

For immediate release

Fuji Xerox Launches a Cross-Media Content Creation Service for Interactive and Appealing Sales Promotion Tools That Contribute to Improved Sales Efficiency

Easily Link Paper Catalogs to Videos and Websites Using Multifunction Printers

TOKYO, April 6, 2016 – To help marketers efficiently utilize effective digital tools such as videos, Fuji Xerox Co., Ltd. today starts providing a cross-media content creation service; SkyDesk Media Switch Link Set Up Service for Multifunction Printer.

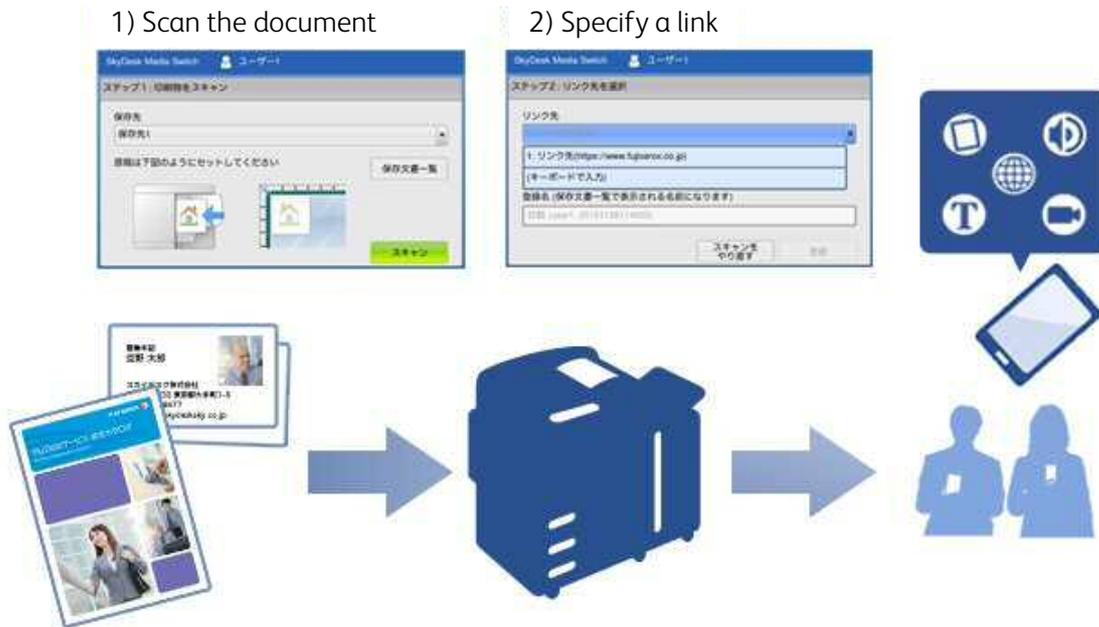
Using the SkyDesk Media Switch Link Set Up Service for Multifunction Printer,^{Note 1} users can easily combine handy paper-based materials with content-rich, data-intensive digital media, such as videos and websites, to create interactive sales promotion tools with strong customer appeal.

First, users scan hardcopy catalogs and leaflets with a multifunction printer, and can link those documents with videos describing the products on the catalogs or a web page to order the products by specifying the contents information on the control panel. Once this is done, by simply capturing the scanned image on the catalogs and leaflets with a smartphone camera, the user can easily bring up additional online information about the product and show it to customers during a presentation. This will help customers deepen their understanding of the product, which will in turn facilitate the negotiation process for greater sales efficiency. Upon the completion of the presentation, the customer can provide easy-to-understand explanations to superiors using the paper catalog and linked video to obtain purchase approval. Subsequently, the customer can easily place an order for the product online.

By the recent spread of smartphones and tablets, marketers seek for more influential sales promotion using digital content, such as videos and websites. On the other hand, however, salespeople continue to use a range of paper-based materials, including catalogs, pamphlets, corporate brochures and business cards.

Fuji Xerox has been providing a series of the SkyDesk services since 2011, to support small- and medium-sized enterprises in increasing the efficiency of their office communications and collaborations. The Company will continue leverage its media-related technologies to provide customers with added value in the Document Services and Communications field.

Note 1: Targeted multifunction printers:
 ApeosPort-V C2275, C3375, C4475, C5575, C6675, C7775
 ApeosPort-V C2276, C3376, C4476, C5576, C6676, C7776



Pricing

[Standard Prices]

Product names	Prices (before tax)
SkyDesk Media Switch Link Set Up Service for Multifunction Printer User registration fee ^{Note 1}	15,000 yen
SkyDesk Media Switch Link Set Up Service for Multifunction Printer Continuous Use Collection ^{Note 2 Note 3}	Monthly 1,000 yen / Multifunction Printer

Note 1: Fee to be paid when signing a service contract

Note 2: Fee to be charged from the first month after signing a service contract. The contract period is for a year.

Note 3: Links can be set up to 10 images.

Existing subscribers to the SkyDesk Media Switch service can use the above service without signing a separate contract for the SkyDesk Media Switch Link Set Up Service for Multifunction Printer.

Availability: Only in Japan

Sales target: 7,000 contracts over three years (in Japan)

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