



Xerox DocuColor 252

*Outstanding Critical Color MFP
(61 to 69 ppm)*



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A Fall 2007 BLI "Pick" for "Outstanding Critical Color MFP" in the 61- to 69-ppm speed range has been awarded to the Xerox DocuColor 252. Separating the DocuColor 252 from the competition is its superior overall image quality, as it offers critical color in a much more compact package than many of its competitors. Contributing to its outstanding overall image quality in both black and color is the device's 2400-x-2400-dpi print resolution and utilization of Xerox's EA toner. "The DocuColor 252's output quality was superior to that of most other color models we have tested to date, even in copy mode" said BLI Manager of Laboratory Testing Pete Emory. "Moreover, it demonstrated one of the most precise color gamut evaluations from start to finish that BLI has evaluated to date."

With a rated speed of 50 ppm in color and 65 ppm in black, the DocuColor 252 is the successor to the DocuColor 250, which proved itself worthy as well, earning a Fall 2005 BLI "Pick." The DocuColor 252 is also based on an engine that proved to be highly reliable over the course of BLI's 300,000 impression durability test.

Black and color print productivity is also outstanding, particularly in regard to its job stream performance. In BLI's job stream test, which simulates the type of traffic a device might experience in a real-world, multi-user environment, speeds are among the fastest, and efficiency rates are among the highest, when compared to similarly equipped models tested to date in both black and color. In addition, color speeds are among the fastest for the group when printing multiple sets in both simplex and duplex modes.

Ease of use from the print drivers is noteworthy, as Xerox's genuine Adobe PostScript 3 print driver with the tested EFI Fiery System 8e print controller has been modified to offer a graphical interface that is nearly identical to the layout of the PCL driver. This is an extra step, and cost, that many competitive vendors do not carry out.

The DocuColor 252 is highly customizable, as users can build the device to fit the specific needs of their environment. For example, four print controllers are available in addition to the tested EFI Fiery System 8e controller. These include the Creo Spire Color server; the Xerox FreeFlow DocuSP controller; the EFI Fiery Bustled controller; and the EFI Splash RPX-ii Color server software, which works in conjunction with the EFI Fiery Bustled Network Color server to provide color management,

document management and production management features for MAC users. A host of finishing options are also available, including a professional finisher that V folds and saddle stitches up to 15 sheets to create 60-page booklets. The control panel is highly customizable as well, as the administrator can customize the copy screen to hold up to 24 job services.

With a base price of \$41,995, BLI highly recommends the DocuColor 252 for an optimum monthly volume of 36,500 impressions and for occasional peak usage at the manufacturer's monthly duty cycle of 200,000 impressions.

About BLI's Picks of the Year

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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