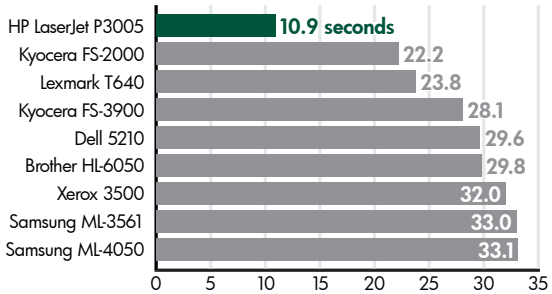
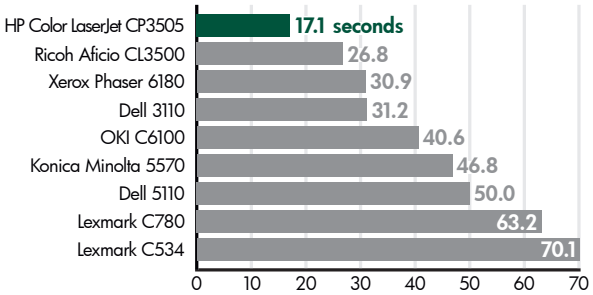
# Why HP Instant-on Technology?

## Wait less for monochrome output with HP



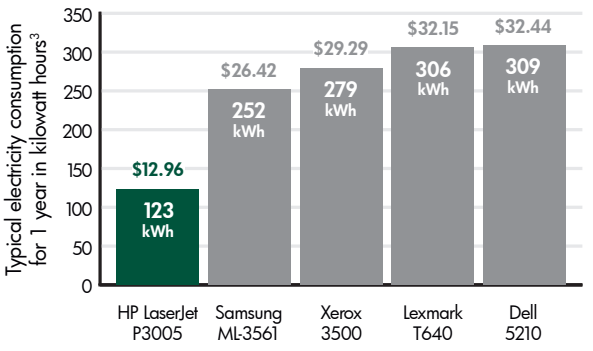

Seconds to first page out from powersave mode after 30 minutes of inactivity[1]

## Wait less for color output with HP




Seconds to first color page out from powersave mode after 30 minutes of inactivity[1]

## Consume less power with HP LaserJets




## Boost productivity, reduce costs with HP Instant-on Technology

With a shift towards distribute and print, demand is growing for effective local printing. Instant-on Technology — a standard feature of most HP LaserJet and HP Color LaserJet printers and MFPs — delivers the fast output today's information workers need while allowing organizations to reduce energy costs.

### Enjoy fast, on-demand printing with HP Instant-on Technology

Instant-on Technology — which HP began employing in 1993 — virtually eliminates warm-up time from powersave mode. At its core is a fast-heating fuser enabling the printer to switch into action almost immediately regardless of when it was last used and return to powersave soon after completing the job.

This is markedly different from conventional laser printers, which employ a halogen or quartz bulb to indirectly heat a metal fuser cylinder that requires a prolonged warm-up time — sometimes more than a minute.

According to research conducted by InfoTrends, the innovative fusing technology on board HP LaserJets and HP Color LaserJets translates into a significant real-world performance advantage over competing models: "Even on shared devices, given the overall use pattern, it is most likely that the printer would be in sleep mode when any particular user submitted a job for printing."[2]

### Use less energy with HP Instant-on Technology

In addition, HP LaserJets and HP Color LaserJets generally use significantly less power than competing devices. For instance, over a typical year, the HP LaserJet P3005 uses about 123 kilowatt hours — less than half the electricity consumed by competing devices from Dell, Lexmark, Samsung, and Xerox.[3] This translates into significantly lower energy costs — especially when multiplied by the number of printers and the number of years they'll be in use.[3]

Furthermore, all HP printers and MFPs with Instant-on fusers meet the new, more strict ENERGY-STAR rules that went into effect April 1, 2007.

1 Based on HP-commissioned testing by QualityLogic Inc. Visit http://www.qualitylogic.com/News/Instant-on_PerformanceReport.html for copies of the reports.

2 Based on a September 2006 InfoTrends study of general office printing behaviors in the United States and Western Europe derived from responses by 1,305 participants (730 and 575, respectively).

3 Based on HP internal testing using the Typical Electricity Consumption (TEC) approach outlined by the U.S. Environmental Protection Agency. Test data was extended to 1 year. Testing was on a single unit of each product. Actual power usage may vary. Annual energy costs are based on U.S. average power costs of 10.5¢ per kilowatt hour.

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