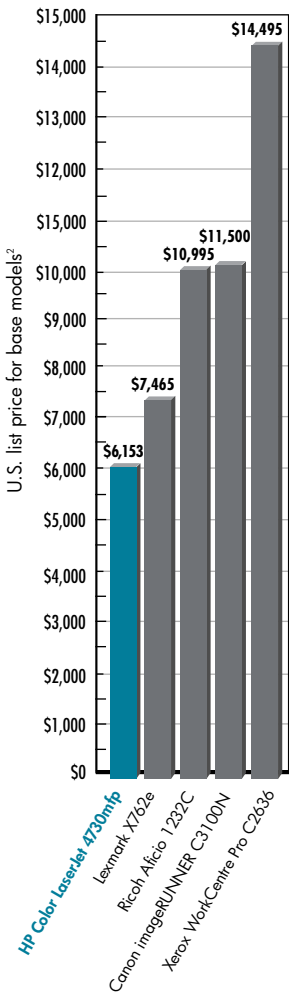


Introducing the HP Color LaserJet 4730mfp



Control your budget, boost productivity, and reap the benefits of color with innovative HP technology.

Get stellar functionality for less money with HP.



Access to color imaging and printing resources is becoming increasingly mission critical. According to a recent survey by InfoTrends/CAP Ventures, 78% of the IT and facilities managers, CEOs, business owners, and other technology decision makers who responded consider color printing at least “moderately important” to their organizations. Nearly half, — 46% — said color printing is “very important” or even “critical,” and 90% plan to buy color devices in the future. While the future of color in the office appears bright, research found that only half of the workers within these organizations currently have access to color devices, and that lingering fears about increased costs from these devices have prevented them from becoming ubiquitous.¹

Thanks to innovative HP technology, organizations can worry a lot less about the impact that color access will have on document output costs. The new HP Color LaserJet 4730mfp is affordable enough to let you deploy the full gamut of imaging and printing capabilities — including industry-leading color — closer to end-users for the same or less money than competing solutions, plus it offers the same supplies costs for black-and-white printing and copying as most leading workgroup laser printers and helps you control access to color to ensure output costs don’t get out of hand.

Consolidate, save money, and free up space with the HP Color LaserJet 4730mfp.

Lower costs — The HP Color LaserJet 4730mfp costs less to buy than competing MFPs and digital copiers. Priced 18% to 58% lower than its counterparts from Canon, Lexmark, Ricoh, and Xerox, the low-maintenance HP Color LaserJet 4730mfp can be yours for as little as \$4,999 and allows you to print or copy black-and-white documents at a price equivalent to a typical workgroup monochrome laser printer.^{2,3} HP’s new MFP also costs less to operate and maintain than standalone

single-function devices — a compelling reason to consolidate printers, copiers, scanners, fax machines, and digital senders into multifunction products.

Comprehensive color access control features — You can preserve your budget while reaping the benefits of color, because the HP Color LaserJet 4730mfp comes with color access control features for both print and copy jobs. Via a combination of network, driver, and printer software, you can closely monitor color use, enable or disable color by individual users or groups, or disable color printing entirely, plus the HP Color LaserJet 4730mfp offers color copy lockout and PIN-restricted access to color.⁴

Smaller footprint — The HP Color LaserJet 4730mfp’s space-saving design consolidates the functionality of five standalone, single-function devices, freeing up valuable office space without sacrificing performance. Boasting an unobtrusive footprint that’s 2.6 feet wide by 2.1 feet deep, the device can be placed closer to workgroups for improved productivity.

Scan to email standard — Unlike many competing devices, the HP Color LaserJet 4730mfp features embedded scan to email, eliminating the need for standalone fax machines. By doing away with dedicated phone lines for single-function fax machines, organizations can typically save \$30-50 a month per device, which doesn’t even take into account supplies savings. The new HP MFP also can send to file folders right out of the box.

You can boost productivity for end-users and IT alike with the HP Color LaserJet 4730mfp.

Faster performance — Unlike its counterparts from Canon, Ricoh, and Xerox, the HP Color LaserJet 4730mfp prints and copies color at the same speed as black and white: 30 pages per minute, which is a considerably faster engine speed than its counterpart from Lexmark, as well. Some competing devices also have performance/print-quality tradeoffs, whereas the new HP MFP offers its best output quality at full engine speed. Plus it possesses superior processing technology that yields significantly faster real-world performance — even compared to devices with higher engine output-speed specs — and thereby minimizes network bottlenecks and time spent waiting



for output. For instance, the new HP MFP can print a suite of 19 files totaling 174 pages in 39% to 76% less time than competing devices from Canon, Ricoh, Lexmark, and Xerox.⁵

Advanced document capture — HP Digital Sending Software 4.0 and HP AutoStore are optional server-based solutions that expand your HP MFPs' digital-sending capabilities, facilitate powerful document processing options, and integrate with document-management systems. HP DSS 4.0 provides network authentication and optical character recognition, plus it lets users send to FTP sites, network folders, printers, and LAN, Internet, and Windows fax services. HP AutoStore captures and routes images and data to nearly any third-party document-management or groupware repository — including Documentum, Microsoft SharePoint, Hyland Onbase, and many others — plus it has extensive OCR/ICR options, image-enhancement and forms-automation capabilities, and can be configured to extract data from documents, as well as convert documents from TIFF and other formats into searchable PDFs. Combined, these software packages provide you with a single-vendor solution for distributed capture that streamlines decentralized, paper-intensive business processes and workflows to enhance productivity, control costs, and improve customer service.

Industry-leading driver and network management — Thanks to the HP Universal Print Driver, you can deploy just one driver for all of your HP devices or pretty much your entire imaging and printing environment, reducing IT interventions and eliminating the possibility of driver incompatibilities for end-users. HP Web Jetadmin minimizes fleet-management chores even further by letting you deploy pre-configured drivers, batch configure multiple devices at once, and configure LDAP settings and update alerts and firmware on multiple devices concurrently. With management utilities like Canon Web Netspot, Lexmark MarkVision, Ricoh SmartNetMonitor, and Xerox CentreWare, you must configure each client and each device one at a time. Competing solutions also don't facilitate proactive management like HP, which lets you set proactive alerts via the management utility or the device's embedded Web server, route specific alerts to the appropriate people and multiple destinations, filter duplicate alerts, set early thresholds for long-life replacement parts, set device wake-up times, and automate supplies reordering via the Internet.

Unparalleled output quality — Canon, Ricoh, and Xerox do not offer image-enhancement technology like HP ImageREt, plus such HP innovations as auto trapping and color-plane registration, sharpening, adaptive halftoning, simplified color mapping, and advanced control over dot size and placement deliver noticeably superior results. Furthermore, HP's integrated print cartridges — which incorporate the imaging drums — ensure unmatched output quality since you essentially replace the entire imaging system whenever you swap out Color LaserJet toner. And the new, advanced HP ColorSphere toner employed by the Color LaserJet 4730mfp delivers rich, brilliant, intense output, a wider range of colors, and enhanced, uniform gloss.

Unsurpassed ease of use — All HP MFPs sport the same intuitive touch-screen graphical control panel for scanning, copying, faxing, and digitally sending documents. It provides users with instructions and status messages, making it easy for workgroup members with little training to operate all of the device's functions and help features, as well as any advanced capabilities provided by HP Digital Sending Software or HP AutoStore.

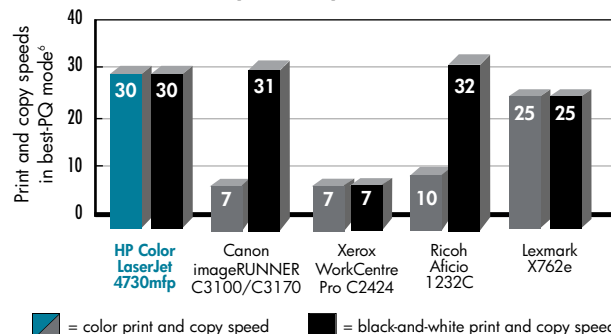
Legendary reliability — Multifunction products supplant numerous single-function devices and they're shared by a larger number of users, so reliability is paramount. While copiers are notorious for being unreliable, the dependability of HP printing and imaging solutions is renowned, ensuring greater uptime and thus keeping office users productive and helpdesk costs low. HP is the only printing and imaging vendor to receive an "A" rating or better in PC Magazine's Service and Reliability Survey for 12 consecutive years. Canon, Lexmark, Ricoh, and Xerox historically haven't scored anywhere near as well.

Footnotes

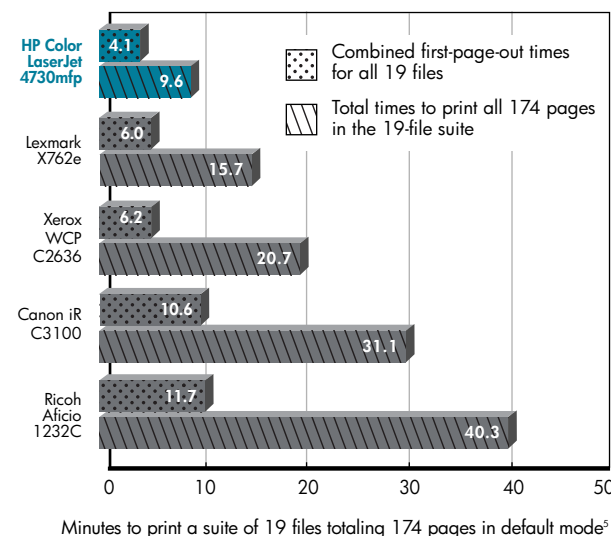
- 1 Based on "Organizations are Ready to Tackle Document Output Costs in the Office" published Dec. 13, 2004, by InfoTrends/CAP Ventures, Weymouth, MA, www.capv.com.
- 2 The manufacturer's suggested retail price for the HP Color LaserJet 4730mfp is only \$6,153 vs. \$11,500 for the Canon imageRUNNER C3100N and \$11,940 for the C3220, \$7,465 for the Lexmark X762e, \$10,995 for the Ricoh Aficio 1232C and \$10,960 for the 3224C, and \$14,495 for the Xerox WorkCentre Pro C2636. Average street prices for imaging and printing devices are typically 20% to 25% lower than MSRP, with the HP Color LaserJet 4730mfp costing as little as \$4,999, according to Current Analysis. Actual prices may vary.
- 3 Based on HP testing, the HP Color LaserJet 4730mfp offers a black-and-white cost per page of 1.1¢ vs. 1.4¢ — the average black-and-white cost per page for industry-leading workgroup laser printers.
- 4 Features may vary by device. You may need to obtain additional software from HP in order to effectively control or manage access to color. Not all features available until release of HP Web Jetadmin v.8.0 scheduled for Fall 2005. See <http://www.hp.com/sbso/productivity/color/access.html> for detailed information.
- 5 Based on HP internal testing in default print modes, it took the HP Color LaserJet 4730mfp only 576.6 seconds to print a suite of 19 files totaling 174 pages, vs. 1,864.9 seconds for the Canon imageRUNNER C3100, 938.7 seconds for the Lexmark X762e, 2,415.7 seconds for the Ricoh Aficio 1232C, and 1,242.6 seconds for the Xerox WorkCentre C2424. During these tests, it took the HP Color LaserJet 4730mfp only 247.1 seconds total to print the 19 first pages compared to 634.6 seconds for the Canon imageRUNNER C3100, 357.2 seconds for the Lexmark X762e, 358.7 seconds for the Ricoh Aficio 1232C, and 371.3 seconds for the Xerox WorkCentre C2424.

- 6 Based on manufacturers' published product specifications.
- 7 The competitive information in this table is based on HP internal testing.

Make copies and prints faster with HP.



Spend less time waiting for output with HP.



Minutes to print a suite of 19 files totaling 174 pages in default mode⁵

Minimize MFP management chores with HP.⁷

Does the solution...	HP	Canon	Lexmark	Ricoh	Xerox
Configure multiple devices at once?	✓	⊗	⊗	⊗	⊗
Update alerts on multiple devices at once?	✓	⊗	⊗	⊗	⊗
Deploy pre-configured drivers?	✓	⊗	✓	⊗	⊗
Configure LDAP settings on multiple devices at once?	✓	⊗	✓	⊗	⊗
Provide a Universal Print Driver?	✓	⊗	⊗	⊗	⊗

