

# Monsters and Toys

Whatever the subject, our books can amaze and delight.

Digitally printing books and manuals couldn't be easier with products from Xerox. If you're looking for high quality colour or cost effective black and white, or a combination of both, the image quality of photographs and other artwork is outstanding with the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer or Printer.



Xerox® Colour C60/C70 Printer



Xerox® D Series Copier/Printer

## The Opportunity

With digital photography now the norm, many customers look to their commercial and quick printers to transform their digital photos into books and manuals. Add squarefold finishing and face trim, and customers will be impressed with the results. Without a doubt, their books and manuals will have the professional look and feel they expect from their commercial and quick printers.

The content of these works is varied, limited only by one's imagination. Who would have thought that monsters and toys would fill the pages of two books, printed by commercial and quick printers, using Xerox products quickly and easily inline? To show you what is possible, take a look at Home of the Original Monsters and Touring Toys, two books that some just might consider works of art.

## The Xerox Advantage

The Home of the Original Monsters application was printed on a Xerox® D Series Copier/Printer and Printer and finished using a Booklet Maker Finisher with a Xerox® SquareFold® Trimmer Module. The Xerox® D Series Copier/Printer or Printer combines outstanding black and white image quality, finishing, productivity and ease of use into a single system to meet the specific needs of your environment.

All the timeless toys shown in the Touring Toys book are parked at Strong National Museum of Play in Rochester, New York. Touring Toys is printed on a Xerox® Colour C60/C70 Printer with Xerox® SquareFold® Trimmer Module and includes high quality full colour photographs and commentary of timeless wonders that can be seen at the museum.

# Digital Books and Manuals Application Brief

## Production Notes

Both the Home of the Original Monsters and Touring Toys applications demonstrate the Xerox® SquareFold® Trimmer Module. This module enhances the power of the Booklet Maker Finisher with features such as the creasing of cover sheets and face trimming to produce a professional looking booklet. Creasing roller technology creases the covers and innermost sheets of the booklet, minimising image cracking on the fold line while the trimmer eliminates paper shingling at the edges.

### Workflow/Software:

Adobe® InDesign® CS5

### Print Engine:

Monster Book – Xerox® Colour C60/C70 Printer

Touring Toys Book – Xerox® D Series Copier/Printer or Printer

### Finishing/Finished Size:

Monster Book – A4

Touring Toys Book – A4

### Number of Pages:

Monster Book – 56 pages including cover

Touring Toys Book – 28 pages including cover

### Media:

Xerox® digitally optimised paper



- 1**

**Home of the Original Monsters**  
 This unique, black and white booklet contains film cuts, photographs, cartoons, hieroglyphics and more.
- 2**

**Touring Toys**  
 A high quality colour book featuring toy cars, trains and planes on exhibit at the Strong National Museum of Play in Rochester, New York.

