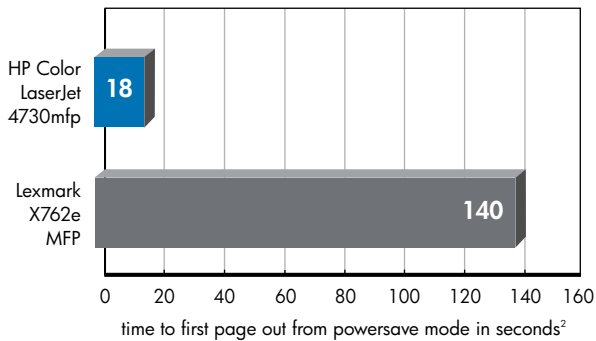


HP Color LaserJet 4730mfp vs. Lexmark X762e MFP



Spend less time waiting for output with HP.



Significant differences between these MFPs could impact... user productivity:

Faster performance — The HP Color LaserJet 4730mfp's rated print and copy speed, 30 ppm/cpm, is 20% faster than the 25 ppm/cpm offered by the Lexmark X762e.¹ The Color LaserJet 4730mfp also delivers a faster first-page-out time from powersave mode — 18 seconds vs. 2.3 minutes for the X762e — that allows the HP device to print or copy 44 pages before the Lexmark unit even finishes warming up.² Better sustained performance is another big HP advantage, with the Color LaserJet 4730mfp able to print a suite of 14 files in 7.9 minutes — less than half the 16.6 minutes it took the Lexmark X762e.²

Better control panel — The graphical control panel for the HP Color LaserJet 4730mfp displays up to 4 lines of text and animated graphics simultaneously and features context-sensitive help, including toner gauges that provide an easy view of supplies levels and help reduce downtime. The Lexmark X762e's basic 2-line display doesn't offer this kind of advanced functionality.

Simplified paper-path access — The number of access points — the fewer the better — can influence the ease with which users can clear paper jams. In addition to input trays, the Lexmark X762e has 6 paper-path access points vs. only 1 for the HP Color LaserJet 4730mfp. In addition, HP's more sophisticated control panel features animation and step-by-step help to assist users in clearing jams and troubleshooting other issues.

total cost of ownership:

Less expensive to acquire — The Lexmark X762e costs about one-third again more than the HP Color LaserJet 4730mfp. For instance, the estimated street price for the new HP MFP is only \$4,999 vs. \$6,839 for the Lexmark device. In addition, Lexmark's MarkTrack job-accounting option costs \$3,000 (list), whereas the report-generation plug-in for HP Web Jetadmin is free.^{1,3}

More toner in the box — The HP Color LaserJet 4730mfp ships with nearly 40% more pages worth of toner than the Lexmark X762e — a value of nearly \$250 based on the cost of Lexmark toner.⁴

Automatic calibration — To prevent registration and color-shift problems, Lexmark X762e users may need to periodically align the image transfer unit, a process requiring complex, manual calibrations. The HP Color LaserJet 4730mfp, on the other hand, offers automatic color-plane registration and automatic color-density calibration that deliver noticeably superior color prints and copies.

HP's superior output quality is easy to see.

HP Color LaserJet 4730mfp (default/best-PQ mode)



Lexmark X762e MFP (best-PQ mode)



These enlargements of 13.5-point text clearly demonstrate HP's automatic color-density calibration and automatic color-plane registration deliver sharper text and graphics.

1 Based on the manufacturers' published product specifications.

2 Based on HP internal testing in default print modes.

3 The base unit price for the Lexmark X762e MFP is \$6,839 at www.lexmark.com. The base unit price for the HP Color LaserJet 4730mfp pricing is \$4,999 at www.hp.com. Actual prices may vary.

4 The HP Color LaserJet 4730mfp ships with enough toner to print 8,000 color (CMY) and 9,000 black (K) pages. However, the Lexmark X762e ships with enough toner for 6,000 color and black (CMYK) pages. Based upon average street pricing for Lexmark standard supplies from Current Analysis, the toner for 2,000 color (CMY) pages costs \$192 and the toner for 3,000 black (K) pages costs \$54. Actual prices may vary.

