

Xerox Phaser 7750 vs. HP color LaserJet 9500

The Phaser 7750 sets the standard for quality, performance, and versatility

- Faster throughput
- Lower purchase price
- Higher print resolution
- Superior color management tools
- Upgradeability



	Phaser 7750	HP LaserJet 9500
<p>Faster job throughput</p> <ul style="list-style-type: none"> • Get better quality in less time and for less money with the Phaser 7750 	<p>Up to 35 ppm from all trays</p> <p>11-second FPOT 46% Faster!</p> <p>715 MHz processor</p> <p>256 MB standard / 1 GB max</p>	<p>24 ppm from MPT</p> <p>22 ppm from main trays</p> <p>17.5-second FPOT</p> <p>500 MHz processor</p> <p>160 MB standard / 384 MB max</p>
<p>Lower price</p> <ul style="list-style-type: none"> • HP's equivalents to the Phaser 7750 configurations cost more and offer less memory and fewer features • Pay up to \$1,000 more on the HP to get near-equivalent features • HP makes you pay extra to add a finishing option to their 9500hdn model for \$1,810, and \$2,020 (all US ERP prices) 	<p>\$5,599 (B)</p> <p>\$6,799 (DN)</p> <p>\$7,899 (GX)</p> <p>\$9,599 (DXF)</p> <p>Save Big!</p>	<p>No base/desktop model</p> <p>\$7,696 (n+duplex+hard disk+memory)</p> <p>\$8,498 (hdn + memory)</p> <p>\$10,518 (hdn + memory + stapler/stacker)</p>
<p>Higher print resolution</p> <ul style="list-style-type: none"> • The Phaser 7750's image-enhancing Photo Mode (not on B model) delivers smooth tonal range and increased detail. • The HP 9500 uses imaging technology that is based on a limited 600 x 600 dpi grid 	<p>True 1200 dpi, Photo Mode</p>	<p>600 dpi + rendering</p>
<p>Color management software</p> <ul style="list-style-type: none"> • PhaserMatch™ is designed specifically for the graphic arts and color savvy user of the Phaser 7750 so they can have the color control and accuracy they need • PhaserCal provides both visual and instrumentation calibration 	<p>PhaserMatch 3.0</p> <p>PhaserCal</p> <p>Color tools!</p>	<p>None</p>
<p>Upgradeability</p> <ul style="list-style-type: none"> • HP 9500 customers cannot add extra trays to any model. The HP 9500n model cannot be upgraded to include a finisher 	<p>Fully upgradeable</p> <p>Flexible!</p>	<p>Not upgradeable</p>
<p>Automatic two-sided printing</p> <ul style="list-style-type: none"> • Save paper, time, and money 	<p>Standard on DN, GX, and DXF models</p>	<p>Optional on 9500n model</p> <p>Extra \$499!</p>
<p>Language support</p> <ul style="list-style-type: none"> • True Adobe® PostScript® 3™ allows for the most accurate printing 	<p>True Adobe PostScript 3 </p> <p>Adobe PostScript 3</p>	<p>PostScript clone</p>
<p>Hard disk</p> <ul style="list-style-type: none"> • Enables features such as Proof Print, Save Print, Secure Print, booklet printing, and extended font storage 	<p>20 GB standard on all models</p>	<p>20 GB optional on 9500n model</p> <p>Extra \$599!</p>
<p>Faster and easier installation</p> <ul style="list-style-type: none"> • One of the easiest network driver installation procedures on the market today gets users setup and printing in just minutes 	<p>4 steps</p>	<p>16 steps</p>

(more over)

XEROX®

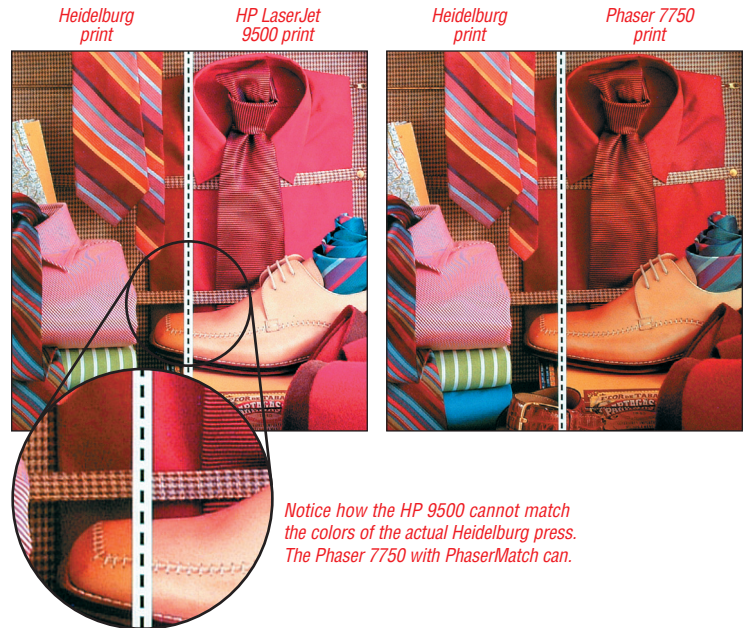
Other Xerox Phaser 7750 Advantages

PhaserMatch™ 3.0 Color Management Software

- Create custom TekColor® corrections to target and match an output device of your choice. This powerful color management tool uses existing ICC/ICM color profiles and even allows you to modify the resulting color tables. The end result is a versatile and easy-to-use color management solution tailored to the demanding color expert.
- The HP color LaserJet 9500 colors cannot be altered to match another device or output. You get what you get with limited color control through their driver.

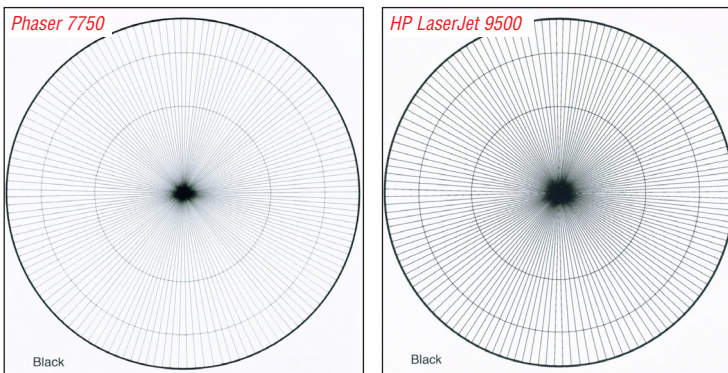
Other print quality advantages

- True Adobe® PostScript® 3™ for the most accurate printing across numerous devices and platforms.
- The Phaser 7750's Emulsion Aggregation (EA) Higher Gloss (HG) toner uses smaller, more uniform toner "particles" to bring more detail and clarity to every image.
- Unmatched color confidence with industry-leading color technologies, including TekColor® Dynamic Color Correction, ColorSync, PANTONE, sRGB color matching, and ICC/ICM support.
- The Phaser 7750's large color gamut allows it to print more colors and the ability to match more output than the HP 9500.



Notice how the HP 9500 cannot match the colors of the actual Heidelberg press. The Phaser 7750 with PhaserMatch can.

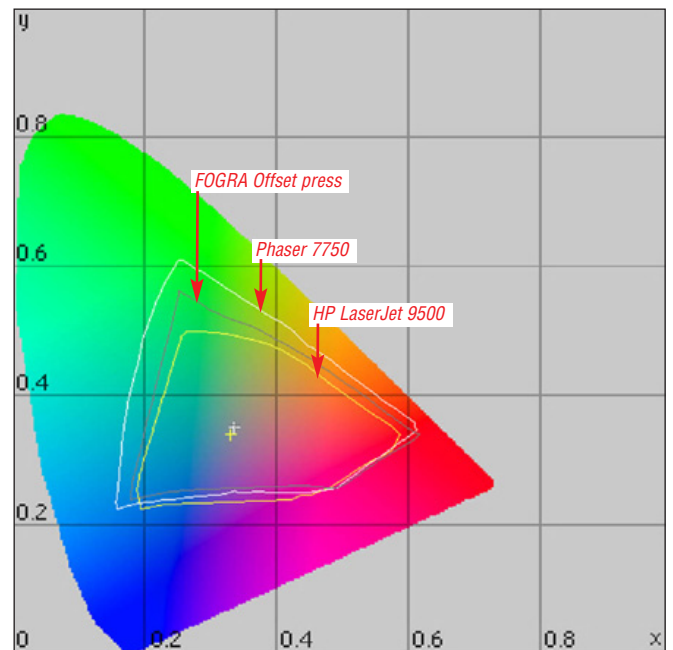
Fineline detail



The Phaser 7750 can produce finer, more detailed lines than the HP 9500

Notice how the HP 9500's thicker lines converge more quickly and are more jagged than the Phaser 7750

Color Gamut



The Phaser 7750 has a wider color gamut than the HP 9500, resulting in the ability to print more colors.

Call today. For more information, call 1-800-ASK-XEROX or visit us at www.xerox.com/office

Faster speed

	Phaser 7750	HP LaserJet 9500
PhotoShop file	23.2 seconds	40.5 seconds
35 page PDF file	1:12	2:05



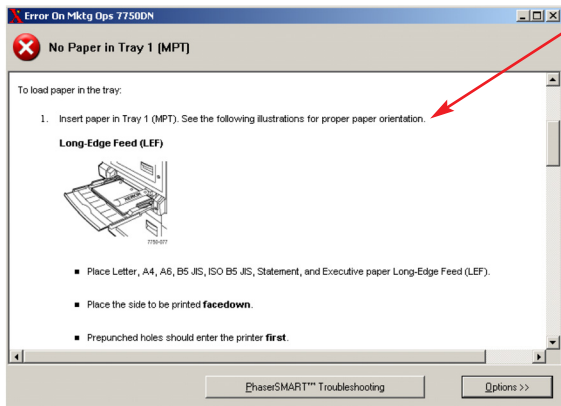
Equivalent cost per print*

	Phaser 7750	HP LaserJet 9500
5% coverage	1.5¢	1.4¢
20% coverage	8.4¢	8.6¢

*Note: Print costs are calculated based on web price, published yields, and frequently replaced consumables (toner and imaging unit). All printing is in default mode.

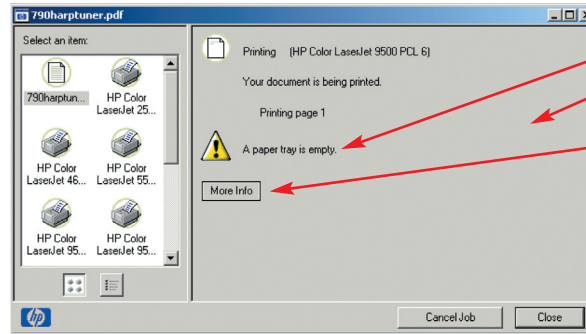
Ease of use features

- Replacing Phaser 7750's consumables is so easy that anyone in the office can do it. Plus, clearing jams is easy with simple access and easy-to-follow graphical instructions provided by our proactive PrintingScout instant alert software.



PrintingScout instant alert software

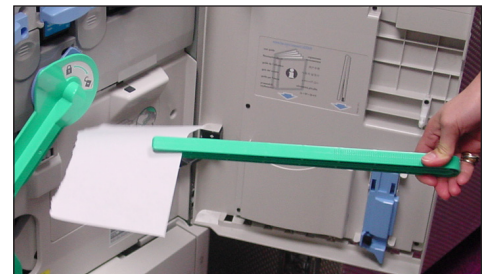
Easy to understand instructions gets users printing fast



HP Printing Alerts

Incorrect error message
No on-screen instructions or help information
Activates embedded Web browser, which also reports the error **incorrectly**

- The HP LaserJet 9500 comes with 13-inch long plastic tweezers that one must use to remove a paper jam. If these tweezers are broken or lost, a replacement is not offered to purchase, so service must be called in order to fix the jam.
- PhaserSMART® online troubleshooting turns potential service calls into a 30-second automated solution to get users back to work fast.



HP LaserJet 9500 tweezers