

Phaser 7760

Office color made easy

Target Markets

Small-to-medium-size graphic arts companies

The Phaser 7760 printer's consistent, accurate color output is ideal for designers and desktop publishers.

Short-run production and departmental print jobs

The Phaser 7760 printer's fast throughput, outstanding color and finishing capabilities allow users to produce brochures, newsletters and other short-run production jobs in-house.

Newspapers, publishers and ad agencies

These industries will find the Phaser 7760 color printer ideal for print layouts, concept proofs, and packaging designs on paper up to tabloid size.

Selling Points

Outstanding performance and media flexibility

- Fast print speeds up to 35 ppm in color and 45 ppm in black-and-white
- 800 MHz processor quickly rips complex files for maximum throughput
- A standard 40 GB hard drive for advanced Job Type options, increased color control and storing up to 5,000 Job Accounting records
- First-page-out time as fast as 9 seconds in color
- Large paper capacities and outstanding media flexibility
- A choice between 2,000-sheet Professional Finisher with stacker/multi-position stapler/hole punch/booklet maker capabilities for unsurpassed creative expression, or 3,500-sheet Advanced Finisher with stacker/multi-position stapler/hole punch

Print quality for the graphic artist

- 600 x 600 x 4 dpi Photo Mode produces smooth and accurate color transitions — perfect for those hard-to-match flesh tones
- Consistent color so the first page looks as good as the last
- Xerox Color Options are a remarkably simple yet effective color matching method
- Industry-standard color technology is fully supported (PANTONE®, ColorSync/ICC profiles, Adobe® PostScript® 3™, sRGB, SWOP®, Automatic)
- PhaserMatch® 4.0 and PhaserCal® software provide expert color control, including advanced printer calibration and custom profiles for both RGB and CMYK data

Unparalleled printer intelligence and ease-of-use

- Phaser Installer automatically locates and displays the printer(s) for easy driver installation — removing any potential guesswork
- PhaserSMART® remote diagnostic tool provides online troubleshooting that turns potential service calls into a simple automated solution so users can get back to work
- Enhanced PrintingScout™ provides instant, on-screen instructions with graphics if the printer needs attention
- Intelligent print driver “knows” what media is in each tray so the user can choose the paper source based on media size, media type, or tray number



	7760DN	7760GX	7760DX
Performance			
Print speed	Up to 35 ppm color / 45 ppm black-and-white		
First-page-out time	As fast as 9 seconds color / 6 seconds black-and-white		
Technology	Single-pass laser color printer		
Processor	800 MHz		
Memory (std / max)	512 MB / 1 GB		
Productivity Kit	40 GB hard drive		
Productivity Kit features	Secure/Proof/Personal/Saved Print, Print With, Hard disk collation, PDF-direct printing, Extended font/form storage		
Page Description Languages	Adobe® PostScript® 3™, PCL® 5c emulation, Adobe PDF-direct		
Duty cycle	Up to 150,000 pages / month		
Color Quality			
Resolution	600 x 1200 dpi, 1200 x 1200 dpi, 600 x 600 x 4 dpi		
PhaserMatch 4.0 software	Optional	Standard	
Paper Handling			
Two-sided output	Standard		
Paper capacity	Tray 1: 150 sheets Tray 2: 500 sheets Total: 650 sheets	Tray 1: 150 sheets Tray 2: 500 sheets 1,500-sheet High-Capacity Feeder Total: 2,150 sheets	Tray 1: 150 sheets Tray 2: 500 sheets 2,500-sheet High-Capacity Feeder Total: 3,150 sheets
Finishing options*	Advanced Finisher: 3,500-sheet output, 50-sheet multi-position stapling, 3-hole punch; Professional Finisher: 2,000-sheet output, 50-sheet multi-position stapling, 3-hole punch, saddle-stitch booklet making, v-folding		
Media sizes	3.95 x 5.5 in. to 12.6 x 47.25 in. including custom sizes		
Media weights	Tray 1(MPT): 75 to 255 gsm, Trays 2–5: 75 to 220 gsm		
Network Features			
Connectivity	10/100/1000Base-TX Ethernet, USB 2.0		
Printer management	CentreWare Web, CentreWare IS Embedded Web Server, Job Accounting, Usage Analysis Tool, email alerts, PhaserSMART remote diagnostics, Smart Trays		
Other Features			
Warranty	One-year on-site warranty and Xerox Total Satisfaction Guarantee		

* 7760DN configuration requires 1500-sheet or 2500-sheet High-Capacity Feeder for finishing options

Competitive Comparisons

	Xerox Phaser® 7760	HP Color LaserJet® CP6015	OKI® C9800	Ricoh Aficio® SP C811DN
Color Performance				
Speed (up to)	35 ppm color / 45 ppm black	40 ppm color / black	36 ppm color / 40 ppm black	40 ppm color / black
First-page-out time (color)	As fast as 9 seconds	As fast as 11.5 seconds	As fast as 10.5 seconds	As fast as 9 seconds
Technology	Single-pass color laser	Single-pass color laser	Single-pass color LED	Single-pass color laser
Processor	800 MHz	835 MHz	1 GHz	866 MHz
Page description languages	Adobe® PostScript® 3™, PCL® 5c emulation, PDF	PostScript 3 emulation, HP PCL 5c, PCL 6	Adobe PostScript 3, PCL 5c, PCL 6 emulation, PDF	Adobe PostScript 3, PCL 5c/6 emulation, RPCS, PDF
Memory (std / max)	512 MB / 1 GB	512 MB / 1 GB	1 GB / 1 GB	256 MB / 512 MB
Hard drive	40 GB standard	20 GB standard on xh config	20 GB standard	40 GB standard
Duty cycle (max)	150,000 pages / month	175,000 pages / month	150,000 pages / month	200,000 pages / month
Color Quality				
Resolution (max)	1200 x 1200 dpi	1200 x 600 dpi with ImageREt® 4800	1200 x 1200 dpi	1800 x 600 dpi
Professional color management	PhaserMatch® 4.0	None	EFI ColorWise Pro	Information not available
Paper Handling				
Two-sided printing	Standard on all models	Standard on all models	Optional: hn, Standard: hdn	Standard on all models
Paper capacity (std / max)	650 sheets / 3,150 sheets	600 sheets / 2,100 sheets	760 sheets / 2,880 sheets	1,200 sheets / 3,200 sheets
Output capacity	500 sheets standard; 3,500 sheets maximum	500 sheets standard; 2,500 sheets maximum	600 sheets standard; 1,500 pages maximum	500 sheets standard; 3,750 sheets maximum
Maximum paper size	12.6 x 18 in. (Tray 1/MPT), banners up to 12.6 x 47.25 in.	12.6 x 18 in. (Tray 1/MPT), banners up to 12.6 x 36 in.	12 x 18 in., banners up to 12.9 x 47.24 in.	12 x 18 in. (MPT), banners up to 12 x 49.6 in.
Media weights	75 to 255 gsm	60 to 220 gsm	64 to 270 gsm	60 to 256 gsm
Network Features				
Connectivity	10/100/1000Base-TX Ethernet, USB 2.0	10/100/1000Base-TX Ethernet, USB 2.0, Parallel	10/100Base-TX Ethernet, USB 2.0, Parallel	10/100Base-TX Ethernet, USB 2.0
Printer management	CentreWare® Web, CentreWare IS embedded web server, Job Accounting, Usage Analysis Tool, email alerts, PhaserSMART® remote diagnostics	HP Web JetAdmin®, Installation customization utility, Printer status and alerts utility	Print Supervision Embedded Web Server	Web SmartDeviceMonitor®, SmartDeviceMonitor for Admin, Web Image Monitor
Other Features				
Warranty	One-year on-site	One-year on-site	One-year on-site	One-year on-site
Advantages / Disadvantages				
	Fast print speeds / FPOT	Slower black-and-white print speed	Color stability is not as consistent	Slower black-and-white print speed
	High memory capacity	Slower first-page-out time	LED color printing technology limits image quality	Less memory
	True Adobe PostScript	PostScript 3 clone	Lower maximum paper input and output capacity	Ricoh has less focus in graphic arts industry
	PhaserMatch 4.0 color management software	Lower paper capacity		
	Standard two-sided printing	Lower media weights		
	Outstanding media flexibility	No color management software		

