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This deck is meant to be directional in nature—a conversation starter on how PPS presents its inkjet printing and imaging offerings. All information here is public and can be used in customer discussions. Please note the following before using this deck:

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3. SLIDESHOW mode will activate animations. Be sure you know how the animations progress before showing to customers.
4. SPEAKER NOTES will give you more information.
5. This deck is brand compliant as of May 2014. Additional slides are included at the end of this presentation for a more in-depth briefing experience.
6. Public sector reps., please review the pricing on slides 8 and 9, and modify if needed based on customer's contract pricing.





Mythbusting ink for office printing

A closer look at ink in the office

Speaker's name / Month day, 2014

MYTH: Ink in the office is too expensive.

Not true—the cost savings can be significant

- Up to 50% lower color cost per page than competitive lasers¹
- HP Officejet Pro products are ENERGY STAR® certified, and use up to 50% less energy than color lasers²
- HP Officejet Enterprise X series printers and MFPs use up to 65% less energy than color lasers (based on average weekly energy use)²
- Reduced environmental impact. Fewer emissions and up to 90% less packaging waste by weight (Officejet Enterprise X models) than color lasers
 - Original HP pigment ink cartridges require less packaging than toner cartridges. See images at right, comparing ink for the HP Officejet Enterprise X (left) to toner for the Kyocera FS-C2626 (right)³



MYTH: Inkjets are for homes, not business printing.

Not true—HP business ink products are built for business performance

- HP Officejet Pro, Pro X and Officejet Enterprise X printers, MFPs and AiOs print at up to twice the speed (up to 72 ppm in general office mode) and half the cost per page of laser printers^{4,1}
- Undergo the same rigorous testing as HP LaserJet printers, and offer commercial-level service and support. [Read a BLI competitive report](#)
- They deliver ‘business-class’ recommended monthly print volumes
- Designed tough for the business world with extensive reliability testing and superior usability. Feature on-site repair warranties for the HP Officejet Pro X and Officejet Enterprise X series¹³
- HP Officejet Pro X and Officejet Enterprise X products feature cartridges with laser-comparable page yields, and other Officejet Pro models offer optional high-yield cartridges⁵
- Get rugged, reliable input trays—similar to HP LaserJets; several models include 500-sheet input trays with an optional 500-sheet tray⁵
- HP Officejet Enterprise X devices are equipped with all the same advanced security and workflow features of HP LaserJet Enterprise devices, making them a robust choice for large business requirements



HP Officejet Pro and Officejet Enterprise X models can cut printing costs in half compared to color laser.



MYTH: The print quality just isn't as good.

Not true—print quality is priority #1 at HP, and nobody does it better

- The HP Officejet Pro and Officejet Enterprise X series produce professional color print quality and crisp black text
- Original HP Pigment inks deliver high-quality, water-resistant⁶ results that resist fading⁷ and smearing even with highlighter use, and have received ink durability certificates for the [ISO 11798 standard](#)
- Printheads are designed to last the life of the product
- Advanced HP engineering for flawless experience
- HP Officejet Pro X and Officejet Enterprise X products feature HP PageWide Technology, based on HP's advanced commercial printing technologies, which produces consistently high print quality



MYTH: Inkjets don't have the management or security features IT needs.

Not true—they're designed to integrate seamlessly into office environments—managed or not

- HP Officejet Pro X and Officejet Enterprise X devices deliver built-in security features and the ability to set security policies via the HP Imaging and Printing Security Center^{8,9}
- Remote monitoring and managing with HP Web Jetadmin (networked) or via USB proxy (direct connect) and HP Universal Print Driver^{8,10}
- Support partner solutions for advanced security, document management and routing capabilities¹¹
- HP Officejet Enterprise X, Officejet Pro X and Officejet 200 series printers qualify for HP Managed Print Services, to help manage workplace printers and keep them running smoothly while helping to lower costs
- HP Officejet Enterprise X series has all the management and solutions features of an HP Enterprise LaserJet
- Third party testing by BLI has indicated HP Officejet Pro X and Enterprise X print quality is equal to or better than lasers in some cases



HP Officejet Pro e-AiOs and MFPs

HP Officejet Pro 6830 e-All-in-One



HP Officejet Pro 8610, 8620 e-All-in-Ones



HP Officejet Pro 276dw MFP



HP Officejet Pro X476dw MFPs



HP Officejet Pro X576dw MFP



HP Officejet Enterprise Color (Flow) X585 series MFPs



€159

€179-199/ €279

€399

€649

€849

€1,799-2,549

- Professional color for less than lasers
- Up to 18 / 10 ppm ISO⁴
- 3.0 / 10.0 cents¹
- Up to 1,000/825 pg yield¹⁴
- Enhanced productivity features
- 35-page ADF
- 2.65"/6.75 cm color touchscreen
- Auto duplex
- 225-sheet input tray
- Easy mobile printing at work or on the go
- USB / Ethernet / wireless
- Up to 15,000 pg duty cycle
- Up to 200 – 800 RMPV
- 1 – 3 users

All the features of the Officejet Pro 6830 plus:

- + Up to 19 / 14.5 ppm ISO⁴
- + 2.0 / 7.0 cents¹
- + Up to 2,300/1,000 pg yield¹⁴
- + Legal scan glass
- + Scan to email, cloud or network folders
- + Up to 30,000 pg duty cycle
- + Up to 250 – 2,000 RMPV

Officejet Pro 8620 adds:

- + Up to 21 / 16.5 ppm
- + 50-page auto-duplex ADF
- + 4.3"/10.3 cm touchscreen
- + 2-sided scanning & copying
- + Touch-to-print NFC
- + Up to 250 – 2,500 RMPV
- + 1 – 5 users

Officejet Pro 8630 adds:

- + 2nd 250-sheet paper tray
- + 2nd set of standard color ink
- + OCR software

All the features of the Officejet Pro 8600 series plus:

- + Up to 20 / 16 ppm ISO⁴
- + 1.6 / 7.2 cents¹
- + Up to 2,300/1,500 pg yield¹⁴
- + USB, Ethernet, Wi-Fi, 802.1x enterprise wireless security, wireless direct
- + PCL 5/6 /PS 3 UPD
- + HP Imaging & Printing Security Center
- + Support for HPCR, HPAC (authentication, authorization, PIN) ePrint, Apps, AirPrint™
- + Opt. 2nd 250 sheet tray
- + Memory card slot, front USB 2.0, direct PDF print

All the features of the Officejet Pro 276dw plus:

- + Looks like a laser, runs like a laser, costs half as much
- + Up to 36 / 36 ppm ISO⁴
- + Up to 55 ppm general office mode
- + 1.3 / 6.8 cents¹
- + Up to 9,200/6,600 pg yield¹⁴
- + 2 trays: 500 + 50 sheet MP
- Ethernet only (no Wi-Fi)
- No memory card slots (USB only)
- + Up to 50,000 pg duty cycle
- + Up to 500-4,000 RMPV
- + 3 – 10 users

Officejet Pro X476dw adds

- + 802.11.n Wi-Fi
- + Wireless direct

All the features of the Officejet Pro X476 series plus:

- + Up to 42 / 42 ppm ISO⁴
- + Up to 70 ppm general office mode
- + Up to 75,000 pg duty cycle
- + Up to 2,000 – 6,000 RMPV
- + 5 – 15 users

All the features of the Officejet Pro X576dw plus:

- + Up to 44 / 44 ppm ISO⁴
- + Up to 72 ppm general office mode
- + 1.2 / 5.6 cents¹
- + Up to 80,000 pg duty cycle
- + Full-color 8" / 20.3-cm touchscreen display panel
- + 320GB encrypted hrd drv
- + Enterprise level ADF/scanner
- + Enterprise manageability, security, solutions support

OJ Enterprise X585f adds

- + Fax

OJ Enterprise X585fz adds

- + HP EveryPage ultrasonic double-feed detection
- + Integrated keyboard
- + Heavy-duty scanner, OCR
- + Single pass duplexing ADF

HP Officejet Pro printers

HP Officejet Pro 6230



Officejet Pro 8100



Officejet Pro 251dw



Officejet Pro
X451dw



Officejet Pro
X551dw



Officejet Enterprise X555dn
/ X555xh



€79

- Professional color for less than lasers
- Up to 18 / 10ppm ISO⁴
- 3.0 / 10.0 cents¹
- Enhanced productivity features
- 225-sheet input tray
- Auto duplex
- Four ink cartridges / high-yield available
- Print borderless color brochures
- Easy mobile printing at work or on the go
- USB / Ethernet / wireless
- Print from smartphones and tablets
- Up to 15,000 pg duty cycle
- Up to 200 – 800 RMPV
- 1 – 3 users

€109

All the features of OJ Pro 6230 plus:

- + Up to 20 / 16 ppm ISO⁴
- + 2.0 / 7.0 cents¹
- + Up to 2,300/1,500 pg yield¹⁴
- + USB, Ethernet, Wi-Fi, 802.1x wireless, wireless direct
- + ePrint, Apps, AirPrint™
- + USB 2.0 port with direct PDF print
- + Opt. 2nd 250-sheet input tray
- + Up to 25,000 pg duty cycle
- + Up to 250 – 2,500 RMPV
- + 1 – 5 users

€299

All the features of OJ Pro 8100 plus:

- + Up to 20 / 16 ppm ISO⁴
- + 1.6 / 7.2 cents¹
- + USB, Ethernet, Wi-Fi, 802.1x Enterprise wireless security, wireless direct
- + 4.3"/10.9-cm touchscreen color graphics display
- + PCL 5/6 / PS 3 UPD
- + Support for HPAC (PIN, authentication, authorization)
- + ePrint, apps, AirPrint™
- + 250 sheet input tray – opt. 2nd 250 sheet
- + Memory card slot, front USB 2.0 port with direct PDF print
- + Up to 30,000 pg duty cycle

€399

All the features of OJ Pro 251dw plus:

- + Looks like a laser, runs like a laser, costs half as much
- + Up to 36 / 36 ppm ISO⁴
- + Up to 55 ppm general office mode
- + 1.3 / 6.8 cents
- + Up to 9,200/6,600 pg yield¹⁴
- + 2.0" / 5.1-cm mono display (no apps)
- + 500 + 50 sheet MP – opt 2nd 500
- + Ethernet only (no Wi-Fi)
- + No front USB / memory card slots
- + Up to 50,000 pg duty cycle
- + Up to 500 – 4,000 RMPV
- + 3 – 10 users

Officejet Pro X451dw adds

- + 802.1.x Wi-Fi
- + Wireless direct

€599

All the features of OJ Pro X451dw plus:

- + Up to 42 / 42 ppm ISO⁴
- + Up to 72 ppm general office mode
- + 4.3"/10.9-cm color touchscreen
- + Apps
- + Support for HPAC (PIN, authentication, authorization)
- + Front USB with direct PDF printing
- + Up to 75,000 pg duty cycle
- + Up to 2,000 – 6,000 RMPV
- + 5 – 15 users

€679-1,089

All the features of OJ Pro X551dw plus:

- + Up to 44 / 44 ppm ISO⁴
- + Up to 72 ppm general office mode
- + 1.2 / 5.6 cents¹
- + Adjustable 4.3" / 10.9-cm color SVGA touchscreen
- + Up to 80,000 pg duty cycle
- + Duplex printing for enterprise teams of 5-15
- + Paper capacity of up to 1,050 sheets with optional product stand ¹²
- + Enterprise manageability, security, solutions support

Officejet Enterprise X555xh adds

- + 320GB encrypted hard drive

Rely on HP

HP is a leader in inkjet innovation

- HP Officejet Pro X and Officejet Enterprise X series feature the same innovation—HP PageWide Technology—used in HP industrial-grade printing presses
- Beyond the device, HP is a leader in IT integration features
- Our leadership position in computing and services makes us the obvious choice for workflow integration and content management
- Visit these links to learn more:
hp.com/go/officejetenterprisex
hp.com/go/officejetprox
hp.com/go/officejetpro



HP Officejet Pro and Officejet Enterprise awards



BLI – Summer 2014 Pick / Ratings

Officejet Enterprise Color X585 MFP Series - Outstanding A4 Color MFP for Small to Mid-Size Workgroups

Officejet Enterprise Color X555 Series - Outstanding A4 Color Printer for Small to Mid-Size Workgroups

Officejet Enterprise Color X585 MFP - Excellent rating versus Competitive Laser/LED models



PCMag.com

Officejet Enterprise Color Flow X585z MFP - Excellent rating ●●●●●

Officejet Pro 8610 e-All-in-One - Excellent rating ●●●●●

Officejet Pro 8630 e-All-in-One - Excellent rating ●●●●●



Editor's Choice

Officejet Pro 8620 e-All-in-One ●●●●●

Officejet Pro 6830 e-All-in-One ●●●●●



CNET

Officejet Pro X576dw MFP - Excellent rating ★★★★★



Editor's Choice

Officejet Enterprise X585dn MFP ★★★★★



Computer Shopper

Officejet Pro 8630 e-All-in-One - Editors' Choice



Resources

Online

- [HP Officejet Pro and Officejet Enterprise website](#)

White papers

- [Conserve resources without sacrificing performance – HP Officejet Enterprise Color X series](#)
- [HP Officejet Pro X series printers – breakthrough design with the environment in mind](#)
- [HP Officejet Pro X551dw vs. competitive lasers – BLI comparison](#)
- [HP Officejet Pro 86X0 series vs. laser devices – BLI comparison of printer consumables waste](#)
- [HP Officejet Pro 86X0 series vs. laser devices – BLI comparison of energy consumption](#)
- [Indoor air quality matters – how Original HP ink cartridges make a difference](#)
- [HP PageWide Technology – breakthrough speed, professional quality](#)



Notes

1. HP Officejet Enterprise X series: Cost per page (CPP) claim is based on the majority of color laser MFPs \leq \$3,000 USD and color laser printers \leq \$1,200 USD as of December 2013, based on market share as reported by IDC as of Q3 2013. ISO yield is based on continuous printing in default mode. HP Officejet Pro X series: Cost per page (CPP) claim is based on the majority of color laser MFPs $<$ \$1,000 USD and color laser printers $<$ \$800 USD as of August 2013, based on market share as reported by IDC as of Q2 2013. ISO yield is based on continuous printing in default mode. Officejet Pro 200 series: Majority of color lasers $<$ US\$300 and color laser AiOs $<$ US\$500, as of October 2013. Officejet Pro 8600 series: Majority of color lasers AiOs $<$ US\$500, August 2013; based on market share as reported by IDC as of Q2 2013. Officejet Pro 6000 series: Cost-per-page (CPP) claim compares the majority of multi-pass color laser printers $<$ \$300 USD as of February 2014, based on market share as reported by Q4 2013 IDC. CPP for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. For details, see hp.com/go/officejet. OJ Pro ISO yield with highest-capacity cartridges based on continuous printing; see HP Officejet CPP based on high-capacity HP 970XL/971XL, 950XL/951XL, 934XL/935XL or standard-capacity 980 ink cartridges estimated street price, published yield for color prints and continuous printing in default mode; see hp.com/go/learnaboutsupplies.
2. Officejet Enterprise X series energy claim is based on average of leading competitor color laser MFPs \leq \$3,000 USD, IDC as of Q3 2013. Energy use based on internal HP testing and Buyers Lab Inc testing January 2014. Officejet Pro X series energy claim is based on the majority of color laser printers $<$ \$800 USD and color laser MFPs $<$ \$1000 as of May 2014. Energy use based on HP testing. Officejet Pro 200 series energy claim is based on the majority of color laser printers $<$ US\$300, September 2012. Energy use based on HP and third party testing. Officejet Pro 8600 series energy claim is based on the majority of color laser MFPs $<$ US\$500, August 2013. Officejet Pro ISO yield with highest-capacity cartridges. Energy use based on HP testing. Officejet Pro 8100 energy claim is based on the majority of color laser printers $<$ US\$300, March 2011, OJ Pro with highest-capacity cartridges. Energy use based on HP testing. Actual cost and energy usage may vary. For details, see www.hp.com/go/officejet.
3. Officejet Enterprise X: Compared with the majority of color laser printers \leq \$1,200 USD and color laser MFPs \leq \$3,000 USD based on market share as reported by IDC as of Q3 2013. Calculation compares weight of supplies and cartridge packaging needed for similar amount of pages based on ISO yield and continuous printing. Officejet Pro X: Compares weight of empty cartridge and packaging materials needed for 15,000 pages using highest-capacity cartridges of major in-class competitors' color laser MFPs $<$ \$1,000 USD and color laser printers $<$ \$800 USD as of October 2012. Tested by Buyers Lab Inc. For details, see hp.com/go/officejet.
4. Officejet Enterprise X: Comparison based on manufacturers' published specifications of fastest available color mode (as of December 2013) and includes color laser MFPs \leq \$3,000 USD and color laser printers $<$ \$1,200 USD, based on market share as reported by IDC as of Q3 2013 and HP internal testing of printer in fastest available color mode (sample 4-page category documents tested from ISO 24734). For more information, see hp.com/go/printerspeeds. Officejet Pro X: Comparison based on manufacturers published specifications of fastest available color mode (as of August 2013) and includes color laser MFPs $<$ \$1000 USD and color laser printers $<$ \$800 USD available August 2013 based on market share as reported by IDC as of Q2 2013 and HP internal testing of printer in fastest available color mode (sample 4-page category documents tested from ISO 24734). For more information, see hp.com/go/printerclaims. Other Officejet Pro models: After first set of ISO test pages. For more information, see hp.com/go/printerspeeds.
5. Must be purchased separately.
6. Based on HP internal testing using papers with the ColorLok logo. For details, go to hp.com/go/printpermanence.
7. Based on paper-industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.
8. Available on the HP Officejet Pro 200, HP Officejet Pro X and HP Officejet Enterprise X series.
9. Available on select product models and firmware versions. See product documentation or visit hp.com/go/ipsc for details.
10. HP Web Jetadmin is free and available for download at hp.com/go/webjetadmin. The HP Universal Print Driver is free and can be downloaded at hp.com/go/upd.
11. HP Imaging and Printing Security Center, HP Access Control, HP Capture and Route.
12. Additional purchase of an optional paper tray is required.
13. Onsite service level may not be available in all geographies. In some instances, onsite services may be performed by an HP Authorized Service Technician.
14. Based on Original HP high-yield ink cartridges. High-yield ink cartridges not included; purchase separately.

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Thank you

