



Breakthrough Xerox Multifunction Printer Cuts Cost of Color Pages by up to 62 Percent; Reduces Waste by 90 Percent

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Proprietary solid ink technology "takes cost out of the equation" as businesses benefit from the high impact of color printing

NORWALK, Conn.--(BUSINESS WIRE)--May. 7, 2009-- Xerox Corporation (NYSE: XRX) today launched the world's first high-speed [solid ink multifunction printer](#), which cuts the cost of color pages by up to 62 percent compared to traditional color lasers – without compromising print quality.

The [Xerox ColorQube™ 9200 Series](#) multifunction printer uses Xerox's proprietary solid ink technology to lower the [environmental](#) impact of office printing. The cartridge-free design generates 90 percent less supplies waste and reduces the effects of manufacturing and transportation on the environment. A study reviewed by the Rochester Institute of Technology estimated that the ColorQube series uses 9 percent less lifecycle energy and produces 10 percent fewer greenhouse gases than a comparable laser device.

The multifunction system prints, scans and copies all in one device with advanced technology that [simplifies use and maintenance](#). The crayon-like ink sticks are non-toxic and easy to load.

The ColorQube 9200 Series is offered with Xerox's new [Hybrid Color pricing plans](#) that significantly reduce color page costs. The plans eliminate traditional "one-size-fits-all" pricing, where the cost of a page with full color, like printing a photo image, is the same as the cost of a page with just a little bit of color, such as a company logo on letterhead.

With the ColorQube's Hybrid Color Plans, customers pay only for the amount of color they use on a given page. For example, an office document with a logo and small graphic will cost the same as if it were printed in black: one penny. Documents with moderate color coverage, like a Web page or brochure, will cost three cents, while those printed pages with heavy color, such as a real estate flyer, will cost eight cents. At the company's newly launched Web site, <http://www.FinallyColorsLess.com>, users compare their current cost of color printing to what they would pay using ColorQube.

"Our customers are looking for ways to achieve more with less," said [Ursula Burns](#), president, Xerox. "With ColorQube we are unlocking the benefits of color by taking the cost barrier out of the equation."

[Solid ink](#) technology, which has been used in Xerox desktop printers for more than a decade, has been completely redesigned to achieve faster speeds and higher print volumes. The ColorQube 9200 Series is available in three models with different color speeds. Each has four print heads that can jet more than 150 million drops of ink per second, enabling speeds from 38 pages per minute (ppm) up to 85 ppm. The series also meets the U.S. Environmental Protection Agency's rigorous new ENERGY STAR® requirements.

Developed by Xerox researchers and engineers in Rochester, N.Y., Wilsonville, Ore., and Welwyn Garden City, U.K. – and supported by 361 patents – the ColorQube was tested in actual customer environments for [ease of use](#), image quality and the [cost-saving](#) features of the technology.

"Like many companies, Technip is looking for ways to be more sustainable and reduce costs, and I immediately saw the opportunity to do so with the ColorQube," said Cliff Lee, IT operations manager, Technip USA, Inc., an engineering and project management company for the oil and gas industry and a ColorQube beta customer. "With ColorQube the majority of our color prints cost the same as black and white, and it takes just a fraction of the space to store solid ink compared to laser cartridges."

[Hassle-Free Operation](#)

- Enough solid ink to print up to 55,500 pages before refilling; when a refill is needed, the easy drop-in ink sticks can be loaded while the MFP is printing so there is no downtime.
- Only one customer replaceable unit (no fuser, drum, etc.), for easy maintenance and lower operating costs.
- Large color touch screen clearly displays basic features like copying and scanning, and offers video tutorials to help users load paper and assist with troubleshooting.
- LED lights illuminate within the device when the front access door is opened for easy maintenance.
- An Intelligent Ready system uses a patented learning technology to activate a power-saving mode based on the users' schedules.

[Great-Looking Prints, Brochures and More](#)

- Range of color-enhancing technologies, including true Adobe PostScript3 PANTONE® spot-color matching and color correction options.
- Three finishers to choose from, including booklet makers and folders to create brochures and pamphlets.
- Great print quality on a variety of media including recycled papers.

[Under the Hood](#)

- Advanced security features to control access, track usage and protect confidential information.
- Encrypts data traveling on the network to keep scanned documents safe from unauthorized viewers.
- [Xerox Extensible Interface Platform](#)™ can be used to create customized workflow applications like [Xerox Secure Access Unified ID](#)™, which displays personal preferences on the touch-screen of the MFP with the swipe of an ID badge.
- More components designed to last the life of the system.

"The ColorQube 9200 Series represents printing technology that is very timely for today's office," said Angèle Boyd, group vice president, IDC. "Going green and saving money while adding color as needed is what customers are looking for."

Pricing and Availability

The list price for the ColorQube 9200 Series starts at \$23,500. Order taking begins immediately in North America. All systems are offered through Xerox direct sales, agents and Global Imaging Systems. In Europe, order taking begins in September 2009; other markets in 2010.

Customer Contacts:

For more information about the ColorQube 9200 Series, visit <http://www.FinallyColorsLess.com> or call 800-ASK-XEROX.

Note: For more information on Xerox, visit <http://www.xerox.com> or <http://www.xerox.com/news>. For open commentary, industry perspectives and views from events visit <http://twitter.com/xeroxcorp>, <http://twitter.com/xeroxevents>, <http://www.xerox.com/blogs> or <http://www.xerox.com/podcasts>.

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