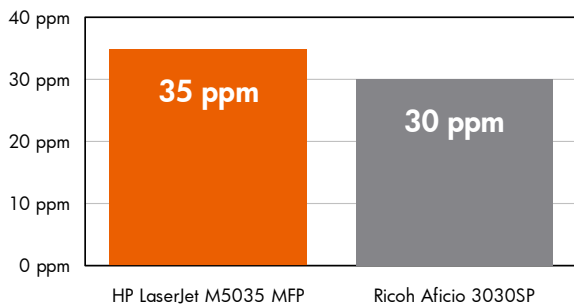


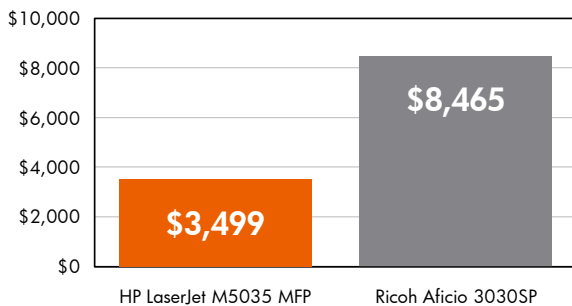
HP LaserJet M5035 MFP vs. Ricoh Aficio 3030SP



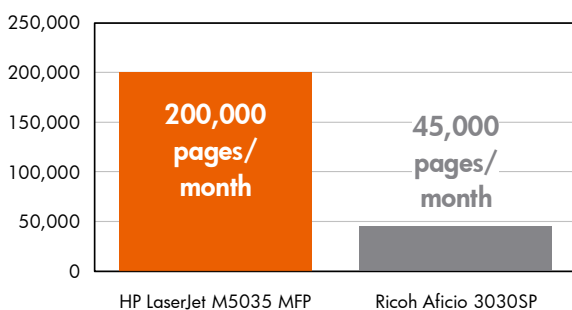
Print and copy faster with HP LaserJet MFPs.¹



Pay less for stellar multifunctionality with HP.³



Print and copy 4x more pages per month with the HP LaserJet M5035 MFP.¹



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

Faster performance — The HP LaserJet M5035 MFP's rated copy/print speed, 35 ppm, is 16.7% faster than the Ricoh Aficio 3030SP's 30 ppm.¹ Likewise, the HP MFP boasts a faster scan speed — 35 monochrome images per minute vs. 30 ipm for Ricoh.¹

Stellar, reliable print quality — HP LaserJet M5035 MFP users enjoy the ability to print in true 1,200 x 1,200 dpi. Ricoh Aficio 3030SP users are limited to 600 x 600 dpi.¹ Furthermore, the HP MFP, like virtually all HP LaserJets, employs integrated print cartridges that 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. Ricoh Aficio 3030SP toner cartridges don't include the imaging drum, which is a separate consumable that only gets replaced every 60,000 pages.¹ Ricoh's strategy also doubles the number of different consumables you have to install, order, and store.

Superior digital sending — The HP LaserJet M5035 MFP offers 24-bit color scanning standard. The Ricoh Aficio 3030SP doesn't — even as an option.¹ The HP MFP also creates up to 50% smaller monochrome digital-send files than its Ricoh counterpart.²

total cost of ownership:

Less expensive to acquire — With an estimated street price of \$8,465, the Ricoh Aficio 3030SP can cost more than twice as much as the \$3,499 HP LaserJet M5035 MFP base model. And while the HP MFP features free PostScript emulation, PostScript support is an option on the Ricoh unit that lists for \$595. Furthermore, all HP LaserJet MFPs are backed by a 1-year, next-business-day, onsite warranty, whereas Ricoh requires a service agreement.

Advanced security features — The HP LaserJet M5035 MFP ships standard with several advanced security features that are either unavailable or expensive options on the Ricoh Aficio 3030SP, including hard disk overwrite, encrypted scan, and support for IPv6, IPsec, and Kerberos.¹

Designed for demanding workgroups — HP's LaserJet M5035 MFP is designed for large workgroups printing documents for immediate use in fast-paced environments. It offers a 200,000-page monthly duty cycle and ships with 256 MB of memory. By comparison, the Ricoh unit is only rated at 45,000 pages per month and only ships with 128 MB of memory. Furthermore, Ricoh's hard disk, which has half the capacity of HP's, is optional. The HP MFP also supports greater media weights — 16-32-lb. bond in the standard trays and 16-53-lb. bond in the MP tray vs. 17-28-lb. bond and 14-42-lb. bond, respectively, for the Ricoh unit. And while the HP MFP offers a true desktop version for unmatched versatility, its Ricoh counterpart does not.

¹ Based on the manufacturer's published product specifications.

² Based on HP internal testing.

³ All prices are estimated street prices in U.S. dollars from www.buyerslab.com on Dec. 7, 2006. Actual prices may vary.