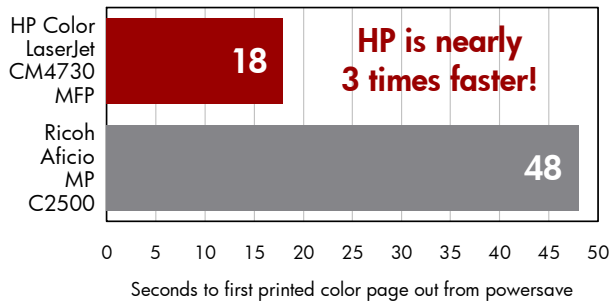


# HP Color LaserJet CM4730 MFP vs. Ricoh Aficio MP C2500



## Warm up faster from powersave with HP.<sup>2</sup>



## Significant differences between these devices could impact...

### user productivity:

**Faster performance** — The HP Color LaserJet CM4730 MFP's rated print/copy speed, 30 ppm, is 20% faster than the Ricoh Aficio MP C2500's 25 ppm.<sup>1</sup> And the HP device's Instant-on fuser warms up much faster from powersave mode, boasting a first-page-out time from powersave of 18 seconds vs. 42 seconds (b/w) to 48 seconds (color) for the Ricoh unit.<sup>2</sup> This advantage lets HP users print up to 16 pages from powersave before the Aficio even finishes warming up. Better sustained performance is another big HP advantage, with the Color LaserJet CM4730 able to print a 21-file, 183-page suite in only 10.1 minutes — 48% faster than the 14.9 minutes it took the Ricoh device.<sup>2</sup> Likewise, HP copied a suite 11 originals totaling 111 pages in only 5.1 minutes — 20% faster than Ricoh's 6.1 minutes.<sup>2</sup>

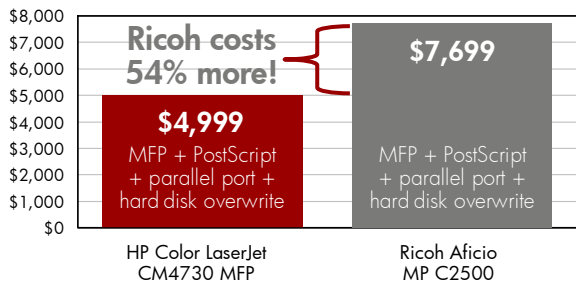
## Enjoy important security features with HP.<sup>1</sup>

Does the multifunction product feature...	HP Color LaserJet CM4730 MFP	Ricoh Aficio MP C2500
Support for IPv6?	✓	⊗
Support for IPsec?	✓	⊗
Hard disk overwrite in the box?	✓	⊗

**Reliable print quality** — Like virtually all HP LaserJets, the HP Color LaserJet CM4730 MFP employs integrated print cartridges that incorporate the toner supply, imaging drum, developer, and charge roller. This innovative design helps HP deliver consistently great print quality throughout the life of the device since you essentially refresh the entire imaging system every 12,000 pages when you replace your CM4730 MFP's toner. The Ricoh Aficio MP C2500's four imaging drums are separate consumables that only get replaced every 80,000 pages (and require service technicians to do so).<sup>1</sup> Likewise, service techs only replace the Ricoh unit's developers every 160,000 pages.<sup>1</sup> Plus Ricoh does not support image enhancement technology like HP ImageREt 3600.

**Stronger security** — The HP Color LaserJet CM4730 MFP supports IPv6 and IPsec for enhanced security. The Ricoh Aficio MP C2500 does not support either protocol. The HP device also offers hard disk overwrite standard, whereas with Ricoh the feature costs \$400 extra for each MFP.

## Pay less for a comparably configured multifunction device with HP.<sup>3</sup>



### total cost of ownership:

**Less expensive to acquire** — With an estimated street price of \$6,401, the Ricoh Aficio MP C2500 base model costs up to 28% more to acquire than the \$4,999 base model of the HP Color LaserJet CM4730 MFP.<sup>3</sup> And when you compare apples to apples, a similarly configured Ricoh unit can cost up to \$7,699 — 54% more than the HP device. Plus all HP LaserJet MFPs are backed by a one-year, next-business-day, onsite warranty. Ricoh, on the other hand, requires a service contract.

**Free PostScript, parallel connectivity, and hard-disk overwrite** — The HP Color LaserJet CM4730 MFP ships with PostScript emulation, a parallel port, and support for hard-disk overwrite in the box. With the Ricoh Aficio MP C2500 they're optional and cost an extra \$799, \$99, and \$400, respectively, per device.

**More energy efficient** — The HP Color LaserJet CM4730 MFP consumes no more than 640 watts while operating — less than half the maximum 1,440 watts consumed by the Ricoh Aficio MP C2500. And unlike the HP MFP, the Ricoh unit requires a dedicated electrical outlet/circuit.

1 Based on the manufacturer's published product specifications.  
 2 Based on HP internal testing.  
 3 Prices are estimated street prices for base units in U.S. dollars from www.buyerslab.com on March 14, 2007. Actual prices may vary.