

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Friday, October 30, 2009 12:47:31 PM

# WYSK

"What You Should Know"

<b>Make</b>	Lexmark	<b>Model</b>	Platinum Pro905
<b>Functions</b>	Print/Copy/Scan/Fax	<b>Imaging Technology</b>	Ink-Jet
<b>Classification</b>	Color Duplex MFPs Under \$500		



This is the flagship in Lexmark's Professional series for SMB introduced in September 2009, and incorporates color print, copy and scan, and fax. A touch screen display incorporates pre-loaded Web applications and Web connectivity. Users can print real-time Web content, such as news, and copy, scan-to-e-mail and direct-photo printing keys are provided via the touch screen. Also provided are additional SmartSolutions applications (see "Strengths"). Wireless and wired network connectivity are standard.



## Specifications

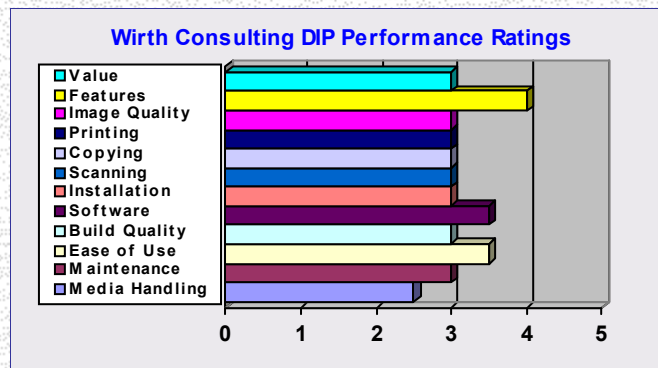
Monthly Duty Cycle	10,000	Max Media Width (inches)	8.5	215.90	mm	Price	\$399.00	€285.84
BW/Color Print Speed (PPM)	33/30	Max Media Length (inches)	14.0	355.60	mm	Duplex	\$0.00	€0.00
Max. Print Resolution (DPI)	4800x1200	Max Media Wt. (bond, lbs.)			gsm	Print	\$0.00	€0.00
Standard Memory (MB)	64.00	Height (inches)	12.10	307.34	mm	Network	\$0.00	€0.00
Std Media Capacity (sheets)	300	Width (inches)	18.31	465.07	mm	Scan	\$0.00	€0.00
Max Media Capacity (sheets)	300	Depth (inches)	15.42	391.67	mm	Doc Feeder	\$0.00	€0.00
Power Consumption (watts)		Weight (pounds)	25.60	11.61	kg	Full System	<b>\$399.00</b>	<b>€285.84</b>

## Feature Checklist

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

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

Value	<b>3.0</b>
Features	<b>4.0</b>
Image Quality	<b>3.0</b>
Printing	<b>3.0</b>
Copying	<b>3.0</b>
Scanning	<b>3.0</b>



<b>3.0</b>	Installation
<b>3.5</b>	Software
<b>3.0</b>	Build Quality
<b>3.5</b>	Ease of Use
<b>3.0</b>	Maintenance
<b>2.5</b>	Media Handling

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

<b>Overall Score</b>	<b>37.5</b>	<b>Copier Score</b>	<b>28.0</b>	<b>Printer Score</b>	<b>31.5</b>	<b>Scanner Score</b>	<b>26.0</b>	<b>Usability Score</b>	<b>16.0</b>
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Model **Platinum Pro905**

Classification **Color Duplex MFPs Under \$500**

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

Black Ink/Toner Price	\$4.99	Magenta Ink/Toner Yield (pages)	600	Maintenance Kit Price	
Black Ink/Toner Yield	510	Yellow Ink/Toner Price	\$17.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$17.99	Yellow Ink/Toner Yield	600	Other Type	
Cyan Ink/Toner Yield	600	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$17.99	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		<b>\$0.0098</b>	Color Consumables Cost per Page		<b>\$0.0997</b>

## 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	<b>\$0.143</b>	<b>\$0.233</b>	50 pages	<b>\$428.35</b>	<b>\$698.20</b>	<b>\$513.12</b>
100 pages	<b>\$0.076</b>	<b>\$0.166</b>	100 pages	<b>\$457.71</b>	<b>\$997.41</b>	<b>\$631.23</b>
250 pages	<b>\$0.036</b>	<b>\$0.126</b>	250 pages	<b>\$545.76</b>	<b>\$1,895.01</b>	<b>\$985.56</b>
500 pages	<b>\$0.023</b>	<b>\$0.113</b>	500 pages	<b>\$692.53</b>	<b>\$1,895.01</b>	<b>\$1,082.42</b>
1,000 pages	<b>\$0.016</b>	<b>\$0.106</b>	1,000 pages	<b>\$986.06</b>	<b>\$6,383.06</b>	<b>\$2,757.21</b>
2,000 pages	<b>\$0.013</b>	<b>\$0.103</b>	2,000 pages	<b>\$1,573.12</b>	<b>\$12,367.12</b>	<b>\$5,119.41</b>
3,000 pages	<b>\$0.012</b>	<b>\$0.102</b>	3,000 pages	<b>\$2,160.18</b>	<b>\$18,351.18</b>	<b>\$7,481.60</b>
4,000 pages	<b>\$0.011</b>	<b>\$0.101</b>	4,000 pages	<b>\$2,747.24</b>	<b>\$24,335.24</b>	<b>\$9,843.80</b>
5,000 pages	<b>\$0.011</b>	<b>\$0.101</b>	5,000 pages	<b>\$3,334.29</b>	<b>\$30,319.29</b>	<b>\$12,206.00</b>

## Wirth Consulting Commentary

### Strengths

- Five-year warranty; simplex 50-sheet automatic document feeder. Low black consumables' cost per page.
- 802.11b/g/n wireless and 10/100Base-TX Ethernet wired network connectivity. Color scan to e-mail.
- PictBridge port for printing from PictBridge-enabled digital-camera memory cards, and a media-card slot for printing from media cards.
- Touch-screen applications, called SmartSolutions, may be downloaded from Lexmark.com: business-card scan (scans business cards and enters contact information into a Windows contact-management system); create a touch-screen key for frequently used copy settings; PhotoBucket Viewer (access, display and print photos stored on PhotoBucket.com); access and print a Windows file), etc.
- With Eco-Mode, save settings such as duplex printing, lower ink usage, and then activate with the touch of a button.

### Limitations

- The system uses a Microsoft Windows GDI print driver, which uses the processing power of the host computer to process jobs (no PCL or PostScript print drivers).
- Relatively high B/W consumables' cost per page and B/W Total Cost of Ownership.

### Notes

- 33 (B/W)/30 (color) ppm print speed in draft mode.
- Ink cost per page based on 100XLCYM Ink Cartridges, and 105XL Black High Yield Return Program Ink Cartridge.

### Best Use

For small offices and home offices that require color print and copy, and who may also require color scan and fax. It will also be appropriate for users that would benefit from access to the Web applications for quickly downloading and printing photos stored on PhotoBucket.com, Google maps, etc., such as a real-estate agent.