

**Contact:** Dean W. O'Brien  
**Phone:** 386.668.1860  
**E-mail:** [dobrien@browningcom.net](mailto:dobrien@browningcom.net)  
**Web:** [www.browningcom.net](http://www.browningcom.net)

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## **Browning Communications Expands with XEROX DocuColor 5000 Digital Press**

**DeBary, Florida** — Browning Communications commitment to technology materialized with the purchase and implementation of the XEROX DocuColor 5000, a high performing digital press. This 2400 x 2400 dpi, multi featured digital press is considered top-of-the-line, employing the latest laser technology for faster data writing at higher resolutions. Browning Communications V.P. of Operations, Jim Hoffman states, "It is safe to say that most other digital presses in Central Florida can not match the dpi, giving us the quality advantage." Browning Communications inclusion of the XEROX DocuColor 5000 rounds out their existing digital capabilities, including an EPSON 10600 Large Format Printer, a SEAL Laminator for posters, an IBM High Speed Copier, and a Konica Minolta 7272.

"The capabilities of the XEROX DocuColor 5000 is packed with features that allow us to provide more value to our clients," said Dean W. O'Brien, President of Browning Communications. "Our ability to offer a solution for variable data requirements, such as the financial industry requirement to produce individual financial reports, or a company's wish to personalize high quality marketing materials offers a needed, and cost effective service."

The DocuColor 5000 is calibrated with Browning Communications' offset presses, thereby optimizing color matching for client jobs also using the offset press. Additionally, the press has a wide media range with abilities to print on stocks up to 110# cover weight. Standard features include duplex, collating and stapling capabilities.

Browning Communications provides a full range of printing and direct mail services. The company, which began operations in 1986, operates in DeBary, Florida, optimally located between Orlando and Daytona Beach, and reaches a national market. For more information about the XEROX DocuColor 5000 capabilities, or Browning Communications, visit their web site at [www.browningcom.net](http://www.browningcom.net) or call them at 386.668.1860.