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Apple Color LaserWriter 12/660 PS: Description (10/96)

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TOPIC ---

This article contains the Apple Color LaserWriter 12/660 PS description.

DISCUSSION --

Description
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The Apple Color LaserWriter 12/660 PS is a high-performance, multiplatform Adobe
PostScript color laser printer that provides outstanding results for both color
and grayscale printing. It's ideal for anyone who requires conven-ient,
superior-quality color printing capabilities.

Today, everyone—from senior executives to sales professionals to
schoolteachers—is looking to improve the impact of printed documents by
incorporating color. Color charts can highlight financial data, color logos can
make product presentations 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 reach
for most of those who could benefit from it.

The Color LaserWriter 12/660 PS provides a breakthrough in color printing
performance. With its 600-dot-per-inch resolution, it provides the outstanding
print quality you need—fast. Its performance contributes to your efficiency; for
example, the Color LaserWriter 12/660 PS can be used to print multiple color
copies (up to 180 per hour), making it perfect for producing handouts. And to
help you get started using this printer quickly and efficiently, your purchase
includes not only everything needed to start printing impressive color documents
right away, but also delivery and setup.

That convenience remains true over time, too, because the Color LaserWriter
12/660 PS requires only seven printer supplies and features an easy-access
front-loading design. It also comes with valuable tips and techniques to help
you get the best performance and image quality possible when working with many
of the most popular graphics and page-layout applications. Add to that this
printer's easy and flexible networking capability, which lets you share its cost
across an entire workgroup (including systems running Windows 95), and color
printing has never been so simple.

So if you want convenient color printing—without a compromise in quality—the Apple Color LaserWriter 12/660 PS is the printer for you.

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
• Uses Color PhotoGrade technology for near-photographic-quality color
• Supports ColorSync 2.1 for outstanding color matching
• Provides valuable tips and techniques that can help you enhance print
  performance when working with many popular graphics and page-layout
  applications
• Includes 39 PostScript and 64 TrueType fonts

Compatibility

• Works with Windows 95, Windows NT, Windows 3.1, and UNIX
  software—based systems, as well as with the full line of Macintosh and
  Power Macintosh computers
• Offers a range of networking connections: standard LocalTalk,
  IEEE-1284 bidirectional parallel, and Ethernet (supporting AppleTalk,
  TCP/IP, and Novell NetWare protocols)

Ease of use

• Includes delivery and setup, so you can get started printing
  immediately
• Offers easy, single-button installation of printing software and fonts
• Includes everything needed to print impres-sive color output; requires
  only seven printer supplies
• Includes a 250-sheet cassette and 100-sheet multipurpose tray; offers
  optional 250-sheet tray that supports letter, legal, A4, and B5

Superior Productivity

• Prints an impressive 12 pages per minute for black and white, 3 pages
  per minute for color, and 1 page per minute for transparencies
• Provides 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

System Requirements
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• An Apple Macintosh or compatible computer with at least 4MB of RAM and

Macintosh system software version 7.1 or later
• An IBM or compatible computer with at least 8MB of RAM and Microsoft
  Windows 3.1 or Windows 95 or later

Ordering Information
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Apple Color LaserWriter 12/660 PS   Order No. B3020LL/A
   - Color LaserWriter 12/660 PS
   - Color LaserWriter 12/660 PS Setup Kit (contains cyan, magenta,
     yellow, and black toner cartridges, photoconductor replacement kit,
     fuser oil, user's guide, tips and techniques for optimizing image
     quality and performance, and limited warranty)

Options and Accessories	Order Number
Color LaserWriter Cyan Toner Cartridge	M3757G/A
Color LaserWriter Magenta Toner Cartridge	M3760G/A
Color LaserWriter Yellow Toner Cartridge	M3758G/A
Color LaserWriter Black Toner Cartridge	M3756G/A
Color LaserWriter Photoconductor Replacement Kit	M3761G/A
Color LaserWriter Fuser Oil	M3755G/A
Color LaserWriter Transparencies—Letter	M3876G/A
Color LaserWriter Transparencies—A4	M3877G/A
Color LaserWriter 250-Sheet Feeder	M3762G/A
Color LaserWriter Universal Cassette	M3874G/A
Color LaserWriter Internal Hard Disk Drive	M3875G/A
Apple Ethernet Thin Coax Transceiver	M0329Z/B
Apple Ethernet Twisted-Pair Transceiver	M0437Z/B
Apple Ethernet AUI Adapter	M043LL/A
Apple 1284 Parallel I/O Cable	M4235ZM/A

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