

Performance Comparison Tektronix Phaser® 350 vs. HP DeskJet 1600

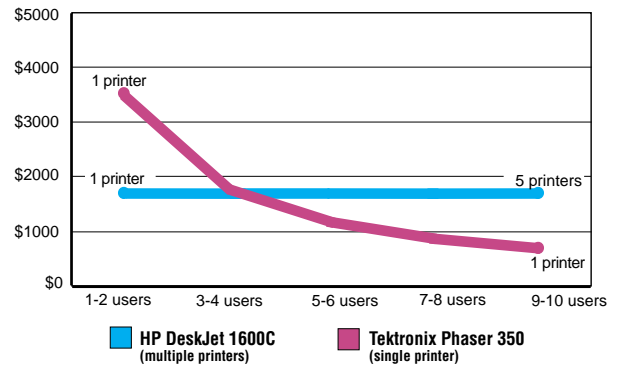
Cost Comparison

Workgroup color printers, such as the Tektronix Phaser 350 model, are designed as a cost-effective, shared resource for networked environments. The more computers a printer can reasonably support, the lower the cost-per-user. High-end ink-jet printers, like the HP DeskJet 1600, offer practical color printing for one or two desktops. The Tektronix Phaser 350, offers a lower cost-per-user for all but the smallest workgroups, and delivers a five-to-one performance advantage over an ink-jet.

"The most versatile choice for a multiple-use, network printer is Tektronix's Phaser 340... The end result is impressive, high-quality color output with a low cost per page."

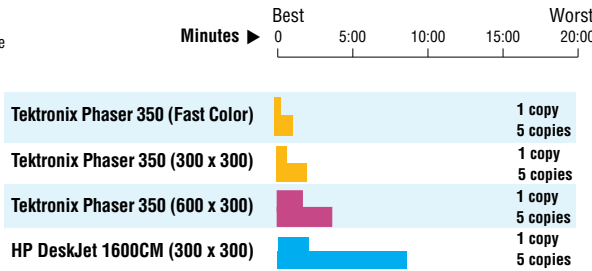
-PC Computing, October 1995

Cost Per Printer User

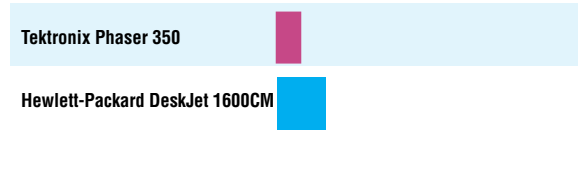


File Time to Print Print Costs*

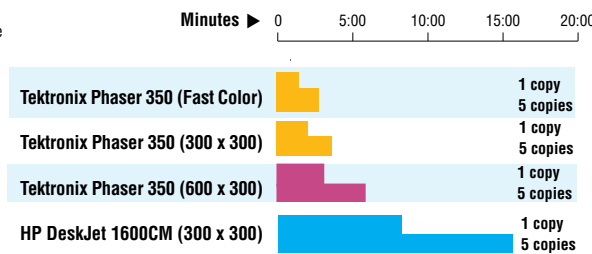
Text with graphics
15% ink coverage 0.5 MB file size



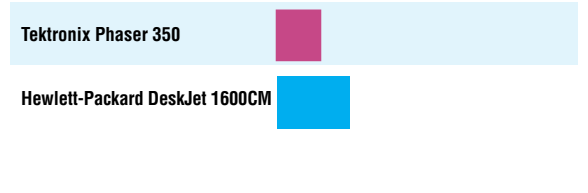
Cost per Print ▶ \$ 0 .25 .50 .75 1.00



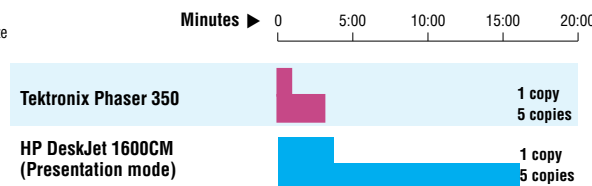
Text with graphics and photo
34% ink coverage 6.5 MB file size



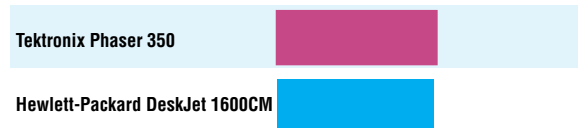
Cost per Print ▶ \$ 0 .25 .50 .75 1.00



Transparency
35% ink coverage 0.5 MB file size



Cost per Print ▶ \$ 0 .50 1.00 1.50 2.00



Phaser 350: 24 MB RAM
HP 1600CM: 14 MB RAM, Normal Print Quality mode, HP Ink-jet Paper
Tested on a 486/33 MHz PC, over Novell Netware Ethernet, live from application

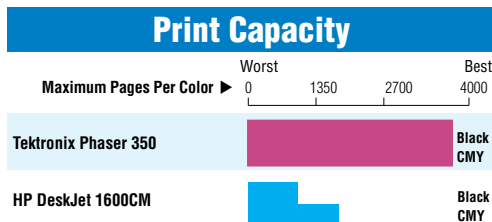
*Based on MSRP of ink and media.

Time to Print

Printer specifications typically list print speeds in pages-per-minute. That's the time it takes the printer to apply the ink to the paper. But printing also requires time to download and process files. Check the actual print times of the typical files shown above, for bottom line performance. In most of the tests, the 350 delivered all five copies before the 1600 had completed one.

Print Capacity

Productivity is also impacted by the number of times a printer user must replenish ink or paper. Supply capacities for ink-jet printers, like their relative performance, fall short in workgroup applications. The more practical Phaser 350, features high-capacity paper trays and ink reservoirs that are as easy to load as a stapler.



Print Costs

The cost of a print includes the ink and the paper. The more ink coverage, the more the print costs. For the best quality, ink-jet printers require special, coated paper. Another advantage of the Phaser 350 color printer, is the ability to produce top-quality, vibrant color on inexpensive office papers.

Free Black Ink

Tektronix is serious about color printing. In fact, to make the switch to color even easier, we provide a free supply of Phaser 350 black ink for everything you print. That makes the cost-per-page less than a monochrome laser! Even a typical color page can cost only 5¢ a print. This particular print sample costs 5¢ in Fast Color mode and 6.3¢ in Standard mode.

