

Why HP LaserJet printers?



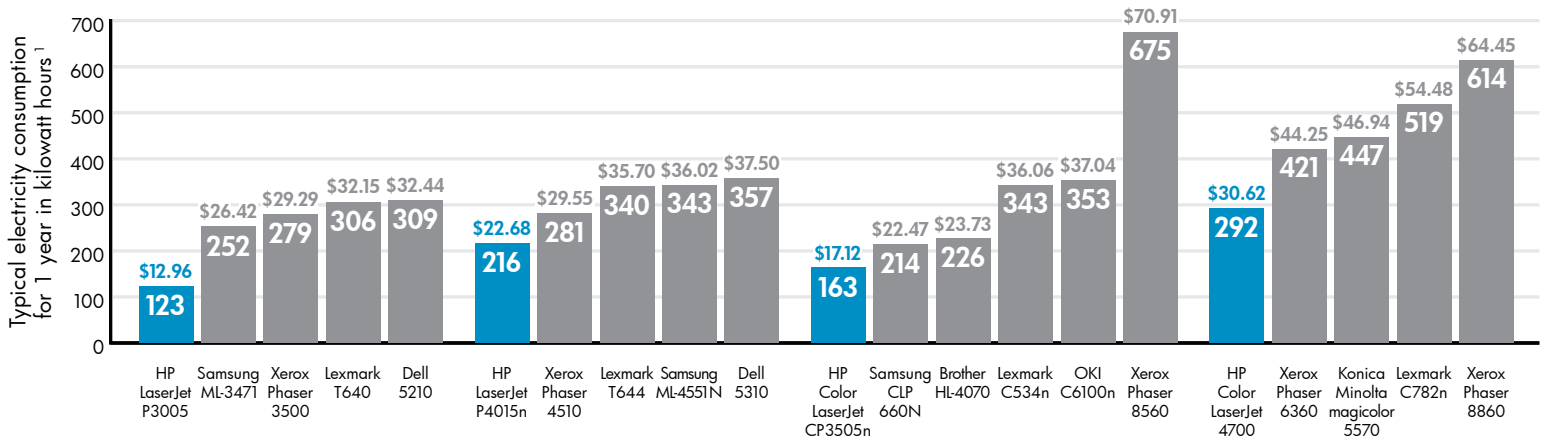
Reduce costs and boost productivity with HP LaserJet printers

No vendor has a lineup of printers like HP LaserJets. When you take a good look, other vendors don't even come close. HP is the imaging and printing industry leader, and there are good reasons for it.

What makes HP printers different? For starters, HP has long sought to minimize the hidden costs of printing. Generally HP LaserJets consume less power than their counterparts from Brother, Dell, Konica Minolta, Kyocera, Lexmark, OKI, Samsung, and Xerox, which can lower your energy costs — especially if you operate a large fleet of printers. Plus HP Web

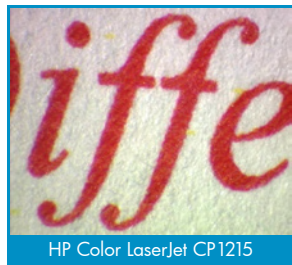
Jetadmin, the industry's leading device-management solution, can help you streamline administration and helpdesk duties, and the HP Universal Print Driver for Windows provides an opportunity to slash driver certification, management, and support costs.

HP LaserJets also help maximize end-user productivity and effectiveness. Our superior color technology helps you create documents with more impact and reduces the need for reprinting. Our innovative print cartridges integrate the toner supply and imaging drum, reducing maintenance tasks and replacement parts. And the Instant-on Technology on board most HP LaserJets allows the devices to switch into action almost immediately regardless of when they were last used.



Enjoy noticeably superior print quality and less reprinting with HP LaserJet printers

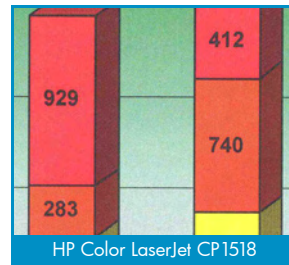
HP's automatic print-quality enhancements like auto color calibration, auto color-plane registration, advanced halftoning, auto sharpening, auto trapping, and advanced color matching let any office user easily succeed with color and yield output that is clearly superior to prints made by competing units from Brother, Dell, Epson, Konica Minolta, Kyocera, Lexmark, OKI, Ricoh, Samsung, and Xerox.



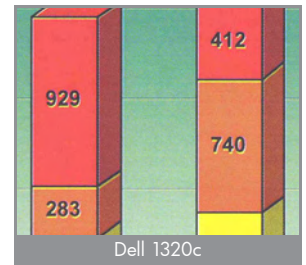
HP Color LaserJet CP1215



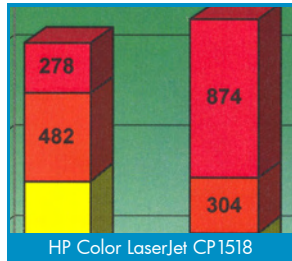
Samsung CLP-300



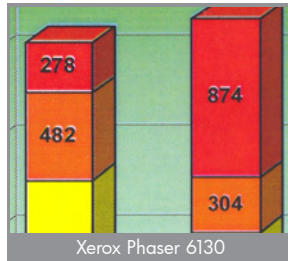
HP Color LaserJet CP1518



Dell 1320c



HP Color LaserJet CP1518



Xerox Phaser 6130



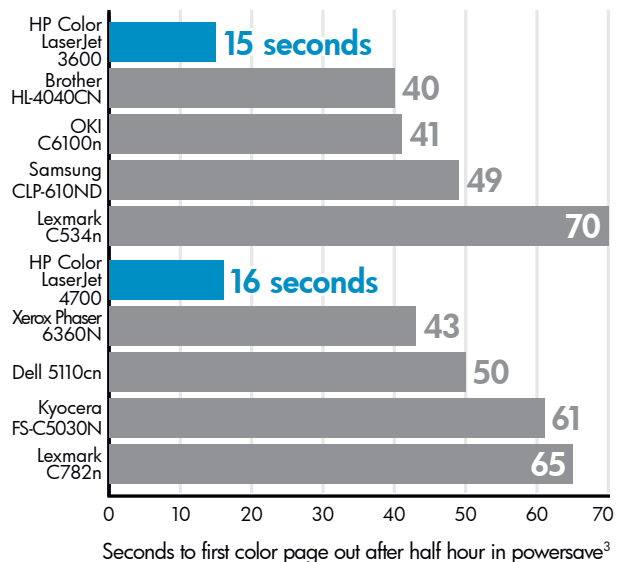
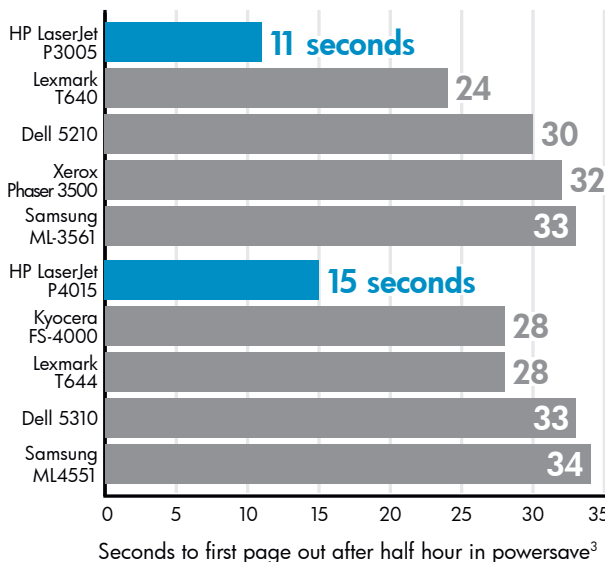
HP Color LaserJet 4700



Dell 5110c

Spend less time waiting for output with HP Instant-on Fusing Technology

HP Instant-on fusers virtually eliminate warm-up time, so you can print several pages before competing devices can even finish warming up. According to InfoTrends, this translates into significant real-world performance advantages over competing models: "Even on shared devices, given the overall use pattern, it is more likely that the printer would be in sleep mode when any particular user submitted a job for printing."²



Let your IT staff focus on more strategic tasks than printer management with HP Web Jetadmin

HP Web Jetadmin outperforms competing solutions in several key areas that radically simplify printer (and MFP) management, freeing up invaluable IT resources.

Does the vendor's management solution... ⁴	HP	Brother	Dell	OKI	Samsung	Xerox
Discover and manage devices directly connected to PCs?	✓	⊗	⊗	⊗	⊗	⊗
Batch configure device settings across model types?	✓	⊗	1/2	⊗	⊗	⊗
Offer a Universal Print Driver with managed policies?	✓	⊗	⊗	⊗	⊗	⊗
Support IPv6, IPsec, SSL, and SNMPv3?	✓	⊗	✓	⊗	⊗	✓
Lock out color access by application (like Web browsers and email)?	✓	⊗	⊗	⊗	⊗	⊗
Provide aggregated usage reporting by user and by application?	✓	⊗	⊗	⊗	⊗	⊗

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1 Testing employed the Typical Electricity Consumption (TEC) approach outlined by the U.S. Environmental Protection Agency. Test data was extended to 1 year. Testing was on a single unit of each product. Actual power usage may vary. Annual costs are based on U.S. average power costs of 10.5¢ per kilowatt hour.

2 Based on a September 2006 InfoTrends study of general office printing behaviors in the United States and Western Europe derived from responses by 1,305 participants (730 and 575, respectively).

3 Based on HP-commissioned testing by QualityLogic Inc. Visit www.qualitylogic.com/News/Instant-on_PerformanceReport.html for copies of the reports.

4 Based on internal HP testing.

To learn more, visit www.hp.com

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