

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 1:42:33 PM

# WYSK

"What You Should Know"

<b>Make</b>	OKI Printing Solutions	<b>Model</b>	C710dtn
<b>Functions</b>	Print	<b>Imaging Technology</b>	LED-array
<b>Classification</b>	Color Duplex Printers From \$1,000 To \$1,500		

**Well Worth Consideration!**

With its rated print speed of 32 (B&W)/30 (color) ppm, the C710dtn is suitable for mid-range B&W and color office-printing applications. Both B&W and color consumables' cost per page are low, and OKI includes its "Color Access Policy Manager," which enables administrators to control color printing. Via the bypass, users can print on banner sheets up to 8.5" wide x 48" long, as well as print on up to 120 lb. index. Note that OKI provides a one-year warranty for the printer, and a five-year warranty for its LED print heads. The printer is equipped with a 700 MHz Power PC CPU, so except fast processing of print files.



## Specifications

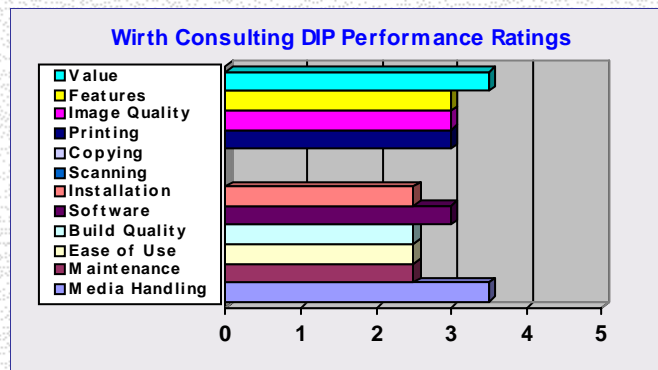
Monthly Duty Cycle	100,000	Max Media Width (inches)	8.5	215.9	mm	Price	\$1,448.99	€1,040.37
BW/Color Print Speed (PPM)	32/30	Max Media Length (inches)	48.0	1,219.2	mm	Duplex		
Max. Print Resolution (DPI)	1,200x600	Max Media Wt. (bond, lbs.)	58.0	195.8	gsm	Print		
Standard Memory (MB)	256.00	Height (inches)	15.0	381.0	mm	Network		
Std Media Capacity (sheets)	1,160	Width (inches)	17.0	431.8	mm	Scan		
Max Media Capacity (sheets)	1,160	Depth (inches)	24.0	609.6	mm	Doc Feeder		
Power Consumption (watts)	530W	Weight (pounds)	61.0	27.7	kg	Full System	<b>\$1,448.99</b>	<b>€1,040.37</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 type="checkbox"/>	Duplex Document Feeder <input type="checkbox"/>
Scanner <input type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input 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 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"/>	<b>Media Handling</b>	<b>Maintenance</b>
Color Office IQ <input checked="" type="checkbox"/>	PCL <input checked="" type="checkbox"/>	Feeds Index Stock <input checked="" 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 type="checkbox"/>	<b>Finishing</b>
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	3.0
Image Quality	3.0
Printing	3.0
Copying	
Scanning	



2.5	Installation
3.0	Software
2.5	Build Quality
2.5	Ease of Use
2.5	Maintenance
3.5	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	13.0
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Make **OKI Printing Solutions** Model **C710dtn** 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	\$83.99	Magenta Ink/Toner Yield (pages)	11,000	Maintenance Kit Price	\$311.00
Black Ink/Toner Yield	11,000	Yellow Ink/Toner Price	\$204.99	Maintenance Kit Yield	120,000
Cyan Ink/Toner Price	\$204.99	Yellow Ink/Toner Yield	11,000	Other Type	CYMK Drums
Cyan Ink/Toner Yield	11,500	Multicolor Ink Price		Other Price	\$537.96
Magenta Ink/Toner Price	\$204.99	Multicolor Ink Yield		Other Yield	120,000
Black Consumables Cost per Page		<b>\$0.0121</b>		Color Consumables Cost per Page	
				<b>\$0.0724</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	\$0.495	\$0.555	50 pages	\$1,477.57	\$1,658.41	\$1,522.47
100 pages	\$0.254	\$0.314	100 pages	\$1,506.15	\$1,867.83	\$1,610.44
250 pages	\$0.109	\$0.169	250 pages	\$1,591.89	\$2,496.08	\$1,874.36
500 pages	\$0.060	\$0.121	500 pages	\$1,734.79	\$3,543.18	\$2,314.21
1,000 pages	\$0.036	\$0.097	1,000 pages	\$2,020.60	\$5,637.36	\$3,193.92
2,000 pages	\$0.024	\$0.084	2,000 pages	\$2,903.20	\$10,136.74	\$5,261.24
3,000 pages	\$0.020	\$0.080	3,000 pages	\$3,630.31	\$14,480.61	\$7,174.61
4,000 pages	\$0.018	\$0.078	4,000 pages	\$4,357.42	\$18,824.49	\$9,087.98
5,000 pages	\$0.017	\$0.077	5,000 pages	\$5,084.53	\$23,168.36	\$11,001.35

### Wirth Consulting Commentary

#### Strengths

- Low B&W and color consumables cost per page of 1.2 and 7 cents respectively.
- 700 MHz PowerPC CPU.
- 256 MB memory can be expanded to 768 MB.
- Print on banner sheets up to 8.5"x48" via bypass (other paper sources accept up to 8.5"x14"). Also print on up to 120 lb. index (58 lb. bond).
- Capable PrintSuperVision network management.
- Color Access Policy Manager enables administrators to control color printing; for example, unauthorized color print files can be automatically converted into B&W output.
- Security provision includes 256-bit encryption of print files to printer; hard-drive erasing, IP and MAC filtering, SNMPv3, SSL/TLS, etc.
- Job-accounting software

#### Limitations

- Multi-part imaging system (both toner cartridges and imaging drums must be periodically replaced).

#### Best Use

Small to mid-size businesses and workgroups, as well as some enterprise use, for both B&W and color office-printing applications. Low color consumables' cost per page makes it more appropriate than some other printers for producing higher volumes of color output (B&W consumables cost per page is also low).