

NEW LEXMARK LASER PRINTERS, MFPS DELIVER HIGH-IMPACT, AFFORDABLE COLOR PERFORMANCE

The most award-winning line of laser printers¹ in the United States became even stronger today with the introduction of Lexmark International, Inc.'s (NYSE: LXX) new Lexmark C730 Series of color laser printers and Lexmark X730 Series of color laser multifunction products (MFPs). The new products enable large and midsize workgroups to efficiently and affordably enhance business-critical documents with color.

"We know customers are looking for affordable in-house color printing on a device that can reliably produce page after page," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "Beyond printing, our new color laser MFPs offer the same powerful solutions capability as our award-winning monochrome laser MFPs, helping businesses digitize document workflows, improving efficiency and saving money."

Lexmark X730 Series: color, power and productivity

The Lexmark X730 Series of color laser MFPs combines fast, high-quality color printing, copying, faxing and scanning, all in one multifunction workhorse. For prices beginning at \$1,799², the robust design offers many of the same functions as large, expensive color copiers at a lower price and a smaller size that allows the device to be placed closer to users.

Smart solutions

The Lexmark X730 Series offers access to Lexmark's Embedded Solutions Framework, which enables customizable or industry-specific solutions to streamline paper-based processes, increasing productivity and reducing page volumes. For example, health care providers can easily convert hard copy forms to electronic medical records, and banks can turn a five-day loan application process into a simple electronic procedure that can typically be completed in less than one hour.

The Lexmark X730 Series also comes equipped with Lexmark's e-Task color touch screen, which allows users to complete multi-step processes through the single touch of an icon. Lexmark's innovative MyMFP feature boosts efficiency further by allowing individuals to personalize the e-Task touch screen to their specific needs and preferences.

Lexmark's advanced color-laser toner formula, combined with new temperature- and humidity-sensing technology, ensures consistent high quality from the first page to last. Customers can print anything from presentations and reports to labels, envelopes and banners. The Lexmark X730 Series also offers the highest paper handling capacity in its class³ with input up to 3,200 sheets. This includes a Specialty Media Drawer option, which is ideal for large stacks of envelopes, and a 2,000-sheet high-capacity feeder.

Cutting-edge security

The Lexmark X730 Series is equipped with state-of-the-art security to help protect valuable corporate data, including features such as user access controls, secure data encryption and disk wiping.

Eco-responsible printing

Designed with the environment in mind, all models in the Lexmark X730 Series include built-in two-sided printing to save paper. Eco-Mode and Quiet Mode save energy and reduce noise. Additionally, these devices have instant warm-up fusers and scanner lamps, which reduce energy consumption while ensuring fast print jobs. The printers also ship with [Lexmark Return Program](#) Toner Cartridges, which can be returned to Lexmark free of charge for remanufacturing or recycling.

Lexmark C730 Series: a durable design for high-volume printing

Designed to fit easily on a desktop or in a small workstation, the Lexmark C730 Series provides the durable printing platform for the X730 Series of MFPs. Built for high-volume jobs, the C730 Series prints on a wide range of paper types, from envelopes and labels to card stock. The Specialty Media Drawer option offers more versatility, and customers can add up to four stackable drawers to boost input capacity up to 4,300 sheets, the highest capacity in its class.

For prices beginning at \$699², the Lexmark C730 Series features a user-friendly tiltable operator panel with a four-line display for simple operation. A front USB port enables convenient walk-up printing of PDF brochures, reports and other image files on both the printers and MFPs.

Customers can break free from cables with the wireless-ready C734dw, which is Wi-Fi CERTIFIED 802.11n draft 2.0.

'Green' machines

Eco-conscious features include built-in two-sided printing on most C730 Series models in addition to an instant warm-up fuser and Eco-Mode to reduce power consumption, and Quiet Mode to reduce noise. Customers can recycle empty toner cartridges free of charge through the [Lexmark Cartridge Collection Program](#).

To learn more about Lexmark's new color laser printers and MFPs, click on the following links:

LEXMARK X730 SERIES

[Lexmark X734de](#)

[Lexmark X736de](#)

[Lexmark X738de](#)

[Lexmark X738dte](#)

LEXMARK C730 SERIES

[Lexmark C734n](#)

[Lexmark C734dn](#)

[Lexmark C734dtn](#)

[Lexmark C734dw](#)

[Lexmark C736n](#)

[Lexmark C736dn](#)

[Lexmark C736dtn](#)

The new products will be available through Lexmark's channel partners and on www.lexmark.com.

For more information, see the Lexmark News Facebook fanpage and the [Lexmark News Twitter feed](#).

About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2008, Lexmark sold products in more than 150 countries and reported \$4.5 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.

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¹Based on awards for printers and printer-based MFPs announced in 2008 by the top U.S. tech publications and independent printer test labs.

²All prices are estimated street prices in U.S. dollars – actual prices may vary.

³The Lexmark X730 Series class is multifunction color laser devices between \$999 and \$3,100 estimated U.S. street price. The Lexmark C730 Series class is single-function color laser printers between \$699 and \$1,299 estimated U.S. street price.

⁴Wi-Fi CERTIFIED is a mark of the Wi-Fi Alliance. Wireless network required.

All prices, features, specifications and capabilities are subject to change without notice.

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