XEROX

Xerox CopyCentre™ C35
Xerox WorkCentre ® M35
Xerox WorkCentre Pro 35
Xerox CopyCentre C45
Xerox WorkCentre M45
Xerox WorkCentre Pro 45
35ppm & 45ppm/digital

EDITOR'S
CHOICE
2004

Sum-up: Exciting digital series that replaced the Document Centres.

This product series was launched in spring 2003, and it is notable in three important ways. The models introduced a new brand strategy and appearance for Xerox's main copier line, affecting low- to high-volume copiers. They marked the apparent end of the venerable Document Centre name. And, they ushered in a new spirit of Xerox competitiveness in the office market.

At the mid-volume level of Xerox's line, the series consists of two three-machine families. The 35ppm models are called the CopyCentre C35, WorkCentre M35, and WorkCentre Pro 35. The 45ppm machines are the CopyCentre C45, WorkCentre M45, and WorkCentre Pro 45. The two families are identical except for speed and price — for example, a WorkCentre M35 is the same as a WorkCentre M45 in terms of features, options, and accessories. Note that there is also a three-machine family at 55ppm that is identical to these models.

The models are derived from the now-discontinued Document Centre 535 and 545 and have many of the same capabilities. In general, the new machines reflect a debundling of certain DC 500-series features, plus the addition of some new ones. Like the 500 series, they are made by the Flextronics manufacturing organization.

While the physical dimensions and shape of the models are almost identical to the 500 series, the colors and accents are different. Xerox has gone in an entirely different direction on the WorkCentre and WorkCentre Pro versions. There is a large, blue, fan-shaped piece of plastic mounted on the back of the machines, which is called the Message Board. The purpose of the display is to tell users what functions are

Xerox CopyCentre C35, WorkCentre M35, and WorkCentre Pro 35 — This multifunctional series is an Editor's Choice Award winner.

included on the machine (i.e., print, fax, and scanning). Xerox hopes this will encourage use of the models' extra functions.

Differentiation: The CopyCentre models are standalone copiers, WorkCentre models include standard printing, and the WorkCentre Pro models include advanced printing. Optional upgrades are available to convert a CopyCentre to a WorkCentre or WorkCentre Pro, or a WorkCentre to a WorkCentre Pro. However, the most cost-effective way to get added functionality is to buy the configuration you want right from the start. This has been true of Document Centre machines over the years as well, though the product bundles were not given separate model names as with these new models.

There are also some differences in terms of image memory. CopyCentre and WorkCentre machines come standard with 64MB of RAM, while WorkCentre Pro models have 320MB. Maximum memory on all three versions is 512MB.

The print controllers for the models also have some differences. The controller that comes with the WorkCentre has 64MB of RAM, and the WorkCentre Pro's controller has 128MB, which is the maximum available. A WorkCentre controller offers PostScript as an option, while this comes standard on the WorkCentre Pro controller.

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Paper handling: Like the 500 series, the models all come standard with dual 550-sheet paper trays and a 100-sheet bypass. They offer an optional large-capacity tray that has 1,600-sheet and 2,000-sheet paper trays. List price for the option is $1,600. They come standard with a 75-sheet document feeder, an improvement over the 70-sheet-capacity feeder found on the DC 500-series models.

On the output side, the machines have an optional 2,000-sheet-capacity finisher that's able to staple up to 50 sheets in multiple positions. Unlike the finisher available on the 500 series, three-hole punch is optional rather than standard. This is one of the instances where Xerox debundled a 500-series feature in order to achieve a lower price. The punch option goes for $495, and the finisher option costs $1,550. Note, however, that unlike many of its competitors, the series does not offer an optional booklet maker with saddlestitcher.

Concurrency: The machines offer excellent concurrency. For example, they allow you to scan additional copy jobs while they are copying a job or outputting one using the print function. If you like, you can interrupt the job in progress to print out your scanned copy job after the current set is complete. What's more, unlike some rivals with concurrent scanning, they allow you to scan multiple jobs.

Connectivity: Like their 500-series cousins, the models feature a solid collection of multifunctional capabilities. The network print option on a CopyCentre machine includes PCL 6 and Ethernet and offers PostScript 3 as an option. This is in contrast to the 500-series machines, which include PostScript standard with the print option. The print controller lists for $1,950, and PostScript is $595.

If you get a WorkCentre machine, the base print controller is standard and PostScript is an option. Since you are getting printing as part of a preconfigured bundle, the price difference between a CopyCentre and a WorkCentre machine is less than the $1,950 upgrade. The price difference works out to $1,250.

A WorkCentre Pro machine comes with the print controller and PostScript standard. There are several variables in the pricing equation, such as differences in memory, making it difficult to determine a precise figure. But suffice to say you definitely save money by purchasing one of the preconfigured machines.

Scanning and fax: The models offer the same scanning capabilities as the 500 series, though there is a difference between what's offered on a WorkCentre and a WorkCentre Pro. A WorkCentre machine has basic scan-to-email as an option, but doesn't have full network scanning. As a result, the scanning function offered on a WorkCentre model doesn't include LDAP support or network authentication.

If you want scan-to-email and full network scanning, you need to start out with a WorkCentre Pro and then buy the advanced scanning option. As mentioned above, this includes LDAP support and network authentication. As has been the case for several years now, Xerox's scanning capability is one of the strongest in the industry.

Along with optional Internet fax and network fax, all three models offer optional conventional walk-up faxing. This feature is not available on the 500-series models. The fax option is based on a 33,600bps modem, and there is also an optional second line. Missing from the list of capabilities is JBIG compression.

Copier productivity: The machines produced nearly the same results as the 500-series machines. In other words, they were excellent performers and some of the most productive copiers in the mid-volume copier market, matched only by their 500-series cousins.

Tests were run on a CopyCentre C35 and a WorkCentre Pro 45. Results should be the same across each family, with no variation on our copy productivity tests between versions. However, given an especially challenging print job, a WorkCentre Pro machine will offer greater performance than a WorkCentre model.

On the single-sided tests, the CopyCentre C35 ran at 94% and 106% of rated speed on the 4-set and 20-set run lengths, respectively. On the single-to-double-sided tests, it ran at 91% and 106% of rated speed. These are outstanding results.

The WorkCentre Pro 45's results were even better. It ran at 87% and 98% of rated speed on the 4-set and 20-set run lengths, respectively. On the single-to-double-sided tests, it ran at 98% and 118% of rated speed.

These Xerox models are unusual in the way that they run faster than their rated speeds on many of the tests. Occasionally, a machine will come along that does this on perhaps one of the tests, but never to this degree.

Conclusion: These models have it all — reasonable prices, excellent technology, and impressive productivity. Offices looking for a powerful multifunctional copier will not be disappointed. The entire family receives our Editor's Choice Award.

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