



# Color at Work™

## 100% Independent Analysis

### Lexmark C520 Series Color Laser Printer Family 20 ppm Monochrome, 20 ppm Color



## Key Buyer Benefits

Downtime and routine maintenance tasks are kept to a minimum with easily-accessible jam locations, paper drawers that are designed to never overflow, and easy consumable replacement items.

The standard MarkVision and Messenger management software have a wide range of capabilities from viewing the status of the Lexmark device to monitoring other printers on the network.

The ImageQuick function allows users to automate printing of Web pages, providing a time-saving workflow benefit.

Aggressive pricing delivering a compact, color, print solution that will be hard to beat.

Hardware and software installation is straightforward — simple enough for non-technical users, yet feature rich for the IT manager/administrator who wants to carry out an enterprise-wide installation from a desk.

Network and USB connections are very accessible and easily located on the left side of the device.

# BERTL 4-Star Award Winner

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## Product Dynamics

Lexmark has improved upon its extensive printing lineup with the introduction of the C52x product line. The C522n, C524n, C524dn, and C524dtn bring network color productivity to the lower half of the Lexmark 2005 Color Laser family. The devices start at US \$499 and target both the entry-level workgroup color printer market and the high-end personal color laser market. The entire C52x product line boasts printing 20 pages per minute in both black and white and color. The main differences that separate the individual members of the C52x family are two-sided printing, specific connectivity, processor speed, and hard-disk support.



Bertl analyst with Lexmark C524

Just like the other members of the Lexmark 2005 Color Laser Family, Lexmark C52x is bundled with both PCL and PC3 print drivers. Lexmark's document software, MarkVision Professional, is available free of charge to users via Internet download.

The new C52x series offers versatile new space saving capabilities within a well-thought out design that offers 100 percent front access accessibility, allowing it to fit

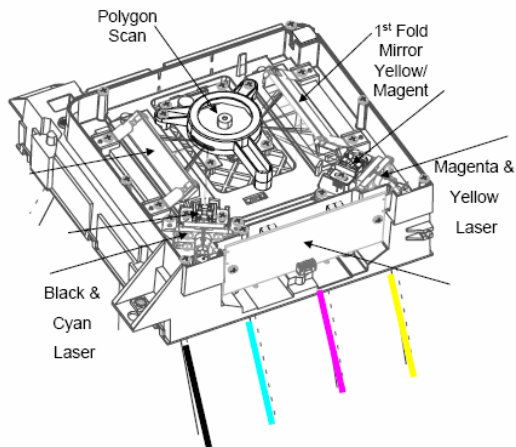
in corners or tightly alongside other machines.

Navigation on the C52x is easy to get to and simple to operate. Lexmark has enlarged the font on the four-line display. The screen menu is easy to access and back out of. We were pleased to see that a stop button has been added (a feature missing from the company's previous personal laser printers) making it easy to cancel jobs from the printer. Navigation buttons make it easy to move up, down, and make selections.

| Lexmark                         | C522n           | C524n   | C524dn  | C524dtn   |
|---------------------------------|-----------------|---|---|---|
| <b>Processor</b>                | 312 MHz         | 500 MHz   | 500 MHz   | 500 MHz   |
| <b>Optional Connectivity</b>    | Wireless        | Wireless, Gigabit, Fiber, Optic, Token Ring, Serial | Wireless, Gigabit, Fiber, Optic, Token Ring, Serial | Wireless, Gigabit, Fiber, Optic, Token Ring, Serial |
| <b>Aftermarket Yields Mono</b>  | 4K              | 4K and 8K   | 4K and 8K   | 4K and 8K   |
| <b>Aftermarket Yields Color</b> | 3K              | 3K and 5K   | 3K and 5K   | 3K and 5K   |
| <b>Duplex</b>                   | No              | No  | Standard  | Standard  |
| <b>500 Tray Option</b>          | Option          | Option  | Option  | Standard  |
| <b>Maximum Duty Cycle</b>       | 45K pages/month | 65K pages/month                                     | 65K pages/month                                     | 65K pages/month                                     |
| <b>Hard Disk Support</b>        | No              | Yes   | Yes   | Yes   |

## Product Dynamics

The Lexmark C52x has a new advanced laser print head which uses four synchronized lasers combined in one unit with one laser mirror. The manufacturer boasts improved registration, with 2,630 scans per second, and up to 250 microwatts per dot.

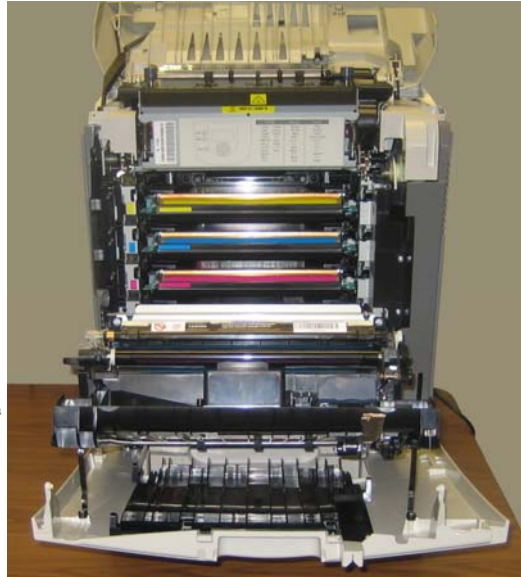


Internal imaging area showing the mirror and laser outputs

## Hardware Installation

Our installation of the Lexmark C524 was trouble free and speedy. We did not experience any difficulties whatsoever, taking less than 15 minutes to complete the entire hardware installation process.

After two people remove the machine from the box, the Lexmark is almost ready to go. Only the exit tray must be added to the exterior. Internally, opening the Lexmark C52x from the front not only reveals the simple paper path, but also the pre-installed toner. By following the animated directions we simply removed the protective seals from the toners and paper path. The paper tray was pulled out, adjusted, and paper was added. Overloading the paper tray did not cause an issue, when the maximum paper amount was exceeded, paper was ejected



Opening the Lexmark C524 exposes the entire paper path.

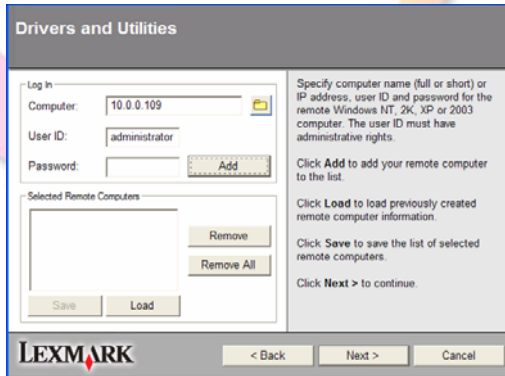
as the drawer closed. Plug in the socket and network or USB cable the device is physically ready for operation.

All physical preparation was done with ease. The Lexmark opens from the front with plenty of space to add and remove toner cartages as well as paper jams. Even the network and USB cables are very accessible on the side of the machine as

Network and USB connections are located on the side of the printer.



## Product Dynamics



opposed to the back like most models.



Lexmark C524 default screen



Lexmark C524 menu screen

## Product Dynamics

### Software Installation

The installation of the device onto a PC was equally simple and quick. The Lexmark installation CD wizard asks users or the administrator to follow simple instructions which guide them through the process.

Administrators will like the ability to install the driver onto one or multiple remote PC desktop locations within a single installation process. To achieve this, the administrator chooses the remote installation and then either enters a specific network location, browses across the network to the location, or specifies a pre-defined list of PCs.

For example, an administrator could set up a list of all the PCs in the second floor sales department. Then the administrator could give users access to the device, in seconds with Lexmark's installation wizard.

The installation of the driver software added only a few minutes to our total set-up time.

### Console Interface

The control panel is straightforward without a cumbersome button layout.

Users should be quickly at ease when working hands-on with the product.

The Lexmark C52x display screen allows for four lines of text. This text is navigated with the touchable buttons: Back, Menu, Stop, Up, Down, Left, Right, and Select.

Lexmark's C52x default screen, when online and ready, reads as Ready and Check Status/Supplies. To access the menu users simply press the Menu button. The first line of text will



Lexmark C524 is Ready and Operational.

always tell the user what screen they are viewing. In this case Menu, with a "back" icon always in the upper left corner (reminding users to simply press the back button to go to the previous screen). Supplies Menu, Paper Menu, and Reports appear under Menu. To view Settings, Security, Network/Ports, and Help, users scroll using the down arrow button.

The Lexmark screen is large enough to display a picture of the printer's jams or toner needs. Users will see exactly where the jam is located or which toner cartridge needs replacing through the specific animation on the display (see page 7).

Lexmark offers Confidential Print, a means for securing print jobs. This is described in the Security section on page 12.

This process of sending secure jobs is a critical issue for many environments complying with privacy and data protection legislation such as HIPAA, Gramm-Leach-Bliley, etc., where users must be in constant control over customer records.

These devices will show up in smaller offices looking for entry level black and white and color network printing. At times secure documents — payroll, private documents, bids, and various other

## Product Dynamics



personal documents — may need to be

**Above:** The missing cartridge is detected with SHOW ME option.

**Below:** Steps one to four walk the user through the process of fixing the dislodged cartridge.

printed.  
When the

Cyan cartridge is dislodged



## Device Management

Copiers, printers, and MFPs are now critical parts of any organization's IT infrastructure. Remote access to an imaging device for monitoring, configuration, and administration purposes is now a core feature, even for workgroup printers.

Lexmark's monitoring system is accessed by entering the IP address of the device into the URL address bar of the Internet browser. Administrators and users can view the current device status, toner and paper levels, see what jobs are scheduled at the device and other information.

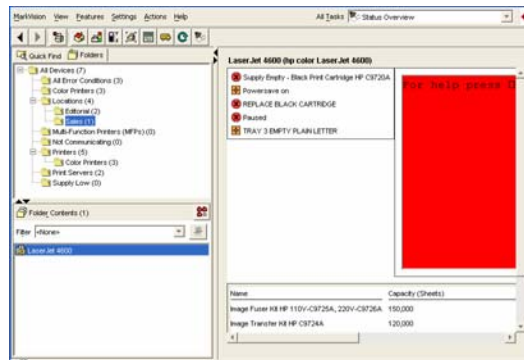
Administrators can also, with the correct authority, configure network and security settings, check print statistics, and establish email alert conditions. A nice extra in the Web implementation is an emulated console display, which is automatically refreshed, showing the desktop user what is being displayed on the device's touch screen. This is a useful aid for technical support when trying to talk users through problems at the device.

A feature that we would like to have seen in its Web implementation is the ability to view the job queue. While we were able to see what job was in progress, we were unable to see how long that job was going to take, or determine what jobs were behind it in the queue. This means that a user, out of line of sight from the machine, must take a risk on the device not being busy when they submit a job.

### MarkVision

Lexmark provides its own powerful Windows-based management utility called MarkVision Professional, free via the Web.

BERTL has always been impressed with the level of functionality, integration, and desk-based management capabilities



**Folders organize printer devices—both Lexmark's and other vendors'—by both static and dynamic fields. Sub-folders inherit filter criteria from all parent folders.**

available to the end user (and the IT Manager) through MarkVision.

Acting like other sophisticated network management solutions such as Tivoli and OpenView, MarkVision allows administrators to organize printer and MFP devices into logical categories based on MarkVision's internal SNMP-based fields. Using a folder metaphor, administrators can then quickly navigate to an area of interest. For each folder, they can choose filter criteria from a set of static fields (location, paper size, etc.) or dynamic ones tied to status or resource levels. Since subfolders inherit the parent folder's filter settings, administrators can create a hierarchy of device groupings, e.g., all printers, color printers within the sales department, etc.

Overall, the software's features, settings, and action menus provide administrators with many ways to arrange and display device data. They can also create custom views to display built-in graphics and tables. And they can create new tables by selection from MarkVision's set of device fields.

## Device Management

### Print Permission Technology

In MarkVision 10.2 and later, new internal tables allow administrators to control color permissions (we downloaded version 11.0). Lexmark's Print Permission Technology bases color authorization on both host computer names and user identifiers.

With a specific computer enabled for color, any user, regardless of individual permissions, can print color documents.

The alternative offered to the administrator is the ability to restrict color job delivery on a user ID basis.

As the screenshot below illustrates John and Ringo are prohibited from printing color.

This list of user IDs is created using MarkVision but downloaded and stored on each individual printer. The list can be updated whenever required and a broadcast list set up so the updating on the list can be achieved in a single operation rather than on a device-by-device basis.

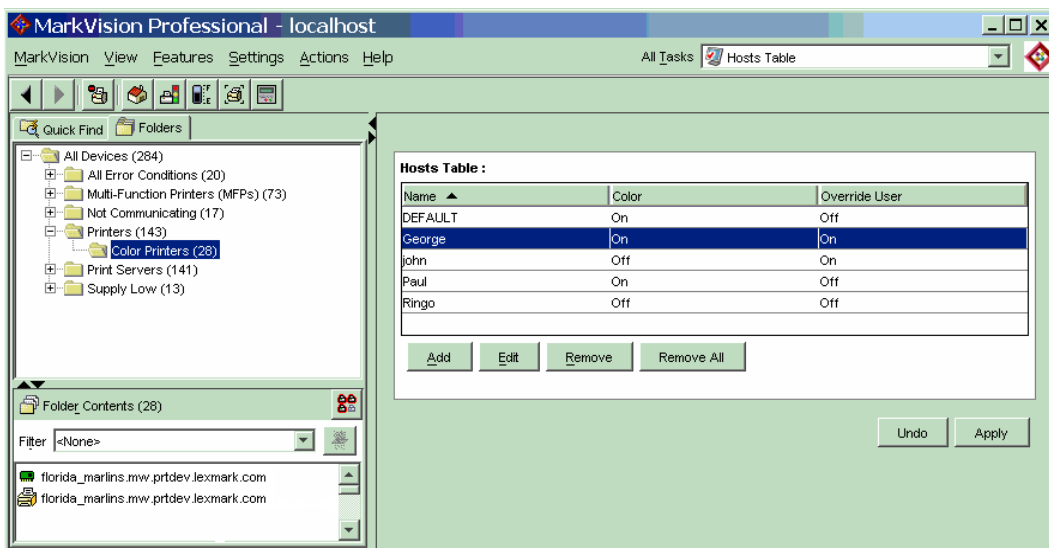
We would have preferred to have a centralized list with devices checking back to the central user list for authorization. This would make administration even easier and also tie in better to any future plans to build-in cost control and auditing procedures.

Also, there is no ability to specify a quantity of pages for a user; the user is either color-enabled or not, which puts it at a slight disadvantage versus some rival cost-containment packages.

We would have also liked the ability set a threshold level that a user could print in color, with a warning email sent informing the user when they were approaching their limit.

Lexmark does offer a cost containment solution through Pharos, which provides a range of hardware and software cost-containment and print-auditing capabilities.

MarkVision host table allocating users with color printing rights





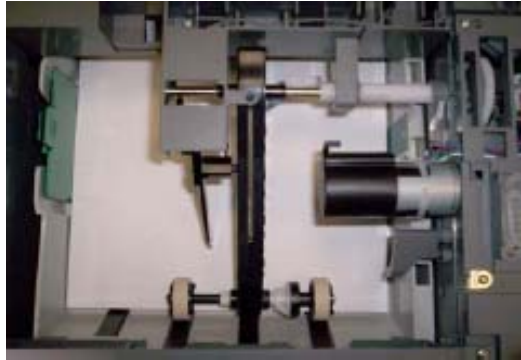
## Paper Handling

### Paper Input

The Lexmark C522n and C524n both come standard with a 250-sheet paper tray and a 100-sheet multi purpose feeder. Both the C524dn and C524dtn have a 500-sheet paper tray totaling to 850 sheets maximum. They can print on paper sizes up to 8.5" x 14". All trays support legal / 8.5 x 14" sized paper.

Loading and unloading paper drawers is very straightforward and simple. The new Lexmark allows 100 percent front access for loading paper, even for handicapped users. Paper is easy to load; paper trays do not have corner bucklers and are designed to prevent over-filling. If users load paper in excess, the extra paper is ejected in a manageable fashion; at the same time maximizing the amount of paper loaded in each tray

Lexmark now offers its exclusive Auto Compensator Technology to printers of this series. This technology has been reserved to workgroup printers in the past. Lexmark calls it the "T"-class paper-picking system due to the way the paper drawer looks from inside the machine. This system assures accurate picking and feeding of a wide range of media.



Lexmark T-system viewed internally

Duplex printing appears to be very manageable and straightforward, without adding size to the printer. Paper jams often focus around the duplex area. In this event, removal of those jams is as simple as regular jams. This is due to Lexmark's "C" paper path — giving improved feed reliability while ensuring simple jam removal. The process guarantees the paper path is always in the front of the unit, making jams always easily reached. The front opens revealing the full paper path, including the duplex area. Paper jams are so accessible that handicap users can reach the jams from wheelchairs.

Excess paper is automatically ejected and easily removed when the paper drawer is inserted into the Lexmark C52x.



## Security

The Lexmark C52x series offers enhanced security with features that can help smaller companies that may not have dedicated IT specialists to ensure the company's security.

### Keeping Private Documents Private

Users can now lock documents on the hard drive until they are manually retrieved at the machine. Since a confidential document will not sit in the exit tray, no one else can view it. This sophisticated feature is not difficult to use.

Accessing secure print jobs from the unit is reasonable with the use of a feature Lexmark calls Confidential Print. Users press the menu scroll button and select Held Jobs. From there users can scroll through secure print jobs. While access to the secure print job list was quick, the method of entering the PIN was anything but, with no number keypad available. Users have to scroll through 0 to 9 using the up and down cursor buttons. This is a cumbersome process that is shared with most rivals in this machine segment.

This process of sending secure jobs is a critical issue for many environments complying with privacy and data protection legislation, such as HIPAA, Gramm-Leach-Bliley, etc., where users must be in constant control over customer records.

To protect Confidential Print jobs against repeated PIN-guessing attempts, the C52x can be set up to discard a job if the job's PIN is entered incorrectly a predefined number of times. Confidential jobs can also now be set to delete after a specified period of time. This means that a user who sends a confidential document and forgets to release it will not leave confidential information on the device.

### THE LAW IS THE LAW

In recent years, the government implemented regulations that have required companies to better manage both electronic and paper-based data. These laws have been implemented in part to either provide heightened customer privacy and data security, or to safeguard against more Enron-like accounting scandals. A few of the most prominent Acts are:

**HIPAA** (Health Insurance Portability and Accessibility Act) is a U.S. Federal law focused on safeguarding the privacy of patient records in the U.S. healthcare system. It includes provisions geared toward administrative simplification, the protection of a patient's right to privacy, and safeguarding a patient's health information.

The **Gramm-Leach-Bliley Act**, enacted in 1999 and in effect since July 2001, places requirements on financial institutions to protect the security and privacy of consumers' financial information. The law states that each financial institution has an affirmative and continuing obligation to respect the privacy of its customers and to protect the security and confidentiality of those customers' nonpublic personal information.

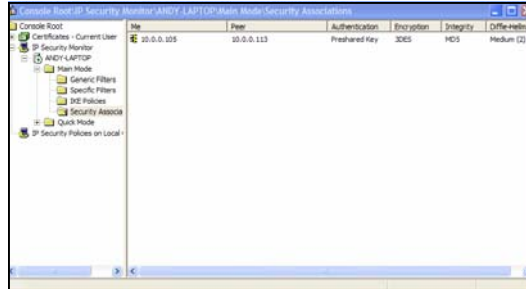
The **Sarbanes-Oxley Act** was a reaction to the accounting scandals during 2001 and 2002, was signed into law in July 2002. One of the key demands of the Act is that corporate executives and governance properly manage and maintain corporate records and be able to provide traceable, auditable proof that corporate records, which contain the supporting documentation for the reported financials, are being managed and maintained accurately.

Data can also be stored in an encrypted format on the drive, rendering it useless if stolen. To secure transmission, Lexmark utilizes its own PrintCryption feature (available by special order on the C524). To safeguard the content of secure print jobs as they are sent across the network the PrintCryption features uses a dynamically-generated session key to negotiate the exchange of AES-encrypted data.

### Manage Your Printer Output and Money

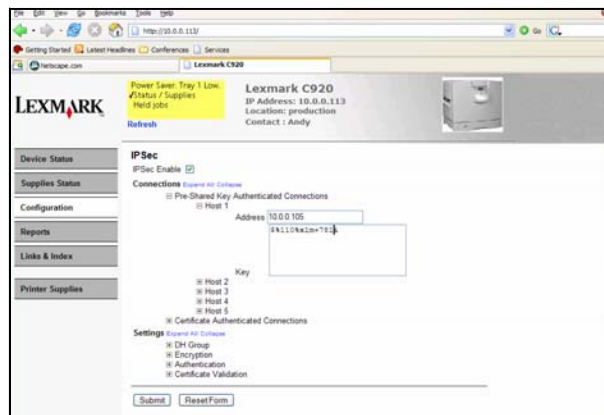
Businesses are always looking for ways to save money. Monitoring printer usage is one way to reduce costs and prevent overspending on toner cartridges. A user can be assigned administrator access to help monitor and control device use and toner expenses.

## Security



Security bindings on the Microsoft Management Console

Pre-shared secret keys can be configured quickly.



## Security

The screenshot shows a web browser window with the address bar set to <http://10.0.0.22/>. The browser interface includes a search bar, search results, bookmarks, pop-ups, and photos. The main content area displays the Lexmark logo and printer status: "Ready. Status / Supplies". The printer model is identified as "Lexmark C524" with an IP address of "10.0.0.22", location "Analyst Office", and contact "Jim Villanella". A "Refresh" button is present. On the left, a navigation menu lists: "Device Status", "Supplies Status", "Configuration", "Reports", "Links & Index", and "Order Supplies". The main content area is titled "IPsec" and shows "IPSec Enable" checked. Under "Connections", there are sections for "Pre-Shared Key Authenticated Connections" (with Host 1 expanded to show "Address" and "Key" fields) and "Certificate Authenticated Connections". Under "Settings", there are sections for "DH Group" (DH (Diffie-Hellman) Group Proposal: modp1024 (2)), "Encryption" (Proposed Encryption Method: 3DES), "Authentication" (Proposed Authentication Method: MD5), and "Certificate Validation" (Validate Peer Certificate: checked).

Authentication and encryption settings are established.

### Report Options

Reports can show usage statistics including who printed and how much they printed. The reports can also break down the number of color prints versus black and white and even determine how much toner was used to make the prints.

When a color or network printer is added to a company's assets, management often seeks ways to monitor printer activity.

Once a general idea of users' access is determined, administrators can do more than just monitor — they create accounts and set limits for users.

Some users may have limited color access, allowing only a limited number of prints. Once the limit is reached, the administrator is notified via email. The administrator then decides to allow additional print rights.

This is also done with black and white prints or printing in general. The controls are easy to monitor; administrators have the option to be semi-involved or very involved in the print supervision.

Time constraints can be implemented. Often workers will print personal documents before or after work. Administrators can disallow color printing or all printing outside of normal working hours.

## Direct Print

### ImageQuick Drag'N'Print

ImageQuick Drag'N'Print is a direct print utility that is provided on the driver CD as a standard feature with most Lexmark printers.

Lexmark's direct printing will be a popular resource among users looking for fast reproduction of high-bandwidth graphic files. It allows users to send PDF, JPEG, HTML, TIFF, GIF, BMP, and PS files directly to the print engine without launching an application or ripping the file into a PCL or PostScript file. The time required to open an application such as Photoshop can be longer than the time it takes to print the file in some instances.

Users are able to set up as many direct PDF queues as they require. This valuable feature allowing users to establish a direct print queue with required document production features necessary for a

specific job type. For example, a user could set up on job queue defaulted to duplex output on paper from tray one, while another queue could be set to incorporate an overlay of the company letterhead and print from the bypass tray.

We also liked the ability to be able to use the direct print facility without having to first open a browser or Windows application. This step, which is found on many rival devices, can consume the time advantage that the process is supposed to deliver.

Users of the Lexmark C52x have multiple ways in which they can route jobs into a direct print queue. They can either drag a file on the desktop onto the ImageQuick icon or they can simply right click on the file and select the direct print queue from the Send To options.

## Direct Print

Another Valuable and unique feature on the Lexmark's ImageQuick utility is the ability to set up automatically scheduled print events.

These can be files stored on a local device, networked device, or even a URL pulled directly from the world wide web.

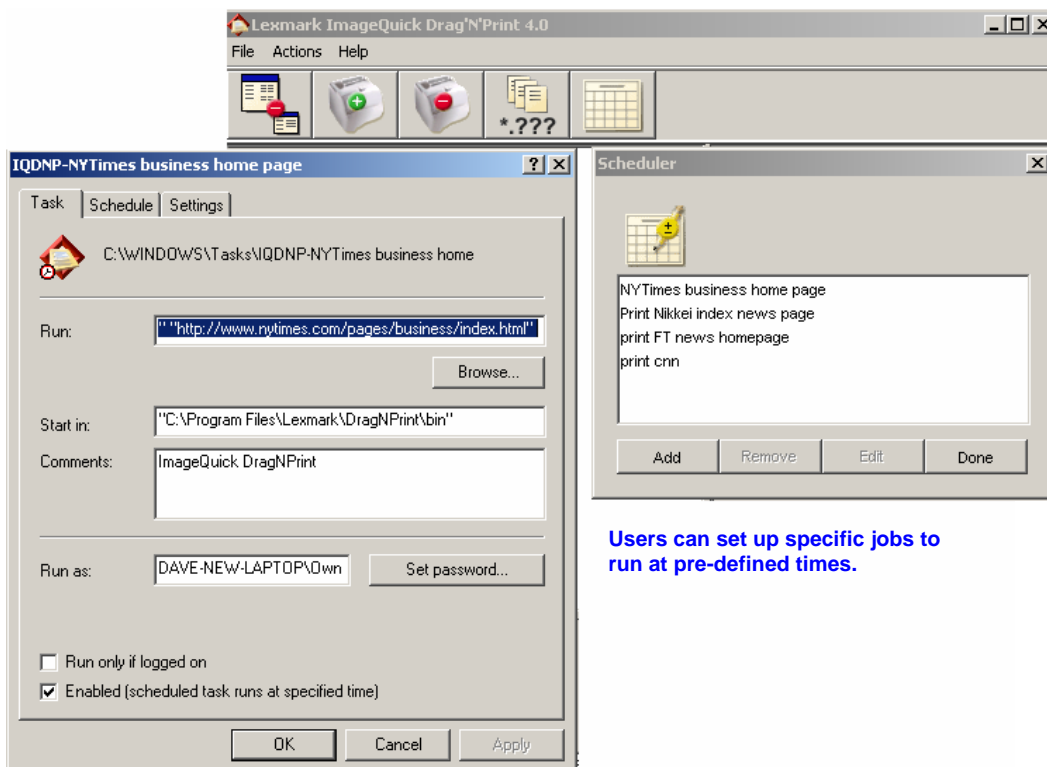
Scheduled events can be set up to go out on a one-time basis or at regular intervals, as set by the user.

The user simply sets up the location of the file, be it a network folder location or a URL address (if a Web site address), the print parameters, and then saves the job as a scheduled task.

This function has a broad range of real-life applications. For example a stock broker in New York has setup a series of scheduled

print events to ensure that when the brokers arrive in the morning they already have the main news pages of the *New York Times*, CNN, *Financial Times*, and the Nikkei Index all ready to scan before the days events get underway. In a business where time is money this can be invaluable.

In another example, a retail head office could set up a specific URL with a flyer design for that day's promotions. Each regional store can then set up a scheduled print, so that the point of sale material and daily flyers are ready to be displayed and handed out immediately each morning.



**Users can set up specific jobs to run at pre-defined times.**

## Print

### Printer Driver Functionality

Lexmark users will feel at home when they first open up the printer drivers of the C52x product line. We were pleased to see that the layout of the PostScript and PCL drivers is virtually identical, allowing users to switch between the PDL/PCL without difficulty.

The drivers are split out into four tabs: Page Layout, Paper, Print Quality, and Other Options. The tabs clearly define which printing features they cover, so no time is wasted browsing from tab to tab.

The one production feature that differs between the two drivers is the Poster mode, which is missing from the PCL driver. This valuable feature allows users to split a document up into multiple printable portions which can then be attached to create a large poster. A common application for this would be in an education center or a retail outlet where budget restraints prevent print outsourcing.

### Color Controls

The PostScript 3 driver lets users select from a number of color options, including the ability to manually set color contrast, color balance, and color matching. Toner darkness can be manually adjusted, and ColorSaver (which applies less color to save money on color draft prints) can be applied.

Using RGB options, PostScript users can manually set images, text, and graphics color corrections individually or as a set. Options includes RGB Vivid, sRGB Display, and Vivid. CMYK options allow users to configure controls for images, text, and graphics at once. Options include Vivid CMYK, Euro CMYK and US CMYK.

The color controls on the PCL driver are identical to the PostScript driver with the exception that PCL has no Color Matching tab.

The Color Matching tab specifies whether the user wants to use an ICC profile-based color matching, allowing them to more accurately match colors to those displayed on the screen.

We would have liked a more visual guide to how these color adjustments would affect image quality. Some rival companies do this through the use of a thumbnail image which changes its appearance as color factors are adjusted by the user.

### Print on Demand

Both drivers include a range of job deliver options. In addition to sending a job to print, we could also choose between:

**Verify Print:** Prints the first copy of a multiple-copy print job, then holds remaining copies until the user either continues printing the job or deletes the job using the printer operator panel.

**Reserve Print:** Stores a print job on the printer for printing at a later time, i.e., Print on Demand functionality. To find stored jobs, we had to scroll through the job menu to our username, then scroll to the job we wanted to reprint.

**Repeat Print:** Does the same as Reserve Print, but produces a printed set of the job at the same time.

**Confidential Print:** Sends print jobs to the device with a secure PIN. Users must first scroll to their username, then enter the PIN number using the keys on the printer operator panel. We were pleased to see that the PIN is now displayed as asterisks when entered by the user. In the past, the PIN had been displayed as the actual numbers on screen allowing a potential thief to oversee the data entry code.

## Image Quality

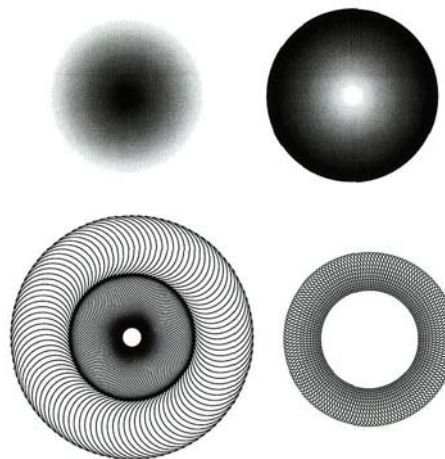
Lexmark will tell you themselves that the C52x series is not geared for a graphic artist but is designed as a corporate color device allowing users to provide color output as a communication aid. With that said, these printers are more than adequate when handling most office needs for business color.

After running a wide variety of typical office document tests, we came to generally favorable image quality judgment. We felt this device performed very well when compared to units in this price range.

When comparing draft print, normal print, and high quality print, we came to a few interesting conclusions. The draft print and normal print were very similar. After carefully comparing output, we were able to find a slight difference. Banding was found in both; this is not uncommon with printers in this price range.

With that said, the common user would be hard-pressed to discern any difference while viewing photo or graphic images in draft or normal print.

**Real life images print out vividly using the PostScript driver**



**Graduated grayscales and fine lines reproduced well using the PostScript driver**

The high-quality mode visually boasted more powerful color, improving the skin tone as well as eliminating some banding separation.

Generally speaking, colors reproduced well and large areas were solid for the most part with minimal streaking. Although most reproductions produced excellent prints, one PowerPoint presentation exposed obvious banding. This banding was not evident when printed on other devices, even other Lexmark printers.

Like Lexmark printers of the past, the overall appearance of the output was more of a matt-finish than gloss. This is highly appreciated by corporate users in most cases. While high gloss may look more professional, it is often harder to use in an office environment where overhead lights can create glare.

Fine lines, grayscales, and small text fonts all reproduced well with the utmost clarity.

## Image Quality

Compared to the output of a high-powered, graphic arts device, the output has a slightly flat appearance. This is not a negative for the C52x machines, as a high-powered graphic-arts device is literally 30 to 40 times the cost!

In the corporate world these differences would not be noticed (nor are corporations looking to spend \$40k on output devices for producing business color). To make some of these observations, users would have to get up close with the output, using an eye magnifier. This will not happen with business color as corporations are simply producing presentations, sales demos, and management reports.

Banding on a PowerPoint slide

PS&SD North America  
U.S. Disclosure & Roadmap

### Lexmark 2005 Color Laser Family

**Function**

**ColorCare Technology**

- C522n: 20/20 ppm, \$499
- C510n: 30/8 ppm, \$499
- C524: 20/20 ppm, \$699
- C760n: 25/25 ppm, \$999
- C762: 25/25 ppm, \$1,499
- C820: 35/32 ppm (A3), \$3,299

Network Capable  
Automatic Two-Sided Printing  
Solutions Card Support  
Finishing

Lexmark Confidential Until Announce

## Summing Up

While the Lexmark C52x series is not perfect, it does boast a many features that make this device more than sufficient while keeping things simple for the user.

The installation of the product was simple and straightforward. Even the most inexperienced of users could follow the simple directions for a timely and satisfactory installation process.

Prepping the hardware was a simple process with uncomplicated step-by-step directions. After two people take the unit out of the box, illustrated instructions ensure a smooth setup. The pictures are right on target, making sure each process is completed with the greatest of ease.

While software installation tends to scare some less technical users, fear need not apply when setting up this device. If a user knows how to plug in a device and place a CD into a networked computer, no issues should come up whatsoever. Once the CD is inserted users are just a few mouse clicks away from completing the installation. A configuration page is printed and the machine is automatically located for the user. Easy as 1-2-3. Ready to print!

The image quality was good overall, with only one issue popping up during testing. On the whole, the image quality will satisfy all but the most critical of business users.

The Lexmark series' easy front access design philosophy will also be appreciated by buyers looking to satisfy Section 508 issues. Once the machine was set up and operational, everything was accessible to users in wheelchairs.

Disabled users can retrieve completed prints, view the status screen, access buttons, and even remove paper jams simply, as all functions are accessible from the front of the device.

The advanced network and device management software applications that Lexmark provides free with the product give both narrow and broad views of a company's network and printers. MarkVision can be simple and uncomplicated for non-technical users or intense and complex for IT professionals.

There is an area we would like to see improved on the next generation product. Console buttons, while adequate, could be laid out better for the user. The "back button" is located on the top left of the layout, forcing the user to make a conscious effort to go back. The left and right buttons are not used often, and could be utilized for the back- and select-functions, making things easier for the user.

The last piece of the equation is the price which, as you would expect from Lexmark, is very aggressive, offering a good 'bang for the buck' value proposition.

