



## **Xerox WorkCentre 7328**

**Outstanding Segment 2  
Business Color MFP**



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The Xerox WorkCentre 7328 has been awarded a Fall 2007 BLI "Pick" for "Outstanding Segment 2 Business Color MFP." BLI technicians bestowed high praise on the image quality of the WorkCentre 7328. In fact, the device's color image quality is superior to that of most other business color models BLI has tested to date. Colors are bright, and sharpness and background reproduction are above average, as is production of pastel shades in both print and copy modes. Equally impressive is the consistency of the unit's color output. "The unit's consistency of color output over the course of the test was excellent, with virtually no shift in colors from start to finish," said BLI Manager of Laboratory Testing Pete Emory. Image quality for black output is superior as well, with Excellent and Very Good ratings for text, line art, halftones and solids in both print and copy mode.

Based on an engine that proved to be highly reliable in BLI's testing, with just eight misfeeds and no service over the course of its 135,000-impression durability test, the WorkCentre 7328 offers exceptional ease of use, from ease of network setup, to print drivers and control panel programming. The WorkCentre 7328 comes with one disk containing print and scan drivers, user guides, PostScript and PCL features, Acrobat Reader, links to Xerox's Web site for CentreWare downloads and additional utilities such as barcode solutions and a font management utility. Installation is highly automated.

The PostScript 3 print driver is genuine Adobe—versus PostScript emulation—and has been designed to have a similar look and feel to the PCL print driver, which is an extra step and cost that many competitive vendors do not take.

"The WorkCentre 7328 features a large, full-color touch-screen control panel display, with clearly labeled hard keys, and most of the features required for a typical copy job can be programmed directly from the first tab," noted BLI Senior Associate Editor George Mikolay.

Security is excellent, and all security features are standard, helping to protect vital company information and enable customers to more easily meet growing regulatory requirements. Further, standard EIP (Extensible Interface Platform) architecture allows for the integration of third-party software solutions with the device.

"The WorkCentre 7328 color multifunction system helps boost productivity for busy workgroups by blending fast speeds, advanced security features and improved workflow tools," said Leah Quesada, director of product marketing, Xerox Office Group. "Xerox is honored to receive a 'Pick' award in the Segment 2 business color MFP category."

The device offers a rated speed of 26 ppm for color and 28 ppm for black, and features standard copy and print capability, along with optional scan and fax. With a base price of \$11,795, the WorkCentre 7328 is highly recommended by BLI for an optimum monthly volume of 15,000 impressions and for occasional peak usage at the manufacturer's monthly duty cycle of 80,000 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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