

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 1:25:50 PM

# WYSK

"What You Should Know"



<b>Make</b>	OKI Printing Solutions	<b>Model</b>	C3530n MFP
<b>Functions</b>	Print/Copy/Scan	<b>Imaging Technology</b>	LED-array
<b>Classification</b> Color MFPs From \$500 To \$750			

The C3530n MFP is driven by a 200 MHz CPU, and while there's no fax, there is color print, copy and scan. It uses toner-based LED-array imaging technology, which OKI says tends to be more reliable than laser-imaging technology (backing up this claim with a five-year warranty on the LED print heads). Paper-handling is more versatile than others in this class: via the bypass tray, users can print on up to 110 lb. index stock and on banner sheets up to 48" in length. Original scanning is up to 8.5"x14" (legal).



## Specifications

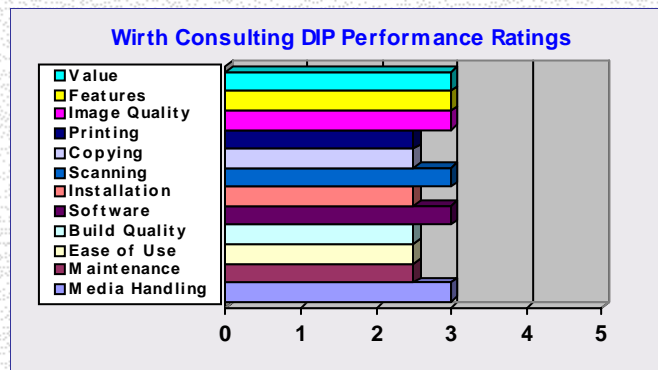
Monthly Duty Cycle	35,000	Max Media Width (inches)	8.5	215.9	mm	Price	\$600.00	€430.80
BW/Color Print Speed (PPM)	20/16	Max Media Length (inches)	48.0	1,219.2	mm	Duplex		
Max. Print Resolution (DPI)	1,200x600	Max Media Wt. (bond, lbs.)	53.0	178.9	gsm	Print		
Standard Memory (MB)	128.00	Height (inches)	20.0	508.0	mm	Network		
Std Media Capacity (sheets)	250	Width (inches)	18.0	457.2	mm	Scan		
Max Media Capacity (sheets)	250	Depth (inches)	22.0	558.8	mm	Doc Feeder		
Power Consumption (watts)	400W	Weight (pounds)	64.0	29.0	kg	Full System	\$600.00	€430.80

## Feature Checklist

<b>Value Add</b>	<b>Print</b>	<b>Scan</b>	<b>Copy</b>
USB Convenience Port <input checked="" type="checkbox"/>	Duplex Printing <input 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 checked="" type="checkbox"/>	<b>Ease of Use</b>
Walk-Up Fax <input type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	<b>Software</b>	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"/>
<b>Image Quality</b>	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"/>	<b>Media Handling</b>	<b>Maintenance</b>
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"/>	<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	3.0
Features	3.0
Image Quality	3.0
Printing	2.5
Copying	2.5
Scanning	3.0



2.5	Installation
3.0	Software
2.5	Build Quality
2.5	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	33.0	Copier Score	24.5	Printer Score	27.5	Scanner Score	22.5	Usability Score	13.0
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Classification **Color MFPs From \$500 To \$750**

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

Black Ink/Toner Price	\$62.99	Magenta Ink/Toner Yield (pages)	2,000	Maintenance Kit Price	
Black Ink/Toner Yield	2,500	Yellow Ink/Toner Price	\$89.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$89.99	Yellow Ink/Toner Yield	2,000	Other Type	CYMK Drums
Cyan Ink/Toner Yield	2,000	Multicolor Ink Price	\$89.99	Other Price	\$246.96
Magenta Ink/Toner Price	\$89.99	Multicolor Ink Yield		Other Yield	60,000
Black Consumables Cost per Page		<b>\$0.0293</b>	Color Consumables Cost per Page		<b>\$0.1643</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	\$0.229	\$0.364	50 pages	\$687.94	\$1,092.89	\$814.69
100 pages	\$0.129	\$0.264	100 pages	\$775.87	\$1,585.78	\$1,035.38
250 pages	\$0.069	\$0.204	250 pages	\$1,039.68	\$3,064.46	\$1,697.46
500 pages	\$0.049	\$0.184	500 pages	\$1,479.36	\$3,064.46	\$1,987.65
1,000 pages	\$0.039	\$0.174	1,000 pages	\$2,358.72	\$10,457.82	\$5,007.84
2,000 pages	\$0.034	\$0.169	2,000 pages	\$4,117.44	\$20,315.64	\$9,421.67
3,000 pages	\$0.033	\$0.168	3,000 pages	\$5,876.16	\$30,173.46	\$13,835.51
4,000 pages	\$0.032	\$0.167	4,000 pages	\$7,634.88	\$40,031.28	\$18,249.34
5,000 pages	\$0.031	\$0.166	5,000 pages	\$9,393.60	\$49,889.10	\$22,663.18

### Wirth Consulting Commentary

#### Strengths

- Scan to e-mail with LDAP support, FTP, network folders and to PC.
- Print on banner sheets up to four feet in length via bypass; other paper sources accept up to 8.5"x14" paper.
- 10/100BASE-T Ethernet network interface.
- 128 MB memory expandable to 320 MB.
- Print on up to 110 lb. index via manual feed.
- Paperport scanning software and OmniPage OCR software.
- Capable PrintSuperVision network management.
- Color-management software, setup tools, TWIAN scan driver, job accounting.

#### Limitations

- Microsoft Windows GDI printing (no PCL or PostScript print driver). With Windows GDI printing, print-job processing is dependent on the host PC's resources.
- Relatively high color consumables' cost per page of 16.4 cents.

#### Best Use

Small businesses and workgroups that require a compact, relatively low-cost MFP with color print/copy capability, as well as scan and fax. Also for users that require capable printer management, especially where OKI systems are already installed. Moderate Cost Per Page and Total Cost of Ownership also make it suitable for home use.