

Change the Game

Xerox is changing the playing field of office printing with three new products. The Phaser® 8400 solid ink color printer, Phaser® 7750 tabloid color laser printer and Phaser® 4500 laser printer are fast, efficient and affordable. Our speed and low prices make us more competitive, and brilliantly crisp in-house color printing can make your business more competitive too.

Phaser 8400

Price-Performance Breakthrough

- Starting at under \$1,000 USD, the Phaser 8400 is priced for every office
- 24 pages per minute in fast-color mode
- 2400 FinePoint™ image enhancement technology produces crisp text and smooth, solid fills
- 500 MHz processor
- Up to 1,650 sheet input
- Professional print quality
- Blazing 6-second first page out

Phaser 4500

Intelligent Approach

- 36 pages per minute
- 400 MHz processor
- True 1200 x 1200 dpi
- Exceptional monochrome printer value
- Two standard trays
- True Adobe® PostScript® 3
- Outstanding performance
- Intelligent printer operation

Phaser 7750

World-Record Color Speed

- 35 color pages per minute
- True 1200 x 1200 dpi color
- 715 MHz processor
- Auto-duplex (DN, GX, DXF)
- Custom sizes up to 12" x 47"
- Our best color quality network printer
- Finishing option collates, stacks and staples
- PhaserMatch™ 3.0 color matching software



Phaser 7750

Phaser 4500

Phaser 8400



Customer Close-Up



Ohio School Pictures gives their Phaser® 7300 color printers straight A's

“The Phaser 7300 printer has saved us tens of thousands of dollars. It paid for itself within the first month that we had it, and it's cut weeks out of our proof program.”

— Jeff Williams,
Director of Information Technology,
Ohio School Pictures

Company name: Ohio School Pictures

Industry: Digital photography for children's class pictures

Location: Berea, Ohio

Printers: Phaser® 850 and Phaser® 860 solid ink color printers, Phaser® 7300 tabloid color printers and Phaser® 6250 color laser printer

Applications: Photo proofs printed on envelopes, peel-and-stick prints, ID cards, Rolodex cards, library barcode labels, certificates, marketing materials

As the leading provider of school photography services in Northern Ohio, Berea-based Ohio School Pictures demands consistently high quality from its equipment. That way, the company can guarantee the same high quality to its more than 480 schools/customers.

When the 36-page-per-minute Xerox Phaser 7300 printer entered the market last year with a price point lower than most tabloid color laser printers, Ohio School Pictures Director of Information Technology Jeff Williams tested it. It outperformed a Ricoh machine that Williams also demoed, and it worked well with all of the paper weights and sizes he wanted to use. He was sold.

The Phaser 7300 significantly changed the way Ohio School Pictures did business. Before owning the Phaser 7300, the company took photos on film, sent film to a lab, physically cut 2"x 3" prints from proof sheets, stuck the prints to envelopes and mailed the envelopes to schools. The process took 10 days to 2 weeks per school.

Now the company takes digital photos, prints them directly onto envelopes using the Phaser 7300 printer, and sends envelopes back to schools the very next day.

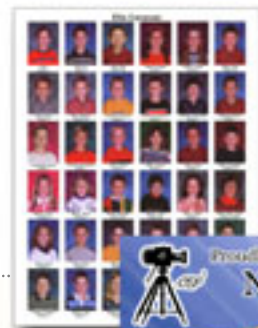
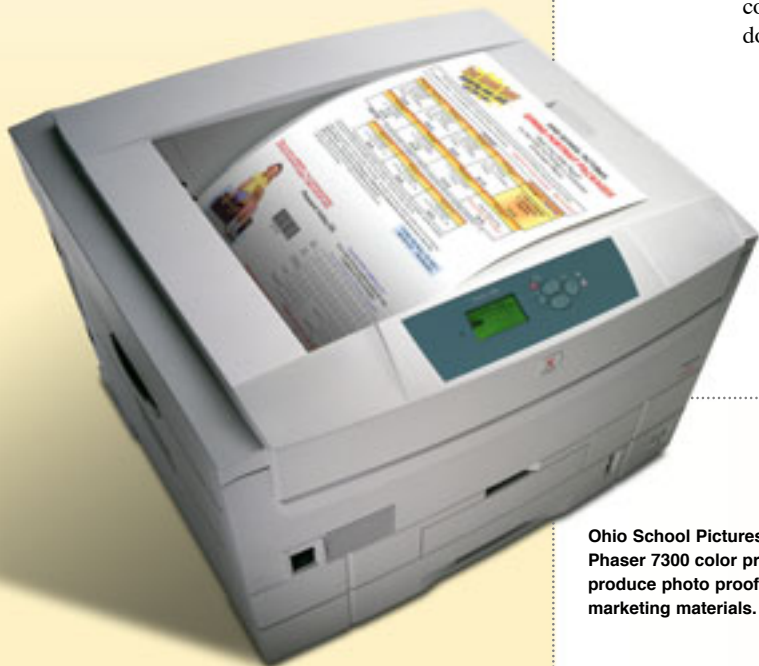
“The cost for our old proof printing process was 50 cents per envelope. Now, with the Phaser 7300, it's under 20 cents per envelope. It's saved us tens of thousands of dollars. It paid for itself within the first month that we had it,” Williams says. The company bought a second Phaser 7300 printer to distribute the workload.

“We now print an average of 30,000 prints per month, and sometimes as much as 50,000 prints per month,” Williams estimates. Still, despite the hefty print volume, Williams has not had problems.

“I push the machine hard and it hasn't shown any signs of wear,” Williams says. “That was a key thing for me. I could have saved a few thousand dollars on other machines and their consumables, but I wanted a company that would take care of the machine and me over the long run.”

Williams is also very happy with his Xerox reseller, Ralph Richard, who works for The Printer People. Richard recently helped Ohio School Pictures add a Phaser 6250 color laser printer to its fleet, and they've collectively helped other school picture companies across the country—members of Associated Professional School Photographers (APSP)—purchase Phaser printers.

“We (members of APSP) join together to share information about tools that help us compete with the big guys,” Williams says. “We are all Phaser printer users. We don't use anything else.”



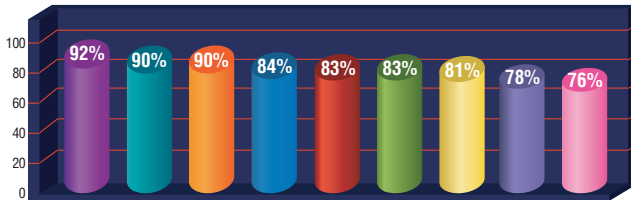
Ohio School Pictures uses a
Phaser 7300 color printer to
produce photo proofs and
marketing materials.

Color makes big impact for small businesses

What's one quick way to boost business? Just add a little color, according to a study conducted by International Communications Research and Xerox.

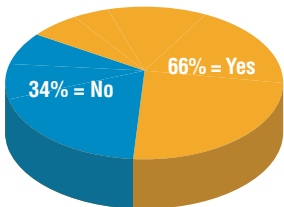
More than 90% of U.S.-based small businesses surveyed view color as a critical business tool. Small business owners and managers believe color documents have a strong ability to attract new customers, make companies appear larger, gain a competitive edge, increase memory retention and enhance creativity. Here's a look at the survey findings:

Benefits of Color Capabilities

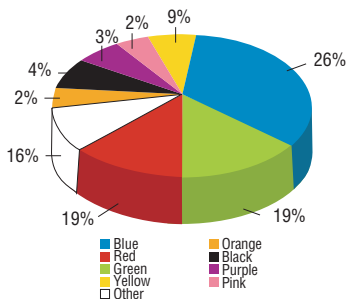


- 92% Believe color presents an image of impressive quality
- 90% Feel color can assist in attracting new customers
- 90% Believe customers remember presentations and documents better when color is used
- 84% Think greater consideration is given to color documents
- 83% Believe color makes them appear more successful
- 83% Feel color capabilities enhance employee creativity
- 81% Think color gives them a competitive edge
- 78% Report that color documents are easier to understand
- 76% Believe that the use of color makes their business appear larger to clients

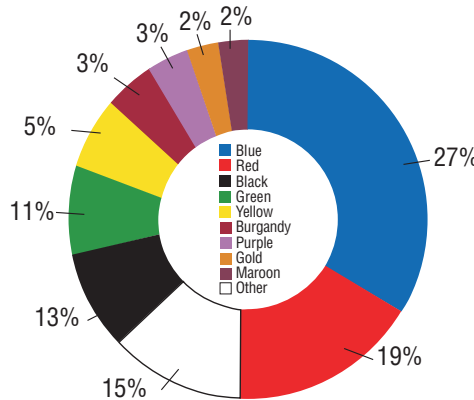
U.S.-based Small Businesses' Ability to Create Color Documents In-House



Color that Best Describes Business Over Next 12 Months



Most Prominent Color in Company Logo



*Survey conducted by International Communications Research and Xerox Corporation from February 19 to March 7, 2003. Margin of error +/-3.1%. According to the most recent U.S. Census, 98% of U.S. companies are small businesses with fewer than 100 employees.

Just add color

Make sure your own business communications are impactful. The Color Connection website offers hundreds of colorful, customizable templates, including business cards, letterhead, signage, greeting cards, brochures and more. Download a few today at www.colorconnection.xerox.com and customize with your company info to add a quick shot of color to your collateral.

Also, consult the new CAUS Color Forecast color palette in the Techniques section of www.colorconnection.xerox.com to see what colors are hot for 2004.

“Dear Dr. Color...”

Help! I need to install a driver for my Phaser printer, but I've lost all of my manuals and installation CDs.

—Katie

Dear Katie:

Don't worry — it's all online at Xerox Office Products Support!

Find step-by-step guides on how to install your printer drivers in our infoSMART™ Support Knowledge Base at www.xerox.com/office/infoSMART

Or, find an extensive selection of manuals and documentation for your printer at www.xerox.com/office/support. Just select a product and go!

Finally, if you just need the latest driver or to re-install your driver, simply visit the Drivers page at www.xerox.com/office/drivers. Select your product, computer platform and files, and you're off and running!

Accolades

Phaser® 6250 color laser printer

Computer Reseller News, Best Product of the Year, Printer Category, December 22, 2003

VarBusiness magazine, Tech Innovator Awards Finalist

Phaser® 7300DN color printer

PC Magazine, Best Color Laser Printer of the Year, “Best Products of 2003,” January 20, 2004

Phaser® 7300 color printer

Better Buys for Business, Editor's Choice Award, “2004 Color Laser Printing Guide”

Phaser® 3450 laser printer

Better Buys for Business, Editor's Choice Award, “2004 Office Laser Printer Guide,” January 2004

CONTACT US!

We're here to help you with technical support, product information and locating a reseller near you.

World Wide Web

www.xerox.com/office

Customer Support Center

1-800-835-6100 (option 1)

5 AM – 5 PM (PST)

Service Agreements

1-800-835-6100 (option 3, then option 2)

7 AM – 5 PM (PST)

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Xerox "Strut Your Stuff" Print Sample Contest

Are you proud of your prints? Mail us five of your favorite print examples created and printed using your Xerox Phaser color printer no later than March 15, 2004, and attach a one-page document answering the questions posted on www.xerox.com/office/contest. A panel of Xerox judges will decide if you have what it takes to strut your stuff as our print sample contest winner. The grand-prize winner will receive a 20-inch Apple® iMac® computer (a \$2,199 USD value)! Three runner-up prize winners will each receive a \$500 USD shopping spree on www.giftcertificates.com.

Visit www.xerox.com/office/contest for complete contest rules and details.

Contest valid in the U.S. only.

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