

XEROX

Xerox WorkCentre®

M24 Color

Xerox CopyCentre™

C32 Color

Xerox WorkCentre® Pro 32 Color

Xerox CopyCentre™ C40 Color

Xerox WorkCentre® Pro 40 Color

Xerox DocuColor® 3535

Full-color speed: 13ppm, 16ppm, 22ppm,
& 35ppm



Sum-up: Impressive product family covering a broad range of user needs.

This new color copier series is based on the same single-pass color engine, although the models run at different speeds and have different print controllers. The first generation of the platform was the now-discontinued DocuColor 1632 and DocuColor 2240, models which were derived from Xerox's Phaser 7700 printer.

All of the machines use Xerox's Emulsion Aggregation (EA) toner.

The toner, which is organically grown rather than mechanically produced, offers exceptional per-page supply costs. Supplies

and service will run you 1.3¢ for black pages and 8.9¢ for full-color pages on all machines except the WorkCentre M24. For differentiation reasons, this model costs 1.69¢ for black pages and 10.9¢ for full-color pages.

Image quality produced by the toner is also quite good, although there is some variability from machine to machine within the family. On the WorkCentre M24, for example, the finish on photos and halftones is not quite as rich as that produced by the DocuColor 3535. This can be explained by differences in the print controllers used. Note that the DocuColor 12 has a more glossy look than even the DocuColor 3535, since it uses a different toner and development system. The machines' ability to reproduce fine lines and detailed graphics is excellent.

Within the product series, there are really two different families. The CopyCentre, WorkCentre, and WorkCentre Pro models are in one camp, and the DocuColor 3535 is in another.

CopyCentre, WorkCentre, and WorkCentre Pro: This product family is designed with offices and mainstream color users in mind, and the machines offer some of the most attractive color pricing yet from Xerox. The models are identical except for speed, minor differences in paper handling accessories, and print controllers.

The WorkCentre M24 produces full-color pages at 13ppm and black pages at 24ppm, while the CopyCentre C32 Color and WorkCentre Pro 32 Color run at 16ppm for full-color pages and 32ppm for black pages. The CopyCentre C40 Color and WorkCentre Pro 40 Color operate at 22ppm for full-color pages and 40ppm for black pages.

All of the models come standard with a 520-sheet paper tray, automatic duplex, and a 100-sheet bypass. A three-tray option based on 520-sheet paper trays is available, as is a dual-tray option based on 520-sheet and 2,000-sheet paper trays. On all models except the WorkCentre M24, you can also get a 520-sheet paper-tray option. Note that on the two



Xerox WorkCentre Pro 40 Color — This \$16,495 new model is designed for mainstream office use.

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WorkCentre Pro machines, a 50-sheet document feeder is standard; the other models have this as an option.

Things are much simpler when it comes to output accessories. The only option is a finisher with a 1,000-sheet capacity and 50-sheet multiposition stapling. Compared with models from other vendors, this is a bit limited. Many of the latest machines also include optional finishers with booklet making and saddlestitching.

Along with engine speed, print controllers are the most important differentiator in this product family. The WorkCentre M24 comes standard with a print controller sourced from Fuji Xerox. It is a basic controller that enables the machine to print at 1,200dpi resolution. It supports PCL 5e and PCL 6 and offers Adobe PostScript 3 as a \$1,200 option.

Interestingly, the WorkCentre M24 offers scanning and scan-to-email as standard features, although the scanning function is not as sophisticated as the optional scanning found on the other models in the family. On the other hand, it is the only model in the group that offers an optional fax function. The option is based on a 33,600bps modem with JBIG compression that has a list price of \$1,599, and you can add up to two additional fax lines for a total of three lines. The second fax line goes for \$970 and the third lists for \$800.

The two CopyCentre models have optional print controllers, and the two WorkCentre Pro versions have the controllers as standard equipment. The controller comes from Xerox, and it is very similar to the controller the company offers on its black-and-white office models. Called Smart Network Controller (code named "Endeavor"), it has a faster processor (733MHz versus 433MHz) than the version offered on the black-and-white models, and it has more memory. Note that while it comes with PCL 5c and PostScript 3, the PostScript is not sourced from Adobe.

Because these models use Xerox's office controller, they get the benefit of its strong print performance and CentreWare network printing software. Further, the full range of Xerox's advanced scanning options is available as well.

DocuColor 3535: This new color model fits into the midrange level of the color copier market. It has a tougher mission than its office-oriented siblings — it is intended for graphic arts users, print-for-pay businesses, and central reprographic departments (CRDs).

The DocuColor 3535 has a lot in common with the other members of this product family. While its color speed is significantly faster, at 35ppm, it uses the same basic paper handling.

The machine comes standard with a 520-sheet paper tray, automatic duplex, and a 95-sheet bypass, and it offers a three-tray option based on 520-sheet paper trays and a dual-tray option based on 520-sheet and 2,000-sheet paper trays. Like the two WorkCentre Pro machines, the DocuColor 3535 comes standard with a 50-sheet document feeder.

As with its siblings, the list of output accessories is also quite short. The only option is a finisher with a 1,000-sheet capacity and 50-sheet multiposition stapling. The lack of an optional finisher with booklet making and saddlestitching is a more glaring omission at this level of the market than it is for the slower members of the family.

The DocuColor 3535 offers a choice between four different print controllers, and you are required to purchase one. When the machine was first released, it came standard with an embedded controller from EFI, but now that Xerox has added three new controller options the company has had to debundle it.

Xerox calls its two EFI controllers the Fiery DC3535 and Fiery EX3535. List prices are \$6,995 and \$21,500, respectively. The devices roughly correspond to EFI's Fiery X3e+ and Fiery S300.

The other two controllers are the Creo Spire CXP3535 and Splash G3535. The Creo controller lists for \$21,000 and the Splash goes for \$25,000. The G3535 is roughly equivalent to the Splash G640 that's offered on the DocuColor 12.

Conclusion: This product family features an impressive level of speed and affordability. Not only that, the models offer some of the best operating costs on the market.

Of the office-oriented members of the family, the CopyCentre C40 Color and WorkCentre Pro 40 Color are especially attractive propositions for users looking for a machine to meet their everyday black-and-white and color needs. For this reason, the machines receive our Editor's Choice Award.

The DocuColor 3535 is a special machine as well. It is the only model in the color market to offer four different controller options, and the only model to have representation from three different controller vendors. The DocuColor 3535 has a reasonable price, great operating costs, and a solid collection of features. It is a deserving winner of our Editor's Choice Award.

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