



New Lexmark wireless AIOs pack productivity punch, make freedom more affordable

Lexmark International today introduced three full-featured wireless all-in-one (AIO) printers delivering industry-leading value for small office/home office (SOHO) professionals and combining the flexibility of wireless connectivity, the efficiency of automatic two-sided printing and the convenience of easy installation.

With the addition of the new Lexmark X6570, the Lexmark X7550 and the Lexmark X4850, Lexmark's new wireless AIO line delivers robust and reliable solutions to meet the rigorous demands of SOHO professionals. Lexmark's research reveals that SOHO professionals are so busy that they work on their personal time - nights or weekends - an average of three days per week¹. Most are already using a wireless home network, according to the study, and two-thirds of participants said that a wireless printer would complete their wireless set-up at home.

"Lexmark's new all-in-ones deliver business-class productivity with the added advantages of wireless to help busy professionals get more done quickly, easily and affordably," said Marcus Harvey, Director, Consumer Printer Division.

Wireless AIOs can boost productivity for SOHO professionals by allowing them to print wirelessly from anywhere within range of their wireless network. Wireless AIOs also allow multiple computer users to share the same wireless printer, eliminating the need for multiple devices². With Lexmark's new AIO printers, not only can users print wirelessly, but they can scan, fax and access media card slots wirelessly as well.

Lexmark now offers a full line of the most affordable wireless printers in the market. The line's robust features include:

- Automatic two-sided printing, which saves paper and the environment.
- A colour LCD for easy stand-alone printing, scanning, copying and faxing.
- Pigmented Lexmark evercolor² ink, which is water resistant and offers increased resistance against fading and the smudging associated with highlighter pens.
- Simple, guided wireless installation.
- The exclusive Lexmark Toolbar, which saves time, paper, money and frustration by making Web printing more efficient.
- Photo media card slots and a PictBridgeTM port for easy access to photos.
- Borderless photo printing with Lexmark evercolor² print technology for vibrant, resilient prints that can last up to 100 years on Lexmark's PerfectFinishTM paper³.
- Easy scan-back proof sheets for quick, quality photo prints.
- Exclusive Lexmark Imaging Studio Software, which makes it easy to crop, rotate and resize photos, plus one-touch colour fix and red eye reduction.

Lexmark X6570 Wireless All-in-One

Leading the new Lexmark wireless lineup is the Lexmark X6570 Wireless All-in-One, a wireless four-in-one printer priced at £129.994. The Lexmark X6570 raises the productivity bar for SOHO professionals by combining the freedom of wireless connectivity with business-class features such as two-sided printing, fax, a 25-page automatic document feeder for copying and faxing, and photo printing with Lexmark's exclusive evercolor2 inks.

This AIO:

- Enables users to scan, fax and access media card slots wirelessly².
- Offers print speeds of up to 28 pages per minute (ppm) black and 24 ppm colour⁵.
- Features a 48-bit flatbed colour scanner to easily scan or copy documents and photos.
- Features pigmented Lexmark evercolor2 inks that are water resistant and have increased resistance against fading and the smudging associated with highlighter pens.
- Includes photo capabilities, such as scan-back photo proof sheet and optional six-colour printing.
- Provides easy access to photos with both photo media card slots and a PictBridge™ port.
- Produces vibrant, borderless photo prints that can last up to 100 years when printed using Lexmark evercolor2 inks and Lexmark's PerfectFinish paper³.
- Includes the Lexmark Toolbar that makes Web printing more efficient by eliminating unwanted content such as advertising or graphics from Web-based documents.
- Is compatible with a PC or Mac.

Lexmark X4850 Wireless All-in-One

For SOHO professionals who have a strong interest in wireless and photo capabilities, Lexmark offers the Lexmark X4850 Wireless All-in-One at £129.994.

This AIO:

- Enables users to scan and access media card slots wirelessly².
- Features two-sided printing.
- Includes a 2.4-inch colour LCD display, which is great for viewing and editing photos.
- Has cards slots and a PictBridge port for easy access to photos and documents.
- Features borderless printing with pigmented Lexmark evercolor2 inks that are water resistant and have increased resistance against fading and the smudging associated with highlighter pens.

Lexmark X7550 Wireless All-in-One

For SOHO professionals who require wireless mobility along with photo and fax capabilities, Lexmark offers the Lexmark X7550 Wireless All-in-One priced at £169.994. Ideal for the most demanding users, this wireless AIO includes all of the same robust features found on the Lexmark X6570 with even greater print speeds of up to 30 ppm black and 27 ppm colour5. In addition, the Lexmark X7550 features a 2.4-inch colour LCD display, which makes it easy and convenient to view and edit photos.

Lexmark Z1520 Wireless Colour Printer

For users who want a robust single-function wireless printer, Lexmark offers the new Z1520 wireless colour printer. Users can print or access media card slots wirelessly2, with print speeds of up to 30 ppm black and 27 ppm colour5. For only £119.99, the Z1520 is also loaded with photo features, including borderless photo printing, optional six-colour prints, and Lexmark evercolor2 inks for photos that last up to 100 years on Lexmark's PerfectFinish™ paper3.

Availability

These products will be available beginning of September on Lexmark.com and at popular retailers.

About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses and consumers in more than 150 countries with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2006, Lexmark reported \$5.1 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.

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1Based on a survey of 1,000 work-from-home professionals conducted by Lexmark in conjunction with MarketTools July 27-31, 2007 (+/-3 percent sampling error).

2802.11 b/g/n wireless network required for all wireless functions. Subject to the range and capabilities of your wireless router and access to electricity.

3Longevity claims are based on accelerated fade resistance testing of photos displayed indoors, under glass or in photo albums. Photos must be printed on Lexmark Premium Photo Paper using an evercolor ink system that includes a colour cartridge and an optional evercolor photo cartridge. Actual resistance to fading will vary based upon factors such as light intensity and type, humidity, temperature, air quality, drying time, glass, matting, album materials, print media and image. Lexmark does not warrant longevity or archivability of prints.

4All prices are estimated street prices in GBP – actual prices may vary.

5Printing in draft mode and excludes time to first page feed. See www.lexmark.com for details.

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The Lexmark logo is located in the bottom right corner of the page. It features the word "LEXMARK" in a bold, white, serif font against a black background. A small red diamond shape is positioned below the letter "A".