

A NEW
WAY TO
GROW

Accurate Color That's Brand Worthy.

CX310/410/510 Series
Multifunction Color Laser Printer

LEXMARK[™]

Get ready to outperform the competition.

By working with Lexmark, your business can...

Drive growth

Improve process

Increase productivity

Reduce costs

Let's get started.

A NEW
WAY TO
GROW

How the CX Series can help grow your business.

Before you choose your next output device, see how Lexmark measures up in...

- ▶ Professional color quality
- ▶ Productivity solutions
- ▶ Space-saving design
- ▶ Enterprise-level security

See what else we deliver...

LEXMARKTM

A NEW
WAY TO
GROW

Check out what all these Lexmark systems can do.

CX310 Series



CX410 Series



CX510 Series



✓ *Drive growth.*

✓ *Improve process.*

✓ *Empower employees.*

LEXMARK[™]

A NEW
WAY TO
GROW

Maximum productivity. Minimum fuss.

By working with Lexmark, your business can...

Print complex
documents fast

Get professional
color matching

Enjoy super fast
and quiet output

Gain the freedom to
print on the fly

*This system is built to improve your
workflow and efficiency with ease.*

LEXMARKTM

A NEW
WAY TO
GROW

Gorgeous color. Great versatility.



CX310 Series

**Fastest time to
first copy in its class***

- ▶ Accurately match colors with Lexmark Named Color Replacement and PANTONE® calibration
- ▶ Print everything on the spot—from in-store signage to presentations
- ▶ Take advantage of the fastest color laser MFP in its class*

Here's what else you'll get...

- ▶ 25 pages per minute—first page in as little as 12.5 seconds
- ▶ Print up to 5,000 pages a month
- ▶ 512 MB of upgradable memory + 800 MHz dual-core processor
- ▶ Only color laser MFP in its class with Gigabit Ethernet standard*
- ▶ 2-sided printing model available

*Based on a comparison of A4 color multifunction laser printers (MFP) priced in U.S. from \$400 to \$499 for base models. Sourced from Buyers Lab LLC (BLI), independent market research organizations and published reports as of July 2012. PANTONE® is a registered trademark of Pantone, Inc.

LEXMARK
™

A NEW
WAY TO
GROW

Stunning color. Stellar versatility.



CX410 Series

**Fastest print and copy
speed in its class***

- ▶ Accurately match colors with Lexmark Named Color Replacement and PANTONE® calibration
- ▶ Increase productivity with optional workflow solutions
- ▶ Manage jobs more easily using the 4.3-inch color touch screen

Here's what else you'll get...

- ▶ 32 pages per minute—first page in as little as 11.5 seconds
- ▶ Print up to 6,000 pages a month
- ▶ 512 MB of upgradable memory + 800 MHz dual-core processor + Gigabit Ethernet
- ▶ Highest standard and maximum upgradable memory in its class*
- ▶ 2-sided printing and high-capacity models available

*Based on a comparison of A4 color multifunction laser printers (MFP) priced in U.S. \$500 to \$1,000 for base models. Sourced from Buyers Lab LLC (BLI), independent market research organizations and published reports as of July 2012. PANTONE® is a registered trademark of Pantone, Inc.

LEXMARK
™

A NEW
WAY TO
GROW

Fabulous color. Fully loaded.



CX510 Series

**Fastest print speed
in its class***

- ▶ Accurately match colors with Lexmark Named Color Replacement and PANTONE® calibration
- ▶ Manage jobs and access workflow solutions using the 7-inch color touch screen
- ▶ Prints more pages than any shipped black toner cartridge in its class*

Here's what else you'll get...

- ▶ 32 pages per minute—first page in as little as 11.5 seconds
- ▶ Print up to 7,000 pages a month
- ▶ 1 GB of upgradable memory + 800 MHz dual-core processor
- ▶ Only color laser MFP in its class with hard drive and Gigabit Ethernet standard*
- ▶ 2-sided printing and high-capacity models available

*Based on a comparison of A4 color multifunction laser printers (MFP) priced in U.S. from \$1,000 to \$2,000 for base models. Sourced from Buyers Lab LLC (BLI), independent market research organizations and published reports as of July 2012. Average continuous black or composite CMY declared cartridge yield in accordance with ISO/IEC 19798. PANTONE® is a registered trademark of Pantone, Inc.

LEXMARK™

Here's why you should consider this series.

Working with the Lexmark CX310/410/510 Series can help people in your organization...

- ▶ Produce professional color in-house—on demand—to help your company shine
- ▶ Enjoy print, fax, copy, scan and solutions capabilities—all in a small footprint
- ▶ Improve responsiveness and increase productivity by streamlining your workflows

Productive workflows. Sustainable design.

A NEW
WAY TO
GROW

Start growing with a Lexmark color laser printer.

Get started today by taking the next step
toward growing your business in a new way.

Contact:

[Note to presenter: Please insert your contact information here]

LEXMARKTM

Get solutions that can propel your business forward.

The professional-quality output of this series is only part of the Lexmark story.

By leveraging our industry expertise, you can **generate efficiency** and **reduce costs** across business processes. Plus, gain the power needed to **move ahead**—and stay there.

- ▶ Education
- ▶ Financial Services
- ▶ Government
- ▶ Telecommunications

- ▶ Healthcare
- ▶ Manufacturing
- ▶ Retail
- ▶ Utilities

We know business.

Solutions that help you work smarter not harder.

Take advantage of Lexmark integrated solutions to...

- ▶ **Empower your employees** with workflow solutions that enable them to print on demand, automate tasks and more
- ▶ **Reduce your output costs** by cutting back on unnecessary printing and shrinking your carbon footprint
- ▶ **Print anytime and anywhere** from desktops and mobile devices that run applications*

*For more information on Lexmark Mobile Solutions, see:
http://www1.lexmark.com/en_US/solutions/business-solutions/mobile-print/index.shtml.

Step up to the system you've always wanted.

Configure the system that best fits your needs:

☐

Need fax capabilities?

☐

Need productivity solutions?

☐

Need 2-sided printing?

☐

Need more advanced solutions?

☐

Need networking?

☐

Need inline stapling?

☐

Need wireless?

☐

Need multiple finishing options?

☐

Need professional color?

☐

Need a large touch screen?

☐

Need extra storage capacity?

☐

Need extra paper capacity?

A NEW
WAY TO
GROW

Turn to Unison™ Toner to get the most out of your system.

Essential to our print system performance,
Lexmark's Unison Toner...

- ▶ Ensures system reliability and sustainability while using fewer resources to produce more pages
- ▶ Provides consistent image quality from first print to last

Unison™
TONER

LEXMARK™

CX310 and 410: New and improved.

2011

X546 – 25 ppm

X544 – 25 ppm

X543 – 21 ppm

Improvements

- ▶ Faster speed and time to first page
- ▶ Color touch e-task panels
- ▶ Faster processor
- ▶ More standard and maximum memory
- ▶ Additional models with higher maximum input and 2-sided scanning
- ▶ Gigabit Ethernet standard
- ▶ Improved duty cycle
- ▶ Higher recommended monthly page volume
- ▶ Increased lifespan of maintenance parts
- ▶ More energy efficient
- ▶ New ease, environmental and color features

2012

CX410 – 32 ppm



CX310 – 25 ppm



LEXMARKTM

CX510: New and improved.

2011

X734 – 30 ppm

Improvements

- ▶ Lower price
- ▶ Faster performance—speed, processor and network
- ▶ Smaller and quieter
- ▶ 2-sided scanning
- ▶ More standard and maximum memory
- ▶ Hard drive models available
- ▶ Shipped mono yield and added A/M yield points
- ▶ Lower cost per page
- ▶ More energy efficient
- ▶ New ease, environmental and color features

2012

CX510 – 32 ppm



A NEW
WAY TO
GROW

CX510: New and improved.

2011

X548 – 25 ppm

Improvements

- ▶ Faster performance: speed, processor and time to first page
- ▶ More standard and maximum memory
- ▶ Recommended monthly page volume
- ▶ Increased lifespan of maintenance parts
- ▶ Added A/M yield points
- ▶ Lower color cost per page
- ▶ More energy efficient

2012

CX510 – 32 ppm



LEXMARKTM