

11th Annual Awards

2006

**BERTL's
BEST**



Best Monochrome Printer Range

Lexmark

The network printer has come a long way in the last few years. Office dynamics have also changed dramatically. No manufacturer has adapted to this better than Lexmark. Its network printers offer something for everyone and richly deserve the 2006 BERTL's Best Monochrome Printer Range award.

2006

Lexmark—not a household name like some of its competitors—has been an innovator in the network printer space since its split from IBM in the 1990s. Based in Kentucky, Lexmark prides itself on owning the technology that drives its entire range, a major contributing factor behind its ability to react so quickly and decisively to market changes and stay ahead of the curve in technology terms.

Not content with just selling devices high and riding on the coat tails of the after sales market, Lexmark has added innovative features to its product lineup including:

- The award-winning MarkVision network device management utility providing extensive administration and end user functionality.
- A range of multifunctional upgrade modules that satisfy both convenience and serious multifunction users
- The capability to customize the walk-up experience using Lexmark Document Distributor on a company or department basis
- ImageQuick Web and FTP bookmark pull printing on-demand capability, which allows users to set up automated printing of important information at set times
- Direct PDF 1.5 printing—while others were still languishing on PDF 1.4—providing fast delivery of PDF documents without the need to open or RIP the files

BERTL

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Best Monochrome Printer Range | Lexmark

- Innovative paper drawer design which provides fast paper refilling and a fail safe overspill push out that prevents paper jams due to overfilling
- USB memory stick port for walk-up printing of PDFs and other image file formats instantly opening up access to the device to everyone, not just those with the driver installed
- Large display screen with graphic illustrations walking users through common routing maintenance tasks such as toner change or paper jam removal
- Modular design that allows users to start at the entry level and build up over time, a feature that some competitors do not offer
- Multiple hot folder printing queues via either drag and drop or right click submission for instant delivery of supported raw data format files

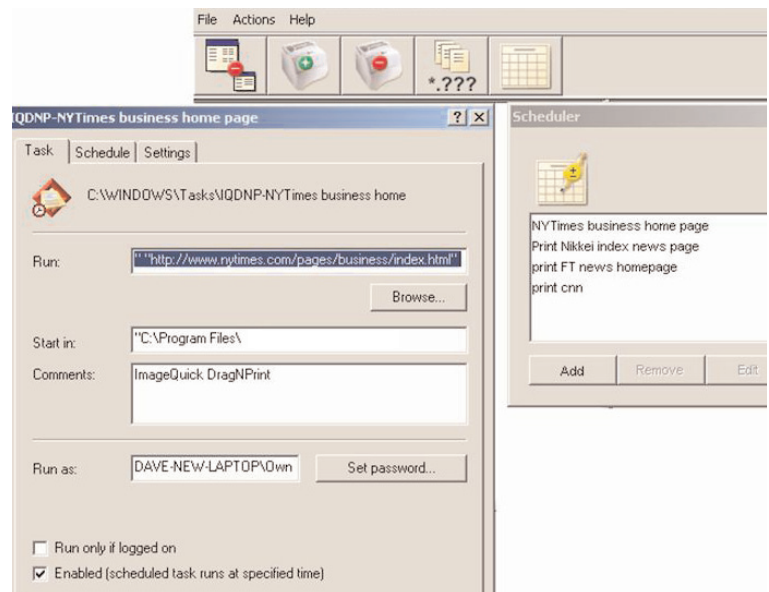
Its range spans four printer groups, E-class devices for personal use, T-class legal-size monochrome devices, W-series ledger-size monochrome devices, and C-class color devices for both legal and ledger-size applications.

The E-class devices sport a compact footprint for easy installation on a desktop. Despite a low retail price, the E-class range still packs a good punch with up to 30 ppm monochrome output speed, up to 801-sheet paper supply, Ethernet connectivity, and both PCL and PostScript as standard.

The T-series deliver more extensive printing capabilities, more processing power, faster engine speeds and greater versatility for shared workgroup or even department usage. The T-series spans 35 ppm through 50 ppm supporting up to 4,100 sheets of paper, a selection of finishing and output options, and the entire catalog of advanced technology innovations listed above.

The W-series, spanning 26 ppm to 50 ppm offers even more with support for ledger-sized media, more robust finishing capabilities, higher paper capacity (up to 5,100 sheets), even greater processor power, plus all the advanced technology innovations listed above.

Service and maintenance across the entire range is kept to a minimum from the initial installation to the replacement of parts throughout its life. The T series devices feature a one piece, all-



ImageQuick lets users to set up automated printing of important information in advance.

in-one toner/photoconductor cartridge which can be switched out and replaced easily and without a mess. On other devices, the toner cartridges and photoconductors are separate, but are user-replaceable.

Paper jams are well documented on the T and W series products; a large screen displays graphically the sequence of events that need to be carried out.

The menu system is common across the range, delivering extensive yet user-friendly management capabilities from the device.

One of the biggest differentiators is the USB flash drive port on the front panel of T and W series products. Any walk-up user can simply plug in a USB memory stick, browse to the file they want to print (supported file types only) and let the printer do the rest with no need for printer drivers.

In a world that is ever more diverse and pressed for time, Lexmark delivers a range of monochrome printing solutions that its competitors are still aiming for, and continues to set the bar for print innovation. For these achievements, Lexmark is awarded the coveted 2006 BERTL's Best Range of the Year award.

Spotlight on Lexmark

Since its inception as a spin off from IBM in 1991, Lexmark has grown to become a \$4.4 billion company. The company reported 12 percent annual revenue growth over the last five years alone. The company maintains a presence in over 150 countries and is still growing.

Lexmark initially grabbed the market's attention with the launch of the first 4,800 x 1,200 dpi and 3,600 x 1,200 dpi resolution laser and inkjet printers on the market, as well as its introduction of stand-alone printers and inkjet printers sold for under \$100.

In 1994, the company introduced its MarkVision network management software, widely considered the best of its kind at the time and still an integral part of the Lexmark product strategy. Unlike some of its competitors, Lexmark develops and owns the technology inside its products, allowing its product line the benefit of less research and development time before the introductions of new products.

Since 1991, Lexmark and its products have earned close to 2,000 awards and industry accolades across the globe.

As a member of the Energy Star Program, Lexmark is a concerned champion for a healthy environment. The company has ensured that all its printers are Energy Star qualified, and provides less packaging around its products. Lexmark was also one of the first printer manufacturers to incorporate energy-saving modes into the printers in its product line.

The company also supports Section 508 Disability Act regulations. For example, the company has made certain that all operating panels are located no further than 24 inches from the front of its machines.

BERTL's Best Office Awards

Recognizing the Best in Digital Imaging Technology and Innovation

For 11 consecutive years, BERTL has recognized the best devices and software in the digital imaging marketplace with BERTL's Best awards. Winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

This year, the awards are presented in three segments.

Office Awards	Spring, 2006
Software and Solutions Awards	Dates to be announced
Production Awards	Dates to be announced

BERTL's Best Office awards honor digital imaging and document management solutions for business offices of all sizes and vertical sectors. Imaging solutions covered by these office awards include:

Digital Duplicators	General Office Monochrome
Executive Office MFPs	Innovation Awards
General Office Color	Software and Utilities

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

Overall business process value is the key consideration in judging which product is BERTL's Best. BERTL analysts take the role of the end user and ask: "How well does this product work in my real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL publishes the world's largest library of business competitive intelligence for the digital imaging market at www.BERTL.com.