Why HP Color LaserJet?

HP's award-winning color lineup can help take your business to the next level

Color printing can improve visual comprehension and retention and present your business content in impressive, clear, and vibrant detail. Give your organization the cutting-edge color capabilities it needs with award-winning HP color devices. Employ innovative mobile printing features, digital sending and storage options, and industry-leading device and security management for your entire fleet.

Print your best with an award-winning color lineup

The data is there—materials printed in color are more likely to catch and keep your audience's attention while drastically increasing their comprehension and retention when compared to black-and-white materials.[2] So why not give your business the upper hand with HP's innovative color devices and a fleet with options to fit the needs of your work environment.

HP devices consistently offer a powerful combination of performance, ease of use, and overall economy from one end of the portfolio to the other. Empower your office with a color printing device from HP, winner of the Buyers Laboratory LLC Color Printer Line of the Year Award for three years running!

Simplify color printing

HP develops its products to meet the unique demands of busy work environments of all sizes. From the small office to the enterprise, HP offers color printing that is easy to use with the features and management tools you need.

HP Color LaserJet printers and MFPs produce professional-quality documents without hassle. Many HP LaserJet workgroup and department color MFPs and printers can automatically detect the type of paper in the paper trays based on thickness and finish (plain vs. glossy) and provide optimal print quality without user intervention. In addition, HP Color LaserJet devices have built-in image enhancement technologies that provide the best print quality automatically without changing driver settings, right out of the box.

COLOR PRINTER MFP LINE

2013
BLI
BUYERS LAB
LINE OF THE YEAR

Business-Class Printers

Depend on the fleet of devices that "consistently offer a powerful combination of performance, ease of use, image quality and overall economy."[1]

HP Color LaserJet devices require no manual cleaning of imaging components to maintain print quality. Xerox, Brother, Dell, and other competitors expect users to spend time cleaning the interior of their devices. Some devices are shipped with standard-capacity cartridges, saving time and adding value. For many devices, the print cartridge, toner, and imaging drum are integrated into one supply, which means that you refresh the imaging system every time you insert a new cartridge. And HP devices generally require fewer replacement parts than competitors, saving you device maintenance time and letting you focus on what's important.[4]

Save time with HP—workgroup and departmental Color LaserJet printers and MFPs typically ship pre-assembled with toner cartridges pre-installed.[3] Plus, cartridges do not need to be removed prior to start-up. Simply take desktop HP printers and MFPs out of their boxes and remove exterior tape and minimal pieces of internal shipping material. Floor standing HP devices roll off a pallet completely assembled with no tools required. Standard-capacity cartridges are shipped with the devices, saving time and adding value. When color cartridges are replaced, an automatic toner seal remover makes replacement clean and easy.

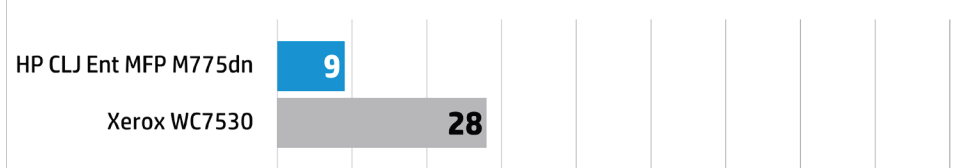**Replacement parts required beyond toner after 100,000 pages[3]**

Device	Value
HP CLJ Pro MFP M175nw	14
Samsung CLX-3305FW	82
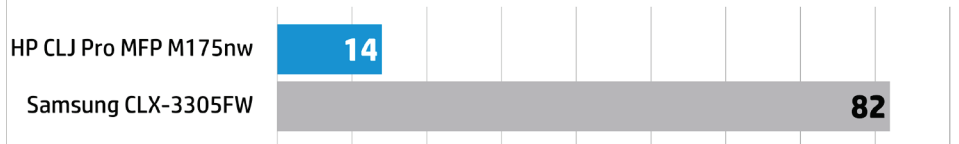
Replacement parts required beyond toner after 150,000 pages[3]

Device	Value
HP CLJ Pro MFP M451dw	0
Brother HL-3170	46

Replacement parts required beyond toner after 425,000 pages[3]

Device	Value
HP CLJ Pro MFP M570dw	11
Lexmark CX510de	63

Replacement parts required beyond toner after 450,000 pages[3]

Device	Value
HP CLJ Ent MFP M775dn	9
Xerox WC7530	28

Replacement parts required beyond toner after 750,000 pages[3]

Device	Value
HP LJ CP4025dn	30
Ricoh Aficio C431dn	88

0   10   20   30   40   50   60   70   80   90
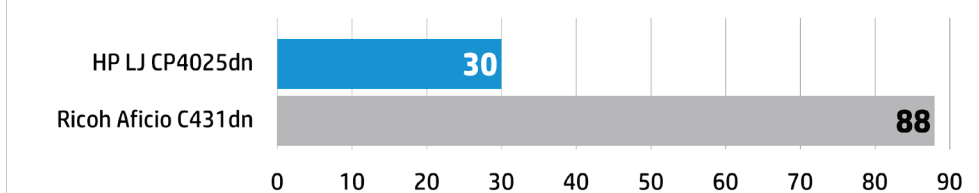
Note: Each print volume shown above was derived as five times the competitor product's published monthly duty cycle.

Solutions from the small office to the enterprise

HP offers management solutions that are simple to use right out of the box, so work environments without an IT manager don't have to worry.

- **HP Smart Install** makes it easy to quickly start printing from a computer or laptop, without a CD.[5] The drivers are stored in the device memory—just plug the USB cable into your computer to start the installation process.
- **Auto-Wireless Connect** allows for automatic configuration of wireless network settings.
- **Intuitive touchscreen control panels**, even on low end devices, let you easily navigate device controls for simple setup and use.
- **Web connectivity** on low-end devices allows for printing from and scanning to the cloud. Free printer apps further expand the capabilities of low-end devices to provide customized information at your fingertips.

Does the vendor provide color touchscreen control panels on…[4]	HP	Lexmark	Xerox/ Fuji- Xerox	Samsung	Canon	Brother	Dell
Single-function color devices under $300?	✓	⊘	⊘	⊘	⊘	⊘	⊘
Multifunction color devices under $500?	✓	⊘	⊘	✓	⊘	✓	⊘

Enterprise customers can take advantage of HP Web Jetadmin, the top-of-the-line fleet management tool that lets you streamline device configuration and management.[6] Use optional HP Imaging and Printing Security Center (HP IPSC), the award-winning, policy-based solution that helps you increase security, strengthen compliance, and reduce risk across your imaging and printing fleet.[7] For environments where only a few devices are deployed, IT may choose to manage each device individually via the HP Embedded Web Server management interface, which employs HTTPS for encryption and has access controls. In addition, HP provides security wizards to assist in proper security setup. For work environments of every size, HP offers a wide range of color devices with simple, professional solutions to meet your security and management needs.

## Enjoy brilliant color output that can help save money for your business

Printing color in-house can save you up to 50% in printing costs, according to InfoTrends.[8] HP Color LaserJet devices employ built-in proprietary image enhancement technologies that render vibrant and sharp color prints, particularly with HP ColorSphere toner, which is independently formulated to work optimally with each engine design. Automatic print quality enhancements include HP EasyColor, HP ImageREt, adaptive half toning, trapping, environmental sensing, and intelligent automatic color calibration. The results are consistently realistic images with smooth and uniform colors, crisp detail, sharp edges and text, excellent tone scale, and fine line art. According to Buyers Laboratory LLC, HP's "color production remained consistent from the first page to the last." This consistency is essential for your business to create marketing tools in-house.

HP's innovative devices consistently deliver prints with:

- **Sharp edges**—Adaptive half-toning and trapping provide sharper overprints and better edge quality on colored text and line art. HP's automatic enhancements deliver bold, legible lines, while HP's excellent color plane registration and trapping algorithm leave clean black lines on colored backgrounds. When it comes to colored text, HP technology produces sharp, evenly shaded text without jagged edges or a halo around edges.
- **Uniform colors and smooth gradients**—HP's half-toning algorithms provide consistent and vibrant colors without the graininess seen in many competitors' prints, while providing smooth transitions along gradients.
- **Realistic images**—HP ImageREt technology provides smooth colors and excellent tone scale with realistic depth.

The print samples shown below compare HP image quality to that of top competitors. Each image was printed on 150 lb glossy media. Note that only HP can put a glossy finish on the glossy paper and delivers a smooth, detailed image. Competitors' print samples reveal hatch marks from half-toning patterns or graininess. Additionally, the light rendering and tone scale of Kyocera, Konica Minolta, Lexmark, and Xerox create an "overexposed" image with less detail, while Ricoh produces skin tones with an unnatural yellow cast.

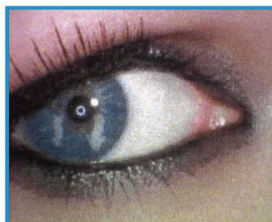**Color photo print sample of HP's device compared to competitors[9]**
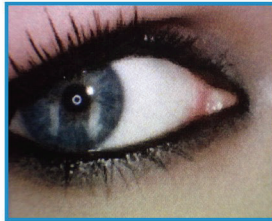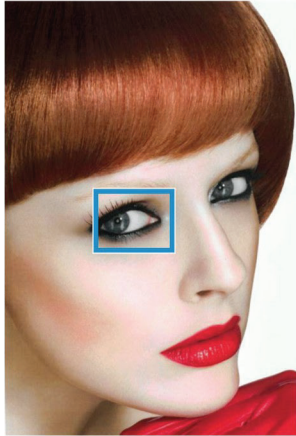
HP Color LaserJet Enterprise M575
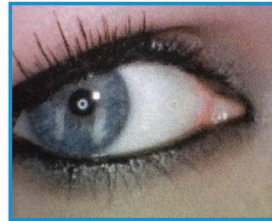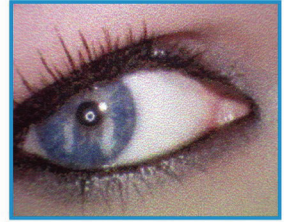
Kyocera FS-C2126MFP

Lexmark X748de

Konica Minolta BizHub C35

Ricoh MP C305 SPF

Xerox ColorQube 8900/X MFP

When comparing print quality, HP is the clear winner when it comes to producing vibrant, uniform color with fine details, sharp lines, and crisp text. The following print samples compare HP text quality with top competitors. Notice the uniform color and sharp edge shown in the HP sample compared to competitors.
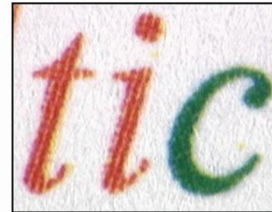
Print samples of magnified 13.5 point, Times New Roman italic font[9]

HP Color LaserJet MFP M475

Brother MFC-9970CDW
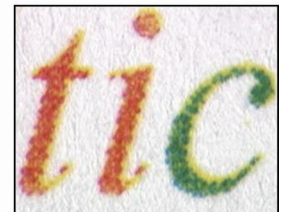
Canon imageCLASSMF8580

Lexmark CX310

Samsung CLX-6260

Xerox WorkCentre6505

Ricoh Aficio SP C242SF

HP Smart printing technology not only tracks supplies usage, it also confirms that the toner is genuine HP toner, which is formulated for optimal performance for each HP device and provides consistent quality over the life of the device. Using Original HP toner cartridges helps provide brilliant color printing with your HP Color LaserJet device. When an Original HP toner cartridge is installed, your device automatically links to online ordering sites with automatic cartridge part number selection, so reordering supplies is a breeze. These features are unmatched by other competitors.[4]

Give your workforce the power of mobility

Easily add HP wireless direct and touch-to-print capabilities to your existing HP devices

HP Jetdirect 2800w
For most HP LaserJet Enterprise devices with FutureSmart firmware:[10]

- Utilizes the hardware integration pocket (HIP)
- Provides WPA2-PSK security

Works with HP Web Jetadmin remote management software, so you can easily turn wireless printing capabilities on and off, or add a passphrase for fleets of devices

HP 1200w Mobile Print Accessory
For supported HP LaserJet or HP Officejet devices:[11]

- Utilizes the USB port
- Provides WPA2-PSK security

Printing color from your mobile device is simple with HP Color LaserJet devices. Empower your employees with the ability to print from their smartphones, tablets, and laptops. Users can print to networked HP devices through the local network or a cloud print service, or print directly to devices using peer-to-peer wireless direct printing or touch-to-print technology.[12,13]

Users want easy and reliable printing from any mobile platform or operating system, while IT administrators need control over network access and printer output to protect confidential information and manage printing costs. HP leads the mobile printing movement by addressing more mobile print environments than any other printer vendor.[14] HP's mobile printing offering is a unified "all HP" solution with no additional third-party software or service fees required.

Most HP Color LaserJet devices offer built-in support for simple, more secure printing from your mobile device, and those that don't are easily upgradable. It's easy to print color from mobile devices in a number of ways:

- **Directly to your local MFPs and printers**—HP currently offers the broadest support for embedded print functionality across Apple® iOS (AirPrint™), Samsung Android, and Windows® 8. For mobile devices without built-in print support, printing to HP devices on the local network is just as simple, but users will first need to download the HP ePrint app or HP ePrint software.
- **Peer-to-peer wireless connections**—Both HP wireless direct[12] and touch-to-print[13] (NFC) technologies enable a secure peer-to-peer connection, allowing users to print without accessing your company network. Some HP enterprise class printers and MFPs feature integrated wireless direct and touch-to-print functionality.[15] And you can easily add this capability to your existing HP devices with HP mobile printing accessories.
- **Through the public cloud**—Print from a mobile app, Windows or Mac driver, or just by forwarding an email. Each HP ePrint-enabled device is assigned an exclusive email address. Use this email address to print documents or photos to the print device once it's connected to the Internet.[16]
- **Within a secure enterprise**—Free your employees to print important content from their mobile devices on company-networked printers using HP ePrint Enterprise. Highly manageable and flexible to fit your existing infrastructure, HP ePrint Enterprise keeps documents and data safeguarded in your network.[17]

Does the vendor's mobile solution provide…[14]	HP	Lexmark	Xerox	Samsung	Canon	Brother	Ricoh
A secure enterprise option for mobile printing behind a firewall?	✓[17]	✓	✓	⊘	✓	⊘	⊘
Free remote printing that allows printing through the cloud directly to a web-connected printer?	✓	Requires subscription or additional purchase	⊘	⊘	⊘	⊘	⊘
Printer control app that remotely adjusts printer settings?	✓	⊘	⊘	⊘	⊘	⊘	⊘
Windows and Mac print drivers for mobile printing through a PC?	✓	⊘	⊘	⊘	⊘	⊘	✓
Natively enabled in-OS drivers for each major mobile operating system?	AirPrint Android Win8	AirPrint	AirPrint	AirPrint Android	AirPrint inkjet only	AirPrint	AirPrint
Wireless direct and touch-to-print, allowing users to print with a mobile device without accessing your local network?	✓	⊘	⊘	✓	⊘	✓	⊘
Google Cloud Print?	✓[18]	Requires subscription or additional purchase	⊘	✓	⊘	⊘	⊘

Innovative HP Color LaserJet Enterprise flow MFP M575c

Empower your office with innovative technology

HP's high-performance, intuitive Color LaserJet Enterprise MFPs feature large touchscreens for easy task execution along with enterprise-class manageability, security features, and solution extensibility. HP Quick Sets can be used to launch one-touch workflows from the 8-inch (20.3 cm) color touchscreen. HP's image preview feature allows users to edit a scanned job before sending to recipients. Rotate, delete, add, and re-order pages with the swipe of a finger, before hitting send. Most competitors do not support this level of editing.[4]

HP's flow MFPs are scan-optimized devices designed to offer even more advanced workflow capabilities, including robust ADFs with fast, two-sided, single-pass scanning, HP EveryPage for more accurate ADF paper handling, and more embedded send options, including send to Microsoft® SharePoint® and HP Flow CM.[19] A pull-out keyboard allows for quick and easy data entry. With the latest advances in printing technology, these HP Color LaserJet flow MFPs help accelerate your work team's performance and provide the tools needed to capture the right content quickly, easily, and accurately.

Enjoy color printing with the convenience and flexibility of cloud-based content management. With the optional HP Flow CM Professional solution, users are provided access from virtually anywhere to a complete set of proven document management tools to capture, store, search, retrieve, and share information more efficiently.[19]

Do the vendor's workflow devices offer...[4]	HP color flow MFP M575c	Lexmark X746de/ X748de	Xerox ColorQube 8700X	Kyocera FS-C2126/ FS-C2626	Konica Minolta bizhub C35	Ricoh Aficio MP C305SPF
Dual-head, single-pass duplex scanning?	✓	⊘	⊘	⊘	⊘	⊘
Fast simplex ADF speeds (300 dpi, letter)?	Up to 42 ppm black, up to 32 ppm color	Up to 21.5 ppm black/color	Up to 40 ppm black/color	Up to 35 ppm black, up to 25 ppm color	Up to 31 ppm black/color	Up to 31 ppm black, up to 21 ppm color
Blazing fast duplex ADF speeds (300 dpi, letter)?	Up to 52 ipm black, up to 31ipm color	Up to 12 ipm black/color	Up to 10 ipm black, up to 19 ipm color	Up to 16 ipm black/color	Up to 12 ipm black/color	Up to 12 ipm black, up to 10 ipm color
Large ADF capacity?	100	50	50	50	50	50
Ultrasonic double-feed detection?	✓	⊘	⊘	⊘	⊘	⊘
Pull-out keyboard?	✓	⊘	⊘	⊘	⊘	Optional
Embedded Optical Character Recognition?	✓	⊘	✓	⊘	⊘	⊘
Embedded send to SharePoint?	✓	⊘	⊘	⊘	⊘	⊘
Auto deskew?	✓	⊘	⊘	⊘	⊘	⊘
Auto orientation?	✓	⊘	⊘	⊘	⊘	⊘
Auto tone?	✓	✓	⊘	✓	⊘	⊘
Auto page crop?	✓	⊘	⊘	⊘	⊘	⊘

Safeguard devices and data with robust security features

HP security solutions help IT managers address threats in the modern world—security issues driven by cloud, mobility, and big data initiatives. HP's security solutions address the entire IT infrastructure from print device to server to data management.

HP Imaging and Printing Security Center (IPSC)

Safeguard your fleet of HP devices with the solution Buyers Laboratory LLC calls trailblazing. HP IPSC offers top security without requiring administrators to be security experts, leaving IT time to focus on core business activities.[20]

This solution is the industry's first to allow administrators to select and save security settings for an entire fleet of devices.[21] It also provides easy identification of devices that are out of compliance and can remotely reestablish policy-based security settings.

Do the vendor's security solutions offer…[4]	HP	Lexmark	Xerox	Samsung	Canon	Konica-Minolta	Ricoh
Device protection through customer removable hard drives?	✔	⊘	✔	⊘	Requires additional purchase	⊘	✔
Hardware integration pockets for embedding security solutions?	✔	✔	⊘	⊘	✔	⊘	⊘
Network protection with embedded secure password printing through driver?	✔	⊘	⊘	⊘	⊘	⊘	⊘
Identity management with multiple user PINs?	✔	⊘	⊘	⊘	Requires additional purchase	⊘	⊘
Identity protection via certificate management?	✔	✔	✔	⊘	⊘	⊘	⊘
A policy-based security monitoring assessment solution?	Requires additional purchase	Requires additional purchase	⊘	⊘	⊘	⊘	⊘

Conserve resources and reduce energy use—HP technology helps make it easy

HP Color LaserJet devices not only provide excellent output quality and ease of use, they can also help you reduce your environmental impact and improve your bottom line. The PowerSave or Sleep mode included with most printers and MFPs on the market still consumes high levels of energy. But with HP's innovative Auto-On/Auto-Off technology, you can help save energy while still getting the convenience and speed you need from your printing and imaging experience.[22] Auto-Off lets you configure your device to automatically turn off either when it senses there is no activity after a set interval, or at a predetermined time each day. If your device also includes HP Auto-On technology, you can decide whether it will awaken at a set time each day (and you can exclude days, such as Saturday and Sunday) or if it will awaken when it senses activity.

The HP Carbon Footprint Calculator for printing can estimate printer energy consumption, paper usage, the carbon impact of usage, and the estimated monetary costs associated with your print configurations, helping you reduce your impact and save money.

Reduce your impact—recycle HP cartridges

HP helps you recycle your Original HP cartridges—it's easy and free with the HP Planet Partners program, available in 69 countries and territories around the world.[23]

- HP offers postage-paid recycling envelopes and labels for most Original HP cartridges. Raw material from recycled cartridges can be used to manufacture new Original HP cartridges. To date, customers have returned more than 500 million cartridges to HP Planet Partners for recycling.
- Many Original HP cartridges have been engineered to use recycled plastic and still meet HP's demanding standards for quality and reliability.
- No Original HP cartridges returned through HP Planet Partners are ever sent to a landfill.

Use HP SureSupply to consolidate supplies orders, helping to save money while reducing the environmental impact of packing and transporting multiple single orders.[24]

Invest in the future

HP FutureSmart firmware and the HP Open Extensibility Platform (OXP) are innovations meant to simplify the development and management of printer firmware and workflow applications while extending the life of HP devices. Rather than being tied to specific hardware platforms, the HP FutureSmart firmware architecture can be scaled across devices and enhanced over time with new features. HP OXP is an application platform that allows organizations to extend the capabilities of their HP MFPs and printers with out-of-the-box or custom-built solutions for processes such as security, accounting, workflow, and more. And many HP devices also come with a built-in hardware integration pocket (HIP) for adding optional authentication solutions.

Depend on legendary HP reliability

HP products incorporate the latest innovations that simplify the user experience, offer energy-saving designs, and produce professional-quality documents. An HP fleet can offer sound investment protection that can help benefit your bottom line.

With large monthly duty cycles, HP Color LaserJet printers and MFPs are built to keep intervention rates low so you can stay productive. Prior to its introduction, a new HP LaserJet device undergoes rigorous HP testing. Tests are performed with a large sample of devices through each step of the design process, to be certain that the device measures up to HP standards. The result is a solid, reliable product that produces excellent color output quality over the life of the device and its supplies. For exceptional color print quality with every page, HP Color LaserJet products are the clear choice for your business.

Notes

[1] Source: "BLI Winter 2013 Pick Award, Hewlett-Packard Company, Outstanding Color Printer/MFP Line of the Year." Copyright 2013 Buyers Laboratory LLC. For more information visit buyerslab.com.

[2] HP Color Effectiveness Study; Infotrends 9/2011 and Johnson, Virginia, "The Power of Color," Successful Meetings, June 1992, Vol. 41, No. 7, pp. 87, 90.

[3] The HP LaserJet M5025, M5035, M9040, and M9050 MFPs do not ship with pre-installed toner cartridges.

[4] Based on the manufacturers' published product specifications as of August 30, 2013.

[5] HP Smart Install works with Microsoft Windows only.

[6] HP Web Jetadmin is free and can be downloaded at hp.com/go/webjetadmin.

[7] HP Imaging and Printing Security Center must be purchased separately. To learn more or to obtain a free 60-day trial, please visit hp.com/go/ipsc.

[8] Based on InfoTrends Cost of Print Studies, April 2010.

[9] Print quality samples were obtained by HP internal testing using the manufacturer's recommended best print-quality setting. Scanned images of print samples contained in this document may not reproduce accurately when printed.

[10] The HP LaserJet Enterprise M4555 MFP series, HP Color LaserJet Enterprise CM4540 MFP series, and HP Color LaserJet Enterprise CP5550 Printer series do not support the HP Jetdirect 2800w, but do support the HP 1200w Mobile Print Accessory.

[11] HP 1200w Mobile Print Accessory works with HP Officejet Mobile 100/150 printers and HP LaserJet printers and multifunction products (MFPs) introduced in 2008 or later that are equipped with a USB port.

[12] For wireless direct printing, mobile device may require an app or print software. Wireless performance is dependent on physical environment and distance from the printer. Please note that while your mobile device is directly connected to the printer, access to content that requires Internet support (such as web pages or documents stored in the cloud) may not be supported while in HP wireless direct mode.

[13] For touch-to-print capability, mobile device must support NFC-enabled printing.

[14] Based on published product specifications and internal HP analysis of leading printer manufacturers' mobile print offerings as of September 26, 2013.

[15] Such as the HP LaserJet Enterprise flow MFP M830 or the HP Color LaserJet Enterprise flow MFP M880. In some regions, HP wireless direct and touch-to-print is not included with these models and must be purchased separately.

[16] Requires an Internet connection to an HP ePrint-enabled printer. Printer requires ePrint account registration. App or software may be required. Wireless operations are compatible with 2.4 GHz operations only. Print times and connection speeds may vary. Wireless broadband use requires separately purchased service contract for mobile devices. Check with service provider for coverage and availability in your area. Learn more at hpconnected.com.

[17] HP ePrint Enterprise requires HP ePrint Enterprise server software. App-based option requires Internet- and email-capable BlackBerry smartphone OS 4.5 or newer, iPhone 3G or newer, iPad and iPod Touch (2nd gen) devices running iOS 4.2 or later, or Android devices running version 2.1, 2.2, and 2.3, with separately purchased wireless Internet service and the HP ePrint service app. Email-based option requires any email-capable device and authorized email address. Solution works with PCL5/6, PCL3, and PCL3GUI printers (HP and non-HP).

[18] Feature requires Google Cloud Print Ready printer or existing printer connected to a PC with Internet access. Print times may vary. Currently only Google apps are supported.

[19] HP Flow CM is not available in all regions. Network connection is required to upload and download files. Additional software and licenses may be required.

[20] Buyers Laboratory LLC Outstanding Achievement in Security Solutions award, Winter 2013. For details, see hp.com/large/ipg/gateway/security_center.

[21] Based on HP assessment of printer manufacturer security offerings in market as of November 1, 2011.

[22] HP Auto-On/Auto-Off capabilities are subject to printer and settings.

[23] Program availability varies. Original HP cartridge return and recycling is currently available in more than 50 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit hp.com/recycle.

[24] HP SureSupply alerts you when your print cartridge is running low and helps you purchase online or locally through HP or a participating retailer. For more information, visit hp.com/go/SureSupply; only available with Original HP supplies; internet access required.

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