Lexmark Centralizes Al-Powered Cloud Solutions and Expands 9-Series Printer Lineup

- Lexmark Cloud Services adds AI-powered document enhancement capabilities including translation and redaction under centralized, intelligent platform
- New A3 models extend printer and MFP portfolio's range of price points, speeds and more

LEXINGTON, Ky., Feb. 4, 2025 /PRNewswire/ -- Lexmark, a global imaging and IoT solutions leader, today announced significant additions to two of its core print offerings: three new models for its landmark 9-Series line of printers and multifunction products (MFPs); and centralized Al-powered enhancements to its Lexmark Cloud Services offering. These additions further solidify Lexmark's commitment to providing extensive printing innovations in formats accessible to organizations of all sizes.

Expanded 9-Series doubles down on versatility, simplicity and sustainability

The Lexmark 9-Series portfolio — which global tech analyst firm IDC called "disruptive" last year when it was unveiled — emphasizes versatility, simplicity and sustainability*. By expanding it with three new models, the lineup now includes an even more extensive AI-ready range of A3 printers and MFPs, offering customers a wider selection of price points, print speeds (from 25 up to 55 ppm**) and a choice between monochrome or color devices. Among other benefits, this allows organizations to create a cohesive Lexmark-only fleet tailored to their specific needs, from individual desktops to larger workgroups requiring A3 (or 11-by-17-inch) output.

In addition to the 9-Series models available in 2024 (CX833, CX961, CX962, CX963 and CS963), Lexmark is expanding the lineup with models CX950, CX951 and MX953.

"With these additions, the 9-Series truly shines as the premier line of printing innovation, cementing A4 simplicity in an A3 package," said Chris White, director of global product portfolio at Lexmark. "We're offering businesses the flexibility to choose the perfect printer to meet their exact requirements, all while enjoying the benefits of Lexmark's renowned reliability, ease of maintenance, and sustainability. The 9-Series optimizes the absolute best in Lexmark craftsmanship."

Cloud Solution Center centralizes intelligent, Al-powered translation and redaction

Lexmark Cloud Services (LCS) — which global tech analyst firm Quocirca has repeatedly named an industry leader, most recently in 2024 — has also received a significant boost: the addition of the new Lexmark Cloud Solution Center (CSC) and its Al-powered translation and redaction capabilities.

LCS now provides a unified cloud architecture that helps partners and customers efficiently manage their devices; secure and optimize their output; and automate their document workflows:

- **Fleet management:** Cloud Fleet Management provides ubiquitous printer fleet visibility, remote monitoring, and centralized app and firmware deployment.
- **Print management:** Cloud Print Management enhances document security with controlled print release and real-time print analytics.
- Capture and workflow: Cloud Solution Center streamlines document workflows with capture, process and routing capabilities, now enhanced with Al-powered translation and redaction, enabling faster and more accurate document processing.

"Lexmark Cloud Services now empowers businesses to dramatically boost productivity by making document workflows more efficient and automating tedious tasks. Customers and partners can easily create and deploy workflow solutions through their entire fleet through the cloud," said Larry Early, director of global software and services portfolio at Lexmark. "With its Alpowered enhancements and our comprehensive suite of solutions, we're delivering an all-in-one cloud platform that – in combination with our extended 9-Series — truly transforms how work gets done."

School leader praises translation solution

An early customer of Lexmark's Al-powered translation solution, a key part of the new Cloud Solution Center, called it a "game changer."

"This eliminates the need for us to send something to the district offices and wait for someone to translate it for us, said

<u>Principal Michael Jones</u>, who leads an elementary school inFayette County Public Schools in Lexington, Ky., where 25% to 30% of students do not necessarily speak English as their first language, and about 50% of the students have parents for whom English is not their first language.

For translation, users simply take their documents in the original language; scan them using a Lexmark MFP that has been upgraded with translation capabilities or digitally upload them to the Cloud Solution Center portal; select the appropriate output language from dozens of choices; and receive a translated document via email, cloud storage option, direct print or cloud print management queue in as little as seconds. (A similar process is followed for CSC's redaction and optical character recognition (OCR) capabilities.)

Jones said, "It's easy to use, and the speed at which it works is amazing."

New offerings available starting immediately

- Lexmark Cloud Services enhancements, including the new Cloud Solution Center, are available immediately.
- The Lexmark CX950, CX951 and MX953 models are scheduled to be available in March.
- Two new models specifically designed for authorized Business Solutions Dealers the Lexmark XC9525 and XC9535 are also scheduled to be available in March through authorized solution providers. For more information on BSD models, please contact your Lexmark representative or visit Lexmark's Partner Portal.

Supporting resources

- Learn more about the Lexmark 9-Series and Lexmark Cloud Services enhancements
- · Watch a video about the Lexmark 9-Series and Lexmark Cloud Services enhancements
- Read more about Fayette County Public Schools' experience with Lexmark translation
- Follow Lexmark on <u>LinkedIn</u>

About Lexmark

Lexmark creates cloud-enabled imaging and IoT technologies that help customers worldwide quickly realize business outcomes. Through a powerful combination of proven technologies and deep industry expertise, Lexmark accelerates business transformation, turning information into insights, data into decisions, and analytics into action.

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* The 9-Series' total post-consumer recycled (PCR) content is 56% by weight for all base-model MFPs and 73% by weight for the line's base-model printer, based on IEEE calculation procedures. PCR content is measured in accordance with IEEE Std 1680.2aTM - 2017 Standard for Environmental Assessment of Imaging Equipment - Amendment 1 — which is the standard used by <u>EPEAT</u>. The space-saving, energy-efficient design helps reduce the carbon footprint. The entire line of devices has received ENERGY STAR® and Blue Angel certifications; EPEATTM certifications are pending.

** Pages per minute print speeds measured in accordance with ISO/IEC 24734. For more information see: lex-mark.com/isospeeds.

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