

# Lexmark Genesis: the industry's first inkjet AIO to deliver speed, style and SmartSolutions

**Flash Scan technology, sleek vertical design and the new Twitter and Facebook SmartSolutions headline the printer category's latest, most innovative product**

**LEXINGTON, Ky. and LAS VEGAS, Oct. 15, 2010 /PRNewswire/** — Today from **BlogWorld**, Lexmark International, Inc. (NYSE: LXX) launched the latest addition to its award-winning lineup of Web-connected, all-in-one (AIO) inkjet printers – **Lexmark Genesis**.

Last year, Lexmark introduced a line of inkjet AIOs that delivered powerful and robust printing technology designed for today's wireless, Web-connected workplace. The Lexmark Genesis, built on the same inkjet platform, extends the line and targets professionals, small business and home office customers who are looking for a device that has innovative technology, is highly productive and is also bold and stylish.

"From its unique, sleek upright design to the broad range of SmartSolutions, the Lexmark Genesis is truly an innovative, one-of-a-kind product in today's AIO market," said Paul Rooke, Lexmark executive vice president and president of its Imaging Solutions Division. "Most importantly, after a quick and easy setup, busy professionals will immediately experience its time-saving instant preview, quick copies and unmatched speed when scanning content to the cloud."

Through its built-in innovative Flash Scan camera technology, which boasts a 10-megapixel imaging sensor, the Lexmark Genesis allows for an instant preview on the 4.3-inch color touch screen. The Flash Scan technology also delivers blazing scanning speeds that enable the AIO to transfer a page from "document to digital" in as few as three seconds<sup>1</sup>.

In addition to its innovative Flash Scan technology, the Lexmark Genesis comes equipped with sophisticated features and functionality, including the 4.3-inch capacitive color touch screen that is also available on Lexmark's other award-winning AIOs, the Platinum, Pinnacle and Interact. This touch screen serves as the gateway to Web-connected technology<sup>2</sup> allowing busy professionals to access **Lexmark's SmartSolutions**, including well-known, cloud-based applications such as **Stamps.com**, **Evernote**, **Box.net** and **Triplt**.

Just announced today along with Lexmark Genesis are the **Twitter and Facebook SmartSolutions**. These SmartSolutions will enable users to scroll through and search their Twitter feeds as well as view their Facebook walls and print photos right from the device. Twitter is currently available for download. Facebook will be available next month.

The Lexmark Genesis also features the company's Vizix print technology, which uses separate ink cartridges to enable greater speed and produces high quality print output at an economical replacement cost for customers.

Other key features include Wireless-N (IEEE 802.11n) for expanded coverage, built-in two-sided printing, and 3-year warranty with lifetime phone support<sup>3</sup>.

For a complete list of Lexmark Genesis features and functions, [click here](#).

Lexmark Genesis (\$399) will be available early next year online and in stores across the U.S. and Canada.

For more information about Lexmark, see the "**Lexmark**" **Facebook page**, the "**LexmarkNews**" **Twitter feed**, or the "**LexmarkNews**" **YouTube channel**.

## **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 them to be more productive. In 2009, Lexmark sold products in more than 170 countries and reported approximately \$4.0 billion in revenue. Learn how Lexmark can help you get more done at [www.lexmark.com](http://www.lexmark.com).

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

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

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<sup>1</sup>Scanning a one page document or photo on USB-connected All-In-One Printer using a PC with the Lexmark Printer Home Interface's PDF or Photo function. Actual scan time may vary based on factors such as PC performance and operating system, use of wireless connections and use of document edit/character recognition function.

<sup>2</sup>Internet access, computer and router required. Does not have Internet browser capability. Not all displayed content can be printed.

<sup>3</sup>1 year limited warranty plus 2 year extended limited warranty at no additional cost upon online product registration within 90 days of purchase. See Statement of Limited Warranty for details.

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