



2006 Pick of the Year

*Outstanding Large Workgroup
Color Laser Printer, Spring 2006*



Xerox Phaser 7760GX



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One of the fastest color workgroup printers on the market, the competitively priced Xerox Phaser 7760GX (\$7,399, suggested retail price) has earned a Spring 2006 BLI "Pick of the Year" award for "Outstanding Large Workgroup Color Laser Printer." Supporting up to 12" x 18" output, the Phaser 7760GX offers exceptional output quality and excellent reliability.

"This device can easily meet the demands of busy workgroup environments," said BLI Senior Test Technician Tony Maceri. "Not only did the Phaser 7760GX complete our two-month test with no misfeeds or malfunctions, but the color quality is outstanding and the cost per page is among the lowest for printers in this class."

With a rated speed of 45 ppm in black and 35 ppm in color, the Phaser 7760GX produced exceptionally good output that remained extremely consistent throughout testing. Colors were vibrant and rich-looking but not oversaturated, and skin tones appeared natural. Black output was also impressive, earning BLI's highest image quality rating for nearly all types of output evaluated.

This outstanding overall performer proved to be productive as well. Based on a powerful 800-MHz processor, the unit offers tested first-print-out times that are among the fastest for all file types used in testing. In fact, first-print times for the Word, PowerPoint, TIFF and PDF files used in testing are the fastest of color printers tested to date. In addition, the Phaser 7760GX completed BLI's 19-page color job stream at a higher percentage of its rated speed than any other printer in its class to date.

Ease of use is greatly enhanced by the software utilities included with the Phaser 7760GX, including CentreWare, PrintingScout and the Xerox Support Centre. CentreWare can be used to troubleshoot and manage multiple printers—Xerox and non-Xerox—and print queues, as well as to manage groups of printers, customize printer alerts, view printer status information, view page count histories, and customize printer properties and report generation (asset, status, accounting and alert history). The PrintingScout utility provides excellent feedback to every workstation on which the driver is loaded. The Xerox Support Centre utility is automatically installed during the driver installation and provides a central location for accessing user manuals, video tutorials, troubleshooting information, printer and supplies status, links to order supplies, answers to frequently asked questions and default printer driver settings.

"The Phaser 7760 tabloid color laser printer was designed to provide customers with superior image quality, sophisticated color management tools and advanced finishing options," said David Bates, vice president of product marketing, Xerox Office Group. "We are honored to receive a 'Pick of the Year' award for the Phaser 7760GX. This recognition reinforces Xerox's position as a leader in office color printing."

With its flawless reliability, first-rate output quality, thorough administrative utilities and excellent supplies cost per page, the Phaser 7760GX is an outstanding choice for large workgroups. BLI highly recommends the Phaser 7760GX for offices with monthly print volumes of up to 30,000 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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