

# Digital Imaging REVIEW

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## BLI HONORS FALL 2005 "PICKS OF THE YEAR"

### Lexmark W840dn

*Outstanding Large Workgroup Printer  
(Tabloid), Fall 2005*

Lexmark International, Inc.  
740 West New Circle Road  
Lexington, KY 40550  
800-438-2468  
www.lexmark.com

Proving itself to be an ideal choice for large workgroups, the Lexmark W840dn, which accommodates up to 11" x 17" paper, has earned BLI's Fall 2005 "Pick" award in the tabloid-size category. In addition to demonstrating very good reliability, completing its 150,000-impression test without any service calls required and with only four misfeeds, this competitively priced unit, which outputs 1200 x 1200 dpi at rated engine speed, produced excellent output. BLI test technicians noted crisp and cleanly formed text; smooth lines forming the circumference of circles, with no evidence of drop-out; and diagonal lines that were smooth and well-formed, with no signs of stair-stepping. Further, thin lines on dark backgrounds were easy to see and halftones were visible over an excellent range.

"Not only does the W840dn provide outstanding print quality, but it is extremely easy to set up and manage on the network thanks to MarkVision Professional," said Marlene Orr, senior printer analyst. "End users can't go wrong with this robust and easy to use device and network administrators will appreciate the flexibility they have in managing their output devices."

Indeed, MarkVision Professional is a very flexible and powerful network management tool, which makes setup on the network easy and can identify all Lexmark and non-Lexmark printers on a network. It also provides extensive real-time device status and print job status monitoring capabilities. Setup and installation of the drivers was easy thanks to the auto-install feature, which automatically creates



the Lexmark bidirectional port and will have users up and running in minutes. In addition, the drivers automatically detect optional features installed on the Lexmark W840dn.

Ease of use is enhanced by Lexmark's new design for the control panel, consisting of a four-line graphical display that shows text and graphics; intuitive navigation buttons; and a numeric keypad, which greatly simplifies entering PIN numbers for confidential printing. The display provides graphical help messages that instruct users how to change

consumables and remove misfeeds. The control panel also has a job cancel button that allows user to select a specific job to cancel while leaving others in the queue.

With an estimated street price of \$3,299, the W840dn is priced more than \$350 less than the average for comparable printers and its supplies cost per page is competitive. The Lexmark W840dn is highly recommended by BLI for large workgroups with monthly print volumes of up to 40,000 impressions.

### ***ABOUT BLI'S PICKS OF THE YEAR***

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended monthly volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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