

Monochrome MFP Segment Definitions

Monochrome MFP Segment 1 – A4

This segment consists of all A4-sized MFPs with print/copy speed of 20 ppm and under. In order to qualify as an MFP, devices must print and perform at least two additional functions such as copy, fax, or scan. This segment includes all of the “personal MFPs” from previous Lyra Research forecast segmentation. This segment also includes A4-sized MFPs formerly classified as “Workgroup MFPs,” so long as their print/copy speed is under 20 ppm. This segment also includes A4-sized MFPs 20 ppm and under that were formerly categorized as “Segment 1 Copiers.”

This segment includes fax-based MFPs in both sheet fed and platen-based configurations, printer-based MFPs with attached scanners, and copier-based MFPs so long as they can perform a minimum of three functions. This excludes, for example, Canon’s PC160 and PC170, as these devices are copiers only.

This segment includes MFPs of all prices, though the 2006 average North American selling price is \$420. This segment includes MFPs sold through all channels including retail, two-tier distribution, direct, Internet, and copier dealer channels. The fastest growing portion of this segment is printer-based MFPs sold through retail and two-tier distribution from vendors such as Brother and HP.

Monochrome MFP Segment 1 – A3

This segment includes all A3-sized MFPs with print/copy speeds of 20 ppm and under. In order to qualify as an MFP, devices must print and perform at least two additional functions such as copy, fax, or scan. This segment includes A3-sized MFPs that were formerly classed as “Workgroup MFPs” or “Segment 1 Copiers.”

This segment includes MFPs of all prices, though the 2006 average North American selling price is \$3,300. This segment includes MFPs sold through all channels including retail, two-tier distribution, direct, Internet, and copier dealer channels. The latter channel accounts for the bulk of sales of Segment 1 – A3-sized devices. Examples include Canon’s imageRUNNER 1600 and 2000 series, Ricoh’s Aficio 2015/2018, and Xerox’s WorkCentre M118.

Monochrome MFP Segment 2 – A4

This segment includes all A4-sized MFPs with print/copy speeds of 21-30 ppm. This segment includes some devices from the “Workgroup MFP” and “Segment 2 Copier” segments used in previous Lyra forecasts. This category includes a mix of relatively inexpensive models such as Brother’s DCP-8065 (\$449), and relatively expensive models such as Canon’s imageRUNNER 1023 series, which ranges in price from \$1,500 to \$2,400. In October 2006, HP launched a new entry into this segment, the LaserJet M3027 MFP.

Monochrome MFP Segment 2 – A3

This segment includes all A3-sized MFPs with print/copy speeds of 21-30 ppm. This segment is primarily made up of A3-sized models from the “Segment 2 Copier” category segment in previous Lyra forecasts, but also includes a few devices from the former “Workgroup MFP” category. Examples include Ricoh’s Aficio 3025 and newer Aficio MP2510 and MP 3510 series; Canon’s imageRUNNER models at 22 and 28 ppm, and Xerox’s CopyCentre, WorkCentre, and WorkCentre Pro models at 23 and 28 ppm.

Joining this segment for the first time in 2006 was HP, with the LaserJet M5025 MFP series, which the firm introduced in October 2006.

Monochrome MFP Segment 3 – A4

This segment includes all A4-sized MFPs with print/copy speeds of 31-40 ppm. This segment includes a few models from the former “Workgroup MFP” segment, and a few models from the former “Segment 3 Copier” segment. This segment is quite small currently, but is expected to grow rapidly in the coming years. Historically, Lexmark has had several models in this category, including the X630 and X632. More recently, HP launched new products in this segment late last year with the LaserJet M3035 MFP series.

Monochrome MFP Segment 3 – A3

This segment includes A3-sized MFPs with print/copy speeds from 31-40 ppm. This segment is very close to the former “Segment 3 Copier” category from previous Lyra forecasts, but with the subtraction of a few letter-sized models. This category includes the “traditional” Segment 3 models from the mainline copier companies, including Canon’s imageRUNNER 3530 and 3570, and Konica Minolta’s bizhub 350. It also includes some new entries such as HP’s LaserJet M5035 MFP series, which is essentially a slower and A3-sized version of HP’s successful LaserJet 4345mfp.

Monochrome MFP Segment 4 – A4

This segment includes A4-sized MFPs with print/copy speeds from 41 to 69 ppm. Historically, this segment was small, populated with a few models from Lexmark. The segment exploded into prominence in 2005, with the first full year of shipments of HP’s LaserJet 4345mfp. This model remains the dominant model of the category, but has been joined by similar printer-based models from Xerox, Samsung, and others.

Monochrome MFP Segment 4 – A3

This segment is composed of A3-sized MFPs with print copy speeds of 41 to 69 ppm. This is the “bread and butter” segment of the copier business, the largest segment in terms of revenue. There are three sub-classes within Segment 4, at 45, 55 and 65 ppm, roughly. All copier vendors have product offerings at all three sub-levels.

Monochrome MFP Segment 5

This segment includes all MFPs with print/copy speeds of 70 to 90 ppm. To date, there are no A4-sized MFPs at these speeds, and we do not anticipate that there will be in the next several years. Models in this category straddle several environments, having a full set of walk-up capabilities to make them effective in large office environments, and professional level features that make them good fits in central reproduction and commercial print environments.

Representative products include Canon’s imageRUNNER 8070, Xerox’s WorkCentre Pro 275, and Konica Minolta’s bizhub 750.

Monochrome MFP Segment 6

This segment includes all MFPs with print/copy speeds of 91 ppm and over. In terms of unit shipments, this segment is now dominated by “light production” models at the 100 to 110 ppm level. Examples include Xerox’s 4110 and Konica Minolta’s bizhub PRO 1050e. There are some newer models in the 120 –150 pp range, including Xerox’s Nuvera 120 and 144, and Ricoh’s Aficio MP1350. In 2006, Océ introduced the VarioPrint

6250, a novel device that can print at 250 ppm duplex. Xerox countered later in 2006 with a preview of a twinned Nuvera 144 system that can produce 288 ppm in duplex.