# XEROX®

Technology | Document Management | Consulting Services

*laser printer*

## Phaser® 4510
### Works harder, works smarter, and always delivers

## Target Markets

**General office printing markets:** The Phaser 4510 is the most productive letter-size monochrome printer in the Xerox office portfolio and will sell successfully in any market or segment.

**Corporate workgroups:** The Phaser 4510 will be a key product within large organizations and used as the primary monochrome printer. Users will benefit from the Phaser 4510 printer's high performance and host of ease-of-use features.

## Selling Points

### Reliability

- All Phaser® 4510 printer models incorporate bedrock reliability and worry-free printing, along with a host of powerful print features
- A 200,000-page monthly duty cycle supports the heaviest office print volumes
- The Phaser 4510 printer has the media flexibility to handle everything you throw its way—whether the media is small to large or light to heavy
- Engineered to keep performing, with fewer moving parts to wear out and less consumables to replace
- True 1200 x 1200 dpi resolution at full engine speed means there is no sacrifice of print quality for speed
- 533 MHz processor maintains engine speed for even the most complex applications

### Intelligence

- Phaser Installer provides an intuitive, four-click installation process for getting started right away
- Enhanced PrintingScout® provides instant, onscreen instructions on what to do whenever the printer needs attention
- PhaserSMART online troubleshooting turns potential service calls into an automated solution to get users back to work fast
- Smart duplexing saves time, money and wear and tear by passing a single page job through the duplexer only if there's enough information for a second side
- SmartTrays "know" the size and type of paper that is loaded, so jobs automatically print on the intended media
- Receive email alerts for printer conditions that require attention—low toner, paper jams, and so on
- CentreWare Web allows for easy management of networked printers—regardless of manufacturer—through a single Web interface

### Value

- A robust 45 ppm printer at such an economical price gives customers more than they expect
- Flexible paper handling, with multiple input and output options, provides uninterrupted printing for the entire office
- Fast 8 second first-page-out time increases office productivity
- One-year on-site warranty with Xerox Total Satisfaction Guarantee offers peace of mind
- Choose high-capacity print cartridges for a lower cost per page and fewer printer interventions

## Specifications

| | 4510B | 4510N | 4510DT | 4510DX |
|---|---|---|---|---|
| **PERFORMANCE** | | | | |
| Print speed | Up to 45 ppm | | | |
| First-page-out time | As fast as 8 seconds | | | |
| Processor | 533 MHz | | | |
| Memory (std / max) | 128 MB / 512 MB | | | |
| Memory slots available | 1 of 2 slots open | | | |
| Hard drive | Optional | | | Standard |
| Print features | Smart Trays, Booklet printing, Poster printing, Edge-to-edge printing, Negative image, Mirror image, Scaling, Watermarks, Auto fit, Custom-size pages, Covers, Separators, RAM collation, N-up, Load-while-run | | | |
| Page Description Languages | Adobe PostScript® 3, PCL® 5e emulation, PCL 6 emulation | | | |
| Duty cycle (max) | Up to 200,000 pages / month | | | |
| **PRINT QUALITY** | | | | |
| Resolution | True 1200 x 1200 dpi | | | |
| **PAPER HANDLING** | | | | |
| Two-sided output | Optional | | Standard | |
| Paper input standard | 700 sheets | | 1,250 sheets | |
| Paper input maximum | 1,800 sheets | | | |
| Paper output capacity | 500 / 1,000 sheets | | | |
| Media sizes | 3 x 5 in. to 8.5 x 14 in. including custom sizes | | | |
| Media weights | All Trays: 16 lb. bond to 80 lb. cover (64 to 216 gsm) | | | |
| **NETWORK FEATURES** | | | | |
| Connectivity | USB 2.0, Parallel | 10/100Base-TX Ethernet, USB 2.0, Parallel | | |
| Printer management | CentreWare® IS Embedded Web Server, CentreWare Web, CentreWare DP, Xerox NDPS Gateway | | | |
| **OTHER FEATURES** | | | | |
| Warranty | One-year on-site warranty, Xerox Total Satisfaction Guarantee | | | |

# Competitive Comparisons

| | Xerox Phaser® 4510N | HP LaserJet® 4250n | Dell® 5210n | Lexmark® T642n |
|---|---|---|---|---|
| **PERFORMANCE** | | | | |
| Speed (up to) | 45 ppm | 45 ppm | 40 ppm | 45 ppm |
| First-page-out time (as fast as) | 8 seconds | 8 seconds | Information not available | 8.5 seconds |
| Technology | Laser | Laser | Laser | Laser |
| Processor | 533 MHz | 460 MHz | 400 MHz | 457 MHz |
| Page Description Languages | Adobe® PostScript® 3™, PCL® 5e/6 emulation | PostScript 3 compatibility, HP PCL 5e/6 | PostScript 3 compatibility, PCL 6 emulation | PostScript 3 compatibility, PCL 6 emulation, PPDS |
| Memory (std / max) | 128 MB / 512 MB | 64 MB / 512 MB | 64 MB / 576 MB | 128 MB / 640 MB |
| Duty cycle (max) | 200,000 pages / month | 200,000 pages / month | 200,000 pages / month | 225,000 pages / month |
| **PRINT QUALITY** | | | | |
| Resolution (max) | 1200 x 1200 dpi | 1200 x 1200 dpi | 1200 x 1200 dpi | 2400 image quality |
| **PAPER HANDLING** | | | | |
| Two-sided printing | Optional (B, N); Standard (DT, DX) | Optional (base, n, tn); Standard (dtn, dtnsl) | Optional | Optional (base, n, tn); Standard (dtn)) |
| Standard paper capacity (# trays / total) | 2 / 700 sheets | 2 / 600 sheets | 2 / 600 sheets | 2 / 600 sheets |
| Maximum paper capacity (# trays / total) | 4 / 1,800 sheets | 5 / 3,100 sheets | 6 / 2,600 sheets | 7 / 4,100 sheets |
| Paper output capacity | 500 / 1,000 sheets | 300 / 800 sheets | 250 / 2,200 sheets | 500 sheets |
| Media sizes | 3 x 5 in. to 8.5 x 14 in. | 3 x 5 in. to 8.5 x 14 in. | 2.75 x 5 in. to 8.5 x 14 in. | 2.75 x 5 in. to 8.5 x 14 in. |
| Media weights | 64 to 216 gsm | 60 to 200 gsm | 60 to 216 gsm (Labels up to 300 gsm) | 60 to 199 gsm |
| **NETWORK FEATURES** | | | | |
| Connectivity | 10/100Base-TX Ethernet, USB 2.0, Parallel | 10/100Base-TX Ethernet, USB 2.0, Parallel | 10/100Base-TX Ethernet, USB 2.0, Parallel | 10/100Base-TX Ethernet, USB 2.0, Parallel |
| Device management | CentreWare® Web, CentreWare IS Embedded Web Server, email alerts, PrintingScout, PhaserSMART® | HP JetAdmin / Web JetAdmin® | Dell OpenManager® Printer Manager, Dell Printer Web Tool | MarkVision® Professional |
| **OTHER FEATURES** | | | | |
| Warranty | One-year on-site | One-year limited return to HP | One-year on-site | One-year limited exchange |
| **ADVANTAGES / DISADVANTAGES** | | | | |
| | • More standard memory<br>• True Adobe PostScript<br>• Faster processor<br>• High standard paper input and output capacity<br>• Edge-to-edge printing<br>• Prints envelopes from all trays<br>• Configuration SIM<br>• Superior printing alerts<br>• Robust Job Accounting<br>• Prints at full speed at true 1200 dpi<br>• Better Warranty<br>• Faster driver installation | • Less standard memory<br>• PostScript clone<br>• Slower processor<br>• Lower standard paper input and output capacity<br>• No edge-to-edge printing<br>• Envelope printing is limited to MPT or optional envelope feeder<br>• Limited printing alerts<br>• Limited Job Accounting<br>• Printing slows down at true 1200 dpi<br>• Return to depot warranty | • Less standard memory<br>• PostScript clone<br>• Slower processor<br>• Lower standard paper input and output capacity<br>• No edge-to-edge printing<br>• Envelope printing is limited to MPT or optional envelope feeder<br>• Limited printing alerts<br>• Limited Job Accounting<br>• Printing slows down to 1/2 speed at true 1200 resolution<br>• Online knowledgebase content is limited | • PostScript clone<br>• Slower processor<br>• Lower standard paper input capacity<br>• No edge-to-edge printing<br>• Envelope printing is limited to MPT or optional envelope feeder<br>• Limited printing alerts<br>• Limited Job Accounting<br>• Printing slows down to 1/2 speed at true 1200 resolution<br>• Exchange Warranty |

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