



HP LaserJet P4510 Printer Series

Overview

Improve productivity while increasing security with the HP LaserJet P4510 Printer series – HP’s fastest single-function black-and-white laser printer. Reaching speeds as fast as 62 pages per minute (ppm), the HP LaserJet P4510 Printer series improves performance and produces consistent output with HP’s new low-melt toner technology. This hassle-free, comprehensive printer series is ideal for managed business environments needing a fast, secure, high-quality black-and-white laser printer that offers a wide range of customization options.

Improve security on confidential and business-critical data on the HP LaserJet P4510 Printer series with increased security options. The HP LaserJet P4510 Printer series enables fast, more secure performance across the network with advanced IPsec encryption, limits unauthorized access with management features such as 802.1X authentication and password protection and guards sensitive information with support for private printing by entering a unique PIN to retrieve documents.

Editorial contacts:

Brandy S. Baxter, HP
+1 650 458 8459
brandy.baxter@hp.com

Jack Newton
Porter Novelli for HP
+1 404 995 4527
jack.newton@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

Key features and benefits

- Optimize printing infrastructure with black-and-white printing speeds of as fast as 62 pages per minute (ppm) in best print quality default mode
- Up to 1,200 x 1,200 dpi printing provides improved print quality for line art and fine details
- Reduce operating costs and simplify input management with up to 3,600-sheet total input capacity. In addition, the 100-sheet multipurpose tray enables automatic and manual feeding for specialty papers
- Work more productively with HP Instant-on Technology, which enables the printer to deliver the first black-and-white page in as fast as 8.5 seconds from “Ready” mode
- More security with a gamut of features including IPsec networking, 802.1X authentication, job storage and PIN user verification
- Improve security and confidential information by pressing the “Folder” button, which allows the user to view stored jobs, enter a PIN and print out documents at the device
- Built-in automatic two-sided printing to increase productivity and efficiency for users, meeting ENERGY STAR® guidelines⁽²⁾
- HP innovations lessen the total impact of printing on the environment – toner enhancements enable the system to use 15 percent less energy when fusing toner to the page (compared to its predecessor)
- Expanded connectivity and easy network sharing with high speed USB 2.0 port, IPV6 and HP Jetdirect Gigabit Ethernet embedded print server

- Easy to use, manage and maintain with one-door access to the preinstalled print cartridges; intelligence built into cartridge enables usage tracking, provides alerts and consolidates order information across a fleet of printers for easy reordering via Web Jetadmin
- Expand output options with a choice of a 500-sheet five-bin mailbox with sorting capability, a 500-sheet stacker or a 500-sheet stacker/stapler
- Reduce the cost of power, waste and asset disposal with energy-efficient HP solutions and programs including automatic two-sided printing, HP Instant-on Technology, HP Web Jetadmin as well as HP's recycling program, HP Planet Partners⁽³⁾
- Original HP cartridges – proven reliable in independent testing – can ultimately lower printing costs⁽⁴⁾
- Optimize print quality with Original HP printing supplies that deliver consistent, professional prints that are produced quickly and easily⁽⁵⁾

Supplies^(5,6)

- HP LaserJet CC364A Black Print Cartridge: \$149
- HP LaserJet CC364X Black Print Cartridge: \$265

Pricing⁽⁶⁾

- HP LaserJet P4515n: \$1,599
- HP LaserJet P4515tn: \$1,849
- HP LaserJet P4515x: \$2,129

Availability

Expected to be available for purchase worldwide May 2008.

⁽¹⁾ Instant-on Technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of low power mode so your print job is done sooner. An InfoTrends study shows the typical office print job is three to five pages long: www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf. Actual results may vary.

⁽²⁾ Automatic duplex printing is not included on the HP LaserJet P4515n and HP LaserJet P4515tn. Optional automatic duplex for two-sided printing accessory available.

⁽³⁾ Program availability varies. HP printing supplies return and recycling is currently available in more than 40 countries, territories and regions in Asia, Europe, and North and South America through the HP Planet Partners program.

⁽⁴⁾ 2007 North American Toner Cartridge Reliability Comparison Study test results provided by QualityLogic, Inc. and commissioned by HP. Test performed on HP 42A and HP 10A monochrome LaserJet cartridges. Tests were performed under laboratory conditions and actual performance may vary.

⁽⁵⁾ Using genuine HP printing supplies ensures availability of all HP printing features.

⁽⁶⁾ Estimated U.S. street prices. Actual prices may vary.

Energy Star is a U.S. registered mark of the United States Environmental Protection Agency.

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4/2008

