Color LaserWriter 12/600 PS: Description (7/95)

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TOPIC ---

This article contains a description of the Apple Color LaserWriter 12/600 PS
printer.

DISCUSSION --

Features
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Breakthrough Print Quality

• Offers True 600-dpi resolution for sharp text and graphics
• Provides superior color print quality, as well as high-quality
  black-and-white printing
• Includes Color PhotoGrade technology standard for near
  photographic-quality color
• Takes advantage of ColorSync 2.0 for outstanding color matching
• Includes 39 PostScript and 64 TrueType fonts

Ease of Use

• Offers easy, single-button installation of printing software and fonts
• Includes everything needed to print impressive color output; requires
  only six printer supplies (four toners, photo-conductor, and oil), and
  comes with complete starter set
• Includes a 250-sheet cassette and 100-sheet multipurpose tray; offers
  optional 250-sheet tray that supports letter, legal, A4, and B5

Compatibility

• Works with Windows 3.1 software-based systems, as well as with the
  full line of Macintosh and Power Macintosh computers
• Supports "plug and print" connection to both Apple systems and Windows
  3.1 software-based computers
• Offers a range of plug and print networking: Standard LocalTalk, IEEE
  1284 bi-directional parallel and Ethernet supporting AppleTalk, TCP/IP
  and Novell NetWare protocols

Enhanced Productivity

• Prints 12 pages per minute for black and white, 3 pages per minute for
  color, and 1 page per minute for transparencies
• Provides superior-quality and impressive performance through its
  powerful RISC processor—the 30-MHz AMD 29030—and Apple-designed
  color-matching and compression ASICs
• Includes a SCSI interface for hard disk drive font storage

Description
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The Color LaserWriter 12/600 PS is a high-quality PostScript laser printer that
provides outstanding results for both color and black-and-white printing. It is
ideal for anyone who requires convenient, superior-quality color printing
capabilities at an affordable price.

Today, everyone from senior executives to sales professionals to schoolteachers
is looking to im-prove the impact of printed documents by incorporating color.
Color charts can highlight financial data, color logos can make product
pres-entations more appealing, color graphics can grab—-and hold—-student
interest, and on and on. Unfortunately, until now, high-quality color printing
involved expensive specialized equipment that put it out of range for most of
those who could benefit from it.

The Color LaserWriter 12/600 PS provides superior print quality and easy-set-up
and use. With its 600-dot-per-inch and Color Photograde resolution, it provides
the outstanding print quality you need—-fast. In fact, the printer's speed is 12
pages per minute for monochrome and 3 pages per minute for color.

Yet for all its high performance, the Color LaserWriter 12/600 PS is incredibly
easy to set up and use. It connects simply, and its printing software and fonts
install in a single step. And it comes with everything you need to get started
printing im-pressive color documents right away. In fact, it requires only six
supplies, which contributes not only to its convenience, but also to its
afford-ability—as does its easy and flexible networking capability, which lets
you share the cost of the printer across an entire workgroup.

So if you want convenient, affordable color printing—-without a compromise in
quality—-the Apple Color LaserWriter 12/600 PS is the printer for you.

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