



## **Lexmark Pinnacle Pro901**

### **Outstanding Business Inkjet All-in-One**



**Lexmark International, Inc.**  
**740 West New Circle Road**  
**Lexington, KY 40550**  
**800-438-2468**  
**[www.lexmark.com](http://www.lexmark.com)**

Boasting a number of features and capabilities that truly differentiate it from competitive devices in this speed range and class, the Lexmark Pinnacle Pro901 has earned the Summer 2010 "Pick" for "Outstanding Business Inkjet All-in-One."

"The Lexmark Pinnacle Pro901 is easy to use, especially from the full-color touch-screen display," said BLI Senior Printer Analyst Marlene Orr. "A low price tag and very low cost per page make it a superb value. But what really stands out about the Pinnacle Pro901 is that users can configure one-touch Lexmark SmartSolutions applications to simplify multistep procedures and let users access, view and print content from the Web right at the control panel."

Easy to use via the host-based driver, the unit demonstrated perfect reliability over the course of 5,000 impressions and provides a variety of feedback measures to keep users informed about device and consumables status. Also noteworthy is that the Lexmark Pinnacle Pro901 has standard scan to/print from USB functionality, as well as to/from various memory cards, and supports printing photos from Pictbridge-compatible cameras. In terms of environmental friendliness, the unit is ENERGY STAR-qualified, international versions of this product contain a certification for Standard ECMA-370, and standard automatic duplexing helps reduce paper consumption.

"Lexmark is proud to be recognized by BLI and continues to build momentum with this latest 'Pick' award for 'Outstanding Business Inkjet All-in-One,'" said Paul Rooke, Lexmark executive vice president and president of its Imaging Solutions Division. "Small business customers have told us that the cost of supplies is their primary pain point when it comes to printing. Combining our \$4.99 world's lowest black ink cartridge pricing with the ease of use and functionality of Pinnacle's touch-screen menu and SmartSolutions helps our customers be more efficient, saving both time and money."

BLI highly recommends the Lexmark Pinnacle Pro901 for personal use and small workgroups with monthly volumes of up to 1,000 impressions.

## About BLI's Picks

Twice a year with its "Pick" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at half the monthly duty cycle over 15 days, with five days at the maximum daily volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

## Buyers Laboratory Inc.

**Michael Danziger**  
CEO

**Mark Lerch**  
COO

**Anthony F. Polifrone**  
Managing Director

**Daria M. Hoffman**  
Managing Editor

**Lynn Nannariello**  
Asst. Managing Editor

**Jamie Bsales**  
Senior Product Editor, Solutions

**George Mikolay**  
Senior Product Editor, A3/Copier MFPs

**Marlene Orr**  
Senior Printer Analyst

**Lisa Reider**  
Senior Product Editor,  
Scanners and Environmental

**Jennifer DeFeo**  
Associate Editor

**Tracie Hines**  
Associate Editor

**Carl Schell**  
Associate Editor

**Marc Bussanich**  
Assistant Editor

**Dmitry Sheynin**  
Research Editor

**Pete Emory**  
Manager of  
Laboratory Testing

**Pia Beddiges**  
Manager of Competitive Services

**Ken Nardone**  
Technical Manager, Field Testing

**Anthony Marchesini**  
IT Director

**T. R. Patrick**  
Art Director

**Jon Bees**  
Director of Strategic  
Marketing Products

20 Railroad Avenue ■ Hackensack, NJ 07601 ■ (201) 488-0404