

HP color printing vs. Okidata



Get superior, easier-to-use, worry-free color printing for less money with HP.

If you're currently using OKI color printers, chances are you'll love HP Color LaserJets. Color printing is inherently more complicated, and HP has done more to eliminate complexity than Okidata. Plus HP is less expensive when you make an accurate comparison.

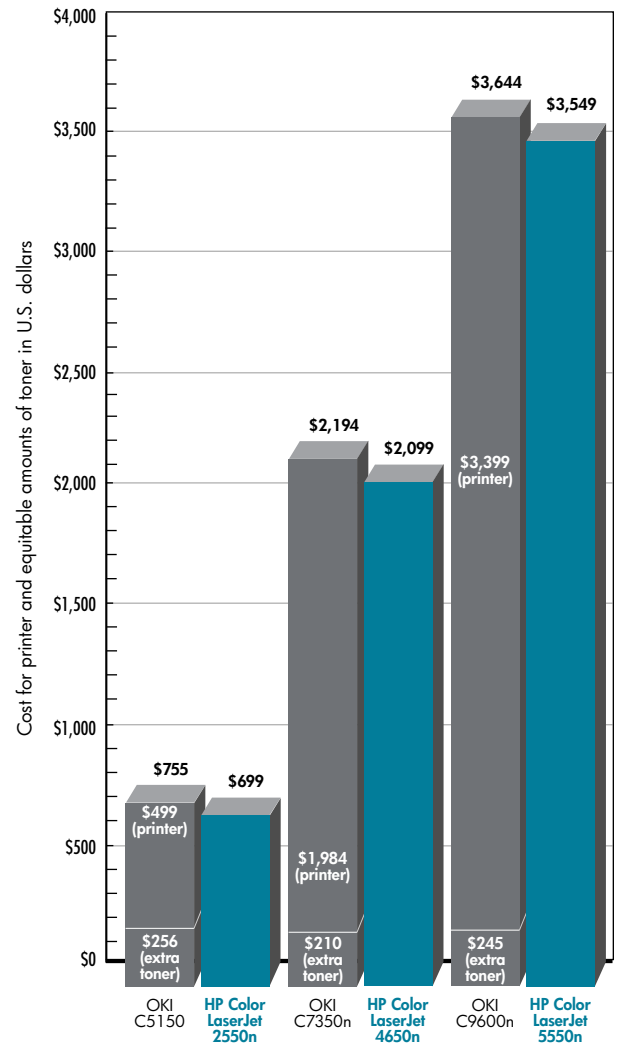
HP costs less when you compare apples to apples.

Unlike HP Color LaserJets, OKI color printers ship with half-empty starter cartridges. When you consider the value of the extra toner you get with HP, Color LaserJets cost up to 10% less to buy than their Okidata counterparts. OKI color printers also have hidden operating costs. For instance, OKI color printer drums must be primed with toner — up to one-third of a cartridge — and this toner is wasted whenever a drum gets replaced, which inflates cost per page. And because Okidata doesn't use shutters to protect them, users can accidentally scratch the drums or expose

Which printers minimize maintenance chores and make it easy for office users succeed with color?

	HP	Okidata
Ships with more toner in the box	✓	-
Reduced parts	✓	-
Easy access to paper path	✓	-
Consistent print quality without cleaning	✓	-
Laser technology and automatic PQ enhancements	✓	-
Fast warm-up time from powersave mode	✓	-

Get superior color printing for less money with HP.



More toner in the box — OKI color printers ship with half-empty starter cartridges. When you include the value of the extra toner you get with HP Color LaserJets, their OKI counterparts cost 3-8% more to buy.¹



them to light, degrading print quality and creating expensive hidden costs when damaged drums require premature replacement.

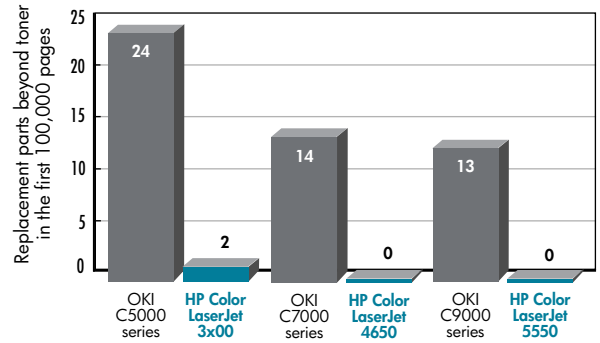
Reduce support costs and downtime with HP.

- **Fewer parts minimize interventions** — OKI color printer users must manage twice as many consumables because Okidata separates imaging drums from toner supplies. Color LaserJet printers employ integrated toner cartridges, plus HP's long-life replacement parts last longer than Okidata's. Both of these factors reduce the number of parts that need to be replaced and the associated downtime for HP users.
- **Easy access to the paper path simplifies jam clearing** — OKI color printers have horizontal paper paths, a design that forces users to remove several consumables — including easily damaged light-sensitive imaging units — to clear paper jams. HP Color LaserJet printers provide simplified access to the complete paper path without requiring users to remove consumables.
- **No LED lens cleaning reduces maintenance** — If you're having PQ problems with an OKI color printer, chances are its LED lenses need cleaning — an extra task that's periodically required because its low-intensity light-emitting diodes must be placed very close to the imaging drums, which have toner on them. Lasers like those employed by HP Color LaserJet printers are higher-intensity light sources that can be projected farther away from the drum and from within protected housings, eliminating the cleaning issues associated with LEDs.
- **True1: many management** — HP Web Jetadmin lets you batch configure multiple printers, plus it lets you deploy pre-configured drivers to all end-users' devices in one easy step. With OKI, you must configure each printer and each client's driver one at a time.

Simplify colour printing for users with HP.

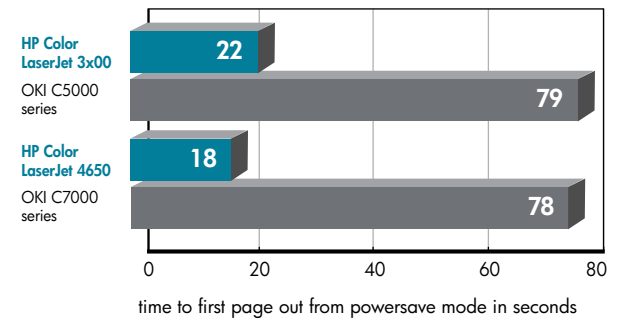
- **Best PQ in default mode simplifies printing** — Best PQ is always the default on Color LaserJets, which means HP users just have to click File + Print, while OKI users have to choose between best PQ and fastest performance.
- **Automatic print quality enhancements** — HP Color LaserJets combine advanced control over dot size and placement with trapping and sharpening technologies to deliver noticeably superior print quality automatically.
- **Faster real-world performance minimizes wait time** — HP Color LaserJets utilizes innovative fusers that warm up much faster from powersave mode. This means HP Color LaserJets will output shorter print jobs faster than OKI color printers — a big advantage when you consider two-thirds of office documents are three pages or less.
- **Better control panel simplifies interaction** — Toner gauges on HP Color LaserJet control panels provide an easy view of supplies levels and thus reduce downtime. Furthermore, the advanced four-line displays on HP Color LaserJet printers offer animation and context-sensitive help, whereas the two-line text displays on OKI color printers don't.

Replace fewer parts with HP.



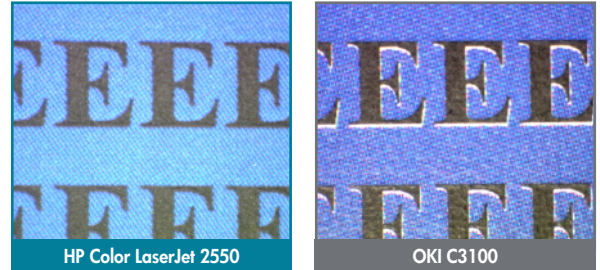
Not only do OKI color printers have twice as many consumables to manage than their HP counterparts, interventions to replace parts other than toner cartridges occurs more frequently.

Spend less time waiting for output with HP.

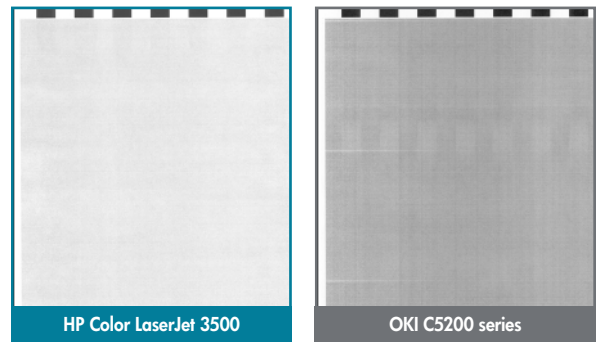


Instant-on fusing technology virtually eliminates warm-up time and gives HP Color LaserJet printers a real-world performance advantage over their OKI counterparts.

HP's superior print quality is easy to see.



These enlargements of 12-point color text clearly demonstrate HP delivers superior print quality. The HP output was printed in default mode and the OKI output was printed in best-PQ mode.



LED devices like OKI color printers are prone to streaking and banding — especially in 1,200-dpi mode (which also slows down performance) — plus they tend to oversaturate, using toner less efficiently than HP. Both of these problems are evident in OKI's output of a 25% gray page. In our testing, OKI color printers experienced the most problems with light gray and light green.



1. The OKI C5150 only ships with 1,500 CMYK pages worth of toner compared to 4,000 CMY and 5,000 K pages for the HP Color LaserJet 2550n. Likewise, the OKI C7350n ships with 5,000 CMYK pages vs. 8,000 CMY and 9,000 K pages for the HP Color LaserJet 4650n, and the OKI C9600n only ships with 7,500 CMYK pages compared to 12,000 CMY and 13,000 K pages for the HP Color LaserJet 5550n. All prices are based on hp.com and oki.com pricing.