

### To All Digital-Imaging Marketing Professionals:

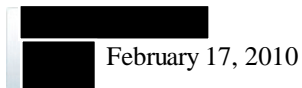
Here is a perfect example of why your company should place the business of product evaluations in the hands of seasoned professionals such as those available at Wirth Consulting. In this widely-distributed "Review" from a leading technology Web site, a standalone printer is compared to three MFPs, and is then criticized for not having an "LCD display" (among numerous other inaccuracies and missing specifications). The author advises that, "It's always a good idea to measure the cost of ink refills against its page yields to gauge approximately how many photos you can print before running to the store to spend more money," but the review provides neither cost-per-page nor ink price/page-yield information.

You don't have to spend advertising dollars with Wirth Consulting in order to get the most accurate and unbiased evaluations in the industry. You don't have to watch helplessly as your advertising dollars get thrown out the window by inexperienced reviewers. Sure we would like you to purchase distribution rights for our reports but the choice is yours. If you win a Best in Class Gold Medal in a Head2Head Comparison Report or receive an "Outstanding" recommendation in a WYSK Hands-On Test Report, it's a worthwhile investment. If you don't win, at least you received a fair evaluation conducted by experienced professionals.

What can you do? Send us your test units or arrange a test at the location of your choice and be assured that you will get a fair shake in a product review. At the very least, please make an effort to respond to our requests to review our evaluation before we publish. Our doors are always open, and we are interested in receiving your input.

Terry and Kathleen Wirth  
Wirth Consulting, LLC  
Denville, NJ USA  
(862) 223-9491  
[www.wirthconsulting.org](http://www.wirthconsulting.org)

## Best photo inkjet printers under \$150







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As printers drop in price, it's easier than ever to own a device at home to bring your snapshot photos to life, because let's face it: nobody likes crowding around a monitor to see a virtual slide show.

Although we're seeing plenty of inkjets for under \$150, many of them keep the cost of hardware low by upcharging on consumables, so it's always a good idea to measure the cost of ink refills against its page yields to gauge approximately how many photos you can print before running to the store to spend more money.

For your convenience, we've compiled this list of various cost-effective inkjet printers that keep an equal balance of quality and cost.



<p><b>Product name</b></p>	 <p><a href="#"><u>Lexmark Impact S305</u></a></p>	 <p><a href="#"><u>HP Officejet 6000</u></a></p>	 <p><a href="#"><u>Canon Pixma MP560</u></a></p>	 <p><a href="#"><u>Epson Stylus NX515 (printer/copier/scanner)</u></a></p>
<p><b>Price</b></p>	<p><a href="#"><u>\$69.99 to \$99.99</u></a></p>	<p><a href="#"><u>\$59.00 to \$114.00</u></a></p>	<p><a href="#"><u>\$94.00 to \$157.00</u></a></p>	<p><a href="#"><u>\$69.98 to \$149.99</u></a></p>
<p><b>editors' rating</b></p>	<p><a href="#"><u>4.0 stars</u></a></p>	<p><a href="#"><u>3.5 stars</u></a></p>	<p><a href="#"><u>3.5 stars</u></a></p>	<p><a href="#"><u>3.5 stars</u></a></p>
<p><b>Average user rating</b></p>	<p><a href="#"><u>3.0 stars</u></a></p>	<p>★ <a href="#"><u>not yet available</u></a></p>	<p><a href="#"><u>4.0 stars</u></a></p>	<p><a href="#"><u>2.5 stars</u></a></p>
<p><b>Release date</b></p>				
<p><b>The Bottom Line</b></p>	<p>The Lexmark Impact S305's low price tag, simple setup, and straightforward features are sure to draw in budget customers with intermittent printing needs. With extra features like wireless printing and a media card reader, the Impact earns a solid recommendation.</p>	<p>We like the simplicity of the HP Officejet 6000 single-function inkjet printer. The print quality meets HP's high standards, and it outputs full color photos at an impressive rate, but its lack of an LCD screen takes some getting used to. Nevertheless, the HP Officejet 6000 performed well and earns our recommendation as a great single-function printer.</p>	<p>The Canon Pixma MP560 multifunction printer and its flashy 2-inch LCD screen and auto-document feeder may seem appealing at first, but the average consumer will find that Lexmark's Impact S305 offers faster performance and higher quality results for \$50 less.</p>	<p>The Epson Stylus NX515 is a capable machine that will improve the efficiency of any office or work-at-home setup. Not only is it a lightning-fast all-in-one, but it also has a broader range of features than most other \$150 AIOs. As long as you don't need a full creative software suite, the Epson Stylus NX515 will make a dependable sidekick to your computer.</p>
<p><b>Similar Products</b></p>	<p><a href="#"><u>Compare more products</u></a></p>	<p><a href="#"><u>Compare more products</u></a></p>	<p><a href="#"><u>Compare more products</u></a></p>	<p><a href="#"><u>Compare more products</u></a></p>
<p><b>Features</b></p>				
<p><b>Printing Technology</b></p>	<p>Ink-jet ( Color )</p>	<p>Info unavailable</p>	<p>Ink-jet ( Color )</p>	<p>Ink-jet ( Color )</p>
<p><b>Product Description</b></p>	<p>Lexmark Impact S305 ( Color )</p>	<p>Info unavailable</p>	<p>Canon PIXMA MP560 ( Color )</p>	<p>Epson Stylus NX515 ( Color )</p>

<b>Copier Type:</b> Type	Info unavailable	None	Info unavailable	Info unavailable
<b>Weight</b>	14.4 lbs	Info unavailable	17.8 lbs	15.2 lbs
<b>PC Connection</b>	USB host Hi-Speed USB IEEE 802.11b IEEE 802.11g	Info unavailable	Hi-Speed USB IEEE 802.11b IEEE 802.11g	USB host Hi-Speed USB IEEE 802.11b IEEE 802.11g IEEE 802.11n (draft) Ethernet 10 Base-T/100 Base-TX
<b>PC Connection Availability</b>	Yes	Info unavailable	Yes	Yes
<b>Output Trays Capacity</b>	25 sheets	Info unavailable	Info unavailable	Info unavailable
<b>Standard Media Capacity</b>	100 sheets	Info unavailable	Info unavailable	100 sheets
<b>Media Type</b>	Cards Banner Envelopes Photo paper Plain paper Transparencies Iron-on transfers	Info unavailable	Info unavailable	Envelopes Photo paper Plain paper
<b>Automatic Duplexing</b>	None (copying)	Info unavailable	Info unavailable	None (copying)
<b>Modem type</b>	Info unavailable	None	Info unavailable	Info unavailable
<b>Monthly Duty Cycle (max)</b>	5000 impressions	Info unavailable	Info unavailable	Info unavailable
<b>Office Machine Features</b>	Info unavailable	Info unavailable	Info unavailable	Scan to e-mail
<b>Monthly Duty Cycle (Users Qty)</b>	Info unavailable	7000 pages	Info unavailable	Info unavailable
<b>Compatibility</b>	Info unavailable	PC Mac	Info unavailable	Info unavailable
<b>Max Resolution Color</b>	Info unavailable	4800 x 1200 dpi	Info unavailable	Info unavailable
<b>Max Resolution B/W</b>	Info unavailable	600 x 600 dpi	Info unavailable	Info unavailable
<b>Software type</b>	Info unavailable	Drivers & Utilities	Info unavailable	Info unavailable
<b>Environmental Standards</b>	Yes	Info unavailable	Info unavailable	Yes

<b>Dimensions (WxDxH)</b>	18.3 in x 13.3 in x 7 in	Info unavailable	17.9 in x 14.5 in x 6.3 in	17.7 in x 13.5 in x 7.2 in
<b>Original Type</b>	Sheets	Info unavailable	Sheets	Sheets
<b>Scanning</b>	1200 x 2400 dpi	Info unavailable	2400 x 4800 dpi	2400 x 2400 dpi
<b>Interface required</b>	Info unavailable	Hi-Speed USB Network	Info unavailable	Info unavailable
<b>Binder</b>	Info unavailable	Info unavailable	Info unavailable	None
<b>Stacker</b>	Info unavailable	Info unavailable	Info unavailable	None
<b>Inkjet Technology</b>	Lexmark Thermal Inkjet - 4-ink	Info unavailable	Canon FINE (Full-lithography inkjet Nozzle Engineering) - 5-ink	Epson Micro Piezo - 4-ink
<b>Copier Type</b>	Digital	Info unavailable	Digital	Info unavailable
<b>Manufacturer Warranty</b>	3 years warranty	1 year warranty	1 year warranty	1 year warranty
<b>Stapler</b>	Info unavailable	Info unavailable	Info unavailable	None
<b>Media Size</b>	8.5 in x 17 in (max)	Info unavailable	Legal (8.5 in x 14 in) (max)	Legal (8.5 in x 14 in) (max)
<b>Printer type</b>	Info unavailable	Workgroup printer	Info unavailable	Info unavailable
<b>Original Size</b>	8.5 in x 11.7 in (max)	Info unavailable	8.5 in x 11.7 in (max)	Letter A Size (8.5 in x 11 in) (max)
<b>Power</b>	Info unavailable	Info unavailable	Info unavailable	AC 120 V ( 50/60 Hz )
<b>Collator</b>	Info unavailable	Info unavailable	Info unavailable	None
<b>Max Printing Resolution</b>	up to 2400 x 1200 dpi (mono) / up to 4800 x 1200 dpi (color)	Info unavailable	up to 600 x 600 dpi (mono) / up to 9600 x 2400 dpi (color)	up to 5760 x 1440 dpi (mono) / up to 5760 x 1440 dpi (color)
<b>Max Printing Speed</b>	up to 33 pages/min (mono) / up to 30 pages/min (color)	Info unavailable	up to 9.2 pages/min (mono) / up to 6 pages/min (color)	up to 36 pages/min (mono) / up to 36 pages/min (color)
<b>Microsoft Certification</b>	Compatible with Windows 7	Info unavailable	Info unavailable	Compatible with Windows 7
<b>Max Copying Speed</b>	up to 25 pages/min (mono) / up to 21 pages/min (color)	Info unavailable	up to 2.3 pages/min (mono) / up to 2.3 pages/min (color)	up to 36 pages/min (mono) / up to 36 pages/min (color)
<b>Scanner type</b>	Info unavailable	None	Info unavailable	Info unavailable
<b>Display</b>	Info unavailable	Info unavailable	2"	2.5"

<b>Operating system</b>	Info unavailable	Apple MacOS X 10.4 Apple MacOS X 10.5 Microsoft Windows 2000 SP4 Microsoft Windows XP Home Edition Microsoft Windows Vista (32/64 bits) Microsoft Windows XP Professional SP1 Microsoft Windows XP Professional x64 Edition SP1	Info unavailable	Info unavailable
<b>Full specifications</b>	<a href="#">Full specifications</a>	<a href="#">Full specifications</a>	<a href="#">Full specifications</a>	<a href="#">Full specifications</a>
<b>Buying choices</b>	<a href="#">Amazon.com</a> <b>\$69.99</b> In stock: See Site  <a href="#">Newegg.com</a> <b>\$89.99</b> In stock: Yes  <a href="#">Amazon.com Marketplace</a> <b>\$69.99</b> In stock: Yes  <a href="#">Prices from 10 [redacted] stores</a>	<a href="#">TigerDirect.com</a> <b>\$89.99</b> In stock: Yes  <a href="#">Newegg.com</a> <b>\$59.99</b> In stock: Yes  <a href="#">Buydig.com</a> <b>\$70.00</b> In stock: Yes  <a href="#">Prices from 10 [redacted]</a>	<a href="#">TigerDirect.com</a> <b>\$99.99</b> In stock: Yes  <a href="#">Newegg.com</a> <b>\$99.99</b> In stock: Yes  <a href="#">Lenovo</a> <b>\$157.00</b> In stock: Yes  <a href="#">Prices from 11 [redacted]</a>	<a href="#">Newegg.com</a> <b>\$79.99</b> In stock: Yes  <a href="#">Amazon.com Marketplace</a> <b>\$118.90</b> In stock: Yes  <a href="#">Staples</a> <b>\$69.98</b> In stock: Yes  <a href="#">Prices from 9 [redacted] stores</a>