

# Xerox Releases Latest Enterprise Printer

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Xerox launched its Phaser 4510, built on its Phaser 4500 platform, while adding faster print speeds and other print features.

Xerox has released its black and white Xerox Phaser 4510, its newest printer designed for enterprises, the company announced on April 3.

The Phaser 4510 is built on the Phaser 4500 printer platform, but includes additional features such as a faster print speed and a larger hard drive.

Xerox's newest printer is faster across the board when compared the Phaser 4500, with prints speeds up to 45 ppm (pages per minute) and a first page out time of eight seconds. The Phaser 4500 has print speeds of up to 36 ppm and features a first page out time of nine seconds.

Xerox's Phaser 4510 features a 533MHz processor as well as a 40GB hard drive, compared with the 4500, which features a 400 MHz processor and a hard drive that contains 20GB of storage.

"The Xerox Phaser 4510 is one of the most reliable products in our portfolio and can be a staple product that most businesses get as their printer product," said Todd Smith, product marketing manager at Xerox, based in Stamford, Conn.

Part of the additional features of the Phaser 4510 is Smart Duplex, an option that identifies when a single-sided page is mixed in with two-sided print jobs and automatically passes through only the printed side,

which helps to speed up print time.

The Phaser 4510 also adds to its capabilities with the Personal Print feature, which helps business professionals download jobs to their mailbox on the printer's hard drive and then print them simultaneously.

To track events such as low paper or toner, the Phaser 4510 includes PrintingScout, which tracks print jobs and provides onscreen print-issue alerts and also features PhaserSMART, a Web-based technical support tool. For low-level toner readings, business users can view the printer's front panel, driver or embedded Web page.

With the 4510, business users are also able to connect to XeroxCentreWare software, which allows users to access printer and job status, get accounting information and set up e-mail alerts.

The Phaser 4510 has upped the paper capacity from 1,200 sheets to 1,800 sheets and like the 4500, includes Smart Tray, which allows users to confirm that the correct paper is loaded in the printer before sending the job to the printer.

"With the Xerox Phaser 4510, businesses are able to have a reliable device with a heavy duty cycle without having to worry about downtime," Smith said.

The Phaser 4510 also features a 1,200 dpi (dots per image) resolution and also comes with Adobe PostScript 3 language support.

The Xerox Phaser 4510 is available now through Xerox resellers, distributors, authorized sales agents and dealers for \$899.

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