

Apple Printers Update

Information About Apple Printers

May 1996

For Sales Personnel



LaserWriter 12/640 PS

Product Description

The Apple® LaserWriter® 12/640 PS printer is a high-quality monochrome laser printer that can print at a fast 12 pages per minute, provides 600- by 600-dot-per-inch resolution, and offers extremely flexible, versatile paper-handling capabilities—including optional duplex (double-sided) printing* and the ability to print to a wide variety of paper stocks and other media. It also supports advanced print capabilities such as Apple's FinePrint™ and PhotoGrade technologies*. This printer is easy to share with Mac™ OS— or Windows-based systems, it supports both Adobe® PostScript® Level 2 and PCL 5 page-description languages, and it can be easily connected to networks running a number of popular protocols.

Positioning

The LaserWriter 12/640 PS is the high-quality workgroup laser-printing solution for Mac OS and Windows users with flexible paper-handling options.

Benefits

- **Outstanding print quality—fast.** Featuring 600- by 600-dot-per-inch resolution enhanced with FinePrint and PhotoGrade*, the LaserWriter 12/640 PS provides crisp, clear text and superior-quality gray-scale images at up to 12 pages per minute, making it ideal for office desktop publishing use and productivity enhancement.
- **Ability to print on a range of media.** The LaserWriter 12/640 PS can print on a wide variety of paper and other media, from A4 paper to postcard stock (paper weights of 16 to 50 pounds), as well as on transparencies, envelopes, and more.
- **Flexible paper handling.** Because different organizations have different paper-handling needs, the LaserWriter 12/640 PS supports several printer options, including duplex printing for professional-quality double-sided output without the use of a copier. And all of these options can be installed easily—without

tools or time-consuming procedures.

- **Multiplatform connectivity and multiprotocol networking.** It's easy to share the LaserWriter 12/640 PS. It supports the Mac OS, Windows 3.1, Windows 95, and Windows NT operating systems, as well as UNIX®, and comes with both Adobe PostScript Level 2 and PCL 5. It features autosensing, autoswitching Ethernet, LocalTalk, and bidirectional parallel ports, and supports EtherTalk®, TCP/IP, and Novell NetWare IPX protocols via Ethernet connection.
- **Compact, attractive design.** The LaserWriter 12/640 PS is an attractive, compact printer, designed to fit easily into an office environment. And the printer options integrate neatly with the printer itself, taking up little or no additional work space.

Prospects

The LaserWriter 12/640 PS printer is designed for Mac OS and Windows users who require a high-quality, high-performance printer with flexible paper-handling capabilities and excellent compatibility. Likely customers will want to use this printer for desktop publishing or general productivity in a workgroup or Intranet setting—in business, government, or education (primarily administration and lab use).

Q&A

What paper-handling options are available for the LaserWriter 12/640 PS?

In addition to the duplex printing option already mentioned, there's a 500-sheet cassette and feeder for large jobs (or larger workgroups), an envelope cassette that works with the 500-sheet feeder to handle a wide variety of envelopes (and even postcards), and a special face-up output tray that takes advantage of this printer's unique straight through paper path to provide face-up output (ideal for printing on transparencies, labels, postcards, envelopes, or heavier paper stocks because it reduces page curl).

What memory expansion options are available?

The LaserWriter 12/640 PS comes with 4MB of RAM, which can be expanded to 64MB using industry-standard 72-pin SIMMs. Many customers will probably want to have at least 12MB, which is the minimum required to use either PhotoGrade technology or duplex printing (see the diagram on the next page for specific memory requirements for various capabilities).

Key Selling Points

- Outstanding print quality—fast
- Duplex printing option
- LocalTalk, Ethernet, and parallel connectivity built-in
- Multi-platform compatible
- Extensive media support & paper-handling capabilities

Where Apple's LaserWriter 12/640 PS Wins

- Comes with true Adobe PostScript Level 2; Lexmark uses a PostScript clone
- Better value—priced hundreds less than HP's LaserJet 5M
- Comes with Adobe Type Manager and Adobe Acrobat Reader software for Mac OS and Windows systems (Acrobat Reader currently available in U.S.A. only)
- Autosensing and autoswitching Ethernet, LocalTalk, and bidirectional parallel ports; Lexmark® only comes standard with 10-BASE-T, and Coax and LocalTalk are options
- Offers 64 TrueType fonts for Mac OS users
- Comes with PowerPC native LaserWriter 8.4 printer driver to provide better performance, new features, and an improved user interface for Mac OS
- PhotoGrade* allows images to be printed at the equivalent of at least 1200 dpi

Target Customers

Primary Customers	Secondary Customers
General Business, SO/HO, & Government	Education (Administration and Labs)
What they require <ul style="list-style-type: none"> • Crisp, high-quality output—fast • Multiplatform printing solution • Performance and flexible paper handling • Office DTP; perfect for small workgroups 	What they require <ul style="list-style-type: none"> • Value and functionality • Reliability • Performance and flexible paper handling

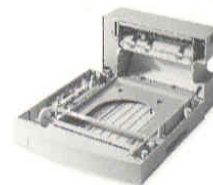
Printer Memory Configurations

Printer RAM (Memory)	Enabling Technologies	Paper-Handling Options
at 4MB (Standard)	FinePrint (Standard)	Standard: <ul style="list-style-type: none"> • 250-sheet Cassette • 80-sheet Multipurpose Tray Options: <ul style="list-style-type: none"> • 500-sheet Cassette and Feeder • Envelope Cassette • Face-up Output Tray
additional 8MB (12MB total)	gives you PhotoGrade	or... Option: Duplex Printing Unit
additional 16MB (20MB total)	gives you PhotoGrade	and... Option: Duplex Printing Unit (up to U.S. Letter size)
additional 20MB (24MB total)	gives you PhotoGrade	and... Option: Duplex Printing Unit (all paper sizes)

* Requires at least 12 MB of RAM.

Paper-Handling Options

Installation of LaserWriter 12/640 PS options doesn't require any tools. Prices for options effective as of June 1996.



LaserWriter 12/640 PS Duplex Printing Unit
Part #: M4697G/A

Unit easily attaches to printer for professional-looking double-sided pages. **SP: \$399**



LaserWriter 12/640 PS 500-Sheet Cassette and Feeder
Part #: M4682G/A

For bulk printing—or for workgroups—this option sits directly beneath the printer and won't encroach on office space. **SP: \$399**



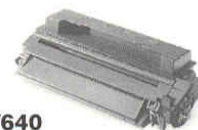
LaserWriter 12/640 PS Envelope Cassette
Part #: M4680G/A

Cassette handles a wide variety of envelopes—up to 50 at a time—and even handles postcards. It requires the 500-Sheet Cassette and Feeder. **SP: \$149**



LaserWriter 12/640 PS Face-up Output Tray
Part #: M4698G/A

Tray enables face-up printing to minimize page curl. It's ideal for transparencies, labels, postcards, envelopes, or heavier stock. **SP: \$49.95**



LaserWriter 12/640 PS Toner Cartridge
Part #: M4683G/A

Genuine Apple toner formulated to provide the best printing results. No substitutions available. **SP: \$120**

Apple LaserWriter 12/640 PS



A high-quality workgroup laser-printing solution for Mac OS and Windows users with flexible paper-handling options.

Part #: M3977LL/A

Features and Benefits

	Feature	Benefit
Resolution	600 by 600 dpi; FinePrint active, PhotoGrade available with additional RAM	Impressive print quality for text and images means more impressive documents for users.
Speed & Performance	12-ppm monochrome laser engine; 30-MHz AMD 29040 RISC processor	Apple integrates hardware and software to bring departmental printer features to the workgroup fast.
Media Handling	250-sheet cassette; 80-sheet multipurpose tray. Paper weight support from 16 to 50 lbs.	Built-in support for up to 330 sheets. Prints on media from letterhead to postcards.
Media Support	Letter, legal, A4, B5, Executive, Com-10, Monarch, DL, C5, postcards, transparencies, labels	The LaserWriter 12/640 PS conforms to the user's media requirements, not the other way around.
Available Options	Duplex Printing Unit, 500-Sheet Cassette & Feeder, Envelope Cassette, Face-up Output Tray	Mix-and-match paper-handling capabilities (including double-sided printing) available to meet the needs of different users.
Built-In I/O	LocalTalk, Ethernet, and bidirectional parallel ports; protocols supported via Ethernet: EtherTalk, Novell NetWare IPX, TCP/IP	All-ports-active autosensing, and autoswitching support for LocalTalk workgroups, direct-connect PCs, Novell NetWare clients, and the company Intranet.
Printer Language	Adobe PostScript Level 2, PCL 5	Apple delivers true WYSIWYG, from the way the application displays the page to the way it prints it.
Multi-Platform Support	Mac OS, Windows 3.X, Windows NT, Windows 95, DOS, UNIX	Full support for the Mac OS, Windows, DOS, and UNIX users via built-in LocalTalk, Ethernet, and parallel ports.

Apple vs. Competition

	Apple LaserWriter ² 12/640 PS	HP LaserJet 5M	Lexmark Rn+
Speed	12 ppm	12 ppm	16/16/8 ppm
Resolution	600 dpi	600 dpi	300/600/1200 dpi
Memory	4 megabytes	6 megabytes	2 megabytes
PDL	Adobe PostScript Level 2, PCL 5	Adobe PostScript Level 2, PCL 6	PostScript emulation, PCL 5e
I/O	LocalTalk, Ethernet, parallel	LocalTalk, Ethernet, parallel	Serial, parallel, Ethernet
Duplex Capable	Yes	Yes	Yes
Fonts	64 TrueType, 35 PostScript Type 1 fonts	35 PostScript Type 1 fonts	39 PostScript Type 1 fonts
Paper Input	250-sheet cassette; 80-sheet multipurpose tray	250-sheet cassette; 100-sheet multipurpose tray	200-sheet cassette
Paper Input Options	500-Sheet Cassette and Feeder; Envelope Cassette	500-sheet cassette	500-sheet cassette; Envelope cassette; 100-sheet aux. feeder; 200- & 500-sheet card stock tray
Media	Letter, legal, A4, B5, Executive, Com-10, Monarch, DL, C5, postcard	Letter, legal, A4, Executive, Com-10,	Letter, legal, A4, Executive
Price (U.S.)	\$1599	\$1799	\$1550
Availability	June 1996 (worldwide)	May	Now

Memory Information

Standard	4MB
PhotoGrade or duplex printing	12MB
PhotoGrade and duplex printing up to letter-size paper	20MB
PhotoGrade and duplex printing on all paper sizes	24MB
Font downloading and document caching	24MB+

What is duplex printing, and why did Apple make it an option on the LaserWriter 12/640 PS?

Duplex printing is the ability to print on both sides of a sheet, without reinserting the page. Apple is offering it as an option for the LaserWriter 12/640 PS in response to customer demand—both for more professional printing capabilities and for ways to conserve paper.

Why does the LaserWriter 12/640 PS printer software come on a CD-ROM?

The software for this printer would require 16 floppy disks—an unwieldy proposition for both Apple and customers. Shipping the software on a CD-ROM streamlines the installation process, and allows the flexibility required for installing a printer that can be used by both Mac OS- and Windows-based computers, via direct connection or over a network. In fact, customers can set up the CD-ROM for network installations, making it easier for all users on the network to install the printer software. In addition, using a CD-ROM allows Apple to offer value-added software, such as Adobe Type Manager and Acrobat Reader for Mac OS and Windows users. (Acrobat Reader software currently available in U.S.A. only)

How does this printer stack up against the competition?

At the time of its introduction, the primary competition for the LaserWriter 12/640 PS will be the Lexmark (Rn+) and Hewlett-Packard (LaserJet 5M) printers. Compared with the HP printer, the LaserWriter 12/640 PS offers similar features, but is competitively priced, has more fonts, and supports printing on a wider range of media. The Lexmark printer offers 1200-dot-per-inch resolution at a speed of 8-pages-per-minute and it uses a PostScript clone language rather than true Adobe PostScript Level 2. (For complete details see Apple vs. Competition chart)

What are the benefits of the new printer driver?

The LaserWriter 8.4 printer driver is PowerPC native and provides fast, single-pass printing—especially important in the publishing market—as well as an enhanced user interface with improved functionality and an average of 25-35% faster performance than previous versions of the driver. These benefits will be available only to users with PowerPC processor-based systems running the Mac OS.

Additional Information

<i>Data Sheet</i>	<i>Part No.</i>
Apple LaserWriter 12/640 PS	L01876A

<i>Other Documents</i>	
Apple Printer Matrix	L00772D

* Requires at least 12MB of RAM.