

The world's most preferred printers.<sup>1</sup>



# Back to Business 50% off sale!<sup>2</sup>

Limited time offer for select OfficeJet Pro X products!<sup>2</sup>



*OJ Pro X576dw MFP*



# HP PageWide Technology powering OfficeJet Pro X.

HP PageWide Technology prints the entire page in a single pass—it's the reason the HP OfficeJet Pro X delivers laser performance at up to 70 ppm<sup>3</sup> for 50% less CPP<sup>4</sup> than competitive color lasers. The proven technology driving HP's largest industrial press solutions, HP PageWide Technology, brings breakthrough productivity and savings to desktop printing. Learn more at [www.softchoice.com](http://www.softchoice.com).

## The performance of laser at up to half the cost

- Up to 50% lower cost per page than color laser printers<sup>4</sup> helps you save on every page.
- Up to 84% less energy than laser printers,<sup>5</sup> and up to 94% less supplies and packaging waste than comparable lasers.<sup>6</sup>
- HP supplies create durable documents that are water-, fade-, and smear-resistant.<sup>7</sup>

## Exclusive HP PageWide Technology delivers high resolution for high impact

- HP PageWide Technology covers the entire page in one pass for faster workflow.
- Over 42000 page-wide array nozzles produce pigment drops with uniform drop weight, speed, and trajectory.
- 1200 nozzles-per-inch native resolution yields consistently high print quality.
- Precise control of paper motion provides dependable print quality and reliable operation.
- Automatic nozzle health sensing, active and passive nozzle substitution, and automatic print-head servicing allow for dependable print quality.

## OJ Pro X576dw MFP

General office mode delivers high-quality prints at half the cost per page. Tap and swipe the intuitive 4.3-inch color touchscreen to print, copy, scan, fax, and send files.

HP Supplies deliver twice as many color or black and white prints as leading competitive lasers for the same cost.<sup>14</sup>



## Innovations that speed workflow and boost productivity

- Fast printing speeds of up to 70 pages per minute in General Office quality mode accelerate your print jobs.<sup>8</sup>
- Wireless printing and shared access with PCs, tablets, and mobile devices<sup>9</sup>—even with no network or router.<sup>10</sup>
- Printing from smartphones and tablets from virtually anywhere with HP ePrint.<sup>11</sup>
- File sharing across workgroups via Ethernet, or walk up and print from a thumb drive via the easy-access USB port.
- Color touchscreens with image preview let you manage jobs directly at the MFP.

## Ready for business

- Easy management for your fleet of printers from a single, central location with HP Web Jetadmin.<sup>12</sup>
- Advanced security solutions help keep your data and documents safe in transit and at rest.
- Easy updates for your HP OfficeJet as solutions advance.
- Same low-duty cycles as an HP LaserJet with large-format supplies and high-capacity paper tray up to 1050 sheets.<sup>13</sup>

Contact us today to learn more:

Call: (800) 268-7638 xt 222030

Or email: [Majed.Rahman@Softchoice.com](mailto:Majed.Rahman@Softchoice.com)

Softchoice Corporation

[www.softchoice.com](http://www.softchoice.com)

  
**softchoice**

The world's most preferred printers.<sup>1</sup>



<sup>1</sup> The world's most preferred printers: Worldwide printer marketshare, and HP printer brand awareness, consideration and preference study in 9 markets 2014.

<sup>2</sup> Offer only valid for the following OfficeJet Pro X products: OJ Pro X451dn-CN459A, OJ Pro X451dw-CN463A, OJ Pro X551dw-CV037A, OJ Pro X476dn-CN460A, OJ Pro X576dw-CN598A. Offer valid between September 1, 2015 and October 31, 2015 or while supplies last. Offer subject to change or cancellation at any time.

<sup>3</sup> In general office mode. Excludes first page. For details see [hp.com/go/printerclaims](http://hp.com/go/printerclaims)

<sup>4</sup> Cost per page (CPP) claim is based on the majority of color laser MFPs < \$1000 USD and color laser printers < \$800 USD as of August 2013, based on market share as reported by IDC Q2 2013. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest capacity cartridges. HP OfficeJet Pro X CPP based on HP 970XL/971XL ink cartridges' estimated street price, published yield for color prints, and continuous printing in default mode. Actual prices may vary. Actual yields may vary based on printer, images printed, and other factors. For more information, see [hp.com/go/learnaboutsupplies](http://hp.com/go/learnaboutsupplies)

<sup>5</sup> Based on internal research, the HP OfficeJet X series while printing requires up to 80 watts to print. The weighted average for competing devices is 508 watts. Energy claim based on testing comparisons of major competitors in default modes by Buyers Lab Inc., March 2014.

<sup>6</sup> Compared with the majority of color laser MFPs ≤ \$1000 USD/ printers < \$800 USD based on market share as reported by IDC as of Q3 2013. Calculation compares weight of supplies and cartridge packaging needed for similar amount of pages based on ISO yield and continuous printing.

<sup>7</sup> Fade resistance based on paper industry predictions for acid-free papers and original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909. Water resistance based on HP internal testing, using paper with the ColorLok<sup>®</sup> logo.

<sup>8</sup> ISO speeds measured using ISO/IEC 24734. Excludes first page or first set of ISO test pages. For details see [hp.com/go/printerclaims](http://hp.com/go/printerclaims)

<sup>9</sup> Local printing requires mobile device and printer to be on the same network or have a direct wireless connection to printer. Wireless performance is dependent upon physical environment and distance from access point. Wireless operations are compatible with 2.4 GHz operations only. Remote printing requires an Internet connection to an HP web-connected printer. App or software and HP ePrint account registration may also be required. Wireless broadband use requires separately purchased service contract for mobile devices. Check with service provider for coverage and availability in your area. See [hp.com/go/mobileprinting](http://hp.com/go/mobileprinting) for more details.

<sup>10</sup> Mobile device needs to be connected directly to the Wi-Fi network of a wireless-direct capable MFP prior to printing. Depending on mobile device, an app or driver may also be required. Wireless performance is dependent upon physical environment and distance from the access point in the printer. For details, see [hp.com/go/wirelessprinting](http://hp.com/go/wirelessprinting)

<sup>11</sup> Requires an Internet connection to an HP ePrint-enabled printer. Printer requires ePrint account registration. App or software may be required. Wireless operations are compatible with 2.4 GHz operations only. Print times and connection speeds may vary. Wireless broadband use requires separately purchased service contract for mobile devices. Check with service provider for coverage and availability in your area. Learn more at [hp.com/go/businessmobileprinting](http://hp.com/go/businessmobileprinting)

<sup>12</sup> HP Web Jetadmin is free and available for download at [hp.com/go/webjetadmin](http://hp.com/go/webjetadmin)

<sup>13</sup> Additional purchase of an optional 500-sheet paper tray needed for paper capacity up to 1050 sheets.

<sup>14</sup> Based on majority of color laser MFPs < \$1000 USD, and color laser printers < \$800 USD as of May 2015; market share as reported by IDC as of Q1 2015. Yield comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. High yield based on high-capacity HP ink supplies. ISO yield based on continuous printing in default mode. For more information, see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies)

© Copyright 2015 HP Development Company, L.P. The information contained herein is subject to change without notice.