

Lexmark C3224dw Battlecard*

Placement Guidance

With its compact footprint, ease of use and standard USB, Ethernet and Wi-Fi, the Lexmark C3224dw fits almost anywhere to support small workgroups with recommended monthly page volume up to 1500 pages**. A 1-GHz multi-core processor and 256 MB of memory drives color output up to 24 pages per minute***, while Lexmark full-spectrum security helps protect sensitive information.

Partner Benefits

- ▶ As part of the Lexmark GO Line™ series, it includes all the pricing, promotions and programs that make it profitable for partners.
- ▶ This is Lexmark's first color printer aimed at the micro workgroup: 2-4 people. Now there's a full, flexible Lexmark GO Line series with something for every customer.
- ▶ Comes fully configured, with standard duplex and Wi-Fi.
- ▶ Device has unique supplies that help partners build a recurring revenue stream.
- ▶ Like the rest of our product line, this model has Lexmark's full-spectrum security, to provide customers with a consistently secure experience.



Key Selling Points

- ▶ **Small.** Compact printer fits almost anywhere. It's among the lightest in comparison to its top competitors, too
- ▶ **Easy to use.** Plug it in and go! Setup is fast and easy. Standard Wi-Fi makes it easy to print from mobile devices.
- ▶ **Hands-off durability.** With its steel frame and long-life imaging components, the C3224dw is built to last.
- ▶ **Fast.** Print speed of 24 ppm*** (letter) is faster than top competitors.
- ▶ **Powerful performance.** 1 GHz dual-core processor is faster than all its top competitors.
- ▶ **Outstanding Print Quality.** Unison™ Toner delivers rich, vibrant color with crisp details.
- ▶ **Secure.** Includes Lexmark's full-spectrum security to help secure device, data and network.

* "Top competitors" were determined based upon third-party market intelligence provider's competitive price band data as of May 8, 2019.

**"Recommended Monthly Page Volume" is a range of pages that helps customers evaluate between Lexmark's product offerings based on the average number of pages customers plan to print on the device each month. Lexmark recommends that the number of pages per month be within the stated range for optimum device performance, based on factors including: supplies replacement intervals, paper loading intervals, speed, and typical customer usage.

***Print speeds measured in accordance with ISO/IEC 24734 (ESAT). For more information see: www.lexmark.com/ISOspeeds.

Lexmark C3224dw vs. top competitors (Global)

	Lexmark C3224dw	HP LaserJet Pro M154a/nw	BROTHER HL-L3210CW	CANON LBP612Cdw
Launch Date	Jul-19	Oct-17	Aug-18	Mar-17
Functions	Print	Print	Print	Print
Print Speed (ppm, mono/color)	24 / 24 (letter)* 22 / 22 (A4)*	16 / 16 (A4)	19 / 19 (letter)	19 / 19 (letter)
Time to First Page (mono/color) (sec)	11.1 / 11.1	12 / 14	16	11 / 12
Processor (MHz)	1Ghz Dual Core	800	800	Canon Custom Processor
Memory (Std/Max)	256MB / 256MB	128MB / 128MB	256MB / 256MB	1GB / 1GB
RMPV (K)	.6 - 1.5**	0.15 - 1.5	1.5	.2- 2.5
Maximum Duty Cycle (K)	30***	30	30	30
Hard Disk	No	No	No	No
Front USB Port	No	No	No	No
Input Capacity (Std/Max)	251 / 251	150 / 150	251 / 251	151 / 151
Input Sources (Std/Max)	2 / 2	1 / 1	2 / 2	1 / 1
Multi-purpose Feeder (pages)	1	None	1	1
Output Capacity (Std/Max)	100	100	150	100
Finishing	No	No	No	No
Operator Panel	2-line APA Panel	Button and LED display	1-line mono LCD	5-in LCD panel
Fuser Life (k pages)	Life	INA	INA	INA
Toner Yield: SWE (K/CMY) (k pages)	.75 / .5****	0.8 / 0.7	1 / 1	1.4 / 0.7
Toner Yield: Std/HY (Black) (k pages)	1.5****	1.1	1.4 / 3	1.4 / 2.8
(Color) (k pages)	1.5****	0.9	1.3 / 2.3	1.3 / 2.2
PC / Imaging Unit (K) (k pages)	One Piece	INA	18	One Piece
Duplex Print	Standard	No	No	Standard
Networking	10/100, 802.11b/g/n USB 2.0	α: USB 2.0 / nw: Built-in 10/100, Ethernet	802.11b/g/n, USB 2.0	Gigabit
Wireless Capability	Yes	α: No / nw: Yes	Yes	No
Dimensions (HxWxD)	9.6" x 16.2" x 15.5"	9.61" x 15.4" x 14.9"	9.9" x 16.1" x 18.1"	10.8" x 17" x 16.5"
Weight (Base Unit)	35.5 lbs	29.3 lbs	37.8 lbs"	29.7 lbs"
Dimensions (HxWxD) (mm)	243.7 x 411.2 x 394.1	244.1 x 391.2 x 378.5	241.3 x 408.9 x 459.7	274.3 x 431.18 x 419.1
Weight (Base Unit)	16.1 kg	13.3 kg	17.1 kg"	13.5 kg

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INA = Information Not Available

"Top competitors" were determined based upon third-party market intelligence provider's competitive price band data as of May 8, 2019. Competitive printer specifications were obtained from third-party market intelligence provider as of May 8, 2019.

* Print and copy speeds measured in accordance with ISO/IEC 24734 and ISO/IEC 24735 respectively (ESAT). For more information see: www.lexmark.com/ISOspeeds.

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****"Maximum Monthly Duty Cycle" is defined as the maximum number of pages a device could deliver in a month using a multishift operation. This metric provides a comparison of robustness in relation to other Lexmark printers and MFPs.

*****Average continuous black or continuous composite color (CMY) declared yield in one-sided (simplex) mode up to this number of pages in accordance with ISO/IEC 19798. Actual yield will vary considerably based upon many factors. See www.lexmark.com/yields for more information.