

# Xerox

## Office Printing Business

# Fact Sheet



## Business

The Xerox Office Printing Business, formed through Xerox's acquisition of the Tektronix Color Printing and Imaging Division in January 2000, represents color printing's deepest history and richest future. The integration of these color-printing powerhouses has resulted in an extensive line of award-winning products.

Through superior speed, technology, print quality and overall value, Xerox Office Printing Business is delivering the products capable of growing the company's strong number two position in the fast-moving, global-networked color printer market.

By clearly demonstrating to customers that moving to color will improve their overall results and performance, the Xerox brand is becoming synonymous with color printing.

## Mission

Xerox, a leading provider of color and black-and-white network printers, is improving the printing experience of all customers by moving them to color. Xerox printers support every user environment — from the single-person office to the group and departmental level to the high-end graphic designer and everything in between. Through constant research, development and implementation of new printing technologies, Xerox is continuing to deliver products that make color more feasible and turn everyday end-users into color printing evangelists.

## Strategy

Xerox is making color printing fast, easy and ultimately affordable for all business printing requirements by aggressively pursuing a "single pass" strategy. Xerox brings the full force of its research and development expertise to produce fast, efficient and cost-effective single pass color laser, LED, and solid-ink products such as the Phaser<sup>®</sup> 8200, Phaser<sup>®</sup> 6200, Phaser<sup>®</sup> 7300, and the Phaser<sup>®</sup> 7700 to market.

By demonstrating to its channel partners and customers how and why the future is in color, Xerox is the color-printing brand and, ultimately, the brand most highly regarded for its complete line-up of award winning printers.

## Network Color Printers

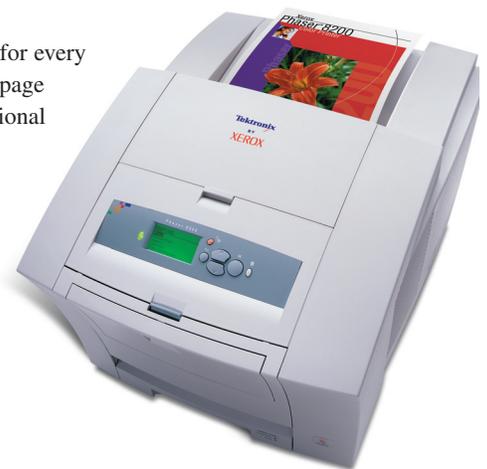
### Phaser® 7300 tabloid color laser printer



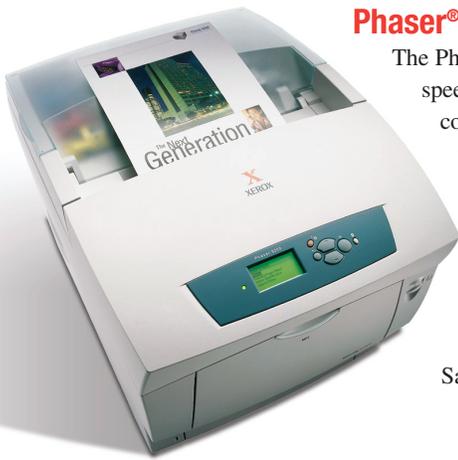
At 30 ppm in color and 37 ppm in black-and-white, the Phaser 7300 is the fastest workgroup color printer available. This single pass printer provides outstanding image quality for business users and allows offices to produce great work within their budgets. Equipped with a powerful 500 MHz processor and up to 2400 dpi resolution, the Phaser 7300 delivers color prints at maximum speed. The printer handles a variety of media types, including standard office paper, labels, transparencies and custom media up to 12" x 36" for maximum office productivity. The Phaser 7300 has superior media capabilities including Smart Trays technology, which automatically displays the type of media available in each of the printer's paper trays and Auto Thickness Sensor, which adjusts toner density for consistent print quality. Advanced software features on the Phaser 7300 include Phaser Installer for easy set-up and installation, CentreWare® Web for enterprise-wide printer management and Printing Scout, which alerts busy users to low toner, low paper or other potential printing delays.

### Phaser® 8200 solid ink color printer

The Phaser 8200 utilizes Xerox's unique solid ink technology and makes brilliant color affordable for every user. With one of the lowest entry price points of any network color printer, a competitive cost per page and free one-year onsite warranty, the Phaser 8200 provides groundbreaking value. It offers exceptional performance with 1,200 dpi photo quality resolution on virtually any media type, and page size handling from Executive to Legal. The Phaser 8200 meets the needs of high-performance office printing with a powerful 300 MHz PowerPC processor and 10/100 BaseT Ethernet connectivity. The printer has an industry leading first page out time of 9 seconds and produces 16 ppm in Fast Color Mode and 10 ppm in Standard Color Mode. In addition, the simplicity of the Phaser 8200 is unrivaled with new Phaser® 8200 ColorStix® ink shapes for no-mistake loading. The technology used in the Phaser 8200 allows for fewer moving parts and fewer consumables than typical color printers, which results in greater printer reliability and less waste.



## Network Color Printers

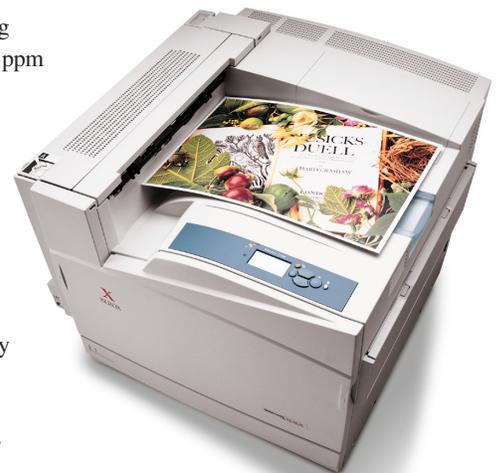


### **Phaser<sup>®</sup> 6200** color printer

The Phaser 6200 helps offices produce better work by providing superior print quality and performance with speeds of 16 ppm at full 2,400 dpi resolution. Its single pass design enables the printer to deposit all four colors in one pass rather than the four passes required by traditional color laser printers. It is equipped with a 500 MHz PowerPC processor and has outstanding media capacity and handling. Additionally, the printer provides the ease of use that customers have come to associate with the Phaser name. It has fewer consumables than the typical color laser printer with 100 percent supplies access from the front of the printer, a simple paper path that makes printing more reliable and one click network installation with Phaser Installer. The advanced software features available on the Phaser 6200 make printer management a breeze. Networking features include Dynamic Driver interface, an interactive driver that provides real-time printer status, CentreWare<sup>®</sup> IS embedded web server with Saved Job Repository and PhaserSMART Virtual Help Desk.

### **Phaser<sup>®</sup> 7700** color printer

The Xerox Phaser 7700 is a single-pass color laser printer for graphic design and on-demand printing environments. This network-ready printer delivers exceptional image quality at blazing speeds of 22 ppm in color and black-and-white at full 1,200 dpi resolution, making fast, quality printing a reality. For graphic design professionals who demand precise color control, the printer comes equipped with sRGB color matching, ICC and ICM support, TekColor Dynamic Color Correction, ColorSync, Adobe PS Level 3 and Pantone certification. In addition, PhaserMatch<sup>™</sup> ICC 7700 software provides superior color management, while automatic color and paper calibration allow for consistent and accurate imaging. The Phaser 7700 has outstanding media flexibility, with paper handling from 4" x 6" to 12" x 18", automatic twosided printing, the ability to handle media weights from 16 lb – 110 lb index and an optional finisher/stacker. This single-pass laser printer has a high-speed G4 500 MHz processor, 10/100 Base-T Ethernet standard, 128 MB of standard memory (expandable to 512 MB) and a 5 GB internal hard drive.



# Office/Workgroup Products

## Network black-and-white laser printers



### **DocuPrint® N4525** black-and-white laser printer

The DocuPrint N4525 delivers an amazing print speed of 45 ppm at 1,200 dpi image quality. Ideal for large workgroups and departmental segments, this network-ready printer arrives with 10/100 Base-T Ethernet, USB and parallel connectivity. Designed to deliver results, the DocuPrint N4525 is equipped with a 233 MHz RISC processor, a 5 GB hard drive and 32/64 MB of RAM, expandable to 192 MB. For superior finishing and paper handling capabilities such as stapling, hole punching and collation, the DocuPrint N4525 has a 1,050-sheet input tray that is expandable to 3,550, a standard output tray and a high-capacity 3,000-sheet finisher/stacker. The DocuPrint N4525 supports media from 5.5" x 8.5" to 11" x 17" and 64 to 199 gsm media weights. It also offers CentreWare® DP and MailLinX software for superior printer management.

### **Phaser™ 5400** black-and-white laser printer

The Phaser 5400 brings blazing speed, versatile paper handling capabilities and advanced software features to networked workgroups at an exceptional price. At 40 pages per minute, the Phaser 5400 is 25% faster than its closest competitor, fires out a first page in only 9 seconds and comes equipped with a speedy 266 MHz PowerPC® processor. With the best media handling in its class, the Phaser 5400 supports media weights up to 110 lbs card stock and paper sizes up to 11" x 17", including custom media. A standard input of 500 sheets and optional trays for another 3,150 pages enable the Phaser 5400 to satisfy the most demanding workgroups. Furthermore, the printer comes equipped with 32 MB of memory standard, Adobe Postscript 3, PCL 5e and PCL 6 emulations, 10/100 Base-TX Ethernet, USB and parallel connectivity standard.



# Office/Workgroup Products

## Network black-and-white laser printers

### **Phaser™ 4400** black-and-white laser printer

The Xerox Phaser 4400, the follow-on to the award-winning DocuPrint N2125, advances the speed of letter size black-and-white printing. Ideal for businesses of all sizes, the Phaser 4400 offers outstanding image quality with true 1200 dpi resolution at full rated speed of 26 ppm. The printer is equipped with a 266 MHz controller that delivers an 11-second first page out time. It offers a total standard input of 650 sheets, excellent paper handling with custom media up to 8.5" x 14," card stock up to 130 lbs., duplex capability and edge-to-edge printing. The Phaser 4400 includes 64 MB of standard memory on network models, 10/100 Base-TX Ethernet, USB and parallel connectivity. It includes comprehensive software features such as Phaser Installer for easy set-up and installation, CentreWare Web for enterprise-wide printer management and Printing Scout which alerts busy users to low toner, low paper or other potential printing delays.



### **Phaser™ 3400** black-and-white laser printer

The Phaser 3400 laser printer offers a remarkable combination of speed, reliability and value. The Phaser 3400 prints at 17 ppm with a first page out time of 12 seconds, bridging the gap between personal and network printers. Designed specifically for the individual business user or small workgroup, the Phaser 3400 includes a comprehensive feature set, including 16 MB of memory standard (expandable to 80 MB), a 166 MHz PowerPC processor, 650 pages input standard, PostScript 3, N-up, booklet and poster printing, parallel and USB connectivity and 10/100 BaseTX Ethernet standard (optional on base configuration).



# Xerox Tools and Software

## Networking, Drivers, Tools and Management Software

Xerox print drivers and tools help users install printers more quickly and make them easier to use. With features that show real time printer status and visual feedback of printer settings, the drivers enhance the everyday experience of using Xerox printers. Xerox tools enhance user productivity and reduce IT department burden by automating tasks and providing powerful links to status and support functions.

### Smart Driver

A Wizard guides the user through installation steps, including automatic printer discovery, driver installation and placement of printers on the network. Featuring an easy to use tabbed interface, the driver provides on-screen visual feedback before printing, which saves the user from wasted prints, cost and time.

### Printing Scout

Providing real time on-screen alerts of printing problems, along with detailed instructions and illustrations to show the user how to correct problems, Printing Scout maximizes valuable time by eliminating printing delays.

### PhaserSMART

PhaserSMART provides automated on-screen “virtual help desk” support. Users click on answers to simple questions that quickly diagnose hardware or software issues and provide solutions.

### MaiLinX E-mail Alerts and Remote Printing

MaiLinX helps manage printers with e-mail alerts. When it’s time to replace supplies or when maintenance is required, email alerts are automatically sent to key personnel or even supplies resellers. Also, users can print PostScript files remotely and administrators can install fonts and forms.

## Xerox CentreWare® Network Printer Management

The Xerox CentreWare family provides a variety of benefits including single printer management, compatible management tools for Sun, UNIX, etc. and printer management for the enterprise.

### CentreWare Internet Services Single Printer Management

Standard on all Xerox network printers, CentreWare IS allows users to remotely manage a single printer through an embedded Web server. Pioneered by Xerox and specifically tailored for small-to-medium-size businesses, the embedded Web server provides the user time saving printer status information that saves trips to the printer.

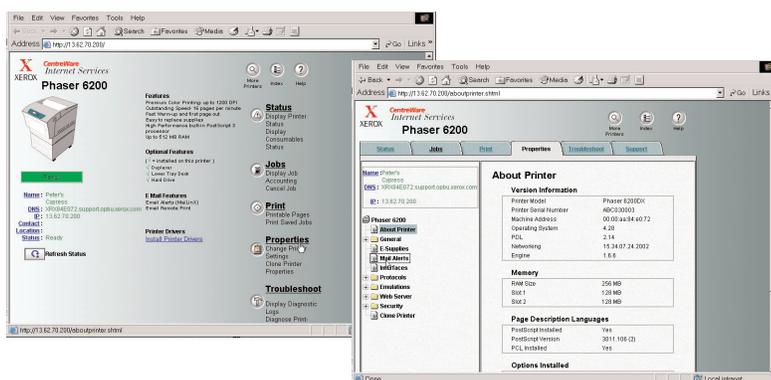
For the administrator, Web browser access means there’s no software to install or manage, while providing unsurpassed ease-of-use for installing, configuring and collecting job accounting data.

### Compatible Network Printer Management Tools for Sun, UNIX, etc.

For offices with pre-existing enterprise management solutions, administrators can remotely install, configure and monitor Xerox printers using compatible tools for Novell, UNIX, SunOS™/Solaris™, Microsoft Management Console (MMC), Tivoli® Netview®, CA Unicenter TNG® and HP OpenView environments.

### Xerox CentreWare Web Printer Management for the Enterprise

CentreWare Web provides a full-featured enterprise management solution for Xerox and other networked SNMP printers. Accessed through any standard Web browser, CentreWare Web can install, troubleshoot, configure, and produce clear, informative asset reports. Administrators can now use just one tool for all SNMP printer management needs.



# Executive Profiles

**Jim Miller** President, Office Printing Business

Jim Miller is leading Xerox's move to color. Miller joined Xerox in 1974, and was appointed president of the Office Printing Business in October 2001. Miller is also responsible for the North American Agent Operations and the North American Dealer Channel. As Xerox's lead color evangelist within the office environment, Miller is leading the transition from black-and-white to color printing in the office by solving real world customer requirements.

**Jim Cole** Vice President of Operations, Office Printing Business

As Vice President of Operations, Jim Cole oversees the manufacturing operations for the Xerox Office Printing Business. His responsibilities include managing the logistics of manufacturing such as the allocation of materials and distribution, as well as ensuring the reliability, health and safety of Xerox's manufacturing processes.

**Jerry A. Farmer** Vice President, North American Sales, Office Printing Business

As Vice President of North American Sales, Jerry A. Farmer oversees all channel partner and end-user relationships, as well as public sector, education and corporate sales throughout North America. In this position, Farmer aggressively targets Fortune 2000 accounts while keeping a focus on small-to-medium business markets and the public sector.

**John T. Major** Vice President, Worldwide Customer Support and Service, Office Printing Business

As Vice President of Worldwide Customer Support and Service, John T. Major is chartered with creating excellent customer satisfaction, improving cost effectiveness/productivity, driving product development and providing a competitive edge for customers. John is a 17-year veteran of the printer industry.

**Jim Rise** Vice President, Solid Ink Products, Office Printing Business

As Vice President of Solid Ink Products, Jim Rise is responsible for the development of all Xerox solid ink printers. As part of the original development team for solid ink, Jim's U.S. patent for transfer printing enabled the development of many award-winning color printers. Jim was also instrumental in the creation of the FreeColorPrinters.com program.

**AJ Rogers** Vice President, Strategic Marketing, Office Printing Business

As Vice President of Strategic Marketing, A.J. Rogers is responsible for bringing the customer's voice to the product development and planning process. Through market research, Rogers' team investigates customer requirements and desires, ensuring that those needs are met with current and future products.

**Rob Stewart** Vice President of Worldwide Marketing, Office Printing Business

As Vice President of Worldwide Marketing, Rob Stewart is responsible for the overall market positioning of the entire Office Printing Business product line. A 21-year veteran of the printer industry, Stewart began his career with Tektronix Color Printing and Imaging Division (CPID) in 1979.

**Tim Williams** Vice President, Laser Products, Office Printing Business

As Vice President of Laser Products, Tim Williams manages the company's laser printer groups. His responsibilities include overseeing all aspects of laser products, including color and black-and-white.

