



## Competitive Comparison

# Xerox Phaser® 8400 vs. HP color LaserJet 3700

**The Phaser 8400 has more value, more speed, and better print quality**

- Lower price
- Faster speed
- Legendary solid ink ease-of-use
- Better paper handling
- True Adobe® PostScript® 3™
- More color control



	Phaser 8400	HP LaserJet 3700
<b>More value</b> <ul style="list-style-type: none"> <li>• Save up to \$400 (after rebates) on equivalent configurations, plus hundreds more in service and operating costs</li> <li>• The Phaser 8400DX comes with a hard drive and more paper capacity than the LaserJet 3700dtn</li> </ul>	Phaser 8400B: \$999 Phaser 8400N: \$799 <sup>1</sup> Phaser 8400DP: \$1,199 <sup>1</sup> Phaser 8400DX: \$1,999 <sup>1</sup>	HP 3700: \$999 <sup>1</sup> HP 3700n: \$1,199 <sup>1</sup> HP 3700dn: \$1,599 <sup>1</sup> HP 3700dtn: \$1,899 <sup>1</sup>
<b>Faster engine speed</b> <b>Faster first-page-out time</b> <b>Faster processor</b> <b>Twice the standard memory on every configuration</b>	Up to 24 ppm As fast as 6 seconds 500 MHz 128 MB to 256 MB	Up to 16 ppm 20 seconds 350 MHz 64 MB to 128 MB
<b>Higher maximum print resolution</b> <ul style="list-style-type: none"> <li>• Solid ink has more uniformly round-shaped dots to optimize smooth color blends</li> </ul>	2400 FinePoint™ image enhancement technology	600 x 600 dpi
<b>Better language support</b> <ul style="list-style-type: none"> <li>• True Adobe PostScript allows for fewer errors across platforms and faster speeds when printing PostScript or PDF files</li> </ul>	True Adobe® PostScript® 3™, PCL 5c emulation	PostScript 3 emulation, PCL 6, PCL 5c
<b>Holds more paper</b> <ul style="list-style-type: none"> <li>• Fewer user interventions keeps your office printing</li> <li>• Fit an entire ream of paper in the Phaser 8400 main paper tray</li> </ul>	Standard input: 625 sheets Maximum input: 1,675 sheets Output: 300 sheets	Standard input: 350 sheets Maximum input: 850 sheets Output: 175 sheets
<b>Hard drive</b> <ul style="list-style-type: none"> <li>• With a hard drive, the Phaser 8400 can perform more tasks at once, have more storage for fonts, and perform Save Print and Secure Print features</li> </ul>	20 GB (standard on 8400DX)	Not an option
<b>Higher duty cycle</b> <ul style="list-style-type: none"> <li>• Higher maximum monthly duty cycle means more reliability and longer life</li> </ul>	85,000 pages per month	55,000 pages per month
<b>More media flexibility</b> <ul style="list-style-type: none"> <li>• The Phaser 8400 can feed more paper with greater reliability – providing more creative freedom for the office</li> </ul>	Up to 220 gsm from Tray 1 Up to 122 gsm from Trays 2-4	Up to 163 gsm from tray 1 Up to 105 gsm from trays 2-3
<b>Greater color control</b> <ul style="list-style-type: none"> <li>• More color correction options add flexibility for more true, accurate color</li> </ul>	TekColor®, Automatic, ColorSync, ICC profiles	Automatic
<b>More productivity features</b> <ul style="list-style-type: none"> <li>• The Phaser 8400 has more features to keep your office productive</li> </ul>	PrintingScout on-screen alert notification, PhaserSMART® online troubleshooting, job accounting, usage analysis tool, Intelligent Ready	General consumable status notification, onscreen printer alerts, limited job accounting

<sup>1</sup>Prices are estimated retail prices after rebate, effective April 1, 2005 to June 30, 2005.

(more over)

### Competitive Comparison

## Other Xerox Phaser 8400 Advantages

### Simple design = simple maintenance

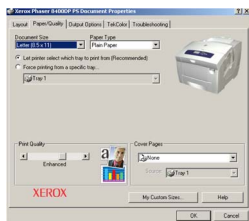
The Phaser 8400's technology is legendary for its ease of use. Loading ink is as easy as loading a stapler...even a child can do it.

The HP color LaserJet 3700, as you can see in the photo, is a complicated device. Opening its front cover engages dozens of moving plastic parts that could be broken.

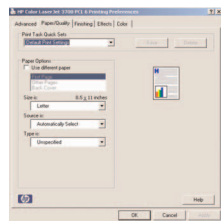


Phaser 8400

HP LaserJet 3700



Phaser 8400's driver



LaserJet 3700's driver

### Easy-to-use driver

Phaser 8400 printer's visual graphics interface is easy to navigate and helps get the print right the first time

The HP LaserJet 3700 print driver has the most commonly used selections on different screens, so it is more time-consuming and less intuitive



Phaser 8400

HP LaserJet 3700

### Faster speed

	Phaser 8400	HP LaserJet 3700
Monochrome e-mail (1 page)	8.5 seconds	19.7 seconds
Excel spreadsheet (1 page)	8.3 seconds	21 seconds
Real estate PDF (2 pages)	14.1 seconds	26 seconds
PowerPoint presentation on paper (8 pages)	41 seconds	49 seconds

Note: All pages printed in default print mode on letter-size media.

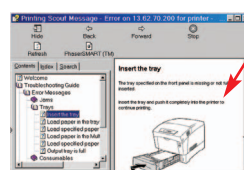
### Front display panel eliminates guesswork

Phaser 8400 front display panel is larger and shows more helpful information including animated graphics to aid in maintenance.

HP LaserJet 3700 front panel is smaller, provides less information at-a-glance, and requires more button pushing to find what you need.

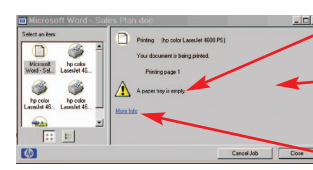
### Xerox PrintingScout vs. LaserJet 3700's HP Toolbox Device Status and Alerts

The Phaser 8400's proactive PrintingScout provides instant, detailed, on-screen alerts with instructions on how to fix the problems.



Xerox PrintingScout

Easy to understand instructions gets users printing fast



HP ToolBox Device Status and Alerts

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