

# HP LaserJets vs. Lexmark

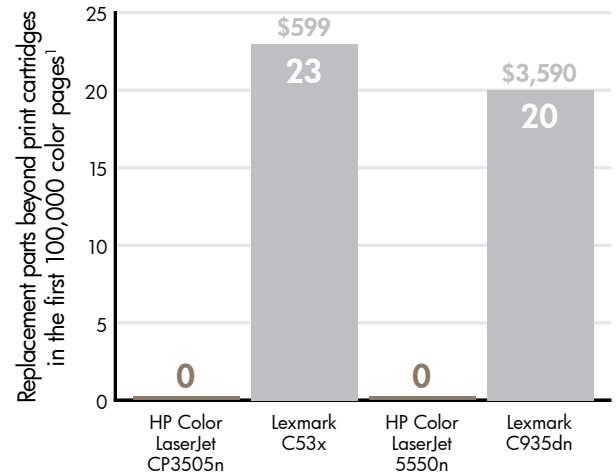


## Make a smooth transition to the future with HP LaserJets

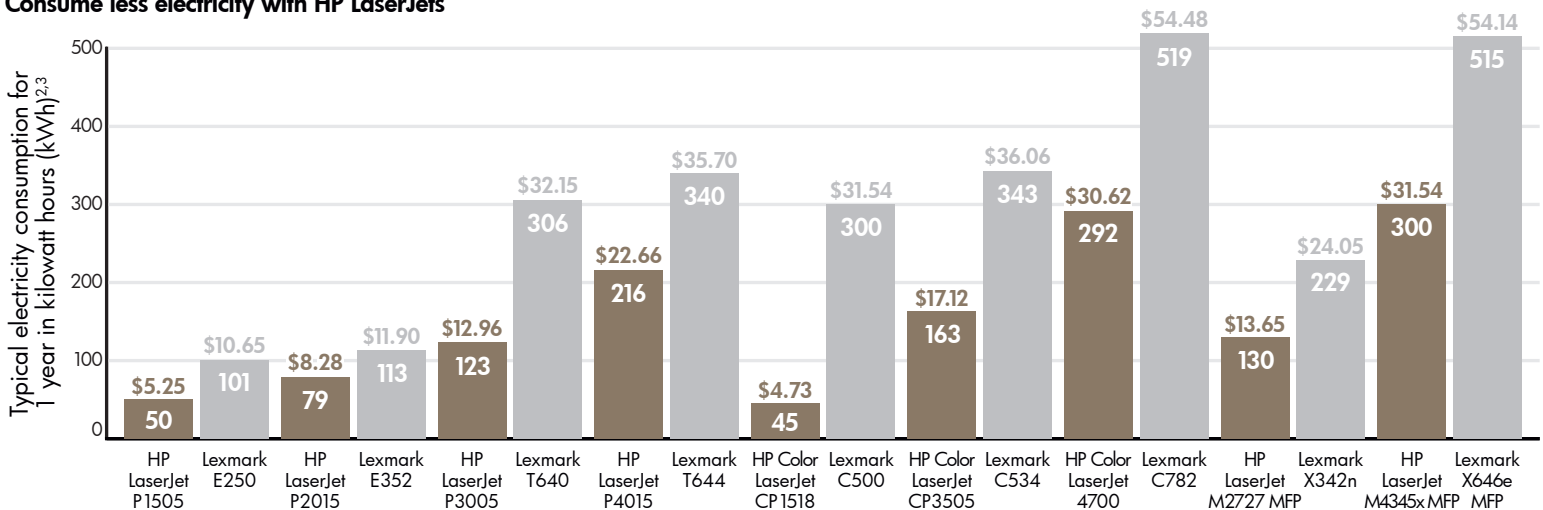
Trying to decide which vendor — HP or Lexmark — is the best partner to help you deploy MFPs and color technologies? Keep in mind these powerful capabilities can add complexity and cost to your imaging and printing environment. However, innovative HP solutions can help you make the transition smooth and keep costs under control — especially when compared to Lexmark's offerings.

HP LaserJet print cartridges integrate the toner supply, imaging drum, primary charge roller, developer, and waste reservoir into a single component, reducing maintenance tasks and replacement parts costs. Many

## Reduce maintenance and parts costs with HP LaserJets



## Consume less electricity with HP LaserJets



## Let your IT staff focus on more strategic tasks than device management with HP

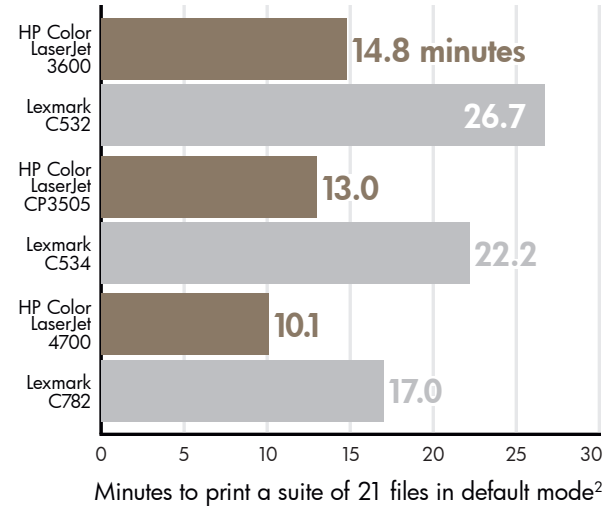
Does the vendor's management solution... <sup>2</sup>	HP	Lexmark
Discover and manage devices that are directly connected to clients (PCs)?	✓	⊘
Batch configure device settings across model types?	✓	1/2
Offer a Universal Print Driver for Windows with managed policies?	✓	⊘
Support IPv6, IPsec, SSL, and SNMPv3?	✓	✓
Lock out color access by application (like Web browsers and email)?	✓	⊘
Provide aggregated usage reporting by user and by application?	✓	⊘

of Lexmark's color and black-and-white laser printers employ a multi-component system (separate toner supply, imaging drum, and sometimes the waste toner container or charge roller) that forces users to stock and replace extra parts, inflates their cost per page, and compromises long-term print quality.

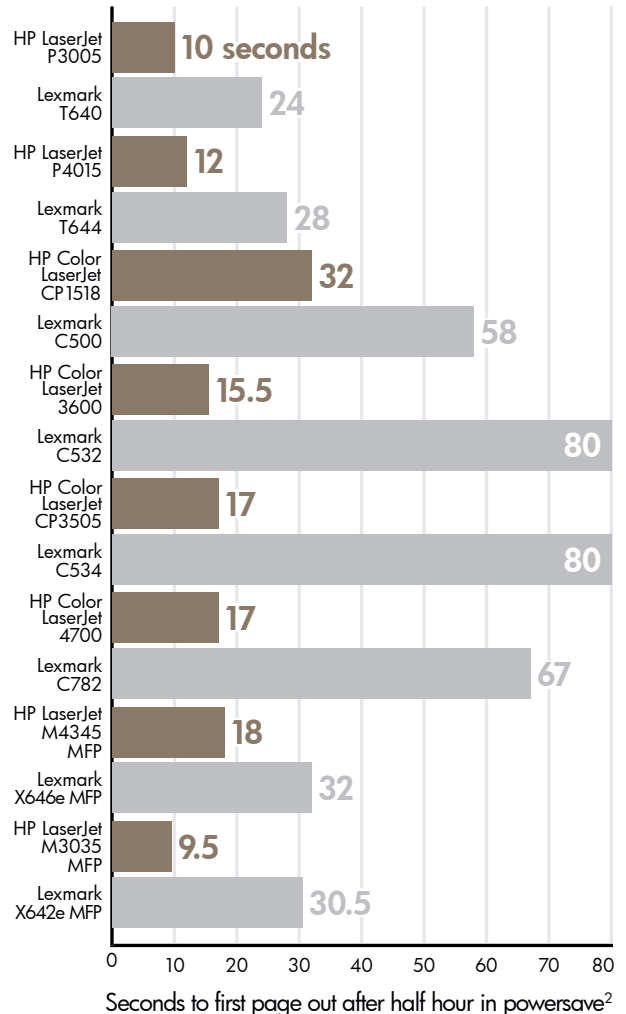
You'll not only spend less time maintaining your HP LaserJets, but less time waiting for output, too. The Instant-on Technology on board HP LaserJets lets them warm up faster from powersave mode than competing Lexmark devices. Even in matchups where Lexmark offers a faster rated engine speed, the HP LaserJet can output typical print jobs in noticeably less time — sometimes before its Lexmark counterpart finishes warming up. This lets you save money through reduced power consumption without impeding productivity.

HP solutions also can help IT focus on more strategic tasks than printer management. If you're looking to slash driver certification, management, and support costs, HP's Universal Print Driver for Windows is a better choice than Lexmark's offering. And unlike Lexmark MarkVision Professional, HP Web Jetadmin offers an auto-configuration feature that streamlines configuration of server and device settings, which is especially helpful with MFPs and color devices. HP's utility also provides fully configurable reporting, as well as trending and forecasting — features Lexmark does not support. Likewise, HP lets you lock out color access by applications (like Web browsers and email) to curb unnecessary color printing, whereas Lexmark doesn't.

## Print color documents faster with HP Color LaserJets



## Wait less for output with HP's Instant-on technology



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1 Based on the manufacturers' published product specifications and pricing effective April 28, 2008. Actual prices may vary.

2 Based on internal HP testing.

3 Testing employed the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was performed on a single unit of each product. Individual product configurations will affect power usage. Actual power usage may vary. Annual energy costs are based on U.S. average costs of 10.5¢ per kilowatt hour (kWh).

