









Xerox Phaser 7760 vs. HP color LaserJet 9500

The Phaser 7760 sets the standard for quality, performance, and versatility

- Superior print quality
- Faster throughput
- Lower purchase price
- Higher print resolution
- Better color management tools
- Upgradeability
- Lower Total Cost of Ownership



	Phaser 7760	HP LaserJet 9500
Color management software <ul style="list-style-type: none"> • PhaserMatch™ is designed specifically for the graphic arts and color savvy user of the Phaser 7760 so they can have the color control and accuracy they need. It allows users to tweak the output of the 7760 printer to match the output of other devices • PhaserCal provides both visual and instrumentation calibration 	PhaserMatch 4.0  Embedded Pantone tables ICC/ICM, Custom Color Sliders to control RGB, CMYK, SPOT Color for both vector and raster data	ICC/ICM profiles With HP, users are limited to just a few ICC/ICM profiles to manage their color
Higher print resolution <ul style="list-style-type: none"> • The Phaser 7760 printer's image-enhancing Photo Mode delivers smooth tonal range and increased detail. • The HP 9500 uses imaging technology that is based on a limited 600 x 600 dpi grid 	True 1200 x 1200 dpi hardware resolution	600 x 600 dpi hardware resolution
Lower price <ul style="list-style-type: none"> • HP's equivalents to the Phaser 7760 configurations cost more and offer less memory and fewer features • Pay over \$1,000 more on the HP to get near-equivalent features 	\$6,399 (DN) \$7,499 (GX) \$7,799 (DX) 	\$7,696 (n+duplex+hard disk+memory) \$8,498 (hdn + memory) \$10,518 (hdn + memory +stapler/stacker)
Better overall performance <ul style="list-style-type: none"> • Get better quality in less time and for less money with the Phaser 7760 • The Phaser 7760 comes standard with more memory, a faster processor, faster print speeds and first-page out times – leading to greater performance 	Up to 35 ppm color and 45 ppm black from all trays FPOT: As fast as 9 sec. color, 6 sec. black 715 MHz processor 512 MB standard / 1 GB max 10/100/1000Base-TX Ethernet	24 ppm from MPT 22 ppm from main trays FPOT: As fast as 17 sec. 500 MHz processor 160 MB standard / 416 MB max 10/100Base-TX Ethernet
Upgradeability <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 	All configurations can be upgraded to include finishing 	Not upgradeable
Automatic two-sided printing <ul style="list-style-type: none"> • Save paper, time, and money 	Standard on all models	Optional on 9500n 
Language support <ul style="list-style-type: none"> • True Adobe® PostScript® 3™ allows for more accurate printing 	True Adobe® PostScript® 3™ 	PostScript clone
Hard disk <ul style="list-style-type: none"> • Enables features such as Proof Print, Save Print, Secure Print, Personal Print, Print With, booklet printing, and extended font storage 	40 GB standard on all models	20 GB optional on 9500n model 
Faster and easier installation <ul style="list-style-type: none"> • One of the easiest network driver installation procedures on the market today gets users printing in just minutes 	4 steps 	16 steps 
Lower Total Cost of Ownership (TCO) <ul style="list-style-type: none"> • For equivalent configurations, the lower purchase price, operating costs and service costs means a dramatically lower Total Cost of Ownership 	Cost Per Print* 5% coverage – 1.9¢ 20% coverage – 8.7¢ 3-year next day on-site warranty – \$1,399	Cost Per Print* 5% coverage – 1.92¢ 20% coverage – 9.1¢ 3-year next day on-site warranty – \$3,199

*Cost per print based on all consumables, including fusers, imaging units, toners and transfer belts.

(more over)

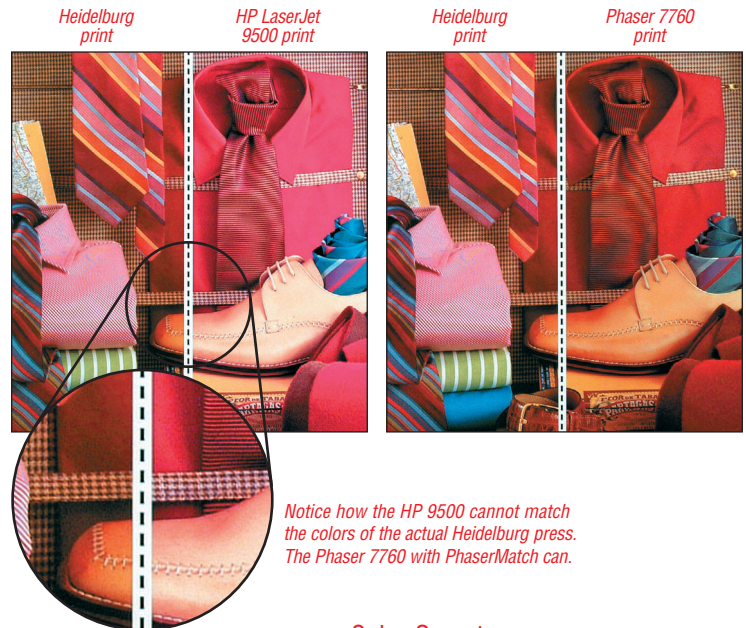
Other Xerox Phaser 7760 Advantages

PhaserMatch™ 4.0 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.

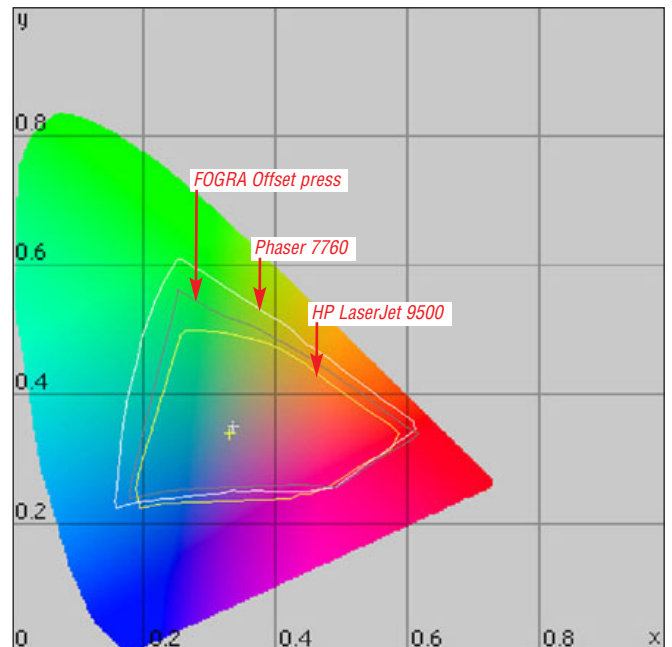
Other print quality advantages

- True Adobe® PostScript® 3™ for the most accurate printing across numerous devices and platforms.
- The Phaser 7760 devices'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, ICC/ICM support, and embedded SPOT tables.
- The Phaser 7760's large color gamut allows it to print more colors and match more output devices than the HP 9500.



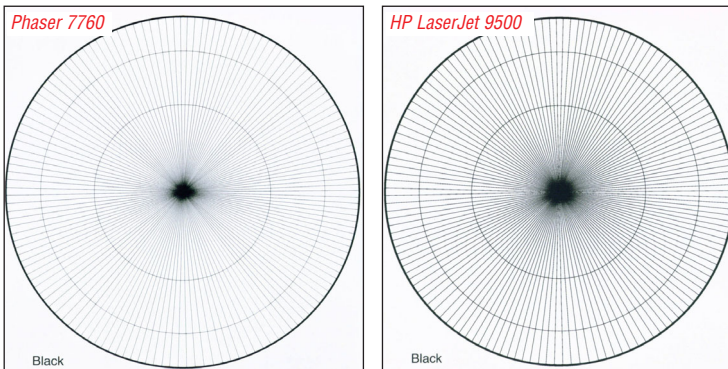
Notice how the HP 9500 cannot match the colors of the actual Heidelberg press. The Phaser 7760 with PhaserMatch can.

Color Gamut



The Phaser 7760 has a wider color gamut than the HP 9500, resulting in the ability to print more colors.

Fineline detail



The Phaser 7760 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 7760