



Competitive Comparison

Xerox Phaser® 7400 VS. Lexmark® C920



More value and performance with Xerox

With the Phaser 7400, customers get:






- Lower price
- Superior performance
- Better image quality
- Better productivity and ease of use
- Xerox Total Satisfaction Guarantee

	Phaser 7400	Lexmark C920
<p>More value</p> <ul style="list-style-type: none"> • Get better features for less with the Xerox Phaser 7400. • With Xerox, customers save up to \$1,400 on the out-of-box price and up to \$1,498 on equivalent configurations — and still get more media flexibility and superior finishing. 	<p>-----</p> <p>7400N: \$2,999</p> <p>7400DN: \$3,349</p> <p>7400DT: \$4,599</p> <p>7400DX: \$5,499</p> <p>7400DXF: \$7,999</p>	<p>C920: + NIC = \$3,757</p> <p>C920n: \$3,549</p> <p>C920dn: \$4,749</p> <p>C920dtn: + hard drive = \$5,688</p> <p>Custom configuration similar to 7400DX: C920dtn + hard drive + 2 x 550 sheet drawer printer stand = \$6,937</p> <p>Custom configuration similar to 7400DXF: C920dtn + hard drive + 550-sheet tray + 2 x 550-sheet drawer printer stand + finisher = \$9,497</p>
<p>More value</p> <p>On the surface, the Lexmark C920 appears to have similar performance capabilities, but as users will discover, the surface specifications don't hold up to the rigors of an office environment.</p> <ul style="list-style-type: none"> • Engine speed • Processor speed • Memory (std / max) • First-page-out time from ready mode (as fast as) 	<p>Up to 36 ppm color / 40 ppm black-and-white</p> <p>800 MHz</p> <p>256 MB / 1 GB</p> <p>12 seconds color / 11 seconds black</p>	<p>Up to 32 ppm color / 36 ppm black-and-white</p> <p>1.0 GHz</p> <p>256 MB / 1 GB</p> <p>13.5 seconds color / 9.5 seconds black</p>

(see over)



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<p>Real-world performance The Phaser 7400 outperforms the Lexmark C920 in spite of what might be perceived as slower processing speeds</p> <ul style="list-style-type: none"> • First-page-out time from Ready mode (lab measured) <small>(Unlike the C920, the Phaser 7400 printer's real-world FPOT stays true to our claims)</small> • First-page-out time from Power Saver mode • 1-page color Excel file  • 2-page PDF flier  • 24-page business document (duplexed)  • 1-page magazine cover  • 15-document suite*  	<p>12 seconds color / 11 seconds black-and-white</p> <p>1:29</p> <p>12 seconds</p> <p>15 seconds</p> <p>1:10</p> <p>30 seconds</p> <p>4:24</p> <p>WOW!</p>	<p>15 seconds color / 15 seconds black-and-white</p> <p>2:18</p> <p>15 seconds</p> <p>18 seconds</p> <p>1:31</p> <p>57 seconds</p> <p>5:10</p>
<p>Better paper handling The Phaser 7400 printer offers a greater paper input capacity with more robust media handling on every configuration — for less money.</p> <p>With the C920, users not only receive less paper capacity out-of-the-box, they must rely solely on the MPT for heavy stock or paper sizes greater than 11 x 17 in.</p> <ul style="list-style-type: none"> • More standard paper input capacity • More maximum out of the box paper input capacity • More versatile paper trays • More versatile MPT 	<p>800 sheets 3,000 sheets Up to 12 x 18 in. media and up to 216 gsm from cassette trays Up to 270 gsm from MPT</p>	<p>650 sheets 1,200 sheets** Up to 12 x 18 in. media from MPT only and 120 gsm from cassette trays Up to 216 gsm from MPT</p>
<p>Calibrations Simple user-invoked routines set color performance</p>	<ul style="list-style-type: none"> • Adjust or check color registration • Adjust color to accommodate for environmental lighting conditions 	<p>None None</p>

* Standard business suite of 15 simple documents of various application types: printed simplex, duplex, collated and uncollated

** Optional input capacity can be added



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Xerox Phaser 7400 Ease of Use Advantages

More informative front panel display

- The Phaser 7400 graphics display is organized into a 6-line display containing 32 characters that provides instructions and graphical icons on what to do — in great detail. This results in very legible, intuitive navigation right from the start. The display is mounted on a small hinge so users can tilt the screen to suit their needs (508 Accessibility Compliant).
- The Lexmark display is limited to a 4-line-by-26-character display with graphics. The display is mounted in a fixed position making it difficult for tall people to use without bending over. In addition, there is a numeric pad along with a 4-to-5 button control pad — making it unnecessarily complex for most users. The numeric buttons are only used to input network parameters and custom page size dimensions — a lot of buttons, considering their infrequent use!



Phaser 7400



Lexmark C920

Xerox Phaser 7400 Print Quality Advantages

	Phaser 7400	Lexmark C920
<i>Fine line detail</i>		
<i>Fine text detail</i>		
<i>Quality detail and smoothness</i>		

The Phaser 7400 produces better fine line detail than the Lexmark C920 device.

The Phaser 7400 printer's ability to produce exceptional fine line detail also leads to better edge definition and more even toner saturation than the Lexmark C920 device.

The Phaser 7400 produces smoother gradients and exhibits less graininess than the Lexmark C920 device.