Product Annoucement

<u>WorkCentre 6015 launch</u>

By this we announce the start of sales of WorkCentre 6015

Purposes of launch include:

- To replace Phaser 6121 MFP

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I.   Purpose of the Launch

The Bulletin announces start of sales of WorkCentre 6015

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- To replace Phaser 6121 MFP

II.   Executive Summary

WorkCentre 6015 is the follow-on product to the Phaser 6000/6010 printer launched in February 2011. Like the printer, the WorkCentre 6015 is targeted at the A4 general office space; Personal market space where printers are used by single users or small work teams. Customers in this segment are looking for low box price and good value in print quality, speed, and ease of use.

The WorkCentre 6015 is a replacement for the Phaser 6121MFP 4-pass MFP and will provide significantly better color performance with 12-ppm vs. 5-ppm, a more common look and feel with the rest of the product line, and improved ease of use.

A few new controller features will make the product easier to install and use; plus WorkCentre 6015 will add SMTP port availability.

WorkCentre 6015 will be sold through primarily through Xerox's distribution channel.

The WorkCentre 6015 is the only choice for small workgroups that demand accurate color print quality, fast performance and exceptional reliability:

Deliver a competitive product in the Personal space and compete for higher AMPV customers with the following:

- Higher color speeds with single pass technology vs. 4-pass competitors.
- Improved ease of install and use.
- Better print quality
- Small size/footprint for retail applications that have a potentially higher AMPV.

Deliver the lowest possible cost

- Reduce cost in every aspect of the product
- Improved performance due to increase engine speed
- Improved print quality, especially for copy
- Improved ease of install with simplified scanning install and security settings
- Improved ease of use with scan to USB

III. Key Differentiation Points

Outstanding color

- **High-end print technology.** The proven Hi-Q LED print engine is the same breakthrough technology found in some of our higher-end devices used by graphic artists.

- **Impressive color depth.** The WorkCentre 6015 delivers amazing colors and impressive image quality for effective business graphics.

- **Unique Xerox EA toner technology.** Engineered to give you crisp text and printed images with superior gloss, detail and clarity. Plus, a low fusing temperature helps you conserve electricity. It's the same high-quality toner used in our high-end products for the graphic arts industry.

Productive performance

- **Multifunction productivity.** The space saving WorkCentre 6015 multifunction printer saves energy and supplies costs by combining the functions of a copier, printer, scanner, and fax — all in one device.

- **Print graphics with confidence.** With ultra-fast processors and 128 MB standard memory, it handles busy workload — even pages with graphics, photos and charts.

- **Affordability.** Whether you choose USB or network connectivity, the WorkCentre 6015 means business for your desktop or small team, providing real-world print productivity and a host of built-in features.

- **Superior performance.** Get your projects out fast, with print speeds as fast as 12 ppm for color and 15 ppm for black and white.

Easy in the office and easy on the network

- **Up and printing in a snap.** Easy installation onto the network and pre-loaded toner cartridges make this device virtually plug-and-play.

- **Wireless freedom.** Place the WorkCentre 6015NI anywhere in the office with standard, internal wireless networking.

- **Easy remote management.** When connected to the network, the CentreWare® IS internal web server lets you check the status of a print job or manage the device without leaving your computer.

- **Super-quiet operation.** Feel comfortable with these products operating at your side. Its low noise output reduces distractions, so you can stay productive.

- **Convenient supplies.** Save time and storage space with the easy-loading and ultra-slim toner cartridges.

- **Media flexibility.** The main paper tray supports a wide range of custom media and sizes, from labels to cardstock to envelopes. A convenient 10-sheet manual feed slot lets you feed media and envelopes easily.

IV. WorkCentre 6015 specifications and configurations:

Three MFP configurations will be offered: 3in1, 4in1 and 4in1 with built-in wireless. The chart below represents the configurations. Automatic duplex printing will not be available, only manual duplex.

	WC 6015B 3in1	WC 6015N 4in1	WC 6015NI 4in1 Wireless
Speed	• 12 ppm color • 15 ppm mono	• 12 ppm color • 15 ppm mono	• 12 ppm color • 15 ppm mono
GDI Controller	• USB	• USB • Ethernet	• USB • Ethernet
Processor	• 295 MHz	• 295 MHz	• 295 MHz
Memory	• 128 MB	• 128 MB	• 128 MB
USB	• Standard	• Standard	• Standard
Networking	• N/A	• Standard	• Standard • Wireless
Bypass Tray	• 1x10	• 1x10	• 1x10
Main Tray	• 150 sheets	• 150 sheets	• 150 sheets
Fax	• No	• Standard	• Standard
Scanning	• USB • Nuance	• USB • Nuance / ABBYY	• USB • Nuance / ABBYY
ADF	• None	• 15 Sheets	• 15 Sheets
Hardware Options	• None	• None	• None

V.   Competitive positioning

External Competition:

Xerox WorkCentre 6015 will be significantly improved over the Phaser 6121 MFP, moving from 4-pass to single pass for greatly increased speed while moving to a smaller footprint and lighter weight. WorkCentre 6015 will also have better ease of use and reliability moving to FujiXerox engine.

The WorkCentre 6015 competition will be very similar to the Phaser 6000/6010 competition, with variants of the printer engines available as MFPs. HP maintained the 8-ppm speed on the new CM1415MFP, only adding a touch screen UI. WorkCentre 6015 will have a 12-ppm color speed, a smaller footprint/size, significantly lighter weight, and bypass paper input where HP has only a main tray.

Internal Positioning:

WorkCentre 6015 will fill out the bottom of the color MFP line-up, replacing Phaser 6121MFP. WorkCentre 6015 is intended for the Personal and lightly shared (2-4 users) space, while Phaser 6505MFP is targeted at the Workteam low space for 2-10 users with faster speed, a lower cost/page, and better paper handling.

VI.   Configurations and consumables:

Part Number	Description	Yield
6015V_B	WORK CENTRE 6015/B	
6015V_N	WORK CENTRE 6015/N	
6015V_NI	WORK CENTRE 6015/NI	
106R01631	CYAN TONER CARTRIDGE, PHASER 6000/6010/6015	1000
106R01632	MAGENTA TONER CARTRIDGE, PHASER 6000/6010/6015	1000
106R01633	YELLOW TONER CARTRIDGE, PHASER 6000/6010/6015	1000
106R01634	BLACK TONER CARTRIDGE, PHASER 6000/6010/6015	2000

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

- WorkCentre 6015 Color Multifunction Printer
- Starter Toner Cartridge: 500 pages
- Power Cable, USB Cable, Fax Cord
- 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

WorkCentre 6015 is customer-installable. Installation instruction and warranty card are inside the box of machine.

XEROX shall grant the warranty for **WorkCentre 6015** 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.