



best impressions

hp color LaserJet 9500 series
colour laser printers
for in-house publishing

... the ultimate publishing machine



more than just appearance: colour in the business

Monochrome printers have a firm place in the office of today – but colour printers are gaining popularity fast.

In small and medium enterprises as well as corporations, more and more people are putting the colour features of their applications to good use. Whether for spreadsheets, presentations or creatively designed text documents: paper and colour belong together.

why paper?

Paper is cool. Paper can document, is inexpensive and easy to transport. You can bend it and fold it, write on it and leaf through it. Paper is an information medium that speaks to your senses – and you don't need batteries or power outlets.

why colour?

"Because life is in colour" may not be the whole answer. Initially, colour in the office is an investment, but one that pays off fast:

- Colour documents have greater impact
- Colour adds a new dimension to documents
- Colour adds clarity and pizzazz to promotional pieces
- Customers expect it
- Competitors are using it

**So colour in the office is about being competitive.
And staying competitive.**

information, attention and impact

What do you think of when you hear the term "Stop sign"? You think of red – and maybe of an octagonal red sign. Colour assists recall of learned associations.

Colour is also intuitive – it works at an emotional level. It quickly assigns value to the content of a document. A picture says more than a thousand words:



hp color LaserJet 9500 – take a fresh look at colour

The HP CLJ9500 is much more than just another new colour laser printer. It is a complete in-house publishing solution that finds optimal application both in small and medium enterprises and corporations.

- 24 colour or black-and-white pages per minute (A4), also in duplex mode or for files with high colour content
- Print quality comparable to offset printing thanks to Imageret 4800 and 8-bit Contone technology
- Less than 20 € cents/page for 80% colour coverage
- Superb colour quality from the first to the last printout
- Simple handling
- Intelligent finishing units

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When content is complex, colour adds clarity.

more than colour printing:

hp color LaserJet 9500 for in-house publishing

In-house publishing is a fast, cost-effective solution. Above all for small editions, where external partners (offset printers, digital print shops) are too expensive.

This could be the case with enterprise training materials or sales force information. Architects and estate agents use in-house publishing to produce impressive prospectuses of their properties – tailored to their clients' needs and tastes. Car dealers can use database marketing to send customised offers to potential buyers.

HP Color LaserJet 9500 series printers are networkable. So in smaller companies, an HP CLJ9500 printer can do all the jobs. In larger companies, it can be used as a reliable and cost-effective department or workgroup printer.

hp cLJ9500 – two models for enhanced efficiency

You can decide which of the two HP CLJ9500 series models is the best fit for your requirements: Both the **HP Color LaserJet 9500n** and the **HP Color LaserJet 9500hdn** are designed for network use.

"Efficiency" means that an HP Color LaserJet 9500n or HP Color LaserJet 9500hdn is simple to operate. Paper and toner can be changed quickly and easily. A large display informs users about the status of the printer and the integrated Help menu explains the various steps.

"Productivity" means that the HP Color LaserJet 9500 is fast. Its in-line technology makes it up to four times faster (24 A4 colour pages/minute) than its predecessor. Its outstanding technology and careful finish ensure that you can count on the monthly print volume of up to 200,000 pages of A4.

And an HP Color LaserJet 9500 can work unattended, reliably spooling off its print jobs while users do more important things.



	hp cLJ9500n (ord.no. c8546a)	hp cLJ9500hdn (ord.no. c8547a)
	ideal for handouts and high-impact promotional material	ideal for general office applications and for publishing of sales documents thanks to duplex printing and finishing units
paper trays	3	4
input capacity	up to 1,100 sheets	up to 3,100 sheets
output capacity, max.	500	500 (3,000 optional)
multi-purpose tray	98 mm x 191 mm – 306 mm x 470 mm; max. print area: 297 mm x 461 mm; paper weight up to 220 g/m ²	
paper weight (tray 2/3/4)	up to 200 g/m ²	
duplex	optional	standard
print speed	24 pages/min A4, colour and black-and-white	
automatic duplex; colour	24 pages, 12 sheets/minute	
printer memory (RAM)	160 MB	288 MB
hard drive	optional	10 GB
print media	normal, copier, recycled and general-purpose papers, gloss and high-gloss papers, tear-resistant special papers, foils/transparencies	
printer management	Embedded Webserver/HP Web Jetadmin	
mobile connectivity	optional	
approx. cost per page*	20% colour coverage	8.0 €-Cents
	60% colour coverage	15.5 €-Cents
duty cycle	200,000 pages per month	
finishing (optional for hdn model)	–	3,000-sheet stapler/stacker (ord.no. c8085a) 3,000-sheet stacker (ord.no. c8084a) 1,000-sheet multifunction finisher (mff) (ord.no. c8088a)

* cost estimate

easy as could be: all you need for professional publishing

from high-tech colour laser to inhouse publishing centre

When you make a conscious decision in favour of in-house publishing, the HP Color LaserJet 9500hdn is for you. Or if you only need a powerful network printer producing state-of-the-art output, the HP Color LaserJet 9500n is your printer of choice.

Publishing with the HP Color LaserJet 9500 is applied – and above all – reliable high technology. The results are on a par with offset printing. This is the result of special technical solutions such as chemically grown **toner** whose uniform particle size guarantees the best possible print quality. Another example of hi-tech is the use of the offset printing technologies **adaptive halftoning** and **colour trapping**, which enable precise colour transitions and crisp color and black-and-white images. Color registration problems – as often experienced with conventional in-line colour printers – have become a thing of the past.

But the HP Color LaserJet 9500 also sets new standards in images: the **8-bit Contone technology** used in the HP Color LaserJet 9500 results in significantly enhanced detail in 600 dpi images using HP Imageret 4800 compared to that achieved by 1-bit technology at 1200 dpi.

hp color LaserJet 9500 – the publishing centre made to measure

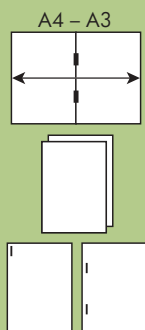
Efficient also means “impactful”. Because when it comes to presentations, brochures and documents, attractive appearance is important. Documents need collating and stapling. Or, for example, 2 pages duplex needs folding to 4 pages A4. Your HP Color LaserJet 9500 does most of this finishing for you.

- The **Multi-Function Finisher** is ideal for folded brochures or for documents requiring stapling or saddle stitching.
- The **3000-sheet stapler-stacker** documents with up to 50 pages. Unattended processing of publishing tasks for different users further increases efficiency.
- Documents can be cross-stacked in the **3000-sheet stacker**.

The HP Color LaserJet 9500 can handle a wide range of media – from recycling paper and high-gloss papers and transparencies to card weighing up to 220 g/m². Trays 2, 3 and 4 and the automatic duplex unit can process stock weighing up to 200 g/m². The HP Color LaserJet 9500 handles all commonly used paper formats – right down to envelopes and paper in A5 format.

Print on A3, saddle-stitch and fold – and your A4 brochure is finished. It's easy with the HP Color LaserJet 9500hdn equipped with the Multi-Function Finisher (MFF).

Multi-Function Finisher



3,000-sheet tray with stapler





you do it your way

Whether you do your own design or stay within your company's Corporate Design guidelines – the HP Color LaserJet 9500 lets you publish the way you want to. Particularly if you also use the **intelligent publishing solutions** we have co-developed with partners – solutions you can add to at any time.

hp JetCAPS®

At HP and our worldwide network of HP JetCAPS partners, you will find selected products and printing solutions that ideally complement the benefits of your HP LaserJet printer. JetCAPS printing solutions also bring simplification and enormous cost savings.

Examples of HP JetCAPS solutions include:

- Form management
- Printing of company logos
- Host and high-volume printing
- Barcode and check printing (OCR and MICR)
- Safe, secure printing with SmartCards
- Cost monitoring during printing
- Personalised publication of catalogues, brochures and tenders

vipamedia portfolio publishing suite

Search, select and publish – that's all there is between a customer inquiry and your answer.

With database support, you can print out personalised catalogues and brochures quickly and simply. As long as you use the pioneering solutions created by our partner vipamedia and an HP laser printer or publisher like the HP Color LaserJet 9500.

Want to know more:

www.hp.com

hp JetCAPS (partner search):
www.jetcaps.com/partner.htm

vipamedia Portfolio Publishing Suite:
www.vipamedia.com

hp printadvantage:
<http://printadvantage.hp.com>

Turn your images and text into a finished brochure, presentation or sales document. HP Color LaserJet 9500 plus vipamedia Portfolio Publishing Suite – the ultimate publishing solution.

high tech and cost-effective: huge benefits

more than just technology: cost benefits

Printing costs play an important role. They can be divided into direct costs and indirect costs.

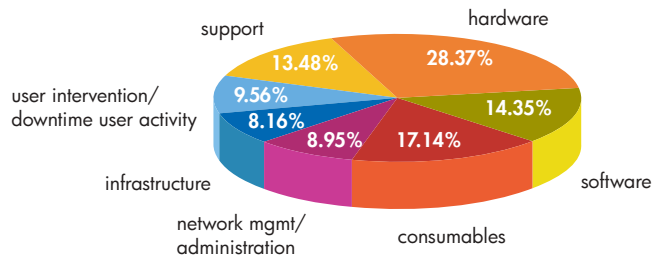
Direct costs cover things like cost of purchase and expenditure on consumables during operation. In a European survey, they make up about 46% of overall costs.

Indirect costs – things like network management and administration, user intervention or printer downtime – account for half of the overall costs*. After software (over 14%) and service & support (approx. 13.5%), "user intervention or printer downtime" is a cost driver accounting for nearly 10% of the Total Cost of Ownership.

This insight into the hidden cost of printing had a profound influence on the development of the HP Color LaserJet 9500. HP invested its technical expertise in the optimisation of print management and in making its in-house publishing solution more reliable and service-friendly.

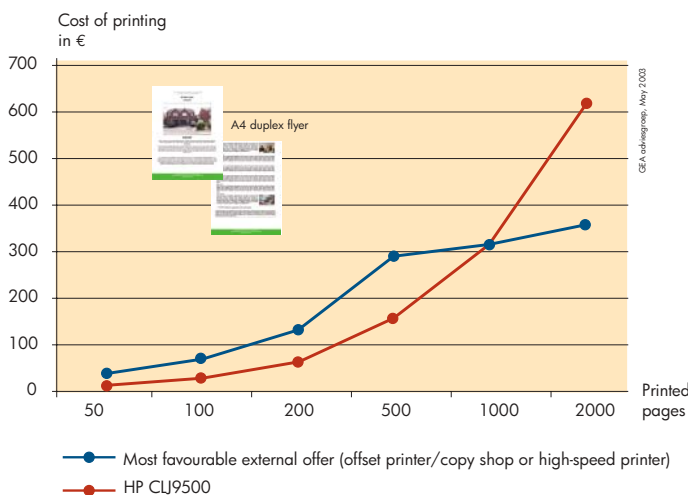
* Source: Gartner: HP customer survey September 2001.

total cost of printing



Source: Gartner Consulting, November 2001

when does in-house publishing pay off?



In-house publishing is not intended to completely replace external printing partners. A recent study by GEA adviesgroep shows, however, that for small editions (up to 1,000 A4 duplex (two-sided, 4c) an HP Color LaserJet 9500 is cheaper than an external supplier (offset printer, copy shop or high-speed printer).

Apart from the cost savings, in-house publishing is more flexible. Changes can be made up until the last minute and then the document can be immediately printed and finished as required. An HP Color LaserJet 9500 is thus more than just "Print on Demand" it's "Publishing on Demand".

While IT administrators, for example, are pleased with the way the “**embedded webserver**” reduces administration effort, users in small and medium enterprises are delighted with the **high reliability** of the HP Color LaserJet 9500. And while the IT administrator enthuses about simple print management and optimal configurability, users are impressed with the quality of printing and finishing offered by the HP Color LaserJet 9500. They also praise the ability to set up the printer to meet their needs.

Whichever way you look at it, with the HP Color LaserJet 9500, high tech is always a means to an end. To do a great job, increase efficiency and cut costs.



hp cLJ9500 series

informative & fast
attractive & universal
efficient & cost-effective



**For more information, please call your local
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Egypt: 532 5222

Estonia: (+372) 6505 263

Finland: (+358) 0205350 or 0205 350

France: (1) 69 82 6060

Germany: 0180 532 6222 (12 Cent/min)

Greece: (01) 678 96 00

Hungary: (+36) 1 382-1111

Iceland: (354) 570 1000

Ireland: + 353 1 6158200

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