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Sharpened by competition against Apple, Samsung no longer fears the competition-- declaring war on the dominance HP and Xerox currently hold over business printers at a recent Milan launch event.



Samsung is not only refreshing its printer range, it is also adding technologies learnt from the smartphone arena. High-end Samsung printers now carry touchscreen UIs, with 7-inch touchscreens for A3 copiers/printers and 4.3-inch displays for A4 printers.

The UI allows users to customise up to 40 short-cuts, with actions customers can summon through a single button press. Meanwhile a MobilePrint app allows users to print through Android, iOS and Windows Phone devices.

The latest Samsung A3 printer/copiers carry an all-in-one mainboard combining x7 chips and x9 boards into a single, more efficient board, and the entry-level products use dual-core processors and print speeds of up to 48pm.

The laser colour printer range also gets improvements with Samsung Rendering Engine for Clean Pages (ReCP) technology, 1200x1200 dpi and edge enchancements.

The company says the new printer ranges will start launching from July 2012.

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