



# Big on color. Small on compromise.

## Meet the future of document printers.

Now you can get the amazing print quality and performance you need in a reliable, more compact and energy efficient package.

Recent advances in LED technology mean that the new generation of Dell LED printers have some advantages over laser printers. And now Dell has taken LED printing a step further, with technology that consistently delivers benefits that businesses require.

### Dell 1250c

Ultra-compact color LED printer with superb print quality.

World's smallest Letter color laser-class printer.<sup>1</sup>

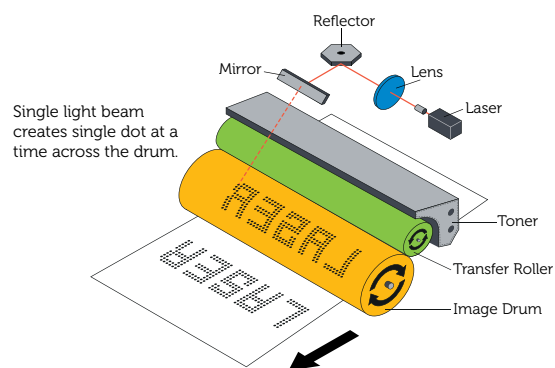


## LED versus laser printing.

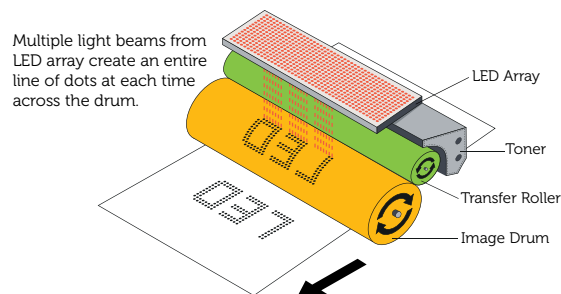
LED printers can offer many benefits over laser printers, including a smaller size, lighter weight, simplified mechanical parts, quiet operation, and lower power consumption.

Laser printers use a complex system of lenses and mirrors to print. All these moving parts must maintain very precise timing and alignment to create a single dot at a time across the imaging drum. LED printers use a stationary array of LEDs to create an entire line of dots across the drum at the same time. The end result is simplified, high quality document printing.

### Laser technology



### LED technology



Turn over to keep reading and learn how Dell delivers more with LED printing.



# Brilliant color. Solid technology.

Dell color LED printers use two advanced technologies to take LED printing to new levels: Dell Clear View LED and Color by Dell. The result is ultra compact machines that deliver high resolution prints and excellent color reproduction without compromising on print performance.

## Color by Dell.

A whole new level of picture quality.



- **Amazing color.** A sophisticated print engine design and transfer belt that transfers four colors simultaneously for excellent color registration and color saturation.
- **High print quality finish.** With advanced toner technology, you get consistent print quality and more saturated color reproduction with an excellent finish on coated paper for eye-catching business graphics or text.
- **Superb image quality and print speeds.** Image enhancement technology that gives excellent color reproduction with sharp and crisp text quality on white, black or colored backgrounds, at fast print speeds.

## Dell Clear View LED.

Technology that's clearly a step ahead.



- **Excellent print quality.** Great accuracy, control and uniform light emission with an intelligent self-scanning LED print head.
- **Maximize your workspace.** A small print head allows for ultra-compact printer design.
- **Reliable and lasting performance.** From simple mechanical parts.
- **Low maintenance.** Drum and fuser unit designed to last the lifetime of the printer<sup>6</sup>. Simple design removes need for maintenance kit and replacing waste toner box. Only four toner consumables need to be replaced.
- **Energy efficient.** An enhanced image controller uses low power during printing.

Benefits from Dell Color LED Printers	Dell printers with Clear View LED	Conventional LED printers	Laser printers
Ultra-compact printer design	World's smallest Letter color laser-class printer <sup>1</sup> World's smallest Letter color laser-class network printer <sup>2</sup> World's smallest 4-in-1 multifunction network color laser-class printer <sup>3</sup>	Small footprint and size compared to laser printers	Large printer size due to mirror and lens design
Excellent print quality	Accuracy and control from intelligent self-scanning print head that allows uniform light emission during image writing	Possibility of uneven density due to imbalanced exposure from multiple light sources	Good and stable print quality
Reliable and lasting performance	Simple mechanical parts and LEDs are placed in the marking unit with less exposure to damage	Possible risk of damaging LEDs based on top cover design	Many complex moving parts (mirrors and lenses)
Low maintenance	Drum and fuser unit designed to last the lifetime of the printer <sup>6</sup>	Replacement options for drum, belt and waste toner	Replacement options for drum, belt and waste toner
Lower power consumption	Low power during printing without compromising print speeds. Consumes less power during printing than laser printers <sup>4</sup> and LED printers <sup>5</sup> in the same class	Low power consumption	Low power consumption

## A winning combination. A win for your business.

Thanks to the combination of Dell Clear View LED and Color by Dell, the new range of Dell color LED printers delivers benefits: vibrant colors, solid performance, and maximizing workspace. For superior printing and outstanding value for any size business.



### Dell 1250c

Ultra-compact color LED printer with superb print quality.  
World's smallest Letter color laser-class printer.<sup>1</sup>



### Dell 1350cnw

Ultra-compact color LED network printer with superb print quality and WiFi.  
World's smallest Letter color laser-class network printer.<sup>2</sup>



### Dell 1355cn/cnw

Ultra-compact 4-in-1 multifunction color LED printer with superb print quality.  
World's smallest 4-in-1 multifunction color laser-class network printer.<sup>3</sup>

Get more information ▶

[Dell.com/printers](http://Dell.com/printers)

<sup>1</sup> Dell 1250c. Based on comparison of printer volume, (WxDxH) performed by Dell in August 2010.

<sup>2</sup> Dell 1350cnw. Based on comparison of printer volume, (WxDxH) performed by Dell in August 2010.

<sup>3</sup> Dell 1355cn/cnw. Based on comparison of printer volume, (WxDxH) performed by Dell in August 2010.

<sup>4</sup> Dell 1250c consumes less power during printing than laser printers in the same class from HP, Samsung and Konica. Based on comparison to HP Color Laserjet CP1215, Samsung CLP315 and Konica Minolta Magicolor 1600W performed by Dell in August 2010. Dell 1350cnw consumes less power during printing than laser printers in the same class from Samsung and Konica Minolta. Based on comparison to Samsung CLP 315W and Konica Minolta Magicolor 1650EN performed by Dell in August 2010.

<sup>5</sup> Dell 1350cnw consumes up to 35% less power during printing than LED printers in the same class from Brother. Based on comparison to Brother HL-3040CN and HL 3070CW performed by Dell in August 2010.

<sup>6</sup> Printer life varies widely based on use and care. The printer drum and fuser unit are covered under the Limited Hardware Warranty for one year. For copy of Limited Hardware Warranty, write to Dell USA LP, Attn: Warranties, One Dell Way, Round Rock, TX 78682 or see [www.dell.com/warranty](http://www.dell.com/warranty)