



## Fuji Xerox Takes Office Productivity to the Next Level

The WorkCentre 4250 makes enterprise printing affordable without compromising on features

Sydney, AUSTRALIA 26 February 2010 Fuji Xerox redefined office productivity today with the launch of the WorkCentre 4250, an A4 sized monochrome multifunction laser printer that marries value with a rich set of features to maximise the efficiency for any busy office. Producing professional looking documents with its combined copy, print, scan and fax capabilities, the WorkCentre 4250 is ideal for large enterprise environments, government organisations and workgroups of up to 100 users. Brad Monsborough, Marketing Manager for Fuji Xerox Printer Channel Australia and New Zealand said, Executives are concerned with managing cost and performance issues when they run an organisation. When it comes to evaluating IT purchases, they have kept these requirements in mind. Fuji Xerox has designed the WorkCentre 4250 to address these concerns by offering the lowest cost per page and packing it with features that will enhance an offices productivity. Save time and resources The WorkCentre 4250 reduces the amount of paper consumed with an automatic two-sided printing feature. An ID Card Copy mode allows users to print both sides of an ID card on a single sheet of paper. The WorkCentre 4250 forwards faxes by email, eliminating the need for printed faxes. To help organisations better manage costs, the toner and drum cartridges in the WorkCentre 4250 are built as separate consumables, maximising the lifespan of each and reducing replacement costs. Equipped with a 256 MB onboard memory and an additional 80 GB internal hard drive to improve task management, the WorkCentre 4250 will never keep users waiting as multiple functions can be accessed simultaneously. Users can scan documents while they print or receive an inbound fax or interrupt a print job to make photocopies. The Xerox Print Around Technology feature further reduces any potential bottlenecks as it automatically holds any job without the right media and prints other jobs in the queue. This means users will never have to wait for their print jobs should there be another print job in the queue which does not have the correct media in the tray. Improve productivity with versatility Working at lightning fast speeds, the WorkCentre 4250 manages high volume tasks with a First Page Out Time of 8 seconds and a copy and print speed of up to 43 printed pages per minute. A 100-sheet Duplex Automatic Document Feeder makes it easy for users to copy, scan or fax multipage originals. The WorkCentre 4250 comes with a standard 500-sheet paper tray with a 100-sheet bypass tray to cope with heavy printing demands and can be expanded further with a second 500-sheet tray and 2,000-sheet High Capacity feeder. An optional finisher is available to collate and staple sets of documents of up to 50 pages. Easy to install, use and manage The WorkCentre 4250 is designed with user friendliness in mind with its intuitive icon-based 7-inch full colour touch screen which guides users through jobs from start to finish with instructions displayed as clear and recognisable icons. A quick install guide makes installation a breeze by helping users through the installation of optional accessories right through to connecting the device to a computer or a network. Fuji Xeroxs highly acclaimed network management features adds an additional layer of intelligence for the WorkCentre 4250 with remote device monitoring and troubleshooting available through the CentreWare Internet Services embedded web server and CentreWare Web management system. Automatic email alerts are generated to alert users of events such as low toner levels. The WorkCentre 4250 is available immediately at recommended retail price of \$3299 including GST through authorised resellers. For further information, visit [www.fujixeroxprinters.com.au](http://www.fujixeroxprinters.com.au) or contact 1300 793 769.###For further information, please contact: Gabriel Wong Max Australia Tel: +61 2 9954 3492 Email: [gabriel.wong@maxaustralia.com.au](mailto:gabriel.wong@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 Xeroxs 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 headquarters in Tokyo, Japan, the Company employs approximately 40,000 people globally, and has more than 70 domestic and overseas affiliates and sales subsidiaries. Fuji Xeroxs 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](http://www.fujixeroxprinters.com.au)