

BUSINESS
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**THE XEROX WORKCENTRE
7655/7665 COLOUR MFD
WINS EDITOR'S CHOICE AWARD**



XEROX EXTENDS COLOUR OFFERING AT TOP END OF OFFICE MARKET

Xerox has expanded its colour offering with the launch of a number of new products for colour-centric businesses requiring one machine to produce colour and black and white output, including high quality marketing material.

The new products are:

- The WorkCentre 7655/7665 colour MFD, which sits at the top end of the office colour market;
- The WorkCentre 7200 series colour workgroup MFD;
- The Phaser 7760 A3 printer for design professionals (35ppm colour/45ppm mono); and
- A Splash controller for the DocuColor 240/250.

For *Business Info* readers the most significant launches are the WorkCentre 7655/7665, winner of a Business Info Editor's Choice award, and the WorkCentre 7200 series.

The former is a highly productive MFD suitable for use by office departments (and CRDs) with 15-25 people requiring a single machine for both mono and colour output.

Xerox describes it as a hybrid device combining the strengths of the DocuColor 240/250 print engine (5,000 units shipped since launch last year); Xerox WorkCentre software for copying, printing, scanning and fax; Auditron software controls that limit who has access to colour and how much they can print; and

best in class security.

A highly productive device, the 7655/7665 has print speeds of 40/50ppm colour and 55/65ppm mono; a 250-sheet document feeder; scanner speeds of up to 80ppm mono and 50ppm colour; a paper capacity of 5,000 sheets; two black toner cartridges; and the ability to replenish paper and toner while the printer is running.

The WorkCentre 7655/7665's high quality output (2400 x 2400 dpi) and superior paper handling (SRA3, 300gsm) mean that businesses can now produce in-house documents that would once have been outsourced to a copy shop or commercial printer.

One interesting element of the WorkCentre 7655/7665 is the LCD touchscreen, which sticks up vertically rather than being embedded in the device itself. This arrangement is common on production level printers but unusual on an office device.

The WorkCentre 7200 series has a traditional, if large, screen. A big screen is useful for showing previews of scans so that users can check them before emailing or saving to file – the first

time this feature has been available on a Xerox office device. The screen can also be used to preview images stored on memory cards inserted into the MFD's media card reader.

The WorkCentre 7200 series is more of a traditional office workgroup machine than the WorkCentre 7655, with print speeds of 26-35ppm in colour and 28-45ppm in black and white. It, too, is suitable for printing marketing material in-house, thanks to good 1200 x 1200 dpi print quality and new finishing capabilities.

All Xerox MFD products are available on PagePack or eClick contracts, which include toner and servicing for a fixed cost per page.

www.xerox.com



Certificate

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EDITORS CHOICE AWARD



XEROX
WORKCENTRE 7655/7665
MFD COLOUR RANGE

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