

Lexmark MC3224dwe/adwe Battlecard*

Placement Guidance

The compact and lightweight Lexmark MC3224dwe and MC3224adwe multifunctions bring color printing, scanning, copying and touch-screen convenience to small workgroups. They both offer color output at up to 24 pages per minute** in a package that fits almost anywhere, with recommended monthly page volume up to 1500 and 2000 pages***, respectively. There's Wi-Fi to support mobile users and Lexmark full-spectrum security is built in. The adwe model includes analog fax and single-sided automatic document scanning.

Partner Benefits

- ▶ As part of the Lexmark GO Line™ series, they include all the pricing, promotions and programs that make it profitable for partners.
- ▶ This is Lexmark's first color multifunction 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.
- ▶ Each 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.



Lexmark MC3224adwe

Key Selling Points

- ▶ **Small.** Compact printer fits almost anywhere.
- ▶ **Easy to use.** Plug it in and go! Setup is fast and easy. Standard Wi-Fi makes it easy to print from mobile devices.
- ▶ **Built-in workflow tools.** Scan to network, email, FTP, or USB stick drive (adwe only). Scan to and print files from popular cloud services with Lexmark's Cloud Connector****.
- ▶ **Fast.** Print speed of 24 ppm** (letter) is among the fastest in comparison with their top competitors.
- ▶ **Hands-off durability.** With its steel frame and long-life imaging components, the MC3224dwe and MC3224adwe are built to last.
- ▶ **Powerful performance.** Their 1 GHz dual-core processor is faster than all their top competitors, and they're in the top tier of the competition with 512 MB of memory.
- ▶ **Touchscreen convenience.** Their 2.8-inch touch screens are among the best in their class, compared to typical 2-line LCD operator panels.
- ▶ **Outstanding Print Quality.** Unison™ Toner delivers rich, vibrant color with crisp details.

* "Top competitors" were determined based upon third-party market intelligence provider's competitive price band data 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.

***"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.

****Cloud Connector feature is available by end of 2019. Devices purchased prior to availability can get this feature via free firmware update at support.lexmark.com/firmware.

Lexmark MC3224dwe/adwe vs. top competitors (Global)

	Lexmark MC3224dwe/adwe	HP M180nw / M181fw	BROTHER HL-L3290CDW MFC-L3710CW	SAMSUNG Xpress C480W / FW
Launch Date	Jul-19	Sep-17	Aug-18	Jun-15
Functions	PCS / PCSF	PCS / PCSF	PCS PCSF	PCS / PCSF
Print Speed (ppm, mono/color)	24 / 24 (letter)* 22 / 22 (A4)*	17 / 17 (letter)	25 / 25 (letter) 19 / 19 (letter)	18 / 4 (A4)
Time to First Page (mono/color) (sec)	11 / 11	12 / 14	15.5 / 15.5	14 / 26
Scanner Glass (max)	Letter / A4	Letter / A4	Letter / A4	Letter / A4
Duplex Scan	dwe: Manual adwe: SADF w/ 50-sheet	nw: Manual fw: SADF w/ 35-sheet	Manual SADF w/ 50-sheet	w: Manual fw: SADF w/ 40-sheet
Processor (MHz)	1Ghz Dual Core	800	INA 800	800
Memory (Std/Max)	512MB / 512MB	256MB / 256MB	512MB / 512MB	128MB / 128MB
RMPV (K)	.6 - 1.5*** .6 - 2**	.15 - 1.5	1.5	INA
Maximum Duty Cycle (K)	30*** 40***	30	30	20
Hard Disk	No	No	No	No
Front USB Port	No Yes	No	No	No
TEC (kwh/wk)	0.34	0.531	INA	INA
Acoustics: operating / ready (dBA)	49 / 14	48/49 (m/c) / INA	45 INA	48 / Inaudible
Input Capacity (Std/Max)	251 / 251	150 / 150	250 / 250 251 / 251	150 / 150
Input Sources (Std/Max)	2 / 2	1 / 1	2 / 2	1 / 1
Multi-purpose Feeder (pages)	1	None	1	None
Output Capacity (Std/Max)	100	100	150 / 150 150	50
Finishing	No	No	No	No
Operator Panel	2.8" touch	2-line LCD with keypad	2-line backlit LCD 3.7-inch LCD Color Touchscreen	2-Line LCD
Fuser Life (k pages)	Life	INA	INA	INA
Toner Yield: SWE (K/CMY) (k pages)	.75 / .5****	0.8 / 0.7	1 / 1	0.5 / 0.7
Toner Yield: Std/HY (Black) (k pages) (Color) (k pages)	1.5**** 1.5****	1.1 0.9	1.4 / 3 1.3 / 2.3	1.5 / 1.65 1 / 1.1
PC / Imaging Unit (K) (k pages)	One Piece	One Piece	18 / 18 18	16
Duplex Print	Standard	Manual	Manual	Standard
Networking	10/100, 802.11b/g/n USB 2.0	10/100, 802.11b/g/n USB 2.0	10/100, 802.11b/g/n USB 2.0 802.11b/g/n USB 2.0	10/100, 802.11b/g/n USB 2.0
Wireless Capability	Yes	Yes	Yes	Yes
Dimensions (HxWxD)	12.1" x 16.2" x 15.5" 13.6" x 16.2" x 15.5"	13.4" x 16.5" x 14.9"	14.5" x 16.1" x 18.7" 16.3" x 16.1" x 18.7"	11.4" x 16" x 14.3"
Weight (Base Unit)	40.2 lbs 42.7 lbs	35.9 lbs	47.8 lbs 49.5 lbs	28.42 lbs
Dimensions (HxWxD)	306.9 mm x 411.2 mm x 394.1 mm 344.4 mm x 411.2 mm x 394.1 mm	340.4 mm x 419.1 mm x 378.5 mm	368.3 mm x 409 mm x 475 mm 414 mm x 409 mm x 475 mm	289.6 mm x 406.4 mm x 363.22 mm
Weight (Base Unit)	18.2 kg 19.5 kg	35.9 lbs	21.7 kg 22.4 kg	12.9 kg

All information in this document is subject to change without notice. Lexmark is not liable for any errors or omissions.

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.

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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.