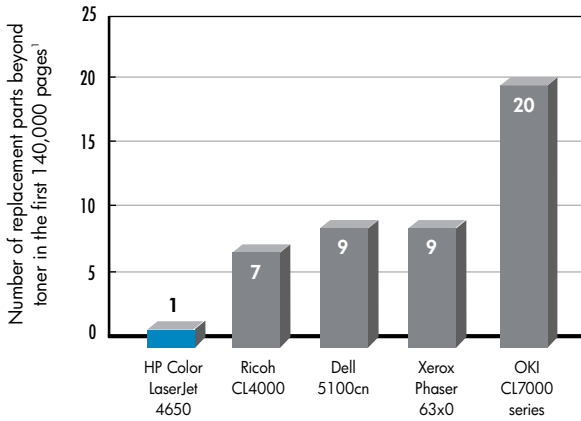


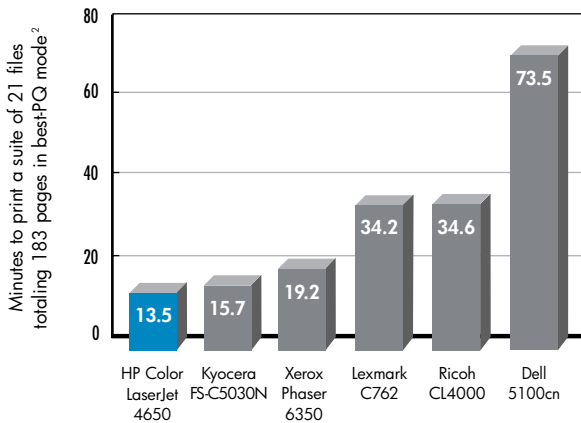
Why HP Color LaserJet printers?



Reduce replacement-part interventions with HP.



Spend less time waiting for output with HP.



Maximize your ROI with HP Color LaserJet printers.

It's wise to look beyond specs and price tags when choosing color printers for your office. They'll only tell you so much, and they generally won't reveal much if anything about a device's impact on IT resources or its ease of use — both of which can radically affect your return on investment. If you compare the innovative technologies employed by Color LaserJet printers to those found in competing devices, it should be easy to see how HP can reduce IT support needs, make users successful with color, and thus help you achieve a higher technology ROI.

Reduce impact on IT resources with HP innovation.

- **Fewer replacement parts** — IT can rely on users to replace toner but typically not other consumables, so it's important to consider the number and lifespan of replacement parts beyond toner. HP's integrated print cartridges contain the developers and drums, which not only dramatically reduces replacement-part interventions, but ensures optimum print quality, as well, since you essentially refresh the entire imaging system every time you swap out Color LaserJet toner.
- **Reduced failures** — HP's reliable designs eliminate many problems commonly found in competing color printers, such as memory errors, fuser failures, and print-quality defects caused by clogged solid-ink print nozzles and dirty LED lenses.
- **True 1:many management** — HP Web Jetadmin lets you batch configure multiple printers, plus it lets you deploy pre-configured drivers in one easy step. Most competing utilities force IT to configure each printer and each client's driver one at a time. HP also helps you control access to color-printing resources, track device utilization, and route specific alerts to the appropriate people.

Make users more successful with HP's simplified technology.

- **Great print quality in default mode** — HP offers best print quality at full engine speed, whereas many competitors force users to choose between best PQ and fastest output speed. Advanced fusing technology allows Color LaserJets to warm up and print a page from powersave significantly faster, minimizing wait time. And superior processing technology and shorter, less-frequent cleaning cycles can give HP a real-world performance advantage on complex files and long print jobs — even against devices with higher engine print-speed specs.
- **User-friendly approach to color in the office** — HP innovations like ImageREt technology and automatic calibration allow average users to easily succeed with color and reduce reprinting.
- **Simplified troubleshooting** — Clearing paper jams on Color LaserJet printers is a snap since they have a single access point and there's no need to remove consumables. And HP's advanced control panels offer animation and context-sensitive help that enable users to address many printer issues on their own.

1 Based on manufacturers' published product specifications.

2 Based on HP testing.

