

Xerox India reiterates focus on wide format printers

Written by network2media Delhi Bureau
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NEW DELHI: Xerox India, a part of Xerox Corporation, world's leading document management technology and services enterprise, reinstated its focus on wide-format range of printers & multifunction printers and rolled out a five city road show covering Bangalore, Pune, Chennai, Hyderabad and New Delhi.



Xerox India will be showcasing Xerox 6204, a printer, scanner and copier that offers wide format affordable solutions for organizations. The road show aims to create awareness about wide format segment and the benefits customers can drive through 60% cost savings on their wide format printing costs with the use of Xerox wide format printers based on the LED technology. (Light emitting diode – makes office printers smaller, quieter, more reliable, and less expensive than Inkjet plotters. LED works by means of a straight array of diodes).

Xerox India is targeting five key growth sectors including: Engineering; Construction and Real estate; Automobiles; Oil Gas and Petroleum; and Shipping and Marine through this first phase of road shows spread across five key metros. The Xerox 6204 offers superior print quality of 600x600 dpi and supports multiple data formats and print drivers. It enhances productivity with a scanning speed of 3 inches per second and first page out time of 25 seconds. It ensures a lower total cost of ownership, owing to reduced overhead costs, overall savings, increased profits and lower operational costs. Xerox 6204 offers competitive edge with 10 times faster printing speed of 5A1/ minute and a customizable user interface as compared to Inkjet plotters.

Speaking about the wide format opportunity in India, Pankaj Malhotra, marketing manager, Office color & wide format, office business group, Xerox India Ltd, said, "According to IDC Q4, 2008, the overall market size for wide format printers is Rs 375 crores, (size from 24" plotters to 64") including both Inkjet & LED technology based products. The total market size from our perspective is Rs 125 crores (24" to 44"), out of which the market for LEDs is Rs 45 crores. IDC also predicts this market to grow at 10% y-o-y till 2012. Research and statistics point out that LED market will grow faster than the Inkjet (upto 36") because of lower total cost of ownership which LED provides against Inkjet and also the faster speed of printing. The fundamental features of a wide-format printing machine are very well synchronized with today's challenging business & economic necessities."



Speaking on Xerox India's strategy for the wide format space, Princy Bhatnagar, director, office business group, Xerox India Ltd, said, "We lead the wide format segment as per IDC Q4 2008 with a market share of 44% in units. We believe that wide-format has a huge business potential and has not been fully leveraged, by enterprises yet. With its compelling business value proposition of 60% cost savings, Xerox road shows aims to make deeper inroads and reach out to its target customer base in the key identified high opportunity verticals, basis our internal research. Despite our leadership position, the strategy is to pull further and grow in this segment, make customers realize the business efficacy of wide format printing, to remain competitive today."

Xerox India will be making connections with the CEO/ CIO community and apprise them about LED value proposition against existing Inkjet technology, especially in today's times of economic instability. Key differentiators offered by LED technology that will ensure higher cost efficiency and productivity for enterprises include upto 60% lower running costs, 10 times faster speeds, permanent prints and faster throughput. Xerox has the most modular designed

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products to offer in the market today. A customer can buy a base entry level printer today & later upgrade to multifunction printer and even to an MFP with Color Scanning. The company plans to add new system integrators into Xerox's existing range of channel partners to strengthen its sales force for wide format printers.

Xerox India Limited is a part of Xerox Corporation (NYSE: XRX), world's leading document management technology and services enterprise.