XEROX

Xerox WorkCentre 7755
40ppm color
55ppm black & white

EDITOR'S CHOICE 2011

Xerox WorkCentre 7765
50ppm color
65ppm black & white

Xerox WorkCentre 7775
50ppm color
75ppm black & white

Sum-up: Strong upgrade to very good high-end MFPs.

These high-end color office copier/MFPs replace the WorkCentre 7655, 7665, and 7675 in Xerox's lineup. Among the new features are some new finishing options, an optional EFI Fiery processor, and improvements in security features. Xerox touts its true 2,400dpi output quality, and while we believe that for most purposes 600dpi or 1,200dpi is fine, the most demanding users might see a difference in output quality on some pages.

These models have impressive speed. The WorkCentre 7755 ($23,800) runs at 40ppm in color and 55ppm in black-and-white. The WorkCentre 7765 ($28,800) runs at 50ppm in color and 65ppm in black-and-white. And the WorkCentre 7775 ($33,800) runs at 50ppm in color and 75ppm in black. While the machines are essentially the same except for speed, Xerox assigns a maximum duty cycle of 200,000 pages per month for the 7755, 250,000 for the 7765, and 300,000 for 7775 models.

These machines have a large standard paper capacity, which includes dual 500-sheet trays, an 870-sheet tray, and a 1,140-sheet tray. All of these trays can handle paper up to 110lb. index stock. Also standard is a 250-sheet bypass tray, which can handle even heavier stock, up to 170lb. index as well as pages up to 13" x 19". There's also a 2,000-sheet letter-size feeder, selling for $2,000. That's a maximum paper capacity of 5,260 sheets.

A duplexing document feeder (DADF) that can hold up to 250 sheets is among the most outstanding on the market. This feeder can scan up to 50 single-sided pages a minute in color, and 80ppm in black-and-white. Automatic duplex output is standard.

The output options are strong. First, there is a simple 500-sheet offset catch tray for $300. Then, there are three stapling finishers.

The first one, called the "Advanced Finisher," features 50-sheet multiposition stapling and has a 500-sheet upper tray and a 3,000-sheet lower tray ($2,995). That unit also includes a 2/3-hole punch unit.

Second is the "Professional Finisher," which performs 50-sheet multiposition stapling. It has a 500-sheet upper tray and a 1,500-sheet lower tray. It also has a booklet maker and saddlestitcher included, as well as a standard 2/3-hole punch unit. That unit lists for $4,995. The booklet maker can fold and stitch up to 15 sheets (30 pages). It can also bi-fold booklets up to 5 sheets.

Xerox WorkCentre 7775 – Ample finishing options is offered, including the "Advanced Finisher" and the "Light Production Finisher."

Finally, there is a "Light Production Finisher," ($11,800), which features 100-sheet multiposition stapling. That finisher has a 500-sheet lower tray and a 2,000-sheet upper tray. It also features both a hole punch and a booklet-maker with saddlestitching, that can fold and stitch up to 15 sheets (30 pages). It can also bi-fold booklets up to 5 sheets. There is an optional folding unit you can add for $5,700, which provides C- and Z-folding.

Xerox also offers a 50-sheet, off-line convenience stapling unit for $299.

Functionality: First page-out times for copying are 5.5 seconds in black-and-white, 8.9 seconds for color. That is the case across all three models.

The print controller has a 1.33GHz processor, 2GB of memory, and an 80GB hard disk. The controller offers PCL and PostScript emulation as well as Ethernet connectivity. Direct TIFF and PDF printing are also standard features with the controller.

Scanning is an optional feature. There are two versions of the scan-to-PC package, one basic and one enhanced. Scan-to-email or scan-to-file server is optional through Xerox's flexible FreeFlow SmartSEND software. This offers LDAP addressing as well as a variety of tools for automating scan distribution. The professional version of this software adds some of the most sophisticated workflow software around.

Xerox also makes available an optional EFI Fiery controller, aimed at users with demanding color requirements. It includes color management and color matching tools, as well as workflow management.

You can configure one or two optional fax lines for walk-up faxing. Network faxing and Internet faxing are also available.

Other features include a large color touchscreen with a very good graphic help capacity and a strong security package including audit logging and secure print. As with most Xerox products, these can be remotely managed through Xerox's CentreWare software. Accounting software with up to 2,500 user accounts and 500 group accounts is available.

Like other Xerox machines, these MFPs are compatible with Xerox's EIP system that can be used to configure application that improves workflow, accounting, and security.

Xerox offers tools for controlling color costs, through blocking color access to certain account and tracking color pages printed.

As with their predecessors, these models offer speed and strong extended features at a reasonable price. Xerox has added improved productivity features for high-end users. The WorkCentre 7700 family receives our Editor's Choice Award.

Xerox

Rochester, NY
800 275 9376
www.xerox.com

Vendor Profile

Xerox is a dominant force in the color copier market, though it's less powerful than it was during the glory days of the late 1990s. At one point, its product range stretched from low-cost ink jet models up to high-speed color laser machines at the top of the market, but the company's exit from the retail-channel copier market brought the ink jet portion of the line to an end.

Xerox sells its color models mostly through its directsales force and through its agents, independent representatives that market the machines but — unlike conventional dealers — do not hold inventory nor act as resellers.

One thing that sets Xerox apart from other vendors in this market is the wide range of controller options it offers. Like its rivals, it supports Fiery controllers from EFI, but, unlike vendors such as Canon, Konica Minolta, and Ricoh, it also carries several others.

Excerpted from *The Better Buys for Business Color Copier Guide* published, December, 2010. © 2010 Progressive Business Publications, Inc.