

# THE MID-VOLUME COPIER & MULTIFUNCTIONAL GUIDE



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



***Sum-up: Exciting new digital series that replaces the Document Centres.***

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

At the mid-volume level of Xerox's line, the new 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 new models are derived from the 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 direc-

tion 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 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-ef-



*Xerox CopyCentre C35 — This new 35ppm digital copier features Xerox's latest technology.*

fective 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. (See below for more on controller differences.)

**Paper handling:** Like the 500 series, the new 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 expected to be about \$1,800, but this is an estimate. (Xerox had not announced final pricing at the time we went to press, but with a little guidance on their part, we estimated pricing based on the 500-series models.) 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. Our estimate is that the punch option will go for around \$400 and the finisher option at \$1,350.

Note, however, that unlike many of its competitors, the series does not offer an optional booklet maker with saddlestitcher.

**Concurrency:** The new 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 500-series machines, which include PostScript standard with the print option. Our estimate is that the print controller will list for around \$2,500 and PostScript for about \$1,000.

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, we expect that the price difference between a CopyCentre and a WorkCentre machine will be less than \$2,500. How much less is open to discussion, but we estimate the price difference will be around \$2,000.

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,



*Xerox WorkCentre Pro 35 — This new model offers advanced printing features such as PostScript and Ethernet network connectivity.*

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making it difficult to determine a precise figure. But we expect the price difference between a CopyCentre and a WorkCentre Pro to be about \$2,750, and between a WorkCentre and a WorkCentre Pro to be approximately \$800.

**Scanning and fax:** The new 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 walkup 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 new 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,



*Xerox WorkCentre M45 — This versatile multifunctional comes standard with PCL 6 and network printing.*

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 new 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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