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XEROX

Xerox Corporation
Office Printing Business
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How productive do you want to be?

Xerox puts you in the driver's seat with some of
the fastest network printers on the market.

No danger. No compromise.

We give you the License to Speed!

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COLOR connection

The Newsletter For Color Printer Users

APR-JUN | 01

Your License to Speed Has Arrived

Xerox unveils two of the fastest office printers in the market aimed at putting you in the passing lane to higher productivity and unbeatable quality. Once again, Xerox blows by the competition and takes the industry lead.

The Phaser® 2135 Color Printer

At 21 pages per minute of high-resolution color, the Phaser 2135 is the industry's fastest-ever office color printer – perfect for high-volume jobs like proposals, newsletters, and posters up to 12 x 18 inches.

The Phaser 2135 utilizes single pass technology to produce 1200 dpi print quality at unbeatable speeds with extensive media flexibility and intelligent ease-of-use. It's not a new technology for us, but one we've been enhancing since Tektronix® released its first solid ink printer in 1991.

We've upped the ante with this printer by building in a lineup of productivity features for everyone from everyday users to IT administrators. These features include:

- collation printing for collated copies of multiple-page documents,
- remote printing so staff can print directly to any Phaser printer on your TCP/IP network,
- instant email alerts so system administrators can correct problems before they impact users,
- CentreWare Printer Management software to manage your printers from anywhere through a Web browser.

The DocuPrint® N4525 Laser Printer

When it comes to high-speed performance for those demanding black and white jobs, look to the DocuPrint N4525. It knocks out its first page in a mere 4 seconds and then races through 45 pages in just a minute – all at 1200 dpi. Not only is the DocuPrint N4525 40% faster than the closest competing printer (the HP 8150), but it also surpasses our own industry speed record in the black-and-white printing market.

The DocuPrint N4525 is versatile enough to print on media of all sizes and weights – from postcard to ledger, and from 17 lb. rice paper to 110 lb. cardstock. What's more, we've packed in options like collating, stapling and hole-punching, so your print jobs are ready for distribution right from the tray.

The DocuPrint N4525 puts you in the driver's seat with more than 20 WorkSet® convenience and productivity features, like booklet printing, fax-friendly black, secure printing, email alerts for system administrators, PrinterMap management tools, and more.

The Phaser 2135 and DocuPrint N4525 printers have hit the streets. Call your local Xerox reseller for a high-performance test drive today.

Test drive the Phaser 2135 and DocuPrint N4525 at:

Seybold Boston, April 10-12

PC EXPO/TECHXNY, June 26-28

XEROX
NETWORK PRINTERS

"Dear Dr. Color..."

I'm printing grayscale images to my Phaser 850, but they're printing as if they have color in them. Why is this and can it be fixed?

— Erin

DEAR ERIN,

Try to print them using Enhanced Mode as your print quality. You will find that your grayscale images will print as expected. When using High-Resolution/Photo mode, blacks will print as a composite black, which is why you see the small amounts of color.

— Dr. C

I'm interested in scanning images with my scanner and printing them on my new Phaser 790. At what resolution would you recommend I make my scans?

— Karl

DEAR KARL,

I generally recommend scanning images at twice the printer's LPI (lines per inch). The Phaser 790 is a continuous-tone printer that doesn't have a specific LPI value, so scan your images at 300 dpi for best results. You may find that decreasing the dpi will still yield suitable quality results and print more quickly due to the smaller file size.

— Dr. C

The DocuColor 2006 Brings It All In House

Convenience and quality have come together beautifully in the Xerox DocuColor 2006 printer/copier. This high-performance machine prints and copies with amazing color image quality and exceptional versatility.

Specifically designed for color-intensive offices, the DocuColor 2006 provides 600 x 600 dpi resolution enhanced by 8-bit color depth per pixel for precise, continuous-tone quality. It prints and copies at 6 pages per minute in color and 26 ppm in black and white, and comes standard with parallel and Ethernet network connectivity.

The 2006 can handle paper weights from 16 lb. bond to 110 lb. index and paper sizes up to 13" x 18" with full bleeds. Plus, its automatic 2-sided printing option (standard on the 2006DPC) makes brochure printing fast and easy.

The DocuColor 2006 is the ultimate printing, copying, proofing, and comping tool. Whether you need professional-quality proofs, brochures, posters, presentations or reports, the 2006 delivers.

Contact your local authorized Xerox reseller to see it in action.



CONTACT US!

We're here to help you with technical support, product information, and locating a reseller near you.

World Wide Web

www.xerox.com/officeprinting

Customer Support Center

1-800-835-6100

5 AM – 5 PM (PST)

Service Agreements

1-800-835-6100

6 AM – 5 PM (PST)

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ReloAction Makes the Move to Phaser Color Printers

ReloAction is the largest employee-owned corporate relocation business in the United States. Based out of Pleasanton, CA, they have been providing worldwide relocation management for employees and their families for over 35 years. ReloAction provides services including home buyout, expense management, home finding, group move management, and onsite outsourcing.

ReloAction bought their first Phaser color printer after their previous color laser printer did not meet their expectations. VP of Marcom, Dennis Ransdell, first went online where he studied reviews of the Phaser 850 Color Printer and was amazed at the technology and the ratings the printer had received. "Everything I read about solid ink was very positive," Ransdell recalled.

In June last year they purchased a Phaser 850 Color Printer and were impressed from the very start. "Our IT department loved the ease of setup for the 850," Ransdell said. "It took us longer to unpack the printer than to set it up and start printing."

They were so happy with their Phaser 850 that they recently purchased a Phaser 1235 as well. "We were looking for a printer with speed that could print gorgeous color in a matter of seconds," Ransdell said. "The Phaser 1235 just made sense."

The ReloAction office uses the Phaser 850 to print in-house mailers, relocation guides, and requests for proposals, and the Phaser 1235 for presentations and other general office printing. In the past, they sent color documents to an outside copy shop. "We definitely save time, cost, and control on our end using the Phaser printers in house," Ransdell says. "We save between \$2,000-\$3,000 monthly."

Ransdell expects their color printers to provide accurate color, speed, reliability, low maintenance, and cost-effective consumables. "The Phaser 850 and Phaser 1235 have exceeded my expectations," says Ransdell. "Some day we'll all print like this."



Press Box



Phaser **750** Color Laser Printer
BEST Award, Business Class
Wired Magazine – January 2001

Phaser **1235** Color Printer
Rating of 4 (out of 5), First Looks Product Review
PC Magazine – January 16, 2001

Finalist, Best of COMDEX – Fall 2000
CNET and *ZDNet* – November 2000

Phaser **850** Color Printer
Reviewer's Choice & A Rating, Product Review and Roundup
Government Computer News – January 8, 2001

MVP finalist, Network Color Printer Category
Smart Business – January 2001

DocuPrint **N2125** Laser Printer
A Rating, Product Review
Government Computer News – October 23, 2000

TRADE SHOW LIST

See our printers in action at:

Seybold Boston
Boston, MA – April 10-12

Network + Interop
Las Vegas, NV – May 8-10

Government Technology Conference (GTC)
Sacramento, CA – May 16-18

Gutenberg Festival
Long Beach, CA – May 17-19

PC EXPO/TECHXNY
New York, NY – June 26-28

COMDEX Canada
Toronto, ON – July 11-13

MacWorld
New York, NY – July 18-20