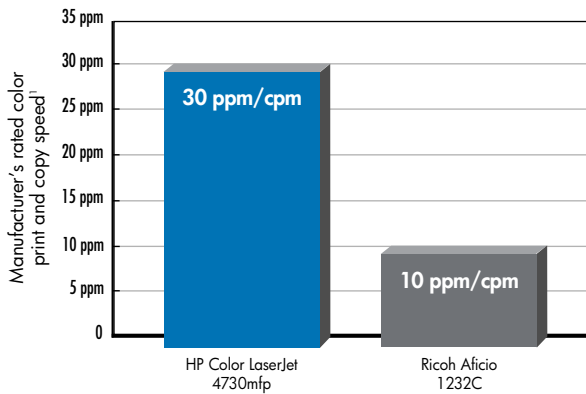


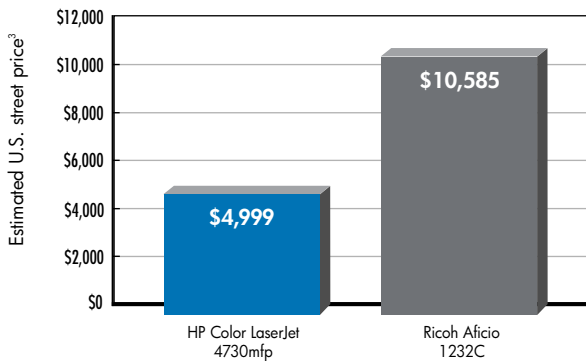
HP Color LaserJet 4730mfp vs. Ricoh Aficio 1232C



Print and copy in color faster with HP.



Get faster color for less money with HP.



Significant differences between these MFPs could impact... user productivity:

Faster performance — The HP Color LaserJet 4730mfp's rated color print and copy speed, 30 ppm/cpm, is three times faster than the 10 color ppm/cpm offered by the Ricoh Aficio 1232C.¹ The Color LaserJet 4730mfp also delivers a faster rated color first-copy-out time — less than 10 seconds vs. 18 seconds for the Ricoh device.² Better-sustained performance is another big HP advantage, with the Color LaserJet 4730mfp able to print a suite of 19 files totaling 174 pages in 9.6 minutes — less than one-fourth of the 40.3 minutes it took Ricoh's Aficio 1232C.²

Oil-free fusing — HP LaserJet and Color LaserJet MFPs and printers employ oil-free fusing technology. The Ricoh Aficio 1232C, however, uses oil in the fusing process, creating the risk of contaminating the engine with oil as media passes through the device during transparency or duplex printing. In fact, Ricoh advises Aficio 1232C users to remove the oil supply unit when moving the printer to avoid spills and leaks that could irreparably damage internal parts.

Better paper handling — The HP Color LaserJet 4730mfp can handle media weights up to 58 lbs. from the multipurpose tray vs. only up to 43 lbs. for the Ricoh Aficio 1232C. The HP MFP also supports a broader range of paper sizes, plus it offers much greater standard input capacity — 1,600 sheets vs. only 600 sheets for the Ricoh device.¹

total cost of ownership:

Less expensive to acquire — The Ricoh Aficio 1232C costs more than twice as much as the HP Color LaserJet 4730mfp. For instance, the estimated street price for the new HP MFP is only \$4,999 vs. \$10,585 for the Ricoh device. In addition, Ricoh's optional PostScript DIMM upgrade costs an extra \$685, whereas HP includes PostScript emulation for free. Optional analog faxing is also far more expensive on the Aficio 1232C, costing \$1,128 vs. \$249 for the HP Color LaserJet 4730mfp.^{1,3,4}

Lower power consumption — The HP Color LaserJet 4730mfp consumes nearly half as much energy while operating — only 790 watts compared to 1,500 watts for the Ricoh Aficio 1232C.¹

Fewer management chores — HP lets you batch configure multiple devices, plus it lets you deploy the HP Universal Print Driver or pre-configured drivers to all users in one easy step. With Ricoh, you must configure each device and each client's driver one at a time, and its support for remote diagnostics is limited. HP also lets you configure LDAP settings and update proactive alerts on multiple devices at once, route specific alerts to multiple destinations, filter duplicate alerts, and set early thresholds for long-life replacement parts. Ricoh doesn't provide any of these capabilities — not even with its plug-in for HP Web Jetadmin.

1 Based on the manufacturers' published product specifications.

2 Based on HP internal testing in default print modes.

3 The base unit street price for the HP Color LaserJet 4730mfp is \$4,999 at www.hp.com. Estimated street pricing for the base model of the Ricoh Aficio 1232C — \$10,585 — was obtained from independent Ricoh dealer pricing. Actual prices may vary.

4 The street price for the HP Color LaserJet 4730mfp's analog fax option is \$249 at www.hp.com, and the device comes with free PostScript emulation. Estimated street pricing for the Ricoh Aficio 1232C's PostScript DIMM and analog fax options — \$685 and \$1,128, respectively, — was obtained from independent Ricoh dealer pricing. Actual prices may vary.

