

Digital Imaging REVIEW

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BLI HONORS FALL 2005 "PICKS OF THE YEAR"

Xerox DocuColor 250

*Outstanding Production Color
Multifunctional Imaging System, Fall 2005*

Xerox Corporation
Xerox Square South
100 Clinton Avenue
P.O. Box 24
Rochester, NY 14644
800-334-6200
www.xerox.com

Offering exceptional ease of use, impressive multitasking capabilities and very good output quality, the Xerox DocuColor 250 (\$46,495) has been named a Fall 2005 BLI "Pick" as "Outstanding Production Color Multifunctional Imaging System."

This model demonstrated near-flawless reliability, completing its 200,000-impression durability test with no service calls required and just one misfeed. It also proved to be very productive, with rated speeds of 50 ppm in color and 65 ppm in black. While the DocuColor 250 was tested with the Fiery controller, it is also available with two other optional controllers, which gives customers flexibility to match the system's capabilities to their specific requirements.

Contributing to the DocuColor 250's impressive ease of use is the large, color touch-screen monitor, which can be swiveled, tilted and adjusted for brightness.

"I loved the large, bright display on this model, which provides excellent context-sensitive help. It would be an excellent choice for customers in need of highly reliable, fast, quality color output," said Pete Emory, BLI manager of lab testing. BLI highly recommends the DocuColor 250 for up to 150,000 impressions a month.

Jon S. Renault, worldwide product marketing manager for Xerox, said, "We are thrilled that Buyers Lab has selected the DocuColor 250 as a 'Pick of the Year' in the production color class. The response from our DocuColor 250 customers has been fantastic. It is pleasing to know that BLI's testing and overall evaluation confirms the feedback we have received from our customers."



ABOUT BLI'S PICKS OF THE YEAR

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended monthly volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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