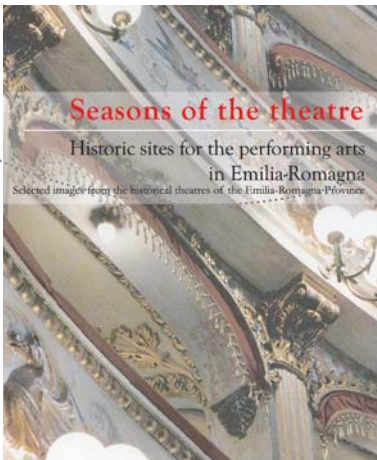




# Colour printer with big memory helps cultural institute save big



“Often there is little idea how many of a particular brochure is needed. With the Phaser 7700, we can save on the hard drive and then run off as required. Money is saved because we only print what we need.”

—Carlo Settembrini, Technical and Internet Coordinator, Italian Cultural Institute, Toronto, Canada

The Italian Cultural Institute of Toronto is one of the three government cultural agencies founded in Canada by the Italian Ministry of Foreign Affairs. Established in 1976, the Institute is a centre for cultural and academic initiatives, a school of Italian language and civilization, and a venue for art exhibitions, films and video screenings. Its jurisdiction covers Ontario, Manitoba and the North-West Territories.

The institute has numerous print requirements, including newsletters, short-run invitations and posters, all of which require a high degree of colour precision to ensure the quality of the finished documents reflects the station of the Institute and, indirectly, the Consulate General of Italy.

The institute's staff wanted to reduce time spent dealing with print issues as well as costs associated with short-run printing. After researching colour printers, the organization decided to bring much of its printing in-house using a Xerox Phaser 7700GX colour laser printer purchased from Ashlin Computer Corporation.

According to the Italian Cultural Institute's Technical and Internet Coordinator Carlo Settembrini and the Director Carlo Coen, the main reason the institute chose the Phaser 7700 was its speed. It prints full-colour at a blazing 22 pages per minute, which is more than three times faster than typical colour laser printers.

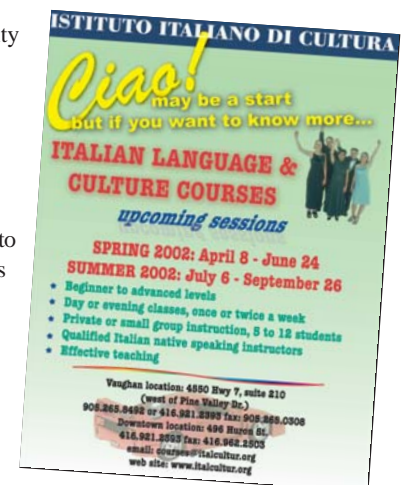
Assistant Director Giuliana Dal Piaz said the Phaser 7700's tabloid-size paper-handling capability was also a major factor in the organization's decision. Tabloid-size paper is necessary for printing posters to advertise the institute's many events and gallery exhibits. In addition to posters, the institute is now printing invitations, handouts, media kits and course brochures on the 7700.

“I used to design all the course brochures and give the file to a printer to create 1500 four-colour, two-sided pieces, folded, for \$1 and change per piece,” Settembrini says. “Now I can print them all in-house at about half the cost per piece, and the first piece looks the same as the thousandth.”

The 7700 offers the colour integrity and management tools that the organization sought to ensure consistent colour print after print.

“At first I was impressed with the colour output of the Phaser 7700” Settembrini says. “Now I've come to expect it.” He adds that the printer's colour matching capabilities enhance the colour and quality of the organization's printed items.

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# Phaser® 7700 Colour Printer

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*The Italian Cultural Institute produces posters, invitations, handouts and brochures on the Xerox Phaser 7700 tabloid colour printer.*



## Phaser 7700 Colour Printer

With roomy RAM and quick full-colour output (13-second first-page-out; 22 pages per minute), the Phaser 7700 is more than three times faster than typical A3 colour laser printers. PhaserMatch™ ICC 7700 Colour Management software ensures consistent, accurate colour quality, appealing to design-minded professionals who need exacting colour tools. The Phaser 7700 produces brilliantly crisp, photo-quality images at 1200x600 dpi.

Other easy, intelligent features include network auto-install, CentreWare® administration tools for remote management, configuration and troubleshooting, and True Adobe® Postscript® 3™ for fast, accurate Internet printing. Plus, with a quick Motorola G4 class (500 MHz) processor, automatic two-sided printing and easy paper handling, the Phaser 7700 is ideal for busy office workgroups.

For more information on printing with the Phaser 7700, visit [www.xerox.com/officeprinting](http://www.xerox.com/officeprinting), or call 1-800-DO-COLOR.

(continued)

Storing print jobs in the Phaser 7700GX's built-in hard drive has also proven a cost-savings and great convenience, according to Settembrini and the staff.

"The ability to print on demand is important to us," Settembrini says. "Often there is little idea how many of a particular brochure is needed. With the Phaser 7700, we can save on the hard drive and then run off as required. Money is saved because we only print what we need."

Settembrini says the Italian Cultural Institute's counterpart in Chicago is also considering a Phaser 7700 for its in-house colour printing needs. X



Phaser® 7700

77XCS-02UA

