

# COST PER PRINT

## Phaser® 850 Colour Printer



**Tektronix**

Dear Colleague:

There has never been a better time to add a color printer to your workflow. Print quality has never been better. Print speed has never been faster. And cost has never been lower.

If you're looking for the best value for your money, the Phaser 850 is the answer. It's a color printer that prints at 300 dpi, so you can see every detail. And it's a color printer that prints at 300 dpi, so you can see every detail. And it's a color printer that prints at 300 dpi, so you can see every detail.

You'll love the convenience of ink color printing. Whether you need to print a color business presentation, a color brochure, or a color report, the Phaser 850 is the printer you need. It's a color printer that prints at 300 dpi, so you can see every detail. And it's a color printer that prints at 300 dpi, so you can see every detail.

Call us for more details and information on a print sample from the Phaser 850. We'll be happy to show you the benefits of color printing for yourself. Call 1-800-850-4388.

Sincerely,  
**Richard GOSSET**  
 Product Information

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**ONE MARKET PLAZA**

To: Board of Directors, One Market Plaza  
 From: Richard GOSSET  
 Re: One Market Plaza  
 Date: December 1, 2000

### One Market Plaza

Information on One Market Plaza is provided in this report. The report includes a summary of the project, a description of the project, and a list of the project's key features. The report also includes a list of the project's key features and a list of the project's key features.

1998  
 1997

**B & W Business Letter 3% Coverage**

Phaser 850	0.5¢
HP 4050 (mono)	1.5¢
HP CLJ 4500	2.5¢
QMS magicolor 2+	3.6¢

**Colour Business Letter 3% Coverage**

Phaser 850	1.8¢
HP CLJ 4500	6.6¢
QMS magicolor 2+	9.9¢

**B & W Newsletter 12% Coverage**

Phaser 850	0.5¢
HP CLJ 4500	5.7¢
HP 4050 (mono)	6.3¢
QMS magicolor 2+	6.3¢

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**EG CORPORATION**

**JANUARY 1998 FINANCIALS**

**Profits Rise on Increased Sales**

EG Corporation's first quarter 1998 earnings were \$1.2 million, or 12¢ per share, compared to \$1.0 million, or 10¢ per share, in the same quarter last year. The increase was due to higher sales and lower operating expenses.

**OPERATIONS**

EG Corporation's operations were strong in the first quarter of 1998. The company's sales were up 10% from the same quarter last year, and its operating income was up 15%.

**STOCK ACTIVITY**

EG Corporation's stock price was up 5% in the first quarter of 1998. The company's market capitalization was up 10%.

SUMMARY	QTR	YTD
Revenue	\$1.2M	\$3.5M
Operating Income	\$1.0M	\$3.0M
Net Income	\$0.8M	\$2.5M
EPS	12¢	35¢

**THE PERSUASIVE POWER OF COLOR PRESENTATIONS**

- Color increases ad readability 35%
- Color ad generates sales 12%
- Color documents provide 78% time savings, 39% decrease in errors
- Color improves attention, comprehension, recall and recognition

Color improves recall and recognition performance compared to black and white.

% Reader Impact	Color Results	B&W Results
Attention	12%	8%
Comprehension	15%	10%
Recall	25%	15%
Recognition	35%	20%

**Colour Newsletter 17% Coverage**

Phaser 850	8.4¢
HP CLJ 4500	13.6¢
QMS magicolor 2+	16.3¢

**Colour Financial Report 20% Coverage**

Phaser 850	7.5¢
HP CLJ 4500	14.4¢
QMS magicolor 2+	16.8¢

**Colour Handout 24% Coverage**

Phaser 850	12.1¢
HP CLJ 4500	17.7¢
QMS magicolor 2+	20.1¢

\* Costs shown are based on manufacturer's Canadian suggested retail price of ink and printing in Standard print mode.

850FS-01UA