

## Xerox Phaser® 8560 vs. HP color LaserJet® 4700

### Discover why the Phaser 8560 is the best choice

- Greater value
- Outstanding performance
- Easier to install, use and maintain
- Legendary solid ink ease of use
- Smaller and easier to fit into any office size
- Lower Total Cost of Ownership (TCO)
- Xerox Total Satisfaction Guarantee



	Phaser 8560	HP LaserJet 4700
<p><b>Get far more for less</b></p> <ul style="list-style-type: none"> <li>• Each Phaser 8560 configuration delivers higher performance and superior features than its comparable LaserJet 4700 configuration</li> </ul>	8560N: \$699* 8560DN: \$899* 8560DT: \$1,399* 8560DX: \$1,999* <b>Low Price!</b>	4700n: \$1,349** 4700dn: \$1,599** 4700dtn: \$2,499** 4700ph+: \$4,099**
<p><b>Faster performance</b></p> <ul style="list-style-type: none"> <li>• Quicker first-page-out time (FPOT), more powerful processor, more memory, and smarter controller equal better real-world performance. Research indicates that most print jobs are less than 5 pages; thus, first-page-out time is critical to performance.</li> </ul>	Up to 30 ppm As fast as 5-second FPOT 600 MHz processor 256 MB to 1 GB RAM <b>Faster!</b>	Up to 31 ppm Less than 10-second FPOT 533 MHz processor 160 MB to 544 MB RAM
<p><b>Get your documents faster</b></p> <ul style="list-style-type: none"> <li>• One-page B/W email</li> <li>• One-page color chart (Excel)</li> <li>• Complex graphic file</li> </ul> <p>NOTE: Times based on Phaser 8560DN and HP LaserJet 4700ph+ test results using default driver and print settings.</p>	10 seconds 13 seconds 53 seconds <b>Faster!</b>	16 seconds 18 seconds 1:25 seconds
<p><b>Cartridge-free ink is much easier to load</b></p> <ul style="list-style-type: none"> <li>• HP requires that three doors be opened just to see the supplies</li> </ul>	1 step 	7 steps Only 1 inch from the sensitive transfer belt 
<p><b>Easy driver installation</b></p> <ul style="list-style-type: none"> <li>• Phaser 8560 driver installation is intelligent and highly automated</li> <li>• HP 4700 driver installation requires 14 steps or decisions, which can cause confusion and waste valuable time (it doesn't even detect the printer configuration). Plus, it requires you to reboot your computer</li> </ul>	Install Time: 2 minutes <b>4 Steps!</b> 	Install Time: 8 minutes <b>14 Steps</b> 
<p><b>More robust and intuitive display</b></p> <ul style="list-style-type: none"> <li>• The Phaser 8560 front panel display shows printing status, document name and current page printing (e.g., "Printing Page 5 of 7")</li> <li>• HP's front panel display only shows "printing"</li> </ul>	6-line display complete with animated graphics	4-line display
<p><b>Greater color control</b></p> <ul style="list-style-type: none"> <li>• More color correction options add flexibility for more accurate color</li> </ul>	Xerox color options, Automatic, ColorSync, ICC profiles, Custom Color Sliders, embedded SPOT table, PANTONE®-approved	Automatic, ColorSync, ICC profiles
<p><b>Lower Total Cost of Ownership (TCO)</b></p> <ul style="list-style-type: none"> <li>• With an Average Monthly Print Volume (AMPV) of 2,500 pages per month over 36 months, Xerox customers save money!†</li> <li>• LaserJet 4700 users may incur additional costs from integrated toner/imaging units or print cartridges. As coverage deviates from 5%, it is more likely that one or the other portion of the print cartridge will be wasted</li> </ul>	Over \$400 less to own and operate in the first 36 months <b>SAVE!</b>	Over \$400 more to own and operate in the first 36 months

\*All prices are after \$100 rebate.

\*\*All prices are U.S. ERP. Reseller prices may vary.

† Color pages vs. b/w = 70%; Toner coverage is 5% per color; Includes 3 years of on-site service.

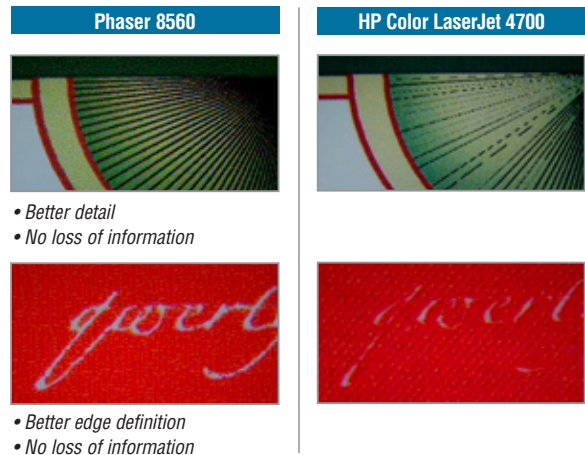


## Competitive Comparison

# Xerox Phaser® 8560 Advantages

### Better print quality and more consistent color

- Solid ink technology generates incredibly smooth, consistent and vibrant print quality. Details and registration are amazingly accurate. Color control is intuitive with the automatic Xerox color options.
- The HP Color LaserJet 4700's output has a dull finish, banding and registration issues, as well as a very noticeable dot pattern that degrades the print quality. Its color controls are unintuitive and the color fidelity is marginal.



### More environmentally friendly

- The Phaser 8560 utilizes compact solid ink sticks with no casings. So when users run out of ink, there's nothing left to throw away. The only other replaceable unit is a maintenance roller, which lasts for tens of thousands of pages.
- By contrast, when the HP Color LaserJet 4700 device runs out of toner, users are still left with big, bulky print cartridges that need to be disposed. Not to mention other items, such as fusers and transfer kits.

**The bottom line? For every 100,000 printed pages, a solid ink device generates approximately 5 lbs. of waste, compared to approximately 157 lbs. for a typical color laser.**

### Landfill waste for every 100,000 pages



### Consumables are easy to find and replace

- The Phaser 8560 printer technology is legendary for its ease of use. Loading ink is as easy as loading a stapler — even a child can do it.
- By contrast, the HP Color LaserJet 4700 is a complicated device. Loading ink requires 7 steps plus it exposes the sensitive transfer belt to potential damage.



Phaser 8560

#### Steps 1-3:

1. Open top cover
2. Insert ink
3. Close top cover

#### Steps 1-7

1. Open top door
2. Open bottom door
3. Open transport belt assembly
4. Replace toner
5. Close transport belt assembly
6. Close bottom door
7. Close top door



HP LaserJet 4700

### Easy-to-use driver

- The Phaser 8560 bidirectional drivers with visual graphics make navigation simple so users can get their prints right the first time
- By contrast, the HP Color LaserJet 4700 drivers are not bi-directional so users are unaware of device settings, such as the type and size of media in each tray. And, the driver layout requires users to navigate through several screens to accomplish routine tasks, such as duplex printing.



Phaser 8560 driver



LaserJet 4700 driver