

Wirth Consulting

B2B Digital Imaging Product Evaluation

Friday, September 04, 2009 12:17:17 PM

WYSK

"What You Should Know"



| | | | |
|-----------------------|----------------------------------|---------------------------|------------------|
| Make | OKI DATA | Model | C3530n Color MFP |
| Functions | Print/Copy/Scan/Fax | Imaging Technology | LED-array |
| Classification | Color MFPs From \$750 To \$1,000 | | |

The C3530n Color MFP provides color network print, color copy, color network scan and walk-up fax. OKI rates the system at up to 20 (B/W)/16 (color) ppm. The system can also be used for some graphic-arts applications, as well as B/W and color business applications, as it accepts card and 110 lb. index stock, can print on banner sheets as long as 48", provides color-correction and color-matching software, and also includes a PostScript print driver.



Specifications

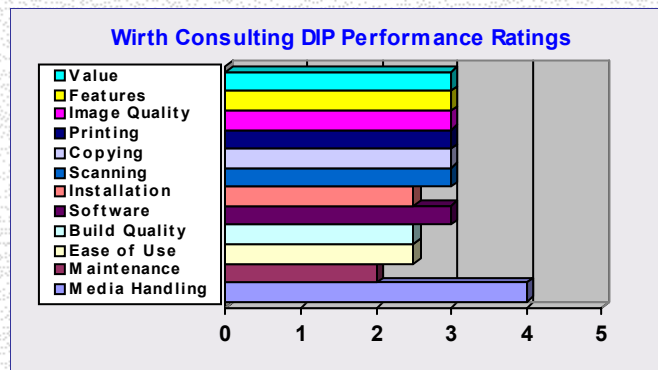
| | | | | | | | | |
|-----------------------------|----------|----------------------------|-------|----------|-----|-------------|-----------------|----------------|
| Monthly Duty Cycle | 35,000 | Max Media Width (inches) | 8.5 | 215.90 | mm | Price | \$599.99 | €429.83 |
| BW/Color Print Speed (PPM) | 20/16 | Max Media Length (inches) | 48.0 | 1,219.20 | mm | Duplex | | |
| Max. Print Resolution (DPI) | 1200x600 | Max Media Wt. (bond, lbs.) | 53.0 | 178.88 | gsm | Print | | |
| Standard Memory (MB) | 128.00 | Height (inches) | 20.00 | 508.00 | mm | Network | | |
| Std Media Capacity (sheets) | 250 | Width (inches) | 18.00 | 457.20 | mm | Scan | | |
| Max Media Capacity (sheets) | 250 | Depth (inches) | 22.00 | 558.80 | mm | Doc Feeder | | |
| Power Consumption (watts) | 400 | Weight (pounds) | 64.00 | 29.03 | kg | Full System | \$599.99 | €429.83 |

Feature Checklist

| | | | |
|--|---|---|--|
| Value Add | Print | Scan | Copy |
| USB Convenience Port <input checked="" type="checkbox"/> | Duplex Printing <input type="checkbox"/> | Color Scanning <input checked="" type="checkbox"/> | Duplex Document Feeder <input checked="" type="checkbox"/> |
| Scanner <input checked="" type="checkbox"/> | Network Printing <input checked="" type="checkbox"/> | Network Scanning <input checked="" type="checkbox"/> | Ease of Use |
| Walk-Up Fax <input checked="" type="checkbox"/> | Microsoft Windows <input checked="" type="checkbox"/> | Software | Graphic Display <input checked="" type="checkbox"/> |
| LAN Fax <input type="checkbox"/> | Apple Mac <input 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 checked="" type="checkbox"/> | Media Handling | Maintenance |
| Color Office IQ <input checked="" type="checkbox"/> | PCL <input type="checkbox"/> | Feeds Index Stock <input checked="" 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"/> | Finishing |
| 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 | 3.0 |
| Features | 3.0 |
| Image Quality | 3.0 |
| Printing | 3.0 |
| Copying | 3.0 |
| Scanning | 3.0 |



| | |
|------------|----------------|
| 2.5 | Installation |
| 3.0 | Software |
| 2.5 | Build Quality |
| 2.5 | Ease of Use |
| 2.0 | Maintenance |
| 4.0 | Media Handling |

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

| | | | | | | | | | |
|----------------------|-------------|---------------------|-------------|----------------------|-------------|----------------------|-------------|------------------------|-------------|
| Overall Score | 34.5 | Copier Score | 25.5 | Printer Score | 28.5 | Scanner Score | 22.5 | Usability Score | 12.5 |
|----------------------|-------------|---------------------|-------------|----------------------|-------------|----------------------|-------------|------------------------|-------------|

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Make **OKI DATA**

Model **C3530n Color MFP**

Classification **Color MFPs From \$750 To \$1,000**

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

| | | | | | |
|---------------------------------|---------|---------------------------------|---------------------------------|-----------------------|-----------------|
| Black Ink/Toner Price | \$49.99 | Magenta Ink/Toner Yield (pages) | 1,000 | Maintenance Kit Price | |
| Black Ink/Toner Yield | 1,500 | Yellow Ink/Toner Price | \$54.99 | Maintenance Kit Yield | |
| Cyan Ink/Toner Price | \$54.99 | Yellow Ink/Toner Yield | 1,000 | Other Type | CYMK drums |
| Cyan Ink/Toner Yield | 1,000 | Multicolor Ink Price | | Other Price | \$237.96 |
| Magenta Ink/Toner Price | \$54.99 | Multicolor Ink Yield | | Other Yield | 60,000 |
| Black Consumables Cost per Page | | \$0.0373 | Color Consumables Cost per Page | | \$0.2023 |

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 | \$0.237 | \$0.402 | 50 pages | \$711.87 | \$1,206.78 | \$868.07 |
| 100 pages | \$0.137 | \$0.302 | 100 pages | \$823.75 | \$1,813.57 | \$1,142.15 |
| 250 pages | \$0.077 | \$0.242 | 250 pages | \$1,159.38 | \$3,633.93 | \$1,964.39 |
| 500 pages | \$0.057 | \$0.222 | 500 pages | \$1,718.77 | \$3,633.93 | \$2,333.59 |
| 1,000 pages | \$0.047 | \$0.212 | 1,000 pages | \$2,837.55 | \$12,735.75 | \$6,075.58 |
| 2,000 pages | \$0.042 | \$0.207 | 2,000 pages | \$5,075.11 | \$24,871.51 | \$11,557.17 |
| 3,000 pages | \$0.041 | \$0.206 | 3,000 pages | \$7,312.67 | \$37,007.27 | \$17,038.76 |
| 4,000 pages | \$0.040 | \$0.205 | 4,000 pages | \$9,550.23 | \$49,143.03 | \$22,520.35 |
| 5,000 pages | \$0.039 | \$0.204 | 5,000 pages | \$11,787.79 | \$61,278.79 | \$28,001.94 |

Wirth Consulting Commentary

Strengths

- Scan to and print from USB flash memory devices.
- Print on up to 110 lb. index via bypass; bypass also supports banner printing (print on up to 8.5" x 48" via bypass).
- High Definition Color and Auto Color Balance technology for enhancing color image quality.
- Network scanning as well as TWAIN scan driver for "pull" scanning. Nuance Paper and OmniPage software for managing scanned files and for OCR.
- Capable PrintSuperVision printer-management software. Job Accounting Software.
- Color Correct and Color Swatch utilities for adjusting color output.

Limitations

- Automatic duplexing not available.
- Multi-component consumables system, as the device utilizes four toner cartridge (one for each color - CYMK) and four imaging drums (one for each color - CYMK) that must be periodically replaced.
- Relatively higher B/W and color consumables' cost per page

Notes

Four imaging drums are required (cyan, yellow, magenta and black), each of which are rated to yield up to 60,000 pages.

Best Use

Home offices and small offices and workgroups that have B/W network print and copy applications on letter- and legal-size media, as well as B&W/color-scanning and walk-up fax applications, and also have frequent color printing and copying applications. Also suitable for users with occasional graphic-arts applications that require color print/copy capability, ability to accept card stock and 110 lb. index, as well as for specialized applications that involve printing on longer media (up to 4 feet), for producing color banners, signs, etc.