

# XEROX

## **Xerox WorkCentre 7655 color digital copier**

*Full-color speed: 40ppm*

## **Xerox WorkCentre 7665 color digital copier**

*Full-color speed: 50ppm*

***Sum-up: High-speed machines with superior  
paper handling.***

These new high-end color office models have impressive speed. The WorkCentre 7655 runs at 40ppm in color and 55ppm in black-and-white. The otherwise identical WorkCentre 7665 runs at 50ppm in color and 65ppm in black-and-white. While the machines are essentially the same, Xerox notes a maximum duty cycle of 200,000 pages per month for the 7655 and 300,000 for the 7665.

Both machines have a large standard paper capacity, which includes dual 500-sheet trays, an 870-sheet tray, and a 1,140-sheet tray. All of these trays can handle paper up to 110lb. index stock. Also standard is a 250-sheet bypass tray, which can handle even heavier stock, up to 170 lb. index as well as pages up to 13" x 19". There's also a 2,000 sheet letter-size feeder, selling for \$2,000. That's a maximum paper capacity of 5,260 sheets.

A duplexing document feeder that can hold up to 250 sheets is among the most outstanding in the market. This feeder can scan up to 50 single-sided pages a minute in color, and 80 per minute in black-and-white.

The output options are strong. First there is a simple 500-sheet catch tray for \$300. Then there is a regular finisher which can hold



up to 3,500 sheets of multiposition-stapled output (\$2,995). It also includes a 2/3-hole punch. The alternative is a 2,000-sheet finisher, the so-called Professional Finisher, with a booklet maker and saddlestitcher included, as well as a standard 2/3-hole punch. That unit lists for \$4,995.

The Smart print controller costs \$2,500 as an option. It is standard on the copier-printer version, which costs \$2,000 more than the copier-only version of each machine. It has as a 1.8GHz controller. The controller offers PCL and PostScript emulation as well as direct Ethernet connectivity is standard as are TIFF and PDF printing.

Scan to desktop is an optional feature. There are two versions of the scan-to-PC package, one basic (\$1,195) and one enhanced (\$4,195). Each package is a license or 25 workstations. Scan-to-email, or scan-to-file server are options through Xerox's flexible FreeFlow SmartSEND



*Xerox WorkCentre 7665 — Very high-speed office copying with impressive paper handling options.*

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software (\$3,998). This offers LDAP addressing as well as a variety of tools for automating scan distribution. The professional version of this software (\$6,998) adds some of the most sophisticated workflow software around.

You can configure one or two fax lines for walk-up faxing.

Other features include a large color touchscreen with a very good graphic help capacity and a strong security package including audit logging and secure print. As with most Xerox products, these can be remotely managed through Xerox's CentreWare software. Accounting software with up to 2,500 user accounts and 500 group accounts is available.

These new models offer speed and strong extended features at a reasonable price. They are exciting additions to the high-end color copier market and get our Editor's Choice Award.

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## Vendor Profile

Xerox is a dominant force in the color copier market, though it's less powerful than it was during the glory days of the late 1990s. At one point, its product range stretched from low-cost ink jet models up to high-speed color laser machines at the top of the market, but the company's exit from the retail-channel copier market brought the ink jet portion of the line to an end.

Xerox sells its color models mostly through its direct-sales force and through its agents, independent repre-

sentatives that market the machines but — unlike conventional dealers — do not hold inventory and act as resellers.

One thing that sets Xerox apart from other vendors in this market is the wide range of controller options it offers. Like its rivals, it supports Fiery controllers from EFI, but, unlike vendors such as Canon, Konica Minolta, and Ricoh, it also carries several others.

**Changing brands:** Up until fairly recently, Xerox's color copiers carried the DocuColor name. In fact, there are several DocuColor models still in the product line. But this all changed in spring 2003 when Xerox announced the most comprehensive brand update in almost a decade. For copiers, the brand strategy makes use of two existing names (WorkCentre and WorkCentre Pro) and adds a third (CopyCentre). The company's fax machines use FaxCentre.

Xerox's color copiers follow this branding strategy, but with certain exceptions. For example, some color models use either CopyCentre or WorkCentre Pro, but don't all offer WorkCentre versions. That said, there is a WorkCentre color model in the current product line.

**EIP:** Xerox is now easing out its Extensible Interface Platform (EIP), a programmable interface that will be seen on newer releases. This interface allows third parties to embed software inside the copier's controller, which means it can appear on the copier's control panel. Early solutions include an accounting application from Equitrac and a document-routing solution from OmTool. Xerox believes that because of its easy-to-use Web-standard interface, many others will follow.

Note also that Xerox sells its strong DocuColor production printer line, covered in our *High Volume Printer Guide*. Those models have copying capability, but they are primarily designed as printers.

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