



Competitive Comparison

Xerox Phaser® 7300 vs. HP Color LaserJet 5550

Superior performance and better ease of use for less.

- Lower price
- Lower cost per page and total cost of ownership
- Superior performance
- Better paper handling
- Higher print resolution
- Better productivity features and ease of use
- Xerox Total Satisfaction Guarantee



	Phaser 7300	HP Color LaserJet 5550
Get more for less with Xerox <ul style="list-style-type: none"> • Save up to \$500 on comparable configurations (<i>after rebate</i>) 	Phaser 7300N: \$3,399 ¹ Phaser 7300DN: \$3,599 ¹ Phaser 7300DT: \$4,899 ¹ Phaser 7300DX: \$5,799 ¹	LaserJet 5550N: \$3,549 LaserJet 5550DN: \$3,745 LaserJet 5550DTN: \$4,999 LaserJet 5550HDN: \$6,299
Lower Operating Costs and TCO (Total Cost of Ownership) <ul style="list-style-type: none"> • Save over \$1,000 with Phaser 7300 compared to the LaserJet 5550 based on TCO. • Save even more as coverage or print volume increases.³ 	8.83 cents per page color (20% CMYK coverage) ² 1.50 cents per page black and white (5% K coverage) ²	9.64 cents per page color ² 1.74 cents per page black and white ² Black-only pages cost over 6 cents when printing in default mode because the HP 5550 engages all four color drums.
Faster speed	Up to 30 ppm color Up to 37 ppm black and white	Up to 27 ppm color Up to 27 ppm black and white
More maximum memory	Up to 512 MB RAM available	Limited to 256 MB RAM
Better paper handling	Standard: 650-sheet capacity Maximum: 2,850-sheet capacity Up to 12 x 18" from all trays Up to 12 x 36" from MPT	Standard: 600-sheet capacity Maximum: 2,100-sheet capacity Up to 12 x 18" from tray 1 only
Higher print resolution	2400 dpi resolution True Adobe PostScript 3 for more accurate printing and fewer errors	600 x 600 dpi resolution PostScript 3 emulation

¹ After rebate, effective from July 1, 2005 to September 30, 2005

² Cost per page shown based on frequently replaced consumables (toner and imaging units), manufacturer's stated yields and estimated retail prices. Actual costs may vary.

³ Based on average customer use over 3 years

(more over)

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Xerox Phaser 7300 Ease of Use Advantages

More informative front panel interface

The Phaser 7300'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 7300

Driver installation is unmatched in its speed and simplicity. It only takes only 90 seconds to complete.

Smart Driver design is intuitive, easy to navigate and offers a variety of intelligent choices for print qualities and color corrections. *

PrintingScout 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.

PhaserSMART® 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 Color LaserJet 5550

HP's installation procedure is not nearly as quick and has many more steps to complete. It also requires the PC to be restarted.

Driver design is very basic and lacks the robust and intuitive interface of the Phaser 7300. There are no choices for print quality, and color management is more difficult.

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.

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.



* Phaser 7300 Smart Driver