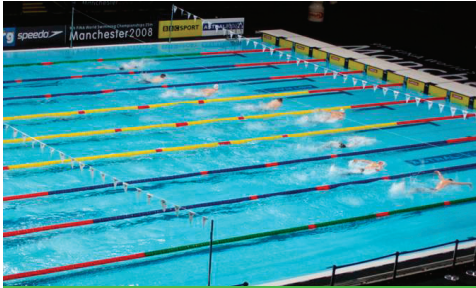


Xerox® EIP and DocuShare: Streamlined Information Distribution



For five days in April 2008, the world's best swimmers converged on Manchester to take part in the 9th FINA World Swimming Championships (25m) – the biggest sporting event in Manchester since the Commonwealth Games in 2002.

One of the world's leading entertainment venues, the Manchester Evening News (MEN) Arena, was completely transformed by the construction of two huge temporary pools, using two million litres of water. With a budget of £4million and 650 athletes from 120 different countries, the five-day event was the first world swimming championships of its kind to ever be staged in the UK.



Xerox DocuShare®



Working together...getting results.
Together we can.

For more information

on the Xerox Alliance Partner Programme, visit www.xerox-solutions.com/Partners.

In Europe, please contact your sales representative.

The Challenge:

Xerox sponsored the 2008 FINA World Swimming Championships in Manchester, U.K., and worked with event organisers Fast Track/MCC Events. The challenge was to print and distribute race results as quickly as possible to the numerous broadcast media, press officers and journalists.

The Solution:

The Xerox EIP software platform allowed developers to use standard web-based tools to create server-based, event-specific applications that were configured for the WorkCentre 7345 multifunction device's touch-screen user interface.

Xerox provided the following hardware and software systems:

- 15 WorkCentre 7345 colour multifunction devices
- Xerox Extensible Interface Platform (EIP)
- Xerox DocuShare

The Results:

Xerox integrated its EIP capabilities with its DocuShare web-based document management solution, allowing collaboration, review and approval, and web publishing to support information sharing at all points of need. Race results were displayed in PDF format on the WorkCentre 7345 devices' user interfaces at the same time they became available in the print room.

The end result was a complete end-to-end document management solution.

"Xerox is extremely pleased to support the FINA World Swimming Championships and we feel it is only fitting to contribute to the wave of first happenings at such an impressive sporting event," said Darren Cassidy, Director and General Manager, Office Group, Xerox UK. "In addition to providing our state of the art, multifunction printers, Xerox has also developed web-based services specifically for the FINA World Swimming Championships. As a result, this will now be the world's first swimming competition where journalists, athletes, officials and organisers can access and print the latest race starting orders and results list directly from the touch screen of any Xerox device at the event."

Head of PR, five times swimming Champion and Mancunian James Hickman said: "It's fantastic that Xerox decided to support the World Swimming Championships by providing much needed back office support to help ensure this event is successful. The innovation which they are bringing will change the way results are delivered both for these championships and in future world class events."

