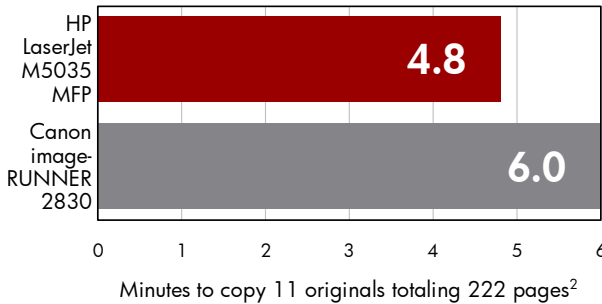


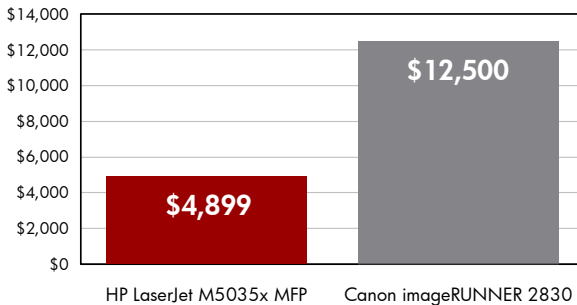
HP LaserJet M5035 MFP vs. Canon imageRUNNER 2830



Spend less time waiting for copies with HP.



Pay less for a comparably configured multifunction device with HP.³



At \$5,800 (list), Canon's base model costs 65.8% more than HP's \$3,499 base model. Plus the HP LaserJet M5035 MFP ships standard with printing functionality plus an ADF, hard disk, and digital sending. Such features are options for the Canon imageRUNNER 2830 that can drive the device's total cost to as high as \$12,500 – 2.5 times more than the comparably equipped, \$4,899 HP LaserJet M5035x MFP.³

Significant differences between these devices could impact...

user productivity:

Faster performance – The HP LaserJet M5035 MFP's rated copy/print speed, 35 pages per minute, is 25% faster than the Canon imageRUNNER 2830's 28 ppm.¹ Better sustained performance is another big HP advantage, with the LaserJet M5035 MFP able to copy a suite of 11 originals totaling 222 pages in only 4.8 minutes – 20% less time than the 6.0 minutes it took the Canon device.²

Reliable print quality – HP's integrated print cartridges incorporate the toner supply, imaging drum, developer, and charge roller. This innovative design helps HP LaserJets deliver consistently great print quality throughout the life of the device since you essentially refresh the entire imaging system every 15,000 pages when you replace your HP LaserJet M5035 MFP's toner. Canon imageRUNNER 2830 toner cartridges don't include the imaging drum, which is a separate consumable that only gets replaced every 75,000 pages.¹ Furthermore, the Canon unit's OPC drum becomes exposed whenever users access the device's paper path to clear jams, so they must take an extra measure of care to ensure it doesn't become damaged by sunlight, fingerprints, or any nicks or scratches. The HP LaserJet M5035 MFP's drum, on the other hand, is fully protected.

Superior digital sending and security – The HP LaserJet M5035 MFP offers color scanning standard. The Canon imageRUNNER 2830 doesn't – even as an option. The HP MFP also ships with embedded send to email and embedded send to folder in the box. Such digital-sending functionality is an expensive option for Canon users, who must purchase an external Canon eCopy PC, LCD touch-screen monitor, keyboard, and stand totaling about \$4,000 (list). However, they still won't enjoy such features as forced send to self, SMTP authentication, hard disk overwrite, support for user or domain authentication like Kerberos and LDAP, and support for SNMPv3, 802.1x, IPv6, and IPSec – all of which come standard with the HP MFP.

total cost of ownership:

Less expensive to acquire – With an estimated street price of \$6,700, the base model of the Canon imageRUNNER 2830 can cost nearly twice as much as the \$3,499 HP LaserJet M5035 MFP base model.³ Plus all HP LaserJet MFPs are backed by a 1-year, next-business-day, onsite warranty, whereas Canon requires a service agreement.

More capabilities in the box – Unlike the HP LaserJet M5035, Canon's imageRUNNER 2830 does not offer printing functionality or a hard disk standard. Canon's UFR II and UFR II/PCL printer kits list for \$1,000 and \$1,500, respectively, and include a hard disk.³ An auto document feeder and digital sending are also optional upgrades on the Canon imageRUNNER 2830 that list for \$1,200 and \$4,000, respectively, whereas both come standard with the HP LaserJet M5035 MFP.³

Streamlined management – HP Web Jetadmin's powerful fleet-management capabilities let you batch configure multiple devices at once, including settings on groups of unlike devices, plus HP lets you update alerts and firmware and configure LDAP settings on multiple devices concurrently. With Canon, IT must configure, set alerts, and update each client and each device one at a time instead of in batches. HP also offers a Universal Print Driver for Windows that lets you deploy just one driver for your entire HP imaging and printing fleet. Canon, on the other hand, offers no such solution.²

1 Based on the manufacturer's published product specifications.

2 Based on HP internal testing.

3 Estimated street prices in U.S. dollars from www.buyerslab.com on Jan. 3, 2007. Actual prices may vary.