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SPEEDY COLOR OUTPUT

XEROX'S PHASER 7760 ALLEVIATES LARGE AND SMALL COMPANIES' RELIANCE ON COSTLY, OUTSOURCED PRINTING

By Marc Spiwak

In the past, producing color documents, literature, brochures and presentations would typically involve outsourcing much of the production work and printing tasks. Now, businesses large and small can quickly produce printed material in color at a lower cost—thus leading to increased profits for the companies and more money into the pockets of the solution providers that serve them.

For businesses that need to produce professional-looking printed material with the sharpness and color accuracy that traditional offset printing typically delivers, solution providers need look no further than Xerox's new Phaser 7760 color laser printer. The printer can output up to 35 ppm in color and up to 45 ppm in black-and-white, with plethora of optional accessories and capabilities.

The Phaser 7760 is a single-pass 1,200 x 1,200-dpi printer that comes standard with an 800MHz processor, 512 Mbytes of memory and a 40-Gbyte hard drive. The first-page-out time is a speedy six seconds for monochrome and nine seconds for color. Intended for high-volume printing, the Phaser 7760 has a monthly duty cycle of up to 150,000

pages. Automatic two-sided printing is standard on all models, along with Gigabit Ethernet and USB 2.0 interfaces. Supported print languages include Adobe PostScript 3, PDF-Direct and PCL 5c emulation. All popular operating systems are supported.

A high-volume printer needs to have a very large paper tray capacity. The base model 7760DN holds 650 sheets with its two standard input trays of 150- and 500-sheets. The next step up, the 7760GX, adds a 1,500-sheet high-capacity feeder

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Product Name: Phaser 7760
Price: Phaser 7760DN $6,299;
Phaser 7760GX $7,399;
Phaser 7760DX $7,699
Warranty: One-year on-site warranty and Xerox Total Satisfaction Guarantee
Distributors/Integrators: Azerty, Ingram Micro, Synnex, Tech Data, United Stationers
Authorization Requirements: None
Company: Xerox
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for a total input capacity of 2,150 sheets. The top-of-the-line model, the 7760DX, comes with a 2,500-sheet high-capacity feeder for a total of 3,150 sheets. A solution provider can add a high-capacity feeder to the base model as a customer's printing volume increases.

The Phaser 7760 is a large-format printer that can easily accommodate 11-inch x 17-inch paper, as well as many other types of print media. It can handle common bond paper up to 80 pounds and cover stock up to 255 grams per square meter. It can print banners, with

custom sizes in widths up to 12.6 inches and lengths up to 47.25 inches.

Xerox's combination of improved electronics, enhanced image processing, precision mechanical components and state-of-the-art toner chemistry results in high-quality output. Pages produced by the Phaser 7760 show amazing detail. Images offer sharpness, richness and contrast that few printers can match. To help produce exacting output, the printer offers PANTONE-approved solid-color simulations, Adobe PostScript device-independent color, CIE International color standards, and support for ICC, ICM and Apple ColorSync color management systems.

Options that the solution provider can add to the Phaser 7760 increase the functionality of the unit. For example, the Advanced Finisher option includes a three-hole punch device and a 50-sheet multi-position stapler that can create ready-to-go reports and presentations. The Professional Finisher option adds a saddle-stitch function that automatically folds and staples printed pages into finished booklets.

Consumables for color laser printers are always costly, and the ones for the Phaser 7760 are no exception—but at least they all offer high volume. A black toner cartridge good for up to 32,000 pages has an estimated retail price of $129. Cyan, magenta and yellow cartridges, each good for as many as 25,000 pages, have an estimated retail price of $324.99 each. Of course, the page estimates are based on the usual 5 percent coverage method; printing full-page color images will deplete the cartridges quicker.

The 35,000-page imaging unit has an estimated retail price of $329. The fuser assembly and transfer roller, each good for 100,000 pages, have an estimated retail price of $259.99 and $139.99, respectively. Street prices for all consumables are lower. Though these prices seem exorbitant, it still ends up costing only five or six cents per page at street price, not including the cost of the printer itself.

The Phaser 7760 is big and heavy, weighing in at 202 pounds. The base unit measures 25.4 inches wide by 28.5 inches deep by 19.4 inches high. The printer comes with a one-year on-site warranty.