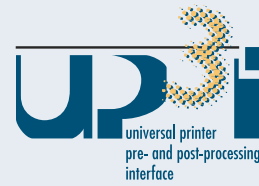


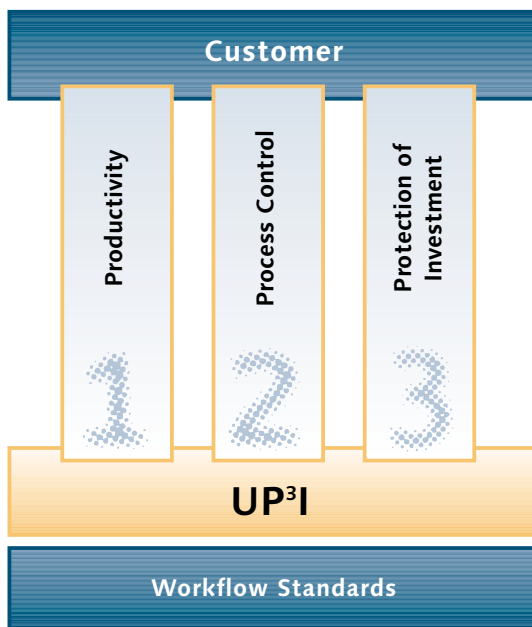
Connecting Print Production for Profit

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In today's fast-paced and cost-conscious market, it is more important than ever to make your print production line more productive—and UP³I is the solution. This industry standard enables you to centrally control all of your devices via one unified interface, regardless of the manufacturer of your printing and finishing devices. With UP³I's open and expandable design for networking equipment, you'll witness unleashed productivity, unprecedented process control—backed by long-term investment protection.

Brought to you by the leaders in the digital printing and finishing industry—Duplo, Hunkeler, IBM, Océ, Strålfors and Xerox—and many associated manufacturers are joining the team. Connecting print production for your profit. Could you ask for anything more?

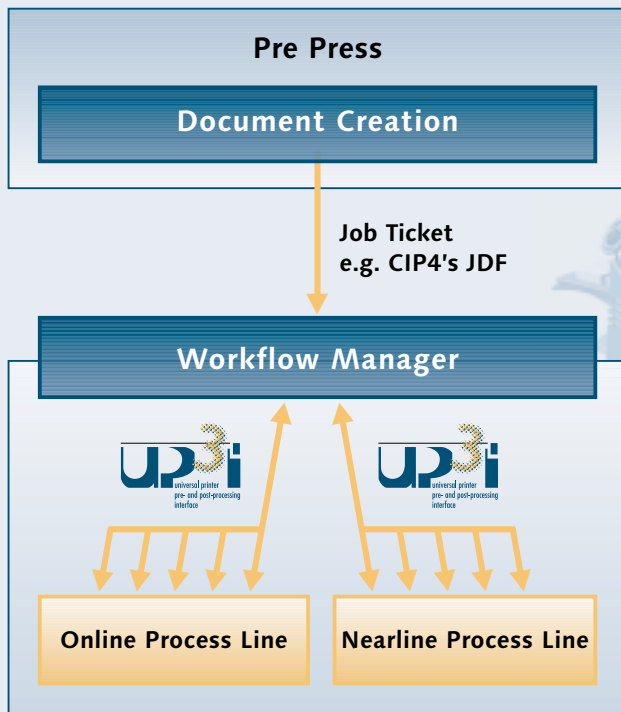


Get on the track to higher productivity and profit with UP³I

Significant productivity gains are just around the corner with UP³I. This industry standard breaks down proprietary barriers and enables your operators to centralize command over your digital printing and finishing equipment into one smart interface. With UP³I, you can reap the following rewards:

- Integrate UP³I-enabled devices and software and upgrade the power of your dynamic workflow with faster, continuous and reliable throughput.
- Speed up the set-up time for your entire production from a single, automated point of information or even operation—the unified UP³I interface.
- Confidently accelerate the printing pace and your time-to-market, and free up valuable operator time.

With this new level of integration, you can use the specific printing and finishing instructions in job tickets (like CIP4's standard "JDF"), and UP³I sends this information to all UP³I-enabled equipment. What needs to be printed, how it needs to be printed, and how to finish it—UP³I's got it covered.



Control your production process in ways you've only imagined

UP³I delivers an easy-to-use single point of control over your production. Not only does the UP³I interface talk to UP³I-enabled devices, the equipment can also talk back. Together, this means you can:

- *Print your documents more confidently.* UP³I-enabled devices communicate back to the interface and continually inform operators about the status of the entire production line—including notifications like suggestions for synchronized maintenance timing, etc.
- *Optimize production,* as UP³I reduces the effects of human error, by confirming the specifications required to correctly process jobs.
- *Eliminate print processing marks on your documents.* As UP³I codes each page with a package of information that is carried throughout the process, you'll no longer need to produce these unsightly marks—producing better-looking documents.
- *Flexibly control varied output and finishing,* with UP³I's job separation and delivery capabilities. These makes shorter runs easier to manage and more profitable.

UP³I protects your long-term investment—and your freedom of choice

What does UP³I mean to your organization? A significant increase in your solution choices, as this intelligent interface is an open, non-proprietary standard. Not only can you connect and integrate new UP³I-enabled equipment and most existing printers and finishing devices into your network, but we also expect even more companies will climb aboard. This will open up even wider solution possibilities to customers. With UP³I, you can more easily expand and update productive equipment as your business grows, and adapt it to fit your profit-driven printing process chain.

Over time, newer interface versions will be developed offering additional benefits, and you can be confident that your UP³I-enabled equipment will be as productive as when you purchased it. And the result? Investment protection for the future—with UP³I connecting your print production for profit.

UP³I Core Team

Duplo

hunkeler
dIP

IBM

océ

Strålfors

THE DOCUMENT COMPANY
XEROX

Interested in learning more about UP³I capabilities and specifications?
See our website at

www.UP3I.org

