



# HP PageWide Pro 552dw Printer

Ultimate value and speed—HP PageWide Pro delivers the lowest total cost of ownership and fastest speeds in its class.<sup>1,2</sup> Get professional-quality color plus best-in-class security features and energy efficiency.<sup>3,4</sup>



**Dynamic security:** Cartridges with non-HP chips might not work today or in the future. Learn More: <http://www.hp.com/go/learnaboutsupplies>

**Professional mode speed:** Up to 50 ppm black; Up to 50 ppm color

**Standard connectivity:** 1 Hi-Speed USB 2.0 Host; 1 Hi-Speed USB 2.0 Device; 1 Ethernet 10/100 Base-TX network; 802.11 b/g/n Station; 802.11 b/g Access Point

**Paper handling:** 500-sheet input tray; 50-sheet multi-purpose tray; 300-sheet face-down output bin

**Duty cycle (monthly):** Up to 80,000 pages

## Professional color, breakthrough low cost per page

- Results you expect and lasting value—up to 40% lower color cost per page than color lasers.<sup>2</sup>
- Print professional-quality color on a variety of papers—perfect for office use.
- Print 4x more pages than standard cartridges with Original HP PageWide extra-high-yield cartridges.<sup>7</sup>
- Spend less time and budget on scheduled maintenance with streamlined HP PageWide Technology.<sup>8</sup>

## The fastest printer in its class<sup>1</sup>

- Wait less, do more with best-in-class speeds—as fast as 70 ppm in color and black-and-white.<sup>1</sup>
- Grab pages and go—without waiting. This device wakes up and prints fastest in its class.<sup>5</sup>
- Manage tasks from a 4.3-inch (10.9 cm) touchscreen. Print Microsoft® Word and PowerPoint® files from USB.<sup>6</sup>
- Print from your mobile device with Wi-Fi Direct® and NFC touch-to-print technology—no network needed.<sup>9,10</sup>

## Proven technology. Superior energy efficiency.<sup>4</sup>

- Minimize downtime with HP PageWide Technology that delivers reliable performance businesses demand.
- Conserve with HP PageWide Technology—designed to use less energy than any printer in its class.<sup>4</sup>
- Print up to 13,000 color pages and up to 17,000 black-and-white pages—and go longer between replacements.<sup>7</sup>
- Get professional-quality color documents and the performance you expect with Original HP PageWide cartridges.

## Best-in-class security<sup>3</sup> and management features

- Help protect your investment and extend capabilities as your needs grow, with a portfolio of solutions.<sup>11</sup>
- Help ensure the security of confidential information. Enter a PIN at the device to retrieve your print job.
- Regulate color use and reduce printing costs with HP Color Access Control.<sup>12</sup>
- Help keep your printer secure—from boot up to shutdown—with secure boot and secure code integrity validation.



Mac



<sup>1</sup> Comparison based on manufacturers' published specifications of fastest available color mode of all color business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. HP PageWide speeds based on General Office mode and exclude first page. Learn more at <http://www.hp.com/go/printerspeeds> <sup>2</sup> Comparison of HP PageWide Pro and Enterprise class devices with the majority of in-class color laser MFPs < \$3,000 USD, and color laser printers < \$1,249 USD as of November 2016; market share as reported by IDC as of Q2 2016. Cost per page (CPP) reported by Gap Intelligence Pricing & Promotions report October 2016, comparisons for all supplies are based on published specifications of the manufacturers' highest-capacity cartridges and page yield. Average yield based on ISO/IEC 24711 and continuous printing. Actual yield varies based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies> <sup>3</sup> Best-in-class security claim based on HP review of published embedded security features of competitive in-class Pro printers as of January 2016. Learn more at <http://www.hp.com/go/printersecurityclaims> <sup>4</sup> Energy claim based on TEC data reported on energystar.gov. Data normalized to determine energy efficiency of majority of in-class business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at <http://www.hp.com/go/pagewideclaims> <sup>5</sup> Comparison based on manufacturers' published specifications of first page out from ready and sleep mode of all color business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Subject to device settings. Actual results may vary. Learn more at <http://www.hp.com/go/printerspeeds> <sup>6</sup> Feature works with Microsoft® Word and PowerPoint® 2003 and later. Only Latin language fonts are supported. <sup>7</sup> Yield based on ISO 24711 cartridge yields for HP 976Y Extra High Yield Original PageWide Cartridges, which are not included in printer purchase; purchase separately. Comparison based on ISO 24711 cartridge yields for HP 976Y Extra High Yield Original PageWide Cartridges compared with HP 970 series Original PageWide cartridges. Extra-high-yield cartridges are compatible only with HP PageWide Pro 500 series MFPs and printers. Learn more at <http://www.hp.com/go/learnaboutsupplies> <sup>8</sup> Less scheduled maintenance based on 150,000 pages printed, and published comparisons of majority of in-class color laser printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Learn more at <http://www.hp.com/go/pagewideclaims> <sup>9</sup> Mobile device needs to be connected directly to the signal of a Wi-Fi Direct® supported MFP or printer prior to printing. Depending on mobile device, an app or driver may also be required. Wi-Fi Direct is a registered trademark of Wi-Fi Alliance®. For details, see <http://www.hp.com/go/mobileprinting>. <sup>10</sup> Requires a compatible NFC-printing-enabled mobile device. For a list of compatible NFC-printing-enabled mobile devices, see <http://www.hp.com/go/nfcprinting> <sup>11</sup> Additional workflow solutions available through HP's software and third-party partner program. For solution details, go to <http://www.hp.com/go/gsc> <sup>12</sup> HP Color Access Control available only on HP PageWide Pro devices with a 4.3-inch touchscreen. Learn more at <http://www.hp.com/go/pagewidebusiness>

