

**Independent Consumer Guides to
Document Imaging Equipment**

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INNOVATIVE PRODUCTS OF THE YEAR AWARDS



Lexmark S815 Genesis

- ***New Quick Read Format***
- ***Detailed Reviews on Latest Document Imaging Equipment***

January 2012



Innovative Products of the Year Awards

This guide contains office equipment machines that receives our 2011 **Innovative Product of the Year Awards**. Based on our review, these models deliver the highest level of performance and offer the greatest value in a given category.

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Press Date: January 2012

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CANON

Canon imageRUNNER 1730
Canon imageRUNNER 1730iF
32ppm

Canon imageRUNNER 1740
Canon imageRUNNER 1740iF
42ppm

Canon imageRUNNER 1750
Canon imageRUNNER 1750iF
52ppm

Sum-up: Speedy legal-sized black-and-white copier-MFPs with color scanning.

The Canon imageRUNNER 1700 series is Canon's newest monochrome MFPs for the small-to-midsize workgroups. They are good for companies that need multifunctional capability in their machines but not ledger-sized paper handling. There are six products in this family, with three base models and three "iF" configurations.

The imageRUNNER 1730 (\$2,200) copies and prints at 32ppm. Copying, color scanning, and host-based printing are standard. The 1730iF (\$3,000) adds standard PCL and PostScript printing, searchable PDFs, and faxing. The imageRUNNER 1740 (\$3,200) and 1740iF (\$4,000) copies and prints at 42ppm., and the imageRUNNER 1750 (\$4,200) and 1750iF (\$5,000) has speeds of 52ppm.

All six models come with 512MB standard and a 5.7" monochrome LCD touchscreen. They also boast very good warm-up speed of 30 seconds and first copy time of 5 seconds. USB and Ethernet connectivity are standard.

Standard paper supply consists of a dual 550-sheet input tray plus a 100-sheet bypass. You can boost that with another dual 550-sheets unit for a maximum of 2,300 sheets of input. All trays accept up to legal-sized paper with the maximum weight of 28lb. bond for the main trays and 34lb. bond for the bypass.

All the models include a duplexing automatic document feeder (DADF) that allows for two-sided scans. The feeder holds up to 100 sheets.

The output tray holds 250 sheets. There is an optional finisher with a 500-sheet capacity and 50-sheet single-position stapling. A 50-envelope feeder is also available as an option.

Printing is supported on all of the models using Canon's proprietary UFR II-LT (host-based) protocol. PCL and PostScript are standard on the 1730iF, 1740iF, and 1750iF models, and are offered separately as upgrades to the base models.

In terms of color scanning, all of the models offer network sending as a standard feature. Color sending includes scan-to-email, to Internet fax, to SMB, to FTP, and to USB flash drive. TIFF, JPEG, and PDF scan output formats are available. Searchable PDF is an option on the base models, standard on the iF configurations.

33.6kbps faxing is standard on the iF models (optional on the others) and includes JBIG compression.

Security features include departmental/user ID management, network authentication, and restricting the addition of new addresses on the address book. There is also an optional uniFLOW Serverless Secure Printing feature holds the print job until a specific user provide authentication to receive it.

Unlike Canon's higher-end models, the imageRUNNER 1700 family does not support Canon's MEAP software. These units are not aimed at companies that require such features as hole punching or booklet making, extensive memory, a hard disk, or ledger-sized copying or printing – they'll have to look elsewhere in Canon's product line or elsewhere for that. However, they are a solid comprehensive line with reasonable prices and strong features. We give the imageRUNNER 1700 family our Innovative Product of the Year Award.

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INNOVATIVE
PRODUCT
OF THE YEAR

2011

**Color
Copier**

Canon

Lake Success, NY
516 328 5000
www.usa.canon.com

Vendor Profile

Canon is the number one copier company in the U.S. if you measure by the total number of units sold. The company features an impressive line of digital copiers and copier-based multifunctional devices, and it is one of the leaders in this market. Most of Canon's digital copier line carries the imageRUNNER brand name.

Over the years, Canon's print controller strategy has involved partnering with EFI, the third-party controller company that dominates the color market. The company also relies on controllers developed by Canon itself. The controllers, which feature Canon's IP architecture (the "IP" stands for "Image Platform"), can be found on all imageRUNNER models.

Canon's MEAP architecture (Multifunctional Embedded Application Program) has been a significant addition to Canon's controller strategy. It is featured on most of its mid-to-high-volume models. The MEAP platform features an open architecture for providing custom software applications, some for private use and others sold on the open market as add-on products from third parties. Canon works especially closely with Nuance's eCopy workflow software. What started as a trickle of MEAP applications has become a steady flow.

Distribution: The majority of Canon's copiers are sold through a strong dealer network. Canon's dealer distribution strategy has been different than that found with other copier vendors. The company doesn't rely on the geographical boundaries that typically determine a dealer's territory, allowing its dealers, at least theoretically, to sell anywhere they can provide after-sale support. The strategy is somewhat controversial — at least within the cozy confines of the territory-based copier world — but it appears to benefit the consumers, who have a greater selection of Canon dealers competing for their business.

EPSON

Epson WorkForce Pro WP-4020 Ink Jet Printer

Up to 11ppm color (ISO – equivalent to 600dpi)

Up to 16ppm black & white (ISO – equivalent to 600dpi)

Sum-up: New ink jet printer with mobile printing features for the small and busy workgroups.

Epson introduces its new line of business products, the WorkForce Pro WP-4020 Ink Jet Printer, along with the WorkForce Pro WP-4530 and Pro WP-4540 All-in-Ones. They represent Epson's move out of the home- and small-office market and into the small- and medium-sized workgroup market. At \$150, the WorkForce Pro WP-4020 prints at an ISO speed of 16ppm in black and 11ppm in color. An ISO rating matches these printers with what is the equivalent of typical 600dpi laser printing. That means that this model is competitive in speed with comparably priced laser models. Its duplex printing speed, at 9.2ppm in black and 7.1ppm in color, is the "world's fastest auto two-sided print speed" as Epson claims.

The Pro WP-4020 has USB, Ethernet, and Wi-Fi connectivity standard. Printing is host-based only. It is compatible with both Windows and Mac systems.

A new standard feature for the Epson models is the Epson Connect, a mobile printing solution which includes mobile app printing, email printing, Apple AirPrint and Google Cloud print. Print photos, webpages, and documents remotely and wirelessly.

Paper handling is very good. It comes with a 250-sheet paper tray and an 80-sheet rear tray for a total of 330 sheets. The rear tray can handle specialty media, including envelopes and labels. The trays hold letter-sized paper, but can accept up to 8.5" x 44".

The cost per page is a good selling point.

Black cartridges yield 2,400 pages and cost about \$39, while each color cartridge runs at a yield of 1,200 pages and costs \$25. We estimate the cost per page at 1.6 cents in black and 7.9 cents in color. Those are very good costs, as they are competitive with other ink jet and even laser machines.

The ink jet market is evolving fast, and Epson is staying on top of this by pushing new features (i.e. mobile printing) and selling to more businesses outside of the SOHO market. In addition to this, this printer has very good paper-handling capacity and per-page operating costs. We give the WorkForce Pro WP-4020 our Innovative Product of the Year Award.



Epson WorkForce Pro WP-4020 Ink Jet Printer - New ink jet printer with mobile printing features for workgroups.

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2011

Color
Laser
Printer

EPSON

Epson WorkForce Pro WP-4530 All-in-One **Epson WorkForce Pro WP-4540 All-in-One**

Up to 11ppm color (ISO – equivalent to 600dpi)

Up to 16ppm black & white (ISO – equivalent to 600dpi)

Sum-up: New ink jet MFPs with mobile printing features for the small and busy workgroups.

Epson expands its line of home office and small business ink jet solutions with the new WorkForce Pro WP-4530 and Pro WP-4540 All-in-Ones. They, along with the WorkForce Pro WP-4020 Ink Jet Printer, represent Epson's move out of the home- and small-office market and into the small- and medium-sized workgroup market. At \$300 and \$400, respectively, the WP-4530 and WP-4540 each print at an ISO speed of 16ppm in black and 11ppm in color. An ISO rating matches these printers with what is the equivalent of typical 600dpi laser printing. That means that this model is competitive in speed with comparably priced laser models. The duplex printing speed, at 9.2ppm in black and 7.1ppm in color, is the "world's fastest auto two-sided print speed" as Epson claims.

There are two main differences between the WP-4530 and WP-4540. One difference is in the paper trays. The WP-4530 has a total capacity of 330 sheets, while the WP-4540 has two standard 250-sheet trays and a total of 580 sheets. Another difference is that only the WP-4540 has a 5.8" touch screen panel and 3.5" LCD screen. Otherwise, both models are identical.

The two models have USB, Ethernet, and Wi-Fi connectivity standard. Printing is host-based only. They are compatible with both Windows and Mac systems.

A new standard feature for the Epson models is the Epson Connect, a mobile printing solution which includes mobile app printing, email printing, Apple AirPrint and Google Cloud print. Print photos, webpages, and documents remotely and wirelessly.

Paper handling is very good. The WP-4530

comes with a 250-sheet paper tray and an 80-sheet rear tray for a total of 330 sheets. Because of its L-shaped design, the rear tray can handle specialty media, including envelopes and labels. The trays hold letter-sized paper, but can accept up to 8.5" x 44".

As mentioned above, the WP-4540 includes two 250-sheet trays and an 80-sheet rear tray for a total of 580 sheets.

Both models come standard with a 30-sheet automatic document feeder, and a unique paper feeding system for automatic duplexing (for printing, copying, scanning, and faxing).

Color scanning is standard, and you can scan to a PDF file, to email, and to a PC.

Faxing is at the standard 33.6kbps modem speed, and color faxing is supported. PC faxing is supported as well. There is up to 180 pages of fax memory.

The WP-4530 and WP-4540 have very good cost per page. Black cartridges yield 2,400 pages and cost about \$39, while each color cartridge runs at a yield of 1,200 pages and costs \$25. We estimate the cost per page at 1.6 cents in black and 7.9 cents in color. Those costs are competitive with other ink jet and even laser machines.

The ink jet market is evolving fast, and Epson is staying on top of this by pushing new features (i.e. mobile printing) and selling to more businesses outside of the SOHO market. In addition to this, these machines have very good paper-handling capacity (especially the WP-4540) and per-page operating costs. We give the WorkForce Pro WP-4530 and Pro WP-4540 our Innovative Product of the Year Award.

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2011

**Color
Printer
Multifunc-
tional**

Epson

Long Beach, CA
800 463 7766
www.epson.com

Vendor Profile

Epson America is a division of Japan-based Seiko Epson Corporation, a manufacturer and supplier of imaging products, semiconductors, liquid crystal displays, and watches.

The company has been an innovative designer of ink jet printers and sells an extensive product line. Most of these are geared to home and school use, but Epson has extended its line further into the office environment with two models that currently meet our criteria for this guide. The company also offers a multifunctional product line — an extension of its ink jet printer business — that appeals to small- and home-office businesses.

Epson is the biggest innovator in a technology called piezo-electric ink jet printing. Unlike other companies that use thermal technology for ink jet printing, Epson's technology is based on changing the shape of a crystal embedded in the ink jet nozzles. This is done by means of an electrical signal. The shape change causes the ink to be squirted onto the paper. Epson has perfected this technique and uses it to create context-sensitive dot sizes, which allow for added image control and ink savings. The technology delivers the smallest ink dots on the market. Epson keeps refining its ink technology so it's now water-, scratch-, and light-resistant, an important factor in competing with laser output. It claims that images printed with its ink on photo paper can be stored in albums for over 100 years without deterioration, on some models even 200 years. That's far better than expectations for color photographic images.

FUJITSU

Fujitsu ScanSnap N1800 Network Scanner

B&W, portrait mode, speed at 200dpi

Simplex: 20ppm

Duplex: 40ipm

Color, portrait mode, speed at 200dpi

Simplex: 20ppm

Duplex: 40ipm

Sum-up: Entry-level scanner with strong multifunctional features.

Fujitsu's new ScanSnap N1800 Network Scanner joins the ScanSnap fi-6010N in the growing category of networked scanners that are geared to document scanning but also have multipurpose functions. These functions include scan-to-email, scan-to-FTP, scan-to-network fax, scan-to-Microsoft SharePoint, or scan-to-network printer. That versatility makes it an interesting buy for workgroups that do some document scanning but also need some local general-purpose scanning as well.

As a compact scanner on the network (it has a built-in Ethernet port), the ScanSnap N1800 Network Scanner includes programmable function buttons, along with an 8.4" color touchscreen display (for previewing and validating scans) and a keyboard. You can also configure one-touch workflows interacting with the display screen. You can create specific screen displays for each user based on their authentication, so different users or groups see user-specific scan destinations /options.

Simplex speed is 20ppm in both black-and-white and color, and in duplex mode scans at 40ipm. The N1800 can take legal-size documents as well as long documents (up to 120 inches).

The document feeder can hold up to 50 sheets. Even though the N1800 can do more than document scanning, it's no slouch at that function. It includes advanced features typically found in dedicated scanners such as automatic page orientation, blank page dropout,

automatic color detection, deskewing, and document cropping. It supports color background removal as well.

That means that it has the image enhancement features you need for professional scanning. And you can create searchable PDF files.

Fujitsu provides an interactive help key on the touchscreen in addition to an Installation Wizard for network configuration.

Security features include installation of certificates, secure disk swiping, and no external USB ports.

Fujitsu has put a number of good features into this machine, and its \$1,895 list price is very reasonable for what it offers. If you have a workgroup, such as a small medical practice, that needs a top-quality shared scanner, this is an excellent choice. The ScanSnap N1800's features — including its network connectivity — earn it our Innovative Product of the Year Award.



Fujitsu ScanSnap N1800 Network Scanner - Strong multifunctional features in new network scanner.

Better Buys
for Business

INNOVATIVE
PRODUCT
OF THE YEAR

2011

**Scan-to-
File**

Fujitsu

Sunnyvale, CA
800 626 4686
www.fujitsu.com/us

Vendor Profile

Fujitsu, based in Japan, is a computer, telecommunications, and electronics conglomerate. In the U.S., Fujitsu sells a range of document scanners as well as data storage devices such as magneto-optical (MO) drives and tape drives.

Fujitsu sells a variety of document scanners ranging from low-end machines costing under \$2,000 up to fast units selling for about \$25,000.

Fujitsu markets its products through computer industry channels, which consist of value-added resellers (VARs) and the distributors who supply them. The company dabbles in selling its low-end scanners over the Internet — several of the more desktop-oriented models are sold that way.

Fujitsu also offers an add-on board called IPC (Image Process Controls) with many of its scanners. The board is standard equipment on some of these models; on others it must be purchased separately. The board enhances images during production without stopping the scanning process. It has a number of features that can help improve scan quality. Among the many settings are:

- Background removal — removes shaded or lightly colored areas in a document while retaining data.
- Reverse image format — changes black areas to white and white areas to black.
- Ballpoint pen filtering — compensates for the peculiarities of the way ballpoint pen ink marks a page. In effect, a ballpoint pen lays down two very close parallel ink tracks not visible to the casual observer. However, these can cause strange artifacts while scanning. The software fuses them into one line.
- OCR smoothing — makes it easier for optical character recognition programs to do their job.

Other vendors may offer some of the same features, but they are usually executed using PC-based software. This can have a negative effect on productivity. With Fujitsu's system, the

various features do not slow the scanning process because they are part of the IPC hardware in the scanner.

Fujitsu's "No Excuses" warranty program offers replacement equipment in two business days if your machine experiences difficulties during the first year of operation

HEWLETT-PACKARD

**Hewlett-Packard LaserJet
Enterprise M4555h MFP
Hewlett-Packard LaserJet
Enterprise M4555f MFP
Hewlett-Packard LaserJet
Enterprise M4555fskm MFP**

55ppm

Sum-up: New heavy-duty models with solid paper-handling features.

The LaserJet Enterprise M4555 family is an upgrade to the older LaserJet M4345 models. All of the M4555 models have a 50-sheet document feeder and a platen. There are three models in the family:

- The base model M4555h MFP (\$2,799), which starts with a 100-sheet bypass and a 500-sheet paper drawer. It also includes HP's Secure High Performance hard disk (to keep printed and scanned data secure). The fax function is optional.
- The M4555f MFP (\$3,499), which adds faxing and a second 500-sheet input drawer standard.
- The M4555fskm MFP (\$4,499), which adds a 3-bin 900-sheet stapling mailbox as well as three 500-sheet drawers.

The print function is a solid one. It offers a speedy 800MHz processor and features PCL and PostScript. All models start with 1,280MB of memory, which is not upgradeable. USB and Ethernet connectivity are standard. Wi-Fi is optional. The M4555 models support mobile printing with the HP ePrint feature.

Paper handling includes the bypass and a 500-sheet drawer. On the M4555f, an additional 500-sheet tray is standard (optional for the M4555h model). On the M4555fskm, a 3 x 500-sheet feeder is standard (optional on the other two models). Maximum input capacity is 2,100 sheets. On the

output side, a 500-sheet tray is standard on the M4555h and M4555f machines. There is also a three-bin, 900-sheet stapling mailbox. It is standard on the M4555fskm model, and costs \$599 on the other models. A 75-sheet envelope feeder is optional (\$265).

Copying is at the same 55ppm speed on all models. Scanning is at 600dpi, and color scanning is supported. As with other high-end HP multifunctionals, an LDAP address book is featured for scan-to-email. You can also scan to PDF, to network folder, and to USB drive.

The faxing function is available on all but the M4555h. Speed is at the industry standard, 33.6kbps.

HP has come up with an easy-to-use touch-panel interface. Enhanced scan-to-file and scan-to-email capability is provided by HP's Digital Sending software. The software allows you to create workflow solutions, including OCR, and tag scanned files with metadata.

Cost per page is around 1.2 cents, using the high-capacity toner cartridge, which is very good for its class.

This series is competing as much with copier multifunctionals as with other printer all-in-ones. Compared with mainstream copiers in the same speed range, this multifunctional family has both advantages and disadvantages. On the plus side, it has reasonable prices and user-replaceable consumables. On the negative side, it does not offer all of the features of some mainstream copiers: it supports letter/legal size printing, not ledger size. That may be an issue for some offices that need at least occasional 11" x 17" copying or printing, but for larger companies, there will generally be a conventional copier available somewhere in the building.

All told, this is a powerful part of HP's line. More than any other printer company, HP is currently trying to develop MFPs that take a bite out of the copier market. We give the LaserJet Enterprise M4555 family our Innovative Product of the Year Award.

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**INNOVATIVE
PRODUCT
OF THE YEAR
2011**

**Black-and-
White
Printer
Multifunc-
tional**

HEWLETT-PACKARD

Hewlett-Packard Officejet 100 Mobile Printer

Up to 3.5ppm color ("laser quality" mode)

Up to 5ppm black & white ("laser quality" mode)

Sum-up: New inkjet printer designed for telecommuters.

The new \$279 Officejet 100 Mobile Printer is the first of HP's newest inkjet printers designed for office workers who telecommute or offices with remote branch locations. Its standard Bluetooth connectivity allows for printing directly from such smartphones as BlackBerry, as well as laptops and netbooks. It also includes a lithium-ion battery, which prints up to 500 pages when fully charged.

HP states that the "laser quality" (ISO mode) speeds are up to 5ppm in black and up to 3.5ppm in color. Most ink jet competitors give speeds in "draft mode" printing, which for this machine are up to 22ppm in black and up to 18ppm in color.

The Officejet 100 Mobile Printer has Bluetooth connectivity as stated above, as well as PictBridge and USB.

The machine's processor speed is 220MHz. Memory is 64MB, not expandable. Host-based and PCL printing are supported. It is compatible with both PCs and Macs.

The paper supply is only a 50-sheet tray. Monthly duty cycle is rated by HP as 500 pages. Automatic duplexing is not supported.

The cost per page, when using the higher-capacity cartridges, is estimated at 4.6¢ in black and 11.9¢ in color. These are expensive but not outrageous for its class.

For an office with multiple branches and telecommuting employees, the Officejet 100 Mobile Printer is a great buy, and we give it our Innovative Product of the Year Award.



*Hewlett-Packard Officejet 100 Mobile Printer -
New printer designed for telecommuters.*

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**INNOVATIVE
PRODUCT
OF THE YEAR**

2011

**Color
Laser
Printer**

HEWLETT-PACKARD

Hewlett-Packard Slate 500 Tablet PC

Sum-up: Strong features provide very good alternative to a desktop or laptop.

The Hewlett-Packard Slate 500 Tablet PC (\$799) works like a desktop or laptop but provides a lightweight alternative for mobile employees. This tablet comes built-in with Windows 7 Professional, so users can work with documents, spreadsheets, presentations, and more, much like working on a laptop. It also comes with two integrated cameras: a VGA webcam and a 3MP (megapixel) camera.

The Slate 500 Tablet PC has a 1.86GHz Intel Atom Z540 processor and Intel System Controller Hub chipset. Standard memory is 2GB DDR2, and there is a 64GB solid state drive. The WSVGA touchscreen measures at 8.9" diagonal, and includes such features as anti-glare flushed glass display, auto rotation, and wide viewing angle. A digital pen is available as an option.

Wi-Fi (802.11 b/g/n) and Bluetooth connectivity are supported, as is the ability to print from the tablet wirelessly. An SD card slot supports SD, SDHC, and SDXC cards. There is also a USB port (two other ports are available via the optional HP Slate Dock) for connecting a keyboard and/or a mouse. The Slate 500 Tablet also comes with an integrated microphone and a stereo headphone/mic jack combination.

The 2-cell polymer battery has a lifespan of up to 5 hours – not as long lasting as other tablets we've seen, but employees can get at least a half-day's worth of work before needing to charge it.

An optional HP Slate Dock station is available for battery charging and also includes an HDMI port and another stereo

headphone/microphone combination port, as well as the two USB ports mentioned above.

The HP Slate 500 Tablet PC has strong features to help employees work wherever they are. At a price of \$799, it is reasonable. Our only concern is the length of the battery before charging; however, this is still a great buy. We give it our Innovative Product of the Year Award.



Hewlett-Packard Slate 500 Tablet PC - Reasonable lightweight alternative to laptops for mobile employees.

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OF THE YEAR

2011

Tablets

Hewlett-Packard

*Palo Alto, CA
800 888 0262
www.hp.com*

Vendor Profile

Hewlett-Packard (HP) needs little introduction in any discussion of printers, a market in which it exercises commanding leadership. Its current generation of color laser models is based on Canon engines, as are its monochrome laser printers. HP is offering a variety of separate product families aimed at different segments of the market.

Up until recently, HP's models were the undisputed industry standard simply because they sold far better than all the competition. But the competition, especially Lexmark, Dell, OKI, Konica Minolta, and Xerox, keeps forging ahead. And HP has responded with lower prices and higher speeds.

HP has become a leader in connectivity for its printers, offering a variety of internal and external options. In addition to a variety of servers, many that are Web-ready, HP is putting increasing emphasis on wireless connectivity. Many of the models offer Wireless Ethernet (Wi-Fi or IEEE 802.11b or g) and Bluetooth wireless protocols. In general, the company offers the widest variety of connectivity options in the business.

Ink jets: HP manufactures and sells an extensive lineup of ink jet printers. In addition, it sells one of the few ink jet printers that we classify as "business class," that is, printers that really have a place in a business environment. The definition of "business class" for us is narrower than that used by HP itself, and it includes the availability of several of the following: networking and automatic duplexing, decent speed at office resolution (600dpi), PCL and/or PostScript, and more than minimal paper supplies. A few HP ink jet models now compete with its own and others' laser models, and we expect to see more and more advances in this area.

Smart Install: As of spring of 2010, new HP printers and MFP models include a feature called HP Smart Install. With this system, the printer server is embedded in the printer

itself. When you attach the printer via USB to a Windows-based computer, the driver gets installed on the printer with minimal operator interference. This feature is designed to simplify initial set-up of new devices.

Instant-On/Instant-Off: Newer HP printers and MFPs come with Instant-On technology, meaning that these devices are ready to print almost immediately on power-up, with minimal warm-up time. HP has included a new feature called Instant-On/Instant-Off. This feature allows idle devices to power off during periods of non-use, drawing far less power than other printers, even those that have a "sleep" mode. The instant-on technology means that there is no wait once the machine gets sent a job, even if powered off. This feature allows users to set parameters on the default idle time before power-off cuts in. It also allows the user to schedule normal default printer-off times such as nights and week-ends.

KODAK

Kodak ScanMate i920 Scanner

B&W, portrait mode, speed at 200dpi
Simplex: 20ppm
Duplex: 40ipm

Color, portrait mode, speed at 200dpi
Simplex: 15ppm
Duplex: 30ipm

Sum-up: Affordable entry-level scanner with good desktop real estate.

The Kodak ScanMate i920 Scanner is aimed at small-to-medium businesses and at departmental users. It offers a good set of document scanning features with a very compact footprint and a low price. It also comes with its own document management software, suited to its target audience.

The ScanMate i920 scans in black-and-white at 20ppm in simplex and 40ipm in duplex. Color speeds are 15ppm in simplex and 30ipm in duplex. It has a list price of only \$395. In spite of the low price and low speed, this model comes with a surprisingly strong set of specifications. Kodak includes a large set of features adopted from higher-end Kodak scanners, using its Perfect Page functions. These in-

clude deskew, image rotation, and blank page removal. It allows for iThresholding, Kodak's adaptive threshold processing that makes letters stand out on shaded or color backgrounds, especially useful for OCR.

Its 20-sheet automatic document feeder handles documents such as business cards, ID cards, and extra-long documents. Connectivity is through a USB port. Output formats include a wide variety: both single- and multi-page TIFF, RTF, JPEG, and searchable PDF. Kodak rates its duty cycles at about 500 pages a day.

For increased ease of use, you can set up several one-touch workflows. In addition to document scanning, the i920 (which can scan up to 600dpi) can do general-purpose scanning for email and scan-to-application.

Software that comes with the scanner includes Presto! BizCard business card scanning software and Kodak's Capture Pro software.

Kodak has another strong advantage: a three-year limited warranty with next-day replacement services. This is unusual in the scanner market, as most scanners offer at most a one-year warranty.

Kodak has come up with a strong competitor with Fujitsu's successful ScanSnap entry-level sheet-fed scanners, which fall just below the speed we cover in this category. The ScanMate i920 offers surprisingly robust features for its price. It is a nice starting point for Kodak's comprehensive set of scanning solutions. We give the Kodak ScanMate i920 our Innovative Product of the Year Award.



Kodak ScanMate i920 Scanner - Features combined with affordability makes this a good buy for a small office.

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PRODUCT
OF THE YEAR

2011

**Scan-to-
File**

Kodak

Rochester, NY
800 944 6171
www.kodak.com

Vendor Profile

Kodak has a long history in the micrographics (microfilm/microfiche) market and a very high reputation in document scanning. It sells a family of document scanners that was originally limited to the production-oriented high end but has been expanded downward. Over the past several years, it has changed its whole line of scanners from top to bottom, with a wide-ranging set of products. A number of the company's models (the i5600 and i5800) are actually well beyond the speed range covered in this guide. Kodak has built a coherent and proprietary line.

In addition, Kodak recently bought out the scanner division of Böwe Bell + Howell, incorporating several of that company's models into its product line.

Kodak was the pioneer in color document scanning, though other vendors have caught up. Its big claim to fame now is its strong Perfect Page scanning firmware, a real competitor for the VRS software favored by its rivals. This firmware is built into every current Kodak scanner. Kodak argues that because it is integrated into the scanner rather than add-on software, it improves overall real-world throughput.

Kodak also offers its Capture Pro software as an option. This powerful tool allows users to set up custom workflows for annotation, indexing, auditing, and validation of imported images. It also has modules for working in tandem with Microsoft's SharePoint software. Another program, Kodak Capture Pro Software Auto Import Edition, allows users to coordinate document scanning and archiving from multiple scanners on a network. It also allows for the capture, indexing, and archiving of digital information in the form of emails, faxes, scans on MFPs, and other data alongside traditional digital document scanner output.

New to the industry, Kodak scanners, such as the ScanMate i920 and i2000 Series, include a standard three-year limited warranty. Some of Kodak's other scanners include a one-year advance-unit warranty as well as a three-month onsite warranty with Kodak's 24/7 Service and Support.

Unlike other competitors, Kodak's support is provided by full-time Kodak employees rather than outsourced vendors. Other support includes onsite service, as well as onsite serv-

ice with a four-hour response time. For remote software and hardware fixes, customers can contact Kodak's Help Desk team.

KONICA MINOLTA

Konica Minolta bizhub PRO C6000L

60ppm color
60ppm black & white

Sum-up: Speedy light-production color machine with excellent paper capacity.

The new Konica Minolta bizhub PRO C6000L joins the other bizhub PRO models in Konica Minolta's lineup that are aimed at light-production environments. At \$49,995, it copies and prints at 60ppm in both color and black-and-white and has a rated monthly duty cycle of 280,000 pages. The PRO C6000L comes with a standard memory of 6 x 384MB. You can get an additional 6 x 250GB of memory as an option.

Konica Minolta includes its IC-601 image controller for additional printing functions. The controller comes with a 2.8GHz processor and 4GB of memory. PCL, PostScript, TIFF, and PDF printing are supported. It also supports Windows, Mac, and various PageScope applications, such as PageScope Direct Print and PageScope Account Manager.

The controller also includes the Job Centro and Color Centro functions. The Job Centro displays a list of jobs sent for printing as well as the history of jobs that have been printed – it can allow you to schedule and manage print runs. The Color Centro allows for adjusting color settings and managing data calibration.

The standard paper supply consists of three 500-sheet input trays and a 250-sheet bypass. You can supplement this default supply by adding a 2,500-sheet feeder (\$3,360) to bring the total supply to 4,250 sheets.

Konica Minolta also offers an optional humidifying/heating unit, assuring standard operation conditions inside the printer, no matter how the external conditions vary. This is especially useful for professional color printing, where added moisture or a cooler surface on the paper would lead to shifts in printed color.

These machines can handle oversized paper, up to 13" x 19.2", from any paper supply. The optional feed unit can handle 170lb. index (300gsm), while the main trays handle 140lb. index (256gsm). The reversing automatic document feeder (RADF) holds up to 100 sheets and costs \$1,890. Automatic duplexing is optional as well.

The output options are appropriately solid. There are two choices in finishers. One has a 3,100-sheet capacity with a 50-sheet multiposition stapler. It lists for \$2,993. The second finisher has a 2,500-sheet capacity with a 200-sheet sample tray. It comes with a 50-sheet multiposition stapler and a booklet maker with saddlestitching and lists for \$5,100. The booklet maker can create booklets from 20 sheets, allowing you to make 80-page booklets after folding and stitching. That's larger than most of the booklet makers in this guide. This unit also supports tri-fold and V-fold.

An optional 2/3-hole punch is available for \$814 as an accessory for either finisher. A postprocess inserter (\$1,098 list) is also available to work with either finisher.

The bizhub PRO C6000L is a machine that is intended for back-office and other light-production environments. It has strong production-oriented features such as solid paper-capacity and finishing options. The bizhub PRO C6000L receives our Innovative Product of the Year Award.

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**High-Vol-
ume Ma-
chines**

Konica Minolta

*Ramsey, NJ
201 825 4000
www.konicaminolta.us*

Vendor Profile

Konica Minolta Business Solutions U.S.A. is a subsidiary of a major Japanese imaging company. Although the main thrust of the company is copiers, it also sells advanced imaging, security, and networking technologies for equipment ranging from the desktop to the print shop.

The worldwide headquarters for the company is in Tokyo. The U.S. headquarters is in Ramsey, New Jersey, the former site of Minolta's U.S. headquarters. It acquired Danka Imaging, a major provider of equipment, document software, and integrated services to meet copy, print, and document workflow needs. Konica Minolta has a network of more than 80 direct sales offices in addition to over 500 authorized dealers, other resellers, and distribution partners.

KYOCERA

Copystar CS 6550ci

65ppm color

65ppm black & white

Same machine as the Kyocera TASKalfa 6550ci

Copystar CS 7550ci

70ppm color

75ppm black & white

Same machine as the Kyocera TASKalfa 7550ci

Kyocera TASKalfa 6550ci

65ppm color

65ppm black & white

Kyocera TASKalfa 7550ci

70ppm color

75ppm black & white

Sum-up: Kyocera extends its reach with high-speed color copier/MFPs.

Kyocera continues to expand its TASKalfa lineup of copier-multifunctionals, and these two new models represent Kyocera's latest entry in the high-volume/production arena. The TASKalfa 6550ci (\$32,954) runs at 65ppm. The top-of-the-line TASKalfa 7550ci (\$39,545) prints and copies at 75ppm in black-and-white and at 70ppm in color.

These machines are powered by a 916MHz processor. First-page-out times are an excellent 5.3 seconds in black and 6.3 seconds in color for the 6550ci. The 7550ci reaches 4.9 seconds in black and 6.1 seconds in color. Maximum monthly duty cycles are 350,000 and 400,000 pages, respectively.

Both models come with standard copy, print, and scan. Faxing is a \$1,155 option.

A 270-sheet duplexing document feeder is standard. Color scan features include scan-to-email, to folder, to FTP, and to a USB flash drive. File formats supported include PDF, TIFF, JPEG, and XPS, and encrypted PDF is supported as well.

Kyocera also provides tools for building copy jobs and for making adjustments to color interactively from the control panel.

Both models come with a standard 2GB of memory and a dual 160GB hard disk. Ethernet and USB connectivity are standard. PCL and PostScript support are standard, along with XPS.

There's a 10.4" color touchscreen. You can create personalized menus with workflows for individuals or departments. Kyocera features its programming interface — dubbed Hybrid Platform Advanced Solutions or HyPAS — for developing software for the control panel. This interface accepts device-level Java-based applications or Web services targeted at the server level.

Standard paper input includes two 500-sheet drawers and a 150-sheet bypass. Optional dual 500-sheet (\$1,287) and dual 1,500-sheet (\$1,380) supply modules provides the potential for seven paper sources that can accept all paper sizes up to 12" x 18". The main drawers handle paper ranging from 16lb. bond up to 140lb. index, and the 150-sheet bypass handles stock up to 110lb. cover.

Alternatively, an optional 3,000-sheet large-capacity tray (\$1,417) and a 500-sheet multimedia tray for \$834 are available to bump up the maximum capacity to 7,650 sheets.

Automatic duplexing for copying and printing is standard.

For finishing, you can add a 4,000-sheet finisher with 65-sheet multiposition stapling that lists for \$2,500. It can accept additional modules. These modules include a 2/3-hole punch unit (\$670), a saddlestitching folding unit (\$1,500) that can create 64-page booklets from up to 28lb. bond, and a seven-bin mailbox unit with 100-sheet capacity in each bin that lists for \$1,000.

The faxing function operates at 33.6kbps, uses JBIG compression, and utilizes up to 120MB of memory, maximum. Internet fax is available for \$300. The optional security kit (\$580) includes data overwrite and encryption. A card authentication kit is also available.

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OF THE YEAR

2011

**Color
Copier**

Kyocera has reported that it will introduce an optional EFI Fiery controller later this year.

Kyocera got back into the color copier-multifunctional market a few years ago with a line of very good office models. These higher-end productivity models fill out the line with competitive models and high speed. Add to that Kyocera's deserved acclaim for its durable and economical-to-run machines, and these look like very strong contenders. We give these machines our Innovative Product of the Year Award.



Kyocera TASKalfa 7550ci - Powerful machine for the production market.

Kyocera

Fairfield, NJ
973 808 8444
www.kyoceramita.com

Vendor Profile

Kyocera Mita America, Inc., headquartered in Fairfield, N.J., is a leading provider of computer-connectable document imaging and document management systems, including network-ready digital MFPs/printers, laser printers, color MFPs/printers, digital laser faxes, and multifunctional and wide format imaging solutions. Kyocera Mita America is a group company of Kyocera Mita Corporation. Kyocera Mita Corporation is a core company of the Kyocera Corporation, the world's leading developer and manufacturer of advanced ceramics and associated products, including telecommunications equipment, semiconductor packages and electronic components.

Copystar brand: Kyocera Mita also sells its machines under the Copystar name, which is a brand originally created for its smaller dealers, but now sells a full range of color and black-and-white MFPs and printers. The Copystar models are identical to the equivalent Kyocera ones and sell at the same prices.

Distribution: Kyocera Mita sells its copiers primarily through dealers, though it has recently been expanding its direct organization and now has about 10 branches. It has more dealers than some of its rivals — approximately 420, compared to an industry average of about 350. However, many of these dealers are in smaller markets, and Kyocera Mita generally is not counted among the strongest players in the major-accounts market.

LEXMARK

Lexmark C950de

*LED — Prints at 50ppm black,
45ppm color*

*Sum-up: One of Lexmark's speediest color printers
with ledger-sized printing.*

The new Lexmark C950de color printer, along with its multifunctional cousin the X950 color MFP family, adds to Lexmark's growing suite of "smart device" products intended for the mid-sized and large workgroups. A few remarkable features are the ledger-sized printing capability and the large 4.3" color touch screen that supports custom and third-party software and workflow solution applications, an interface that Lexmark calls e-Task. The C950de (\$3,199) prints at 50ppm in black and 45ppm in color.

First-page-out time is a very good 5.2 seconds in black, 7.7 seconds in color. Lexmark rates the duty cycle at 225,000 pages per month, and also recommends a more realistic monthly range of 4,000 to 33,000 pages.

Processor speed is 1.2GHz. Memory starts at 1,024MB (1GB) and expands to 2,048MB.

Standard paper-handling includes a 520-sheet tray and a 100-sheet bypass. You can add any of the following optional trays for a maximum of 5,140 sheets: 3x520-sheet drawer stand (\$1,349), a 2,520-sheet tandem tray module (\$1,549), a 520-sheet drawer stand (\$639), and a 2,000-sheet high-capacity feeder (\$1,199). Duplexing is standard. The C950de supports media sizes up to SRA3 and banners up to 48" long.

Output starts with a 500-sheet standard tray. You can add a 3,500-sheet standard office finisher (\$1,999) or a booklet finisher (\$3,199).

Ethernet connectivity up to Gigabit speeds, along with USB, is standard. Wi-Fi is optional, as are serial, fiber optic, and parallel ports. Both PostScript and PCL are also standard. Direct PDF and XPS printing are part of the package. You can also print via a direct USB port.

The 4.3" color touch screen is standard for deal-

ing with basic functions and also allowing an interface to Lexmark's growing number of supported interactive workflow solutions. Preloaded solutions allow you to create directed workflows, to change background color and language for the display, and set up default device settings (such as making duplex output standard). The display now also offers contextual audio feedback (if desired) when virtual buttons are pressed on the touch screen. The touch screen interface also allows for full print previews, enabling a user to check a job and alter it before printing.

The C950de offers high-capacity toner cartridges with 32,000-page yields for black and 22,000 pages for each of the three colors. We estimate the cost per page to be a very good 9.5 cents in color and an excellent 1.6 cents in black.

For a mid-size to large workgroup that needs fast ledger-sized printing, the Lexmark C950de color printer is a great buy, and we give it our Innovative Product of the Year Award.



*Lexmark C950de - Good for the mid--to-large
workgroup that needs ledger-sized printing.*

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for Business

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PRODUCT
OF THE YEAR
2011

**Color
Laser
Printer**

LEXMARK

Lexmark X950de

LED — Print at 45ppm black, 40ppm color

Lexmark X952dte

LED — Print at 50ppm black, 45ppm color

Lexmark X954dhe

LED — Print at 55ppm black, 50ppm color

Sum-up: New ledger-sized machines with strong multifunctionality.

The new Lexmark X950 color MFP family, along with its single function cousin the C950de color printer, adds to Lexmark's growing suite of "smart device" products intended for the large workgroup and enterprise markets. A few remarkable features are the ledger-sized printing capability and the large 10.2" color touch screen that supports custom and third-party software and workflow solution applications, an interface that Lexmark calls e-Task.

There are three models in the X950 family. They include the:

- Base model, the X950de (\$12,855 MSRP), which prints and copies at 45ppm in black, 40ppm in color. It has a standard 620-sheet configuration (520-sheet tray and 100-sheet bypass) and a monthly duty cycle of 200,000 pages.
- X952dte (\$16,070 MSRP), which prints and copies at 50ppm in black, 45ppm in color. It adds a three 520-sheet stand to the 620-sheet configuration and is rated for 225,000 pages a month.
- X954dhe (\$19,927 MSRP), which prints and copies at 55ppm in black, 50ppm in color. It adds a 2,520-sheet tandem tray module to the 620-sheet configuration and is rated for 250,000 pages a month.

First page out times for color varies by model but all are very good: the X950de and X952dte

are 7.7 seconds while the X954dhe is 7.2 seconds. Despite the various monthly duty cycles mentioned above, Lexmark gives a more realistic monthly average of 5,000 to 33,000 pages.

Powered by a 1.2GHz processor, these machines are outfitted with 1,024MB of memory, which can be expanded to a whopping 2,048MB (the 2,048MB is standard on the X954dhe). A 160GB hard disk is standard on all models.

Standard paper-handling includes a 520-sheet tray and a 100-sheet bypass. On the X950de only, you can add any of the following optional trays for a maximum of 5,140 sheets: 3x520-sheet drawer stand (\$1,349), a 2,520-sheet tandem tray module (\$1,549), or a 520-sheet drawer stand (\$639). As mentioned above, the 3x520-sheet drawer configuration and 2,520-sheet tandem tray are standard on the X952dte and X954dhe, respectively. The 2,000-sheet high-capacity feeder (\$1,199) is offered on all three models. Duplexing is standard. The X950 family supports media sizes up to SRA3 and banners up to 48" long.

Output starts with a 500-sheet standard tray. You can add a 3,500-sheet standard office finisher (\$1,999) or a booklet finisher (\$3,199).

Ethernet connectivity up to Gigabit speeds, along with USB, is standard. A USB port for flash drives is also standard. Wi-Fi is optional, as are serial and parallel ports. Both PostScript and PCL are also standard. Direct PDF and XPS printing are part of the package.

Like other Lexmark MFPs, the X950 family has strong multifunctional features, including a 110-sheet duplexing automatic document feeder. A variety of scan destinations include email, FTP, fax, and network. You can route scans to any of 30 predefined destinations with a single touch. Faxing is at 33.6kbps.

A 10.2" customizable color touch screen (e-Task) is standard for dealing with basic functions and also allowing an interface to Lexmark's growing number of supported interactive workflow applications. Preloaded applications allow you to create directed workflows, to change background color and language for the display, and set up

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2011

Color
Printer
Multifunctional

default device settings (such as making duplex output standard). The touch screen interface allows for a full print preview, enabling a user to check a job and alter it before printing.

Security features include authentication, optional ID card reader support, and hard drive erase.

These MFPs offer high-capacity toner cartridges with 32,000-page yields for black and 22,000 pages for each of the three colors. We estimate the cost per page to be a very good 8.5 cents in color and an excellent 0.7 cents in black.

These models are typically fine Lexmark products, and have some solid advantages over their nearest competition in this price range, including a greater paper supply and lower consumables costs for color than others in its class. We give the Lexmark X950 color MFP family our Innovative Product of the Year Award.



Lexmark X954dhe - Speedy machine with strong multifunctionality and some innovative features.

LEXMARK

Lexmark S815 Genesis

*Ink jet — Prints at up to 33ppm
black, up to 30ppm color*

Sum-up: New ink jet MFP with interesting scanning feature aimed at home and small office professionals.

Last year, Lexmark released its “S” and “Pro” series of all-in-ones. Now, it has launched a new product line called “Genesis” that is built on the same inkjet platform.

The \$400 S815 Genesis has a draft speed of up to 33ppm in black-and-white, 30ppm in color. Laser speed is 10.4ppm in black and 6.6ppm in color.

Perhaps the most innovative feature is the ability to quickly scan documents to the cloud. Known as Flash Scan technology, Lexmark claims pages can be scanned digitally in as little as 3 seconds.

Lexmark rates the duty cycle as 3,000 pages a month, maximum. A more realistic estimate for these machines might be more in the area of 800 to 1,500 pages.

Connectivity is a USB port as well as Wi-Fi. There is also a photo card interface. Printing uses host-based (GDI) printing. Faxing uses a 33.6kbps modem. The scanning function supports scan-to-email.

The S815 Genesis comes with a 100-page input tray and a 50-page output tray. Automatic duplex output is standard.

Lexmark has included its 4.3" color touch screen with its SmartSolutions interface that allows for customized tasks, such as scanning to email and printing documents and photos. You can also access the Web via the device. Lexmark has also introduced the ability to access Twitter and Facebook via the SmartSolutions interface.

Lexmark has paid attention to keeping the noise level down, at 50dB when printing. In addition, Eco-Mode settings allow you to save energy.

By our calculation, utilizing the Return Program, the cost of color printing is 15.2 cents per page, while the cost of black printing is at least 5.5 cents per page.

The S815 Genesis offers some great features, functionality and an elegant design. It gets our Innovative Product of the Year Award.



Lexmark S815 Genesis - New features include the ability to scan documents to the cloud.

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**Color
Printer
Multifunc-
tional**

Lexmark

Lexington, KY
800 539 6275
www.lexmark.com

Vendor Profile

Lexmark is known primarily as a vendor of printers. In fact, it is the only American printer vendor that manufactures its own laser engines. Its ink jet engines come from various sources, but Lexmark is pretty closemouthed about its suppliers. The company does add considerable value to these ink jets, however.

The company is now deeply involved in both the ink jet and laser multifunctional markets. The laser models are built on its existing base in the office laser printer market, where its current printer models are enhanced with scanners and fax modems. These models tend to be serious workgroup printers with lots of input and output options. Lexmark has several color laser printer-multifunctionals.

Embedded Solutions: Lexmark includes in its higher-end MFPs its new Embedded Solutions Framework (eSF). This function allows the addition of workflow solutions accessible through a touchscreen interface. Lexmark distributes some of this software, and technically skilled users and third parties can create their own using JavaScript.

Current software includes applications for scripting specific document distribution workflows (including one from Kofax), document accounting, advanced network scanning, an ability to copy to a remote printer, advanced forms management, and advanced OCR functions.

OKI DATA AMERICAS

OKI B710n

OKI B710dn

42ppm

OKI B720n

OKI B720dn

47ppm

OKI B730n

OKI B730dn

52ppm

Sum-up: Strong printers intended for large-work-group settings.

The new B700 series are strong machines, with the B730n/B730dn being OKI's speediest black-and-white single-function printer in its line. All models are network-ready and support PCL and PostScript.

The models in this series are:

- The \$625 B710n, which prints at 42ppm.
- The \$775 B710dn, which adds standard duplexing.
- The \$849 B720n, which prints at 47ppm.
- The \$999 B720dn, which adds standard duplexing.
- The \$1,099 B730n, which prints at 52ppm.
- The \$1,249 B730dn, which adds standard duplexing.

These models are powered by a 600MHz processor, and start with 128MB of memory, which can be upgraded to 640MB. First-page-out time is a very good 7.9 seconds. Official monthly duty cycles are 250,000 pages a month for all models, with the exception of the B730 family, which reports 275,000-page duty cycle.

All models start with a 550-sheet tray and a 150-sheet bypass. You can add up to two 550-sheet trays for a total input of 1,800 sheets.

Banner sizes can be printed up to 8.5" x 48".

On the output side, all models can handle 500 sheets (face-down). Paper weight up to 80lb. cover is supported. An alternate 70-sheet face-up tray is also offered.

Ethernet, USB, and parallel interfaces are all standard. Gigabit Ethernet is optional.

All models include a 15,000-page toner cartridge. However, a 20,000-page cartridge is offered on the B720 models, while the B730 models offer the 26,000-page cartridge.

Accounting for high-capacity toner for the various models, we estimate consumables pricing to be about 2 cents per page for the B710n models, 1.7 cents for the B720n, and 1.4 cents for the B730n models.

Delivering impressive speed, standard PCL and PostScript printing, standard duplexing (on the dn models), excellent cost per page (on the B730 models), and very good paper capacity, the B700 series receives our Innovative Product of the Year Award.

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PRODUCT
OF THE YEAR**

2011

**Black-and-
White
Laser
Printer**

OKI Data Americas

Mount Laurel, NJ
800 654 3282
www.okidata.com

Vendor Profile

OKI Data Americas is the U.S. arm of Japan-based Oki Data, which makes a range of office equipment — low- and mid-volume monochrome printers, color printers, fax machines, and multifunctional devices — often based on the company's own LED engines.

The company used to characterize itself as a no-frills provider of low-cost network printers and didn't compete in the higher end of the office printer market. But now OKI, like other brands, sells printers across the range, up to 50ppm.

OKI Data Americas sells its machines through value-added resellers and the mass discount market. The warranties run for one year, except that the LED printheads are covered for five years.



OKI B730dn - OKI's speediest black-and-white single-function printer with excellent cost per page.

RICOH

Lanier Pro C651EX

Savin Pro C651EX

65ppm color

65ppm black & white

Same machines as the Ricoh Pro C651EX

Lanier Pro C751

Savin Pro C751

Lanier Pro C751EX

Savin Pro C751EX

75ppm color

75ppm black & white

Same machines as the Ricoh Pro C751/C751EX

Ricoh Pro C651EX

65ppm color

65ppm black & white

Ricoh Pro C751

Ricoh Pro C751EX

75ppm color

75ppm black & white

Sum-up: New color production machines with a powerful Fiery controller.

The new Ricoh Pro C651EX and Pro C751 family joins the Ricoh Pro C550EX, C700EX, and the C900 machines in the high-end color production printing market. Running at color speeds of 55ppm and 70ppm, these new models are aimed at companies entering the light-production market for the first time. Ricoh had not released any pricing information as we were going to press.

The 65ppm (in both modes) Pro C651EX and 75ppm Pro C751EX supports standard copying and scanning, whereas the Pro C751 prints only. Duty cycle is 350,000 pages on all machines.

An EFI Fiery print controller (the E-41A) is standard. It comes with a 3.0GHZ processor, 2GB of memory, and a 160GB hard disk drive. PCL and PostScript are standard. A large color touchscreen control panel is included, and a set of Web-based administration and security tools are standard. EFI's workflow soft-

ware is also standard. Fiery ColorWise software supports spot color and Pantone matching. The Command Workstation utility handles job management.

Optional EFI tools support job composition and imposition. The optional Fiery Graphic Arts Package Premium Edition supports proofing and simulation for offset print jobs.

Paper supply: The standard paper supply is made up of two 1,000-sheet trays and a 500-sheet tray. Optional paper supply includes a 1,000-sheet tray, a 2,000-sheet tray, a 1,000-sheet large-capacity tray, and a 500-sheet bypass. The maximum input is 7,000 sheets. All trays can handle paper up to 13" x 19.2".

The output options are generous. There is a booklet making finisher that has 100-sheet multiposition stapling along with a 250-sheet proof tray and a 2,500-sheet stack tray. It saddlestitches up to 20 sheets (40-page booklets). A 2/3-hole punch is optional.

There is also a two-tray cover interposer for inserting pre-printed covers. There's also an optional multi-folding unit and a high-capacity stacker that stacks up to 5,000 sheets.

Then there is Ricoh's Ring Binder, a fully automatic inline ring-binding system. It binds up to 100 sheets without the need for any offline finishing.

Conclusion: These workflow-oriented light production machines have a lot to offer. They give a nice variety of finishing options and the workflow software, both standard and optional, is impressive. The light production market is growing steadily, and now Ricoh has become a very serious contender. The Pro C651EX, C751, and C751EX receive our Innovative Product of the Year Award.

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PRODUCT
OF THE YEAR

2011

High-Vol-
ume Ma-
chines

Ricoh

West Caldwell, NJ
973 882 2000
www.ricoh-usa.com

Vendor Profile

Ricoh, the familiar Japanese-based copier and printer maker, continues to expand its presence in the high-volume printer business. In 2006, it consolidated the incorporation of Ricoh Printing Systems (RPS) — a subsidiary acquired from Hitachi Printing Solutions several years back — with its better-known Aficio line.

A few years ago it announced the formation of the InfoPrint Solutions Company, a joint venture with IBM which spins off IBM's Printing Systems Division. That company has evolved into a fully owned Ricoh subsidiary.

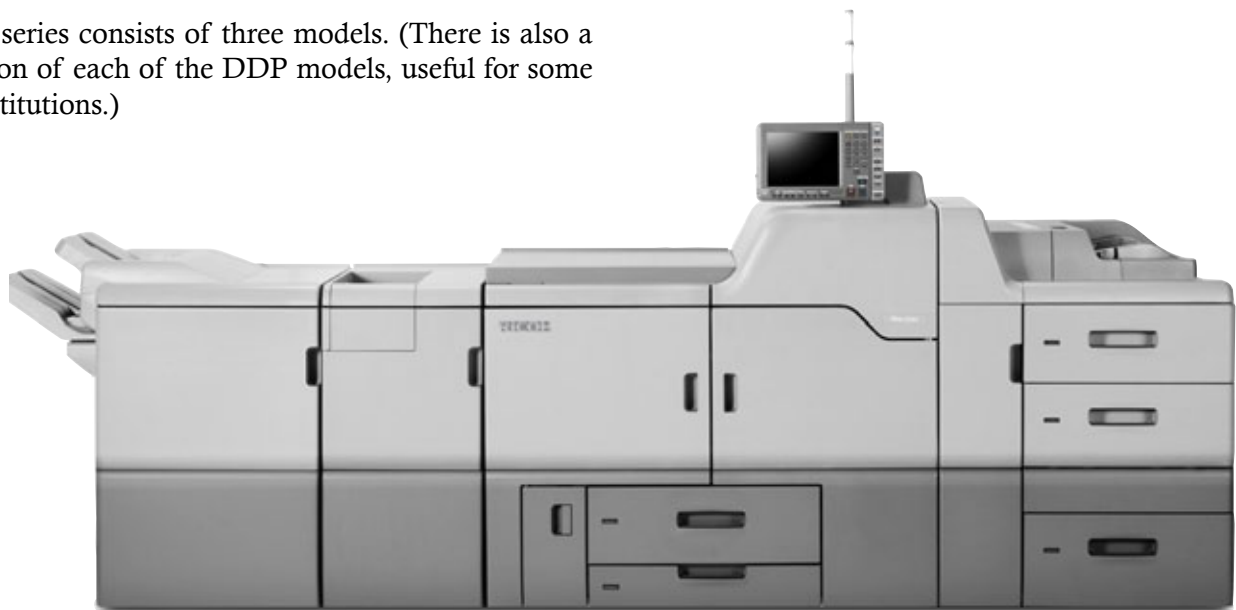
Through consolidation, Ricoh is positioning to give all of its recent acquisitions more exposure through the better-established sales and distribution channels of Ricoh USA. It also anticipates cooperating with IBM to develop printer software in the future.

In its production printer segment, Ricoh USA sells the Digital Document Publisher (DDP) series with its other fast copier-based multifunctional models.

The DDP series consists of three models. (There is also a MICR version of each of the DDP models, useful for some financial institutions.)

These printers offer something called Virtual Printer Technology (VPT). This allows the same printer to appear as any of 64 individually configurable virtual printers to different users on a network, depending on specific needs and client platforms. It's a sophisticated way to reduce administration and increase ease of use in complex network environments where the same printer services a bunch of people with different needs. As currently priced, these two models are quite competitive with other models in this guide.

In addition to the DDP models, one departmental model in Ricoh's Aficio line (the Aficio SP 9100N) falls within the bounds of high-volume machines we cover here. Currently, this model is also being sold by all of Ricoh's other North American subsidiaries. We also cover Ricoh's nine production printers.



Ricoh Pro C751 - New color production machine with generous paper-handling.

SAMSUNG

Samsung Galaxy Tab 10.1

Sum-up: Samsung's newest tablet in a lightweight and handsome design.

The Samsung Galaxy Tab 10.1 has recently joined Samsung's lineup of business-oriented tablets. Its business oriented features, such as email, video chat, and Microsoft Office applications, are good for the business professionals who need to work offsite but don't want to lug around laptops.

The Galaxy Tab 10.1 comes in two different flavors: one with an internal 16GB memory (\$500) and another that includes 32GB of memory (\$600). This 10.1" touchscreen tablet also comes in two colors: white and metallic gray. Unlike most other tablets, the Galaxy 10.1 has a landscape orientation rather than portrait.

The Galaxy Tab 10.1 supports both Wi-Fi (802.11 a/b/g/n) and Bluetooth connectivity. It also has a 7000 mAh battery that provides up to 9 hours of battery life. It is also lightweight, at 1.25lbs. The Galaxy Tab 10.1 includes a 2 megapixel front camera and a 3 megapixel rear camera. The front camera provides video chat capability.

The tablet is powered by the Android 3.1 Honeycomb operating system. Users can access various applications in the Android Market. Such apps also include Twitter, Skype, and Facebook. It comes preloaded with Google-oriented services, such as Gmail, Google Search, Google Maps, and Google Talk.

Other preloaded applications include Microsoft Word, Excel, and Powerpoint. There is also an optional external keyboard dock available.

Samsung did not skimp on security – security features include user data encryption, Exchange ActiveSync support, Cisco AnyConnect SSL VPN, and F5 SSL VPN.

Samsung plans to release these following features via future software upgrades: Readers Hub (for downloading books, newspapers, and magazines), Social Hub (which provides email, instant messaging, calendar, and social feeds into one interface), and AllShare (for transferring content from the tablet to other devices, such as a monitor).

The Samsung Galaxy Tab 10.1 is not just for business but can also be used for entertainment as well. We like that it is lightweight and is loaded with features to keep mobile employees productive and in touch with colleagues. The design is handsome and the cost is very good. We give the Samsung Galaxy Tab 10.1 our Innovative Product of the Year Award.



Samsung Galaxy Tab 10.1 - New tablet with some very good business-oriented features.

Better Buys
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INNOVATIVE
PRODUCT
OF THE YEAR

2011

Tablets

SAMSUNG

Samsung ML-5512ND

55ppm

Samsung ML-6512ND

65ppm

Sum-up: Samsung's fastest single-function monochrome printers to date.

Samsung's new ML-5512ND (\$1,199) and ML-6512ND (\$1,599), running at speeds of 55ppm and 65ppm, respectively, represent its fastest machines in the black-and-white single-function lineup. Other than speed and price, both machines share identical specifications. First-print-out time is 7.8 seconds, and Samsung rates both machines at a monthly duty cycle of 300,000 pages.

Processor speed is 700MHz, and standard memory is 256MB (memory can be expanded to 768MB). Both machines also come with a 160GB hard drive and standard duplex printing. PCL, PostScript, and direct PDF printing are supported. USB and Ethernet connectivity is standard, while Wi-Fi is optional.

Input paper supply starts with a 520-sheet tray and a 100-sheet bypass (multipurpose tray). Samsung offers two optional input configurations: four 520-sheet trays (\$300 each) for a total of 2,700 sheets or two 520-sheet trays and a 2,000-sheet high-capacity feeder (\$650) for a maximum of 3,660 sheets. Standard output capacity is 500 sheets. There is an optional 500-sheet finisher with stapling and booklet making (\$289), as well as a 4-bin mailbox that holds up to 100 sheets per bin (\$429).

Samsung uses its anti-jam rollers to prevent misfeeds and paper jams. It also supports a variety of software applications, including its Universal Print Driver, Easy Print Manager, and other applications for managing printers and other devices remotely.

Using the higher-capacity cartridge, we estimate the cost per page to be an impressive 1.1 cents. These models also include Samsung's easy-to-use toner save feature, which will help you keep down the cost of consumables even more if you use it.

The ML-5512ND and ML-6512ND have good features, including high speed, a wealth of paper-handling options, and excellent cost per page. For the large office that requires a lot of printing but doesn't need color, they are good buys. We give them our Innovative Product of the Year Award.



Samsung ML-5512ND - Great features for the large office, including fast speed and excellent per-page costs.

Better Buys
for Business

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PRODUCT
OF THE YEAR

2011

**Black-and-
White
Laser
Printer**

SAMSUNG

Samsung P480 Notebook Samsung P580 Notebook

Sum-up: Strong features for both business and entertainment purposes.

The Samsung P480 and P580 Notebooks (both priced \$999) share most of the same features, with the exception of the size of the LED backlit HD screen. The P480 has a 14" display screen while the P580 has a larger 15.6" display. Both machines start with an Intel Core i5-430M processor with a CPU speed of 2.26GHz. They support Windows 7 (32-bit), although you can get XP as a downgrade. Standard memory is 4GB, which can be expanded to a maximum of 8MB. Hard drive capacity is 320GB.

Standard wireless configurations include the 802.11 b/g/n Wi-Fi and Bluetooth. Wired Ethernet is also supported.

Both laptops come with a 6-cell battery that provides up to 5 hours of use. They also support a webcam, HD audio, and 3W stereo speakers. Input devices include a 100-key keyboard and a touchpad, and also, a built-in 17-key numeric pad.

A variety of I/O ports include an HDMI output, four USB ports, a headphone port, a microphone port, a LAN port (RJ45), and a three-in-one multi-card slot (for SD memory cards, for example). The USB ports and multi-card slot can be used via Samsung's optional docking station.

Samsung has included a variety of bundled software, such as Easy Network Manager, Samsung Support Center, Samsung Update Plus, Easy File Share, a 60-day trial of Microsoft Office, Google Tool Bar and Google Start Page, Acrobat Reader, and a trial version of McAfee Security Center. Security features are the Kensington Key Lock capability, Samsung Recovery Solutions, and McAfee Internet Security.

The Samsung P480 Pro and P580 Pro provide strong and durable capability, plus ample features for both business and entertainment. We especially like the integrated numeric keypad and larger display screen (on the P580 Pro), so we give both laptops our Innovative Product of the Year Award.



Samsung P580 Pro Notebook - Unique features includes an integrated numeric keypad.

Better Buys
for Business

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PRODUCT
OF THE YEAR

2011

Laptops

Samsung

Ridgefield Park, NJ

800 726 4249

www.samsungusa.com

Vendor Profile

Samsung has long manufactured laser engines for printer and fax vendors such as Lexmark, NEC, and Xerox, but now the Korean company has become a major player in the laser printer market under its own name. In fact, it now dominates the retail low-cost sector of the market. Samsung also sells color printers, fax machines, and small-office multifunctional equipment under its own brand.

Samsung offers competitive laser printers up to 65ppm. Its printer division is growing in importance. Formerly a unit of the conglomerate's Dallas-based telecom operation, the printer division has moved to New Jersey and now has the stature of a full-fledged Samsung subsidiary — a move that has facilitated its sales, marketing, and branding efforts.

Samsung has between 200 and 300 national dealers and resellers. It's especially big in large retail chains and catalogs, where it is a major challenger to HP. In the past few years, Samsung has expanded its line of business solutions higher-end with laser and multifunctional printers in U.S. markets.

TOSHIBA

Toshiba Portege R830-S8330

Sum-up: Business-oriented laptop with great features.

The new Toshiba Portege R830-S8330 joins Toshiba's extended R830 family of new-generation laptops. At \$1,649, it has an Intel Core i7 processor and comes with 4GB DDR3 of memory. Maximum memory tops out at 16GB. It also has a widescreen 13.3" HD LED display and a 128GB solid state drive. Windows 7 Professional (both 32-bit and 64-bit) is supported.

Network connections include Gigabit Ethernet, Intel Centrino Advanced-N 6230 a/g/n wireless, Intel Wireless Display (WiDi), and Bluetooth. There are three USB ports, one that accepts USB 3.0 and two others that only supports up to USB 2.0. A webcam and microphone are also supported. The R830-S8330 also has a memory card reader slot for various SD cards, as well as a DVD drive.

Input devices include a keyboard and a touch pad pointing device with multi-touch control. There is also a Toshiba eco utility control button to activate the Energy-saving mode. There are also built-in stereo speakers, as well as RGB and HDMI ports and a microphone input and headphone output ports.

A 6-cell lithium ion battery is included. Battery life lasts for 11 hours – ideal for telecommuting employees.

The R830-S8330 comes with very good security features that include password security, hard disk drive recovery, a fingerprint reader, and multiple-level password utilities. Aside from Toshiba's proprietary software, other software packages include Microsoft Office Starter 2010, Google Chrome, Internet Explorer 8, Microsoft Live Essentials (mail, Messenger, and photo gallery), and Adobe Acrobat Reader. The laptop also comes with 30-day trial subscriptions of Norton anti-virus and Toshiba Online Backup. Toshiba's EasyGuard

feature includes the Protect & Fix, Secure, Connect, and Optimize utilities.

The Toshiba Portege R830-S8330 is a lightweight (at about 3lbs.) laptop with a handsome design and great features, especially for business use. It is a good buy for companies with not just telecommuting employees but onsite employees that do not want a desktop. We give the Toshiba Portege R-830-S8330 our Innovative Product of the Year Award.



Toshiba Portege R830-S8330 - Lightweight laptop with handsome design and good features.

Better Buys
for Business

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PRODUCT
OF THE YEAR

2011

Laptops

Toshiba

*Irvine, CA
949 583 3000*

us.toshiba.com/computers/laptops

Vendor Profile

As we've covered in previous guides, Toshiba is well known for its role in the copier-multifunctional market with its e-STUDIO line. However, Toshiba manufactures televisions and electronics, as well as laptops, netbooks, and will soon be debuting its Thrive tablet.

Toshiba's laptop comes in five different categories: the Portege, Satellite, Qosmio, Satellite Pro, and Tecra. There are a variety of models within each category. The Tecra and Portege laptops are designed primarily for business use. However, all laptops are sold to consumers and businesses alike.

Toshiba's laptops are sold via its ToshibaDirect online store. They also can be purchased through retailers such as Best Buy, Staples, and Amazon, as well as resellers (i.e. CDW).

XEROX

Xerox ColorQube 8870DN

40ppm color

40ppm black & white

Sum-up: A solid ink printer with an innovative approach to green printing and per-page costs.

The new Xerox ColorQube 8870DN is an upgrade to the older Phaser 8860DN, with the only differences being faster speed, increased standard memory, and higher-capacity paper input. With a price of \$2,499, the ColorQube 8870DN offers printing at 40ppm in both black-and-white and color. It comes network-ready and also includes a USB port. (Wi-Fi is optional.) Automatic duplexing is a standard feature. An optional hard disk is available, to support features such as secure print and hard disk erase.

The processor is 1GHz, and Xerox rates this machine for a monthly duty cycle of 120,000 pages. Memory starts with 512MB and can be increased to 2GB. PostScript and PCL are standard. First-page-out time, once the printer is warmed up, is around 5 seconds.

The standard paper supply is a 100-sheet bypass and a 525-sheet standard paper tray. Second, third, and fourth 525-sheet paper trays are also available. The maximum input capacity for this model is 2,200 sheets. The bypass can handle up to 220 gsm weight, which is heavier stock than 110lb. index. Output capacity is a simple 350-sheet tray.

The ColorQube 8870DN printer is also very easy to maintain. For example, when you have to change consumables, you need only open the top cover of the machine and slide in blocks of ink that look and feel like crayons. The printer melts those “crayons” and sprays the melted extract onto the paper.

You can't even make a mistake, as each of the four colors has a unique shape that only fits in the appropriate slot. Replacing supplies on color printers can be a daunting task, but

not on the Xerox solid ink models.

As with Xerox's other solid ink products, the attention-getter for the ColorQube 8870DN is in the cost of consumables. The consumables are definitely long lasting with a yield of 17,300 pages per box of color ink and 16,700 per black ink. The black ink costs \$260, while the color inks cost \$90 each. That means that the average black page (with 5% coverage) costs a little over 1.6¢ to print — very good by industry standards. The cost of a color page is around 3.1¢, that is, double the cost of a black page. (Xerox estimates have the costs at 1.9¢ for black and 3.4¢ for 20% color, taking into account maintenance kits.)

Xerox also touts its environmental features: two-sided printing, low-power energy mode during times of non-usage, and ability to print only pages you want via its standard GreenPrint software.

Xerox's ColorQube 8870DN has powerful features combined with good environmental credentials and excellent per-page operating costs. We give it our Innovative Product of the Year Award.

Better Buys
for Business

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PRODUCT
OF THE YEAR
2011

Color
Laser
Printer

XEROX

Xerox WorkCentre 5325 Copier

Xerox WorkCentre 5325 Copier/Printer/Scanner

25ppm

Xerox WorkCentre 5330 Copier

Xerox WorkCentre 5330 Copier/Printer/Scanner

30ppm

Xerox WorkCentre 5335 Copier

Xerox WorkCentre 5335 Copier/Printer/Scanner

35ppm

Sum-up: New small-to-medium workgroup models with very good multifunction features.

The machines in the WorkCentre 5300 family are an upgrade from the older WorkCentre 5200 models. Unlike those models, the 5300 family includes two 35ppm models and does not have the Copier/Printer configuration. The 5325 Copier (25ppm) lists for \$6,100, the 5330 (30ppm) Copier costs \$7,100, and the 5335 (35ppm) Copier is priced at \$8,100. These are very reasonable prices for small-to-medium workgroup ledger-size copier-multifunctionals.

The network-ready Copier/Printer/Scanner models allow you to add printing and scanning standard (they are optional on the Copier versions). Those models offer scan-to-email, scan-to-folder, and scan-to-PDF. Maximum duty cycles rated by Xerox are 100,000 pages for the 5325, 125,000 pages for the 5330, and 150,000 pages for the 5335 models. Faxing is optional on all models.

These models come with a 110-sheet duplexing automatic document feeder (DADF) for scanning two-sided originals. First-page-out time for copying is a very speedy 4.2 seconds on the 5325 and 5330 and 4.0 seconds on the 5335.

The paper supplies are also decent. The machines come with two 520-sheet trays and a 50-sheet bypass. Or you can choose a 2,000-sheet high-capacity tandem tray in lieu of the two 520-sheet tray. An optional 2,000-sheet high-capacity feeder is available. That adds up to a maximum of 5,090 sheets of input. An envelope feeder that holds up to 60 envelopes is also available.

On the output side, there is a dual catch tray, with

250 sheets each. You can choose between two finishers. The first, which Xerox calls the “Integrated Office Finisher,” features 50-sheet single-position stapling and holds up to 500 sheets. A more robust option is the “Office Finisher LX,” which features a 50-sheet multiposition stapler and a 2,000-sheet tray. You can add optional hole-punching and an optional booklet maker attachment, which can create up to 60-page booklets. A 50-sheet convenience stapler is also available.

All models have a 160GB hard disk. The copier memory is 1GB. On the Copier/Printer/Scanner models, memory is 2GB if you purchase the optional PostScript kit.

The printing function supports both PCL and (optionally) PostScript. You can print up to 1,200dpi. Duplexing, secure print, and printing



Xerox WorkCentre 5335 - New medium-sized workgroup device with strong multifunctionality.

Better Buys
for Business

INNOVATIVE
PRODUCT
OF THE YEAR

2011

**Office
Copier &
Multifunc-
tional**

from USB drive are supported. Ethernet is supported.

The scanning function, as noted above, features scan-to-email, scan-to-folder, and scan-to-PDF. Color scanning is also supported. In addition to PDF, output formats include TIFF, JPEG, and XPS. The optional Network Scan kit supports text searchable PDF and Xerox's Scan to PC Desktop features. On all versions, ID card copy is supported, where an operator can scan both sides of a card on the platen in one operation.

An optional fax board allows for 33.6kbps walk-up faxing. Internet faxing and fax over IP are supported. LAN faxing and duplex faxing are optional.

Xerox offers a variety of remote management and security features, much as on other copiers in its line. Security features include hard disk encryption and image overwrite on all models, and LDAP authentication and audit log on the Copier/Printer/Scanner models.

Finally, new to this family, is Xerox's mobile print solution, which allows you to send print jobs from any mobile device.

Xerox keeps upgrading its whole product line, offering improved features at the same, or lower, prices. The WorkCentre 5300 machines are no exception. The copier-only models might be especially attractive for those who need high copier functionality, but for security reasons, do not want network connectivity. We give the WorkCentre 5300 family our Innovative Product of the Year Award.

XEROX

Xerox WorkCentre 7525

*25ppm color
25ppm black & white*

Xerox WorkCentre 7530

*30ppm color
30ppm black & white*

Xerox WorkCentre 7535

*35ppm color
35ppm black & white*

Sum-up: High-speed multifunctional devices with superior paper handling.

The new Xerox WorkCentre 7525, 7530, and 7535 joins the 7545 and 7556 in the WorkCentre lineup of high-end color office models that include full functionality (print, copy, scan, and fax) as standard features. The \$11,998 WorkCentre 7525 copies and prints at 25ppm, the \$13,499 WorkCentre 7530 runs at 30ppm, and the \$15,499 WorkCentre 7535 has a speed of 35ppm. All speeds are in both black-and-white and color.

All machines are identical, except for price, speed, and duty cycle. Xerox notes a maximum monthly duty cycle of 75,000 pages for the 7525, 90,000 pages for the 7530, and 110,000 pages for the 7535. First-copy-out times are impressive. They are 10.4 seconds in color and 9.6 seconds in black-and-white.

These machines have a large paper capacity, which starts with a 520-sheet tray and a 100-sheet bypass. You have the choice of dual 520-sheet trays or three 520-sheet trays that total 2,180 sheets. All of these trays can handle ledger-size paper up to 140lb. index stock. An optional high capacity tandem tray holds 2,520 sheets of ledger-size stock and costs \$1,999. There's also a 2,000-sheet letter-size feeder, selling for \$1,299. That's a maximum paper capacity of 5,140 sheets.

A duplexing document feeder that can hold up to 110 sheets is standard. This feeder can scan up to 70ppm in both black-and-white and color.

Standard output consists of a dual 250-sheet offset catch tray and a 100-sheet face-up tray. There are two optional inline finishers. First, there is the Office Finisher LX, which allows for 50-sheet multiposition stapling and can hold up to 2,000 sheets of output (\$2,500). An add-on option for this finisher (\$1,199) supports booklet making with saddlestitching. A 2/3-hole punch is optional (\$795).

The alternative is the so-called "Professional Finisher", which holds 1,500 sheets in the lower tray and 500 sheets in the upper tray. It supports 50-sheet multiposition stapling and includes a standard 2/3-hole punch unit as well as a booklet maker and saddlestitcher. That unit lists for \$4,995.

There is also the Integrated Office Finisher option that stacks 500 sheets and has 50-sheet single-position stapling.

An offline convenience stapler is also available.

The embedded Xerox print controller is standard in the basic configuration. It has a 1.5GHz processor, 3GB of memory, and 160GB hard disk. The controller offers PCL and PostScript as well as Ethernet connectivity. TIFF, PDF, and XPS printing are also standard. A mobile printing solution is also available. A more advanced EFI Fiery controller is available as well.

Full-featured color scanning is standard as well. Scan-to-folder, to email, to mailbox, to FTP, and to USB flash drive are all included. Among the file formats supported are PDF/A (archival PDF) and searchable PDF. Network faxing is standard, while walk-up faxing is a \$1,095 option for one line, \$1,399 for two lines.

These machines support Xerox's EIP application interface, giving you access to a wide variety of security, productivity, and workflow software. They include a large color touchscreen with a very good graphic help capacity. A security package featuring authentication, audit logging, hard disk erase, and secure print are included. ID card verification is an option.

Better Buys
for Business

INNOVATIVE
PRODUCT
OF THE YEAR
2011

**Color
Copier**

As with most Xerox products, these can be remotely managed through Xerox's CentreWare software.

Xerox also includes a new online support feature for these machines. Located on the touchscreen control panel, users can search for online help in areas such as paper jams and printing issues.

These models offer speed and strong extended features at a reasonable price. They are solid members of the high-end color copier market. Best of all, they come with full multi-functionality right out of the box. For these reasons, we give this family our Innovative Product of the Year Award.

Xerox

Rochester, NY

800 275 9376

www.office.xerox.com

Vendor Profile

Xerox pioneered the office copier and remains a dominant force in the industry. Traditionally, its main strength has been the high-volume sector of the market. These days, its mid-volume models are tempting propositions as well, and the company has demonstrated that it wants to dominate this level of the market.

Doing business with Xerox: Xerox enjoys considerable loyalty among large organizations that want one-stop shopping for all their copiers in multiple locations. The sheer extent and variety of its product range remain unmatched in the industry. And its prices can be highly competitive when it's bidding for major-account business.

Keep in mind that local districts are more autonomous than they used to be. Each operates as a business in its own right, buying copiers from Xerox centrally, selling them locally, and also selling used equipment back to Xerox.

EIP (Extensible Imaging Platform): This programmable interface is now found on most model lines. It allows third parties to embed software inside the copier's controller, which means it can appear on the copier's control panel. These enhancements can range from turning complex workflows into simple menu choices to enabling individual preferences by swiping an ID card.