

9700

XEROX



Xerox 9700 Electronic Printing System The Leading Edge in Information Management

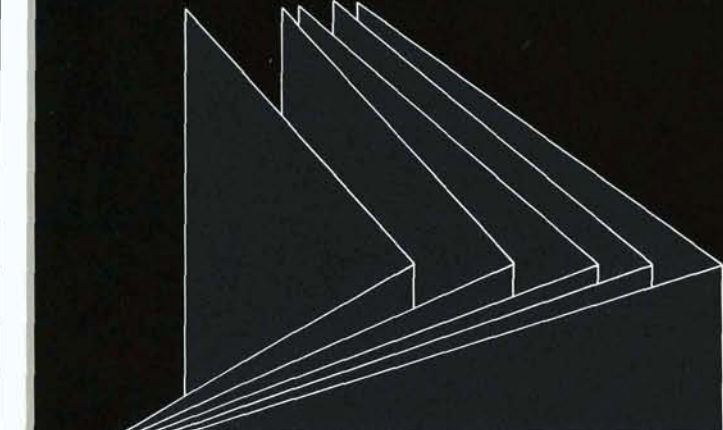
The Xerox 9700 Electronic Printing System is the first in a new generation of imaging systems... a system so advanced, it sets new standards for flexibility, quality, *effectiveness* in computer-generated business communications.

Now, the appearance of the printed output is entirely at the discretion of the user, rather than dictated by printing system limitations. Forms, type sizes and styles, page formats, even logos and signatures — all are stored within the Xerox 9700 system and are created electronically, upon demand, concurrently with the variable data.

The Xerox 9700 prints executive-quality reports — each page a xerographic original — on plain, 8½ - by 11-inch paper at two pages per second: up to 18,000 lines per minute, depending on data format. And non-stop operating features maximize productivity: production can continue at full speed while forms or page formats are changed, new jobs entered, paper loaded, or output removed.

Combining computer, laser, and xerographic technologies, the Xerox 9700 allows images of practically unrestricted size, shape, and orientation to be printed directly from digital information. The Xerox 9700 Electronic Printing System is the leading edge in imaging technology... a system so advanced, it challenges your creativity in managing your printed information.





The Leading Edge in Flexibility

What would you like to do that you can't do now?

The Xerox 9700 Electronic Printing System opens new worlds in flexibility of expression. The Xerox 9700 not only accommodates the kind of printing you're doing now, but also prompts you to reassess what you *might* do with computer printing. Executive-quality letters, or billing, for example. Jobs you may now be doing on a typewriter—or sending to a typesetter. Proposals and manuals you may now be sending to the printshop. Or applications that no one has even thought of yet.

With the Xerox 9700, the choice is yours. Here's why.

The Xerox 9700 has virtually no constraints in its formats or use of forms. While you may use the same fixed formats available with other computer printers (132 by 66, 150 by 66, or 132 by 88, for example), you are not limited to these formats. The key is electronic forms generation. Forms and page formats—tailored to meet your individual requirements—are created and stored electronically, giving you the freedom and flexibility to:

- Design and alter forms in minutes at your site
- Call forms into use instantaneously
- Highlight important form header fields by changing font styles and sizes
- Use logos, signatures, corporate type faces, and bar charts or graphs
- Rotate page orientation or mix horizontal and vertical type on the same page
- Use a different form for each page, up to six per report, with no reduction in printing speed
- Customize formatting of computer output without changing applications programs.

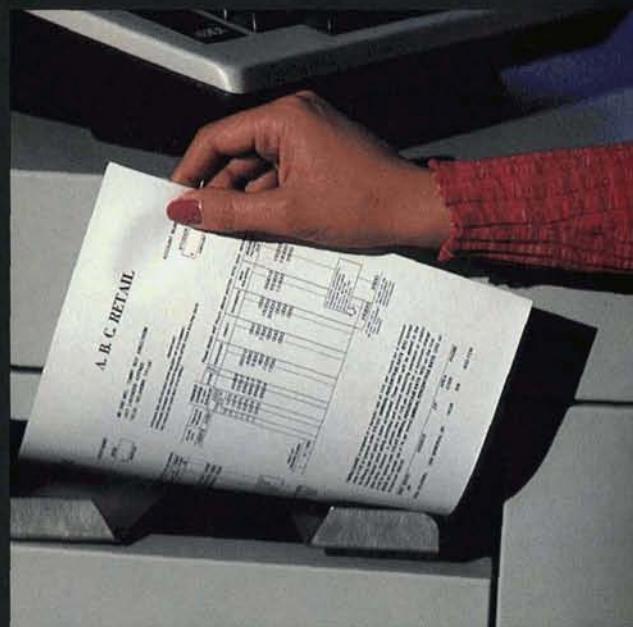
And electronic forms generation also means freedom from the tyranny of preprinted forms. The need for most—if not all—preprinted forms is eliminated, eliminating at the same time the expense of forms obsolescence and the time delays from stocking forms and overlays.

The Xerox 9700 provides unprecedented flexibility in font selection. You can customize output for your specific needs because the Xerox 9700 offers unlimited type font styles in sizes ranging from 4 point to 24 point equivalents. Spacing is continuously

variable from 3 to 18 lines per inch and from 4 to 30 characters per inch. And if none of the standard type styles or character sets meet your requirements, the Xerox Forms Design Center will help create one that does.

The Xerox 9700 produces executive-quality output. Every page is an original—no need to make do with barely legible carbon copies. Executive-quality appearance is achieved with a character resolution of 300 by 300 dots per square inch. And because there are no carbon copies, messy postprocessing operations such as bursting and decollating are eliminated.

The Xerox 9700 delivers a complete job. Entire reports, cover to cover—including the covers. The Xerox 9700 offers a flexibility in paper grades and weights matched by no other computer printer, ranging from economical 16-pound bond up to 110-pound card stock, including pre-drilled, pre-perforated, and colored papers. And because two stocks can be mixed within a single report, covers and section dividers can be printed and collated with the report itself. Moreover, each report may be customized to its recipient. If you wish to blank out certain portions of text and insert other data, delete paragraphs from some copies, or label other copies "confidential," the Copy Modification Feature allows you to do so—all while the report is running.







The Leading Edge in Technology

The storage, handling, and transmission of information in today's business community is performed increasingly in digital form, yet information use dictates its availability on the printed page. The Xerox 9700 takes digital information and, with a totally electronic imaging system, turns it into high-quality xerographic reports.

The Xerox 9700 merges three major technologies—digital computers, with their capacity for high-speed handling of information; lasers, with their high-resolution imaging capabilities; and xerography, with its ability to produce quality printed output at high speeds—into a system of extraordinary capabilities.

Computers

Digital input from either an IBM System/370 or System/360 computer on-line or a 9-track magnetic tape drive unit off-line is read under program control and buffered on the Xerox 9700 disk unit. This input data is brought into a digital processor memory together with previously stored digital information that will create a form image. The character dispatcher accepts the form and the input data, merges the two images, and sends them to the electronic image generator. Character fonts and forms are stored in the image generator memory as dot patterns; the image generator produces each character and form as electronic patterns which control a scanning laser beam.

Lasers

The actual character image is formed by the laser beam which scans across an electrically charged, light-sensitive belt. Because light causes this belt to lose its charge, a character is formed by momentarily interrupting the laser light as the beam scans across the belt, similar to the way a pattern is formed by the electron beam on a television screen. And because the narrow laser beam has extremely high resolution—300 by 300 dots to the inch—the 9700 produces output of outstanding quality directly from digital information.

Xerography

The latent image of a printed page, in the form of a charged image on the belt, is moved past the dry ink developer, with the charged areas on the belt attracting the oppositely charged black particles of dry ink. This page image in the form of charged toner particles is transferred and fused to a sheet of paper which is delivered to either of the two output bins or the sample tray. The entire process produces pages at a continuous rate of two per second.



