

Supplies Marketing Announcement

October 14th, 2004

**Lexmark supports the new ISO/IEC
19752:2004 Mono Laser Yield claim
standard**



LEXMARKTM

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Lexmark supports the new ISO/IEC 19752 Mono Laser Yield Claim Standard

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Overview

On June 16, 2004 the International Organisation for Standardisation (ISO) published a new standard, **ISO/IEC 19752:2004** for **monochrome** toner cartridge yield in monochrome laser printers.

Lexmark is pleased to support this new standard and believes that this single, rigorous Worldwide ISO standard to measure **monochrome** toner cartridge yield will help customers more objectively and accurately evaluate printer and print cartridge yield. Until now, printer manufacturers have used a variety of methodologies to measure toner yield, making it a challenge for customers to accurately compare yield measurements from leading suppliers. The new standard can be used to evaluate OEM, remanufactured and refilled cartridges.

ISO is an internationally recognised organisation that has successfully developed many important and broadly used standards by working closely with standards organisations around the world to arrive at unbiased, robust, reliable standards on behalf of customers. ISO may be best recognised by customers in terms of ISO 9000 and ISO 14000 certification. According to the ISO website "The ISO 9000 and ISO 14000 families are among ISO's most widely known and successful standards ever. ISO 9000 has become an international reference for quality requirements in business to business dealings, and ISO 14000 looks set to achieve at least as much, if not more, in helping organisations to meet their environmental challenges."

The ISO/IEC 19752 Standard is a copyrighted document published by the International Organisation for Standardisation (ISO). Any customers that would be interested in performing their own tests to the new ISO standard can purchase a copy of the standard from the ISO. You can visit www.iso.org to locate an ISO member organisation in your country and to purchase the ISO/IEC 19752:2004 standard.

Press Release

Canon, Epson, HP, and Lexmark have supported and acted as key participants in ISO's development of this industry standard and have issued a joint press release supporting this new ISO Standard that helps customers evaluate printer and print cartridge yield.

(This Press release can be found on Lexmark website)

Methodology

The new ISO Standard clearly defines the key attributes that affect yield and applies robust statistical analysis so all manufacturers can utilise the same methodology when measuring yield. This standard requires that at least nine cartridges be tested on a minimum of three separate printers. A statistical method is used to calculate the lower 95 percent confidence bound (rather than taking the average yield of the cartridges). This method takes into account manufacturing variations in performance of the cartridges and printers and thus more closely represents the potential customer experience.

The ISO 19752 standard test page is designed to be similar in toner usage to the documents that manufacturers have used historically, so it is nominally a 5 percent page. It will be much easier for a customer to relate to this specific test file that is the same for all manufacturers than to a generic 5% coverage statement.

It is publicly available on the ISO website @ <http://www.iso.org/jtc1/sc28>

Wording

The actual wording for the new yield claim will be:

" Average Cartridge Yield XX, 000 standard pages. Declared yield value in accordance with ISO/IEC 19752", instead of using the wording "at approximately 5% coverage".

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Lexmark Yield Claims

All new mono laser products that Lexmark introduces will claim yield per this new ISO/IEC 19752 International Standard. In addition, Lexmark is implementing ISO/IEC 19752 compliance on all Lexmark mono laser printer cartridges introduced after 1999.

Generally, for many months now, Lexmark has developed and tested many laser cartridge products, including the T63X, E23X/ E33X, E321/ E323, to the preliminary and evolving versions of the ISO standard and test page document, and specified those products' yields in anticipation of this standard. Lexmark is comfortable that current yield claims meet the new ISO/IEC 19752 standard and also continues to stand by all currently published yield claims based on approximately 5% page coverage.

The ISO standard outlines a specific protocol for certification testing including a test process that needs to be followed to properly claim yield in compliance with the ISO standard. Lexmark is currently performing this test certification on all products introduced after 1999. Final test certification reports will be available by the end of the year 2004. Lexmark will reference the ISO yield standard compliance on the lexmark.com website and in product marketing materials once the required certification testing is complete.

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