XEROX

WorkCentre 7328
26ppm color
28ppm black & white

EDITOR'S CHOICE 2008

Sum-up: New models with competitive prices and improved features.

The rate at which Xerox releases new copiers is sometimes astonishing. These new color copiers, the WorkCentre 7328, 7335, and 7345, were introduced over the last year and offer standard copying and printing, along with optional scanning and faxing.

These machines run at slightly different speeds in black-and-white and color. The WorkCentre 7328 (listing at $10,995) runs at 28ppm in black, 26ppm in color. The 7335 ($12,995) runs at 35ppm in black, 31ppm in color. And the WorkCentre 7345 ($14,995) copies and prints at 45ppm in black, 35ppm in color.

All of the machines use Xerox's Extensible Interface Platform (EIP), which provides a programming interface for software developers. They also use Emulsion Aggregation (EA) toner.

All three models come with a standard 75-sheet duplexing document feeder. This device scans pages at a rate of 50 images per minute in black-and-white, 45ipm in color.

All of the models come standard with one 520-sheet paper tray, automatic duplexing, and a 100-sheet bypass. You have the option to add either three more 520-sheet drawers for $800 or a second 520-sheet drawer with a 2,000-sheet feeder that handles letter-size paper for $1,000. That adds up to a potential maximum of 3,140 sheets of input.

On the output side, there are a number of options. There is also the so-called "Office Finisher," which lists for $1,299 and has a 1,000-sheet tray and 50-sheet multiposition stapling. The $2,000 "Advanced Office Finisher" holds 3,000 sheets in its bottom tray and 500 sheets

in its top tray. It performs 50-sheet multiposition stapling and includes a 3-hole punch unit.

Finally, the $2,995 "Professional Finisher" has a 1,500 sheet bottom tray and 500-sheet top tray. It supports 50-sheet multiposition stapling and a booklet maker with saddle-stitching. This finisher can saddle-stitch up to 15 sheets. It also includes a 3-hole punch unit.

These models all have the same print controller. It starts with a 667MHz processor and a 40GB hard disk. It comes standard with 1GB of memory.

The processor supports both PCL, PostScript and Microsoft's new XML Paper Specification (XPS), along with direct PDF, TIFF, and XPS printing. Printing is at resolutions up to 1,200dpi

Ethernet connectivity is standard. USB, parallel, and Wi-Fi connectivity are all optional.

The optional scanning feature supports a wide variety of scan-to types, including email, FTP, SMB (scanning to disk), and text-searchable PDF and XPS formats. Xerox supplies tools for scan compression and for building

Xerox WorkCentre 7328 — Optional scanning and faxing can be added to support this model's standard copying and printing capability.

jobs for output. A deluxe version of scan-to-PC functionality supports advanced document management and OCR capabilities.

Fax capability (optional) is above average. As you would expect, faxing is at 33.6kbps and with JBIG compression. You can attach one or three fax lines. You can both scan two-sided documents for faxing and have incoming faxes printed in duplex. Faxes can also be digitized and sent via email or to a mailbox or remote server. You can create up to 200 fax mailboxes. Internet fax is also available.

Monthly duty cycles for the three machines are rated at 80,000 for the 7328, 105,000 for the 7335, and 135,000 for the 7345. These machines come with the usual security features, including Secure Print and Fax, Encrypted Disk and Image Overwrite, and IP authentication. Xerox also includes a basic accounting package that can be expanded.

Conclusion: Xerox keeps up with some tough competition by releasing ever newer machines with improved features and competitive prices. These machines have strong copying and printing features along with good finishing and a duplex document feeder. They are evolutionary products, and they demonstrate the power of constantly working on product lines to make improvements. We feel the WorkCentre 7328 is a winner, and Better Buy's Editor's Choice Award is our way of saying you can't do much better in this market segment.

Xerox

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Vendor Profile

Xerox is a dominant force in the color copier market, though it's less powerful than it was during the glory days of the late 1990s. At one point, its product range stretched from low-cost ink jet models up to high-speed color laser machines at the top of the market, but the company's exit from the retail-channel copier market brought the ink jet portion of the line to an end.

Xerox sells its color models mostly through its direct-sales force and through its agents, independent representatives that market the machines but — unlike conventional dealers — do not hold inventory and act as resellers.

One thing that sets Xerox apart from other vendors in this market is the wide range of controller options it offers. Like its rivals, it supports Fiery controllers from EFI, but, unlike vendors such as Canon, Konica Minolta, and Ricoh, it also carries several others.

Emulsion Aggregation (EA) toner: EA Toner is now used in more than a dozen Xerox products, including some of the company's Nuvera, WorkCentre and DocuColor series of color printers. The company expects many future Xerox devices to be engineered to use EA Toner. EA Toner requires less toner per page and less fuser energy to create a final print, thus lowering the total cost of ownership.

EIP: Xerox is now releasing its Extensible Interface Platform (EIP), a programmable interface that will be seen on newer model lines. This interface allows third parties to embed software inside the copier's controller, which means it can appear on the copier's control panel. Early solutions include an accounting application from Equitrac and a document-routing solution from OmTool. Xerox believes that because of its easy-to-use Web-standard interface, many others will follow.

Note also that Xerox sells its strong DocuColor production printer line, covered in our *High Volume Printer & Digital Duplicator Guides*. Those models have copying capability, but they are primarily designed as printers.

FreeFlow: One good reason for buying a Xerox copier is the company's extensive FreeFlow Digital Workflow software suite. Designed to improve workflow, FreeFlow consists of a portfolio of tools that answer a number of customer requirements. These include tools for book makeready, for generating direct mail, for printing variable data, and for color management. FreeFlow products can work with a wide variety of Xerox copiers and printers. FreeFlow software has replaced Xerox's CentreWare administration software.