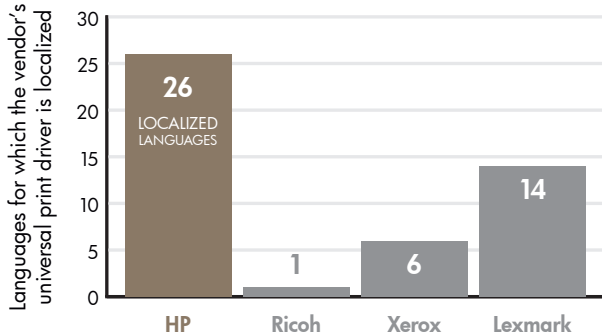




## Why HP's Universal Print Driver?



### Support more users with the HP Universal Print Driver



### Boost your technology ROI with the HP Universal Print Driver

There are several compelling reasons to deploy a universal print driver throughout your organization — improved user productivity, reduced certification, diminished helpdesk activity, greater IT control, and enhanced IT effectiveness.

While you have several UPDs to choose from, they're not interchangeable and not every one will deliver the features you need. Be sure to consider five key criteria when comparing the HP Universal Print Driver to the Ricoh PS Driver for Mobile Printing, Xerox Walk-Up Printing Driver, or Lexmark Universal Driver:

#### Enjoy broad device support with HP

- More devices — HP offers known device support for over 80 printers and MFPs with PCL or PostScript, which is about twice as many as competing solutions.
- Both PCL and PostScript versions — Unlike HP, Ricoh and Xerox only offer a PostScript-based universal print driver.

#### Support a wider range of users with HP

- Both traditional and dynamic — Need to support mobile users with discovery? It's not available with Lexmark's UPD, which only has a traditional mode.
- More languages — Ricoh is only available in English, while HP's UPD is localized into 26 languages, which is more than Lexmark and Xerox support combined.

#### Turn to HP for a universal print driver that's full featured and bi-directional

- Full support of device features — Ricoh and Xerox don't support all device features like finishing options (staple/punch), watermarks, overlays, and media-type and print-quality settings. Lexmark does but they must be configured manually.
- Bi-di capable — UPDs from Ricoh and Xerox are not bi-directional, so there is no feature synchronization with the device or job/device status messages.

#### Improve configurability with HP

- Configurable lists — With Ricoh there is no mechanism to control the printer list a user sees during a search. With Xerox IT has to manually configure each printer and MFP to control the lists a user sees during a search, plus there's no list control in the driver. With Lexmark there are no printer lists because there is no discovery.
- Supports preconfiguration and integration — Only HP leverages Active Directory Services Groups, and neither Ricoh or Xerox let you set print policies in the driver.

#### Get superior driver deployment options with HP

- Point and print support — Ricoh doesn't support it. Although Xerox and Lexmark don't specify whether they support Point and Print, it probably would work.
- Batch deployment — Ricoh and Xerox don't offer deployment utilities to push drivers to multiple servers or clients. Lexmark can't batch deploy to servers — just clients — and unlike HP, its deployment utility isn't integrated with its management solution.

### Enjoy a full-featured universal print driver with HP

| Important UPD attributes                          | HP              | Ricoh   | Xerox           | Lexmark         |
|---|-----------------|---------|-----------------|-----------------|
| Number of devices supported                       | 80+             | n/a     | ~40             | 45              |
| PDLs (PostScript, PCL 5, PCL 6)                   | PCL/PS          | PS      | PS              | PCL/PS          |
| Connections (network, direct)                     | network + local | network | network + local | network + local |
| Traditional mode (no discovery)                   | ✓               | ⊗       | ✓               | ✓               |
| Dynamic mode (discovery for mobile users)         | ✓               | ✓       | ✓               | ⊗               |
| Number of localized languages                     | 26              | 1       | 6               | 14              |
| Complete device feature support                   | ✓               | ⊗       | ⊗               | ✓               |
| Real-time feature synchronization                 | ✓               | ⊗       | ⊗               | ⊗               |
| Real-time job status/device status                | ✓               | ⊗       | ⊗               | ⊗               |
| Configurable printer lists                        | ✓               | ⊗       | ⊗               | ⊗               |
| Integration with Active Directory Services Groups | ✓               | ⊗       | ⊗               | ⊗               |
| Configurable printer policies                     | ✓               | ⊗       | ⊗               | ✓               |
| Unique installation (1 PC at a time)              | ✓               | ✓       | ✓               | ✓               |
| Supports MS Server Point & Print                  | ✓               | ⊗       | ?               | ?               |
| Batch deploy to multiple servers/clients          | ✓               | ⊗       | ⊗               | clients only    |