

Wirth Consulting

B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 1:41:24 PM

WYSK

"What You Should Know"

Make	Lexmark International	Model	C780DN
Functions	Print	Imaging Technology	Laser

Classification Color Duplex Printers From \$1,000 To \$1,500

Introduced in 2007, the C780DN is rated at up 33 (B&W)/29 color ppm, features an 800 MHz CPU, and has a maximum monthly duty cycle of 120,000 pages. These capabilities make it perfect for most SMB needs. Lexmark also includes its Color Care for limiting color printing (and controlling color-printing costs). The printer also supports Lexmark's Universal Print Driver. With Lexmark's Universal Print Driver, users can print to a broad range of Lexmark imaging devices with just a single print driver. This reduces IT support, as IT need only install/support one print driver.



Specifications

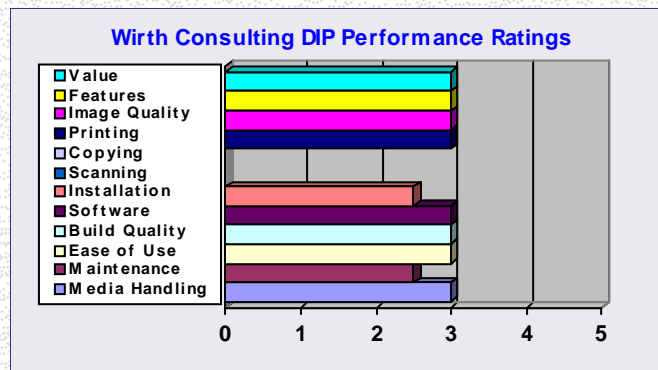
Monthly Duty Cycle	120,000	Max Media Width (inches)	8.5	215.9	mm	Price	\$1,148.99	€824.97
BW/Color Print Speed (PPM)	33/29	Max Media Length (inches)	48.0	1,219.2	mm	Duplex		
Max. Print Resolution (DPI)	1,200x1,200	Max Media Wt. (bond, lbs.)	47.0	158.6	gsm	Print		
Standard Memory (MB)	256.00	Height (inches)	24.0	609.6	mm	Network		
Std Media Capacity (sheets)	600	Width (inches)	24.0	609.6	mm	Scan		
Max Media Capacity (sheets)	1,100	Depth (inches)	18.0	457.2	mm	Doc Feeder		
Power Consumption (watts)		Weight (pounds)	118.0	53.5	kg	Full System	\$1,148.99	€824.97

Feature Checklist

Value Add	Print	Scan	Copy
USB Convenience Port <input type="checkbox"/>	Duplex Printing <input checked="" type="checkbox"/>	Color Scanning <input type="checkbox"/>	Duplex Document Feeder <input type="checkbox"/>
Scanner <input type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input type="checkbox"/>	Ease of Use
Walk-Up Fax <input type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	Software	Graphic Display <input checked="" type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
Image Quality	Linux <input checked="" type="checkbox"/>	Web Utilities <input checked="" type="checkbox"/>	Navigation Keys <input checked="" type="checkbox"/>
BW Office IQ <input checked="" type="checkbox"/>	GDI Printing <input type="checkbox"/>	Media Handling	Maintenance
Color Office IQ <input checked="" type="checkbox"/>	PCL <input checked="" type="checkbox"/>	Feeds Index Stock <input type="checkbox"/>	All-in-One Toner Cartridge <input checked="" type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input checked="" type="checkbox"/>	Max Weight from all Sources <input type="checkbox"/>	Finishing
Photographic IQ <input type="checkbox"/>	Adobe PostScript <input type="checkbox"/>	Holds Full Ream of Media <input checked="" type="checkbox"/>	Finishing <input type="checkbox"/>

Wirth Consulting Ratings* *On a scale of 0-5, with 5 being the best

Value	3.0
Features	3.0
Image Quality	3.0
Printing	3.0
Copying	
Scanning	



2.5	Installation
3.0	Software
3.0	Build Quality
3.0	Ease of Use
2.5	Maintenance
3.0	Media Handling

Ratings Scoreboard* *Highest possible scores: Overall, 60; Copier, 45; Printer, 50; Scanner, 40; Usability, 25

Overall Score	29.0	Copier Score		Printer Score	29.0	Scanner Score		Usability Score	14.0
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"What You Should Know"

Make **Lexmark International** Model **C780DN** Classification **Color Duplex Printers From \$1,000 To \$1,5**

Consumables Pricing and Yields* *All supply yields are based on an original area coverage of 5% per color

Black Ink/Toner Price	\$175.35	Magenta Ink/Toner Yield (pages)	10,000	Maintenance Kit Price	\$883.98
Black Ink/Toner Yield	10,000	Yellow Ink/Toner Price	\$390.70	Maintenance Kit Yield	240,000
Cyan Ink/Toner Price	\$390.70	Yellow Ink/Toner Yield	10,000	Other Type	
Cyan Ink/Toner Yield	10,000	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$390.70	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		\$0.0175		Color Consumables Cost per Page	
				\$0.1421	

Total Cost Per Page*

Total Cost of Ownership**

*Cost Per Page and **Total Cost of Ownership include the purchase price depreciated over a five-year period. ***Mixed=Based on print usage of 66% Black and 33% Color

Monthly Volume	Black CPP	Color CPP	Monthly Volume	Black TCO	Color TCO	***Mixed TCO
50 pages	\$0.401	\$0.525	50 pages	\$1,190.55	\$1,564.27	\$1,301.97
100 pages	\$0.209	\$0.334	100 pages	\$1,232.10	\$1,979.56	\$1,466.44
250 pages	\$0.094	\$0.219	250 pages	\$1,356.77	\$3,225.41	\$1,959.85
500 pages	\$0.056	\$0.180	500 pages	\$1,564.54	\$5,301.84	\$2,782.20
1,000 pages	\$0.037	\$0.161	1,000 pages	\$1,980.10	\$9,454.69	\$4,426.91
2,000 pages	\$0.027	\$0.152	2,000 pages	\$2,811.20	\$17,760.38	\$7,716.32
3,000 pages	\$0.024	\$0.148	3,000 pages	\$3,642.31	\$26,066.08	\$11,005.73
4,000 pages	\$0.022	\$0.147	4,000 pages	\$5,357.39	\$35,255.75	\$15,170.27
5,000 pages	\$0.021	\$0.146	5,000 pages	\$6,409.49	\$43,782.44	\$18,678.47

Wirth Consulting Commentary

Strengths

- Color Care for limiting color printing with permissions and B&W-only print drivers.
- 256 MB memory can be expanded to 768 MB.
- 10/100BASE-TX Ethernet network interface, optional Gigabit Ethernet, wireless, Fast Fibre Ethernet.
- Security provisions include SSC, SNMPv3, TCP/IP, 802.1x authentication, IPSec.
- Capable MarkVision network management.
- Print on banner sheets up to 8.5"wide x 48" long via bypass tray (other paper sources accept up to 8.5"x14").
- Print to most Lexmark imaging devices with Lexmark's Universal Print Driver. IT need only install/support one print driver.

Limitations

- Relatively high color consumables' cost per page of 13.8 cents.

Best Use

Small to mid-size businesses and workgroups, and some enterprise, for B&W and color office-printing applications. Relatively high color cost per page may make it more suitable for primarily B&W printing, with controlled color printing.