

Xerox Phaser® 7400 vs. Lexmark® C935

The Phaser 7400 sets the standard for versatility in the office

With the Phaser 7400 printer, customers get:

- Greater value
- Superior performance
- Lower Total Cost of Ownership
- Greater ease-of-use
- The Xerox Total Satisfaction Guarantee



	Phaser 7400	Lexmark C935dn
Better value The Phaser 7400 printer has a lower price than its Lexmark counterpart and it delivers far more value due to its outstanding performance, superior features and lower Total Cost of Ownership.	7400N: \$2,799	
	7400DN: \$3,149 (includes duplexing)	C935dn: \$3,199
	7400DT: \$4,399 (includes 550 sheet tray, 512 MB memory and 40 GB hard disk)	C935dtn: \$4,399 + \$539 hard disk = \$4,930
	7400DX: \$5,299 (includes 1,650 sheet feeder)	C920hdn: \$5,499 (includes 40 GB disk)
	7400DXF: \$7,899 (includes 2,200 sheet feeder and 1,000 sheet finisher w/staple and punch)	C920hdn: \$5,499 + \$1,999 finisher* = \$7,498 <i>*Finishers are not yet available per Lexmark's web site as of 12/2007.</i>
Lower Total Cost of Ownership Phaser 7400 printer users save up to \$3,830 more than Lexmark C935 users based on an Average Monthly Print Volume (AMPV) of 7,000 pages over 3 years. <i>see back page for more details</i>	Save up to \$3,830	Spend up to \$3,830 more in 36 months
Better language support Genuine Adobe® PostScript® 3™ provides more accurate color and less risk of file incompatibility.	True Adobe PostScript 3	PostScript 3 clone
Smart driver features The Phaser 7400 printer driver is always aware of what's happening at the printer — in real time — so users get convenient printer status right from their desk.	Smart Trays, Consumable gauges, Job completion notification, Automatic driver configuration	None of these features
Smart printer features The Phaser 7400 printer has several intelligent features that work behind the scenes to maximize real-world performance.	Smart Duplex, Intelligent Ready, Intelligent front panel	None of these features
Smart support features (Key IT advantage) Many helpful features are built into the Phaser 7400 printer to maximize printer uptime and reduce IT support challenges.	Configuration SIM, PrintingScout® onscreen alert notification, PhaserSMART® online troubleshooting, Configurable email alerts, CentreWare Internet Services, CentreWare® Web	Limited built-in support features

Better real-world performance

The Phaser 7400 printer outperforms the Lexmark device in real-world printing environments, even though the Lexmark device has a higher rated print engine speed.

Xerox has developed an intelligent controller that quickly processes complex documents — taking full advantage of the engine's speed and resulting in greater productivity.

Product specifications

	Phaser 7400	Lexmark C935dn
Print speed	Up to 36 ppm color / 40 ppm black	Up to 40 ppm color / 45 ppm black
First-page-out time	As fast as 12 seconds color / black	As fast as 9 seconds color / 5 seconds black
Processor	800 MHz	1.25 GHz
Memory	256 MB std / 1 GB max	256 MB std / 1 GB max

Real-world performance*

	2-page Real Estate flyer	12 seconds	16 seconds
	1-page Graphic	30 seconds	1 minute, 13 seconds
	2-page Graphic	56 seconds	1 minute, 42 seconds

Faster!

*Tested using industry standard PageSense performance measuring software

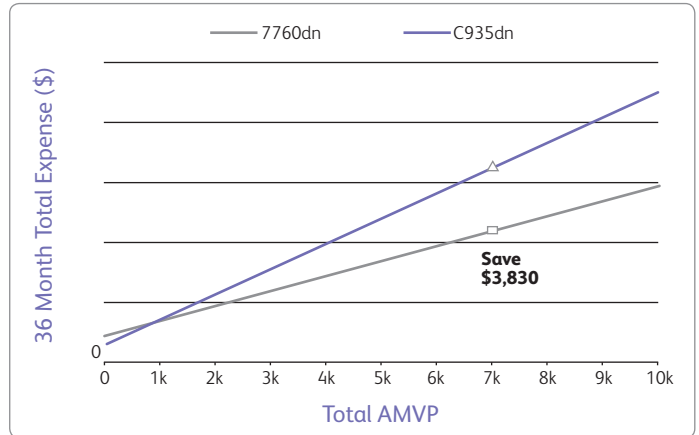
Other Xerox Phaser 7400 Advantages

Total Cost of Ownership (TCO)

Initial purchase price is only one element of the cost of ownership. The entire life cycle costs should be a key factor in a purchase decision. Elements that make up this cost are:

- Purchase price
- Consumable pricing
- Page coverage
- Number of pages
- Save up to \$3,830* over 3 years of use with the Xerox Phaser 7400.

*Assumptions: primary usage is graphic arts images (40% coverage). Mix of pages is 70% color and 30% black. Average monthly printed page volume (AMPV) is 7,000. Life of ownership calculation is 36 months. Additional service expenses are not included.



Other Xerox advantages

Print Quality

- True Adobe® PostScript® 3™ for the most accurate printing across numerous devices and platforms.
- Unmatched color confidence with industry-leading color technologies, including Xerox color options, ColorSync, PANTONE, sRGB color matching, ICC/ICM support and embedded SPOT tables.
- The Phaser 7400 printer's large color gamut allows it to print more colors than the Lexmark C935.

Job Accounting

The Phaser 7400 printer has built-in job accounting functionality that provides the most comprehensive set of job reporting in the industry. Print Jobs are identified by User Name, Host Name, File Name, Job Name, and provide information like Pages Printed, Start Time, End Time, Paper Type, Paper Size, and the percentage of supplies used on a given job. This information allows users and administrators to identify and manage printing and accurately charge job costs to their owners. Coupled with the free Xerox Usage Analysis Tool, users have even more flexibility by being able to view the organization's job accounting data in ways that are meaningful for each business model.

Phaser Installation

The Phaser 7400 printer has the simplest printer driver install on the market — requiring only four mouse clicks. Just power up the device, connect it to the office network and let the Phaser Installer discover the printer and install the appropriate driver. It's that easy!

