

Key elements of HP Pagewide technology

HP Officejet Pro X Series Printers

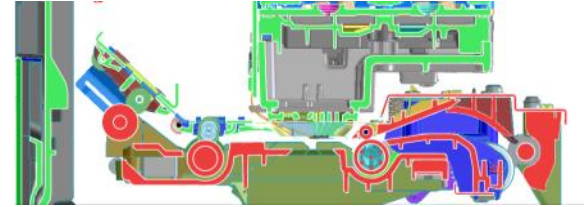
Pagewide writing system

- 42,240 nozzles /10,560 per color
- Uniform drop weight, speed and trajectory



Precision paper motion

- High throughput
- Reliable operation



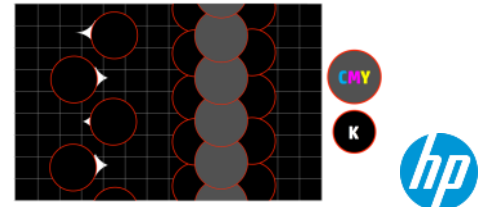
HP 970/971 Pigment inks

- Controlled ink-paper interactions
- High black and color saturation
- Low cost per page

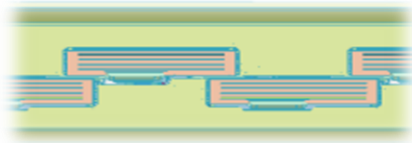
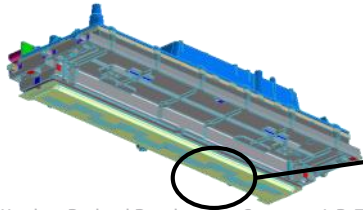
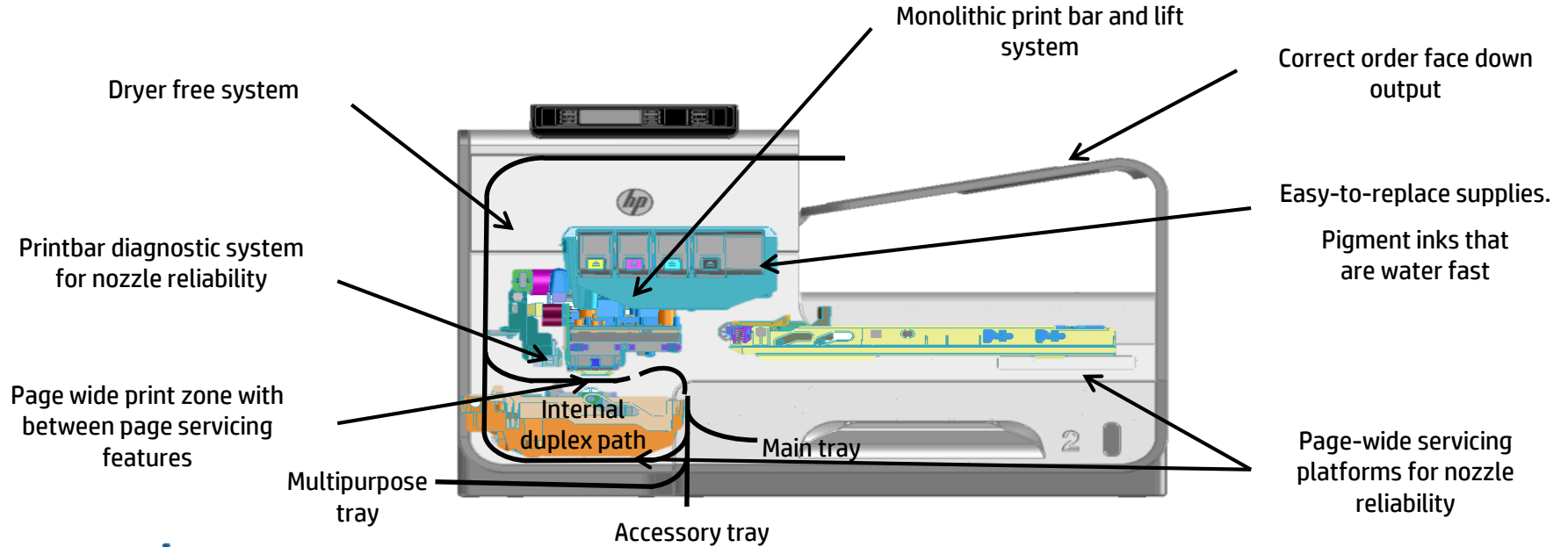


Dependable print quality

- Automatic printhead servicing
- Automatic nozzle testing
- Nozzle substitution



Breakthrough Ink Technology



Monolithic 4-colour page-wide writing system



Myth:

Inkjets (Ink print technology) are slow.

Truth:

HP Officejet Pro/Ent X are faster than most Laser Printers!



The print waiting game is over.

- First page out – less than 9.5 seconds
- Laser-comparable (ISO) print speeds 42 ppm.
- Draft speeds even faster...70 pages per minute!

Only the paper moves



Myth:

Inkjets (Ink print technology) do not produce high quality output.

Truth:

HP Officejets Pro/Ent X do provide high quality out put!

HP OJ Pro/Enterprise Ink adheres to plain paper and provides very good color print results



- High-quality (e.g. sharpness)
- Water-resistant
- Resist smearing and fading
- Withstand highlighter use

Myth:

Inkjets (Ink print technology) are expensive.

Truth:

HP Officejets Pro X provide up to half Cost Per Page (CPP) vs Laser Printers of same class!

HP OJ Pro X deliver **up to 50% lower cost-per-page** than competitive lasers.

Long-lasting ink supplies

Cartridges deliver yields on par with comparable devices

- **Black: 9.200 pages** (OJ Ent X: 10.000 pages)
- **Color: 6.600 pages** (OJ Ent X: 6.600 pages)



Also HP OJ Pro & Enterprise X

*... consume much
less energy,*

*... need much less
packaging*

*... need much less
storage space*

*than Laser
Printers!*

Savings of up to 50% of energy

- Reduced moving parts
- No fuser, no heating



Saving space

- Less packaging material – easy to recycle
- Cartridge space 10 times smaller



Myth:

Inkjets (Ink print technology) are not suitable for Enterprise environments.

Truth:

HP Officejets Pro/Ent X are designed for the Business!

Handles like a LaserJet Enterprise!

- Full Enterprise capabilities
- LaserJet-like reliability
- Full Solution Support

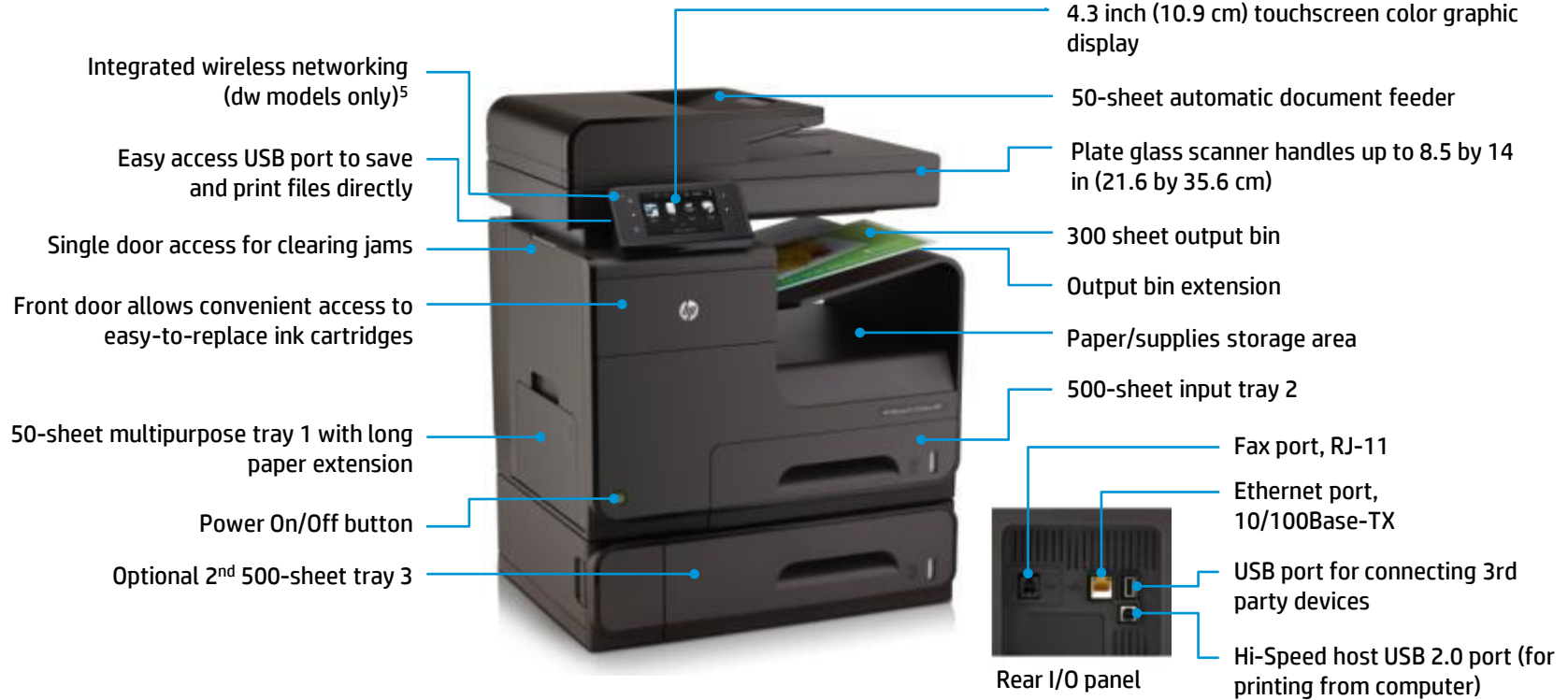


Has „everything“ a LJ Enterprise has!

- FutureSmart
- Web Jetadmin
- UPD
- Encrypted Hard Drive
- Workflow optimized
- Color Access Control
- Control Panel as the LJs
- ...



HP Officejet Pro X-series



HP Officejet Pro X576dw Multifunction Printer shown



Amazing reliability

Very simple paper path with no sharp turns. No fuser or transfer belt. Paper is only moving part

CERTIFICATE OF RELIABILITY

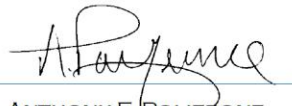
Awarded to

HEWLETT-PACKARD COMPANY

for the performance of the

HP Officejet Enterprise Color X585 MFP

in BLI's in-house durability test.



ANTHONY F. POLIFRONE
MANAGING DIRECTOR



MARCH 2014

DATE

This is to certify that when subjected to a 75,000-impression Buyers Lab durability test, the Officejet Enterprise Color X585 MFP proved to be a highly reliable product.

