

Wirth Consulting

B2B Digital Imaging Product Evaluation

Friday, February 19, 2010 4:07:45 PM

WYSK

"What You Should Know"

Make	Lexmark	Model	X543dn
Functions	Print/Copy/Scan	Imaging Technology	Laser
Classification Entry-Level Toner-Based Color MFPs			

Well Worth Consideration!

Lexmark's X543dn incorporates color network print, color copy, and B/W network scanning, but not fax. It features Lexmark's Lifetime Pricing Guarantee--for as long as the customer owns the unit, Lexmark guarantees never to increase the U.S. toner cartridge price found at Lexmark.com. The X544dn (\$999.00) has standard fax. Capable performance, above average printing capabilities, extensive support for legacy applications and alternative operating systems, as well as a moderate overall cost-per-page/Total Cost of Ownership make this product Well Worth Consideration.



Specifications

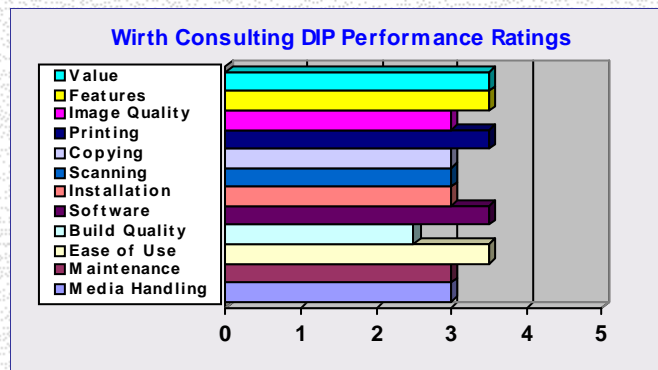
Max Monthly Duty Cycle	35,000	Max Media Width (inches)	8.5	215.90	mm	Price	\$599.00	€429.12
BW/Color Print Speed (PPM)	21/21	Max Media Length (inches)	14.0	355.60	mm	Duplex	\$0.00	€0.00
Max Print Resolution (DPI)	1200x1200	Max Media Wt. (bond, lbs.)	47.0	158.63	gsm	Print	\$0.00	€0.00
Standard Memory (MB)	128.00	Height (inches)	18.23	463.04	mm	Network	\$0.00	€0.00
Std Media Capacity (sheets)	251	Width (inches)	17.32	439.93	mm	Scan	\$0.00	€0.00
Max Media Capacity (sheets)	901	Depth (inches)	21.14	536.96	mm	Doc Feeder	\$0.00	€0.00
Power Consumption (watts)	540	Weight (pounds)	59.00	26.76	kg	Full System	\$599.00	€429.12

Feature Checklist

Value Add	Print	Scan	Copy
USB Convenience Port <input type="checkbox"/>	Duplex Printing <input checked="" type="checkbox"/>	Color Scanning <input checked="" type="checkbox"/>	Duplex Document Feeder <input type="checkbox"/>
PC Fax <input type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input checked="" type="checkbox"/>	Ease of Use
Walk-Up Fax <input type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	Software	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 type="checkbox"/>
Image Quality	Linux <input 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 110-lb. Index Stock <input type="checkbox"/>	All-in-One Toner Cartridge <input type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input checked="" type="checkbox"/>	Max Weight from all Sources <input checked="" 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	3.5
Features	3.5
Image Quality	3.0
Printing	3.5
Copying	3.0
Scanning	3.0



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

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

Overall Score	38.0	Copier Score	28.0	Printer Score	32.0	Scanner Score	25.5	Usability Score	15.5
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"What You Should Know"

Make **Lexmark**

Model **X543dn**

Classification **Entry-Level Toner-Based Color MFPs**

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

Black Ink/Toner Price	\$69.99	Magenta Ink/Toner Yield (pages)	2,000	Maintenance Kit Price	\$249.99
Black Ink/Toner Yield	2,500	Yellow Ink/Toner Price	\$82.99	Maintenance Kit Yield	30,000
Cyan Ink/Toner Price	\$82.99	Yellow Ink/Toner Yield	2,000	Other Type	Photoconductor Kit
Cyan Ink/Toner Yield	2,000	Multicolor Ink Price		Other Price	\$134.99
Magenta Ink/Toner Price	\$82.99	Multicolor Ink Yield		Other Yield	30,000
Black Consumables Cost per Page		\$0.0408		Color Consumables Cost per Page	
				\$0.1736	

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	\$0.240	\$0.373	50 pages	\$696.49	\$1,094.94	\$821.01
100 pages	\$0.141	\$0.273	100 pages	\$793.97	\$1,590.88	\$1,049.01
250 pages	\$0.081	\$0.214	250 pages	\$1,086.44	\$3,078.71	\$1,733.02
500 pages	\$0.061	\$0.194	500 pages	\$1,823.86	\$3,203.70	\$2,260.97
1,000 pages	\$0.051	\$0.184	1,000 pages	\$3,048.72	\$11,017.80	\$5,648.03
2,000 pages	\$0.046	\$0.179	2,000 pages	\$5,498.44	\$21,436.60	\$10,703.05
3,000 pages	\$0.044	\$0.177	3,000 pages	\$7,948.16	\$31,855.40	\$15,758.07
4,000 pages	\$0.043	\$0.176	4,000 pages	\$10,397.88	\$42,274.20	\$20,813.09
5,000 pages	\$0.043	\$0.176	5,000 pages	\$12,847.60	\$52,693.00	\$25,868.11

Wirth Consulting Commentary

Strengths

- 50-sheet automatic document feeder, and automatic duplex printing.
- Capable MarkVision software for managing and monitoring the system on the network.
- Optional 802.11g wireless interface; MarkNet Gigabit Ethernet network interface; 128/256/512 MB memory options; language font cards; 550-sheet paper drawer with 100-sheet bypass tray (\$199).
- Pantone color-matching software.
- Supports a broad range of operating systems, including Microsoft Windows, Apple Macintosh, Linux, Unix, Citrix MetaFrame, etc.
- 8.5"x14.7" flatbed scanning; standard automatic duplexing.
- Ships with High Yield toner cartridges.

Limitations

- Relatively high color cost per page of 17.3 cents.
- No printing or scanning to/from USB convenience port or media cards.

Notes

- In the Consumables Pricing and Yields chart, Maintenance Kit refers to the CMYK color developers.

Best Use

Although the Lexmark 543dn does not feature a duplexing automatic document feeder or walk-up fax, media capacity can be expanded and it is equipped with critical standard office productivity features such as automatic duplex printing. Consequently, its relatively moderate black cost per page coupled with MarkVision printer management capability and extensive support for legacy applications and alternative operating systems makes the device worth consideration for home and small offices, as well as for small workgroups and enterprises that don't require duplex scanning or walk-up fax.