Xerox Group 6



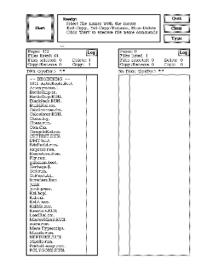








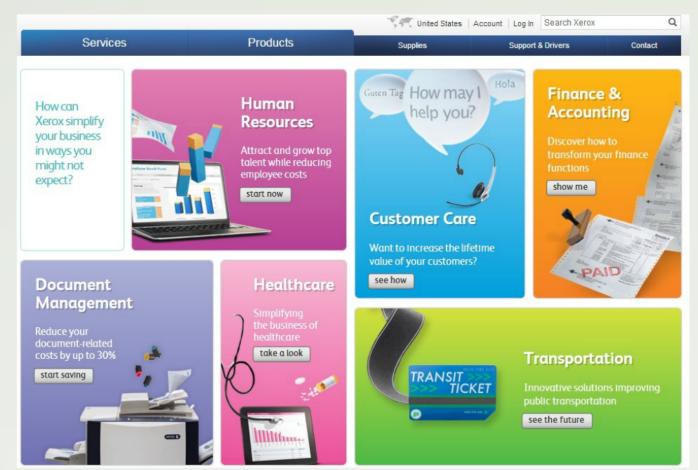












Logo Evolution











(1906)

(1938)

(1948)

(1949)

(1958)





THE DOCUMENT COMPANY XEROX

(1961)

(1968)

(1994)



XEROX.





(2002)

(2004)

Current Logo

Xerox Early Dominance

The Xerox 914, first office plain paper dry photocopier

- Before it took hours to copy documents and was a very messy process
- Generated 60 million in revenue in first two years and 500 million in a decade
- Caused company to expand substantially
- Most successful product ever marketed in America
- Followed by more innovative copies such as Xerox 813



Xerox Early Dominance

The Xerox PARC

- Palo Alto Research Company lead innovation in the sixties and seventies
 - They invented the first true PC, Xerox Alto
 - Had revolutionary technology such as:
 - Ethernet networking
 - Graphical user interface
 - Icons
 - Bit mapping
 - Scalable type
 - Mouse
 - World's first laser printer
 - Only spent ten million dollars on the program







Financially ahead

- Xerox had all of the market share in terms of copiers and new computer technology
- Overflow of money from 914
- Protecting Patents
- Top innovators and inventors of the time
- What went wrong!?

