

LEXMARK

Lexmark C770n
Lexmark C770dn
Lexmark C770dtn
25ppm full color
25ppm black & white



Sum-up: A strong small-workgroup printer family, but with tough rivals.

The new C770 family is one of two similar color laser printer families. At 25ppm in both color and black-and-white, these models are very affordable mid-range color lasers. The printers have relatively modest paper handling, but they otherwise have a solid but standard set of features.

The three models in this family are:

- The C770n is the base model, with 600 sheets of standard input and 256MB of memory, along with standard Ethernet connectivity (\$999).
- The C770dn adds automatic duplexing (\$1,299).
- The C770dtn adds another 500 sheets of input standard and holds up to 256MB of memory (\$1,549).

Based on an 800MHz processor, these machines are more than adequately powered. Memory starts at 256MB and can be augmented to 768MB. A 40GB hard disk is an (expensive) option. PostScript 3 also comes standard.

Connectivity is through USB and Ethernet. A Wi-Fi interface (IEEE 802.11b) is also available.

The paper supplies, as we have stated, are limited. These models come with a 500-sheet paper tray and a 100-sheet bypass. There's an extra 500-sheet tray, optional on all but the C770dtn model. Output is limited to only 250 sheets. The printer can, however, handle card stock. Lexmark rates the duty cycle at 100,000 pages a month.

Consumables are on the high side. You'll spend 2.6¢ per black-and-white page and 12.8¢ for color. Such prices are, unfortunately, increasingly typical even for midrange color printers. They offset the low prices of the machines themselves.

The HP Color LaserJet 3800 family has a slower speed (22ppm) at a similar price. The Lexmark C770 family



Lexmark's C770n has 600 sheets of standard input and 256MB of memory, along with standard Ethernet.

**Editor's
Choice
Reprint**

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Lexmark C770 Consumables costs at-a-glance				
	Price	Yield	Full-color cost per page	Black-and-white cost per page
Black print cartridge	\$111.00	6,000	\$ 0.019	\$ 0.019
Cyan print cartridge	\$203.00	6,000	\$ 0.034	N/A
Magenta print cartridge	\$203.00	6,000	\$ 0.034	N/A
Yellow print cartridge	\$203.00	6,000	\$ 0.034	N/A
Waste toner bottle/black	\$13.00	150,000	\$ 0.000	\$ 0.000
Waste toner bottle/3-color	\$13.00	50,000	\$ 0.000	N/A
Maintenance kit	\$582.00	120,000	\$ 0.005	\$ 0.005
Fuser kit	\$343.00	150,000	\$ 0.002	\$ 0.002
TOTAL PER-PAGE COSTS			\$ 0.1275	\$ 0.0257
			12.75	2.57

- The C772n is the base model, with 600 sheets of standard input, 256MB of memory, and standard Ethernet (\$1,499).
- The C772dn adds automatic duplexing (\$1,799).
- The C772dtn adds another 500 sheets of input (\$2,099).

In fact, these machines have exactly the same standard features as the C770 models: 800MHz processor, 768MB maximum memory, PostScript 3, optional wireless. What they do have that's different is potential to expand.

You have a wide variety of input options. On all the models, you can have up to two 500-sheet paper trays in total, or you can add a 2,000-sheet high-capacity feeder. There's also an optional 40-envelope feeder.

These models have two unique features as well. There's an outdoor media tray that handles special media, which can be used to create signage that can withstand direct sunlight and other unusual environmental conditions. Lexmark developed this capacity based on user requests from companies like retailers that wanted colorful signs they could

has a little advantage in the way of paper supply (1,100 versus 850 sheets), but it's very hard to choose between the two. It comes down to which of the two vendors you prefer and which of the extra features they supply you prefer. Both are very good choices.

The C770 family offers good features at a moderate price. It has strong competition from a number of other color printers in its speed and price range. Still, this family is deserving of our Editor's Choice Award.

Lexmark C772n
Lexmark C772dn
Lexmark C772dtn
25ppm full color
25ppm black & white



Sum-up: Capable color printers that offer serious production capacity at a moderate price.

The new C772 series is similar in many ways to the C770 series. The engines, speeds, and most of the configurations are exactly the same as that model family. So what is the difference?

The family members are:



Up to two 500-sheet paper trays, a 2,000-sheet high-capacity feeder, or a 40-envelope feeder can be added to the Lexmark C772n.

Lexmark C772 Consumables costs at-a-glance				
	Price	Yield	Full-color cost per page	Black-and-white cost per page
Black print cartridge	\$170.00	15,000	\$ 0.011	\$ 0.011
Cyan print cartridge	\$374.00	15,000	\$ 0.025	N/A
Magenta print cartridge	\$374.00	15,000	\$ 0.025	N/A
Yellow print cartridge	\$374.00	15,000	\$ 0.025	N/A
Waste toner bottle/black	\$13.00	150,000	\$ 0.000	\$ 0.000
Waste toner bottle/3-color	\$13.00	50,000	\$ 0.000	N/A
Maintenance kit	\$582.00	120,000	\$ 0.005	\$ 0.005
Fuser kit	\$343.00	150,000	\$ 0.002	\$ 0.002
TOTAL PER-PAGE COSTS			\$ 0.0936	\$ 0.0186
			9.3¢	1.8¢

place at the front door. There is also a banner tray that allows you to feed 8.5" x 36" paper. These trays have robust paper-feed roller technology that can feed thicker-than-usual media.

On the output side, there's a similar choice of devices. In addition to the standard 250-sheet output tray, there's an optional 500-sheet output tray. You can also get a five-bin mailbox unit, with a total capacity of 500 sheets. Finally, there's a 2,000-sheet finisher that can staple up to 30 sheets, and that also comes with a 3-hole punch.

These models also have the ability to be upgraded to a multifunctional with the X4500 copy/scan unit, the same scanner option that was used with its predecessor.

Cost per page is less than that of the closely related C770. We calculate it as around 1.9¢ per black-and-white page, 9.4¢ for color. These prices are much more reasonable than those of the C770 and are pretty good in terms of the market.

Unlike the C770, the C772 series is in a specialized category — there are a limited number of color laser printers with extended options for output and input. In fact, this color laser printer family is one of the few that prints at letter/legal size that has an

extended range of options, including an envelope feeder, high-capacity feeder, finisher, adequate output capacity, and a mailbox option. Most competitive models offer, for example, only 250 or 500 sheets of output, whereas the C772 models allow you to stack thousands of sheets.

In spite of added capacity (and the otherwise solid features it shares with the C770), the C772 family is quite affordable. There are, of course, very good ledger-format machines with excellent finishing options (for example, Kyocera's FS-C8008 family), but few letter or legal size ones.

Lexmark has long been clever about getting an extra bang from its development dollars. Here we have a printer family that is the higher-performance version of its virtually identical sibling, yet the market niches and prices are quite distinct.

LEXMARK

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www.lexmark.com/us_home.html

Vendor Profile

Lexmark was formed when IBM spun off its typewriter and mainstream printer business back in 1991. The noncompete agreement between IBM and Lexmark expired in 1996. IBM, at that point, built up a full line of desktop printers in competition with Lexmark but a few years ago announced that it would relabel Lexmark's black-and-white and color models. Now Lexmark also provides printers to a number of companies: Toshiba, Unisys, RISO, and (in some categories) Dell.

Lexmark is a power in monochrome laser printers, where it stands (by some measures) second behind Hewlett-Packard in terms of market share. The company also sells an extensive line of color ink jet printers and has considerable market presence there. In the color laser printer market, however, Lexmark is only slowly growing bigger.

All Lexmark printers benefit from a variety of external and internal network servers and connectivity options. They also offer a sophisticated range of optional software for handling security, administration, and file conversion. These tools include ones that support printing from a number of formats (including PDF and TIFF), allow for form generation and printing, print barcodes, secure print, and allow for significant job management. Lexmark also contends that it has superior color management tools for all its color laser models.

Lexmark's current products are quite good. In speed, price, and features, they contend with everything else on the market. But the opposition isn't

standing still, and Lexmark needs to keep on developing new printers to stay near the top of the pack.

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