







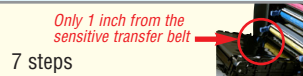




Competitive Comparison

Xerox Phaser® 6360 vs. HP color LaserJet 4700

Discover why the Phaser 6360 is the best choice

- Greater value
- Faster performance
- Easier to install, use and maintain
- Smaller and easier to fit into any office size
- Lower total cost of ownership (TCO)
- Xerox Total Satisfaction Guarantee



	Phaser 6360	HP LaserJet 4700
Get far more for less <ul style="list-style-type: none"> • Each Phaser 6360 configuration delivers higher performance, superior features, and lower TCO (based on high-capacity consumables pricing) than its comparable LaserJet 4700 configuration 	6360N: \$1,399* 6360DN: \$1,599* 6360DT: \$2,349* 6360DX: \$2,949* 	4700n: \$1,699* 4700dn: \$1,999* 4700dtn: \$2,899* 4700ph+: \$4,499*
Faster performance <ul style="list-style-type: none"> • Faster engine speed, quicker first-page-out-time (FPOT), more powerful processor, more memory, and smarter controllers equal dramatically better real-world performance 	Up to 42 ppm As fast as 9-second FPOT 1 GHz processor 256 MB to 1 GB RAM 	Up to 31 ppm Less than 10-second FPOT 533 MHz processor 160 MB to 544 MB RAM
Get your documents faster <ul style="list-style-type: none"> • FPOT from Powersaver mode overnight (as fast as) • One-page B/W email • One-page color chart • Two-page flyer • Complex graphic file • 24-page business document <small>Note: HP's stated FPOT of less than 10 seconds was unattainable. HP also states an FPOT of 16.5 seconds during Powersaver mode. This can only be achieved when the HP device first enters Powersaver.**</small>	30 seconds 10 seconds 10 seconds 12 seconds 53 seconds 45 seconds 	1:27 seconds 16 seconds 18 seconds 21 seconds 1:43 seconds 1:03 seconds
Print cartridges are easier to find and replace <ul style="list-style-type: none"> • HP requires that three doors be opened just to see the supplies 	3 steps 	7 steps 
Easy driver installation <ul style="list-style-type: none"> • Phaser 6360 driver installation is intelligent and highly automated • HP 4700 driver installation demands 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 	Install Time: 2 minutes  	Install Time: 8 minutes  
More robust and intuitive display <ul style="list-style-type: none"> • The Phaser 6360's front panel display shows printing status information such as whose job is being processed, document name, and current page printing (e.g., "Printing Page 5 of 7") • HP's front panel display only shows "printing" 	6-line display complete with animated graphics	4-line display with no animated graphics
Greater color control <ul style="list-style-type: none"> • More color correction options add flexibility for more accurate color 	Xerox color options, Automatic, ColorSync, ICC profiles, Custom Color Sliders, embedded SPOT table, PANTONE®-approved	Automatic, ColorSync, ICC profiles
Lower total cost of ownership (TCO) <ul style="list-style-type: none"> • With an Average Monthly Print Volume (AMPV) of 2,500 pages per month over 36 months, Xerox customers save money! • 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 	\$400 to \$1,700 savings at 36 months	\$400 to \$1,700 more to own and operate at 36 months

*All prices are U.S. ERP. Reseller prices may vary. **Times based on Phaser 6360DN and HP LaserJet 4700ph+ test results using default driver and print settings.

Other Xerox Phaser 6360 Advantages

CLEARLY THE BETTER VALUE

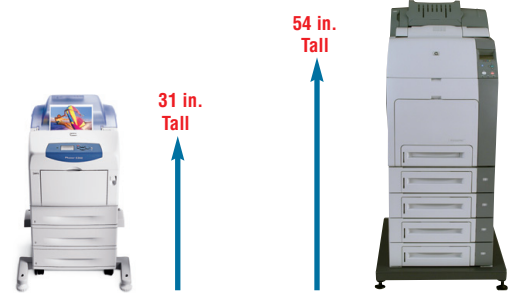
Phaser 6360 vs. HP color LaserJet 4700

- Much lower purchase price
- 11 ppm faster
- Faster first-page-out time (tested)
- Faster processor
- More standard memory
- Lower total cost of ownership (TCO)

Additional potential LaserJet 4700 costs

- The HP 4700's integrated toner/imaging unit may increase the printing cost. When the imaging unit runs out, you could be throwing away unused toner.
- The Phaser 6360 has 4 toner cartridges that are separate from a single imaging drum—thus maximizing the life of each consumable.

MUCH SMALLER AND MORE MOBILE UNIT



Phaser 6360DX vs. HP LaserJet 4700ph+

- 23 inches shorter
- 121 pounds lighter
- Easily moved by one person



- Over 7 inches wider, 5 inches deeper and 23 inches taller
- 121 pounds heavier
- Big and unwieldy, the 4700ph+ is hard to move around and place in the office

EASILY FIND AND REPLACE CONSUMABLES

Phaser 6360



- Steps 1-3**
1. Remove frosted cover
 2. Change toner cartridges
 3. Replace frosted cover



HP LaserJet 4700



Find the consumables...

- 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



Only 1 inch from the sensitive transfer belt



THE 4700ph+ MAY HAVE FINISHING...

But an extra \$1,500 is a high price to pay for what's essentially a single-position stapler.



- One 6360DX printer = \$2,949
- One stapler = \$5



- One 4700ph+ printer = \$4,499

HP LaserJet 4700ph+ Stapler

- Limited to only 30 pages
- Single-position stapling only

Stacker

- Replaces original output
- Only adds an additional 200 sheets of output
- No driver-controllable offset or jogging—all jobs get stacked together