

# XEROX K-12 case study



Participant:

**East Rock Magnet School**

Subject:

Color Printing for  
Classroom Use

Solution:

Phaser Solid Ink  
Color Printers

*“The ink jets were just too slow... We were going through so many cartridges that the teachers and students were given limitations on the use of the printers.”*

—Domenic Grignano  
Technology Facilitator, Systems Engineer  
East Rock Magnet School, New Haven, CT

**The Customer:** Six years ago, Domenic Grignano, a teacher and Technology Facilitator, wanted to bring technology to the students of East Rock Community School, an urban K-8 School in the New Haven Public School System, New Haven, CT. His goal was to promote a widespread, systematic integration of literacy and technology, enabling East Rock students to assume a productive role in the information age. By promoting a new style of learning, he hoped East Rock would become a pioneer in technology implementation for the 21st century.

**The Challenge:** His challenge was twofold – finding the funds and the right technology. Domenic and the City of New Haven got together and proposed federal funding to invest in technology and global studies resources, resulting in a Magnet School Grant, followed by a series of private grants, major partnerships and donations initiated by Domenic. With the funds in place, he then had to develop a technology plan. The infrastructure included a fiber optic backbone, three wiring closets and almost three hundred drops for all the offices, classrooms, the library and a high-tech lab. Each classroom was equipped with black-and-white laser printers and only a few color ink jet printers for special use...but that was not enough.

**The Need:** For a technologically rich learning environment, Domenic realized the school needed a fast, affordable, easy-to-use color printer. While the ink jet printers were inexpensive in the short term, they led to frequent, expensive ink cartridge replacements, costly paper, long print queues and slow production.

**The Solution:** Then Domenic attended a computer exposition in New York where he was intrigued by the quality, speed and low cost of ownership of the Phaser 840 Solid Ink Color Printer. After testing the Phaser 840, he saw immediate results:

- *Superior quality*
- *Low-cost paper requirement*
- *Low-cost, environmentally friendly color ink sticks*
- *Cost-saving FREE Black ink*
- *Instantaneous printing*
- *Easy installation and maintenance of supplies*

Domenic saw the Phaser Solid Ink technology as a “revolutionary solution for the educational market.” The Phaser 840 provides 10 ppm print speed, media flexibility, free black ink and a large, easy-to-install ink reserve for users of all ages.



**The Results:** East Rock's teachers and administrators are now creating visually stimulating, time- and cost-effective:

- Color overheads and presentations
  - Web-based lesson materials and assignments (using charts, photos, diagrams and clip art)
  - Newsletters and newspapers enhanced with digital photos
  - Yearbooks produced entirely in-house
- ...with no holds barred.

And wait until you see what the students are creating...

- Science projects – color prints of digital photos documenting the hatching process of chickens
  - Creative projects – ethnic cookbooks containing students' favorite recipes from home, with colorful covers containing graphics downloaded from the Internet to illustrate their cultural heritage
  - Reports and presentations enhanced with graphics downloaded from the Internet
- ...just to name a few!

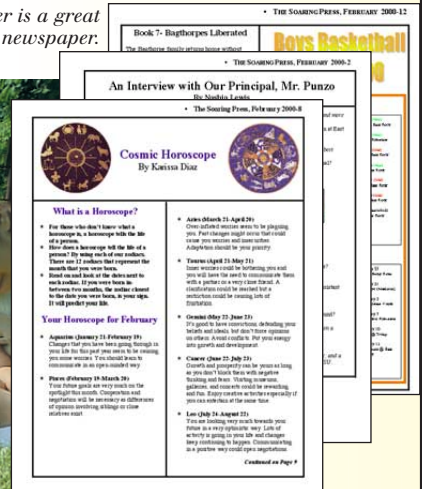
*"Now I have teachers enjoying the benefits of the Phaser 840, so it really has become an affordable in-house print shop. Had we gone with an ink jet, we would be going through two cartridges totaling \$60 a week. Solid ink has significantly reduced our costs."*

—Domenic Grignano

East Rock's Phaser 840 color printer is a great source for printing the school newspaper.



East Rock students document science projects with a digital camera, then print reports on their Phaser 840 color printer.



**The Benefits:** The Phaser 840 Solid Ink Color Printer brings a multitude of benefits to the classroom – creativity, visual stimulation, heightened interest and learning and motivation to see the final product – all through a single, cost-efficient resource.

**A Colorful Ending:** Not only has class life evolved into Domenic's dream...East Rock Community School, now "East Rock Magnet School," has transformed into a pioneer in the field of technology, demonstrating that quality network color printing is an affordable, highly motivational learning tool for students, teachers and administrators.

To learn more about East Rock Magnet School, visit <http://www.eastrock.org>

**DIGITAL**  
THE DOCUMENT COMPANY  
XEROX

[www.xerox.com/officeprinting](http://www.xerox.com/officeprinting)

**XEROX**  
NETWORK PRINTERS

For the location of your nearest Xerox reseller, or for more information, visit our Web site or call: United States and Canada (503) 682-7377 or 1-800-855-6100 Europe (UK) +44 870 241 0921; other regions see your local Xerox or Fuji/Xerox representative.