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Xerox Phaser 7760

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XEROX

Xerox Phaser 7760DN

Xerox Phaser 7760DX

Xerox Phaser 7760GX

35ppm full color

45ppm black & white



Sum-up: A leader in quality laser color reproduction and a fast ledger-size printer series to boot.

The new Phaser 7760 is a ledger-size color printer series that is an upgrade to the Phaser 7750, a powerhouse that can meet very demanding requirements. It is one of the fastest office color printers, and can surpass most other models for speed and image quality. The Phaser 7760 prints at 35ppm in color and 45ppm in black-and-white. In addition, that speed is combined with excellent quality.

Overview: The Phaser 7760 family has some nice features. It supports printing of up to 12" x 18" paper sizes, and it has excellent image quality, lots of memory, and strong paper handling. The standard models have a Fuji Xerox engine with a powerful 800MHz processor.

The Phaser 7760 has a standard 40GB hard drive in all models. The hard drive supports electronic collation of complex multipage documents. In addition, the Phaser 7760 models can accommodate up to 2,150 sheets of paper capacity, though the different models come with different standard paper capacities.

All three models have a generous 512MB. This can be expanded to 1GB with options. All come with USB and Ethernet connectivity as standard features and support PostScript 3. The machines print at 1,200dpi.

The Phaser 7760 also offers a feature that's now common on upscale color printers — a Web-based printer management program that allows you to check printer status remotely using the browser on your computer. The Xerox name for this software is CentreWare. Xerox also touts something called Intelligent Ready software, which can minimize printer warm-up time.

As with other Xerox products, this family has a one-year warranty plus Xerox's Total Satisfaction Guarantee.

There are three models in the Phaser 7760 family:

- The 7760DN is the base model (street price \$6,299), which comes with 650 sheets of input, a hard disk, standard Ethernet, and standard automatic duplex.
- The 7760GX (\$7,399), which has 2,150 sheets of standard input and adds Xerox's PhaserMatch color-matching software standard (available as an option for the 7760DN).
- The 7760DX (\$7,699), identical to the 7760GX, but with 3,150 sheets of standard input.

All of these units offer some standard Xerox color features, including secure print, job pipelining and compression, and usage and analysis tools. PostScript 3 and PCL 5c are standard as well.

Output devices: These units all come standard with a 400-sheet offset catch tray. You can also add a 3,500-sheet-capacity finisher that offers multiposition stapling of up to 50 sheets and 3-hole punch, or a 2,500-sheet capacity booklet maker with stapling and 3-hole punch. While this is not the widest range of output options in the color printer market, it's not too bad.

These printers are rated for 150,000 pages per month, meaning they are designed to be serious workhorses.

Image quality: Xerox provides an impressive array of tools for maintaining color calibration and color matching with this printer family. These include such items as Pantone certification, sRGB color matching, ICC profiling, and their own TekColor Dynamic Color Correction. The aforementioned PhaserMatch software allows you to create color proofs that match as closely as possible the look of the same page printed on an offset press or other output device on a range of paper types from newsprint to high-gloss. These capabilities are not very useful for the typical office user, but they answer a major requirement for the design/graphic arts group that needs precise color matching.

The printer also allows you to print in photographic mode and produces photo-like quality (though you sacrifice a little on text quality in this mode). These features suggest that the Phaser 7760 is well suited for use on graphic arts color printing and able to perform as an office printer as well.

Operating costs: Operating costs on the Phaser 7760 are quite good. The cost for a black-and-white page is around 1.4¢, a little less than most color printers. The color price per page is around 5.5¢. That's better than most models in the color printer market.

Conclusion: We believe this is a terrific multipurpose printer family. The machines are able to perform as office printers as well as superb graphic arts printers. The cost of operation is good, and the input and output options are above average. We're also impressed by the image quality we've seen from this printer series. Its biggest challenges on the graphics front is the Sharp AR-C360P, which do quite well in color quality, too. The Ricoh family has a lower cost per page and matches up well in terms of input and output, while the Sharp model offers comparable performance for about half the price. The Phaser 7760 models are not cheap, though they are economical to run. If your needs match their strengths, they're an excellent solution. They get our Editor's Choice Award.

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