XEROX

EDITOR'S CHOICE 2004

Xerox CopyCentre™ C65
Xerox WorkCentre® Pro 65
Xerox CopyCentre™ C75
Xerox WorkCentre® Pro 75
Xerox CopyCentre™ C90
Xerox WorkCentre® Pro 90
65ppm, 75ppm & 90ppm/digital

Sum-up: Updated new models with strong printing and scanning.

This product family was launched in spring 2003 as part of Xerox's new brand strategy. The models replace the now-discontinued Document Centre 470, 480, and 490, and carry many of the same features and capabilities. That said, they offer some important enhancements and have significantly more competitive prices.

Along with featuring Xerox's new branding scheme on their covers, the new machines have an updated control panel design and more memory, and the entire series now supports the booklet maker with saddlestitcher. Pricing has been reduced anywhere from 5% to almost 20%, excluding the debundling of features that occurred when making the new family.

While the physical dimensions and shape of the models is reminiscent of the 400-series models, the colors and accents are a little brighter. Xerox has gone in an entirely different direction on the WorkCentre Pro versions. There is a large blue fan-shaped piece of plastic mounted on the back of the machine, which is called the Message Board. The purpose of the display is to tell users what functions are included on the machine.

Differentiation: Unlike the new Xerox product families found at lower levels of the copier market, which generally consist of three models at each speed level, this product family has two models. The CopyCentre models are standalone copiers and the WorkCentre Pro models include advanced printing. Optional upgrades are available to convert a CopyCentre to a WorkCentre Pro. However, the most cost-effective 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.

At each speed level, the machines are identical except for the differences mentioned above. In other words, the paper-handling accessories on a CopyCentre C65 are the same as those found on the WorkCentre Pro 65. Where the differences turn up are between the various speed levels — the CopyCentre C65 has different paper-handling ac-

cessories than the CopyCentre C90. Copy features are uniform at all speed levels, however.

Paper handling: All of the new models come standard with four 500-sheet paper trays. A 50-sheet bypass is available on the 65ppm models as a $325 option, while the 75ppm and 90ppm models have this as standard. The 65ppm machines have an optional 3,100-sheet large-capacity tray that lists for $1,800; this is standard on the 75ppm models and not offered on the 90ppm versions. An optional 5,100-sheet large-capacity tray is available for $3,000 on the 75ppm machines; this is standard on the 90ppm machines.

The 65ppm models come standard with a 75-sheet document feeder, an improvement over the 50-sheet-capacity feeder found on the DC 470. The 75ppm and 90ppm machines come standard with a 100-sheet-capacity feeder.

On the output side, the 65ppm versions are unique in offering a 300-sheet offset catch tray. The option lists for $400. Otherwise, the models all have three finisher options to choose from. Note that the general specifications and prices are also the same on these devices; the product family is no longer differentiated in this area.

The low-cost finisher option has a 2,000-sheet capacity, and it's able to staple up to 50 sheets in

Xerox WorkCentre Pro 65 — This new 65ppm model features impressive printing and scanning technology.

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multiple positions. List price is $3,000. For $5,500, there is a more advanced finisher with a 2,000-sheet capacity and 100-sheet stapling. In one of the new developments, all of the models offer an optional finisher with booklet maker and saddlestitcher. The device lists for $8,900 and has a 2,000-sheet capacity and 100-sheet stapling. Note that none of the finishers offers three-hole punch, either standard or as an option.

Feature overview: The new models offer a decent spread of digitally enabled copying features and come with a characteristically fine Xerox touch-screen control panel. Among other things, they offer a handy "build job" feature that enables users to assemble a job in memory from originals that cannot be scanned at once. In a nice touch, this feature gives users the flexibility to make changes in programming as they assemble images for a copy job. The models scan copies at 400 x 600dpi and output them at 600dpi.

Advanced design: The models are based on the same advanced design as their predecessors — for example, they have only 250 replaceable parts. This design substantially simplifies service requirements: in place of visits by a technician, customers are often sent new modules that users can swap out in a few moments. User-replaceable parts include the imaging module (containing the drum), fuser module, paper-feed rollers, and staple cartridge.

This type of system may lead to machines at this level being user-installable, though Xerox has stopped short of that policy. The machines also benefit from Xerox's advanced Sixth Sense remote diagnostics system. Among other things, this can allow technicians to make certain electronic adjustments to a machine over a phone connection, possibly eliminating the need for a service call when a problem occurs.

Xerox touts increased reliability as a direct benefit that users will enjoy from the machines' unique design. But perhaps the biggest advantage to customers of the design is the potential for increased uptime — assuming that replacement modules are ordered in good time, users can attend to a machine at once, without waiting for someone to come around after a light starts flashing.

Concurrency: These new models offer excellent concurrency. For example, they allow you to scan additional copy jobs while the machine is 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 — subject only to the ample capacity of the 9.1GB hard disk that's used to store them.

Copier productivity: When we tested the machines' copier productivity, we encountered respectable performance across the series. One factor acting as a drag on performance is the rate at which the machines scan originals. While the 65ppm models scan originals at rated engine speed, the 75ppm and 90ppm models do not. Both sets of models scan at 65ppm, which is significantly slower than engine speed. To be fair, this has only a minor effect on the long-run jobs typically run on machines at this level.

Tests were run on WorkCentre Pro versions across the product series. We assume that results will be the same for the CopyCentre versions, since the main difference between them relates to printing and not copying.

The WorkCentre Pro 65 ran at 77% and 94% of rated speed on the 4-set and 20-set run lengths, respectively, of the single-sided test. On the single-sided to double-sided tests, it ran at 68% and 91% of rated speed. These results are average compared with models from other vendors.

The WorkCentre Pro 75 ran at 73% and 93% of rated speed on the 4-set and 20-set run lengths, respectively, of the single-sided test. On the single-sided to double-sided tests, it ran at 65% and 91% of rated speed. As with its 65ppm sibling, these numbers fall into the middle of the pack.

On the single-sided tests, the WorkCentre Pro 90 ran at 74% and 90% of rated speed on the 4-set and 20-set run lengths, respectively. On the single-to-double-sided tests, it ran at 61% and 88% of rated speed. These results are average compared with machines from other vendors.

Connectivity: Unlike their predecessors, the new models feature only two versions to choose from at each speed level. The CopyCentre machines are standalone copiers with optional printing and the WorkCentre Pro models come standard with advanced printing. On the 400-series models, there were a total of four versions at each speed level that offered various combinations of copying, printing, and scanning.

The network print option on a CopyCentre machine includes PCL 6, PostScript 3, and Ethernet. If you have a CopyCentre machine and need to add printing, you are converting the machine into a WorkCentre Pro. The upgrade goes for $5,500. However, if you simply get the WorkCentre Pro model from the start, printing only costs you $2,505 (i.e., the price difference between the two models).

The models' print controller is an enhanced version of the controller offered with the Document Centre 480 and 490. Like that controller, it is based on a 433MHz Intel Celeron processor. This time around all three speed levels use the same controller — the Document Centre 470 used a different print controller than the other models; it was based on a 366MHz processor.

Scanning: The new models offer the same extensive list of scanning options as the 400 series. If you want scan-to-email and network scanning, you need to get a WorkCentre Pro and buy that option. As has been the case for several years now, Xerox's scanning capability is one of the strongest in the industry. Note that LDAP support is available on the advanced scanning option.

Conclusion: The recent Xerox branding initiative was actually just one part of a two-part strategy. The second part was the company's focus on increasing its competitiveness at all levels of the market. One of the ways it has done this is reducing its prices, and the pricing on these models is clearly more attractive than on their predecessors.

We have always admired Document Centre printing and scanning technology, and the current platform maintains that competitive edge. While the Japanese competition at this level has closed the gap, or perhaps even eliminated it, these models can still present a compelling case. One area where the company continues to have an advantage is in its strong service and support organization and its ability to integrate its machines with various third-party software applications.

These new CopyCentre and WorkCentre Pro machines are some of the better multifunctionals on the market. The CopyCentre C65 and WorkCentre Pro 65 receive our Editor's Choice Award, though we've held back on their 75ppm and 90ppm siblings. While these are fine machines, it's a competitive market and you can find more compelling alternatives elsewhere.

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