

# Why HP color printers?



## HP color printers give you the business results you need without disruptions.

When choosing a color printer for your office, it's wise to look beyond specifications. Specs will only tell you so much, and they generally don't reveal much, if anything, about ease of use — which is what ultimately determines whether you'll enjoy consistently great results or suffer big disruptions.

### Unsurpassed ease of use keeps your business moving.

Important things like intervention rates, control-panel design, and network-management capabilities — items you won't find on any datasheet — can have a big impact on whether or not your office is successful with color. The only way to uncover these differences is to make a thorough comparison.

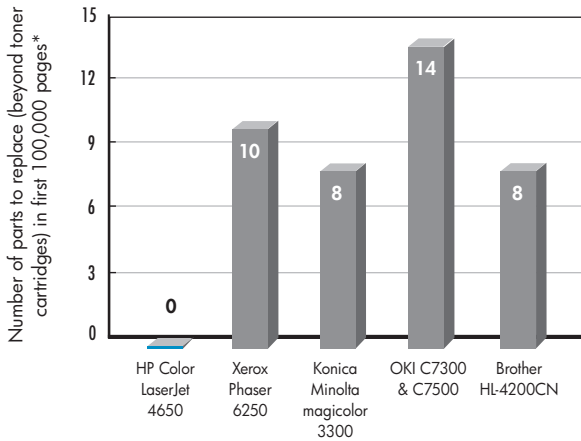
Intervention rates, for instance, are influenced by a variety of factors — ink- or toner-cartridge capacity, the number of consumables, and the number and lifespan of replaceable parts like imaging drums and inkjet print heads. Interventions can be intensified by other factors, as well. Consumables or replaceable parts that require a service technician can affect uptime and availability, and the number of access points — the fewer the better — can influence the ease with which paper jams are cleared.

### Many other HP advantages give you a competitive edge.

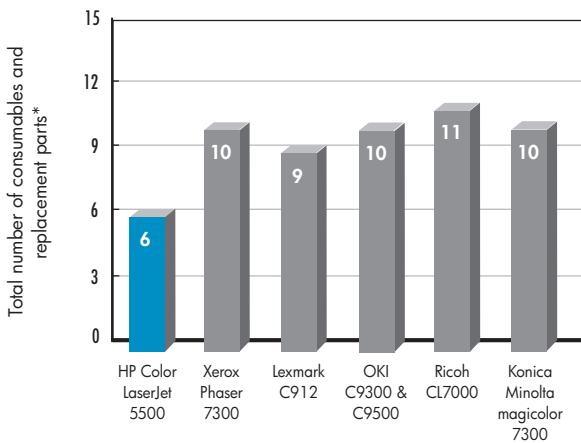
Ease of use is just the tip of the iceberg, and HP offers the same kinds of advantages in other important areas. We think you'll choose HP color printers for a number of reasons if you make a thorough comparison by asking questions like:

- Does the device offer best print quality and performance out of the box?
- How sharp is color and black text, do all four colors (CMYK) tightly register, are fills uniform, and do the colors on output match the colors on your monitor?
- How does the device perform in the real world? Important things like a fast first-page-out time from powersave mode, the speed at which the device processes complex files, and the frequency and length of cleaning cycles can have a big impact on real-world performance.
- Does the vendor's network-management utility let you route specific alerts to the appropriate people and multiple destinations so you can, for instance, send supplies alerts to the nearest administrative assistants and troubleshooting alerts to the helpdesk? And does it let you batch configure printers or drivers in one easy step or must you configure each printer and each client's driver one at a time?
- Is the device reliable? HP is the only printer maker that has received an "A" rating or better for 12 consecutive years in PC Magazine's Service and Reliability Survey.

#### Reduce consumables interventions with HP.



#### Manage fewer consumables with HP.



\* Yield information for consumables based upon ARS data.

