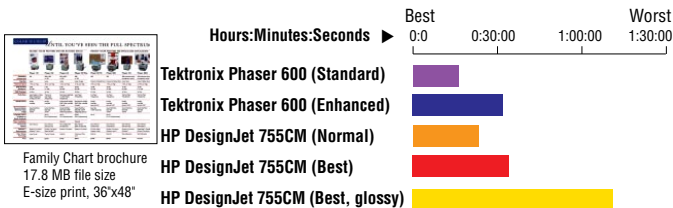
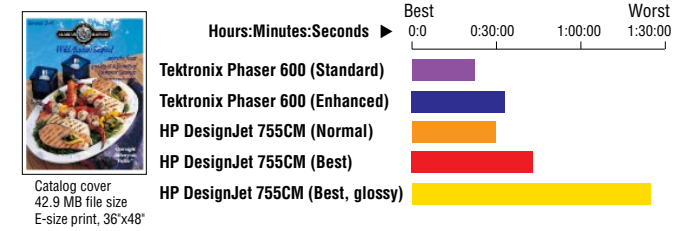


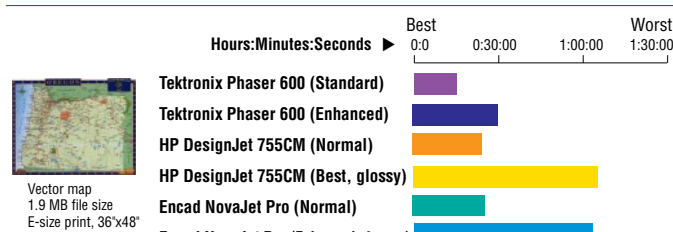
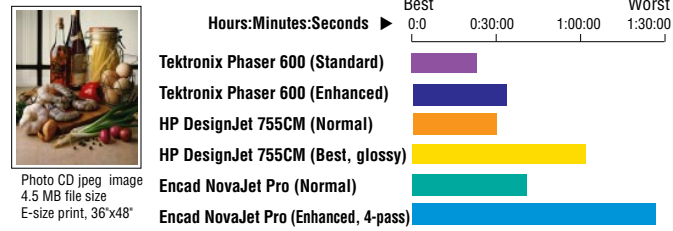
Tektronix vs HP and Encad — wide-format printers

Print Time (Mac)



Tested on a Macintosh 840AV over Ethernet; Phaser 600: 40 MB RAM; HP DesignJet 755CM: 68 MB RAM

Print Time (PC)



Tested on a Pentium 75 MHz PC over parallel; Phaser 600: 40 MB RAM; HP DesignJet 755CM: 68 MB RAM; Encad NovaJet Pro: 4 MB RAM; using Onyx™ PosterShop™ external software RIP.

US Cost per copy

	Tektronix Phaser 600		Hewlett-Packard DesignJet 755CM		Encad NovaJet Pro	
	Smooth White Bond	Photo Grade Presentation	Heavyweight Coated	Premium Gloss	Premium Matte	Photo Gloss
Alaskan Harvest (71%)	\$8.02	\$9.79	\$8.09	\$18.26	\$6.66	\$13.94
Oregon Map (36%)	\$4.61	\$6.38	\$5.76	\$15.94	\$4.63	\$11.90
Family Chart (8%)	\$1.88	\$3.65	\$3.96	\$14.13	\$3.04	\$10.35

Conclusion

Tektronix, the leader in workgroup color printers, offers award-winning products with the best value for office and graphics environments. Now Tektronix has introduced the Phaser 600 wide-format color printer, providing superior color quality, easy-of-use and media flexibility, in a poster-size printer. The Phaser 600 color printer provides high performance, top print speed, bright vivid color, and remarkable media flexibility on paper and other media up to 36" wide.

New Tektronix Phaser 600 The Wide-Format Color Printer Designed for the Big Picture

- Remarkably Easy to Use
- Color Accuracy
- Fast Printing
- Optimum Media Flexibility

Ease Of Use Features

	Tektronix Phaser 600 (Extended Features)	Hewlett-Packard DesignJet 755CM	Encad NovaJet Pro
PhotoShop™ Plug-in	✓		RIP dependent
Custom Color Profiles	✓(PhaserMatch™)		
Reprint Feature	✓	non-PostScript only	RIP dependent
Print Preview Feature	✓		RIP dependent
Copier option	✓		✓
Web Printer Management	✓(PhaserLink™)		
Plain paper printing	✓		
Double-sided printing	✓		
Bulk-ink system	✓		✓
Clean Solid-Ink Sticks	✓	liquid ink-jet	liquid ink-jet
Moisture-proof output	✓		optional

"The calibration utility, PhaserMatch, offers an easy and simple approach for editing profiles and calibrating the printer."

- MacUser, December 1996

Operating Overhead

	Tektronix Phaser 600	Hewlett-Packard DesignJet 755CM	Encad NovaJet Pro
Assembly Required		✓	✓
Ink Head Calibration Req'd		✓	✓
Ink Head Priming Req'd			✓
Gloves Recommended			✓
External software RIP Req'd			✓
Special Paper Req'd		✓	✓
Drying Time Req'd		✓	✓

"The process of assembling and setting up the DesignJet is neither a solo job nor a job for novices."

- PC Magazine, June 25, 1996

"Before starting [filling the ink reservoir], you may want to do the following:

- Place a drop cloth under the printer.
 - Have paper towels handy.
 - Wear disposable gloves (included in maintenance kit)."
- Encad User's Guide

Specifications

	Tektronix Phaser 600	Hewlett-Packard DesignJet 755CM	Encad NovaJet Pro
Print Resolution	300 dpi color	300 dpi color	300 dpi color
Speed (Highest Quality)	2 ins./min	1 in./min	1 in./min
Adobe PostScript	Yes	Yes	host-dependent
Internal Hard Disk	Yes	No	No
SCSI Disk Port	Yes	No	No
Ethernet	optional	standard	optional
RAM Standard (Max)	8 MB (40 MB)	68 MB	4 MB (68 MB)
RISC Processor	50 MHz	16 MHz	host-dependent
Color Correction	TekColor Correction	HP Color Management Kit	host-dependent
Pantone®-approved	Yes	Yes	host-dependent
US MSRP	\$11,995	\$10,995	\$9,995*
Cost of Server & RIP	\$0	\$0	\$6,500**

* Does not include price of RIP or host server.
** Average RIP cost \$4,000 USD. Average server cost (Pentium PC, 32 MB RAM, 500 MB disk): \$2,500 USD