

Wireless, Print, Fax, Scan and Copy

HP PageWide Pro 477dw Multifunction Printer



Ultimate value and speed—HP PageWide Pro delivers the lowest total cost of ownership and fastest speeds in its class.^{1, 2} Get quick two-sided scanning, plus best-in-class security features and energy efficiency.^{3, 4}



Professional colour, breakthrough total cost

- Results you expect and lasting value—breakthrough total cost of ownership, the lowest in its class.²
- Print professional-quality colour on a variety of papers—perfect for office use.
- Print more pages and replace cartridges less often, using Original HP PageWide high-yield cartridges.⁷
- Spend less time and budget on scheduled maintenance with streamlined HP PageWide Technology.⁸



The fastest MFP in its class¹

- Wait less, do more with unmatched speeds¹—up to 55 ppm—and the fastest first-page printing in its class.⁵
- Get fast two-sided scanning directly to email and the cloud with this LDAP-enabled MFP.⁹
- Manage tasks from a 10.9 cm (4.3-inch) touchscreen. Print Microsoft® Word and PowerPoint® files from USB.⁶
- Print from your mobile device with Wi-Fi Direct® and NFC touch-to-print technology—no network needed.^{10, 11}



Proven technology. Superior energy efficiency.⁴

- Minimize downtime with HP PageWide Technology that delivers reliable performance businesses demand.
- Conserve with HP PageWide Technology—designed to use less energy than any MFP in its class.⁴
- Get professional-quality colour documents and the performance you expect with Original HP PageWide cartridges.



Best-in-class security and management features³

- Help protect your investment and extend capabilities as your needs grow, with a portfolio of solutions.¹²
- Help ensure the security of confidential information. Enter a PIN at the device to retrieve your print job.
- Regulate colour use and reduce printing costs with HP Color Access Control.¹³
- Help keep your printer secure—from boot up to shutdown—with secure boot and secure code integrity validation.

¹ Comparison based on manufacturers' published specifications of fastest available colour mode of all colour business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds ² Total cost of ownership comparison based on 90,000 pages, manufacturers' published specifications for page yields and energy use, manufacturers' suggested retail prices for hardware and supplies, cost per page based on ISO yield with continuous printing in default mode with highest-available-capacity cartridges, long-life consumables of all colour business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015, excluding products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/pagewideclaims and hp.com/go/learnabouthsupplies ³ Best-in-class security and fleet management claim based on comparison of built-in features of all colour business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015, excluding products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/printersecurityclaims ⁴ Energy claim based on comparisons of data reported on energystar.gov for majority of in-class colour business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at hp.com/go/pagewideclaims ⁵ Comparison based on manufacturers' published specifications of first page out from ready and sleep mode of all colour business printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Subject to device settings. Actual results may vary. Learn more at hp.com/go/printerspeeds ⁶ Feature works with Microsoft® Word and PowerPoint® 2003 and later. Only Latin language fonts are supported. ⁷ HP 970X High Yield Original PageWide Cartridges are not included in printer purchase; purchase separately. Comparison based on ISO 24711 cartridge yields for HP 970 series High Yield Original PageWide Cartridges compared with HP 970 series Original PageWide Cartridges. High-yield cartridges are compatible only with HP PageWide Pro 400 and 500 series MFPs and printers. Learn more at hp.com/go/learnabouthsupplies ⁸ Less scheduled maintenance based on 150,000 pages printed, and published comparisons of majority of in-class colour laser printers \$300–\$800 USD and MFPs \$400–\$1000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/pagewideclaims ⁹ Requires an Internet connection to the printer. Services may require registration. App availability varies by country, language, and agreements. For details, see hpconnected.com ¹⁰ Mobile device needs to be connected directly to the signal of a Wi-Fi Direct® supported MFP or printer prior to printing. Depending on mobile device, an app or driver may also be required. Wi-Fi Direct is a registered trademark of Wi-Fi Alliance®. For details, see hp.com/go/mobileprinting ¹¹ Requires a compatible NFC-printing-enabled mobile device. For a list of compatible NFC-printing-enabled mobile devices, see hp.com/go/nfcprinting ¹² Additional workflow solutions available through HP's software and third-party partner program. For solution details, visit hp.com/go/gsc ¹³ HP Color Access Control available only on HP PageWide Pro devices with a 10.9 cm (4.3-inch) touchscreen. Learn more at hp.com/go/pagewidebusiness

Technical specifications

AIO functions	Wireless, Print, Fax, Scan and Copy
Print	
Speed ¹	Black: Up to 55 ppm (draft, A4); Up to 40 ppm (ISO, laser-comparable); Colour: Up to 55 ppm (draft, A4); Up to 40 ppm (ISO, laser-comparable); Duplex printing: Black/Colour (Draft, A4): Up to 29 ipm
Resolution	Black (best): Up to 1200 x 1200 optimised dpi from 600 x 600 input dpi (on Unspecified, Plain, HP Premium Presentation Matte, and HP Brochure Matte); Colour (best): Up to 2400 x 1200 optimised dpi from 600 x 600 input dpi (on HP Advanced Photo Papers)
Languages	HP PCLXL (PCL6), native PDF, HP Postscript Level 3 emulation
Printer management	HP Web Jetadmin; Embedded Web Server; HP UPD Printer Administrator Resource Kit; HP Utility (Mac), HP JetAdvantage Security Manager
Wireless capability	Yes
HP ePrint capability	Yes
HP Auto wireless connect	Yes
Mobile printing capability	HP ePrint, HP Mobile Apps, Google Cloud Print v2, Apple AirPrint™, Mopria-certified, Android Plug-in, Windows 8/10, Windows 10 Mobile, Chromebook
Scan	
Type	Flatbed, ADF
Technology	Contact Image Sensor (CIS)
Speed	Up to 25 ipm (mono & colour); Duplex speed (A4): Up to 26 ipm (mono & colour)
Resolution	Hardware: Up to 1200 x 1200 dpi; Optical: Up to 1200 dpi
Max scanning size	Flatbed: 216 x 356 mm
Input modes	Front panel applications: Copy, Scan to E-mail with LDAP e-mail address lookup, Scan to Network Folder, Scan to USB, Scan to Sharepoint, Scan to Computer with SW. Client applications: EWS, HP Scan App, Compatible with HP Capture and Route
Grayscale levels	256
Bit depth	24-bit (colour); 8-bit (gray)
File format	Scan File Type supported by Software: Bitmap (.bmp), JPEG (.jpg), PDF (.pdf), PNG (.png), Rich Text (.rtf), Searchable PDF (.pdf), Text (.txt), TIFF (.tif)
Digital sending standard features	Scan-to E-mail with LDAP email address lookup; Scan-to Network Folder; Scan-to USB; Scan-to Sharepoint; Scan-to Computer with SW; Fax Archive-to Network Folder; Fax Archive to E-mail; Fax-to Computer; Enable/Disable Fax; Enable/Disable colour Fax; Colour Access Control; Native Authorization & authentication
Copy	
Speed ²	Black: Up to 55 cpm (draft, A4); Up to 40 cpm (ISO, laser-comparable); Colour: Up to 55 cpm (draft, A4); Up to 40 cpm (ISO, laser-comparable)
Resolution	Black (text and Graphics): Up to 600 dpi; Colour (text and graphics): Up to 600 dpi
Max copies	Up to 99 copies
Copier reduce/enlarge	25 to 400%
Fax	
Resolution	Black (best): Up to 300 x 300 dpi; Colour (best): 200 x 200 dpi
Transmission speed	Up to 33.6 kbps; 4 sec per page
Memory ³	Up to 100 pages (black and white); Up to 8 pages (colour)
Fax features	Faxing: Yes, colour; Faxing options (ADF): Two-sided; Auto-Redialling: Yes; Fax delayed sending: Yes; Distinctive ring detection supported: Yes; Fax forwarding supported: Yes; Fax polling supported: Yes; Auto fax reduction supported: Yes; Fax telephone mode supported: No; Junk barrier supported: Yes, requires Caller ID; PC interface supported: Yes, HP Software support provided; Telephone handset supported: Yes
Display	10.9 cm (4.3") CGO (colour graphics), IR touchscreen
Media	
Duplex print options	Automatic (standard)
Duty cycle (monthly, A4) ⁴	Up to 50,000 pages
Recommended monthly volume ⁵	Up to 750 to 4,500 pages
Auto document feeder capacity	Standard, 50 sheets
Supported sizes	Tray 1: Letter, oficio, legal, statement, executive, 3 x 5 in, 4 x 6 in, 5 x 7 in, 5 x 8 in, envelopes (No. 10, Monarch); Tray 2: Letter, statement, executive, envelopes (No. 10); Tray 3: Letter, oficio, legal, statement, executive
Recommended weights	60 to 120 g/m ² (plain paper); 125 to 300 g/m ² (photo); 75 to 90 g/m ² (envelope); 120 to 180 g/m ² (brochure); 163 to 200 g/m ² (card)
Supported weights	Tray 1: 60 to 120 g/m ² (plain paper); 125 to 300 g/m ² (photo); 75 to 90 g/m ² (envelope); 120 to 180 g/m ² (brochure); 163 to 200 g/m ² (card); Tray 2: 60 to 120 g/m ² (plain paper); 125 to 250 g/m ² (photo); 75 to 90 g/m ² (envelope); 120 to 180 g/m ² (brochure); 163 to 200 g/m ² (card); Tray 3: 60 to 120 g/m ² (plain paper); 125 to 250 g/m ² (photo); 120 to 180 g/m ² (brochure); 163 to 200 g/m ² (card)
Types	Plain paper (light, intermediate, mid-weight, heavy, extra heavy, prepunched, recycled, bond, other inkjet plain paper), photo (glossy, gloss, soft gloss, satin, matte, other inkjet photo), envelopes, labels, cards, specialty papers (glossy brochure, matte brochure, tri-fold brochure, Hagaki, greeting cards, other inkjet specialty paper)
Paper handling	500-sheet input tray, 50-sheet multi-purpose tray, 300-sheet face-down output bin; Optional 500-sheet tray
Memory	768 MB
Operating system compatibility	Windows 10, Windows 8, Windows 7, Mac OS X v10.6, Mac OS X Lion, Mac OS X Mountain Lion, Linux (hplip.net)
Minimum system requirements	PC: Windows® 10, 8.1, 8, 7: 32-bit or 64-bit, 2 GB available hard disk space, CD-ROM/DVD drive or Internet connection, USB port, Internet Explorer. Windows Vista®: (32-bit only), 2 GB available hard disk space, CD-ROM/DVD drive or Internet connection, USB port, Internet Explorer 8. Windows® XP SP3 or higher (32-bit only): any Intel® Pentium® II, Celeron® or 233 MHz compatible processor, 850 MB available hard disk space, CD-ROM/DVD drive or Internet connection, USB port, Internet Explorer 8; Mac: Apple® OS X Yosemite, OS X Mavericks, OS X Mountain Lion; 1 GB HD; Internet required; USB
Connectivity	
Connectivity	2 Hi-Speed USB 2.0 Host; 1 Hi-Speed USB 2.0 Device; 1 Ethernet 10/100 Base-TX network; 2 RJ-11 modem port/phone line; 802.11 b/g/n Station; 802.11 b/g Access Point
Network capabilities	Standard (built-in Ethernet and WiFi 802.11 b/g/n)
Supported network protocols	Supported Network Protocols configurations (IPv4, IPv6); BOOTP; SMTP client; LLNMR; Bonjour; LP/ APIPA (Auto IP); NetBIOS/WINS; LPD; Custom Raw Port/Port9100; DNS Resolver; mDNS; SNMPv1/v2; SNMPv3; Web Services Discovery; Web Services Print; DHCP options: 81/RFC4702/RFC4704, 12-Hostname; 44; Syslog; Firewall; SSL/TLS (HTTPS); Password-protected network Embedded Web server; Enable/disable network ports & device features; 802.1x wired authentication; 802.1x wireless authentication (EAP-TLS and PEAP)
Dimension (W x D x H)	530 x 407 x 467 mm
Weight⁶	22.15 kg
Environmental	
Operating environment	Recommended operating temperature range: 15 to 30° C; Storage temperature range: -40 to 60° C
Acoustics	Acoustic power emissions: 6.9 B(A); Acoustic pressure emissions: 56 dB(A) (mono/colour printing), 54 dB(A) (ADF mono copying), 54 dB(A) (ADF colour copying), 45 dB(A) (ADF colour scanning), 45 dB(A) (ADF mono scanning), Inaudible (idle)
Power specifications	Power supply type: Internal (Built-in) Universal Power Supply; Power supply required: Input voltage: 100 to 240 VAC (+/- 10%), 50/60 Hz (+/- 3 Hz); Power consumption: ⁷ 100 watts (Maximum), 70 watts average (Printing), 10 watts (Ready), 4.8 watts (Sleep), 1.0 watt (Auto-Off), 0.2 watts (Manual-Off)
Warranty	One-year, on-site warranty, service and support; one-year technical phone support, chat, and e-mail
What's in the box	HP PageWide Pro 477dw Multifunction Printer; Setup cartridges ⁸ ; power cord; ethernet cable; phone cord; installation guide; CD-ROMs (for software, Windows and Mac printer drivers, and User's Guide); USB cable

To learn more, visit hp.com

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Ordering information

Number	Description
D3Q20D	HP PageWide Pro 477dw Multifunction Printer
Replacement cartridges	
Number	Description
L0R97AA	HP 975A Black Original PageWide Cartridge
L0R88AA	HP 975A Cyan Original PageWide Cartridge
L0R91AA	HP 975A Magenta Original PageWide Cartridge
L0R94AA	HP 975A Yellow Original PageWide Cartridge
L0S09AA	HP 975X High Yield Black Original PageWide Cartridge
L0S00AA	HP 975X High Yield Cyan Original PageWide Cartridge
L0S03AA	HP 975X High Yield Magenta Original PageWide Cartridge
L0S06AA	HP 975X High Yield Yellow Original PageWide Cartridge

For information on reference page output, please log on the hp.com/go/pageyield

Recommended Papers⁹	
Number	Description
C6818A	HP Professional Inkjet Paper, Glossy, A4, 50 sheets, 180 gsm
Q6593A	HP Professional Inkjet Paper, Matte, A4, 200 sheets, 120 gsm
Q6594A	HP Professional Inkjet Paper, Matte, A3, 100 sheets, 120 gsm

Please visit hp.com/apac/paper for more details.

Hewlett-Packard offices		
Australia	(61 3) 8833 5000	hp.com.au
China	(010) 6564 3898	hp.com.cn
Hong Kong	(852) 3559 7777	hp.com.hk
India	(80) 2612 9000	hp.com/in
Indonesia	(62-21) 5799 1088	hp.com/id
Korea	(02) 2199 0114	hp.co.kr
Malaysia	(603) 2332 3333	hp.com.my
New Zealand	(09) 918 9555	hp.co.nz
Philippines	(632) 888 5900	hp.com/ph
Singapore	(65) 6275 3888	hp.com.sg
Taiwan	(02) 8722 9000	hp.com.tw
Thailand	(662) 353 9500	hp.com/th
Vietnam	(848) 3823 4151	hp.com/vn

For the following countries, please fax your queries to: (65) 6275 6707
Bangladesh • Bhutan • Brunei • Cambodia • Maldives • Nepal • Pakistan • Sri Lanka
For more information, please visit us at hp.com/apac/homeandoffice

HP Care Pack Services

Ensure your technology investment is protected, so you can relax and concentrate on what you care about. Find the right Care Pack for you at hp.com/go/cpc. Simply visit hp.com/go/support, or chat with us online at hp.com/go/spe, or call for technical phone support within your warranty period to speak with our friendly experts. For more information on Care Packs, visit hp.com/apac/homeservices

Number	Description
U8ZWT7E	HP 3-year Next Business Day PageWide Pro X477 Hardware Support
U8ZW7A	HP 3-year Next Business Day PageWide Pro X477 Hardware Support
U8ZW8E	HP 4-year Next Business Day PageWide Pro X477 Hardware Support
U8ZW9E	HP 5-year Next Business Day PageWide Pro X477 Hardware Support
U8ZX0E	HP 3-year 4h 9x5 PageWide Pro X477 Hardware Support
U8ZX1E	HP 4-year 4h 9x5 PageWide Pro X477 Hardware Support
U8ZX2E	HP 5-year 4h 9x5 PageWide Pro X477 Hardware Support
U8ZX3E	HP 3-year 4h 13x5 PageWide Pro X477 Hardware Support
U8ZX4E	HP 4-year 4h 13x5 PageWide Pro X477 Hardware Support
U8ZX5E	HP 5-year 4h 13x5 PageWide Pro X477 Hardware Support
U8ZY4PE	HP 1-year Post Warranty Next Business Day PageWide Pro X477 Hardware Support
U8ZY5PE	HP 2-year Post Warranty Next Business Day PageWide Pro X477 Hardware Support
U8ZY6PE	HP 1-year Post Warranty 4h 9x5 PageWide Pro X477 Hardware Support
U8ZY7PE	HP 1-year Post Warranty 4h 13x5 PageWide Pro X477 Hardware Support

HP Order-a-Cartridge

Call HP's Order-a-Cartridge⁹ service and have them conveniently delivered to your doorstep.

China	800 820 0851/400 820 0851
India	1800 3003 3003
Korea	080 703 0700

HP SureSupply⁹

Discover how HP SureSupply redefines convenience in purchasing printer cartridge supplies online. To order online, please visit hp.com/apac/osc for more details.⁹



¹ ISO speeds measured using ISO/IEC 24734. Excludes first page or first set of ISO test pages. For details see hp.com/go/printerclaims ² Speed specifications have been updated to reflect current industry testing methods. ³ Based on standard ITU-T test image #1 at standard resolution. More complicated pages or higher resolution will take longer and use more memory. ⁴ Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other HP LaserJet or HP Color LaserJet devices, and enables appropriate deployment of printers and MFPS to satisfy the demands of connected individuals or groups. ⁵ HP recommends that the number of printed pages per month be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period. ⁶ With ink installed, no media in trays. ⁷ Power requirements are based on the country/region where the printer is sold. Do not convert operating voltages. This will damage the printer and void the product warranty. Power consumption in Sleep modes depends on customer network switch capability, user configuration and network activity. ⁸ In order to initialize the printer, some ink from the included setup cartridges will be used. Setup cartridges may have different page yield than replacement cartridges. For more information, visit: hp.com/go/learnaboutsupplies ⁹ Available in selected countries only.



Sales battle card

HP PageWide Pro MFP 477dw



The ultimate combination of value and speed, this HP PageWide Pro is faster¹ than any other colour MFP in its class—and offers up to 20% lower total cost of ownership than most competitors.² HP PageWide technology delivers professional-quality colour documents with best-in-class security and management features,³ plus proven energy efficiency.⁴



HP PageWide Pro MFP 477dw

Suggested retail: \$699⁵

Top competitive features⁶

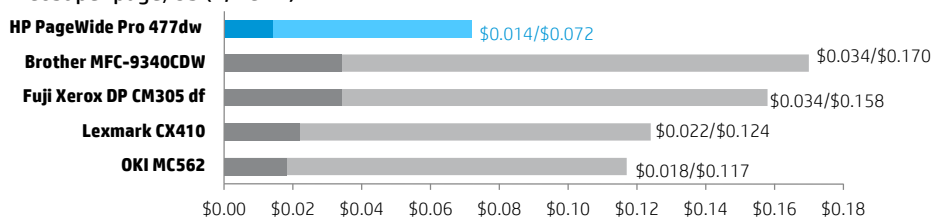
- Significantly lower cost per page compared to listed competitors
- The fastest MFP in its class¹
- Best-in-class security and fleet management features³
- Outstanding energy efficiency⁴
- Minimal maintenance that requires fewer replaceable parts than most laser printers⁷

Top HP advantages

HP PageWide Technology allows you to reach new levels of performance and competitiveness. And the reliable HP PageWide Pro MFP 477dw is backed by the extensive service and support that you would expect from HP. These devices are loaded with features that outperform the competition, including these top advantages:⁶

- **Up to 20% lower total cost of ownership than most competitors for professional-quality colour documents²**
- **Best-in-class print speeds:**¹ up to 55 pages per minute (ppm) in General Office (GO) mode and up to 40 ppm in Professional mode⁸
- **Best-in-class first-page-out:**⁹ as fast as 6.5/7 seconds (black/colour) from ready
- **Highest paper capacity:** up to 550 pages, standard and 1,050 pages, maximum¹⁰
- **Highest cartridge yields:**¹¹ up to 10,000 black-and-white and up to 7,000 colour pages with High Yield Original HP PageWide Cartridges

Cost per page, US (K/KCMY)⁶



HP performance vs. Brother, Fuji Xerox, Lexmark, OKI⁶

	HP PageWide Pro MFP 477dw	Brother MFC-9340CDW	Fuji Xerox DocuPrint CM305 df	Lexmark CX410	OKI MC562
Estimated retail ⁵	\$699	\$449	\$367	\$699	\$749
Print speed, black/colour (ISO) ⁸	Up to 55 ppm General Office mode; Up to 40 ppm Professional mode	Up to 23 ppm	Up to 23 ppm	Up to 32 ppm	Up to 31/27 ppm
First page out	< 6.5 seconds (black) < 7 seconds (colour)	< 15 seconds	< 15.5 seconds	< 11.5 seconds	< 7.5 seconds
Cost per page, K/KCMY (high-capacity cartridges)	K: \$0.014 ¹² KCMY: \$0.072 ¹²	K: \$0.034 KCMY: \$0.170	K: \$0.034 KCMY: \$0.158	K: \$0.022 KCMY: \$0.124	K: \$0.018 KCMY: \$0.117
High-capacity ink yields (in pages)	Black: 10,000 ¹¹ Colour: 7,000 ¹¹	Black: 2,500 Colour: 2,200	Black: 3,000 Colour: 3,000	Black: 4,000 Colour: 3,000	Black: 5,000 Colour: 5,000
Input capacity (std/max) Output capacity	550/1,050 pages ¹⁰ 300 pages	250 pages 100 pages	251/501 pages 150 pages	251/1,451 pages 150 pages	350/880 pages 150 pages
Duty cycle	50,000 pages ¹³	30,000 pages	40,000 pages	75,000 pages	60,000 pages
Display size	10.9 cm (4.3-inch) colour touchscreen	9.3 cm (3.7-inch) colour touchscreen	LCD display	10.9 cm (4.3-inch) colour touchscreen	8.9 cm (3.5-inch) MGD hard buttons

Overcoming objections

Who can benefit?

This HP PageWide MFP is ideal for environmentally-conscious professionals in workgroups of up to 10 users who need:

- Reliable, professional-quality printing with a low total cost of ownership²
- Fast print speeds at up to 55 ppm^{1,8}
- Quick, single pass, duplex scanning at up to 26 ipm with the 50-sheet legal-size ADF¹⁷
- Low intervention with high-yield cartridges (10,000 black/7,000 colour)¹¹
- High-volume printing with a maximum input paper capacity of up to 1,050 pages¹⁰
- Durable, smear-resistant documents¹⁴
- Minimal printer maintenance⁷
- Wi-Fi Direct^{®15} and NFC touch-to-print¹⁶

Qualifying questions

- How important is total cost of ownership and cost per page to your business?
- How important is print speed in your office?
- How much of your staff's time is devoted to device maintenance and management?
- How important is it to your businesses that prints can be handled almost immediately after printing without smearing?¹⁴
- How important is low energy and resource consumption in order to help cut costs and reduce environmental impact?

Objection: "HP PageWide printing costs more with higher intervention than laser."

Response: Proven, energy-efficient HP PageWide Technology enables this device to produce professional-quality colour documents at up to 20% lower total cost of ownership than most competitors.² Print up to 10,000 black-and-white and up to 7,000 colour pages from a single cartridge¹¹ with the lowest cost per page—1.4 cents per page for black and 7.2 cents per page for colour (KCMY)—among competitors. Plus, this device has a maximum input capacity of up to 1,050 sheets for high-volume demands.¹⁰

Objection: "We need an MFP that is time-efficient. How does HP PageWide compare with laser?"

Response: This device is faster than any other colour MFP in its class¹ with blazing-fast speeds of up to 55 ppm in GO mode, 40 ppm in Professional mode,⁸ and up to 26 ipm automatic two-sided scanning.¹⁷ This MFP also delivers the fastest first page out time in its class.⁹

Objection: "We need a printer we can rely on. Laser printers just work."

Response: HP PageWide Technology leverages the proven, advanced technology found in HP's multimillion-dollar WebPress digital printers, and applies it to a new class of desktop printers and MFPs—reinventing the affordability and performance of small and medium business printing. You can count on documents produced with Original HP PageWide cartridges to be water-, smear-, and fade-resistant, for archival durability.¹⁴ HP PageWide delivers all-around saving with less maintenance and fewer replaceable parts than most laser printers.⁷

Objection: "What about manageability, fleet compatibility, security, and solutions?"

Response: This device delivers best-in-class security and fleet management features³ including PIN authentication, HP Color Access Control, embedded security features, HP Web Jetadmin,¹⁸ and optional HP JetAdvantage Security Manager.¹⁹

Objection: "We want our equipment to be environmentally responsible."

Response: This ENERGY STAR[®] certified MFP includes HP Auto-On/Auto-Off technology and automatic two-sided printing, to help conserve energy and save paper. HP PageWide Technology uses significantly less energy than in-class laser printers.⁴

¹ Comparison based on manufacturers' published specifications of fastest available colour mode of all colour business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds.

² Total cost of ownership comparison based on 90,000 pages, manufacturers' published specifications for page yields and energy use, manufacturers' suggested retail prices for hardware and supplies, cost per page based on ISO yield with continuous printing in default mode with highest-available-capacity cartridges, long-life consumables of all colour business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015, excluding products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/pagewideclaims and hp.com/go/learnaboutsups.

³ Best-in-class security and fleet management claim based on comparison of built-in features of all colour business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015, excluding products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/printersecurityclaims.

⁴ Energy claim based on TEC data reported on energystar.gov. Data normalised to determine energy efficiency of majority of in-class business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at hp.com/go/pagewideclaims.

⁵ Estimated retail price. Actual price may vary.

⁶ Based on the manufacturers' published product specifications as of August 2015.

⁷ Less scheduled maintenance based on 150,000 pages printed, and published comparisons of majority of in-class colour laser printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/pagewideclaims.

⁸ ISO speeds measured using ISO/IEC 24734. Excludes first page or first set of ISO test pages. For details see hp.com/go/printerclaims.

⁹ Comparison based on manufacturers' published specifications of first page out from ready and sleep mode of all colour business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Subject to device settings. Actual results may vary. Learn more at hp.com/go/printerspeeds.

¹⁰ Purchase of optional paper tray(s) required to reach maximum input capacity.

¹¹ HP 970X High Yield Original PageWide cartridges are not included in printer purchase; purchase separately. Comparison based on ISO 24711 cartridge yields for HP 970 series High Yield Original PageWide Cartridges compared with HP 970 series Original PageWide Cartridges. High-yield cartridges are compatible only with HP PageWide Pro 400 and 500 series MFPs and printers. Learn more at hp.com/go/learnaboutsups.

¹² CPP listed is based on HP 970X High Yield Original PageWide cartridges.

¹³ Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other devices, and enables appropriate deployment of printers and MFPs to satisfy the demands of connected individuals or groups.

¹⁴ Water, smear, fade, and highlighter resistance based on ISO 11798 testing. For details, see hp.com/go/printpermanence.

¹⁵ Mobile device needs to be connected directly to the Wi-Fi Direct signal of a Wi-Fi Direct-supported MFP or printer prior to printing. Depending on mobile device, an app or driver may also be required. For details, see hp.com/go/mobileprinting. Wi-Fi Direct is a registered trademark of the Wi-Fi Alliance[®].

¹⁶ Requires a compatible NFC-printing-enabled mobile device. For a list of compatible NFC-printing-enabled mobile devices, see hp.com/go/nfcprinting.

¹⁷ Actual scan speeds may vary depending on scan resolution, network conditions, computer performance and application software.

¹⁸ HP Web Jetadmin is available for download at no additional cost at hp.com/go/webjetadmin.

¹⁹ Requires separate purchase. For details, see hp.com/go/securitymanager.



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