

Phaser 7700 vs. HP LaserJet 5500



The Phaser 7700 sets new standards for quality, performance, and versatility

Performance

Graphic Arts Print Quality

The Phaser 7700 offers **standard and advanced color matching solutions** with TekColor corrections and PhaserMatch ICC 7700 Color Management software.

The Phaser 7700 delivers true **1200 dpi print quality** with its Enhanced Print Quality selection. It also has an image-enhancing Photo mode for **smooth tonal range and increased detail** in photos and other artwork. HP uses four-year-old ImageRet technology that's based on a limited 600 x 600 dpi grid.

HP's print engine is limited so they created technology to make up for the problems—and sell them as benefits.

- Trapping: HP has a long history of problems with halos, especially on inverted text files. All you can do is set how bad the print quality is.

- Neutral gray treatment: What HP calls a "new" feature has been a standard part of the TekColor Automatic Color Correction for 5 years.



Faster Speed

The Phaser 7700's **500 MHz PowerPC processor is faster and more efficient** than HP's 400 MHz processor, thus increasing print speed especially when processing large graphics files.

Xerox's Page Pipelining with compression process increases efficiency (and print speed) when processing multiple jobs.

Page Pipelining and the Phaser 7700's **13-second first-page-out time** is faster than what HP calls "instant-on" at 18 seconds. Not very "instant," is it?

On a typical 10-page business report, the Phaser 7700 is at least **14% faster**.

Phaser 7700
10 pages / 58 seconds



HP LaserJet 5500
10 pages / 1 minute 6 seconds



Easier to Use

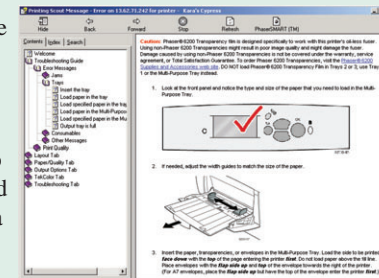
The Phaser 7700 has **more input capacity** at 3,150 sheets (maximum) – three whole reams of paper more than the 5500's maximum at 1,600 sheets. HP's paper capacity is inadequate for high volume users.

The Phaser 7700's **automated installation** automatically assigns a network IP address and detects the printer's features.

Features such as **Printing Scout** and **PhaserSMART** identify and help users quickly solve printer issues themselves.

Xerox offers **job accounting** with links to browse, download, or clear records all from the printer's own internal Web page. The HP 5500's job accounting capabilities are more limited.

Network management with **CentreWare[®] Web** enables print networks to be monitored, maintained and updated using only a Web browser.



Xerox Printing Scout

Affordability for Graphic Arts

- HP LaserJet 5500 users will likely throw away unused consumables because its toner and imaging unit are combined into one cartridge.
- The Phaser 7700 is the **best choice for graphic arts**, while the HP LaserJet 5500 targets office users.

Experience

- Xerox/Tektronix has **20 years of color printing experience** allowing us to deliver fast, reliable printers with unrivalled color print quality.
- The 5500 is **HP's first attempt** at tabloid-size single-pass technology.

(see over)



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Phaser® 7700

The Phaser 7700 sets new standards for quality, performance, and versatility

	Xerox Phaser 7700	HP LaserJet 5500	The Xerox Advantage
COLOR PERFORMANCE First Page Out Time	13 seconds	18 seconds	Designed for quick output of graphics files, the Phaser 7700's more robust processor allows complex jobs to process and print faster than HP.
Processor	500 MHz PowerPC	400 MHz	The Phaser 7700's PowerPC processor is more efficient . Its Page Pipelining feature also allows the 7700 to process and print multiple files at one time so they're out of the printer faster.
COLOR QUALITY Maximum Resolution	1200 dpi standard, Photo Mode	600 dpi	Xerox controller allows for more precise placement of dots on the page and smooth color transitions.
Color Controls	TekColor™ and Automatic Color Correction, ColorSync, ICC profiles, PhaserMatch ICC 7700	ColorSmart III	More color correction options add flexibility for truer, more accurate color .
PAPER HANDLING Media Input	3,150-sheet maximum	1,600-sheet maximum	The Phaser 7700 can hold three whole reams of paper more for fewer print interruptions.
Media Flexibility	Up to 80 lb. cover / 220 gsm	Up to 60 lb. cover / 163 gsm	Better media flexibility for more printing options .
NETWORK & SOFTWARE FEATURES Language Support	True Adobe® PostScript® 3™, PCL5c emulation	PostScript Level 3 emulation and PCL6	True Adobe PostScript 3 allows for the most accurate printing .
Printing Tools	PhaserSMART, Printing Scout, MailinX, Intelligent Ready	Limited status information	Xerox offers the most intelligent tools to keep you printing, including the printer learning when to be in ready mode based on your printing habits.
Printer Management Software	CentreWare Web, CentreWare IS Embedded Web Server, job accounting, Usage Analysis Tool	HP WebJet Administrator, Embedded Web Server	CentreWare is far more feature-rich than HP WebJet Admin. Xerox is the only manufacturer to offer job accounting built into the printer.
PRICE US (ERP/Web)	\$6,999 (DN) / \$8,299 (GX) / \$9,999 (DX)	\$3,249 / \$3,599 (n) / \$3,799 (dn) / \$4,999 (dtn) / \$5,899 (hdn)	\$1,000 of free supplies is offered on the Phaser 7700 (see www.xerox.com/office for details).
OTHER FEATURES Warranty	One Year on-site	One Year on-site	Xerox offers the 3-year Total Satisfaction Guarantee



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