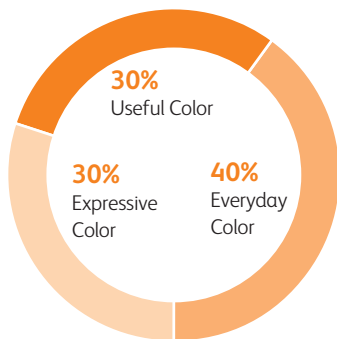


Xerox ColorQube™ 8870 Color Printer

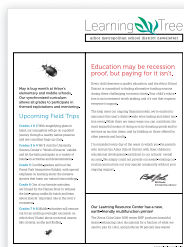
Great color, real savings

Typical office document color distribution

Office color documents can be classified by the amount of color used. According to Xerox research, the breakdown of color documents in a typical office environment is:



Useful Color



Everyday Color



Expressive Color



This distribution may vary by customer location and does not include black-only pages.

Get the power of color on all of your office documents without breaking your budget.

Xerox ColorQube 8870 series Hybrid Color plans put you in control of per-page costs, letting you choose the plan that makes the most sense for your business — a unique Xerox offering that no competitor matches.

The Hybrid Color Plan classifies pages based on the actual amount of color used. When you use less color, you pay less — no more paying expensive color prices for low-color coverage documents. This doesn't mean that you have to print every document in draft mode either. You get real savings without sacrificing print quality.

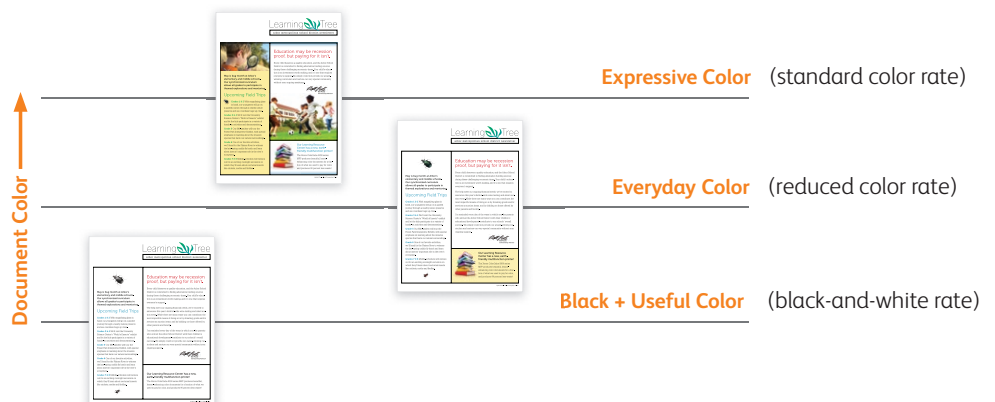
Most standard cost-per-copy plans charge you a fixed market rate for black-and-white pages and a fixed market rate for color pages. This may be good for full color coverage or black-only documents, but it doesn't take into account that the majority of office color pages have only low to moderate amounts of color on the page (see chart below).

How it works

The ColorQube 8870 creates images by printing tiny spots (called pixels) of black and color on the page. The machine automatically counts how many color pixels are used to produce each printed page. Individual pages are tallied on three separate meters in the machine based on how many color pixels are on the particular page.

Color that's easy to afford

Hybrid Color Plan combines the affordability of purchasing supplies with the convenience of metered billing.



ColorQube™ 8870

Hybrid Color Plan

Choice of metered plans put you in charge

Black + Useful Color – Black-only pages and pages with low color coverage are billed at the black-only rate. Examples include typical emails, memos and Microsoft Word documents.

Everyday Color – Pages with moderate color coverage are billed at slightly more than the black-only rate. Examples include typical flyers and Microsoft Excel and PowerPoint documents.

Expressive Color – Pages with high color coverage are billed at the current market rate for color. Examples include typical photos, brochures, newsletters and marketing materials.



Now You Can Print Color for Only Pennies!

The Xerox ColorQube 8870 Hybrid Color Plan adds new options to standard cost-per-copy plans — Useful Color and Everyday Color — so you pay less for using smaller amounts of color!

The ColorQube 8870 Hybrid Color Plan helps you take advantage of high-impact color by offering a metered plan that classifies documents based on the actual amount of color used — no more paying full-color prices for low-color documents!

The ColorQube 8870 dramatically reduces the price of color prints for your office. No more worrying about the cost of color — print color everyday!

Save up to 87% on the price of Useful Color pages compared to market rate.

Save up to 62% on the price of Everyday Color pages compared to market rate.



For more information, call **1-877-362-6567** or visit us at www.xerox.com/office

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