

Lexmark advances solutions capabilities in mid-range segment with new color printers, smart MFPs

LEXINGTON, Ky., April 19, 2012 /PRNewswire/ -- Lexmark International, Inc. (NYSE: LXX) today announced [two new families of color laser products](#) that build upon the company's long-standing leadership and expertise in enterprise printing and imaging. The [Lexmark X740 Series](#) of color laser multifunction products (MFPs) and [Lexmark C740 Series](#) of color laser printers extend compelling solutions advancements to Lexmark's mid-range line of color workgroup devices, further strengthening the company's competitiveness in this important market segment. With these new products, Lexmark has enhanced its color offerings for workgroups of 10 to 15 people who require the latest productivity-enhancing software advancements and robust, high-quality color printing.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/48238-lexmark-new-color-printers-smart-mfps>

(Photo: <http://photos.prnewswire.com/prnh/20120419/MM85513>)

The Lexmark X740 Series and Lexmark C748 family are highlighted by intuitive 7-inch and 4.3-inch color touch screens, respectively, that provide tablet-like navigation. In fact, the models within the Lexmark C748 family are the first and only color laser printers under \$1,000 to offer a color touch screen user interface⁽¹⁾. These sophisticated touch screens are the gateway to several pre-loaded applications, such as Forms and Favorites and Scan to E-mail on the Lexmark X740 Series, and can also be tailored easily with additional time-saving solutions based on unique business or workgroup needs.

The Lexmark X740 Series and Lexmark C740 Series deliver high-quality color documents consistently from the first to the last page. Equipped standard with Lexmark Named Color Replacement, businesses can store pre-defined colors on the devices to ensure precise and consistent color matching for branded materials. Print jobs that might otherwise have to be outsourced and cost thousands can now be done internally with vibrant colors that meet the highest standard of accuracy.

For added productivity, all models within the Lexmark X740 Series and Lexmark C740 Series boast a maximum paper input capacity of 4,300 sheets, which is the highest paper capacity in these classes of devices⁽²⁾. Optional 550-sheet trays and 2,000-sheet high capacity trays allow users to load multiple paper types and further customize input options to meet specific printing needs.

The new MFPs and printers announced today are equipped with advanced, state-of-the-art security to help protect valuable corporate data. Authentication, authorization, audit logging and hard disk wiping⁽³⁾ are each offered as standard, out-of-the-box capabilities and do not require the purchase of additional data security kits.

Like the large workgroup and other mid-range workgroup devices in Lexmark's product portfolio, the Lexmark X740 Series and Lexmark C740 Series are fully capable of being deployed in managed print services (MPS) engagements.

Supporting Quote:

"Lexmark's innovative smart devices are a key vehicle in providing advanced features and unique bundles of end-to-end solutions to our customers," said Marty Canning, Lexmark executive vice president and president of Imaging Solutions and Services. "Our customers can depend on these high-caliber products for a wide range of needs – from printing vibrant, customer-facing collateral and signage to advanced scanning in order to streamline heavy, paper-based activities such as employee onboarding, invoice processing and other key business processes."

Supporting Resources:

- [Lexmark X740 Series Color Laser MFP Brochure](#)
- [Lexmark C748 Family Color Laser Printer Brochure](#)
- [Lexmark C746 Family Color Laser Printer Brochure](#)

About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, software, solutions and services that help customers to print less and save more. Perceptive Software, a stand-alone software business within Lexmark, is a leading provider of process and content management software that helps organizations fuel greater operational efficiency. In 2011, Lexmark sold products in more than 170 countries and reported more than \$4 billion in revenue.

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

(1) The Lexmark C748 family class consists of network ready A4 color electrophotographic printers between \$700 and \$1,000 street price.

(2) The Lexmark X748 Series class consists of network ready A4 color electrophotographic MFPs between \$2,000 and \$3,000 street price. The Lexmark C748 family class consists of network ready A4 color electrophotographic printers between \$700 and \$1,000 street price. The Lexmark C746 family class consists of network ready A4 electrophotographic printers between \$500 and \$700 street price.

(3) A hard disk is not standard on the Lexmark C740 Series, but may be purchased as an aftermarket option.

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For further information: Melissa Lucas, +1-859-232-5806, mlucas@lexmark.com

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