



The Clearly Different Program

Clearly a game changer.

Clear Dry Ink can help you grow your business and be the center of attention.

More than ever, customers want to push their creativity to the next level in ways that draw even greater attention to their messages and images.

Clear Dry Ink opens a new world of creativity and value that brings their prints to life—and makes a bold and lasting impression. It's truly a game-changing opportunity for you—and your customers—to stand out and build business success in ways you never imagined.

Why Clear Dry Ink? The benefits are clear.

Xerox® Color 800/1000 Presses already deliver outstanding quality and productivity. With the simple addition of Clear Dry Ink, you can have one more valuable advantage—the ability to add unique and dazzling effects that can make ordinary printed pieces truly extraordinary.

One exciting tool. Infinite new possibilities.

Imagine raindrops that make a bigger splash, popcorn that virtually pops off the page, or apples that truly look ripe for the picking.

With Clear Dry Ink, you and your customers can benefit from a versatile new tool that draws instant attention to images and messages while providing an amazing look and feel to all your printed pieces. The creative possibilities are virtually endless...

- Highlight images for visual variety to make them jump off the page
- Draw attention to a headline or variable text
- Enhance photos, logos or variable images
- Simulate pearlescent or metallic appearance
- Apply watermarks to add artistic effects or enhance security
- Enhance print quality of textured stocks



The Clearly Different Program: The tools you need to drive creativity and profitability with Clear Dry Ink.

With the Clearly Different Program, it's easy for you and your customers to take advantage of all the benefits of Clear Dry Ink to increase revenues, differentiate and grow your business—and open the door to a wide array of new applications.

Educate and train effectively.

From online training brochures, to interactive demos, to printed design guides and more, the Clearly Different Program gives you a full array of tools that can help you educate your sales team, train your customers—and drive home the amazing value of using Clear Dry Ink.

Inspire great work.

It's all about great work—and doing more of it. The Clearly Different Program gives you a wealth of samples and source files for you to personalize and print to showcase the inspiring and stunning effects your customers can achieve with Clear Dry Ink. Each sample can be printed from the high-res PDF provided and the source files can be customized and/or personalized if desired (see the back page to see all your program tools).



Ongoing Xerox support.

The Clearly Different Program is just another of the robust tools offered through the Xerox® ProfitAccelerator® program, designed to maximize your digital printing equipment investment.

And remember, Xerox is here for all your business needs with an ever-increasing number of tools and services that can help you do great work, grow your business—and delight your customers.

The Clearly Different Program Kit

What you'll get:

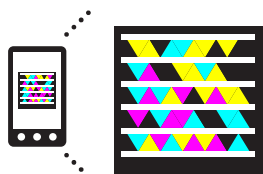
- Web support DVD
- Sales training materials
- Customer education materials
- Clearly Inspiring brochure
- Clearly Easy Design Guide
- Clearly Intriguing, Delicious and Refreshing Posters
- Clearly Desirable Counter Mat
- Clearly Intriguing Xerox® FunFlip®
- Clearly Strong Photo Tower
- More Print Samples Folder

Be part of a truly game-changing opportunity.

The Clearly Different Program gives you the tools you need to sell the creative and business advantages of Clear Dry Ink effectively.

Don't miss out on this opportunity to grow your business—and your customers' business too!

To learn more about Clear Dry Ink or to obtain a Clearly Different Program kit, contact your Xerox sales representative or visit www.xeroxcleardryink.com.



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For more information, call 1-800-ASK-XEROX or visit us on the Web at www.xerox.com.

Printed on a Xerox® Color 800/1000 Press on Xerox® Digitally Optimized Paper.

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