

Real Innovation@Xerox: Xerox Drives Innovation with Virtual Lab Open to All

Website invites anyone to explore latest Xerox technologies, interact with scientists, and contribute feedback instantly

WEBSTER, N.Y., Feb. 24, 2011—[Xerox Corporation](#) (NYSE: XRX) has created a website to encourage customers to play a part in the exploratory research that serves as a source for new products, applications and services. [Open Xerox](#) is an online technology portal, providing instant access to the latest Xerox innovations and allowing anyone to test pilot technology and provide feedback directly to lab scientists and engineers.

“At Xerox we encourage change, push the limits of the unknown, and explore new approaches to innovation,” said [Sophie Vandebroek](#), Xerox’s chief technology officer and president of the [Xerox Innovation Group](#). “Collaboration with users across the globe brings fresh ideas, diverse opinions and expertise that enable game-changing innovations for our customers.”

Open Xerox was co-created by researchers at [Xerox Research Centre Europe](#) and [Xerox Research Center Webster](#) and also features projects developed at [PARC](#), the Palo Alto Research Center. Users not only can try the applications but also register to access a wider range of technologies, run services and test technology integration in third-party applications.

“Open Xerox is a virtual research lab where anyone from customers and fellow technology experts to potential partners can participate in testing our technology,” said Victor Ciriza, lab manager at the Xerox Research Centre Europe.

Some services also can be accessed direct from Xerox multifunction printers equipped with EIP, the Xerox Extensible Interface Platform. Right now the site offers more than 20 services, some of which require a log-in. Here are a few of the available technologies:

- **Trailmeme** –a Web publishing technology, allows users to create and publish creative and personalized paths through digital content to tell a story.
- **Simple Personalized Imaging** - Using a simple wizard interface, users load their photo into the software and select a location for text, shaping the text to the perspective of the objects in the photo, so that words appear to belong to the original image.
- **Linguistic technology** – state-of-the art tools that will divide up document text into nouns, verbs and other parts-of-speech for advanced knowledge extraction.
- **Xeproc** – targeted at the software development community, this domain specific language (DSL) can be used to build a wide range of applications

based on document processing, including transformation from one format to another, information extraction, indexing and navigation.

About Xerox

Xerox Corporation is a \$22 billion leading global enterprise for business process and [document management](#). Through its broad portfolio of technology and [services](#), Xerox provides the essential back-office support that clears the way for clients to focus on what they do best: their [real business](#). Headquartered in Norwalk, Conn., Xerox provides leading-edge [document technology](#), services, software and [genuine Xerox supplies](#) for [graphic communication](#) and [office printing environments](#) of any size. Through ACS, A Xerox Company, which Xerox acquired in February 2010, Xerox also offers extensive [business process outsourcing](#) and [IT outsourcing services](#), including data processing, HR benefits management, finance support, and customer relationship management services for commercial and government organizations worldwide. The 136,000 people of Xerox serve clients in more than 160 countries. For more information, visit <http://www.xerox.com>, <http://news.xerox.com>, <http://www.realbusiness.com> or <http://www.acs-inc.com>. For investor information, visit <http://www.xerox.com/investor>.

-XXX-

Media Contacts:

Bill McKee, Xerox Corporation, +1-585-423-4476, bill.mckee@xerox.com
Laurie Riedman, Riedman Communications for Xerox, +1-585-396-3100, laurie@riedmancomm.com

Note: To receive RSS news feeds, visit <http://news.xerox.com/pr/xerox/rss.aspx>. For open commentary, industry perspectives and views from events visit <http://twitter.com/xerocorp>, <http://twitter.com/xeroxoffice>, <http://twitter.com/xeroxproduction>, <http://twitter.com/servicesatxerox>, <http://twitter.com/xeroxevents>, <http://www.xerox.com/blogs>, <http://www.xerox.com/podcasts>.

XEROX®, XEROX and Design® are trademarks of Xerox Corporation in the United States and/or other countries. XMPie® is a trademark of XMPie, Inc.