



## **Xerox DocuColor 260**

### **Outstanding Critical Color MFP (70+ ppm)**



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BLI has selected the Xerox DocuColor 260 as a Fall 2007 "Pick" for "Outstanding Critical Color MFP" in the 70+-ppm speed range. The DocuColor 260 offers critical color in a much more compact package than many of its competitors. Featuring 2400-x-2400-dpi print resolution, and utilizing Xerox's EA toner, the model displayed outstanding overall image quality in both black and color. "The DocuColor 260's output quality was superior to that of most other color models we have tested to date, even in copy mode" said BLI Manager of Laboratory Testing Pete Emory. "Moreover, printed color output remained extremely consistent over the course of the test."

The DocuColor 260 is the highest-speed model in Xerox's new generation of DocuColors. The device's predecessors, the DocuColor 240 and DocuColor 250, proved themselves worthy as well, earning Fall 2005 BLI "Picks." The DocuColor 260 also proved to be highly reliable, misfeeding only four times and requiring no service calls during BLI's durability testing.

In addition, the unit's productivity is strong, especially in print mode. For example, the DocuColor 260 performs exceptionally in BLI's job stream test, which simulates the type of traffic a typical device might experience in a real-world environment. Not to be outdone, the device's copy speed in auto-color mode is the fastest of similarly equipped models in two of the three modes tested, and the second fastest in the third mode.

Ease of use from the print drivers is noteworthy, as Xerox's genuine Adobe PostScript 3 print driver with the tested EFI Fiery System 8e print controller has been modified to offer a graphical interface that is nearly identical to the layout of the PCL driver. This is an extra step, and cost, that many competitive vendors do not carry out.

The DocuColor 260 is also highly customizable, enabling users to build the device to fit the specific needs of their environment. Four print controllers are available in addition to the tested EFI Fiery System 8e controller, including the Creo Spire Color server; the Xerox FreeFlow DocuSP controller; the EFI Fiery Bustled controller; and the EFI Splash RPX-ii Color server software, which works in conjunction with the EFI Fiery Bustled Network Color server to provide color management, document management and production management features for MAC users. A number of finishing options are available as well, including a professional finisher that V folds and saddle stitches up to 15 sheets to create 60-page booklets. The customization carries over to the device's control panel as well, as the administrator can customize the copy screen to hold up to 24 job services.

"We are very excited to receive this 'Pick' award in the critical color category," said David Bates, vice president of product marketing for Xerox Office Group. "This highlights our continued commitment to providing the right combination of features to our customers, from graphic arts professionals to offices small to large."

With a base price of \$47,490, the DocuColor 260 is highly recommended by BLI for an optimum monthly volume of 36,500 impressions and for occasional peak usage at the manufacturer's monthly duty cycle of 300,000 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 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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