



Product Announcement

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Phaser 3010/3040 and WorkCentre 3045 launch

By this we announce the start of sales of Phaser 3010/3040

Purposes of launch include:

- To replace Phaser 3140 and Phaser 3100MFP

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I. Purpose of the Launch

The Bulletin announces start of sales of WorkCentre 3045 and Phaser 3010/3040

Purposes of launch include:

- To replace Phaser 3140 and Phaser 3100MFP

II. Executive Summary

The Phasers 3010/3040 and WorkCentre 3045 program will fulfill the entry point in the Xerox Personal A4 Monochrome Printer and MFP portfolio. The Personal printer market is enormous and currently moves more than 1,800,000 units per quarter worldwide, with over half of the placements being in the DMO countries. Similarly the Personal MFP market, places almost 840,000 units per quarter with approximately 60% in DMO territories.

Phasers 3010/3040 and WorkCentre 3045 is the first Personal Class product platform to be developed and manufactured by FX. This program will be a “turn-key” program intended to replace the Phaser 3140/3155 Printer and the Phaser 3100 MFP’s. The Printers will be offered in 2 basic configurations, one 20 ppm and one 24 ppm direct connect configs. These two printers are exactly the same with the exception of speed only. The MFP’s will come in 2 configurations one 3 in1 and one 4in1 both at 24 ppm but in this moment only 3 in 1 version is available. The 4in1 will come with embedded wireless. The same supplies will be offered on the printer and MFP, both models will be installed with a 700 page starter cartridge and replacement cartridges with yields of 1000 pages and 2,300 pages.

Key Messages for Phaser 3010/3040 and WorkCentre 3045 are as follows

- Fits where you need it
 - Small Size
- Dependable
 - Q-LED, no moving parts
- Simple supplies management
 - Toner only

III. Key Differentiation Points

- **Fast**
- **Compact**
- **Affordable**
- **Indispensable**
- **Space-saving productivity and dependability**

IV. Phaser 3010/3040 and WorkCentre 3045 specifications and configurations:



	Phaser 3010	Phaser 3040B	WorkCentre 3045B	WorkCentre 3045NI
Speed	Up to 20 ppm	Up to 24 ppm		
Duty Cycle	Up to 30,000 pages / month ¹			
Paper Handling	Standard	NA	Platen	Automatic Document Feeder (ADF): 15 sheets; Custom Sizes: 148 x 210 mm to 216 x 356 mm
		NA	Manual Feed Slot: 10 sheets; Custom sizes: 76 x 127 mm to 216 x 356 mm	
		Main Tray: 150 sheets; Custom sizes: 76 x 127 mm to 216 x 356 mm		
Paper output	100 sheets			
Automatic two-sided printing	Manual			
Print First-page-out-time	As fast as 8 seconds			
Resolution (max)	Up to 1200 x 1200 dpi			
Processor	150 MHz		300 MHz	
Memory (std / max)	64 MB / 64 MB		128 MB / 128 MB	
Connectivity	USB 2.0			USB 2.0, 10/100Base-T Ethernet, Wi-Fi
Page description languages	Host-based			
Print features	Halftones, N-Up, Watermarks		Print from USB, N-Up, Watermarks	
Copy First-copy-out-time			As fast as 24 seconds	
Copy resolution	NA		ADF: Up to 300 x 300 dpi; Platen: Up to 600 x 600 dpi	
Copy features			Collation, Automatic Background Suppression, Darkness Control, ID Card Copy, Book Copy, Edge Erase, N-up, Photo Mode	
Fax				
Fax features ¹	NA		33.6 Kbps with MH/MR/MMR/JBIG compression, Auto Redial, Address Book (up to 99 speed dials, 6 group dials), One Touch Buttons	
Scan				
Scan features	NA		Scan to USB/Local Folder, Up to 1200 x 1200 dpi resolution, 8-bit greyscale, PDF/JPEG/TIFF	Scan to USB/Local Folder/Email/Network (SMB, FTP), Up to 1200 x 1200 dpi resolution, 8-bit greyscale, PDF/JPEG/TIFF
Security	NA		IPv6, SNMPv2	

V. Competitive positioning

External Competition:

Xerox Phaser 3010/3040 and WorkCentre 3045 will be significantly improved over the Phaser 3140 and 3100 MFP, moving from 4-pass to single pass for greatly increased speed while moving to a smaller footprint and lighter weight. The products will also have better ease of use and reliability moving to FujiXerox engine.

Due to the size of the market all of key players have machines in this space where these products will be available the key players in the SMB/Personal Printer Space are HP, Samsung and Canon respectively, however for the MFP's the position shifts to Samsung, HP and Canon.

From a competitive standpoint Pahser 3010/3040 and WorkCentre 3045 will be slightly disadvantaged from a feature standpoint to the main current offerings from HP, Samsung, Canon, & Brother. Many of the competitors in this category offer wireless configurations or built in wireless. Xerox will only offer built in Wireless on the 4in1 3045 MFP . The other main disadvantage is the small ADF which only holds 15 sheets. A very strong positive point is that Xerox will not have a direct competitive face-off with Samsung but will have from Epson and the argument message is that the Epson has almost double price per page compared to Xerox products and also the new products will go in to the market with one of the cheapest toners: **standard capacity - 1000 pages witch will have the best price per toner box and the high capacity one – 2300 pages will offer the best price per page on the market.**

VI. Configurations and consumables:

Part Number	Description	Yield
3010V_B	Imprimanta Phaser 3010, A4, 20 ppm mono, 1200x1200dpi, Host-based, USB, 150 coli, 64MB, 150MHz, Include Cartus de 700 pagini	3010V_B
3040V_B	Imprimanta Phaser 3040, A4, 24 ppm mono, 1200x1200dpi, Host-based, USB, 150 coli, 64MB, 150MHz, Include Cartus de 700 pagini	3040V_B
3045V_B	WorkCentre 3045, Platan, Imprimare/Copiere/Scanare, A4, 24ppm, 1200x1200 dpi, GDI, USB, 175 coli, 128MB, 300MHz, Include Cartus de 700 pagini	3045V_B
3045V_NI	WorkCentre 3045, Platan, Imprimare/Copiere/Scanare/Fax, A4, 24ppm, 1200x1200 dpi, GDI, USB/Network/Wi-Fi, 175 coli, 128MB, 300MHz, Include Cartus de 700 pagini	3045V_NI
106R02180	TONER CARTRIDGE	106R02180
106R02182	TONER CARTRIDGE	106R02182

Please note that declared yield for consumables is based on 5% area coverage on A4 size page. Yield will vary based on image, area coverage and print.

VII. What's Included in the Offering/Box

- Phaser 3010 or 3040 or WorkCentre 3045B or WorkCentre 3045BNI
- Starter Toner Cartridge: 700 pages
- Power Cable, USB Cable, Fax Cord (only 3045NI)
- Software and Documentation CD (Quick Installation Guide, Quick Use Guide – see below)

Deliverable	Hard Copy in Box	CD in Box	On Xerox WEB
Installation Guide	X		
Pictorial Quick Use Guide	X		
User guide		X	X
Driver		X	X

VIII. Warranty and service strategy

Installation

Phaser 3010/3040 and WorkCentre 3045 are customer-installable. Installation instruction and warranty card are inside the box of machine.

XEROX shall grant the warranty for **Phaser 3010/3040 and WorkCentre 3045** for the period of 12 months from the date of purchase for legal entity and 24 months from the date of purchase for natural persons.

The Warranty provides for a free repair of the machine by XEROX or XEROX Authorised Service Partner in case of failures due to a manufacturer's fault.

The Warranty is valid on condition that all the fields of the Warranty Registration Form are filled in accurately and legibly and that signatures of the Customer and of the Sales Person of the equipment as well as Stamp of the Selling organisation are present.

The Warranty shall not cover any damage due to loss of profit, loss of data or other direct or indirect losses related to a failure of the equipment.

XEROX grants no warranty for the service life (and thus does not provide for a free of charge replacement) of consumables, life limited wear parts or components which are subject to periodic replacement upon production of a certain number of prints/copies. Life limited wear parts and components shall include rubber items, heating and pressure rolls, cleaning blades, belts and filters. Consumables shall include toner, toner-cartridges, developer, photoreceptors, copy/print cartridges, oil and waste toner containers.

The Warranty repair shall not include:

- regular procedures of cleaning, adjusting and setting up the machine and its units (periodic maintenance, colour calibration)
- procedures to be performed by operator and described in the Instructions and Guides supplied with the Equipment (such as replacement of consumables and life-limited wear parts, paper jams clearance).

The Warranty shall not cover any types of software supplied with the Equipment or installed optionally.

Free of charge warranty repair shall not be provided, if the Equipment failure has been caused by the violation of the operating rules stipulated in the Instructions and Guides supplied with the Equipment; the use of non-Tektronix by Xerox or non-Xerox consumables and spare parts; mechanical damage; ingress of foreign objects, moisture, insects etc into the machine; or due to force majeure (fire, disasters, etc.)

The Warranty shall terminate if the Equipment has been repaired by a person / organisation not certified by XEROX.

Any components replaced under the Warranty shall be XEROX property and not to be returned to the owner of the equipment after replacement.

Warranty repairs and compensations

The Service Model for this equipment is Cost per Call and will be run through Rom Team Solutions, which within two weeks will provide details about all procedures. Xerox will cover Service Partner expenses for provision of warranty and pay for each warranty repair.

Xerox will cover Partner expenses only if the repair meets all warranty conditions and terms (see Xerox warranty liabilities).

Xerox shall be entitled to postpone payment of invoices: on availability of clients' claims, complaints against services – till satisfaction of grounded claims; on availability of grounds to have doubt of trustworthiness of the Partner's report – till termination of appropriate inspection. Xerox shall be entitled to reduce amount of payment or reject payment of invoices on works, fulfilled with violation of current standards of Xerox service or terms and conditions of the present Agreement

Recall period

If there is instruction for repair from the same end-user within 90 days from the previous repair then the Service Agent or Service Partner shall not receive compensation for the recall repair.

Warranty repair shall be performed at customer site upon first request from the Customer.

For warranty repairs performed within the city of the service centre Response Time shall not exceed 8 working hours from the moment of service call receipt till engineer's arrival at customer site.