



FUJI XEROX DELIVERS AFFORDABLE PRINTING SOLUTIONS FOR HOME OFFICES AND SMALL AND MEDIUM BUSINESSES

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Fuji Xerox today announced the launch of the Phaser 3155 and Phaser 3160N desktop monochrome laser printers that combine a wide range of printing modes and super fast printing speeds at an affordable price. Designed for small office/home office (SOHO) and small to medium business (SMB) workgroup environments, the Phaser 3155 and Phaser 3160N produces professional looking documents at speeds of up to 24 printed pages per minute with a First Page Out Time of less than 9 seconds. These productive laser printers are compact in design and will sit nicely on a desk or in a small workplace making this suitable for SOHO and SMB workgroup environments in a perfect way.

Brad Monsborough, Marketing Manager for Fuji Xerox Printer Channel Australia and New Zealand said, Businesses are looking for affordable printing solutions that won't break their budget without sacrificing on print quality and features they need to get a job done. Fuji Xerox has delivered the Phaser 3155 and Phaser 3160N with the aim of providing new devices that have enterprise standard features at an affordable price for everyone. Efficient and cost-efficient to run

These powerful and compact monochrome printers are designed to make printing very affordable. The Phaser 3155 and Phaser 3160N has a Toner Save mode to extend the yield of consumables and a high-capacity toner cartridge that prints up to 2,500 pages. Users can opt for manual double sided printing to reduce the amount of paper consumed. A job cancel feature helps users avoid printing any unwanted print jobs helping save on paper usage. Network ready and packed with features The Phaser 3155 and Phaser 3160N are ideal for managing printing projects in-house. Users can print posters, booklets and watermarks on documents. A multi-purpose tray allows users to feed special sizes and types of media including envelopes, transparencies and postcards.

Businesses that require a network ready printer can rely on the Phaser 3160N to serve small workgroups or a networked IT environment.

The device comes with CentreWare Internet Services to allow users to check the status of jobs, proactively monitor for any printer problems and enable remote configuration from a web browser. Fuji Xerox devices are supported on a variety of operating systems including Windows,

Linux and Macintosh. Robust and energy saving Despite its small footprint of 360mm (w) x 389mm (d) and 230mm (h), the Phaser 3155 and Phaser 3160N have a robust design and a maximum monthly duty cycle of 12,000 and 15,000 pages respectively. These devices are designed to operate quietly even while printing to minimise the level of noise interference in small offices.

All devices are Energy Star compliant and come with a power save mode that reduces energy consumption to 6.5W when it goes into a standby mode. Pricing and availability The Phaser 3155

and Phaser 3160N are available immediately at the recommended retail price of \$149 RRP and \$199 RRP respectively including GST through authorised resellers. For further information, visit www.fujixeroxprinters.com.au or contact 1300 793 769. Media Contact: Almira Anthony Max Australia +61 2 9954 3492 almira.anthony@maxaustralia.com.au

About Fuji Xerox

Fuji Xerox Co., Ltd. is a 75-25 joint venture between FUJIFILM Holdings Corporation and Xerox Corporation (U.S.A.) that develops world-class office and publishing equipment/systems, digital colour/monochrome multifunction devices, as well as document management software, solutions and services in Japan and the Asia-Pacific region.

It is also a world leader in printing and finishing solutions and offers a comprehensive range of colour and black and white printers, available through an extensive reseller channel and retail network. Fuji Xerox's focus on research and development has led to many breakthroughs and a large number of patents, making it a global leader in technology, which adds greater value and boosts its customers' productivity and efficiency.

Founded in 1962 with a headquarter in Tokyo, Japan, the Company employs approximately 40,000 people globally, and has more than 70 domestic and overseas affiliates and sales subsidiaries. Fuji Xerox's consolidated revenues topped one trillion yen in fiscal 2003 for the first time. For information on Fuji Xerox, simply call 1300 793 769 or visit www.fujixeroxprinters.com.au