

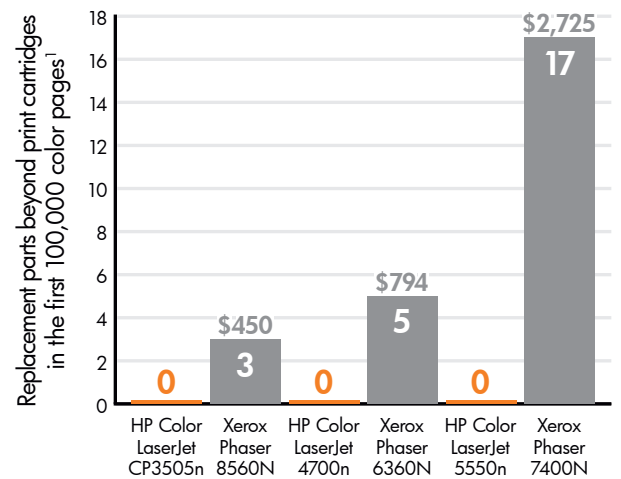


Optimize your imaging and printing environment with HP

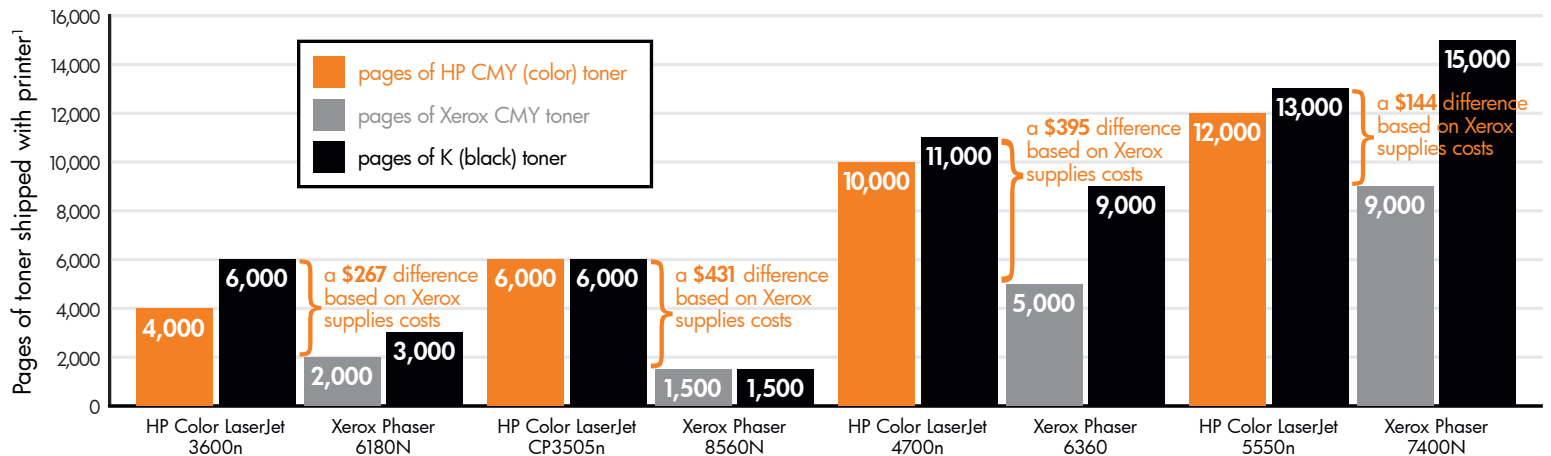
There are a few things you want to consider if you're comparing HP LaserJet and Color LaserJet printers and MFPs to their counterparts from Xerox: Whose imaging and printing technologies are more likely to keep your busy office running smoothly, and which vendor's products will cost you less over time?

All HP LaserJets employ proven laser imaging, while some Xerox printers and MFPs use solid-ink technology, which has tradeoffs you should consider. HP LaserJets also help reduce hidden costs by requiring few replacement parts beyond print cartridges and by shipping with generous amounts of toner in the box.

Reduce maintenance and parts costs with HP LaserJets

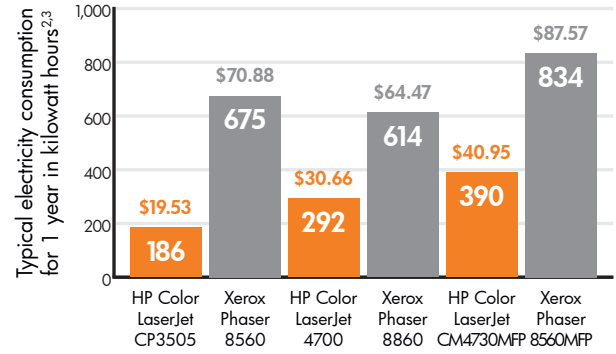
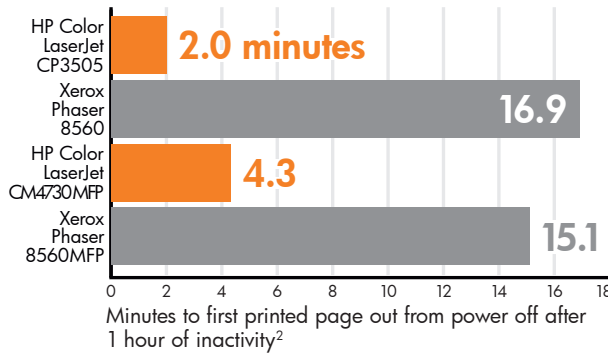


Get significantly more toner in the box with HP LaserJets



Boost productivity and reduce costs with the right technology

HP Color LaserJets employ laser-imaging technology that gives them significant performance advantages over their Xerox solid-ink counterparts, as well as greater energy efficiency.



Xerox solid-ink technology may not be the best fit for busy office environments. For instance, the Xerox Phaser 8560 takes 16.9 minutes to warm up and print a page from power off — more than 8 times longer than the HP Color LaserJet CP3505's 2.0 minutes. This advantage lets HP users print up to 240 pages before the Xerox device can even finish warming up.

Furthermore, solid-ink output can have reliability issues. It may be difficult to share in some ways. Users may encounter problems running it through an automatic document feeder, it can smear when warm, and you can't easily write notes on it or highlight content. Archiving solid-ink output can be problematic, too, since it's prone to scratching and bleed-through.

Although Xerox offers workgroup color devices that employ laser printing technology, these can be expensive to operate over time since they tend to require far more replacement parts beyond toner and consume more electricity than competing HP models.

When it comes to multifunction products, HP also offers several advantages over Xerox. For starters, send to email is standard on most HP LaserJet MFPs, whereas it's often an expensive option for Xerox users. Multi-bin mailboxes aren't optional with Xerox, but they are with HP. And unlike Xerox MFPs, HP LaserJet MFPs come with a 1-year next-business-day onsite warranty standard and support 802.1x, IPv6, and IPsec.

Innovative solutions like HP Web Jetadmin and the HP Universal Print Driver for Windows also give you an edge over Xerox users. HP Web Jetadmin's powerful fleet-management capabilities streamline administration and helpdesk duties, and HP's Universal Print Driver provides an opportunity to slash driver certification, management, and support costs.

Better utilize your IT resources with HP Web Jetadmin

Does the vendor's management solution... ²	HP	Xerox
Discover standard MIB devices on the network?	✓	✓
Discover devices directly connected to PCs?	✓	⊗
Support device plug-ins for enhanced support?	✓	⊗
Provide aggregated usage reporting by user?	✓	⊗
Let you batch configure devices across model type?	✓	⊗
Lock out color access by application?	✓	⊗
Offer a Universal Print Driver with full feature support?	✓	⊗

Enjoy a full-featured universal print driver with HP

Important universal print driver attributes ²	HP	Xerox
Number of devices supported	80+	~40
PDLs (PostScript, PCL 5, PCL 6)	PCL/PS	PS
Connections (network, direct)	network + local	network + local
Traditional mode (no discovery)	✓	✓
Dynamic mode (discovery for mobile users)	✓	✓
Number of localized languages	26	6
Complete device feature support	✓	⊗
Real-time feature synchronization	✓	⊗
Real-time job status/device status	✓	⊗
Configurable printer lists	✓	⊗
Integration with Active Directory Services Groups	✓	⊗
Configurable printer policies	✓	⊗
Unique installation (1 PC at a time)	✓	✓
Supports Microsoft Server Point & Print	✓	?
Batch deploy to multiple servers/clients	✓	⊗

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

- 1 Based on the manufacturers' published product specifications and pricing effective 5/29/07. Actual prices may vary.
- 2 Based on HP internal testing.
- 3 Testing used the U.S. Environmental Protection Agency's Typical Electricity Consumption (TEC) approach. Test data was extended to 1 year. Testing was on a single unit of each product. Actual power usage may vary. Annual energy costs are based on U.S. average costs of 10.5 per kilowatt hour.

To learn more, visit www.hp.com

ITR version 1.0 • Oct. 15, 2007

