

# Lexmark extends color workgroup product line with new MFPs

## **Addition of new 'smart' devices with productivity solutions is latest advancement in Lexmark's suite of business-oriented printers, MFPs**

LEXINGTON, Ky., April 25, 2011 /[PRNewswire](#)/ -- In an announcement made today, Lexmark International, Inc. (NYSE: LXX) introduced two new color laser multifunction products (MFPs) powered with intelligent, productivity-enhancing solutions to streamline paper-intensive business processes. Targeted to the rapidly growing mid-size workgroup segment, these intuitive MFPs exhibit a wide array of features and functions, adding to Lexmark's impressive portfolio of leading-edge hardware and innovative software and solutions.

To view the multimedia assets associated with this release, go to:  
<http://multivu.prnewswire.com/mnr/lexmark/48232/>

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### **X548 Color Laser MFP Family**

[The Lexmark X548de and X548dte color laser MFPs](#) deliver the high performance, wide-ranging capabilities, time-saving solutions and advanced security features representative of more costly devices in the market – but with a smaller footprint and at an affordable price point.

Accentuated by a sophisticated, 7-inch color touch screen, the Lexmark X548 color laser MFP family comes standard with pre-loaded applications and can easily be customized with tailored workflows based on unique business needs. A step up from the Lexmark X548de base model, the Lexmark X548dte adds a hard disk to enable extra features, as well as a 650-sheet Duo Drawer for additional media handling capabilities.

The Lexmark X548 color laser MFP family is included in the exclusive [Lexmark Rewards program](#)(1), which rewards customers with free genuine Lexmark toner and imaging kits for sending their empty cartridges back to Lexmark for recycling or remanufacturing. Additionally, both models include the Lexmark Supplies Price Guarantee, an innovative program through which Lexmark pledges never to raise the price of toner cartridges for the life of these devices(2).

### **Supporting Quote:**

"The introduction of the X548 smart MFPs strengthens Lexmark's position in a strategic growth area for our company – workgroup color laser devices," said Marty Canning, Lexmark executive vice president and president of Imaging Solutions and Services. "We are committed to driving innovative, disruptive A4 technology with smart devices, customizable with industry-leading software and tailored solutions, to make our business customers more productive."

### **Supporting Resources:**

For a closer look at the Lexmark X548 color laser MFPs, see this [video demonstration](#).

For additional information on product specs, [click here](#) to access the Lexmark X548 color laser MFP family product 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 enterprise content management software that helps organizations easily manage the entire lifecycle of their documents and content, simplifying their business processes, and fueling greater operational efficiency. In 2010, Lexmark sold products in more than 170 countries and reported more than \$4 billion in revenue.

To learn more about Lexmark, please visit [www.lexmark.com](http://www.lexmark.com). For more information on Perceptive Software, please visit [www.perceptivesoftware.com](http://www.perceptivesoftware.com).

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

(1) The Lexmark Rewards program is not available in all countries. Visit [www.lexmarkrewards.com](http://www.lexmarkrewards.com) for details.

(2) U.S. dollar price only. Other currency prices listed subject to currency fluctuation based on the U.S. dollar. This guarantee only applies to initial end-user pricing listed on Lexmark.com and does not apply to dealer and/or distributor pricing. Lexmark reserves the right to discontinue selling these toner cartridges any time after it discontinues service support for this printer.

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