

Dare to compare



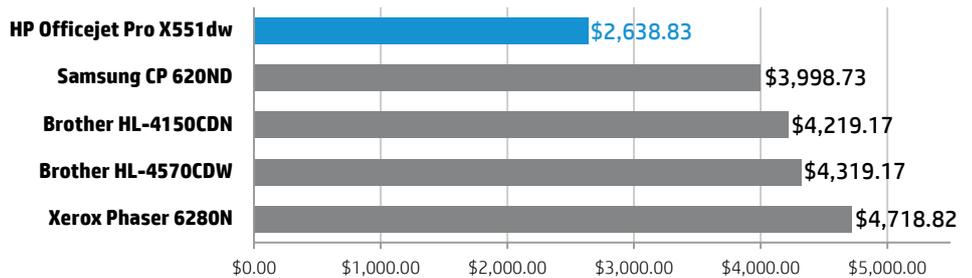
# HP Officejet Pro X551dw color printer

Up to **70 PPM**

in general office mode, for quick turnarounds<sup>1</sup>

Join the printing revolution – this record-breaking product delivers professional-quality colour at up to twice the speed and up to half the cost per page of colour lasers.<sup>2,3,4</sup> The HP Officejet Pro X551dw color printer is a game-changing device that brings together the best of ink and laser printing. It's not just a new kind of printer, it's a fresh new office experience – engineered by HP from the ground up. In fact, no competing desktop colour laser device on the market comes close to matching the blazing print speeds and low cost of ownership of this device.<sup>5,6</sup> Plus, it features best-in-class paper capacity, print quality, and energy efficiency<sup>7</sup> – making this product a great long-term investment.<sup>5</sup>

## Total estimated printing costs after 3 years<sup>6</sup>



### World's fastest desktop printer

This breakthrough product has been certified by Guinness World Records as the world's fastest desktop printer.<sup>2</sup> This is due to single-pass printing, made possible by revolutionary HP PageWide technology.

## HP innovation beats the competition<sup>5</sup>

	HP Officejet Pro X551dw	Xerox Phaser 6280DN	Dell 3130cn	Xerox ColorCube 8570N	Ricoh Aficio SP 320DN
<b>Estimated US retail price</b>	\$599	\$449	\$599	\$699	\$699
<b>Technology</b>	HP PageWide array inkjet	Laser	Laser	Solid ink	Laser
<b>Print speed<sup>1</sup></b>	Up to 70 ppm General Office mode; up to 42 ppm Professional mode black/colour	Up to 31 ppm black; up to 26 ppm colour	Up to 31 ppm black; up to 26 ppm colour	Up to 40 ppm black/colour	Up to 26 ppm black/colour
<b>Input capacity</b>	550 pages	400 pages	400 pages	625 pages	600 pages
<b>Maximum ink/toner estimated yields</b>	9,200 pages black <sup>8</sup> 6,600 pages CMY <sup>8</sup>	7,000 pages black 5,900 pages CMY	7,000 pages black 5,900 pages CMY	8,600 pages black 4,400 pages CMY	7,200 pages black 6,600 pages CMY
<b>Cost per page, US (black/CMY)<sup>5</sup></b>	\$0.013/\$0.068	\$0.031/\$0.159	\$0.015/\$0.100	\$0.021/\$0.127	\$0.022/\$0.100

## HP Officejet Pro X451/X551 color printer series: recommend it with confidence



**HP Officejet Pro X451dn/dw**



**HP Officejet Pro X551dw**

Suggested price: X451dn: \$449; X451dw: \$499

Suggested price: \$599

- Blazing-fast printing – new General Office mode delivers up to 55 pages per minute (ppm) in black or colour<sup>1</sup>
- Revolutionary HP PageWide technology for fast, single-pass printing
- Up to 50% lower printing costs and lower cost of ownership than colour lasers<sup>4,6</sup>
- Time-saving device/fleet management tools such as HP Web Jetadmin<sup>9</sup>
- Best-in-class paper capacity and print quality<sup>5</sup>
- Up to 50% lower energy consumption and up to 50% less packaging waste by weight than colour lasers<sup>7,10</sup>
- Larger monthly page volume (500 to 2,800) and duty cycle (up to 50,000) than competing colour lasers<sup>5</sup>
- HP ePrint enabled for printing from virtually anywhere using a smartphone or tablet<sup>11</sup>
- Built-in automatic two-sided printing
- 2 inch (5.1 cm) mono graphic display
- Built-in 10/100Base-TX Ethernet; built-in wireless networking (X451dw only)
- ENERGY STAR<sup>®</sup> qualified

All the features of the HP Officejet Pro X451dn/dw, plus:

- World-record breaking printing at up to twice the speed of colour lasers<sup>2,3</sup> – new General Office mode delivers up to 70 ppm in black or colour<sup>1</sup>
- 4.3 inch (10.9 cm) colour touchscreen
- Larger monthly page volume (750 to 4,200) and duty cycle (up to 75,000)

<sup>1</sup> Either after first page or after first set of ISO test pages. For details see [hp.com/go/printerclaims](http://hp.com/go/printerclaims).

<sup>2</sup> Guinness World Records<sup>®</sup> record set on HP X551dw and X576dw models for fastest time to print 500 sheets by an office colour desktop printer, Apr 6, 2012; supervised and verified by [wirthconsulting.org](http://wirthconsulting.org). Test documents ISO 24734 from sample 4-page category test file printed in fastest colour mode for all products. Competitive set includes laser and inkjet colour desktop MFPs <\$1000 USD and printers <\$800 USD, Mar 2012. Details at [guinnessworldrecords.com](http://guinnessworldrecords.com).

<sup>3</sup> Comparison based on manufacturers' published specifications of fastest available colour mode (as of March 2012) and includes colour laser MFPs <\$1,000 USD MSRP and colour laser printers <\$800 USD MSRP available March 2012, based on market share as reported by IDC as of Q1 2012 and HP internal testing of printer in fastest available colour mode (sample 4-page category documents tested from ISO 24734). For more information, see [hp.com/go/printer speeds](http://hp.com/go/printer speeds).

<sup>4</sup> Cost per page (CPP) claim is based on the majority of colour laser MFPs <\$1,000 USD MSRP and colour laser printers <\$800 USD MSRP as of March 2012, ISO yield based on continuous printing in default mode based on market share as reported by IDC as of Q1 2012. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. CPP based on HP 970XL/971XL ink cartridges' estimated street price. More information: [hp.com/go/learnaboutequipment](http://hp.com/go/learnaboutequipment).

<sup>5</sup> Based on 2012 HP commissioned InfoTrends analysis of HP Officejet Pro X series and competing laser single and multifunction devices as of November 2012. Prices and specifications subject to change.

<sup>6</sup> Total printing cost estimates based on 2012 HP commissioned InfoTrends analysis of printing costs for small business customers (5-19 employees) printing 14,976 pages per year on a single device and manufacturers' published product specifications as of November 2012. Prices and specifications subject to change.

<sup>7</sup> Majority of colour laser printers <\$800 USD and colour laser MFPs <\$1000 as of October 2012, Officejet Pro. Energy use based on HP testing and third-party testing commissioned by HP. Actual cost and energy usage may vary. For details, see [hp.com/go/officejet](http://hp.com/go/officejet).

<sup>8</sup> Maximum yields based on optional HP 970XL/971XL high-capacity cartridges. Please purchase separately.

<sup>9</sup> HP Web Jetadmin is free and can be downloaded at [hp.com/go/webjetadmin](http://hp.com/go/webjetadmin).

<sup>10</sup> Compares weight of empty cartridge and packaging materials needed for 15,000 pages using highest-capacity cartridges of major in-class competitors' colour laser MFPs <\$1,000 USD and colour laser printers <\$800 USD as of October 2012. Tested by Buyers Lab Inc. For more information [hp.com/go/officejet](http://hp.com/go/officejet).

<sup>11</sup> Requires an Internet connection to HP web-enabled printer and HP ePrint account registration (for a list of eligible printers, supported documents and image types and other HP ePrint details, see [hp.com/go/eprintcenter](http://hp.com/go/eprintcenter)). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary. Some HP LaserJet printers may require firmware upgrades.

### Sign up for updates

[hp.com/go/getupdated](http://hp.com/go/getupdated)

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