



### Competitive Comparison

# Xerox Phaser® 7400 vs. HP LaserJet 5550

**More value and performance with Xerox. With the Phaser 7400, customers get:**

- Lower price
- Superior performance
- Better paper handling
- Better productivity features and ease of use
- Xerox Total Satisfaction Guarantee



	Phaser 7400	HP LaserJet 5550
<p><b>More value</b></p> <ul style="list-style-type: none"> <li>• Get better features for less with the Xerox Phaser 7400</li> <li>• Save up to \$800 on equivalent configurations</li> </ul> <p style="text-align: right;"><b>SAVE!</b></p>	<p>Phaser 7400N: \$2,999*</p> <p>Phaser 7400DN: \$3,349*</p> <p>Phaser 7400DT: \$4,599*</p> <p>Phaser 7400DX: \$5,499*</p> <p>Phaser 7400DXF: \$7,999*</p>	<p>HP CLJ 5550n: \$3,549*</p> <p>HP CLJ 5550dn: \$3,749*</p> <p>HP CLJ 5550dtn: \$4,999*</p> <p>HP CLJ 5550hdn: \$6,299*</p>
<p><b>Superior performance</b></p> <ul style="list-style-type: none"> <li>• Faster engine speed</li> <li>• Faster processor</li> <li>• Faster first-page-out time (color / black-and-white)</li> <li>• More standard memory</li> <li>• More maximum memory</li> </ul> <p style="text-align: right;"><b>WOW!</b></p>	<p>Up to 36 ppm color / 40 ppm black and white</p> <p>800 MHz</p> <p>As fast as 13 seconds / As fast as 12 seconds</p> <p>256 MB RAM</p> <p>1 GB RAM</p>	<p>Up to 27 ppm color / 27 ppm black and white</p> <p>533 MHz</p> <p>As fast as 16 seconds / As fast as 15 seconds</p> <p>160 MB RAM</p> <p>544 MB RAM</p>
<p><b>Better paper handling</b></p> <p>Xerox offers higher capacities and more options for better ease of use and fewer interventions</p> <ul style="list-style-type: none"> <li>• More standard input capacity</li> <li>• More maximum input capacity</li> <li>• More standard output capacity</li> <li>• More maximum output capacity</li> <li>• More trays</li> <li>• Better finishing options</li> </ul>	<p>800 sheets</p> <p>3,000 sheets</p> <p>500 sheets</p> <p>1,500 sheets</p> <p>Up to 6 trays</p> <p>1,000-sheet booklet maker finisher</p>	<p>600 sheets</p> <p>2,100 sheets</p> <p>250 sheets</p> <p>250 sheets</p> <p>Up to 5 trays</p> <p>N / A</p>
<p><b>More media flexibility</b></p> <ul style="list-style-type: none"> <li>• Print on heavier media weights</li> <li>• Get more versatile paper trays</li> </ul> <p style="text-align: right;"><b>WOW!</b></p>	<p>Up to 270 gsm</p> <p>12 x 18 from all trays</p>	<p>Up to 200 gsm</p> <p>12 x 18 from tray 1 only</p>
<p><b>Higher duty cycle</b></p> <ul style="list-style-type: none"> <li>• Higher maximum monthly duty cycle means more reliability and longer life</li> </ul>	<p>Up to 150,000 monthly duty cycle</p> <p>Xerox Total Satisfaction Guarantee</p>	<p>Up to 120,000 monthly duty cycle</p>
<p><b>Better real world performance</b></p> <p>The Phaser 7400 outperforms the HP LaserJet 5550 in both specifications as well as, and more importantly real world performance</p> <ul style="list-style-type: none"> <li>• First-page-out time from PowerSave</li> <li>• 1 page color Excel spreadsheet</li> <li>• 2 page PDF flier</li> <li>• 24 page PDF business document</li> <li>• 43 page PPT presentation</li> </ul> <p style="text-align: right;"><b>FASTER!</b></p>	<p>1:29</p> <p>12 seconds</p> <p>13 seconds</p> <p>49 seconds</p> <p>1:22</p>	<p>1:40</p> <p>17 seconds</p> <p>21 seconds</p> <p>1:10</p> <p>1:50</p>
<p><b>High capacity toner cartridges</b></p> <ul style="list-style-type: none"> <li>• Xerox offers higher capacity toner cartridges for fewer user interventions and a lower cost per page</li> <li>• The Phaser 7400 also offers separate toner and imaging units to insure that customers get the maximum value out of each supply</li> </ul>	<p>Yield on high cap CMY toner = 18,000</p> <p>Yield on high cap K toner = 15,000</p> <p>9.10¢ per page (20% color)</p> <p>1.88¢ per page (5% black)</p> <p>Lower purchase price + lower cost-per-page + lower maintenance costs = a lower Total Cost of Ownership.</p>	<p>Yield on high cap CMY toner = 12,000</p> <p>Yield on high cap K toner = 13,000</p> <p>9.99¢ per page (20% color)</p> <p>2.09¢ per page (5% black)</p> <p>HP claims fewer consumables as a customer advantage. However, combining toners and imaging units into single print cartridges forces users to throw away unused portions of print cartridges, dramatically increasing the cost-per-page.</p>

\*All prices are U.S. estimated retail prices.

(more over)



# Xerox Phaser 7400 Ease of Use Advantages

## More informative front panel interface

- The Phaser 7400's 6-line display is large enough to give visual instructions and animations on how to do tasks. It also has an intuitive and robust menu structure for making changes to the printer settings.
- The HP Color LaserJet 5550 has only a 4-line display with no visual animations.



## More intelligent features and drivers

Phaser 7400	HP Color LaserJet 5550
<b>Driver installation</b> is unmatched in its speed and simplicity. It only takes only 2 minutes to complete, and is largely automated.	HP's installation procedure is not nearly as quick and has many more steps to complete. It also requires the PC to be restarted. (Tested at over 9 minutes, (19 clicks) not counting reboot time.)
<b>Driver design</b> is intuitive, easy to navigate and offers a variety of intelligent choices for print qualities and color corrections.	Driver design is very basic and lacks the robust and intuitive interface of the Phaser 7400. There are no choices for print quality, and color management is more difficult.
<b>PrintingScout</b> on screen alerts instantly tell the user if there is a problem with their print job and provides detailed graphical instructions on how to fix it.	If configured properly and installed in the PC's toolbar, HP's Toolbox can show users problems with the HP printer. Unfortunately, it shows large categories of problems, which forces the user to browse through them all to find their particular error.
<b>PhaserSMART</b> ® online help provides an easy link to the Xerox KnowledgeBase, which is fully populated, rich in content, and uses decision trees for simple navigation. Users that navigate to the Xerox KnowledgeBase via PhaserSMART will automatically arrive at the correct knowledge base entry. Moreover, if a support call needs to be generated, PhaserSMART will automate that as well, making the customer experience unparalleled in its ease and accuracy.	HP's online knowledge base is sparsely populated and without the depth of detail and ease of use in comparison with Xerox's. You can navigate to their online knowledgebase via the Toolbox, but it doesn't know which error you are trying to troubleshoot, what kind of printer you have, or if you even have a printer.