 print engine)

Print method

LED, Xerography method

Resolution

600dpi

Fusing method

Flash fusing

Tone

Two tone

Print Speed^{*1}

225 feet per minute equivalent to 450 pages per minute (A4-cut equivalent paper, A4 2-up)

900 pages per minute with two printers printing double-sided

Paper Type

Non-perforated continuous print paper (sprocketed paper also handled)

Paper Size

Paper width: 15–19.5 inches/38.10–49.53cm

(Print width: 19 inches/48.26cm maximum)

Paper length: 3.5–28 inches/8.89–71.12cm (1/8 inch indent)

Paper Weight

Basis weight: 64–160g/m² (Ream weight: 35–370kg)

*Paper weights as low as 40gsm are also possible subject to testing and approval by Fuji Xerox.

Paper Feeder

Feeding attachment device (Recommended item: Roll Unwinder)

Finishing System

Roll rewinder or alternate post-processing system

Power Source

3-phase, 4-wired^{*2}, AC200V±10%, 50/60Hz±3Hz

Power Consumption

During operation: 58kVA

Standby: 2.9kVA

Interface

Ethernet 1000BASE-T/100BASE-TX/10BASE-T

Applicable Protocol

TCP/IP

Emulation

IPDS™/PostScript 3™/PDF™/with full VIPP support planned

Size

(width) 5,000 x (depth) 1,800 x (height) 1,900 mm

Mass

5,800kg

Installation Environment Temperature

During operation: 15–32°C

Absolute limit: 0–35°C

Installation Environment Humidity Conditions

During operation: 40–70% RH

Absolute limit: 20–80% RH

Exhaust Requirements

External ducting required: each engine output 188,600 BTUs

*1 Depending on the type of job, print speed may be reduced.

*2 When installing the power source, class D grounding work by the customer is required.

The specification of the FX980/490 may change from time to time.

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www.fujixerox.com.au

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Protecting the environment is a fundamental component of our company's commitment to corporate citizenship.

At Fuji Xerox Australia, we supply products that have been designed with both our customers and the environment in mind. As a world leader in the development of parts and components Remanufacturing Programs, we have made Eco Manufacturing an integral part of our business.

All our sites have achieved ISO 14001 Environmental Management System Certification, as a demonstration of our commitment to protecting the environment.

