

# The HP imaging and printing advantage

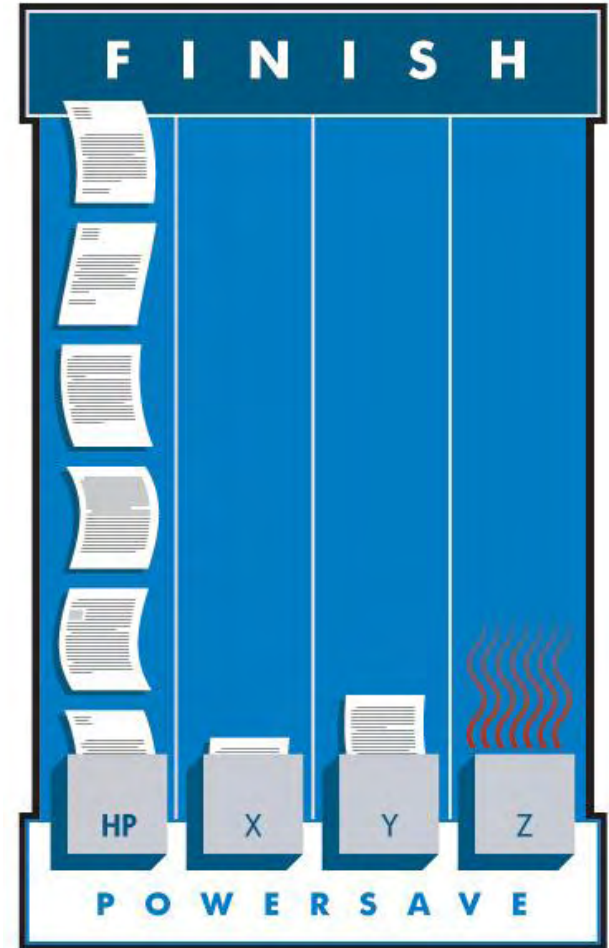
## LaserJet Power Consumption

LES Competitive Response,  
May 6, 2009



# Boost productivity and reduce costs with HP Instant-on Technology

- Instant-on Technology — which HP began employing in 1993 — virtually eliminates warm-up time from powersave mode. At its core is a fast-heating fuser enabling the printer or MFP to switch into action almost immediately regardless of when it was last used and return to powersave mode soon after completing the job.
- This is markedly different from conventional laser-based printers, MFPs, and copiers, which employ a halogen or quartz bulb to indirectly heat a metal fuser cylinder that requires a prolonged warm-up time — sometimes more than a minute.
- As a result, HP users not only enjoy improved productivity, but reduced power consumption, too. This translates into significantly lower energy costs and a more environmentally-friendly IT infrastructure.



# HP LaserJet energy cost comparisons...

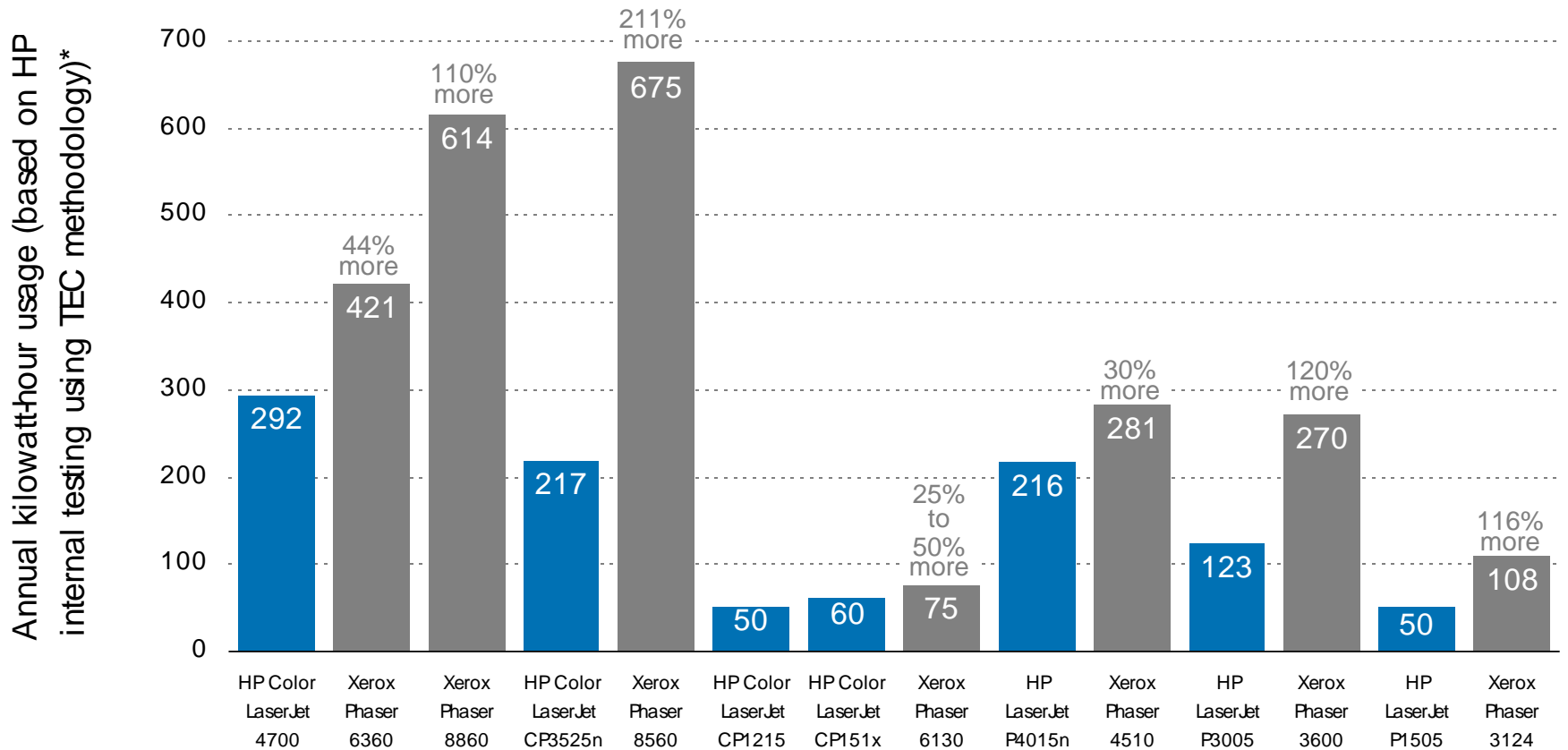
→ By competitor

By printer

By MFP



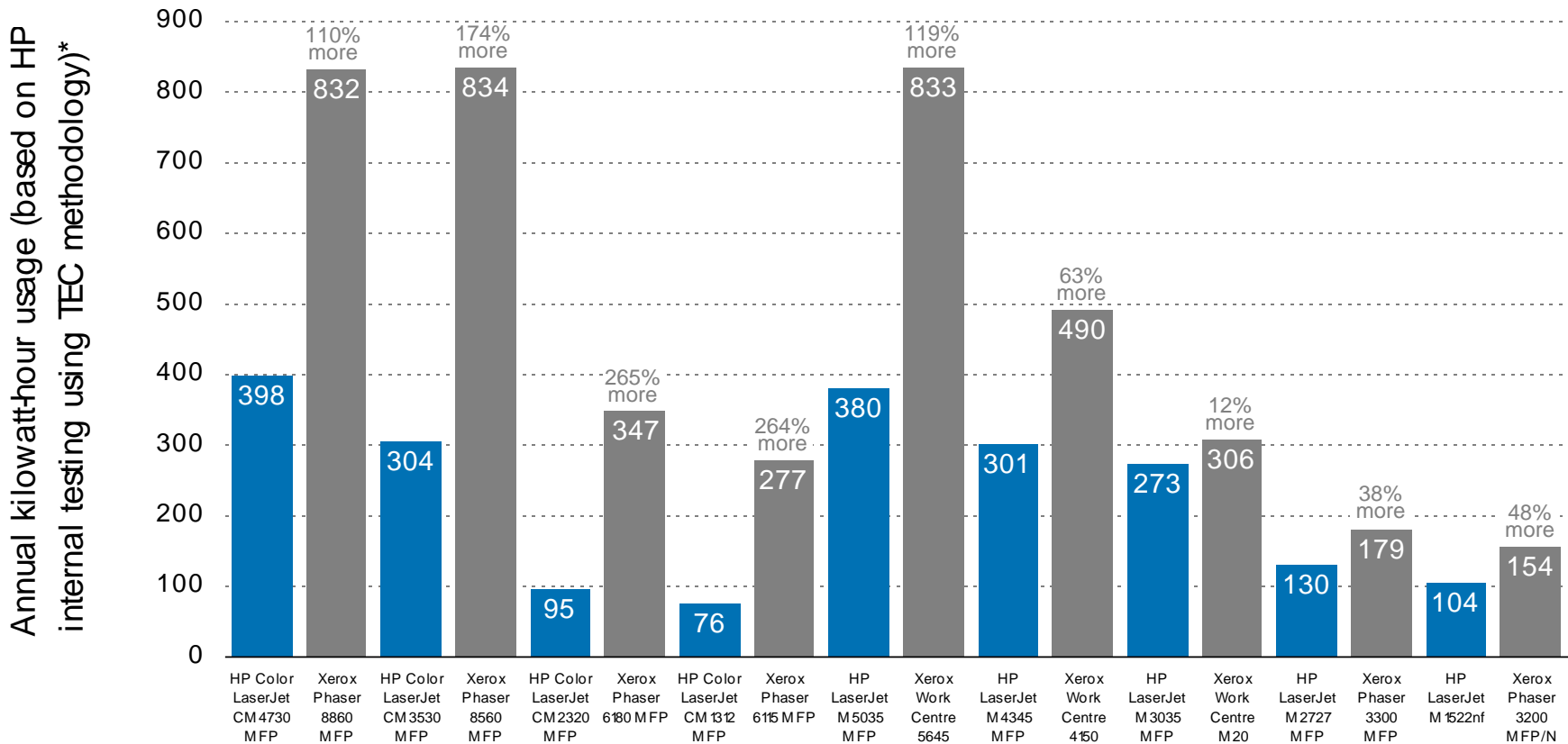
# HP LaserJet printers offer lower energy consumption than their Xerox counterparts



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Xerox 3600 power from EU Energystar.



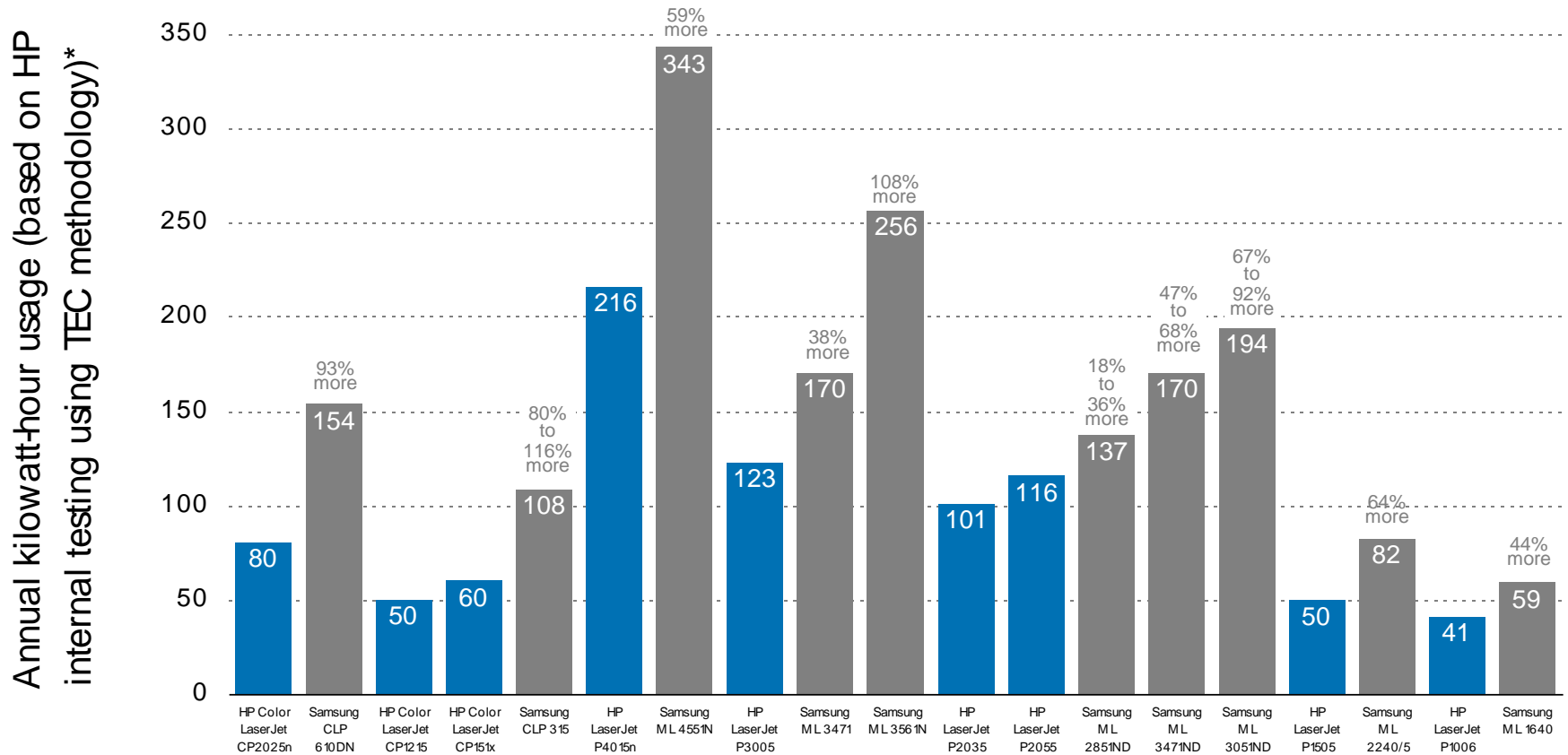
# HP LaserJet MFPs offer lower energy consumption than their Xerox counterparts



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

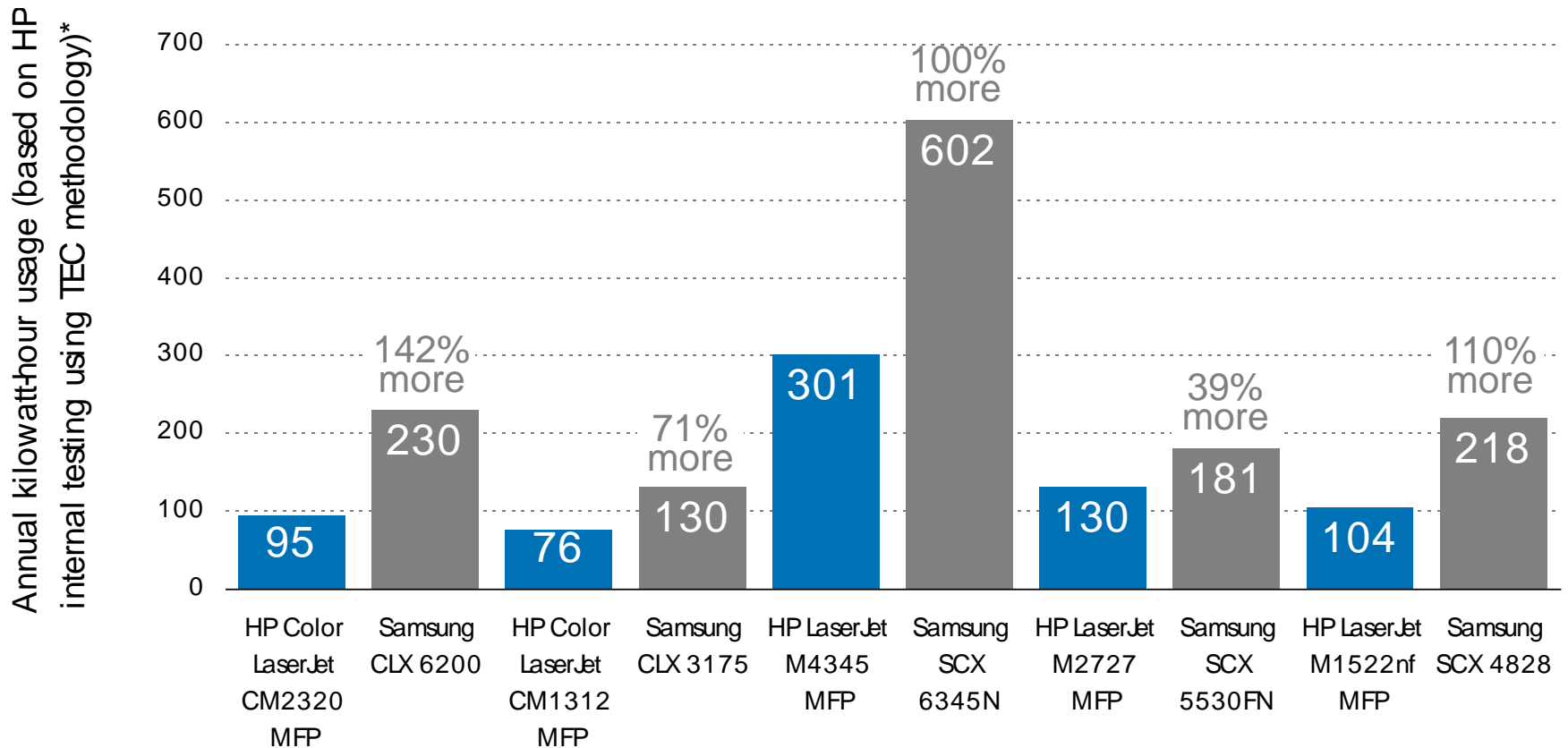


# HP LaserJet printers offer lower energy consumption than their Samsung counterparts



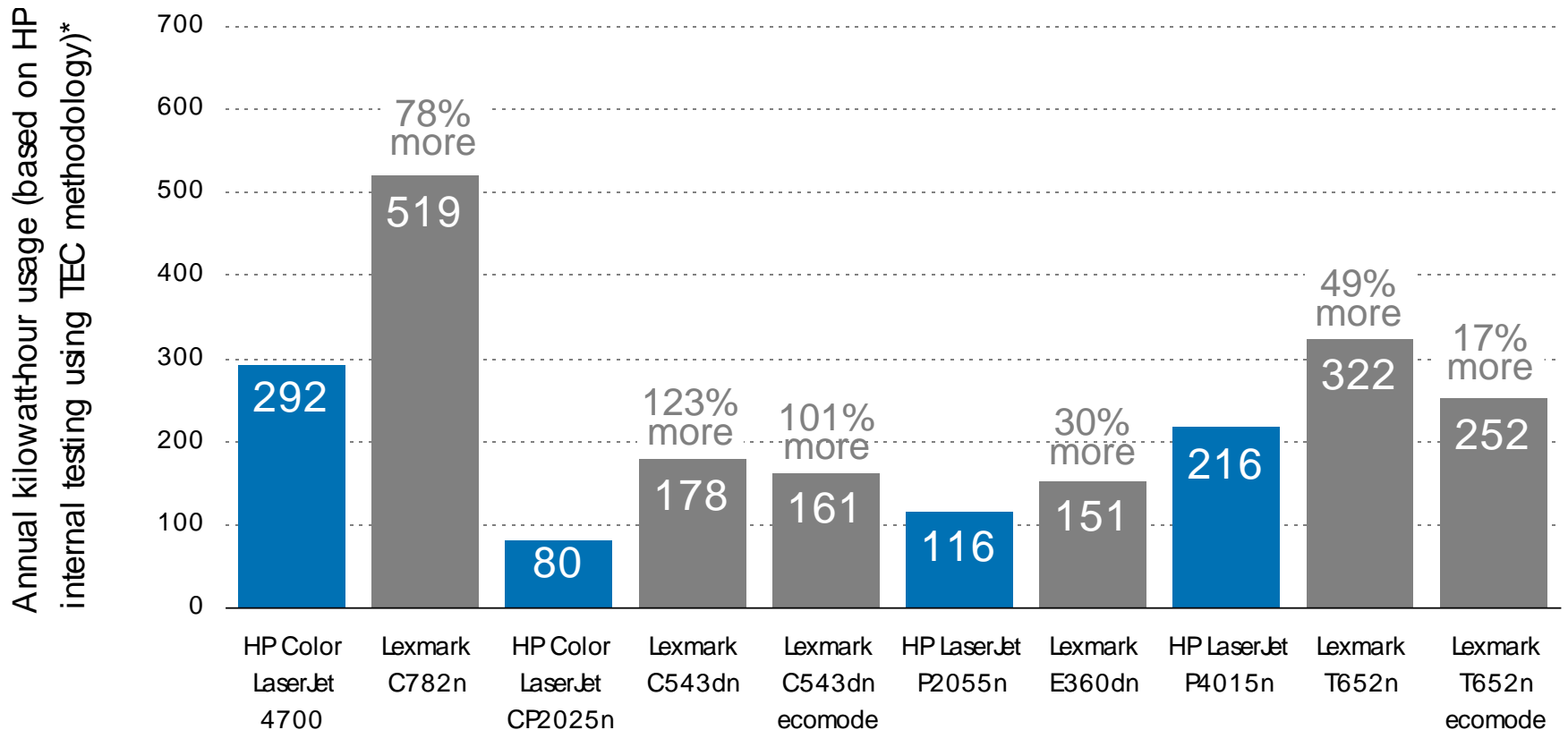
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# HP LaserJet MFPs offer lower energy consumption than their Samsung counterparts



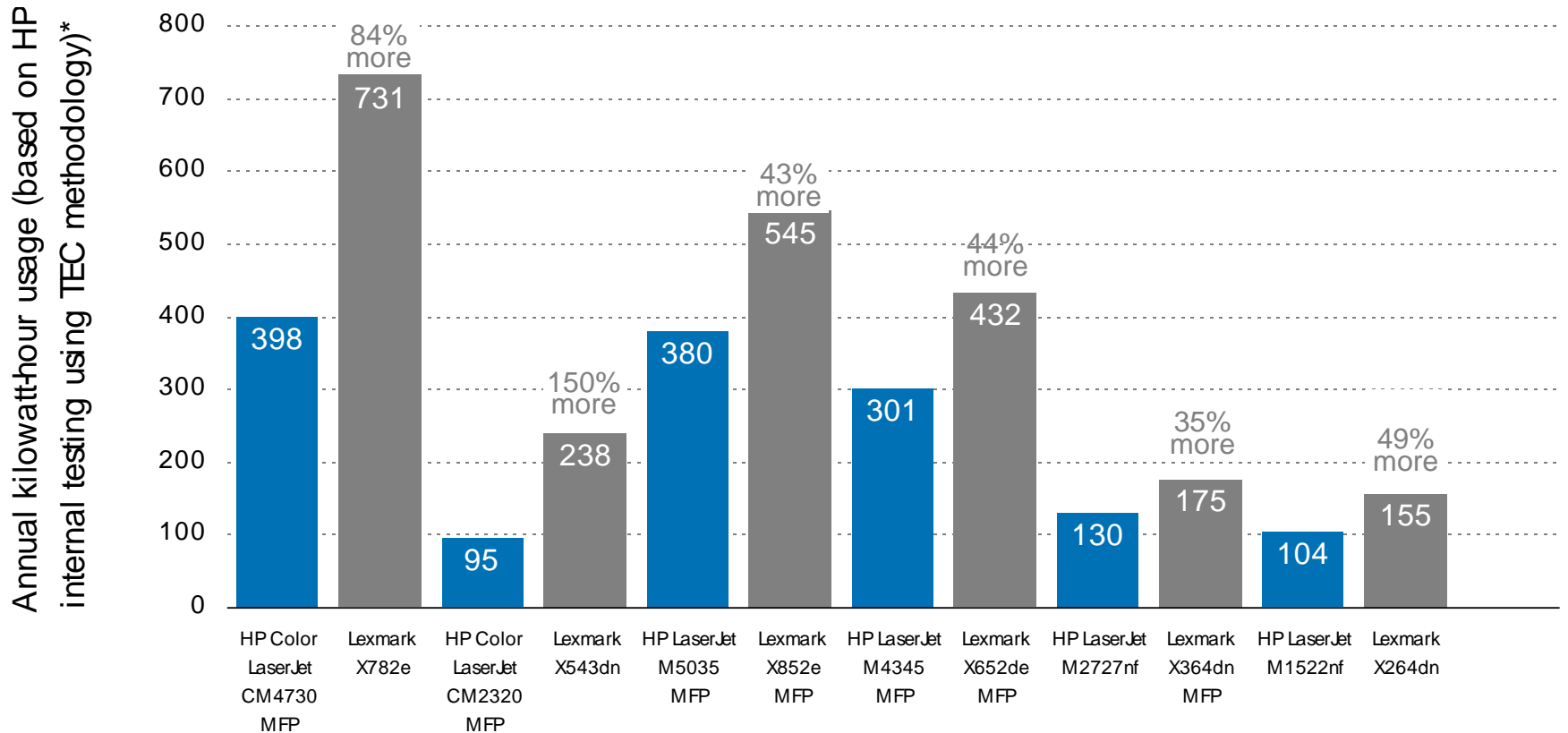
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# HP LaserJet printers offer lower energy consumption than their Lexmark counterparts



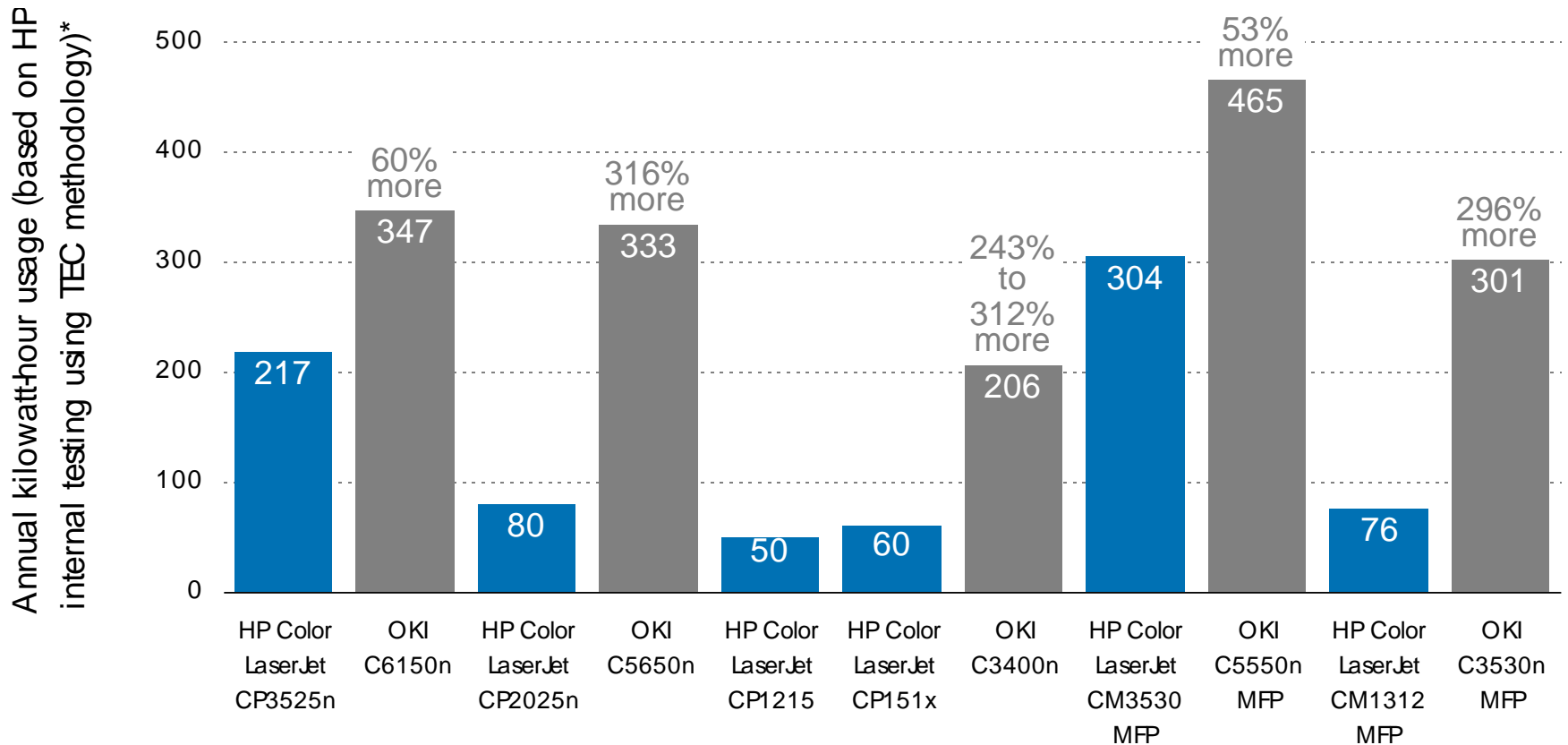
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# HP LaserJet MFPs offer lower energy consumption than their Lexmark counterparts



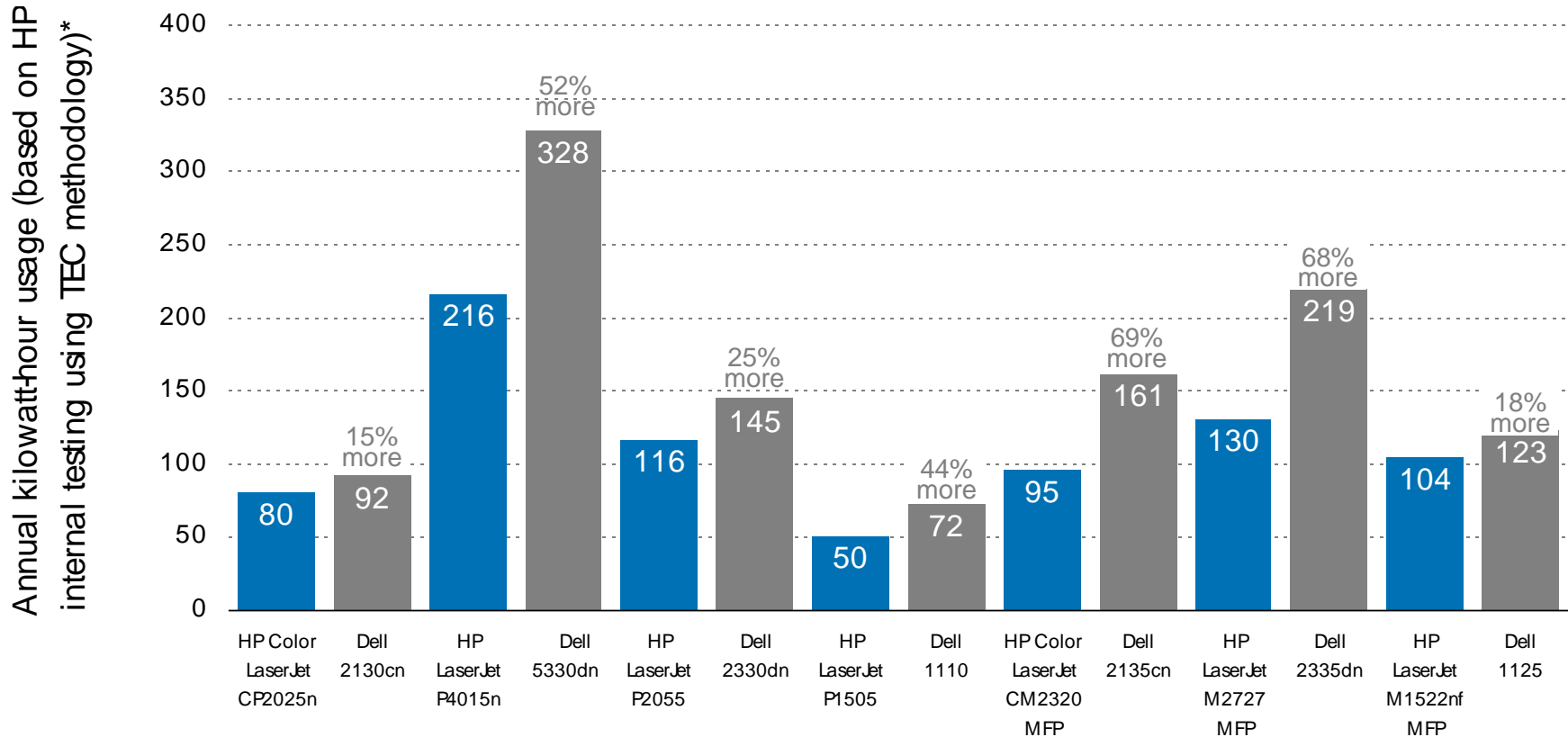
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Lexmark X543 and X652 from EU Energystar website and Lexmark X364dn and X264dn are calculated from published Printing, Ready and Powersave wattages.

# HP LaserJets offer lower energy consumption than their OKI counterparts



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

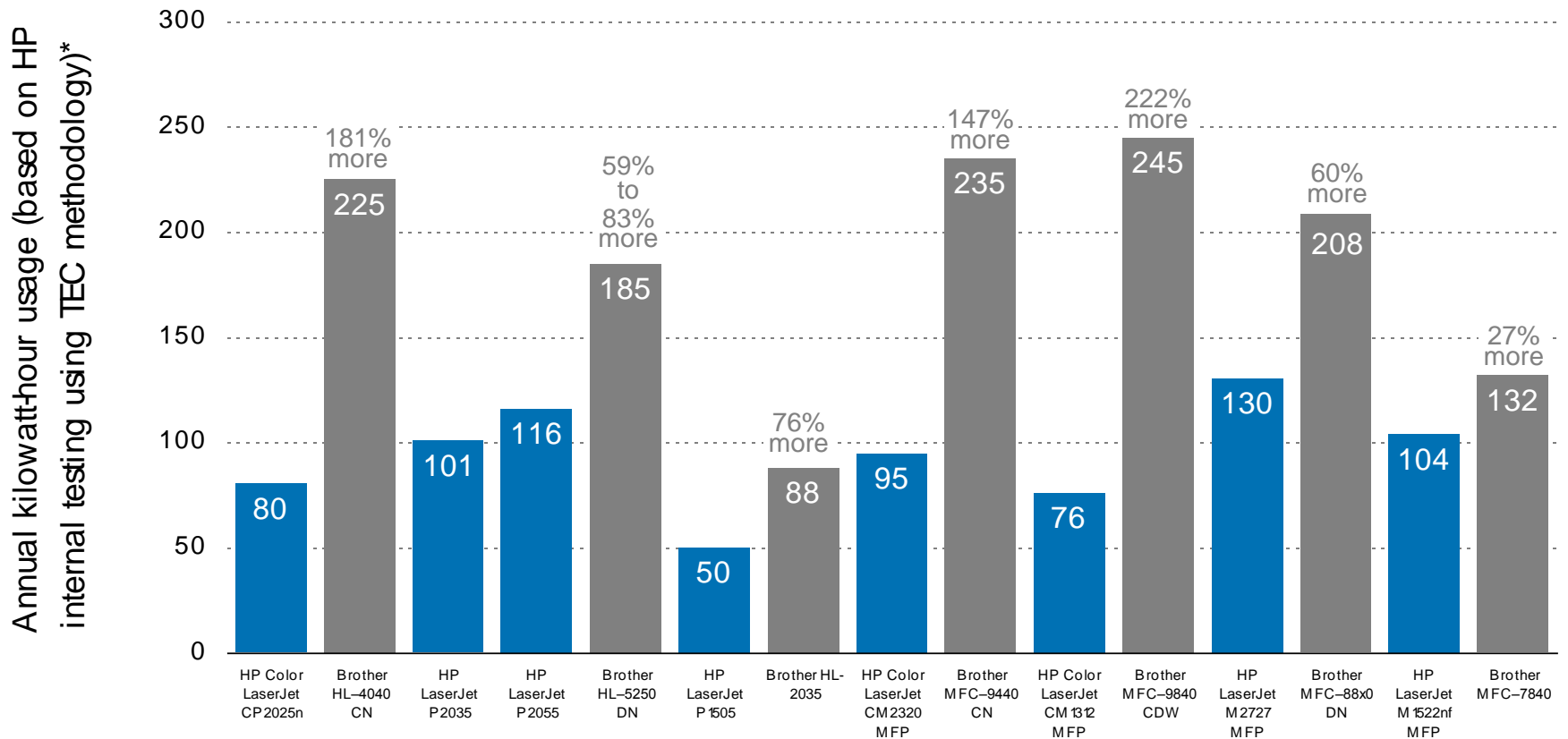
# HP LaserJets offer lower energy consumption than their Dell counterparts



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.



# HP LaserJets offer lower energy consumption than their Brother counterparts



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Brother HL-2035 and MFC-88x0 from EU Energystar website

# HP LaserJet energy cost comparisons...

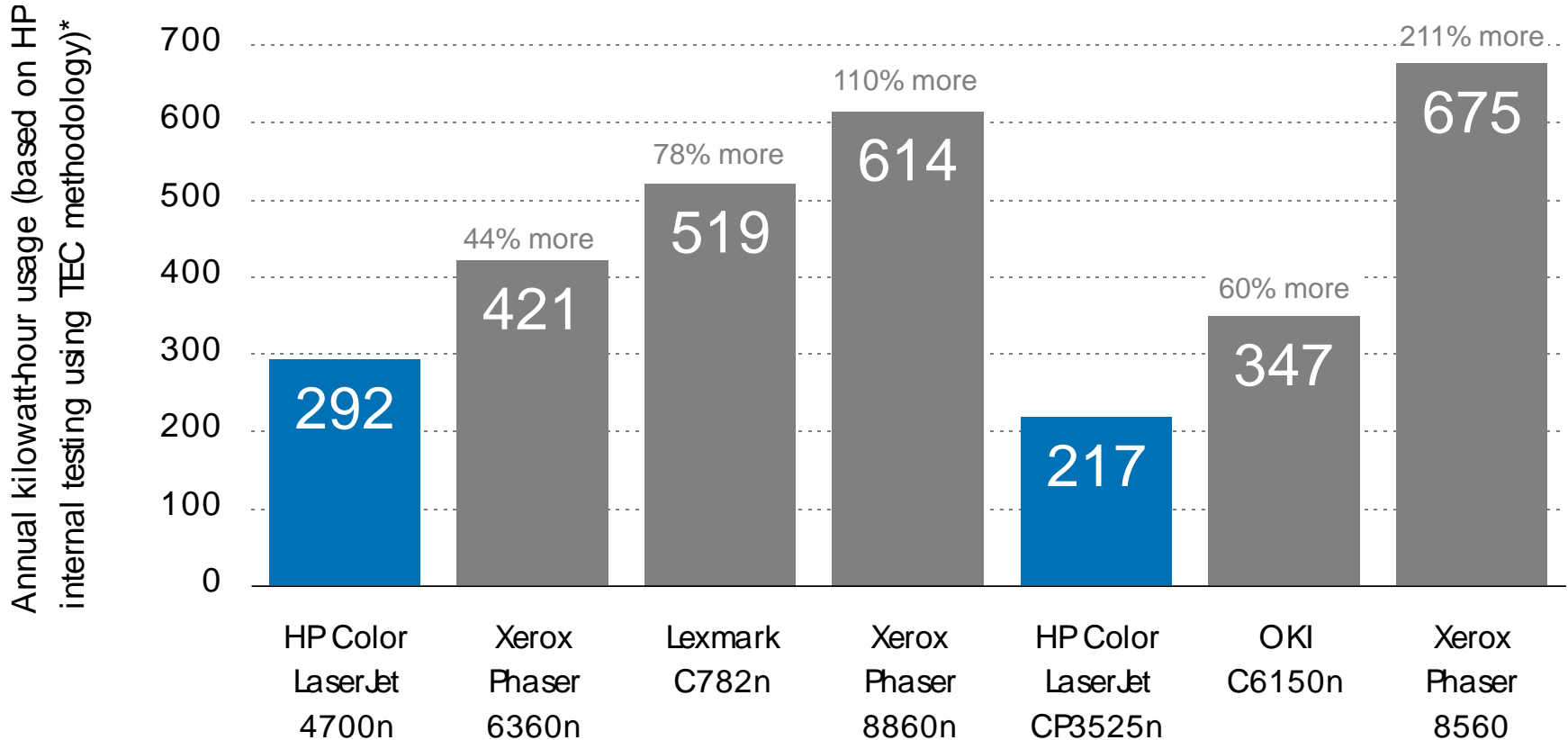
By competitor

→ By printer

By MFP

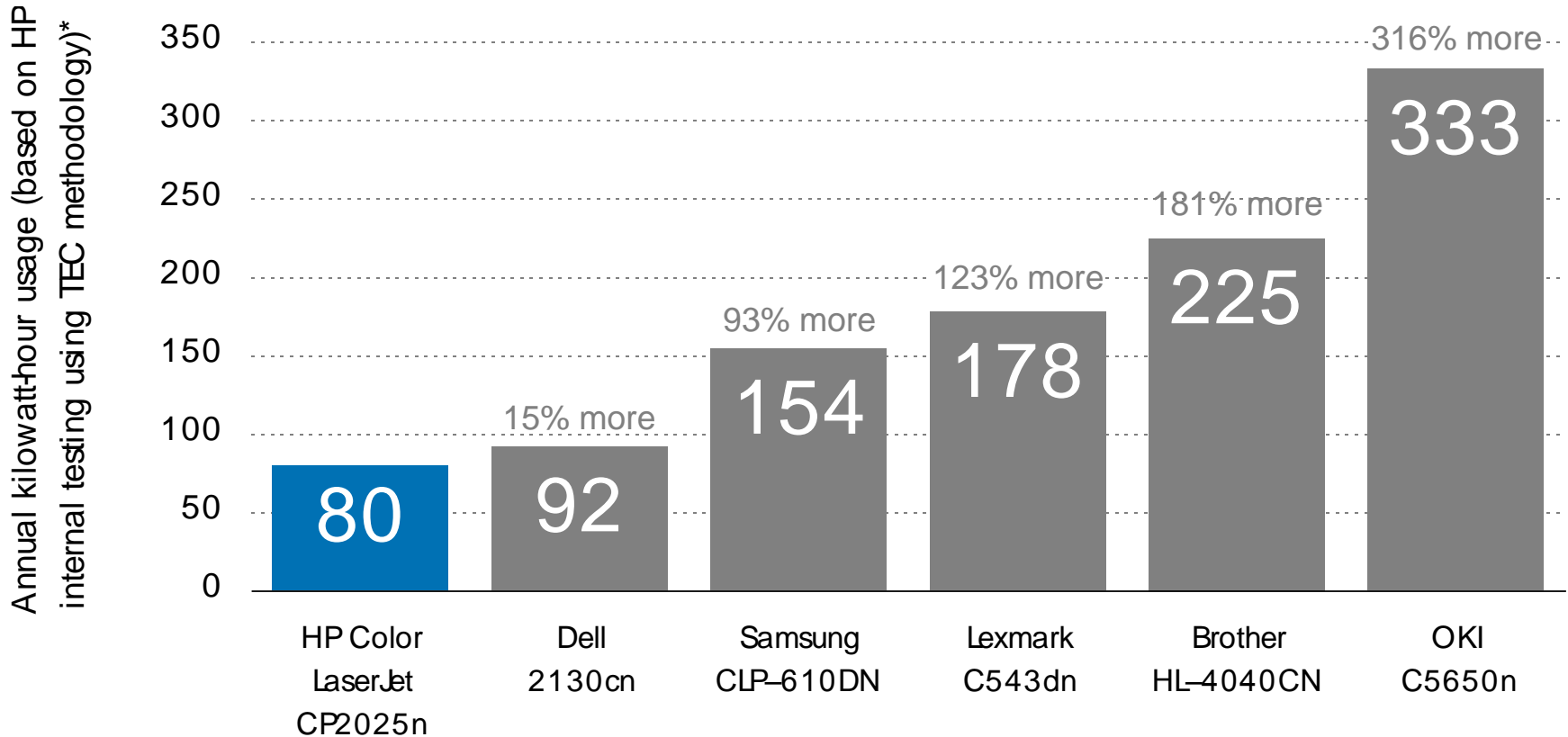


# Consume less power with HP LaserJets



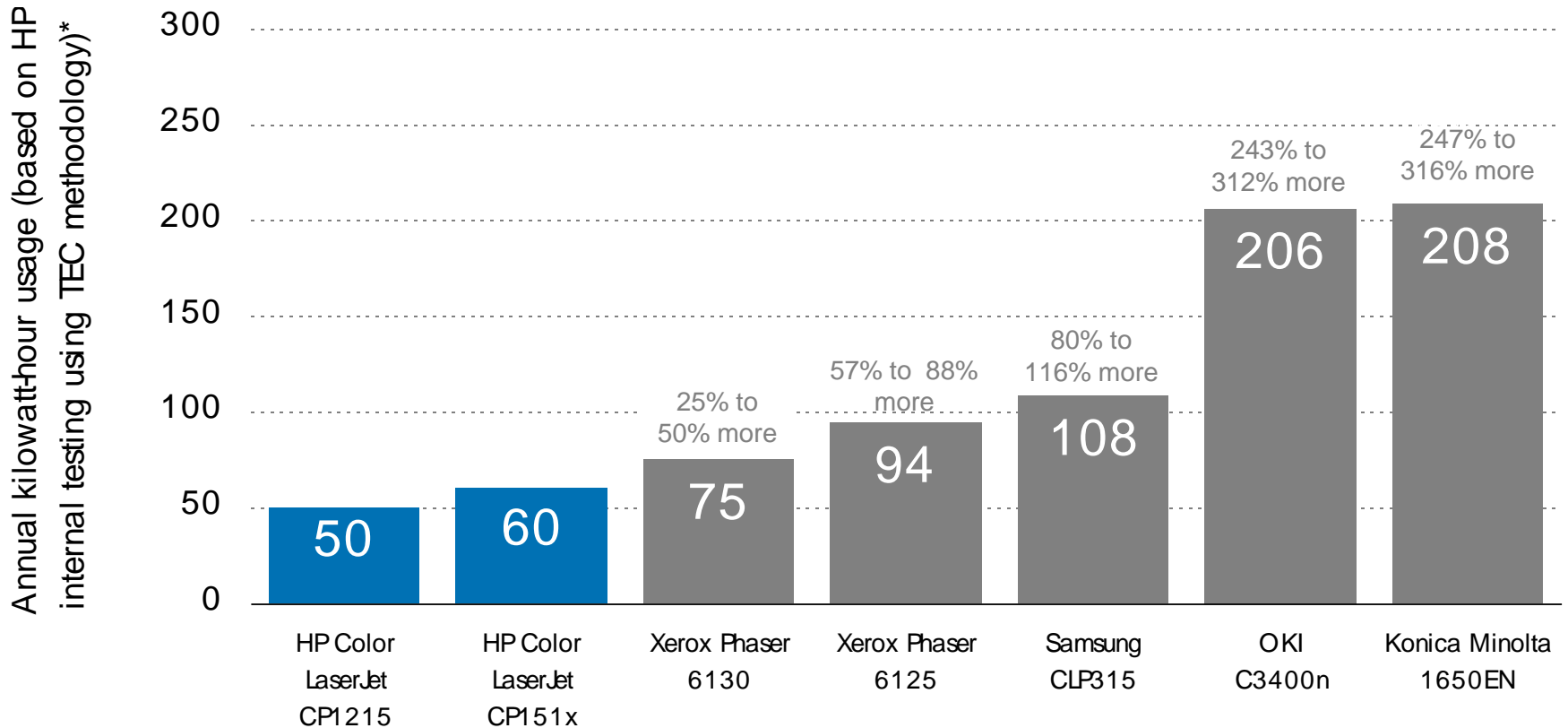
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJets



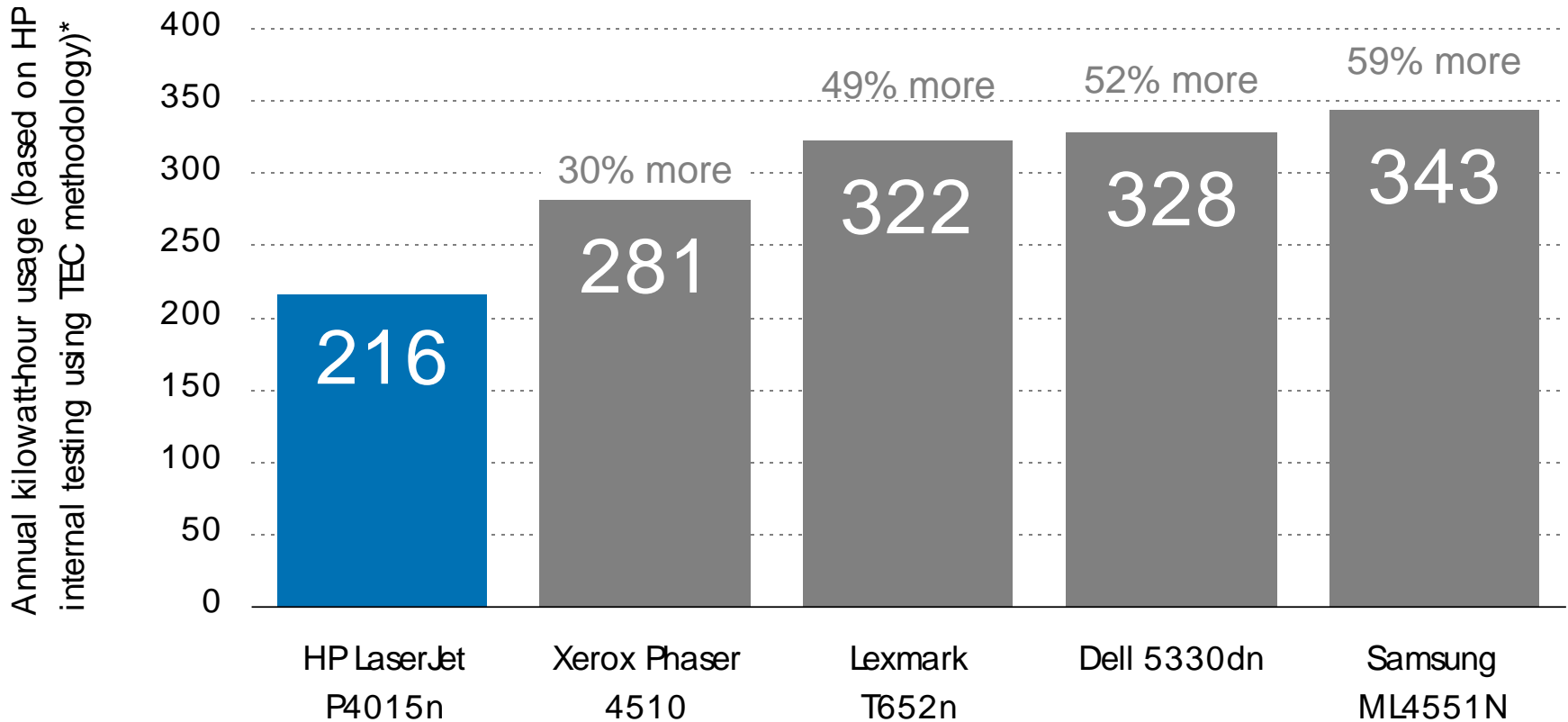
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJets



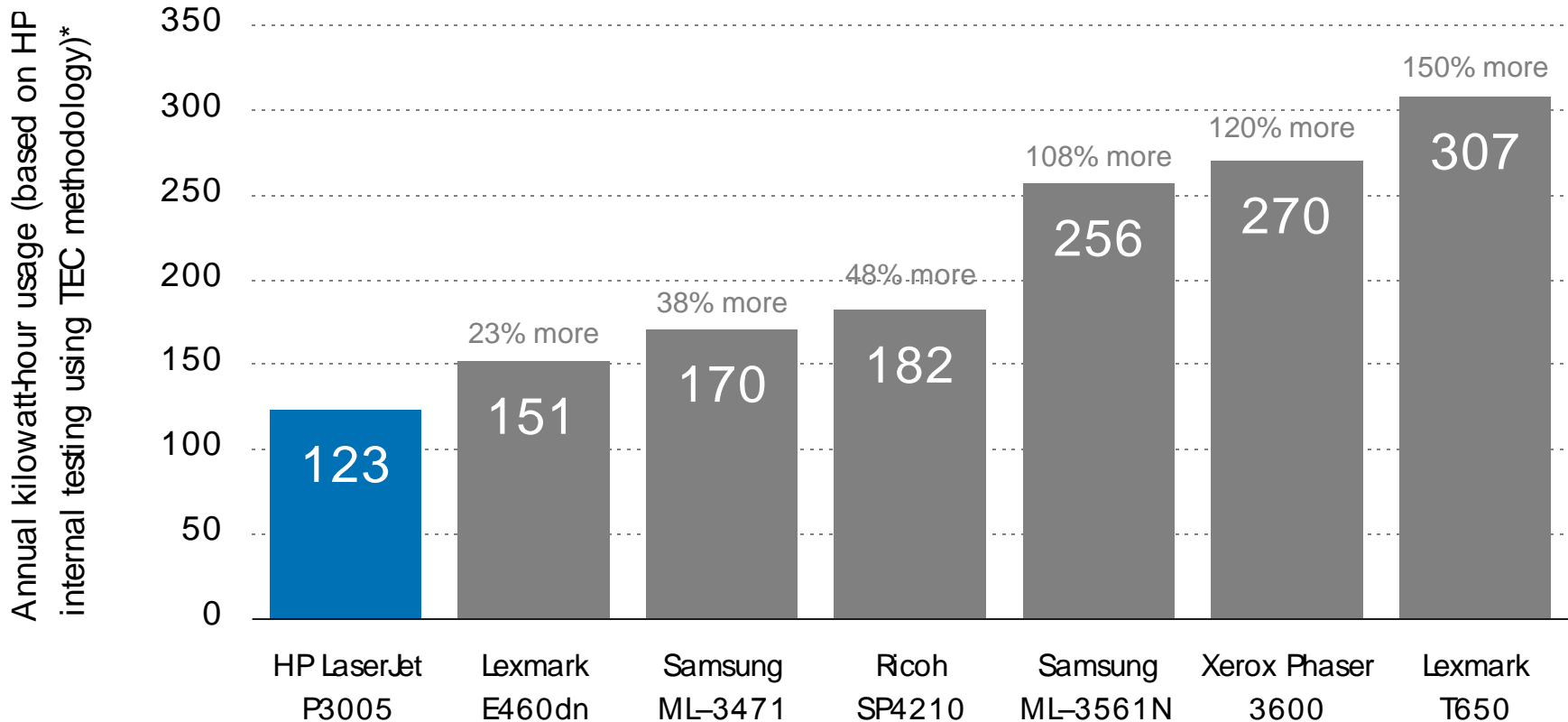
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Xerox 6125 info from EU energystar website.

# Consume less power with HP LaserJets



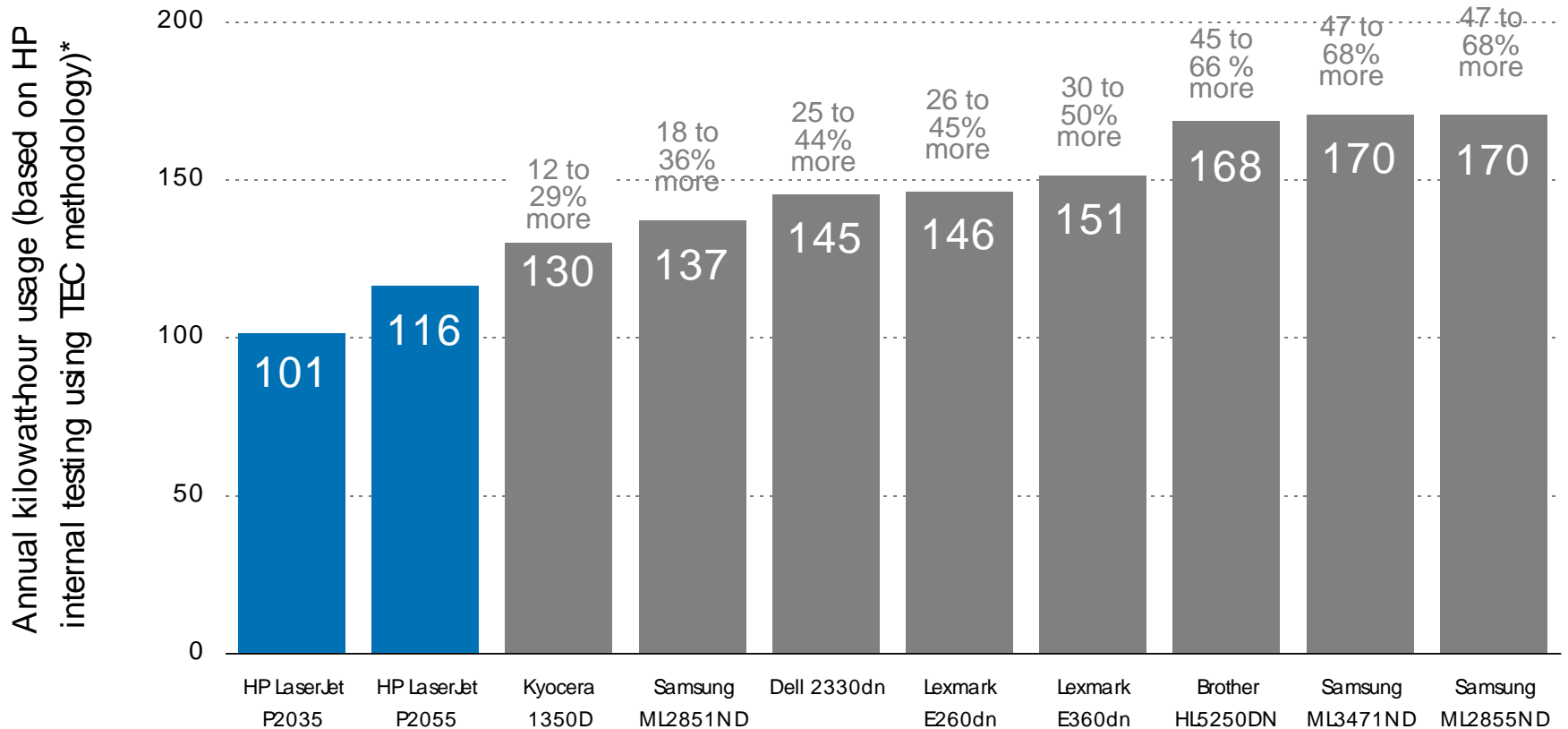
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJets



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Ricoh SP4210 info from EU Energystar website.

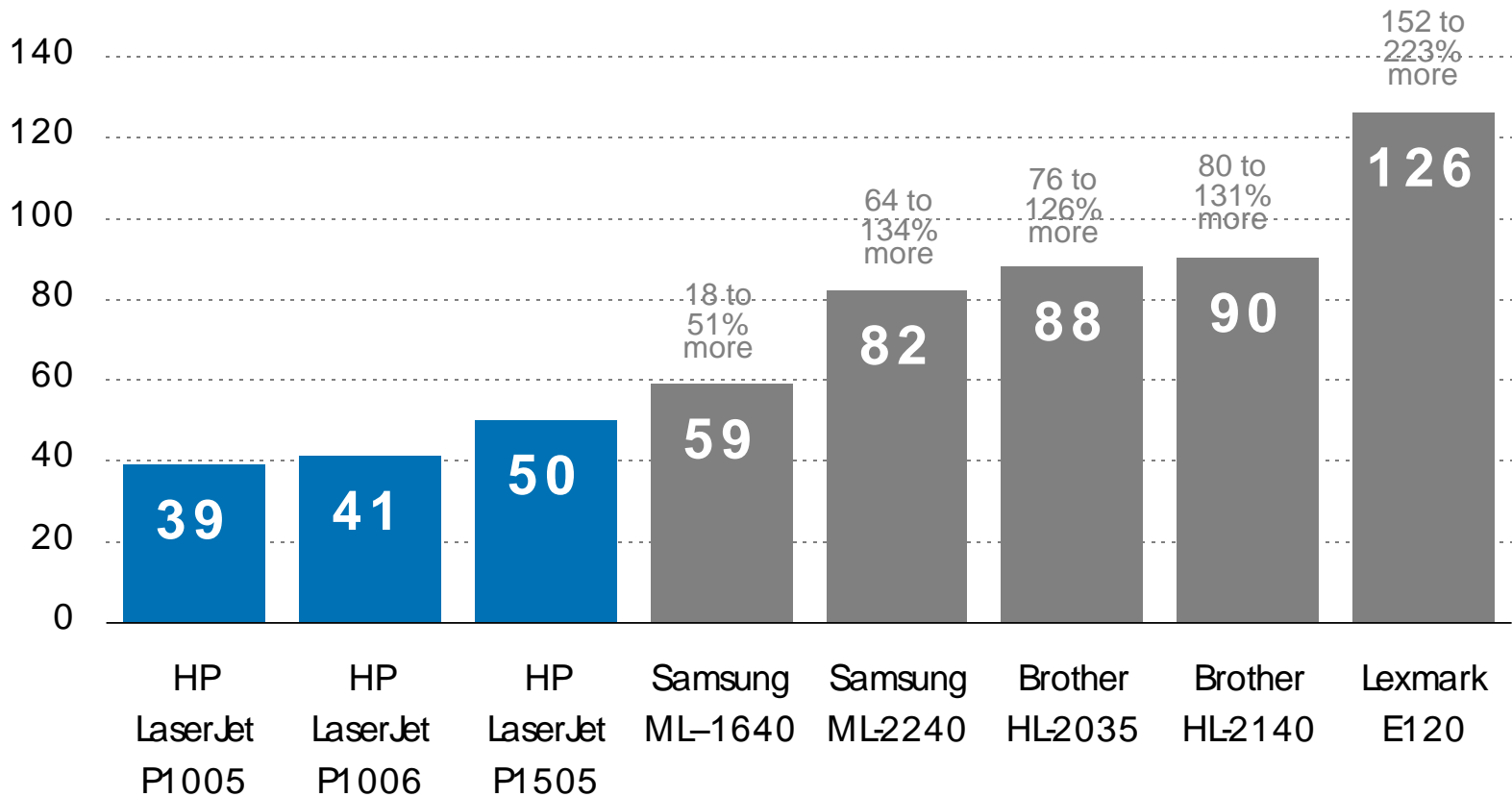
# Consume less power with HP LaserJets



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJets

Annual kilowatt-hour usage (based on HP internal testing using TEC methodology)\*



- Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual power usage may vary. Brother HL-2035 was obtained from EU Energystar website.

# HP LaserJet energy cost comparisons...

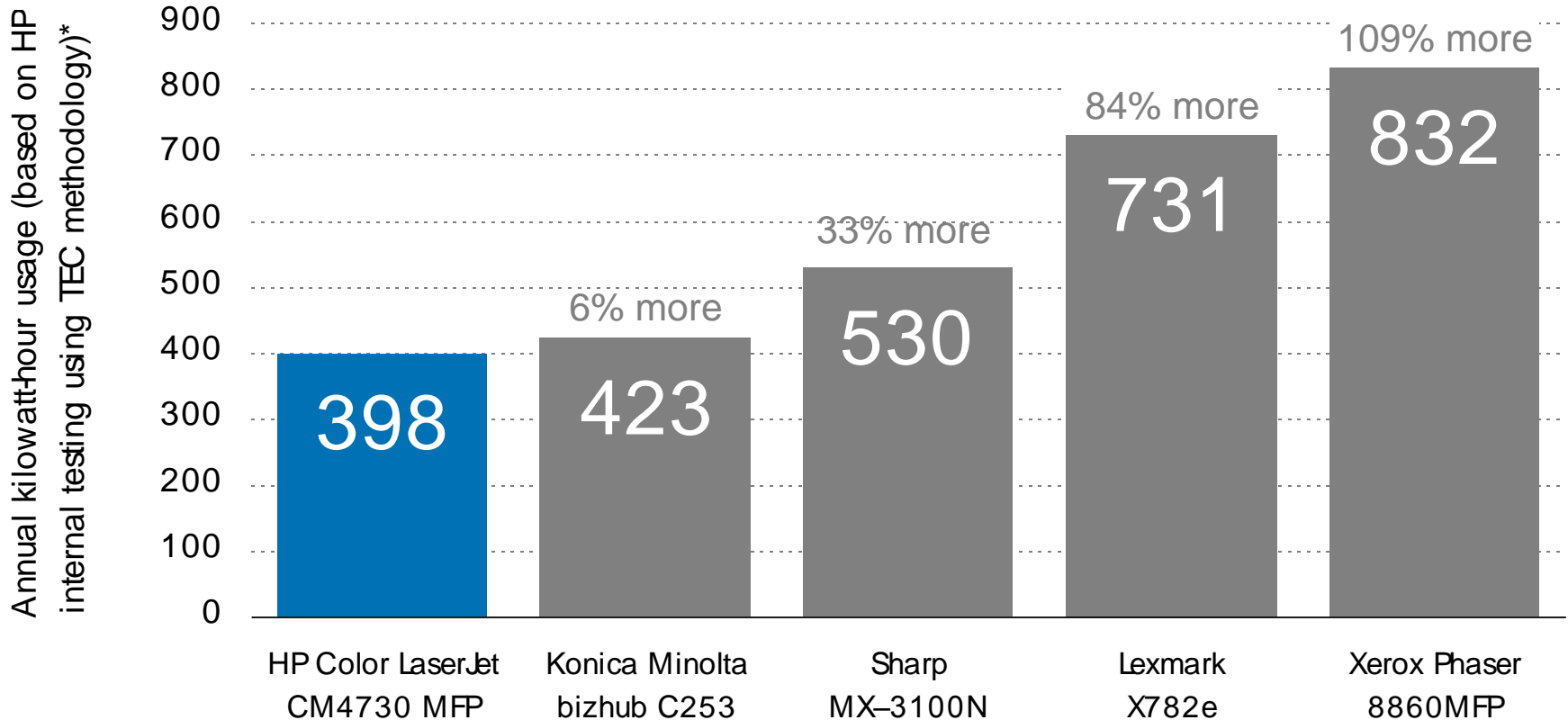
By competitor

By printer

→ By MFP

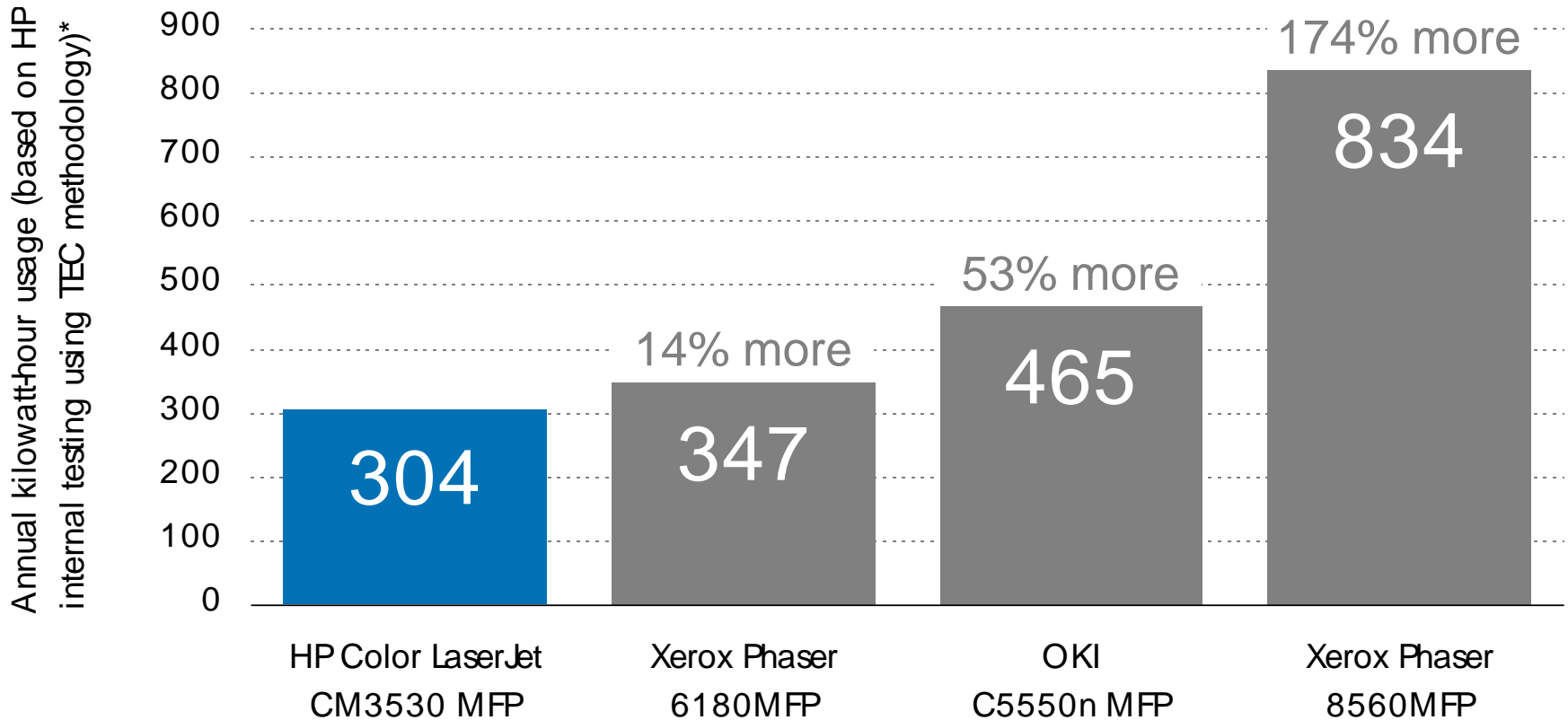


# Consume less power with HP LaserJet MFPs



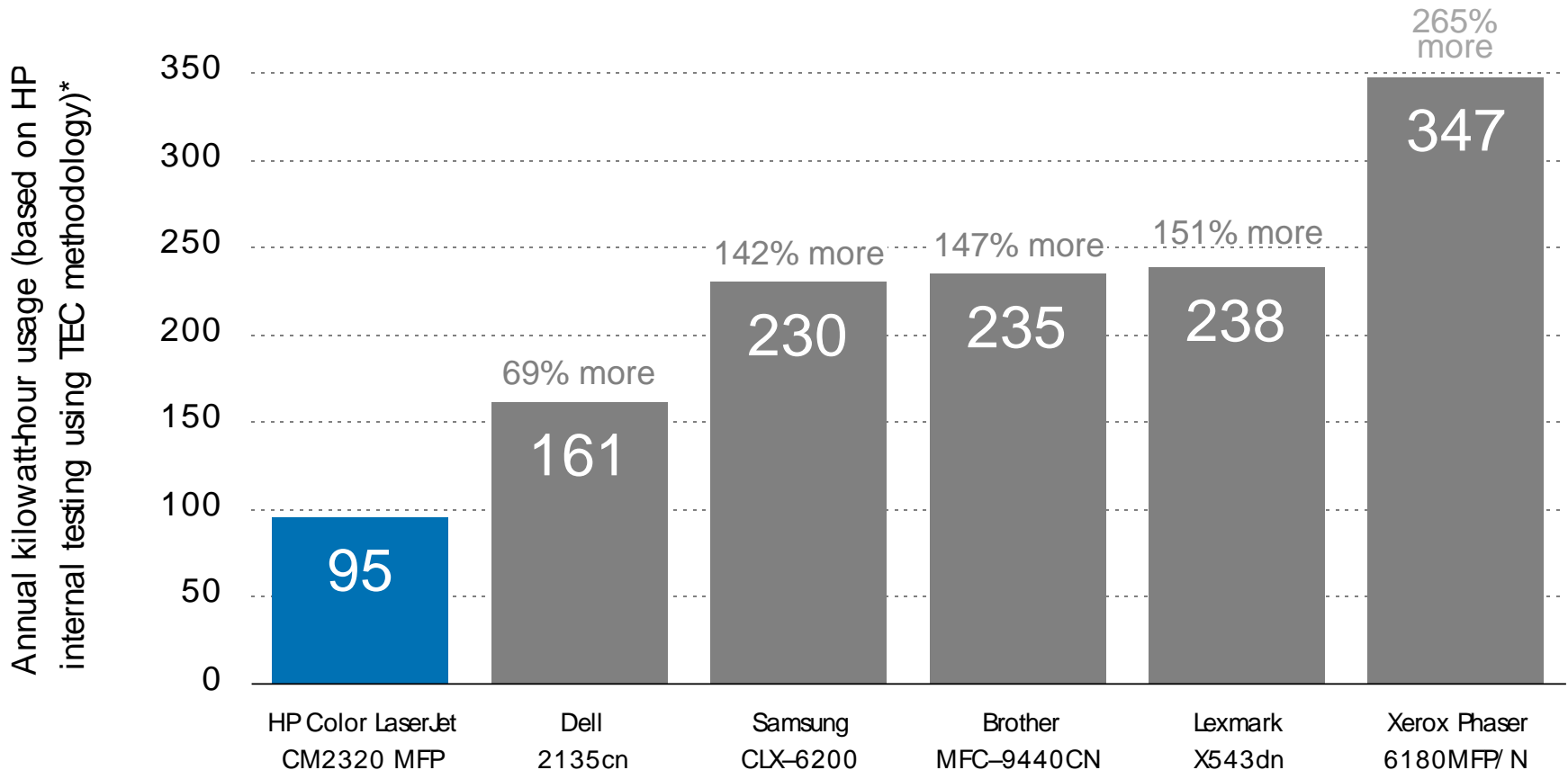
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Sharp info from EU Energystar.

# Consume less power with HP LaserJet MFPs



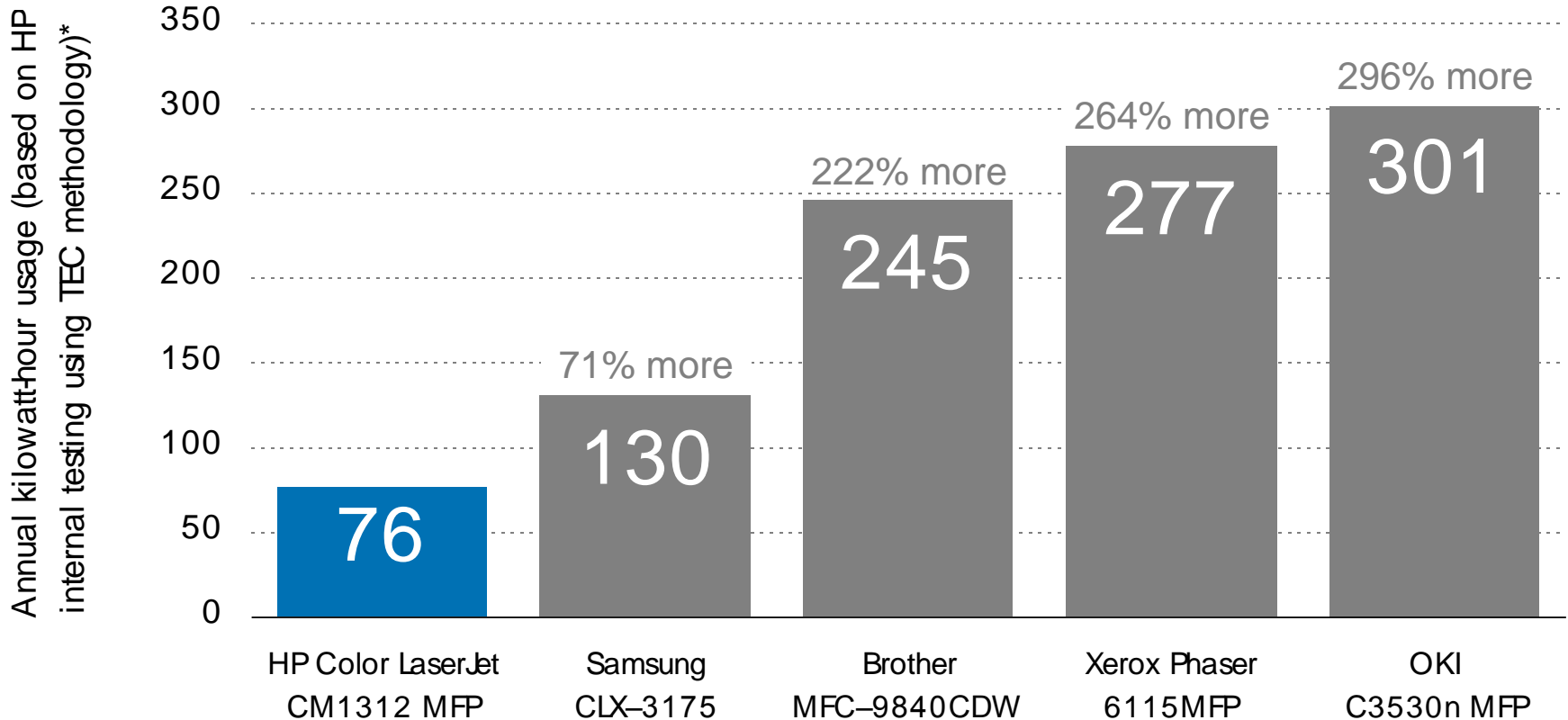
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJet MFPs



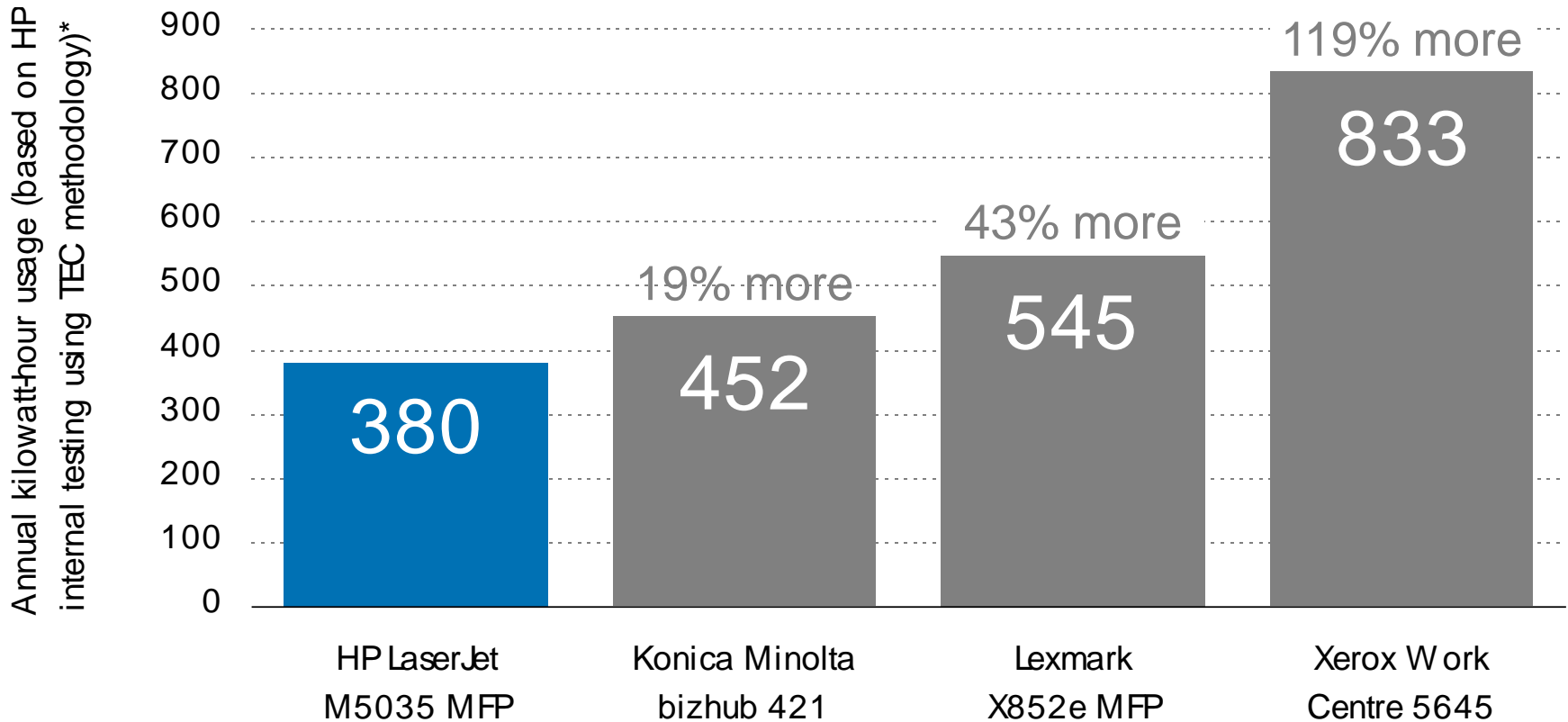
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJet MFPs



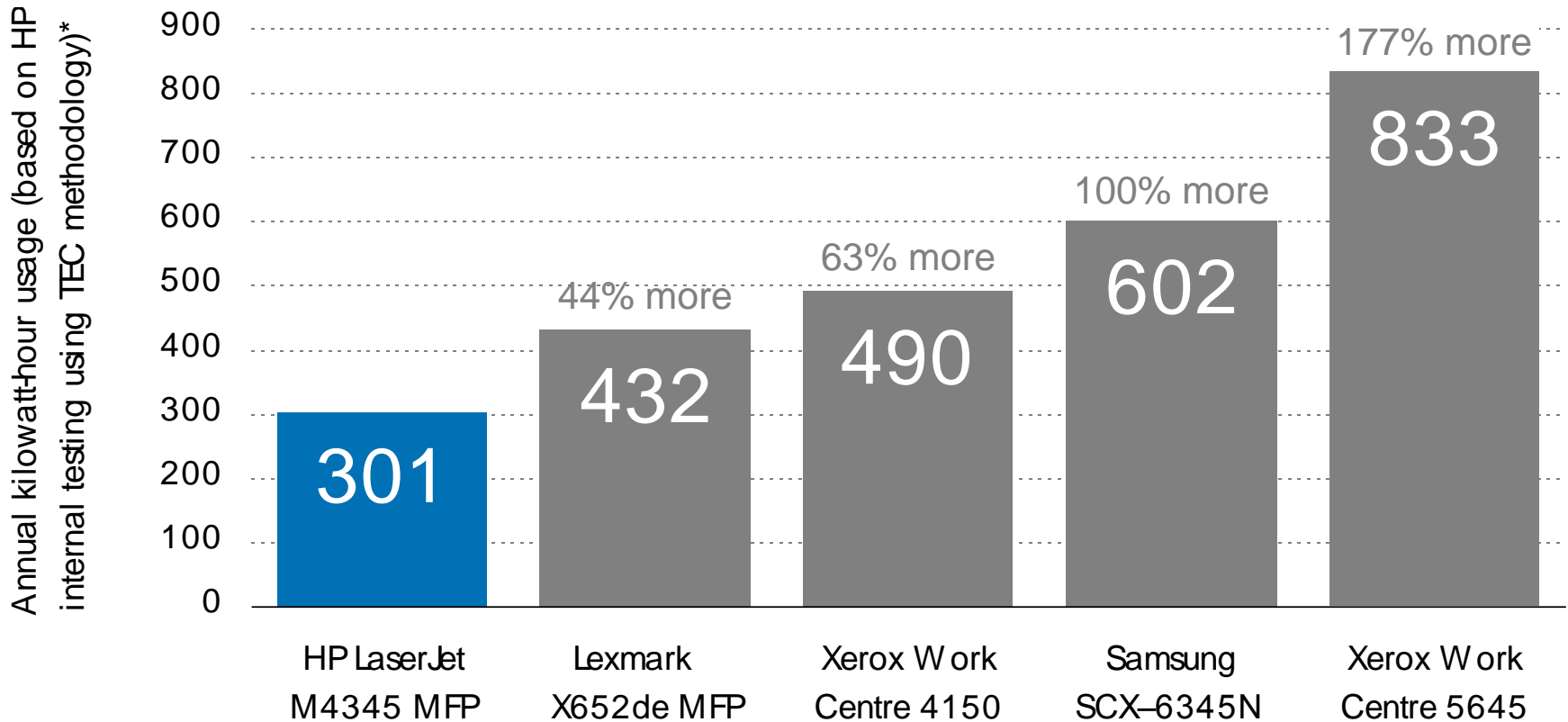
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJet MFPs



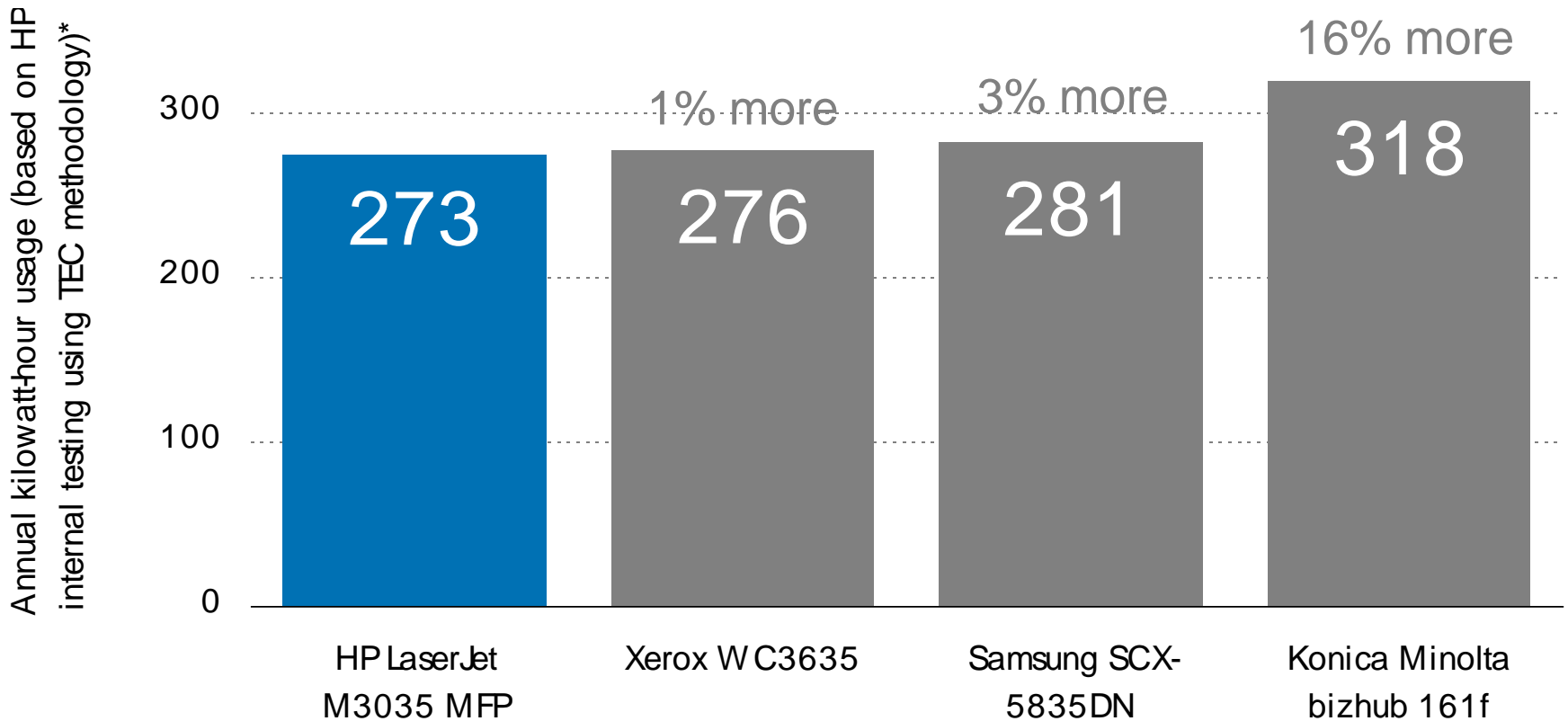
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJet MFPs



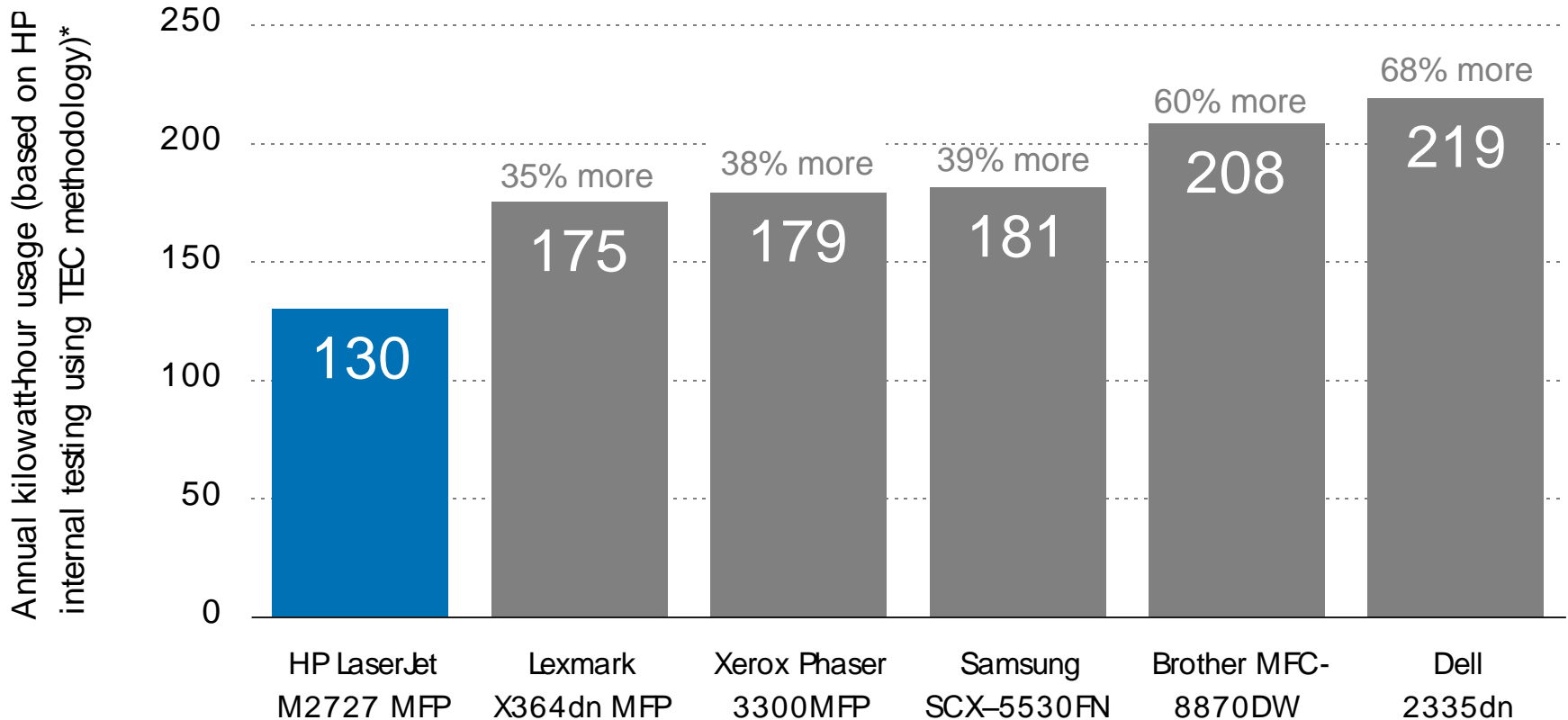
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary.

# Consume less power with HP LaserJet MFPs



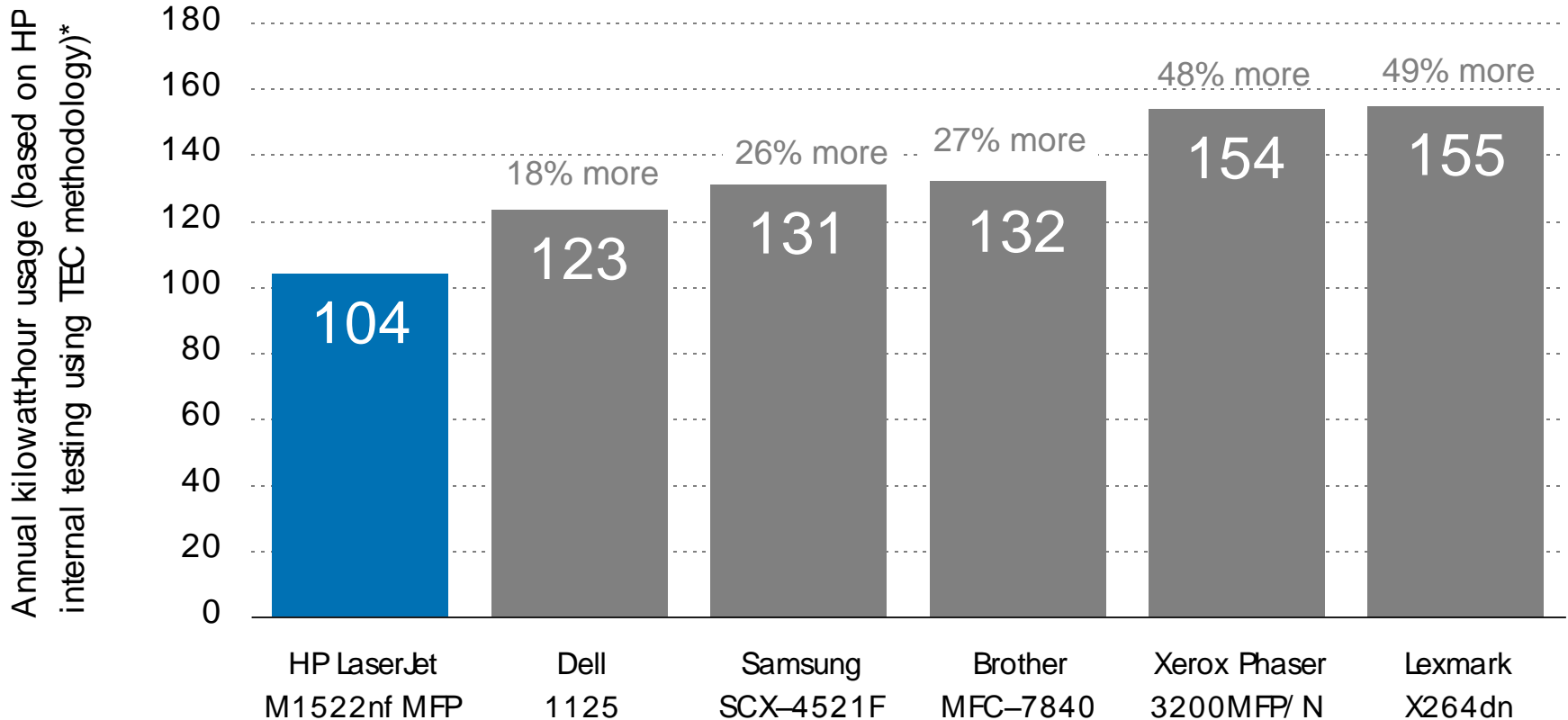
\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Xerox and Samsung info from EU Energystar.

# Consume less power with HP LaserJet MFPs



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Brother value from EU Energystar website. Lexmark value calculated from published wattage specs.

# Consume less power with HP LaserJet MFPs



\* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Lexmark value calculated from published wattage specs.



i n v e n t