

# LIGHTSPEED DESIGNS LLC

HP Officejet 6500A Plus e-All-in-One brings Web-enabled flexibility



*"For a small business like ours, the HP Officejet 6500A Plus e-All-in-One has everything we need, at a great price."*

*—Byron Olsen, owner, LightSpeed Designs, Oregon City, Ore.*

## HP CUSTOMER CASE STUDY:

HP Officejet 6500A Plus e-All-in-One mothballs rivals at LightSpeed Designs

## INDUSTRY:

Marketing/Web design

### OBJECTIVE:

Support small-business success with cost-efficient multifunction device

### APPROACH:

Deploy HP Officejet 6500A Plus e-All-in-One

### IMPROVEMENTS:

- Advanced features include HP ePrint and business print apps
- ENERGY STAR® qualification, automatic duplexing reduce paper consumption
- Ease of setup and use saves time

### BUSINESS BENEFITS:

- Ensures product quality with professional-quality output
- Saves space, cost and energy through multifunction efficiency
- HP ePrint frees users to print from the road



In the basement office where Byron and Marion Olsen run LightSpeed Designs LLC lurks a another manufacturer's laser printer that in the rare instances when used gobbles so much energy the house lights flicker. Also sitting idle—unplugged in fact—is an inkjet printer, also from another manufacturer; among its problems is a refusal to scan when out of ink. Leaving the dust gathering on these problematic printers, a show-stealing new device that cost-effectively combines scan, copy, fax and print functions with innovative new Web-enabled features such as HP ePrint and business print apps. That device is the HP Officejet 6500A Plus e-All-in-One.

"It's a well-made product that delivers powerful features at a low cost," Byron Olsen says.



## CUSTOMER SOLUTION AT A GLANCE

### PRIMARY APPLICATIONS

Design proofs, office documents

### PRIMARY HARDWARE

• HP Officejet 6500A  
Plus e-All-in-One

## SMALL BUSINESS RELIES ON MULTIFUNCTION FLEXIBILITY

LightSpeed Designs is a full-service marketing and Web design agency based in Oregon City, Ore. The Olsens use their HP device to print orders, contracts, general office documents and proof sheets for LightSpeed and another business they run, motostika.com, which sells motorsport decals online. They also use the printer in arts projects for their 5-year-old daughter, Evie.

Byron Olsen had no trouble setting up the device to run wirelessly,<sup>1</sup> networked to six computers. "I was in IT for 15 years; I know what a pain it can be to set up printers, especially network printers," he says. "The HP device was fast to set up, less than 10 minutes for the software, with an easy user interface."

Environmental responsibility is important to LightSpeed. Gone are the flickering lights of high-energy consumption; the HP Officejet 6500A Plus e-AiO is ENERGY STAR® qualified. "It's expensive just to turn on our old laser printer," Olsen says. The HP Officejet 6500 AiO uses up to 40% less energy than lasers,<sup>2</sup> and delivers the lowest cost per page compared to in-class inkjets.<sup>3</sup> The Olsens save paper with automatic duplex two-sided printing. They like to print double-sided proof sheets of their customer collateral designs, to check how the electronic documents look in physical form. Before, they had to print each side separately. The Officejet also enables free and easy recycling—cartridges returned through HP Planet Partners are recycled responsibly.<sup>4</sup>

Another improvement is that Olsen can print full-bleed, borderless<sup>5</sup> designs to the edge of the paper when printing one-sided with the HP device. The image quality is outstanding, with vibrant color, Byron Olsen says. LightSpeed uses high-capacity, individual Original HP Officejet 920 ink cartridges and office papers with ColorLok® technology for faster drying, bolder blacks and vivid colors.<sup>6</sup> Business-quality photos resist fading,<sup>7</sup> which is important to LightSpeed and their clients.

The Officejet is fast with maximum printing speeds of up to 32 pages per minute (ppm) black/up to 31 ppm color;<sup>8</sup> laser-comparable speeds up to 10 ppm black/up to 7 ppm color.<sup>9</sup> It also works with HP ePrint, a Web-enabled printing solution designed for the cloud that allows users to print from any email device to any ePrint-enabled printer from anywhere in the world, without requiring a local proxy PC or Web appliance.<sup>10</sup> "HP ePrint will be great because I won't have to be home to print," Olsen says. The Olsens will be able to access a growing library of free print apps for business—shortcuts to printing Web content directly from the e-AiO<sup>11</sup>—including Marketsplash by HP for a shortcut to print customized marketing materials such as brochures and flyers; Google Docs for easy document scanning to the web for printing at a later time; Box.net to scan, share, manage and access business content online; Portfolio.com and Reuters for the latest news articles; Daily Brief for business essentials in one place including calendar, to-do list and news from American City Business Journals; and DocStoc and Biztree for immediate access to business forms such as invoices, contracts, receipts, legal agreements and checklists.

"I'm very excited about these new features coming available on this Web-connected HP device," Olsen says.

To learn more, visit [www.hp.com/go/officejetprinting](http://www.hp.com/go/officejetprinting)  
[www.marketsplash.com](http://www.marketsplash.com)  
[www.hp.com/go/colorlok](http://www.hp.com/go/colorlok)

Contact the HP Reference2Win Program, 866-REF-3734 for more information

This customer received complimentary HP printer and Original HP supplies as part of an early adapter program.

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<sup>1</sup> Wireless performance depends upon physical environment and distance from access point.

<sup>2</sup> Majority of color laser all-in-ones <\$600 as of March 2010; for details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.

<sup>3</sup> Compared to inkjet AiOs with fax <\$200 from major vendors as of March 2010. For details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). Excludes HP Officejet Pro AiOs. OJ CPP based on ISO yield of products offered as of September 2010 with highest-capacity cartridges based on continuous printing. For details see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies).

<sup>4</sup> Program availability varies. HP print cartridge return and recycling is currently available in more than 49 countries, territories and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit [www.hp.com/recycle](http://www.hp.com/recycle).

<sup>5</sup> On brochure and photo paper only.

<sup>6</sup> High-capacity cartridges and ColorLok® paper not included. Please purchase separately.

<sup>7</sup> Based on paper-industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.

<sup>8</sup> After first page. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>9</sup> After first set if ISO test pages. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>10</sup> May require an Internet connection to the printer. Feature works with any Internet- and email-capable device. For details, [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).

<sup>11</sup> Requires an Internet connection to the printer. Services may require registration. Apps availability varies by country and language. For details, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).

