



## 2006 Pick of the Year

*Outstanding Segment 4 Business Color  
MFP(41 to 55 ppm monochrome), Fall 2006*



### Xerox WorkCentre 7655



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Outstanding productivity and excellent reliability helped earn the Xerox WorkCentre 7655 a BLI Fall 2006 "Pick of the Year" award for "Outstanding Segment 4 Business Color MFP" in the 41- to 55-ppm monochrome speed range. "With 'Excellent' ratings in all but a few areas tested, this is one of the best MFPs in its tested class," said Pete Emory, BLI lab manager. "I especially liked the large, easy-to-use full-color touch screen, which can be moved around in various positions."

Moreover, the WorkCentre 7655 is based on a highly reliable engine that experienced only four misfeeds during its 300,000-impression durability test, for a misfeed rate of one per 75,000 impressions; no service calls were required.

Overall productivity received high marks for color and black copy and print modes. The color and black copy and print speeds are among the highest for tested models in all modes tested, including booklet production. The WorkCentre 7655 also produced remarkable color copy quality, with natural flesh tones, excellent saturation and very fine details. Both black print and copy quality were also excellent.

Network setup is highly automated, as both the PostScript and PCL drivers are contained on one CD and can be installed at the same time. The bidirectional drivers also automatically detect and display configured accessories, and enable users to view device status, job status, currently loaded paper sizes and more before sending a print job. Status information is also available in the unit's embedded Web utility and at the control panel.

Said George Mikolay, BLI associate editor, "Particularly impressive is that this Xerox model offers superior image quality, earning rarely awarded 'Excellent' ratings in many aspects of color and black output. And, with a speed of 40 ppm for color and 55 ppm for black, it offers higher speeds for lower prices than competitive models."

This unit, which has a base price of \$20,000, offers standard copy functionality, with print, scan and fax available as options. Its paper trays handle media up to 110-lb. index, which is the heaviest for

competitive models in this group. Its bypass tray capacity, at 250 sheets, is the highest for competitive models and can handle media up to 170-lb. index, which is the heaviest for the competitive group.

Security features for the WorkCentre 7655 include system administrator authentication, an internal security audit log to track device activity, and the optional disk image overwrite, which erases data that has been saved to the hard drive.

The WorkCentre 7655 is highly recommended by BLI for monthly volumes of up to 175,000 impressions.

## 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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