

Xerox Phaser® 7760 vs. Lexmark® C935



Experience counts: The Lexmark printer has a good engine, but it takes much more than that to be a great color printer — like the Phaser 7760

With the Phaser 7760 printer, customers get:

- Better value
- Greater color control and image quality
- Lower Total Cost of Ownership
- Better performance and ease-of-use
- The Xerox Total Satisfaction Guarantee

	Phaser 7760DN	Lexmark C935dn
Better value The Phaser 7760 printer may have a higher initial price than its Lexmark counterpart, but it delivers far more value due to its outstanding performance, superior features and lower Total Cost of Ownership.	7760DN (includes hard drive): \$5,499	C935dn + \$539 hard drive = \$3,738 C935dtn + \$539 hard drive = \$4,930
	7760GX (includes hard drive & PhaserMatch software): \$6,599	C935hdn (includes hard drive): \$5,499
	7760DX (includes hard drive & PhaserMatch software): \$6,899	
Lower Total Cost of Ownership Phaser 7760 printer users save up to \$10,048 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>	<div style="border: 2px solid purple; padding: 5px; display: inline-block;"> Save up to \$10,048 </div>	Spend up to \$10,048 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 7760 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 7760 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 7760 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 7760 printer outperforms the Lexmark device in real-world printing environments, even though they have the same print engine and similar specifications.

Xerox has used this engine for several years and as a result, 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 7760DN	Lexmark C935dn
Print speed	Up to 35 ppm color / 45 ppm black	Up to 40 ppm color / 45 ppm black
First-page-out time	As fast as 9 seconds color / 6 seconds black	As fast as 9 seconds color / 5 seconds black
Processor	800 MHz	1.25 GHz
Memory	512 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 Excel file	8 seconds	9 seconds
	8-page PowerPoint set	28 seconds	36 seconds
	11 x 17 in. Magazine Cover	44 seconds	1:42

Faster!

*Tested using industry standard PageSense performance measuring software

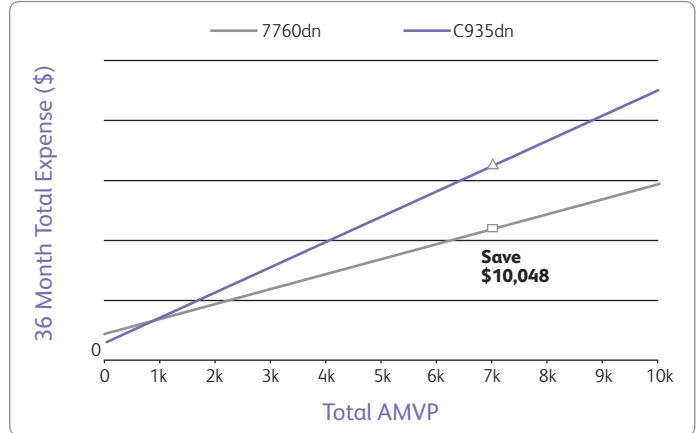
Other Xerox Phaser 7760 Advantages

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 \$10,048* over 3 years of use with the Xerox Phaser 7760DN. Breakeven occurs at just over 1,300 pages per month.

*Assumptions: primary usage is graphic arts images (60% 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.



PhaserMatch™ 4.0 Color Management Software

- Create custom Xerox color corrections to target and match an output device of your choice. This powerful color management tool uses existing ICC/ICM color profiles and even allows you to modify the resulting color tables. The end result is a versatile and easy-to-use color management solution tailored to the demanding color expert.
- The Lexmark C935 colors cannot be altered to match another output device. You get what you get with limited color control from their driver.

Other print quality advantages

- True Adobe® PostScript® 3™ for the most accurate printing across numerous devices and platforms.
- The Phaser 7760 printer’s Emulsion Aggregation (EA) High Gloss (HG) toner uses smaller, more uniform toner “particles” to bring more detail and clarity to every image.
- 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 7760 printer’s large color gamut allows it to print more colors and match more output devices than the Lexmark C935.



Notice how the C935 cannot match the colors of the actual Heidelberg press. The Phaser 7760 with PhaserMatch can.

