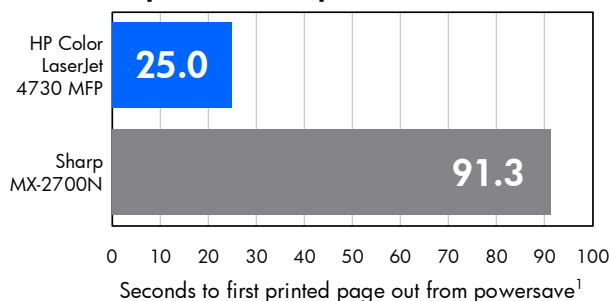


HP Color LaserJet 4730 MFP vs. Sharp MX-2700N



Warm up faster from powersave with HP.



Significant differences between these devices could impact...

user productivity:

Faster performance — The HP Color LaserJet 4730 MFP boasts higher rated print and copy speeds — up to 30 ppm vs. up to 27 ppm for the Sharp MX-2700N.¹ In addition, the HP MFP offers a faster first-print-out time from powersave mode — 25.0 seconds vs. 91.3 seconds for Sharp.² This means HP users can finish printing up to 34 pages before the Sharp MX-2700N even finishes warming up.

Unparalleled output quality — Be sure to examine print samples when comparing these two devices. Although the Sharp MX-2700N supports up to 1,200-dpi resolution, it does not offer advanced image-enhancement technology like HP. HP ImageREt 3600 utilizes advanced halftoning, sharpening, calibration, trapping, and color-matching technologies unmatched by Sharp to yield noticeably superior print quality automatically. In fact, according to Industry Analysts Inc., the HP MFP's output "rivals output produced by a commercial digital press, particularly when printing on HP paper."³

Unsurpassed ease of use — According to Industry Analysts Inc., the HP Color LaserJet 4730 MFP features one of the most innovative, easy-to-use touch screens on the market today, whereas the Sharp MX-2700N's control panel requires users to sift through layers of complicated menus and sub-menus.³ Plus the HP Universal Print Driver for Windows lets you deploy just one driver for your networked HP MFPs and printers, reducing IT interventions and eliminating the possibility of driver incompatibilities for users — a very compelling reason to standardize on the HP brand. Sharp does not offer a similar solution.

total cost of ownership:

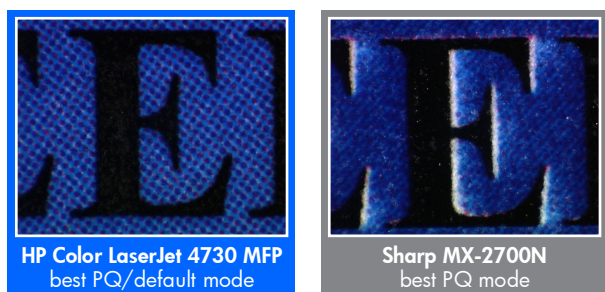
Less expensive — In nearly identical configurations (digital copying, network printing, network scanning, and document finishing), the HP Color LaserJet 4730 MFP lists for \$6,284 — half as much as a comparably equipped Sharp MX-2700N (\$12,985).³ Furthermore, PostScript emulation comes standard with HP LaserJet and Color LaserJet workgroup printers and MFPs, whereas Sharp's PostScript expansion kit costs \$560.³

Higher monthly duty cycle — The HP Color LaserJet 4730 MFP can be deployed to support larger, more demanding workgroups than the Sharp MX-2700N. The HP MFP is rated to output up to 175,000 pages per month — nearly double the Sharp unit's 90,000-pages-per-month duty cycle.¹

Lower power consumption — The HP Color LaserJet 4730 MFP consumes nearly half as much energy while operating — 790 watts vs. 1,400 watts for the Sharp MX-2700N.¹

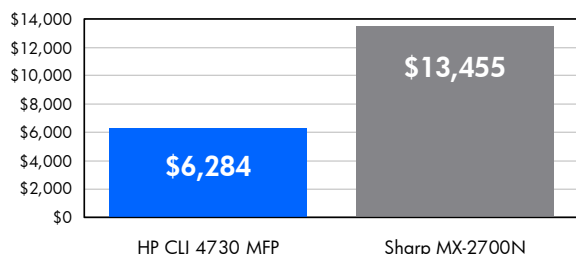
Streamlined management — HP Web Jetadmin's powerful fleet-management capabilities let you batch configure multiple printers and MFPs at once, as well as deploy pre-configured drivers and update alerts and firmware on multiple devices concurrently. With Sharp, IT must configure, set alerts, and update each client and each device one at a time instead of in batches.² And unlike Sharp, HP offers color access control capabilities like the ability to disable color by application and deploy pre-configured black-and-white-only drivers to help control color output costs.

Get better color-plane registration with HP.



HP Color LaserJet 4730 MFP users enjoy consistently crisp, sharp edges on text and adjacent colors because the device employs advanced auto color-plane registration and auto trapping technologies. Color-plane registration on the Sharp MX-2700N, on the other hand, can change dramatically from page to page and even on the same page.

Pay less for a comparably configured multifunction device with HP.³



¹ Based on the manufacturer's published product specifications.

² Based on HP internal testing.

³ According to an August 2006 competitive test report comparing the HP Color LaserJet 4730 MFP against the Sharp MX-2700N prepared by Industry Analysts Inc., Rochester, NY, www.industryanalysts.com.