

IT PROFESSIONAL'S GUIDE TO COLOR IMAGING AND PRINTING



Color Adds Value to Your Business	2
HP Solutions Deliver	2
Emphasis on Reliability and Ease of Use	3
HP Helps You Manage Your Color Assets	4
Total Cost of Ownership Is Key	4

IT professionals supporting today's small and midsize businesses continue to face many tough challenges, as they are tasked with providing the right infrastructure capabilities to support their businesses, both manageably and affordably. As business owners and office workers increase their use of color devices—to improve their communications and marketing impact—IT professionals are tasked with identifying, implementing and managing the right mix of color imaging and printing devices to meet those business needs.

Business owners and office workers—particularly sales and marketing professionals—are asking for color, because they recognize that color may help them make a bigger, bolder impact with their customers and prospects. Color is a powerful communications tool that helps to improve comprehension and increase brand recognition.

So how should IT professionals plan to address these increasing needs for color? First, they should be aware that the world of color imaging and printing has changed dramatically. Color devices are now faster, easier to manage and more affordable. Today's advanced color imaging and printing solutions from HP are in fact helping IT professionals meet the needs of their businesses, without overtaxing their own staff and budget resources. Let's find out how.

Color Adds Value to Your Business

Since IT professionals are concerned, among other things, with ease of deployment and use, reliability and manageability, how do they select products, services and solutions that will be high quality, low maintenance, manageable and cost-efficient when deployed? Here are some ideas:

- **Requirement #1: Reliable speed and quality.** HP Business Inkjet products print up to 24 pages per minute (ppm) in color, while HP Color LaserJet systems print up to 27 ppm, depending on the model. Also, the advanced mechanical designs, high-powered processing capabilities, increased memory and optimized software offered by HP network printers streamlines network traffic, which further helps reduce IT's burden and office workers' wait times.
- **Requirement #2: Manageable.** Robust, proactive alert capabilities found in many HP color imaging and printing devices make IT staff aware of, and enables them to repair, identified problems before they reach office workers. HP also provides HP Web Jetadmin software for managing its entire line of printers—color and monochrome. Other technologies, such as HP Smart printing technology, enhance reliability and make supplies easy to install and manage.
- **Requirement #3: Affordable.** This year, HP introduced its first sub-\$500 color laser printer. Entry-level HP Business Inkjet printers cost less than \$200. But the affordability story goes far beyond the initial price tag. The many technological advances contained within HP imaging and printing solutions, combined with top-notch reliability and manageability, help to save time and increase productivity for both IT staff and office workers.

HP Solutions Deliver

With 20 years of investment in ink and laser technology, HP is uniquely positioned to offer the most complete family of color imaging and printing solutions. HP Color LaserJet and Business Inkjet printers, multifunction products, all-in-one devices, scanners, cameras and digital projectors are all hallmarks of this legacy.

The **HP Color LaserJet 2550** printer series—which includes HP's first sub-\$500 color laser printer—is a good example of HP's color technology at work. These high-performance, affordable devices can either connect directly to a PC via a standard Hi-Speed USB 2.0 or parallel port, or can be shared among a small workgroup via HP's Jetdirect network connectivity. Color LaserJet 2550 models also benefit from a variety of technologies and features including HP ImageREt 2400 Resolution Enhancement technology, and versatile paper-handling options.

HP ImageREt 2400 provides remarkable color print quality without having to change driver settings or make trade-offs among print quality, performance and memory. It also includes an advanced toner formula and new HP-engineered fuser technology to provide sharp text and graphics and consistent color quality over the life of the printer.

Color LaserJet 2550 devices print at speeds up to 20 ppm black and 4 ppm color, within space-saving housings that are compact enough to fit on a desk. And HP's Instant-on Technology virtually eliminates printer warm-up time, making it possible to print an entire document in the time that it takes other printers to warm up. Other great options to consider are the **HP Color LaserJet 3700**, **HP Color LaserJet 4650** and **HP Color LaserJet 5550**.

The **HP Business Inkjet 2300** printer series is another affordable yet highly robust line that features low operating costs thanks to four separate ink cartridges (1,750 pages per color) and lifelong printheads. The 2300 series is designed so office workers only have to replace colors that run out, which leads to a cost per page comparable to entry-level laser printers. Network-ready and remotely manageable, these devices print up to 9 ppm black and 5 ppm color, and up to 26 ppm black and 22 ppm color in fast mode.

Printing, copying, scanning, faxing and digital sending are all combined in one cost-effective, productivity-boosting package with the **HP Officejet 9100 All-in-One** series. This highly capable multifunction product family pumps out up to 25 ppm in black and 22 ppm in color when used in fast mode. And there's very little waiting for that first document, as it's produced in just 12 seconds. Everything happens quickly and efficiently with the Officejet 9100, which offers network throughput speeds of up to 6MB per second. Speed is matched by convenience, as the retractable keyboard (available on some models) simplifies digital sending.

The depth of HP's color printer product line is further enhanced by photo and mobile, as well as wide-and-large-format devices that serve the energetic needs of small and midsize companies. In keeping with the trend toward wireless technology, the **HP Officejet 7400 All-in-One** series and **HP Deskjet 6840** printer series feature wireless networking. In addition, the **HP bt300 Bluetooth Wireless Printer Adapter** enables printing of photos from camera phones and other Bluetooth* wireless technology-enabled devices—simply plug the adapter into a printer's USB port, and you're ready to print.

A perfect complement to a color printer—particularly for those businesses producing their own marketing materials or other collateral in-house—is a scanner. HP Scanjet scanners are designed for businesses that demand quick and easy, true-to-life results. Featuring one-touch operations, they typically scan documents and photos in seven seconds or less and feature up to 4800 dpi resolution. The wide variety of features available on different HP Scanjet models ensures that businesses will find the right tool for the job.

The **HP Scanjet 5590** digital flatbed scanner is a terrific choice for small and midsize businesses looking for a productivity-boosting scanning solution. This duplexing device features an automatic document feeder, so office workers can scan multiple documents on both sides at up to 8 ppm simply by loading their originals and pressing a button—no attendance required.

A unique member of the HP scanner family is the **HP Scanjet 4670** scanner. This ultra-thin device stands vertically on a desk, so it's perfect for space-constrained environments. This scanner can be used in a number of different positions, including face-down, so it's easy to capture odd-sized or large items.

Another enhancement to a well-rounded imaging and printing solution is a digital camera. HP digital cameras offer advances such as smaller size and ever-increasing resolution to go along with standard features such as a variety of lenses and a minimum 2-3x optical zoom. These advanced products can sharpen a company's marketing focus by enabling them to illustrate ideas that will catch the attention of customers.

The new **HP Photosmart R607 Digital Camera with HP Instant Share** is a 4.1-megapixel camera with 3x optical Pentax/7x digital zoom, eight shooting modes and automatic or manual focus for maximum flexibility. HP Real Life technologies go to work in this camera, making it easy even for novices to get great pictures. HP Image Advice enables the camera to analyze settings post-shot, and then offers suggestions on how to improve subsequent pictures. HP Adaptive Lighting technology lets you brighten up the dark spots in a picture automatically. And in-camera red-eye removal eliminates the need for red-eye-related touchups later on.

Finally, a great tool to add to your color imaging and printing arsenal—particularly for those companies with sales professionals or other employees who deliver presentations—is a digital projector. The HP digital projector lineup includes installed, on-site and on-the-road models to meet varying business needs. For the road warrior, the **HP sb21 Digital Projector** tips the scales at just 2.2 pounds, yet delivers true SVGA (800 x 600) resolution at 1,000 lumens, so color images are clear, sharp and accurate.

Emphasis on Reliability and Ease of Use

HP's diverse line of printing and imaging systems is supported by a spectrum of complementary components including HP Jetdirect Print Servers and Embedded Web Servers, HP Web Jetadmin and HP Smart printing technology. These support products and technologies help IT staff get the most out of their imaging and printing investments by helping to make HP devices easier to deploy, share, manage and maintain.

- **HP Jetdirect Print Servers and Embedded Web Servers.** The easy-to-manage HP Jetdirect line of print servers can help small businesses and small workgroups save money, flexibly place their printers, link to Internet printing e-services, and improve printing performance. Internal, external and even wireless models are available, helping businesses to extend the value of their color printing investment throughout

*Bluetooth is a trademark owned by its proprietor and used by Hewlett-Packard Company under license.

the network. HP Jetdirect print servers provide a simple and affordable method of printer sharing. Embedded Web servers allow IT staff or print network administrators to manage networked printers remotely, from a standard Web browser, so they can check status and solve problems quickly and efficiently—without running from printer to printer.

- **HP Web Jetadmin.** Version 7.8 is the latest enhancement to HP's industry-leading imaging and printing management software, HP Web Jetadmin. This release includes new device alerts, diagnostics and configuration options for HP and non-HP devices, batch configuration of HP MFP Digital Send-to-email and fax settings, automatic device configuration, and a plug-in that's able to discover locally connected printers using only a standard Web browser. HP Web Jetadmin 7.8 and the HP Webjetadmin Report Generation plug-in are both available via a free download from www.hp.com/go/webjetadmin.
- **HP Smart printing technology.** Keeping up with supply inventory is critical if business processes and workflow are to be maintained. HP Smart printing technology helps in this area by simplifying the way companies monitor, order and use their supplies. Proprietary technology, embedded in select HP print cartridges and compatible color inkjet printers, as well as select toner cartridges and compatible HP color laser printers, enables these devices to communicate with each other, which leads to real-time reporting of supply levels. This technology also streamlines the process of ordering supplies by having printers alert staff via e-mail, pager or cell phone when it's time to reorder. Customers are linked directly to their preferred online reseller, where needed supplies are pre-populated and ready for checkout.

HP's complete printing systems—including printers, ink, toner, paper and other specialized media—are engineered to work together for optimal quality and reliability. HP printing supplies are easy to use and to replace. Original HP supplies help IT professionals manage supplies costs more effectively and provide users with consistently great print quality. Reliable, easy-to-use HP printing supplies create a cost-effective solution over the life of a printer. Whether it's how the printer handles the paper or how print is applied to the page, HP delivers a single, seamless solution.

HP Helps You Manage Your Color Assets

The use of color is key to small and midsize companies. Color-capable organizations project an air of confidence and competence that sets them apart from the pack and makes them even fiercer competitors. HP empowers these dynamic firms—and the multi-talented IT professionals who work for them—by providing reliable, cost-effective color imaging and printing solutions that are easy to use and manage.

Companies of all sizes know that getting the job done smarter and quicker is an absolute requirement. That's why, when it comes to color, they consistently turn to HP, a company that has proven itself in the monochrome market, and raised the bar for color technology.

Simply stated, more customers count on HP than anyone else to make color printing practical in the office. The facts speak for themselves:

- HP consistently leads in several independent customer satisfaction surveys—for both black and white and color devices. In the 2003 *PC Magazine Service & Reliability* survey, HP received a grade of A+ from readers for printer satisfaction. HP is the only vendor to receive a grade of A or better for 12 consecutive years.
- With HP's portfolio of imaging and printing solutions, including color offerings, businesses can balance the deployment of their color and monochrome single-function and multifunction devices.
- HP has sold over 320 million printers and 200 million color devices worldwide.

Total Cost of Ownership Is Key

Today, color is an integral part of doing business that can make the difference between ordinary and outstanding business communications. But like any other technology choice, what's most important to both IT professionals and the overall business when deploying color imaging and printing solutions is total cost of ownership. And from the initial product selection and purchase to services, support and ongoing maintenance, HP provides a superior ownership experience.

To help small and midsize companies make the right technology choices for their business, HP offers access to expertise from its global network of solution providers, as well as online resources including "help me choose" tools, device-replacement suggestion tools and live online chat. And online expertise centers for imaging and printing, personal computing and servers and storage provide access to a wealth of information beyond product data, like tips and how-to guides as well as free online classes—just visit www.hp.com/sbso for details.

HP support services are designed to help small and midsize businesses maximize technology value throughout a solution's entire life cycle. These services include leasing and financing options, trade-in/trade-up programs, online services like desktop backup, and even a lineup of services specifically geared towards the needs of IT professionals, such as onsite training and installation. A number of new services are aimed at today's business challenges, including the Security Vulnerability Assessment for SMB. Together with its global network of reseller partners, HP can help identify solutions—including products, services and support options—that fit individual business requirements and budgets. (Note that services and support may vary by region.)

Finally, the sheer depth of HP's solutions portfolio helps IT professionals and the businesses they support not only get the most value out of their investments in color, it helps to ensure a seamless, hassle-free experience. From iPAQ Pocket PC handhelds to desktops and workstations, notebook and Tablet PCs, servers and storage devices, networking and management software, HP has a solution for virtually every computing need. That's why HP is the logical business partner for success-minded small and midsize companies around the globe looking to get the most value out of their technology investments.

For more information on color imaging and printing solutions, and other resources, visit www.hp.com/go/color.