



# Cut Sheet and Inkjet Together

It's time you got it all.

# You've waited long enough.

For years, “inkjet” made people think only of personal desktop printers or continuous feed, production presses. And those production inkjet systems required large investments and volumes to deliver the profitability businesses need. Now Xerox has engineered a system using proven technologies to combine the economics of inkjet printing with the flexibility of a high-speed cut-sheet digital press.

## Introducing Xerox® Brenva™ HD Production Inkjet Press.

- **The power of combining proven technologies.** Inkjet delivers the lowest total cost of ownership and cut-sheet gives you greater control over stocks,

job setup and finishing options. The Xerox® Brenva HD is engineered for quality output at the lowest possible cost. This is an opportunity to transform your business through remarkable savings and higher margins.

- **One change opens up countless opportunities.** Xerox® Brenva HD enables you to introduce more color into applications, reduce storage costs for offset shells, offload unneeded high-end presses, and consolidate your workflows, presses, and floor space.



# Add measurable value to your business.

Xerox® Brenva™ HD Production Inkjet Press is a perfect fit for your budget, the needs of your customers, and the future of your business. Each feature was designed to deliver on the promises of greater value, output quality, and workflow flexibility.



## Achieve the lowest total cost of ownership with innovative technology.

Fine-grained control of ink use for each job ensures high quality printing at minimum cost, and you choose the exact balance between cost and quality. Meanwhile, the proven paper path and imaging process minimizes maintenance downtime.

- **Know and control your costs up front with a cloud-based tool.** The Xerox Ink Measurement and Proofing

Tool calculates ink usage and costs prior to printing. Find the exact combination of press settings before committing resources to the job – view results down to the pixel level to fine tune your strategies. Operators can also easily create custom profiles to manage drop sizes and set ink limits.

- **Lower your operating expenses with a smaller footprint.** One flexible press that can handle a wide range of jobs allows you to conserve floor space and staffing.

- **Deliver black-only or color printing options through intuitive controls.** Operators can easily switch between B&W or Color output to take on a combination of profitable jobs including transactional billing, direct mail and advertising. You can also expand your offerings to include Highlight Color for appropriate applications.

# Offer a larger variety of profitable applications.

From simple to complex jobs, short-run to long-run, Xerox® Brenva™ HD Production Inkjet Press is designed to produce profitable printing that will delight your customers.

## The Xerox® Brenva HD is ideal for:

### CMYK Transactional Statements

- Text & graphics with low area coverage & ink consumption
- Long run lengths with variable data
- A variety of data streams (e.g., IPDS, PDF, PDF-VT)
- Jobs printed on offset shells today

### Books / Manuals / Booklets

- Predominantly mono text & graphics
- Larger sheet sizes with multiple up imposition
- Jobs run as blocks and finished inline

### Marketing Collateral / Business Documents

- Range of area coverage and ink consumption
- Graphics & images mixed with text
- Medium level IQ requirements
- Static content with little customization
- Short run lengths that aren't time sensitive

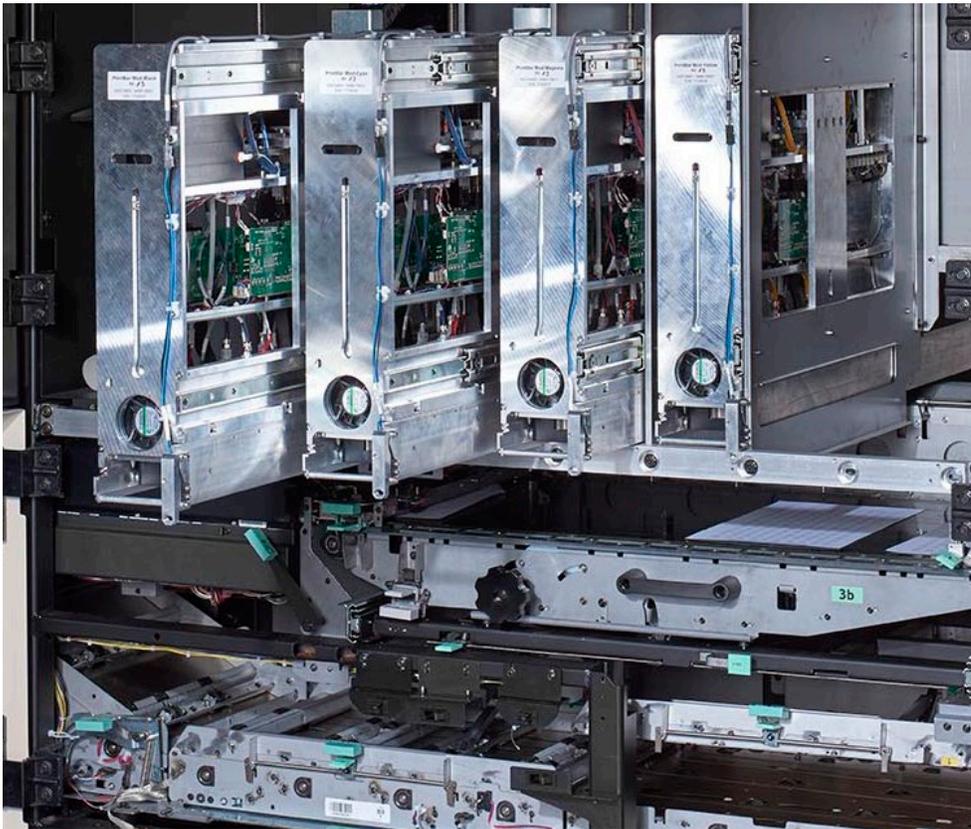
### Light Direct Mail

- Higher area coverage & ink consumption
- Heavier weight stock requirements usually 8pt – 9pt
- Specific IQ requirements with color matching desired
- Variety of sizes with multiple up imposition
- Jobs with some static and some variable content



# Leverage the most advanced technology.

When you take proven components that have been tested and combine them with the latest innovations in inkjet printing, you get truly remarkable capabilities. Xerox® Brenva™ HD Production Inkjet Press features:



## Integrated Imaging Module (IIM) to automate the most critical tasks.

The IIM sits within the paper path to scan images to provide quality control on all jobs. These quality control adjustments can be manually initiated by operators, and occur automatically for continuous, on-going control during printing including:

- Dynamic Print Head Adjustments to keep each of the 12 Print Heads exactly square with the direction of the paper, and aligned where ink meets the paper.
- Automatic Missing Jet Correction to continuously check and correct any jets not firing correctly. Surrounding jets compensate for any defective ones. Missing jets are then fixed during a routine Print Head Purge.

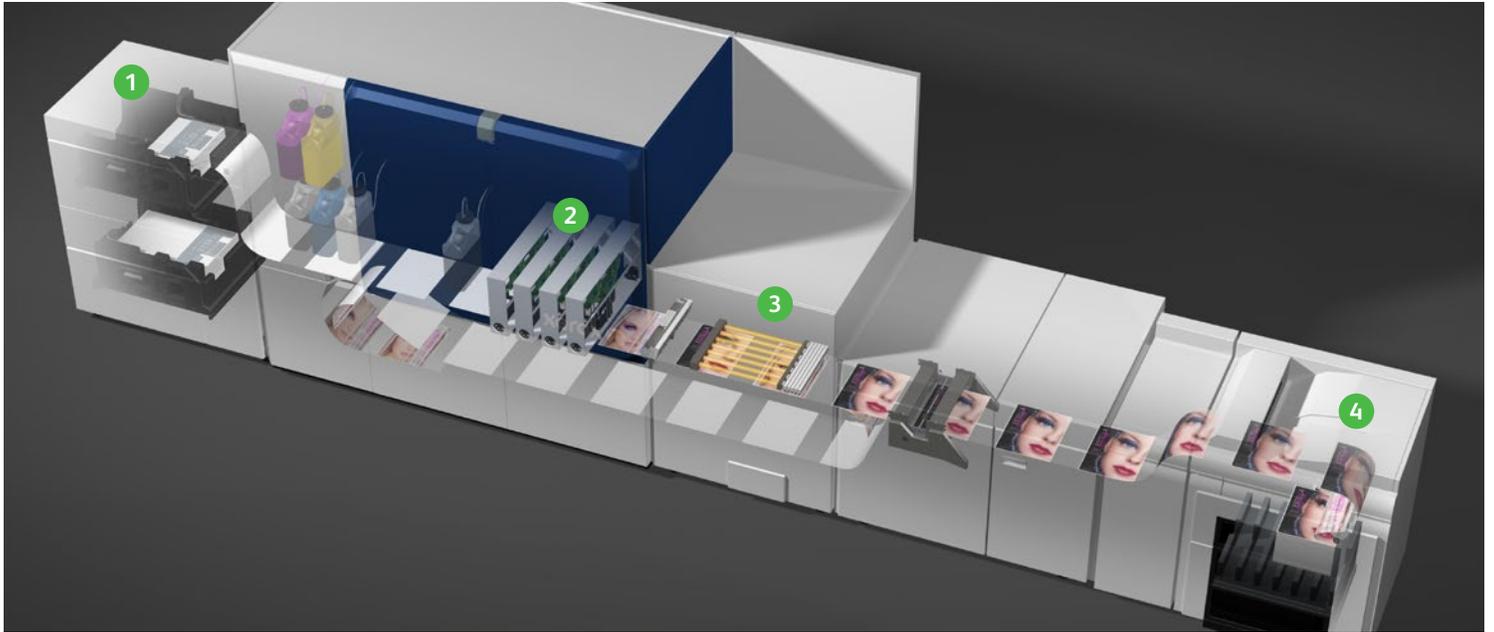
## Variable drop sizes that put you in control.

Easily control the cost and quality for each job by selecting one of eight default destination profiles. The largest drop size delivers a larger range of colors for more vibrant printing and higher image quality. Or use a profile with the smallest drop size for the lowest possible cost.

## Inline Spectrophotometer (ILS) to automate linearization and destination profile creation.

The ILS automatically reads targets generated during linearization and assists with destination profiling to keep the print engine color tuned for your specific stocks. ILS automation reduces non-productive printer time and time-consuming manual color maintenance tasks, eliminates operator errors, and accelerates job turnaround.

# Rely on proven components with new capabilities.



## 1 Sheet Feed Module

Adapted from the iGen platform, this robust module holds 2,500 sheets of 90 gsm, 4.0 caliper stock in each of two trays. With 5,000 sheets per unit and up to 4 possible feeders in your configuration, you'll have 20,000 sheets of non-stop productivity. Upper tray holds paper sizes 8.27" x 10" / 210 mm x 254 mm to 14.33" x 20.5" / 364 mm x 521 mm, while lower tray holds paper sizes ranging from 7" x 10" / 178 mm x 254 mm to 14.33" x 20.5" / 364 mm x 521 mm. Each feeder uses a shuttle vacuum feed head to pick a sheet off the top of the stack and deliver it to the transport.

## 2 Print Heads and Inks

State-of-the-art inkjet print heads deliver four different drop sizes through 7,870 nozzles per color to produce prints with a 600 x 600 dpi. The integrated full-width scanner enables automated print head

adjustments, missing jet correction and image-on-paper registration. Operators can make image quality improvements for special jobs such as Edge Enhancement, Trapping, and Black Overprint. At all times automated checks and preventative measures keep the press in a ready state and operational.

## 3 Dryer module

After printing, the sheets move directly into the Dryer where the paper and ink are heated with seven infrared carbon lamps to about 90° C (194° F). This process removes moisture from the paper so the sheets are stiff enough to move efficiently through the paper path. The drying process also removes moisture from the ink to prevent it from rubbing off. A combination of sensors, thermostats, thermistors, thermopiles, and blowers accurately heat these fast-moving sheets, and maintain rated print speed.

## 4 Xerox® Production Stacker

This enhanced version of the Xerox® Production Stacker features Nested Stack Technology. The finisher runs continuously as it delivers up to 2,850 sheets at a time waist high. Once unloaded, the stack tray returns to the main stack cavity to pick and deliver another load – continuously. The stacker provides:

- Adjustable waist-height for unloading from 8" to 24"
- A By-Pass Path with the ability to rotate sheets to downstream devices
- A 250-sheet Top Tray for sheet purge and samples
- An optional Production Media Cart for easy stack transport

# Unleash the potential of inkjet with an enhanced Print Server

Xerox® FreeFlow® Print Server offers powerful control over every aspect of job, queue, and color management. From preflight to printing, this server gives you the power to manage your color work with ease, speed, and confidence. Now FreeFlow adds features specifically for inkjet.



## A familiar and powerful productivity tool.

Long recognized as an industry leader, with comprehensive color control, wide color gamut, and superb rendering, your operators will also recognize and be comfortable with its familiar interface. Settings for job management, queue management, and color flows are identical to those used for toner-based presses, with a few additional menus.

The intuitive interface means both trained operators and casual users can easily streamline their workflow. They can print and re-print on-demand with simple controls to preview, edit, impose, proof, interrupt, reprogram and forward jobs. From start to finish, it's never been easier to manage print.

The latest version of FreeFlow Print Server optimizes color management for inkjet technology, with menus for drop sizes, inkjet paper types, and ink limit settings. In addition, the server automatically manages linearization processes that accompany the development and use of destination profiles – all to keep your color full and vibrant at the lowest cost.



### Multi drop size halftoning (Object Oriented Color Management)

- Drop sizes and ink limits are set for preloaded profiles. Custom profiles can be built to adjust the ink limits for a particular paper or application.
- Each head can fire multiple drop sizes. A mix of drop sizes are used to maximize image quality. The smallest drops are predominant in the highlights for improved smoothness and larger drops are used in solids and near solids to maximize the gamut. Additionally, a mix of all drop sizes are used in the mid-tones for contours and transitions.
- Object Oriented Color Management: The rendering intent can be independently set for text, graphics and images. Spot colors are independently controlled for accuracy and can be adjusted without affecting the color any other object.



### Black Only Mode

The Brena is a robust CMYK press that can be directed to print in K-only mode. The operator can cap the CMY heads and run in black-only mode without any slip in productivity, allowing customers to use Brena in a variety of ways. Many black & white printers who overprint offset shells have been waiting for an alternative way to print those jobs and streamline their overall production process. Brena can be used in K-only mode – until current inventories of shells are depleted – helping those printers make an easy and economical migration to a white-paper-in production workflow.

### Spot Color Management

Brena produces in-gamut colors exactly and clips out-of-gamut colors to the nearest reproducible hue. Absolute Colorimetric option is a feature on Brena that provides the best choice when customers want to reproduce “signature colors” such as a company logo, or want a scanned image with a muted background color to retain the background color.

# A perfect finish for every job you do.

The Xerox® Brenva™ HD Production Inkjet Press offers you many ways to finish your output and create high-quality, high-impact applications when and where you need them.



## **Our finishing partners give you more choices and greater capabilities.**

You can pick the exact finishing options you need to wrap up your jobs professionally. For booklet makers, perfect binders, inserters, stackers, stitchers, spiral binders and more, we partner with the best finishing devices and equipment manufacturers. These recognized industry leaders, such as C.P. Bourg, Plockmatic, GBC and others, enable you to deliver applications that will delight your customers.

## **Document finishing architecture in the Stacker.**

The Brenva HD fits so well with partner finishing equipment because our output adheres to the Document Finishing Architecture (DFA) standard. You'll be ready to integrate a variety of 3rd-party finishing systems as they are validated. Initially, DFA technology supports the Xerox® Production Stacker and the C.P. Bourg BDFNx Booklet Maker, and other devices will be added over time.

## **You can now do even more with the Xerox® Production Stacker.**

Our latest additions to the finishing options in the Xerox® Production Stacker include:

- Unloading while running, on a single unit.
- Waist height removal of finished stacks.

# The future starts today – for your business and ours.

You can see in the Xerox® Brenva™ HD Production Inkjet Press that Xerox has a long view of the production printing industry. We invented it, we lead it, and we are absolutely committed to developing the advancements that will be its future.

Xerox customers know that a Xerox® press is more than just a productive machine; it's an investment in the future of their own company and the entire industry. But Xerox is also more than just a leader in products; we're a partner and consultant to our customers bringing you new ideas and opportunities. Xerox offers you access to the best minds in the printing industry, and every one is committed to helping you overcome any challenges to enable your success.



For more information on Xerox® Brenva™ HD Production Inkjet Press, call 1-800-ASK-XEROX or visit us at [www.xerox.com](http://www.xerox.com)

