



Participant:

Boston Public Schools

Subject:

Color Printing for
Classroom Use

Solution:

Phaser Solid Ink
Color Printers

“The ink jets were costing us a lot of money. Many of the teachers ended up buying one for their classroom because budgets were not there to support their needs.”

—Clinton Rowe
Technology Budget Manager,
Boston Public Schools, MA

The Customer: Clinton Rowe, Technology Budget Manager for Boston Public Schools, has seen how much his computer systems have increased the quality of education in his district. Under the City of Boston’s “LINC” initiative to provide computers, software and training to the city’s 135 schools, Clinton’s job is to make sure K-12 students and teachers are equipped with the tools they need to succeed.

The Challenge: As with many school administrators, when it comes to purchasing equipment, Clinton’s biggest challenge is cost of ownership. Based on his past experience with ink jet printers, this time around he was careful to measure how much he’d have to invest in supplies and maintenance over the long term.

The Need: Boston Public Schools required easy networking solutions for students to print from Adobe and Microsoft Office software on Macintosh and personal computers, using the same color printer. Any new color printers would need to quickly print color pages off the Internet while serving as a workhorse black-and-white printer when necessary. Long-term service and follow-up were equally important considerations. “I was concerned about getting enough quality service. Xerox seemed as if they would be here after the sales with support and follow-up,” added Clinton.

The Solution: When Clinton saw a demonstration of Phaser Solid Ink technology, he knew he had found what he was looking for. The Phaser 840 Solid Ink Color Printer offered brilliant print quality, speed, media flexibility and easy networkability. Not only did the Phaser 840 meet the requirements of Boston Public Schools . . . it also came with some unexpected bonuses:

- ***FREE Black ink for the life of the printer***
- ***Non-toxic, child-safe solid ink sticks, packaged individually so no ink goes unused and wasted***
- ***A small printer footprint, so it fits easily into the tight corners of a school***
- ***Web management tools***
- ***Outstanding personal service and support***



The Results:

Impressed by Xerox solid ink technology and service, Clinton ordered 75 Phaser 840s in April of 1999 and was so pleased with the reliability of the printers that he later decided to buy 120 additional newer-generation 850s to keep up with the schools' growing color-printing needs. Currently, the computer labs of Boston Public Schools (now printing upwards of 10,000 pages per month) have a Phaser Solid Ink color printer assigned to every 20 or so students.

Here are just some of the creative ways teachers, students and administrators are now using their color printers:

- *True-to-life prints of musical instruments to aid students in visual identification*
- *Digital-photo prints of a field trip to a country farm*
- *Cultural artwork for a vibrant display board*
- *Professional recognition certificates, with the "embossed" effect of solid ink*
- *Sharp, colorful calendars*
- *Easy-to-navigate, color-coded bus directions and schedules*
- *Durable color signs (no spotting when placed above the water fountain!)*
- *Engaging overheads for parent-teacher meetings*

"The Phaser color printer's free black ink is an unbelievable gold mine for schools. I don't think Xerox realizes how great it is for education."

—Clinton Rowe

Boston Public School students are using Phaser color printers in many subjects, from art to science.



At a recent open house, student reports printed on a Phaser 840 were featured in the halls of one Boston school.

The Benefits: Thanks to the speed and reliability of solid ink technology, teachers and students regularly turn to Phaser color printers for both their color and black-and-white printing needs. Administrators, too, are reaping the benefits – especially the cost savings of printing large, on-demand projects in house instead of relying on vendors or color photocopiers to get the job done.

A Colorful Ending: Color printing innovations in the classroom have inspired teachers, students and administrators alike. Plans are now underway to print colorful newsletters and pamphlets, as well as the first Standard Guidebook in house.

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