

The HP imaging and printing advantage

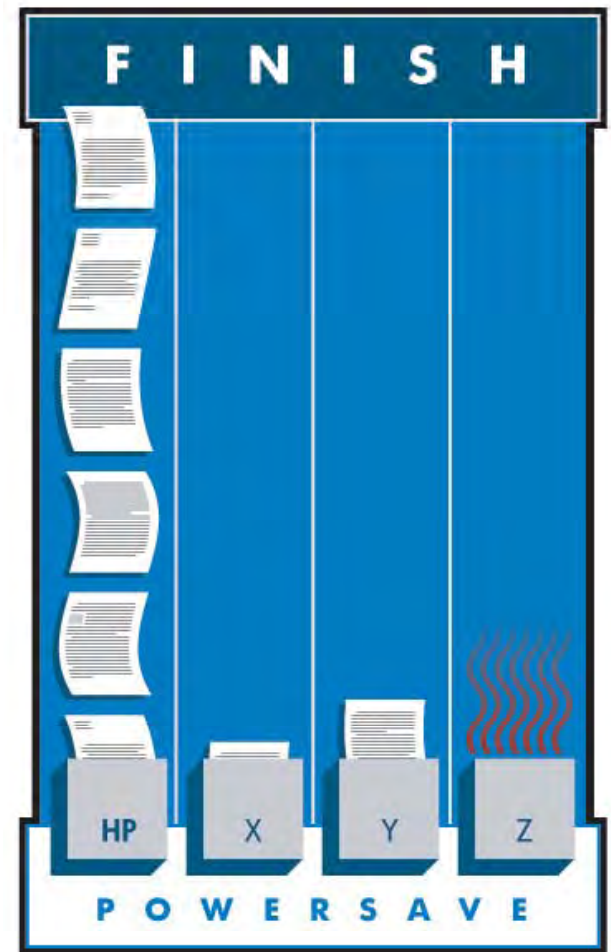
LaserJet Power Consumption

LES Competitive Response,
May 6, 2009



Boost productivity and reduce costs with HP Instant-on Technology

- Instant-on Technology — which HP began employing in 1993 — virtually eliminates warm-up time from powersave mode. At its core is a fast-heating fuser enabling the printer or MFP to switch into action almost immediately regardless of when it was last used and return to powersave mode soon after completing the job.
- This is markedly different from conventional laser-based printers, MFPs, and copiers, which employ a halogen or quartz bulb to indirectly heat a metal fuser cylinder that requires a prolonged warm-up time — sometimes more than a minute.
- As a result, HP users not only enjoy improved productivity, but reduced power consumption, too. This translates into significantly lower energy costs and a more environmentally-friendly IT infrastructure.

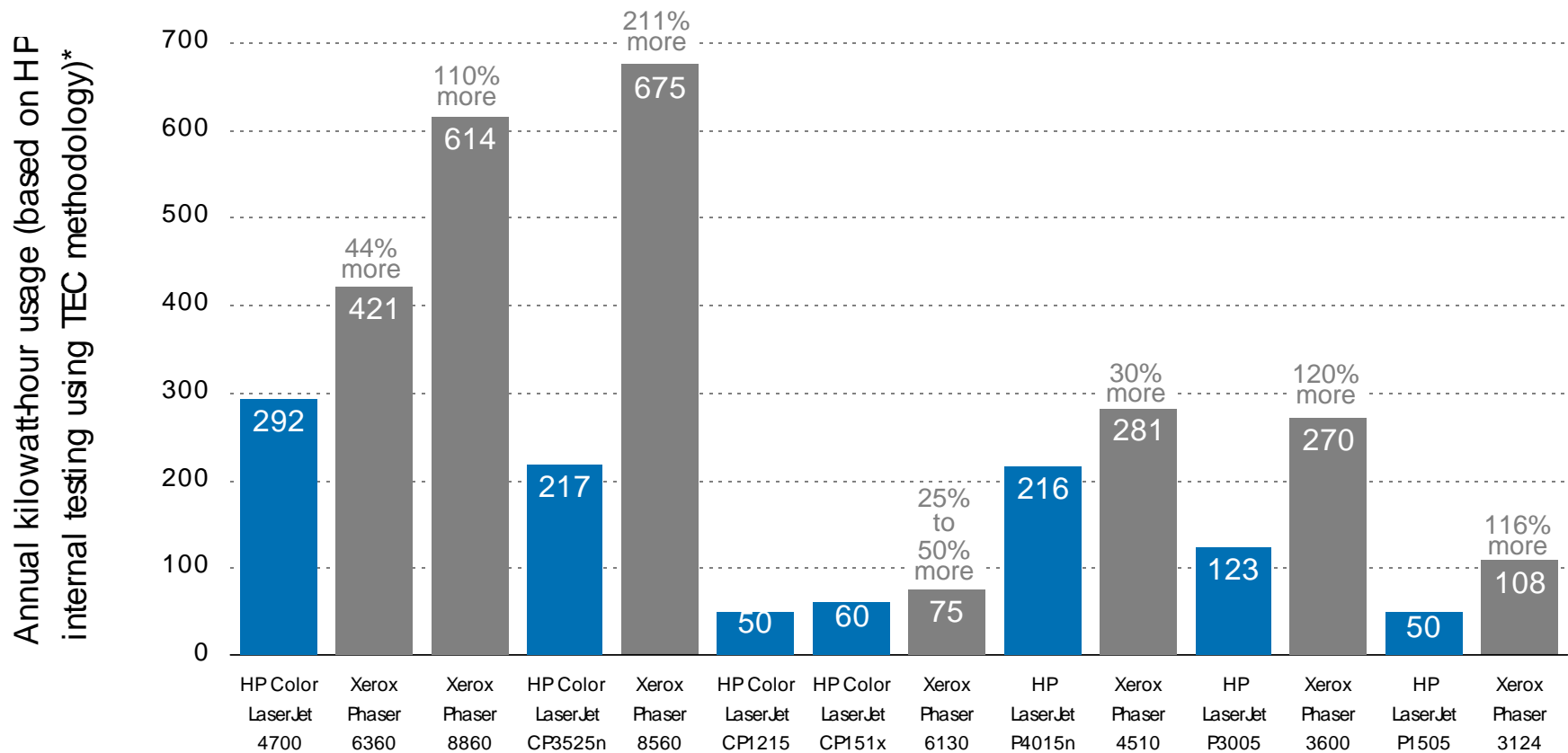


HP LaserJet energy cost comparisons...

- By competitor
- By printer
- By MFP



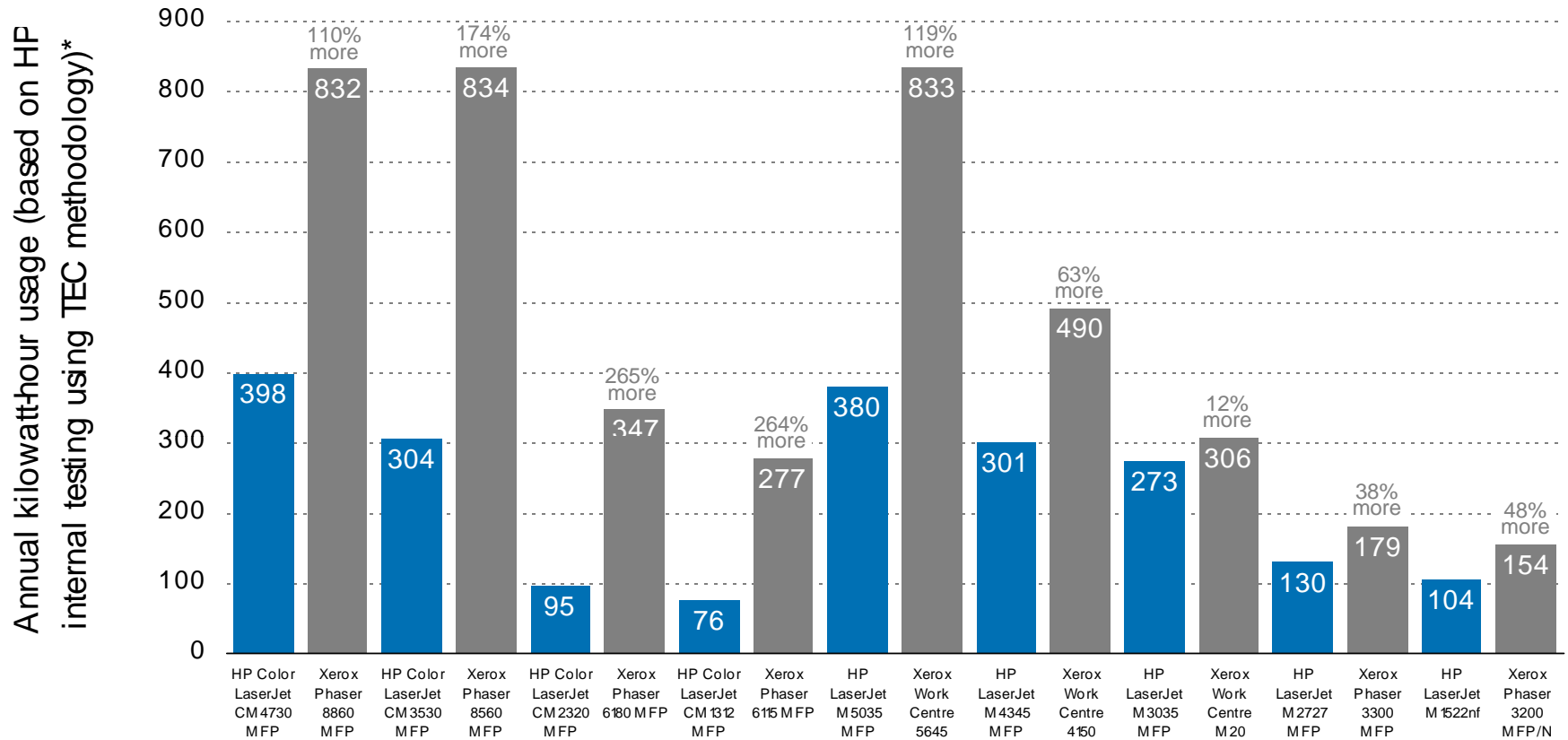
HP LaserJet printers offer lower energy consumption than their Xerox counterparts



* Results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method. Test data was extended to 1 year. Testing was conducted on a single unit of each product. Individual product configurations will affect power consumption. Actual cost and power usage may vary. Xerox 3600 power from EU EnergyStar.



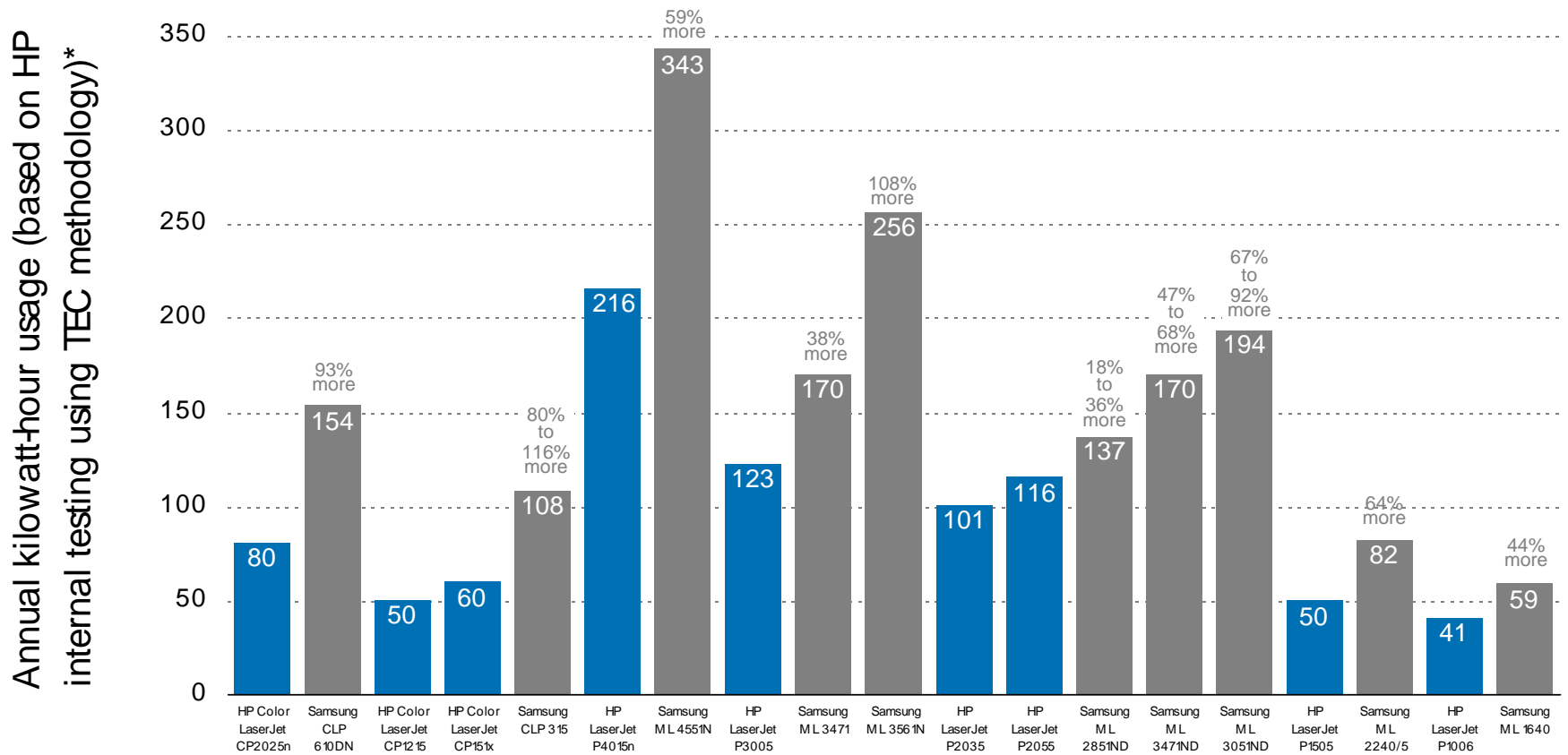
HP LaserJet MFPs offer lower energy consumption than their Xerox counterparts



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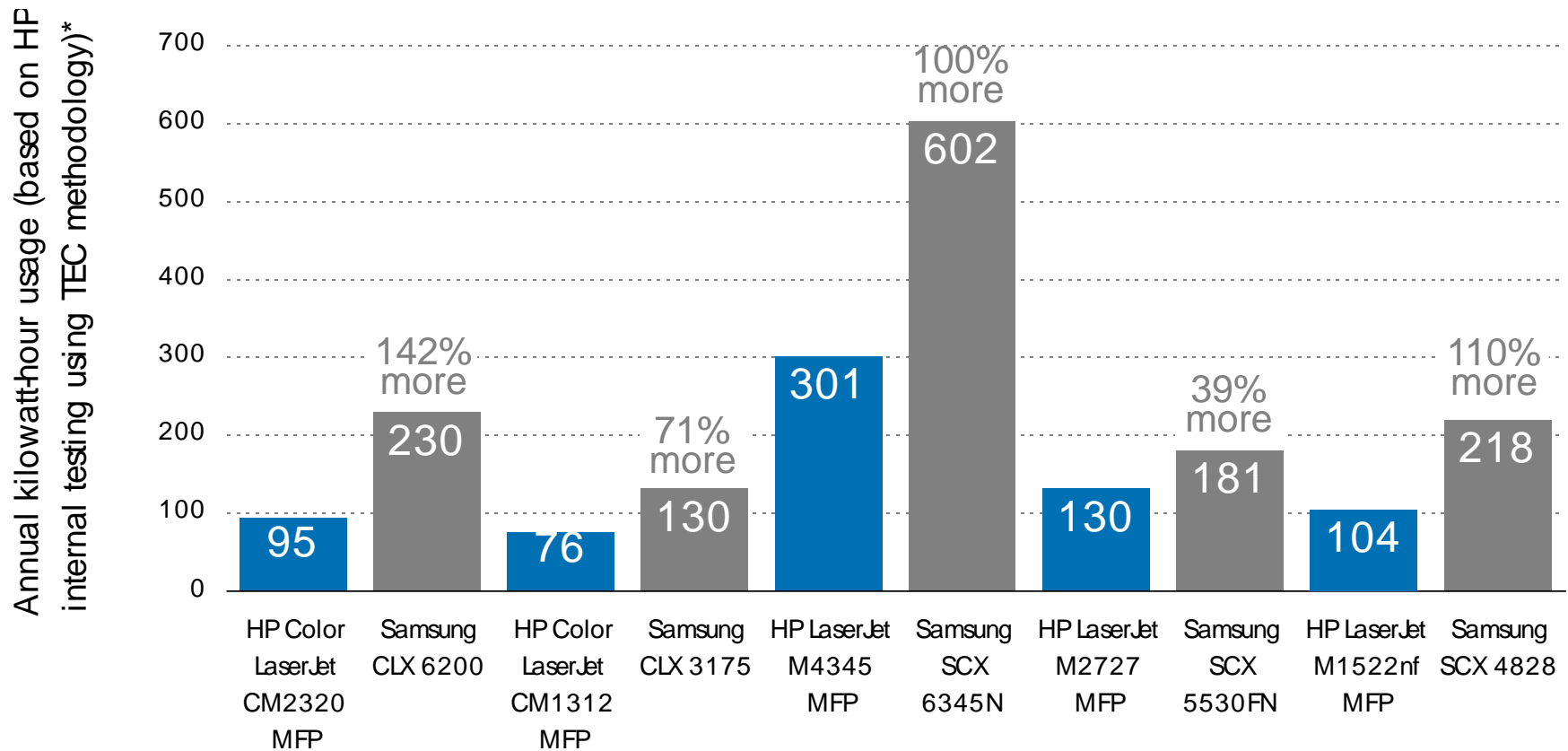
HP LaserJet printers offer lower energy consumption than their Samsung counterparts



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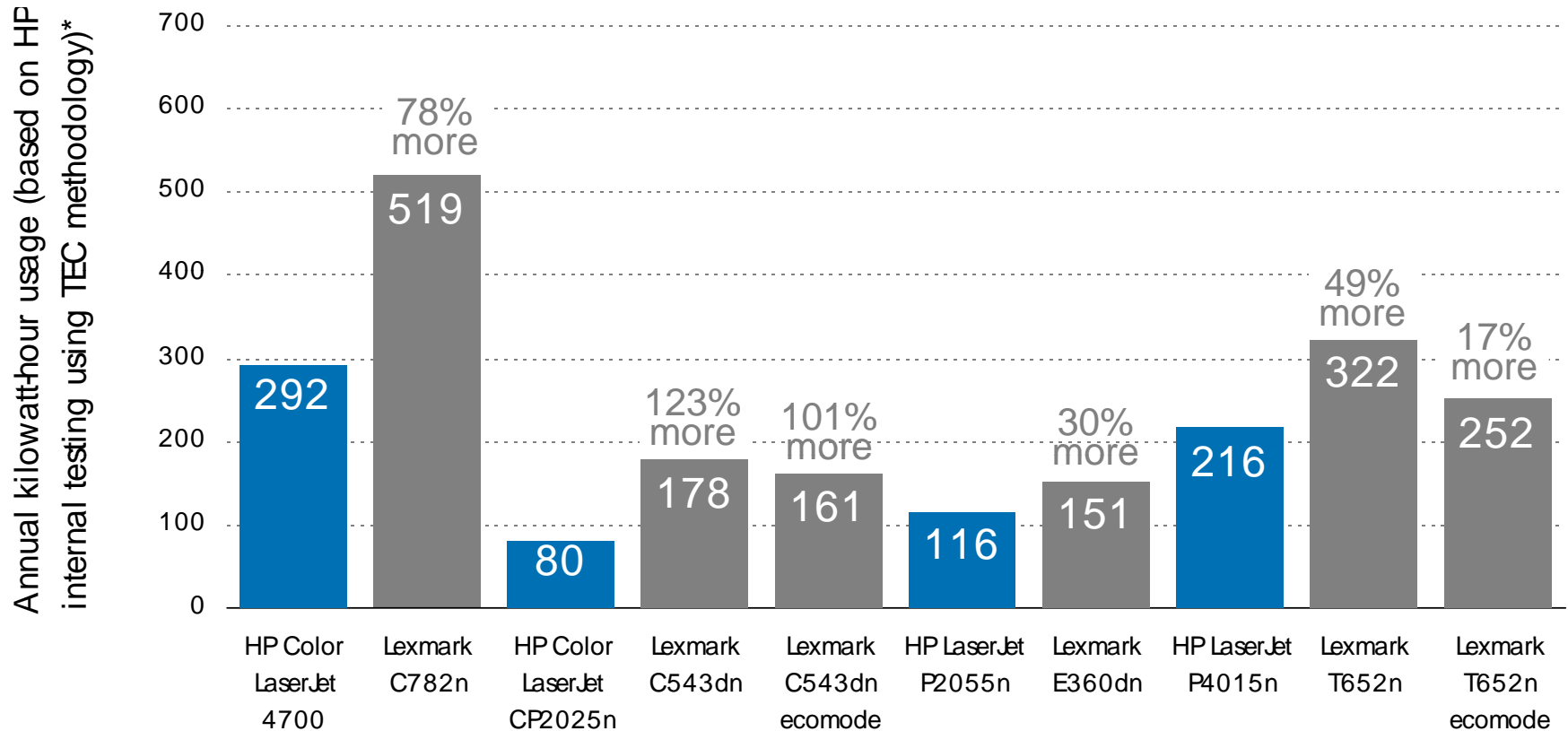
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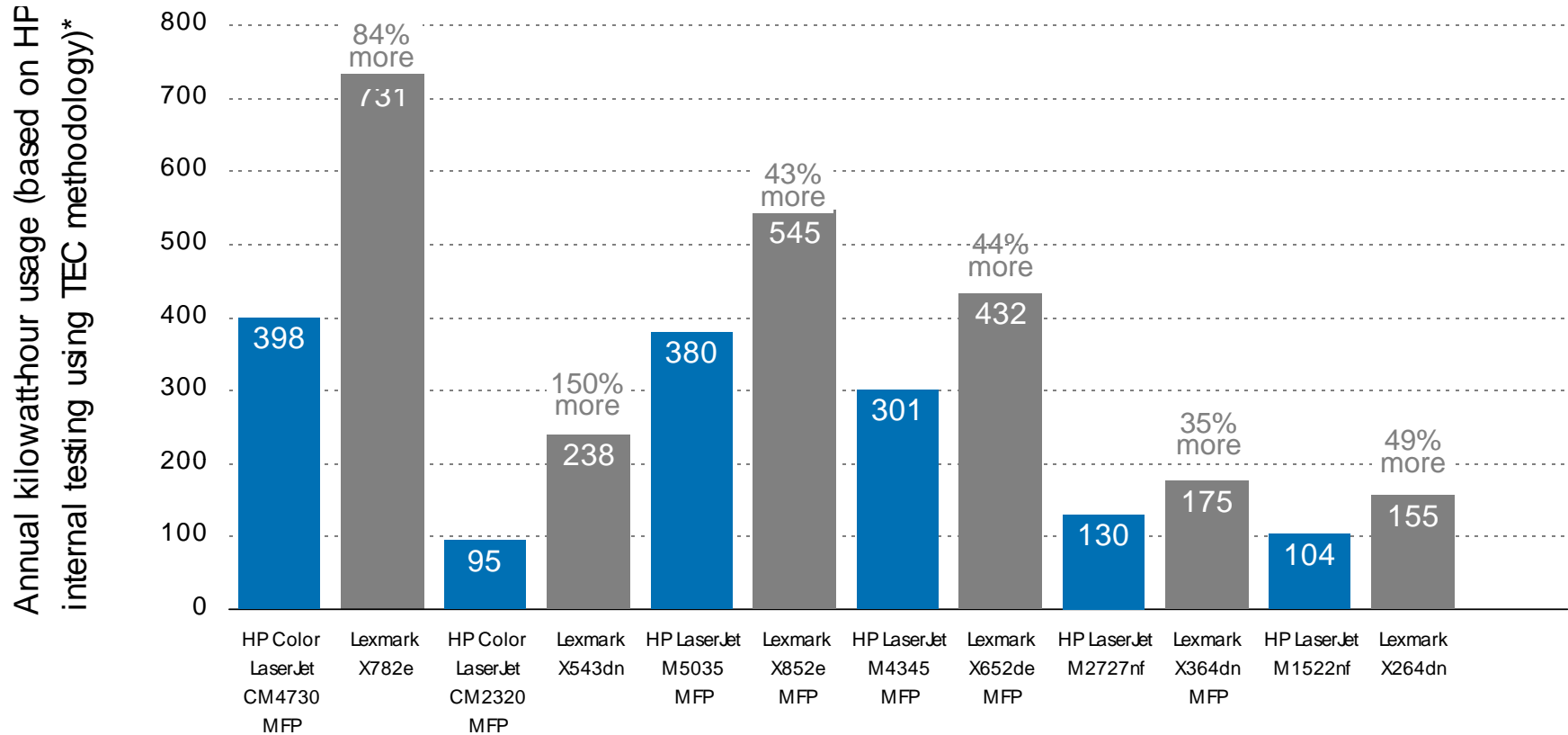
HP LaserJet printers offer lower energy consumption than their Lexmark counterparts



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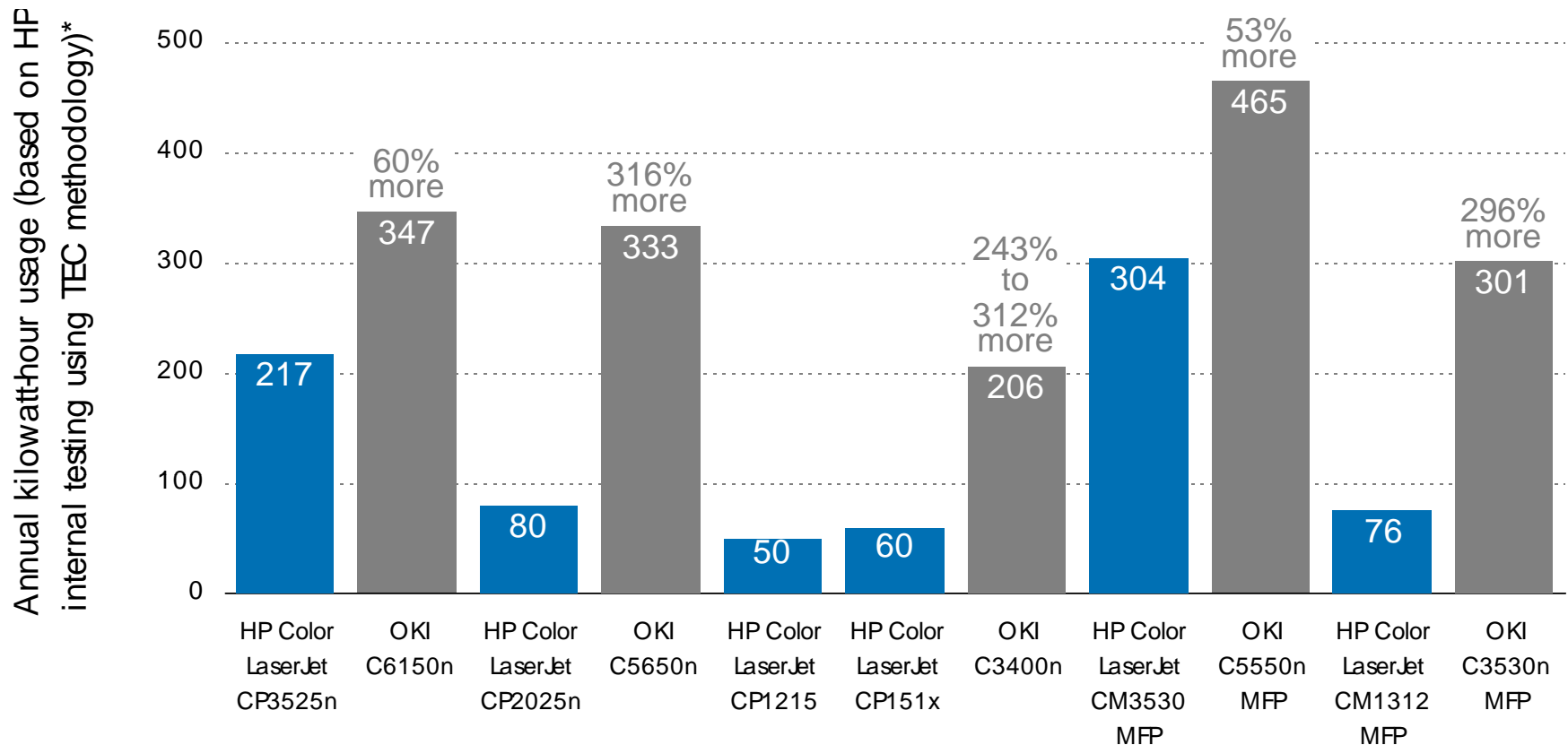
HP LaserJet MFPs offer lower energy consumption than their Lexmark counterparts



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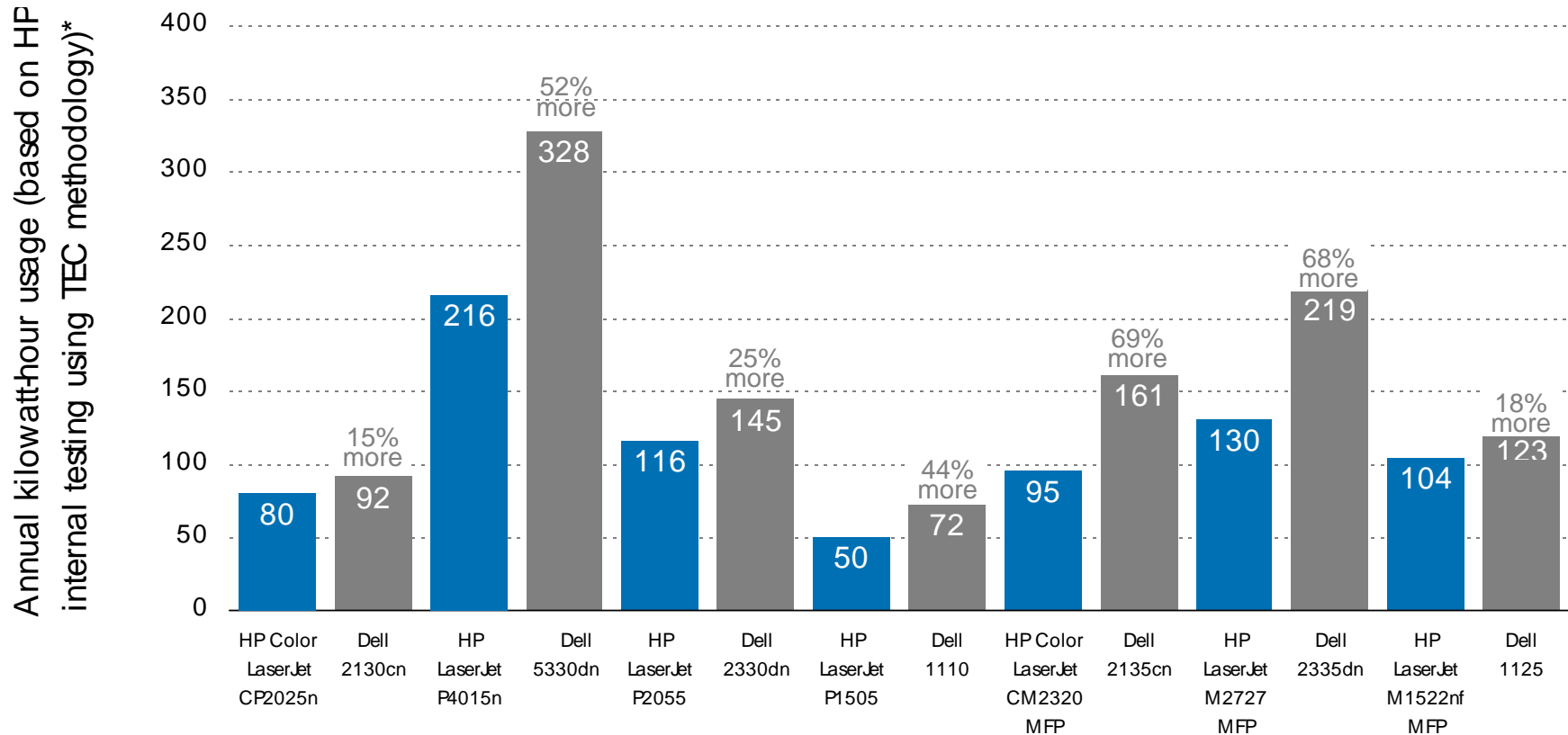


HP LaserJets offer lower energy consumption than their OKI counterparts



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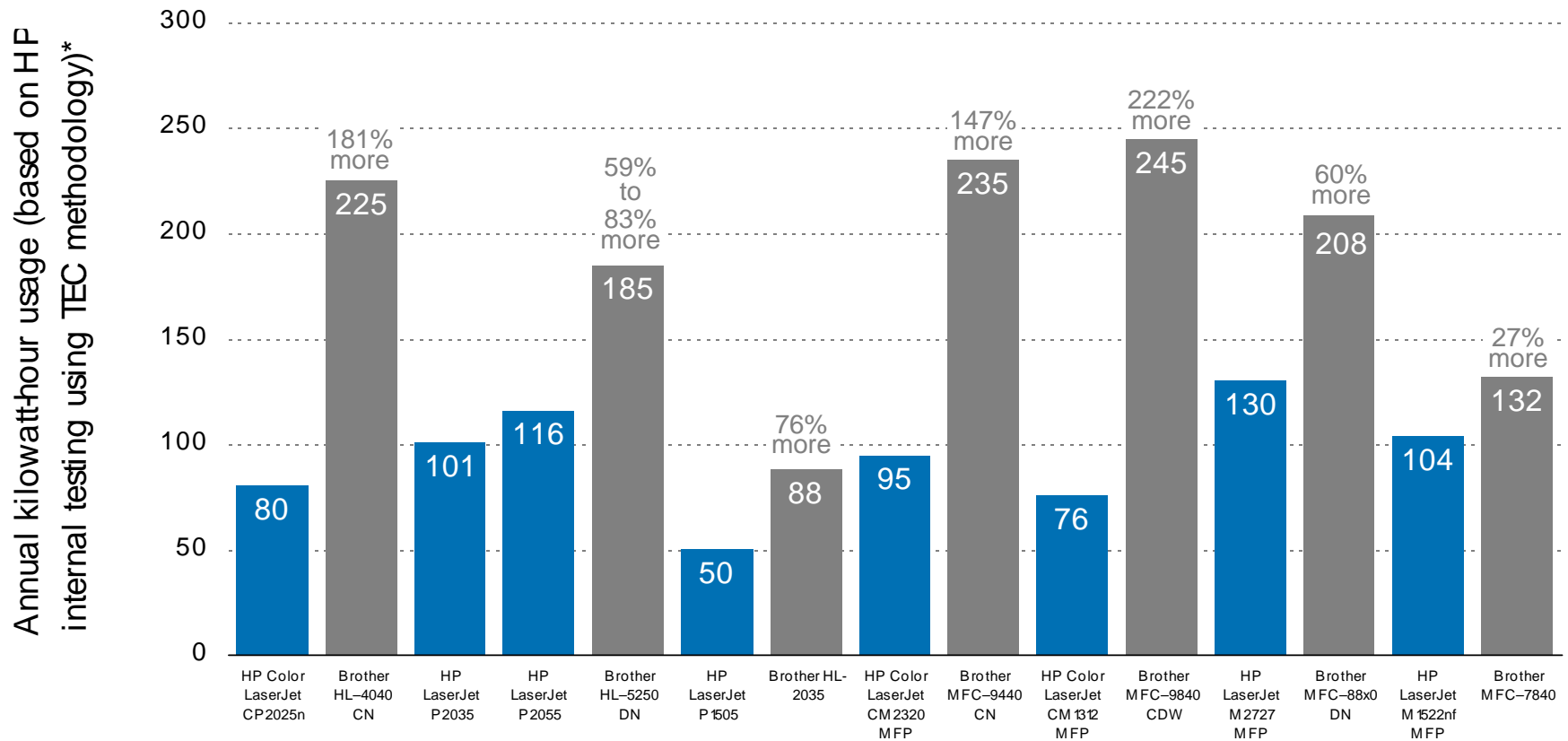
HP LaserJets offer lower energy consumption than their Dell counterparts



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HP LaserJets offer lower energy consumption than their Brother counterparts



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HP LaserJet energy cost comparisons...

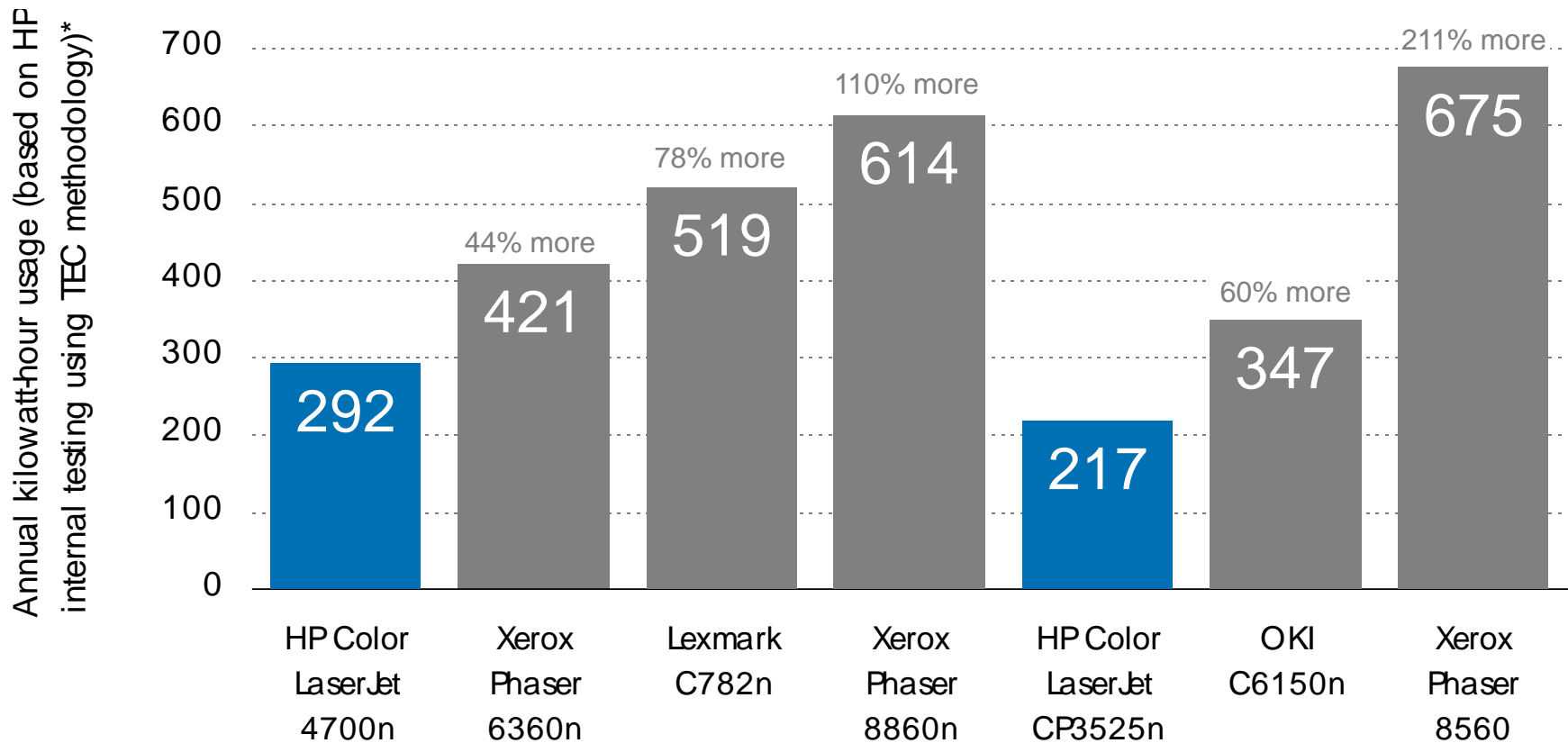
By competitor

→ By printer

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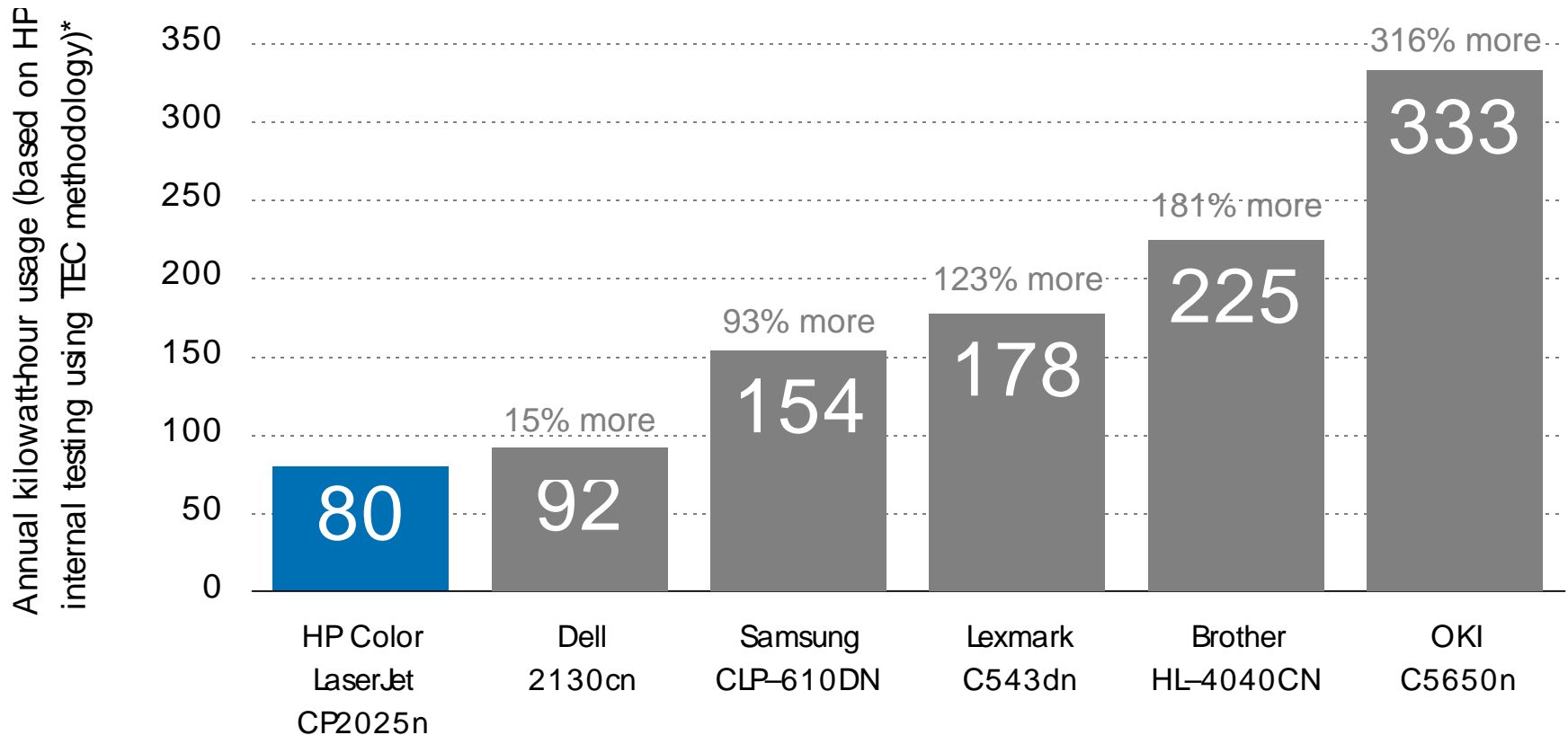


Consume less power with HP LaserJets



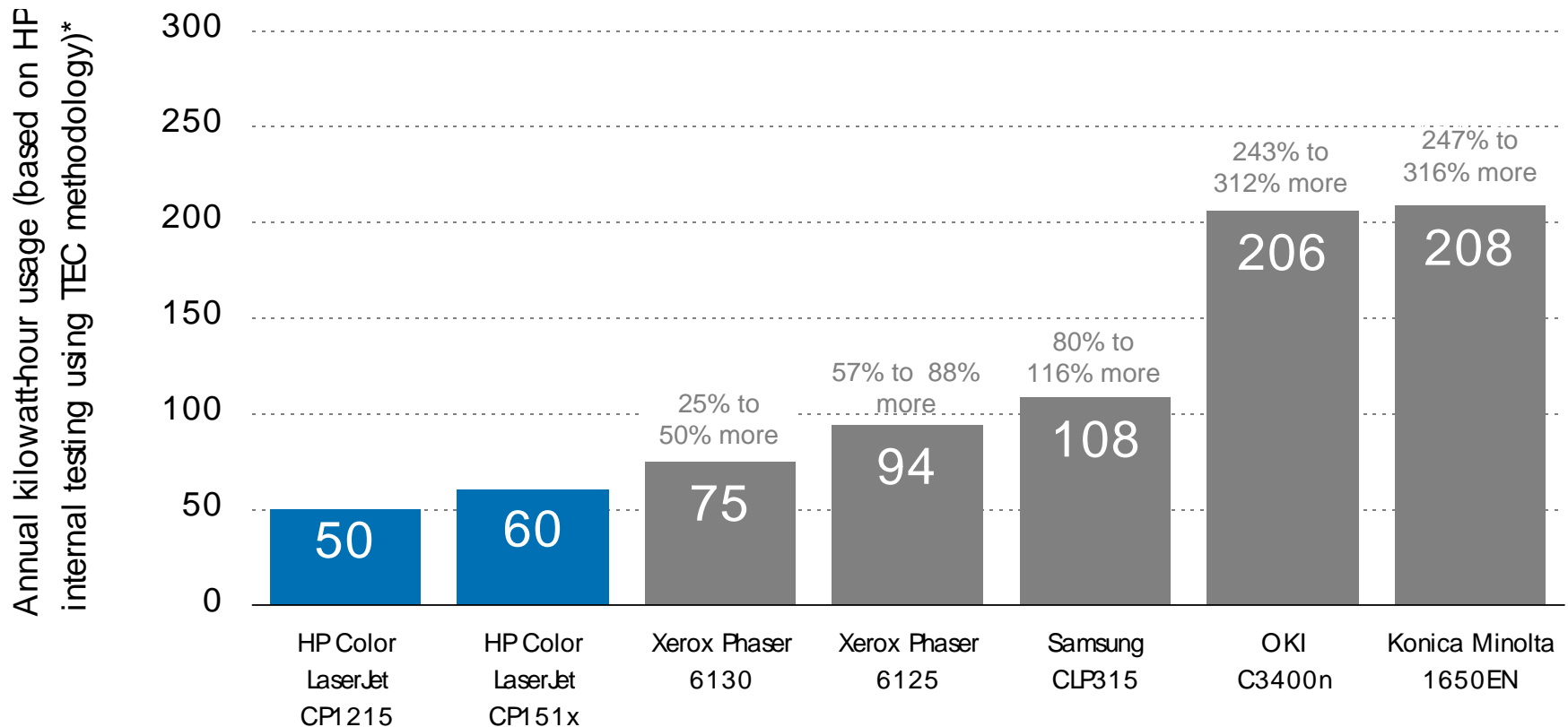
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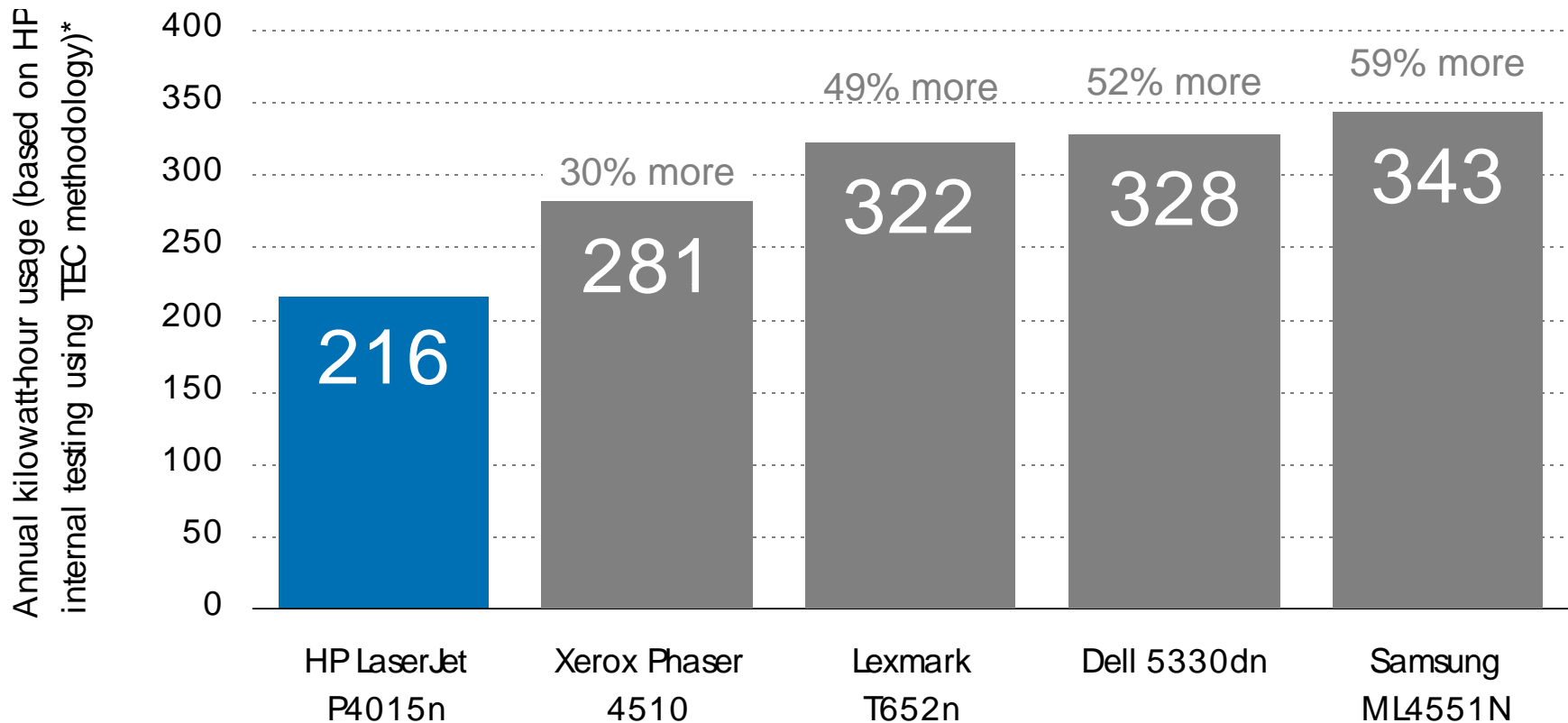
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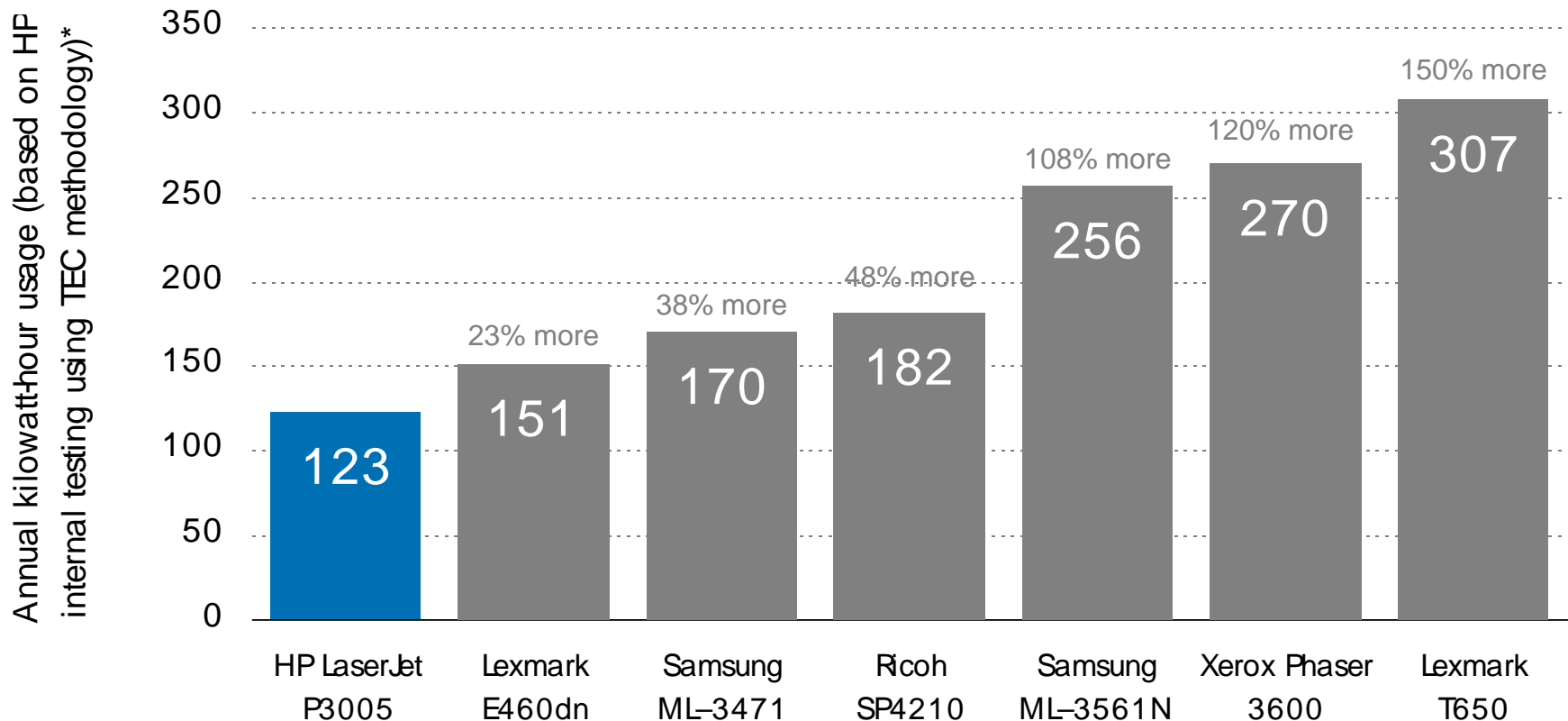
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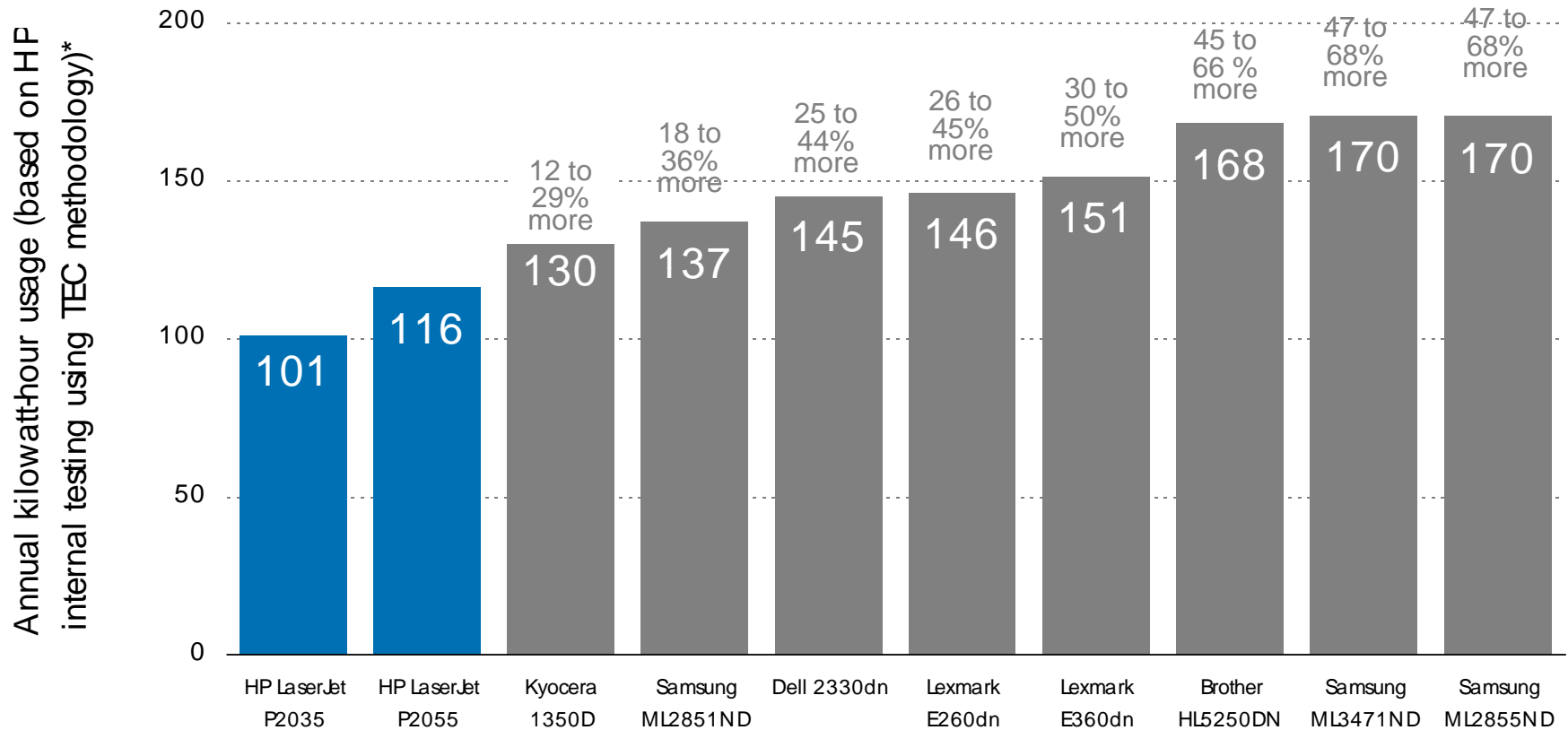
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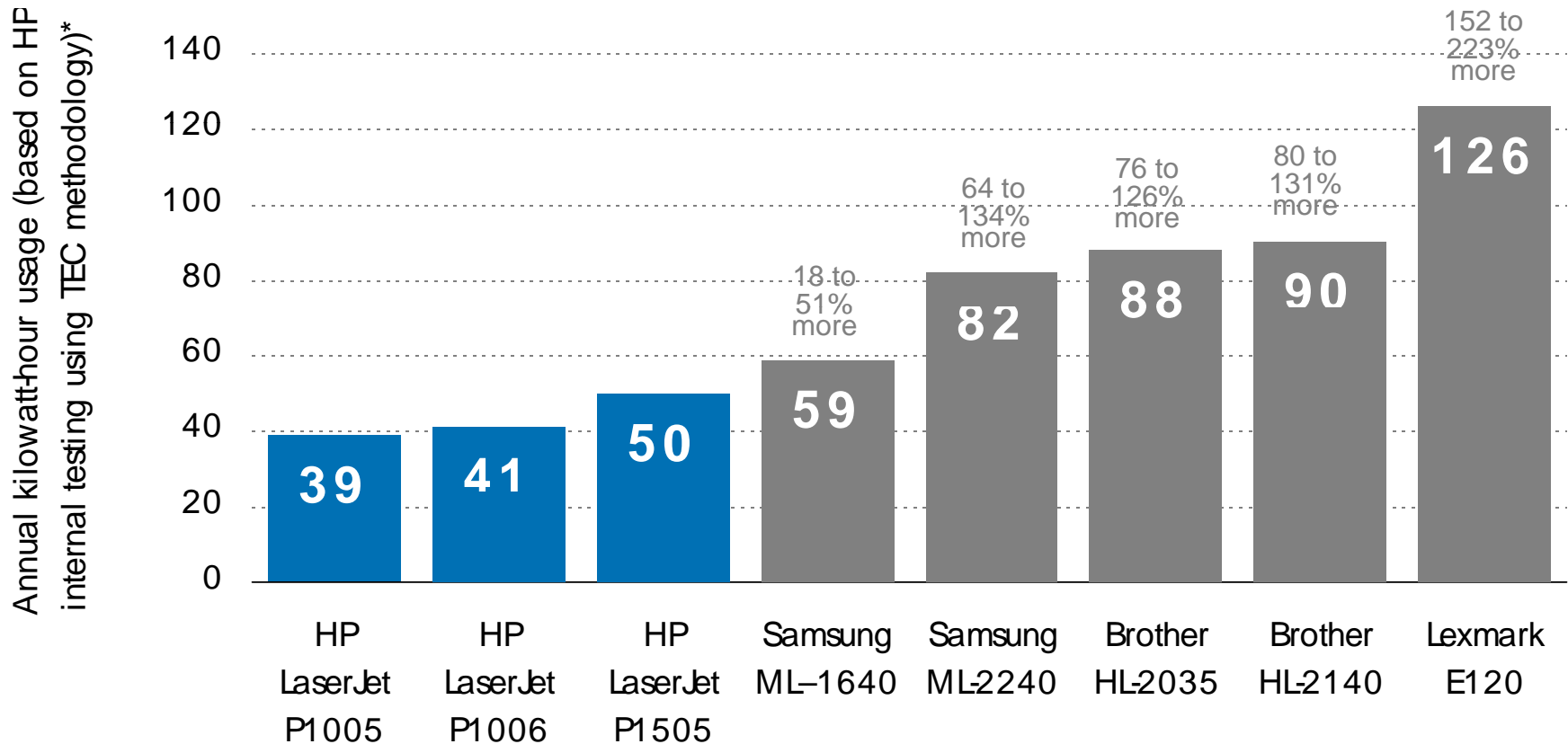
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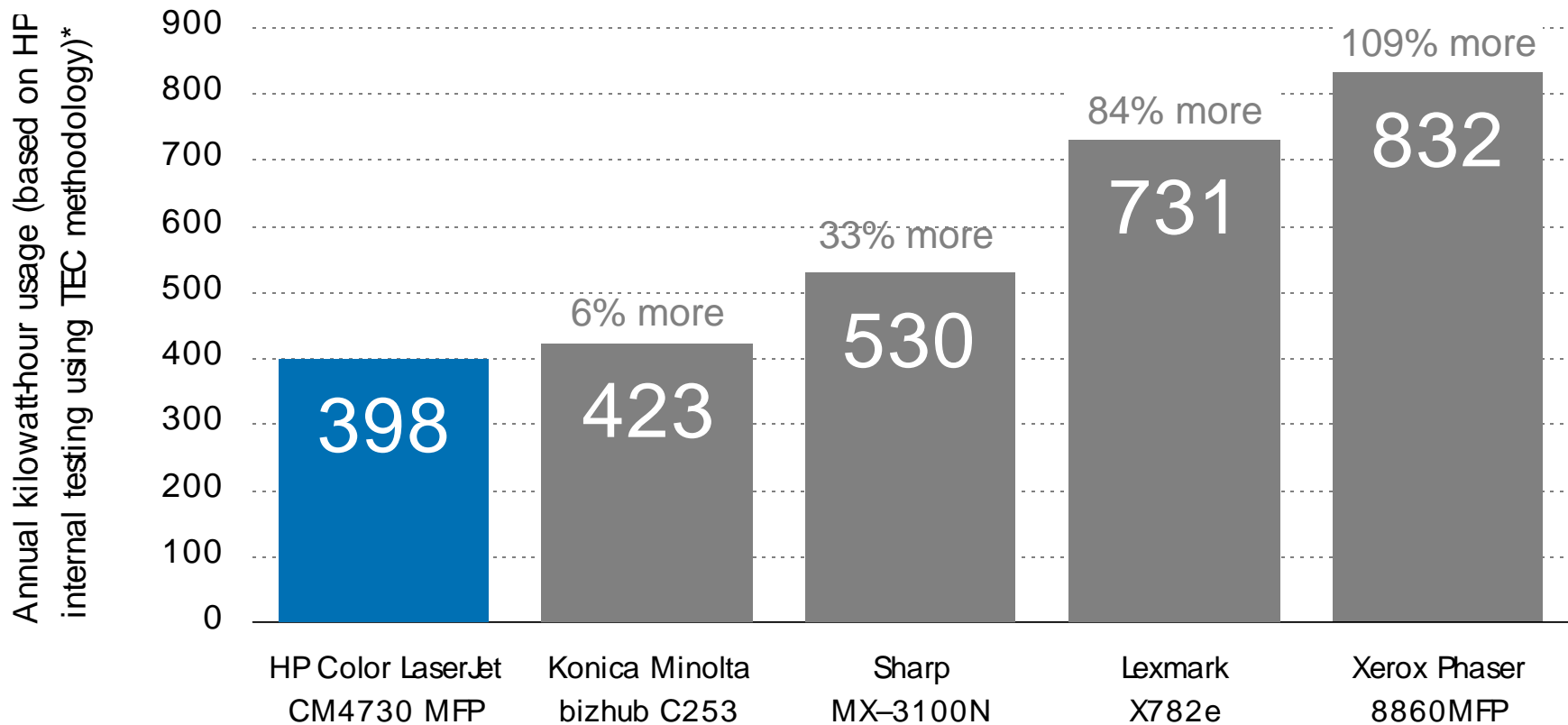
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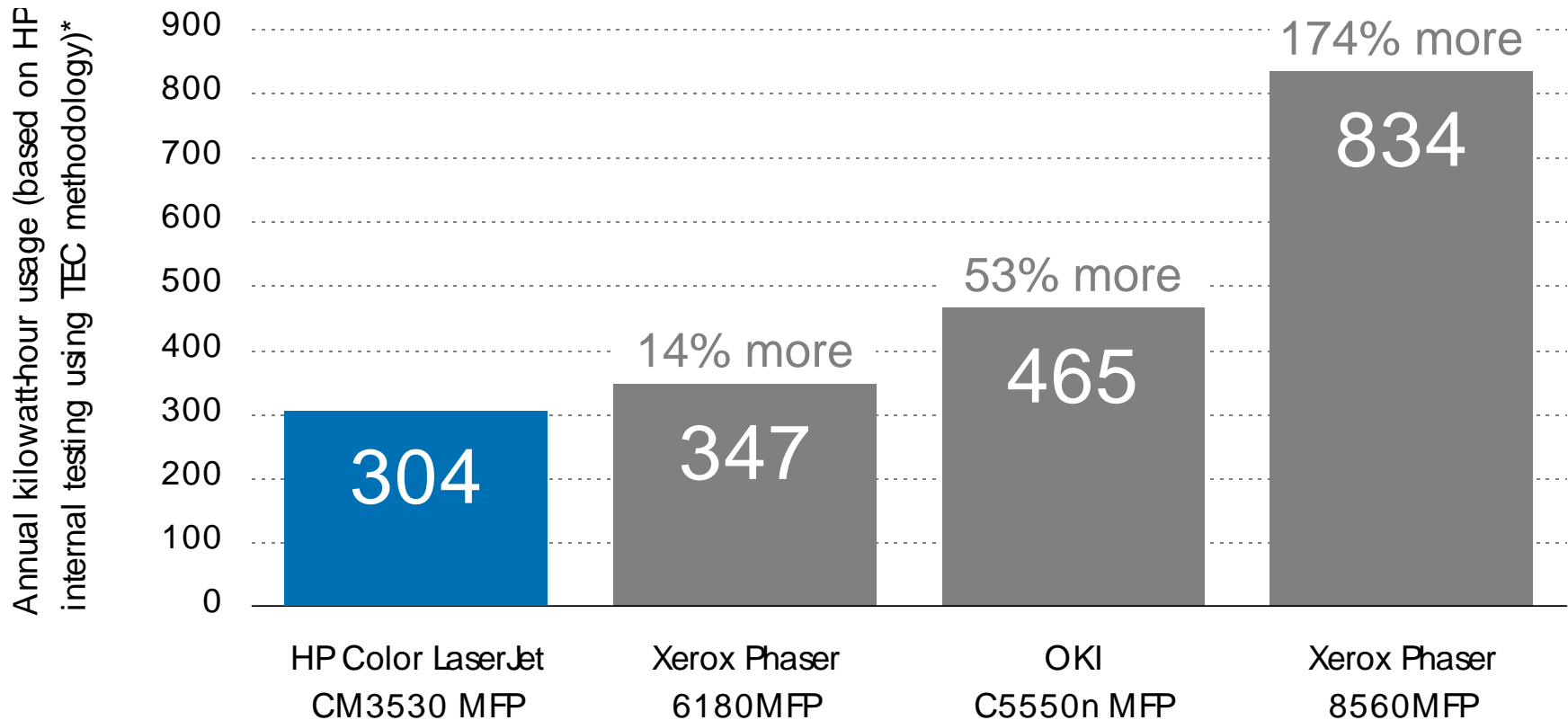


Consume less power with HP LaserJet MFPs



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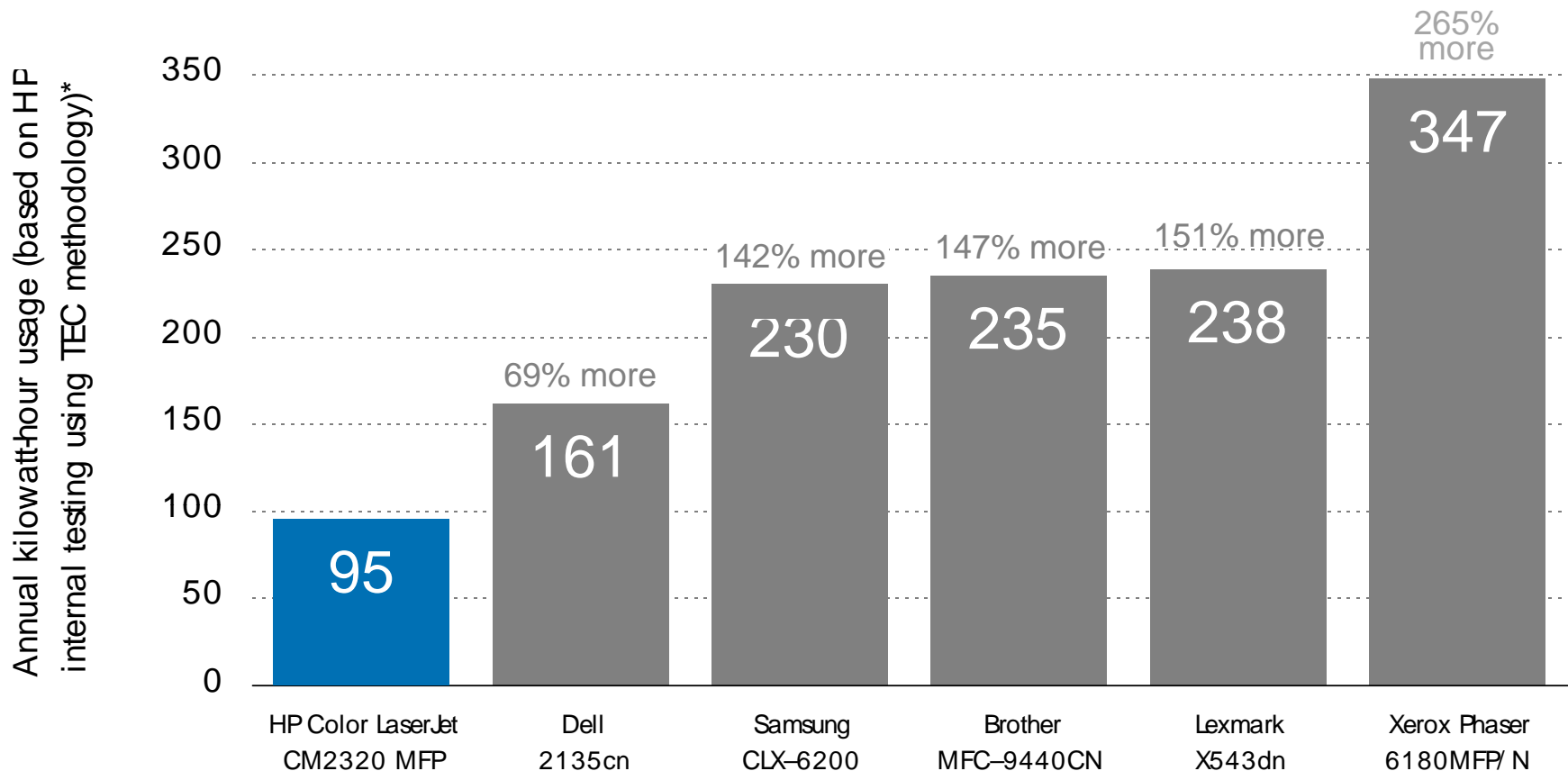
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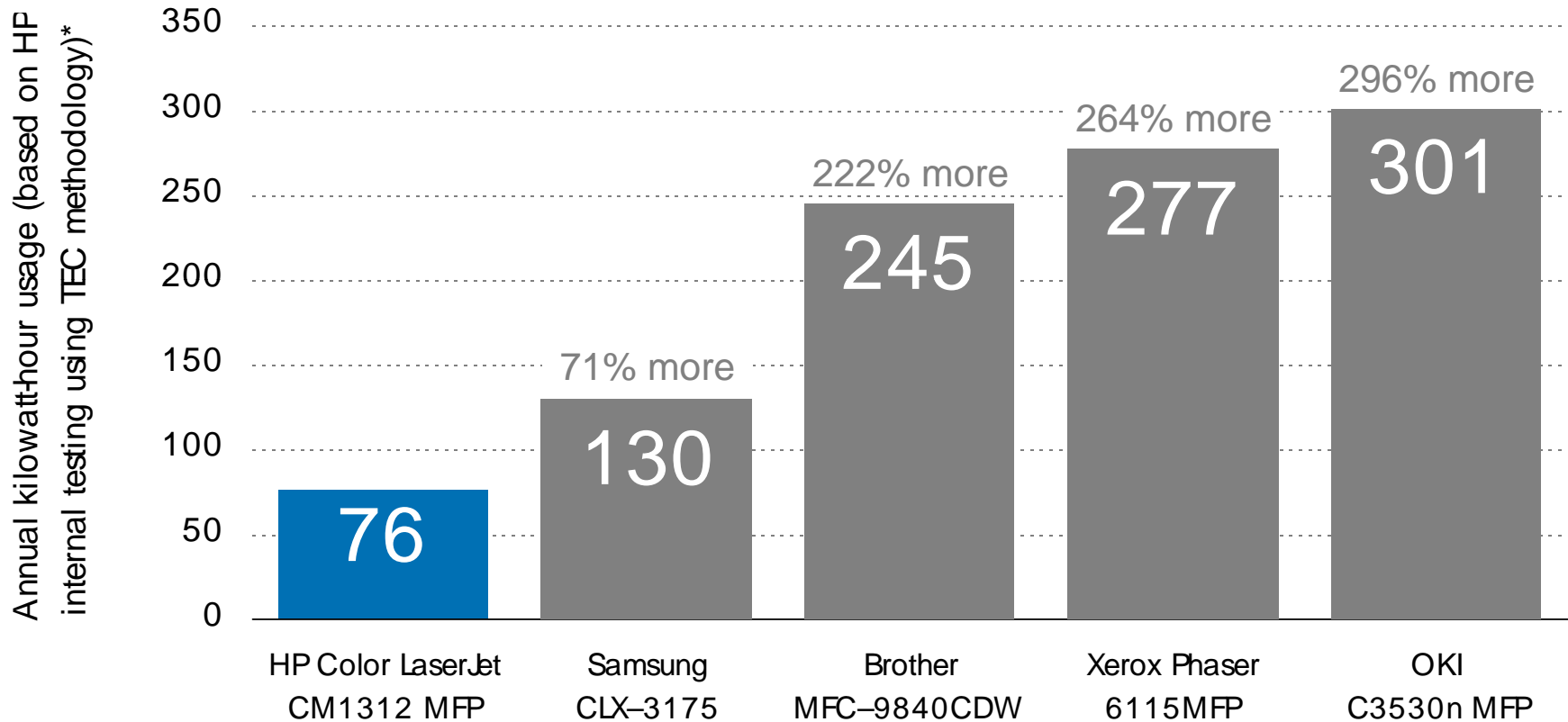


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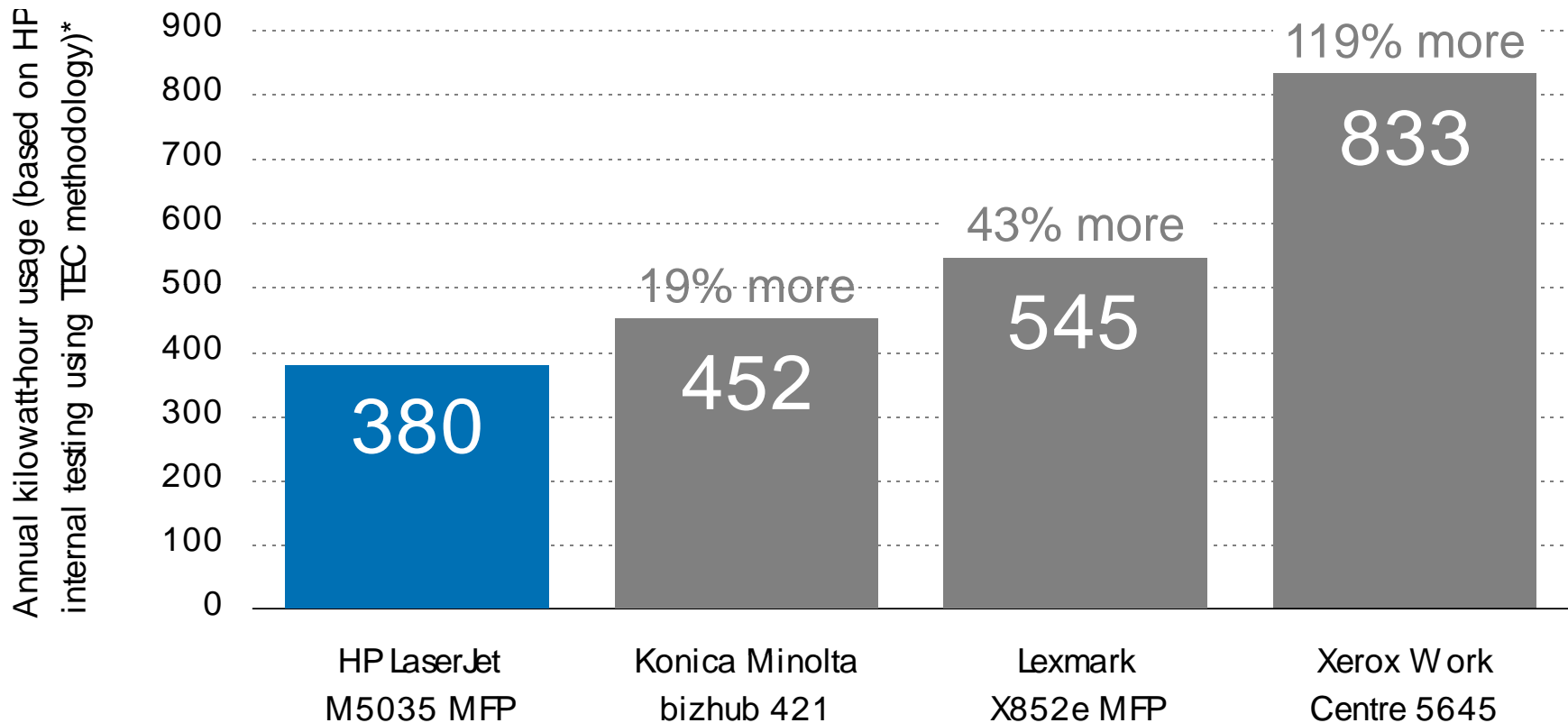
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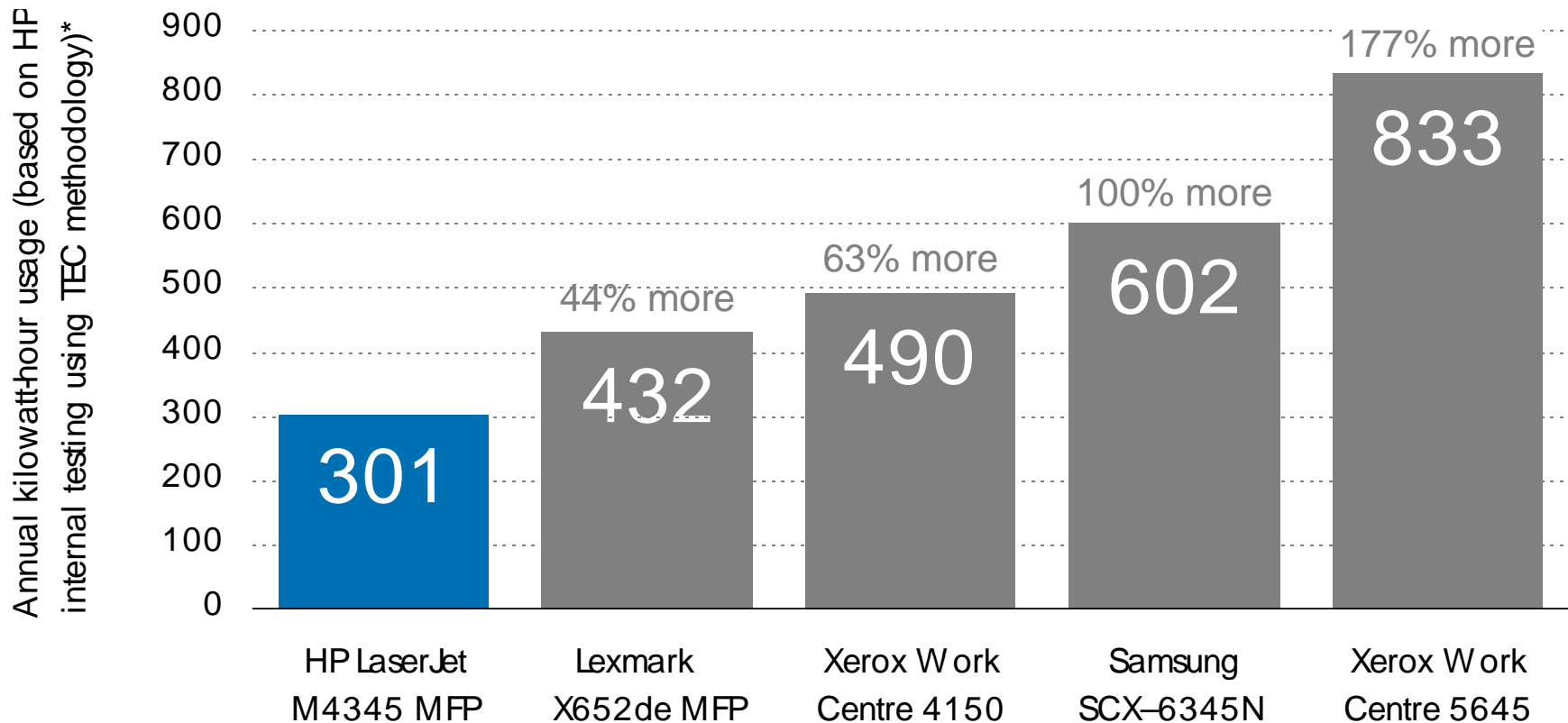
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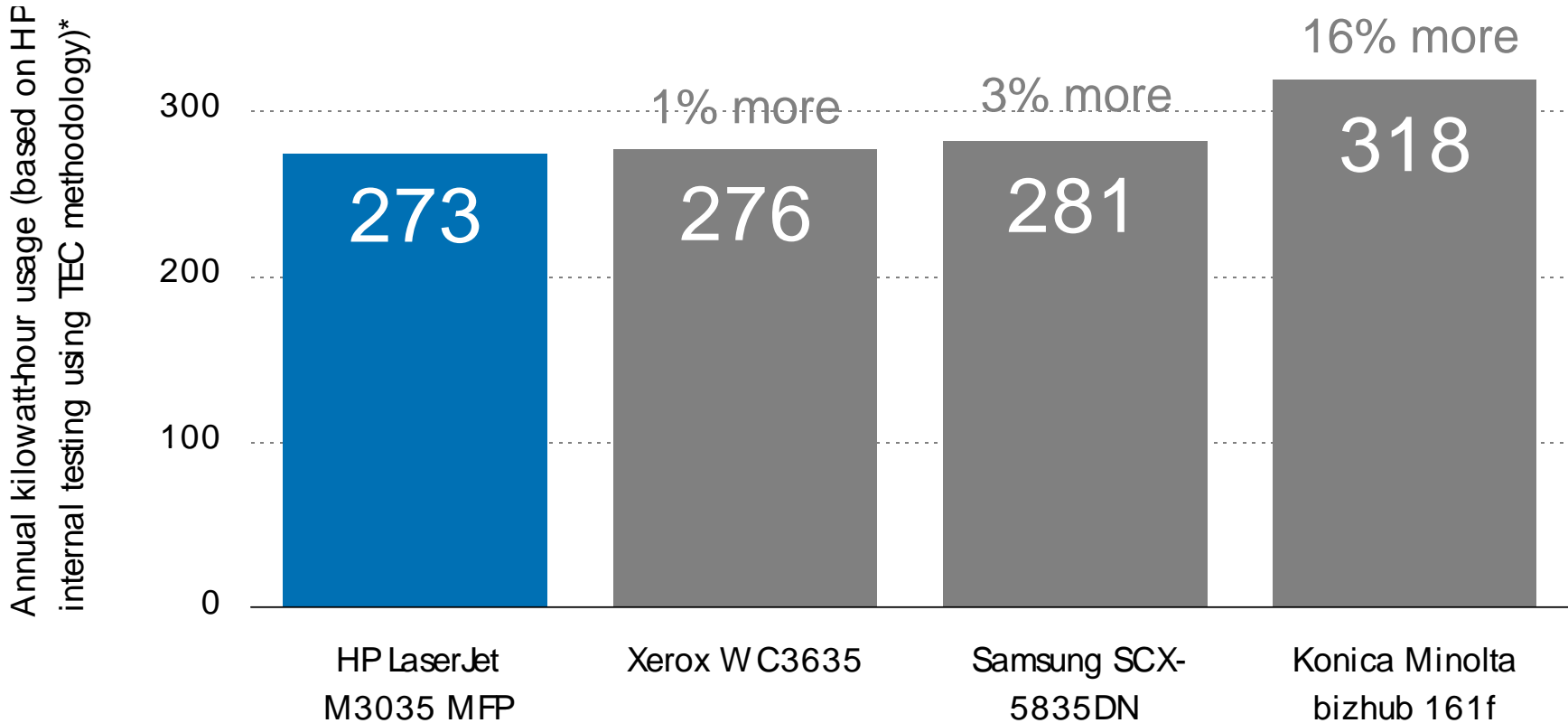
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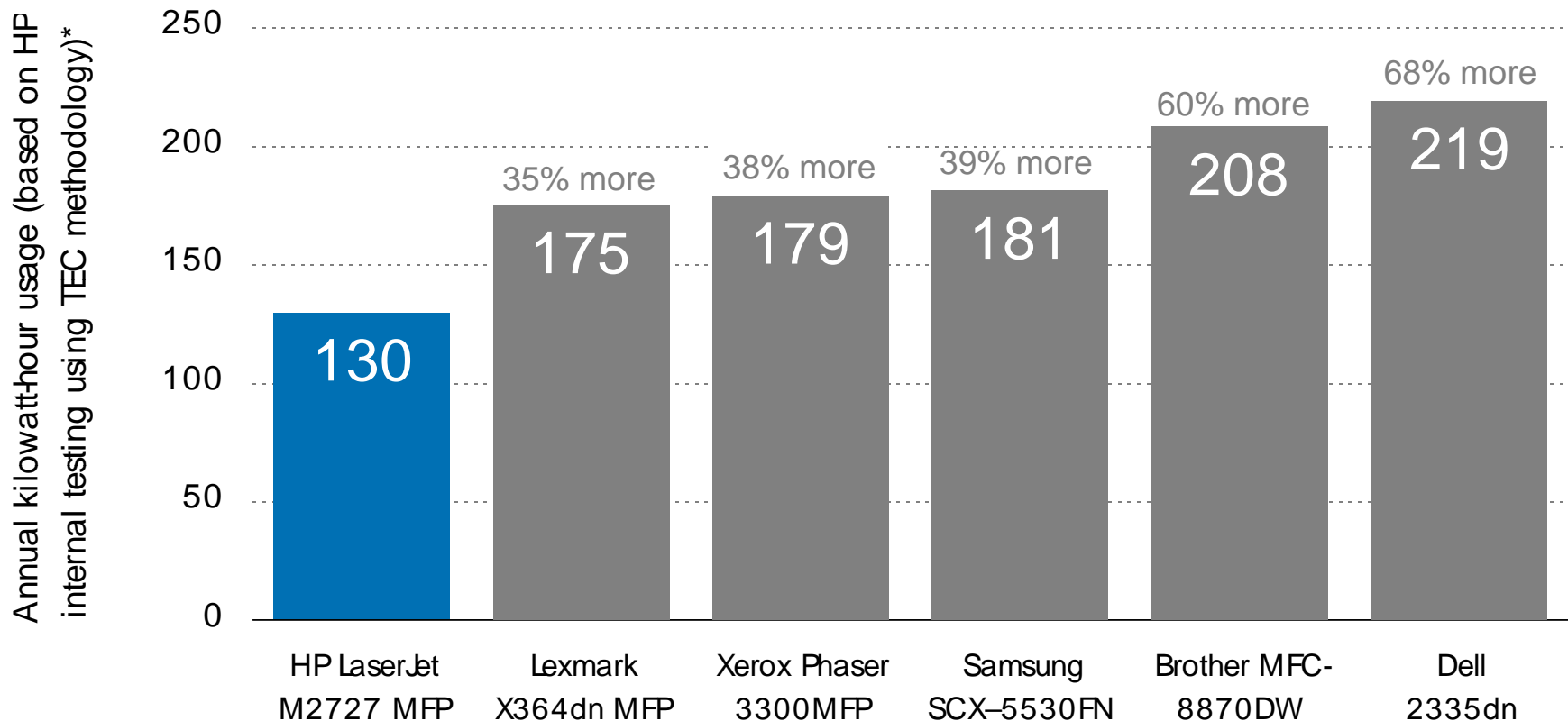
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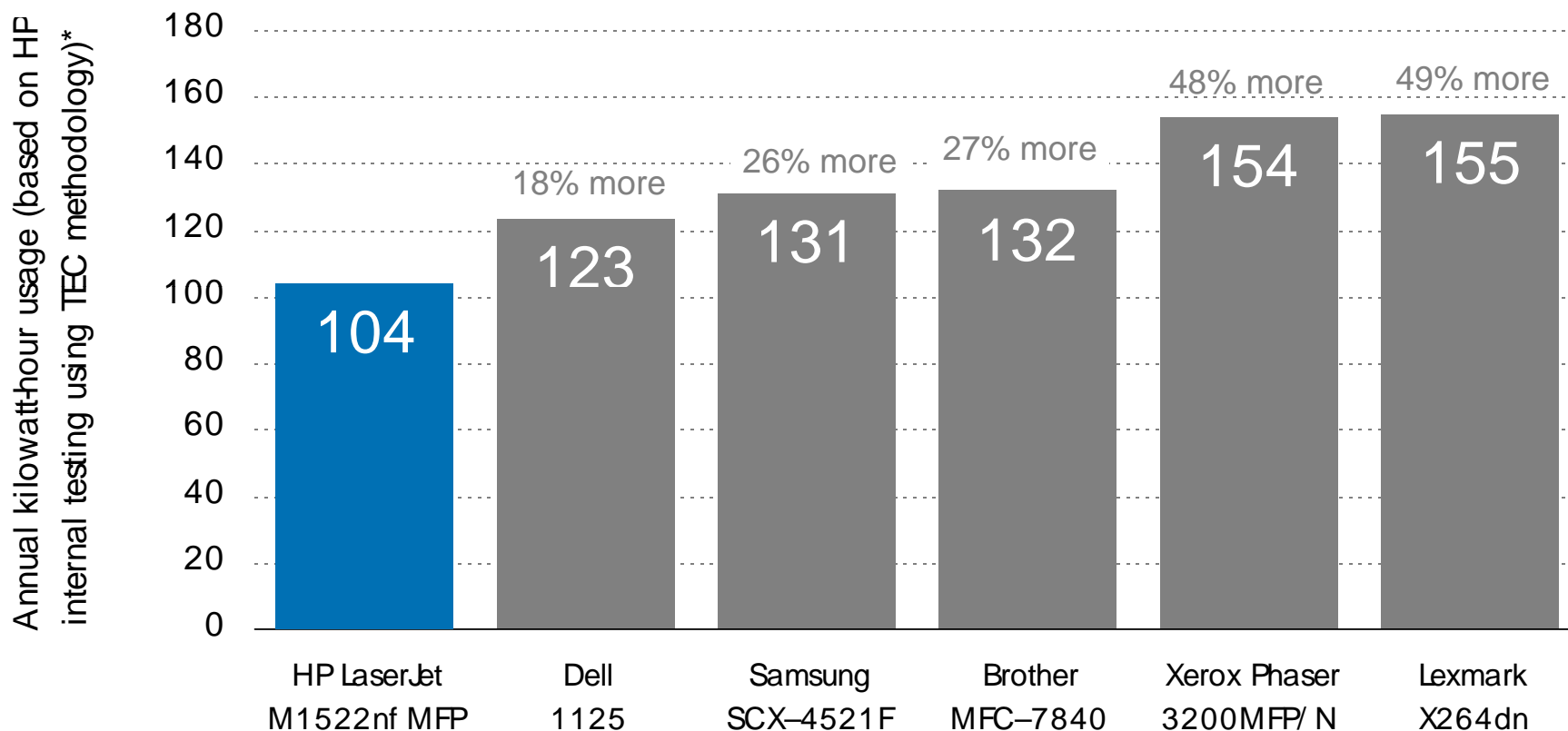
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