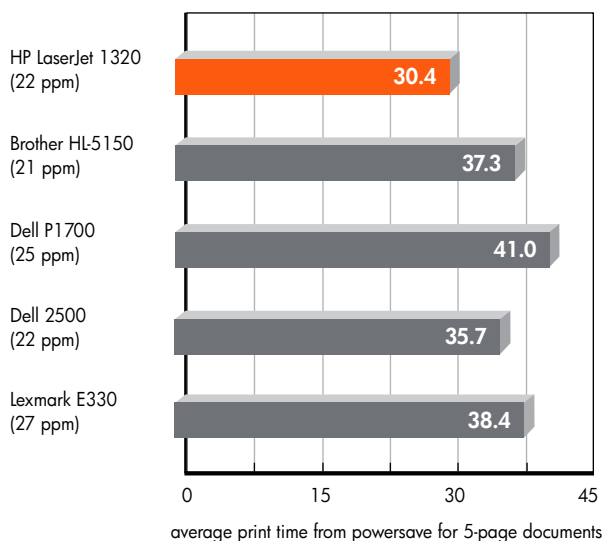


The HP LaserJet 1320 performance advantage.



Get more with Instant-on Technology.

With HP, you'll spend less time waiting for output.



Typical print jobs in the office environment are 1-5 pages in length, and HP LaserJet printers can output them significantly faster than competing units in their class — even those with higher rated print speeds — because Instant-on Technology virtually eliminates warm-up time. For instance, the HP LaserJet 1320 printer on average prints 5-page Adobe Acrobat and Microsoft Excel, Internet Explorer, PowerPoint, and Word documents anywhere from 15% to 26% faster than competing devices. Testing was performed by QualityLogic under laboratory conditions and your results may vary. All efforts were made to ensure accuracy and validity; however, QualityLogic disclaims any warranty, expressed or implied, and will not be held liable for any damages.

Faster total print-job time — Most HP LaserJet printers employ patented Instant-on Technology, virtually eliminating warm-up time — which ranges from 20-40 seconds in competing laser printers. Because Instant-on Technology minimizes warm-up time, HP LaserJet printers can output typical office documents up to 5 pages long significantly faster than competing units (see infograph).

- Most vendors use a metal fusing cylinder, which takes longer to heat than the cylindrical-film fuser employed by Instant-on Technology.
- Instant-on Technology utilizes an innovative ceramic heating element to warm the fuser. Most competing devices use a halogen bulb or corona wires, which can be less durable than HP's solution and require frequent warming to maintain a minimum standby temperature for a period of 5-30 minutes before the printers return to powersave mode. When users send a new print job to a competing laser printer after it has entered powersave, they must wait 20-40 seconds for the device to completely warm up again.

Faster first page out (FPO) — Studies have shown that personal printers sit idle an average of 1 hour between print jobs. Instant-on Technology enables HP LaserJet printers to output the first page in as little as 10 seconds. However, competing printers can take 20-40 seconds to print the first page from powersave mode.

More energy efficient — Thanks to Instant-on Technology, the HP LaserJet 1320 — unlike competing printers — does not require additional power consumption while in standby mode. Since warm-up time is minimized, the printer consumes less energy and realizes less wear on the engine. And since there is no need to keep the fuser hot between print jobs with Instant-on Technology, HP LaserJet printers create less cooling-fan noise than competing printers. While competing devices can be reset so they don't enter sleep mode to improve performance, doing so will radically increase energy consumption.

To get the most value, be sure to look at the whole picture.

Purchase price is just part of the picture. In fact, independent studies have proven that quality, reliability, and ease of use have a much greater impact on the total cost of owning and operating a device over time. When choosing a printer, be sure to consider how much it will impact productivity, as well as whether or not you can count on it to be up and available whenever you need it. And remember, HP is the only printer maker that has received an "A" rating or better for 12 consecutive years in PC Magazine's annual Service and Reliability Survey.

