

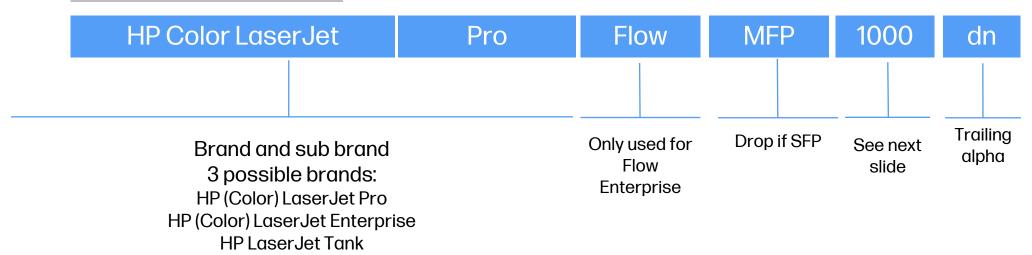
Transactional

New transactional naming structure

All transactional products will have the following changes:

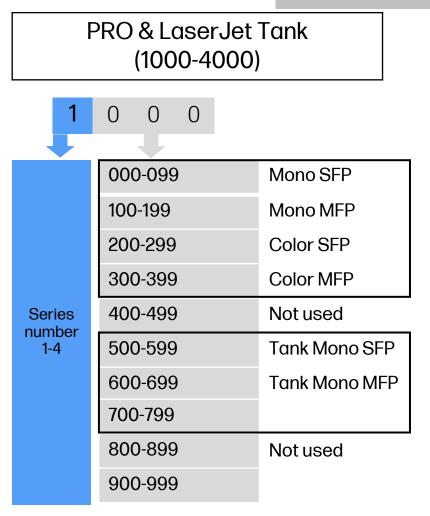
- 1. Consolidate to 3 brands (HP LaserJet Pro, HP LaserJet Tank, and HP LaserJet Enterprise)
- 2. Use a 4-digit model naming structure
- 3. No longer use "M" or any letter in front of model number
- 4. Will use series numbers 1000-8000 depending on the class

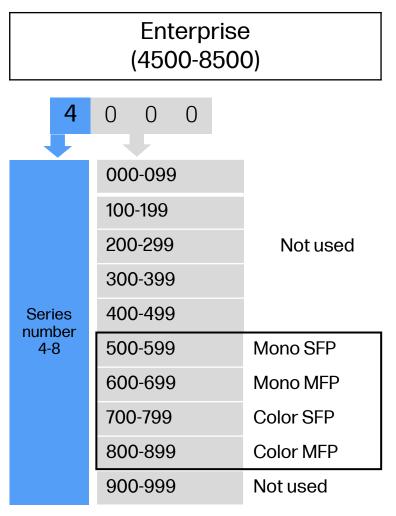
New structure example



Transactional

Number allocation in each transactional series





HP Laser transactional product naming at-a-glance

HP Color LaserJet Pro MFP 4003 dw

Descriptor for color	No Descriptor = monoColor	Descriptor for functionality	 No Descriptor = single function MFP Flow MFP descriptor represents products with flow features
Product Brand	Definition of the control of the con		 1000 Personal 2000 Personal – faster, higher quality 3000 Small work team low 4000 Small work team low
Sub-branding	 Pro: designed for micro-small business with growing or established networks and minimal management requirements. 	Enterprise Product families	4500 Small work team low5500 Small work team high6500 Workgroup7500 / 8500 Department
	 Enterprise: designed for med-large business with advanced networking, security and doc management requirements. LaserJet Tank: (no sub-brand is used) 	Model number	Model numbers are allocated

Bundle indicator

- a Base (no network or duplex)
- **c** Channel derivative
- **d** Duplex
- e indicates an HP+ branded product
- **f** MFP with network, duplex, fax and (possibly a paper tray)
- **h** Hard drive
- **n** Network
- **s** Incave stapler stacker
- **t** extra input device (ex. stand, tray, or HCI)
- **u** lower end scanner differentiated from standard scanner bundle
- v 4.3" touchscreen
- w Wireless
- x = SFP with network, duplex, paper tray
- **xh** = SFP with x features plus HDD
- x+= SFP with xh features plus HCl or high cap tray
- **z** = Flow MFP
- zs = Flow with incave stapler stacker
- **zw** = Flow with wireless
- z+ = Flow with external finisher
- **zf** = Flow with fax

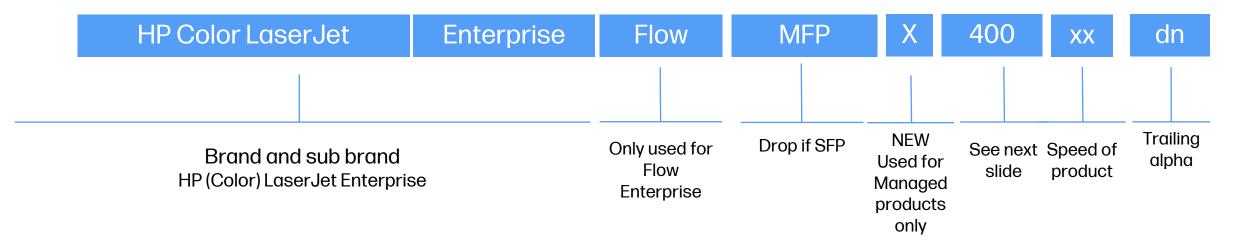
Managed

New managed naming structure

All managed products will have the following changes:

- 1. Drop the "Managed" brand, replace with Enterprise.
- 2. Use "X" (exclusive MPS channel) in front of Model number (no longer using "E")
- 3. Will use series numbers 400-800 depending on class (no change)

New structure example



HP LaserJet Pro

4000 Series



Mono 4000 series - What's new

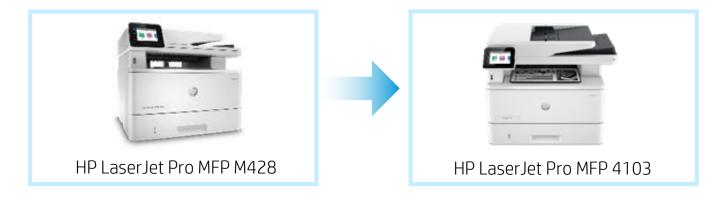
Target Customer: Optimized for Generalist IT, lightly managed, and work from home Designed for 3-10 users with AMPV of up to 4k pages/month

Predecessor



New (Current)





Accessory: HP LaserJet Pro Sheet Feeder 550 Pages (same as Mogami/Teton-D9P29A)



New Experiences for All Customers

New OOBE (Out of Box Experience)

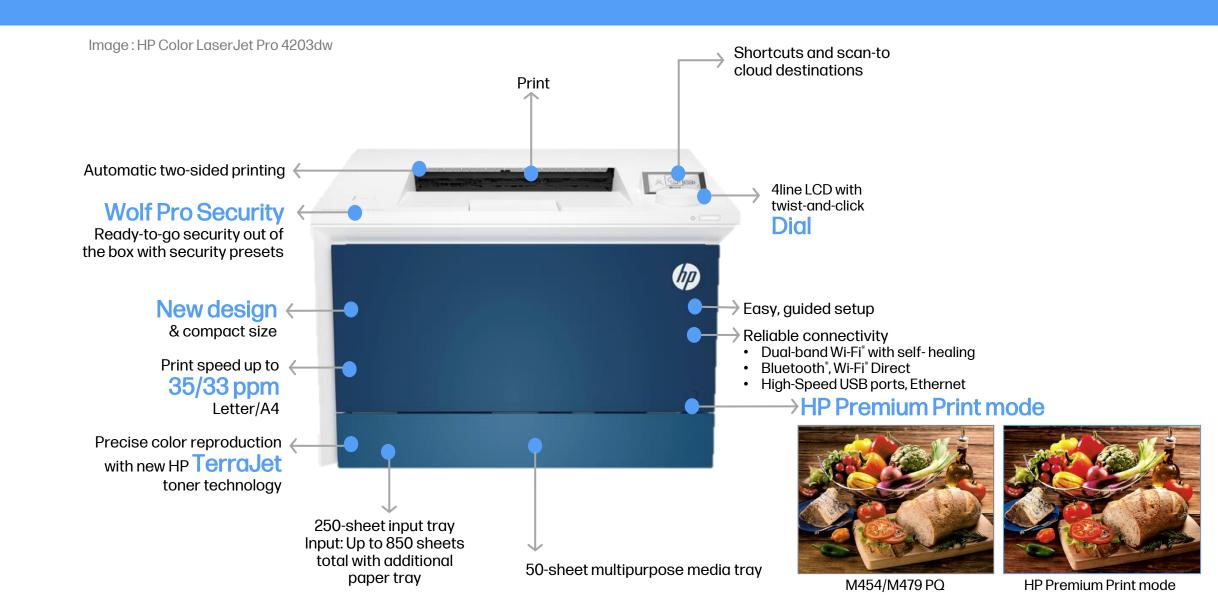
New Hardware & Supplies Innovations

+2 ppm 90% recyclable paper-based packaging

Exclusive benefits for HP+ and Instant Ink subscribers

Print anywhere with private pickup
3 months free printing
Up to 50% savings on toner
1-year additional warranty and dedicated tech support
Forest First printing
Consolidated billing, multi-location

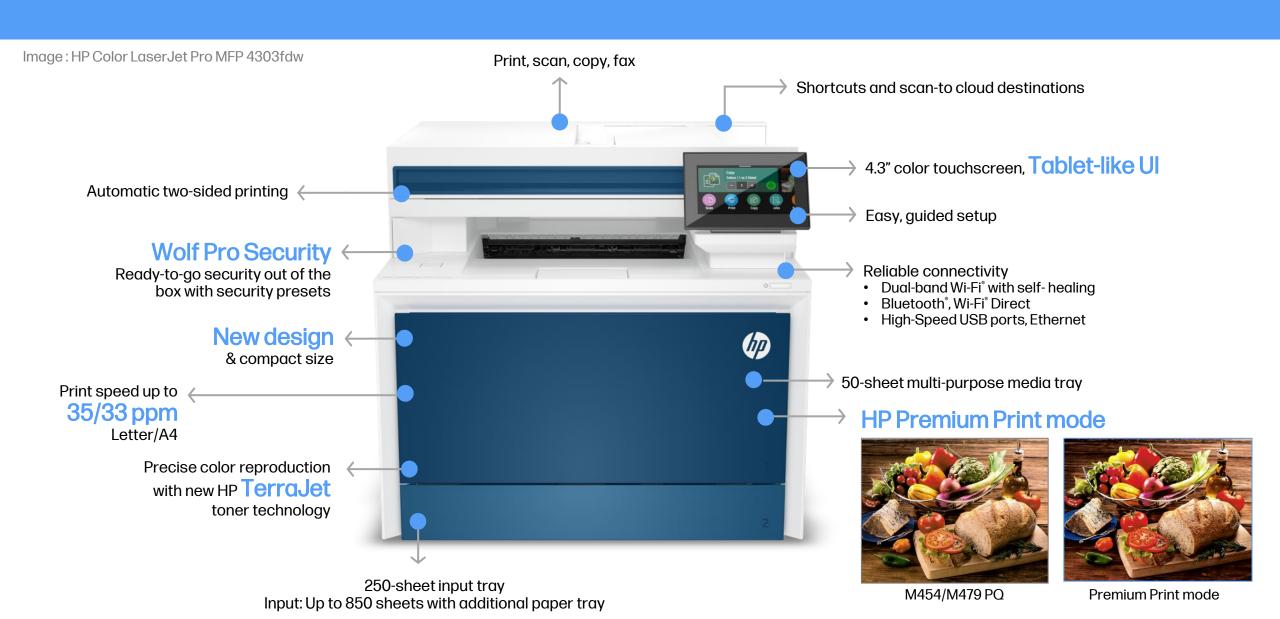
HP Color LaserJet Pro 4200 series



Key Features Generation over Generation (SF)

	Predecessor		1	NPI	
			Flat pricing	0	0
	M454dn	M454dw	G/G	4203dn	4203dw
Print speed (Letter/A4)	Up to 28	3/27 ppm	25% up	Up to <mark>35/33</mark> ppn	n
FPOT (Black/Color) from Ready	As fast as 9.5 sec/11.1 sec in Let As fast as 9.7 sec/11.3 sec in A4		0.4 sec faster	As fast as 9.1 sec*/9.7 sec* in Letter As fast as 9.5 sec*/10.2 sec* in A4	*FPOT for HP+ WIP
Control Panel	2-line LCD	2.7in CGD touchscreen	Improved UI on DN bundle	4-line LCD with twist-and	d-click Dial
TEC (ENERGY STAR 3.0)	0.804 kWh/week (normalized)		35% lower	0.520 kWh/week (nor	malized)
Memory	512MB		=	512MB	
Paper capacity (Std./Max.)	Up to 850 sheets (with Optional 550-sheet tray)		=	Up to 850 sheets (with Optional	550-sheet tray)
RMPV	750 to 4,000 pages		=	750 to 4,000 pages	
Monthly duty cycle	Up to 50,000 pages		=	Up to 50,000 pages	
Cartridge yields (K/CMY)	A - 2.4K/2	/1.2K pages 2.1K pages .0K pages	Reduced yield but a flat CPP/POP	Inbox – 1.2K/1.0K pag A – 2.0K/1.8K page X – 7.5K/5.5K page	es

HP Color LaserJet Pro 4300 series



Key Features Generation over Generation (MF)

	Predecessor			NPI	
	M479dw	M479fnw/fdn/fdw	Flat pricing G/G	4303dw	4303fdn/fdw
Print speed (Letter/A4)	Up to a	28/27 ppm	25% up	Up	to 35/33 ppm
FPOT (Black/Color) from Ready	As fast as 9.5 sec/11.1 sec in Letter As fast as 9.7 sec/11.3 sec in A4		0.4 sec faster	As fast as 9.1 sec*/9.7 sec* in Letter As fast as 9.5 sec*/10.2 sec* in A4 *FPOT for HP+ WIP	
Control Panel	4.3in CGD touchs	screen, Icon-based UI	Improved UI	4.3in CGD tou	ichscreen, Tablet-like Ul
TEC (ENERGY STAR 3.0)	0.731 kWh/week (normalized)		24% lower	0.555 kWh/week (normalized)	
ADF Scan speed (Simplex/Duplex) in A4	Simplex: 29/20 ppm (black/color)	Simplex: 29/20 ppm (black/color); Duplex: 46/35 ipm (black/ color)	6 ppm faster simplex color speed	Simplex: 29/ <mark>26</mark> ppm (black/color)	Simplex: 29/26 ppm (black/color); Duplex: TBD/35 ipm (black/color)
Scanner advanced features	Simplex ADF	eDuplex ADF	=	Simplex ADF	eDuplex ADF
Memory	5	12MB	=	512MB	
Paper capacity (Std./Max.)	Up to 850 sheets (with Optional 550-sheet tray)		=	Up to 850 sheets (with Optional 550-sheet tray)	
Monthly duty cycle	Up to 50,000 pages		=	Up to 50,000 pages	
Cartridge yields (K/CMY)	Inbox - 2.4K/1.2K pages A - 2.4K/2.1K pages X - 7.5K/6.0K pages		Reduced yield but a flat CPP/POP		oard (HP+ only), Wolf Pro Security, Instant Ink

HP Wolf PRO Security for business printers

ENCHANCED SECURITY FOR THE GROWING BUSINESS

HP Wolf Pro Security is a simple endpoint security solution designed for small to mid-sized business that need maximum security coverage without increasing IT workload or disrupting employee productivity. It includes a full suite of threat prevention solutions, including malware.

	Feature	Description
	Secure boot	Validates the integrity of the boot code at every boot cycle by ensuring the code is HP-signed and genuine
	Firmware Code-Signing Validation	The Code-signing feature uses a cryptographic key and HP's digital signatures to validate that the firmware code is not altered and is authentic since it was distributed. This feature prevents unauthorized distributors to maliciously tamper with the firmware code.
Built-in	Write-Protected Memory	Write-protected memory This feature helps protect devices while they are operational and connected to the network—right when most attacks occur. Write-protected memory prevents intruders from introducing malicious code while the printer is running.
	Automatic Firmware updates	Having the latest firmware ensures that you have the latest security updates
	Unique password / device	Each device is shipped from the manufacture with its own unique password
	Original HP Office cartridge security	Original HP cartridges are secure supplies you can trust. By using only Original HP cartridges, you can help protect the integrity of your printer. Security from Every Angle We truly believe office printing system security must be built in — not bolted on.

HW Highlights

with TERRAJET

- ✓ The complete color printer ecosystem to easily manage and use
- ✓ Effortless, secure, sustainable color printing



ENHANCED PRODUCTIVITY

- Groundbreaking performance, with 35 ppm (Ltr)
- Blazing fast duplex printing
- No slowdown on smaller media
- Stunning color prints w/ 7.5% increase in printable colors¹, and HP Premium Print Mode



MANAGEABILITY

 Manage without managing with the HP Smart Admin Dashboard





SECURITY

 Peace of mind with HP Wolf Pro Security



SUSTAINABILITY

Uses 27% less energy², all in a more compact and bold design



Exceptional performance.

Responsibly designed.



Smaller cartridge size¹ = smaller printer size





10% smaller printer on average



30% smaller cartridge on average¹



28%

more printed pages per cartridge size on average²

HP Color LaserJet Pro 4000 series

Next generation HP LaserJets with TerraJet Toner Cartridges



Responsibly designed

- Reduced energy use¹
- Less plastic in cartridge² and packaging³
- Lower carbon footprint⁴



Perform

Outstanding quality printing

- More vibrant, natural-looking images and sharper details⁵
- Consistent color with printer calibrations that take less time⁶
- Faster print speeds

Protect

Security you can trust

- Protected supply-chain integrity⁷
- Tamper-resistant chips, firmware, and packaging to protect your printer and data⁸

HP Colour LaserJet Enterprise

5000 & 6000 Series



HP Colour LaserJet Enterprise 5000 & 6000 Series

Powerfully productive. Extraordinarily efficient.



Series at a glance

Small workgroups

HP Color LaserJet Enterprise 5000

Workgroup

HP Color LaserJet Enterprise 6000



HP Color LaserJet Enterprise 5700



HP Color LaserJet Enterprise MFP 5800



HP Color LaserJet Enterprise 6700



HP Color LaserJet Enterprise MFP 6800



M555dn (2020)	FEATURES	5700dn (2023)
Print up to 40 ppm	PRINT SPEED	Print up to 43/45ppm (A4/letter)
4.3-inch control touchscreen	CONTROL PANEL	4.3-inch color touchscreen display
Phi ID (all white only)	DESIGN	Dwell ID - New design with different color panels
1.2 GHz	PROCESSOR	Dual-core 1.2 GHz
8.5 sec (black)/9 sec. (color) sleep FPOT / 85 sec boot time	PERFORMANCE SPEC	9.1 sec (mono)/10.1 (color) sleep FPOT / 124 sec boot time
No	HP Workpath	Yes (2GB DIMM module accessory required)
EPEAT Silver , Energy Star 3.0, Blue Angel	ECO LABEL	EPEAT Gold, Energy Star 3.0, Blue Angel
15K black / 12.2K color AiO	MAX CARTRIDGE YIELD (MONO/COLOR)	18K black / 12K color AiO
No	HP CONFIGURE TO ORDER (CTO)	Yes
1 GB min./2 GB max	RAM MEMORY CAPACITY	1.5 GB min. / 3.5 GB max





M652dn (2017)	FEATURES	6700dn (2023)
Print up to 50 ppm	PRINT SPEED	Print up to 52/55ppm (A4/letter)
2.7-inch control touchscreen	CONTROL PANEL	4.3-inch color touchscreen display
Phi ID (all white only)	DESIGN	Dwell ID - New design with different color panels
1.2 GHz	PROCESSOR	Dual-core 1.2 GHz
8.4 sec (mono/color) sleep FPOT / 154 sec boot time	PERFORMANCE SPEC	8.5 sec (mono)/8.9 sec (color) sleep FPOT / 120 sec boot time
No	HP Workpath	Yes (4GB DIMM module accessory required)
EPEAT Silver , Energy Star 3.0, Blue Angel	ECO LABEL	EPEAT Gold, Energy Star 3.0, Blue Angel
27K black / 22K color AiO	MAX CARTRIDGE YIELD (MONO/COLOR)	31K black / 26K color AiO
No	HP CONFIGURE TO ORDER (CTO)	Yes
1 GB min./2 GB max	RAM MEMORY CAPACITY	2 GB min. / 6 GB max.





M653dn (2017)	FEATURES	6701dn (2023)
Print up to 60 ppm	PRINT SPEED	Print up to 61/65ppm (A4/letter)
4.3-inch control touchscreen	CONTROL PANEL	4.3-inch color touchscreen display
Phi ID (all white only)	DESIGN	Dwell ID - New design with different color panels
1.2 GHz	PROCESSOR	Dual-core 1.2 GHz
7.7 sec (mono/color) sleep FPOT / 152 sec boot time	PERFORMANCE SPEC	8.5 sec (mono)/8.9 sec (color) sleep FPOT / 120 sec boot time
No	HP Workpath	Yes (4GB DIMM module accessory required)
EPEAT Silver , Energy Star 3.0, Blue Angel	ECO LABEL	EPEAT Gold, Energy Star 3.0, Blue Angel
27K black / 22K color AiO	MAX CARTRIDGE YIELD (MONO/COLOR)	31K black / 26K color AiO
No	HP CONFIGURE TO ORDER (CTO)	Yes
1 GB min./2 GB max	RAM MEMORY CAPACITY	2 GB min. / 6 GB max.





M578 (2020)	FEATURES	5800 (2023)
Print up to 40 ppm	PRINT SPEED	Print up to 43/45ppm (A4/letter)
Standard = 40 ppm / 40 ipm Flow = 48 ppm / 60 ipm	SCAN SPEED	Standard = 50 ppm / 100 ipm Flow = 60 ppm / 120 ipm
8-inch control touchscreen	CONTROL PANEL	8 & 10.1-inch color touchscreen display
Phi ID (all white only)	DESIGN	Dwell ID - New design with different color panels
1.2 GHz	PROCESSOR	Tri-core 1.2 GHz
12.9 sec sleep FCOT / 140 sec boot time	PERFORMANCE SPEC	10.4 sec sleep FCOT / 146 sec boot time (Final spec on boot time is subject to change)
Flow solutions	FLOW SOLUTIONS	All existing Flow solutions plus: Scan to multi destination New auto sensing features Faster OCR speed
No (requires memory upgrade)	HP Workpath	Yes (out of the box)
EPEAT Silver , Energy Star 3.0, Blue Angel	ECO LABEL	EPEAT Gold, Energy Star 3.0, Blue Angel
13K black / 10K color AiO	CARTRIDGE YIELD (MONO/COLOR)	18K black / 12K color AiO
No	HP CONFIGURE TO ORDER (CTO)	Yes
No	HIGH-CAPACITY STAPLE FINISHING	Yes





M681 / M682 (2017)	FEATURES	6800 / 6801 (2023)
50 ppm / 60 ppm	PRINT SPEED	52/55ppm (A4/letter) / 61/65ppm (A4/letter)
Standard = 75 ppm / 120 ipm Flow = 90 ppm / 180 ipm	SCAN SPEED	Standard = 80 ppm / 160 ipm Flow = 100 ppm / 200 ipm
8-inch control touchscreen	CONTROL PANEL	8 & 10.1-inch color touchscreen display
Phi ID (all white only)	DESIGN	Dwell ID - New design with different color panels
1.2 GHz	PROCESSOR	Quad-core 1.6 GHz
No	FULL-SPEED NARROW MEDIA SUPPORT	Yes
(E67650) 13.2 sec sleep FCOT / 185 sec boot time (E67660) 16.8 sec sleep FCOT / 205-215 sec boot time	PERFORMANCE SPEC	7.3 sec sleep FCOT (9.5 sec↓) / 146 sec boot time (39-69 sec↓) (Final spec on boot time is subject to change)
Flow solutions	FLOW SOLUTIONS	All existing Flow solutions plus: Reverse and retry technology Scan to multi destination New auto sensing features Faster OCR speed
No (required memory upgrade)	HP WORKPATH	Yes (out of the box)
EPEAT Silver, Energy Star 3.0, Blue Angel	ECO LABEL	EPEAT Gold, Energy Star 3.0, Blue Angel
28K black / 23K color AiO	CARTRIDGE YIELD (MONO/COLOR)	32K black / 24K color AiO
No	HP CONFIGURE TO ORDER (CTO)	Yes
No	FLOOR-STANDING FINISHER OPTION	Yes



No compromise device performance

Advanced copier capabilities in a smaller footprint printer designed for impact so you can do more with less.





Up to 61/65ppm (A4/letter) print speeds - in color and mono - for ultimate performance.



Diagnose print quality issues with the industry's first SDS print quality predictive scanner in an A4 printer.



Reverse-and-retry technology¹ that automatically detects and resolves multi-sheet feed issues.



HP's fastest processor powers fast copy, scan, OCR and print speeds.²



Consistent user experience and intuitive, tablet-like icons on the 10.1-inch color touchscreen display.³



Targeted fusing technology uses less energy and enables greater speed on multiple media sizes, even for large color print jobs.

Support with evolving office environments

Scalable solutions to meet your needs today and adapt to the future, to always keep pace with busy work groups.





Connect hundreds of HP and third-party solutions and simplify authentication with card reader support.



Extend device functionality and performance with expanded options.



Match color output of any document-device combination with HP Custom Color Manager.



Flexible configurations - built to order.1



Optimize or upgrade to meet your business needs and your budget.



Match any office décor with modern designs and the option of five customizable color panels.

Shared innovations to standardize and future proof your devices

Investment protection provides peace of mind and common experiences throughout fleet deployments





Fleet-wide firmware with FutureSmart 5 and next generation compatibility.



User interface features common experience across all enterprise devices.



Common Workpath user experience across all single function and multi-function devices for improved productivity.



Standardized fleet protection with hardware-based run time intrusion detection – with HP Memory Shield, powered by the new ASIC for additional layers of system hardening against security threats.

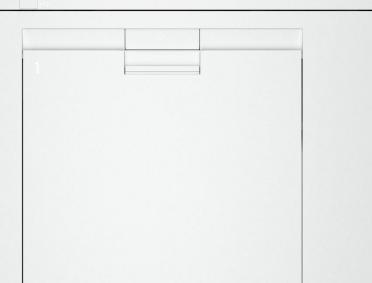


Innovative TerraJet Toner provides improved consistency in performance and quality across a broadening print portfolio.

Protection from security threats

HP Wolf Enterprise Security provides the world's most secure printing.¹







HP Sure Start works behind the scenes, during start-up and repairs itself if compromised.



Run-time intrusion detection with Memory Shield active system identifies anomalies in code execution.



HP Connection Inspector automatically self-heals if it spots suspicious network connections.



Whitelisting automatically checks firmware during start-up to determine if it's authentic code.



Safeguard data stored on the printer–keys, passwords, certificates, and more with HP Trusted Platform Module.



Thwart potential attacks and take immediate action with instant notification of possible security issues.²



TOP INNOVATIONS

HP's 1st A4 Floor-Standing Stapler/Stacker Finisher

Industry leading serviceability – completed under ten minutes (80% in less than five minutes)

Industry's 1st A4 Targeted Fusing Technology

Industry 1st reverse and retry ADF scanning technology for A4

Industry 1st reverse and retry ADF scanning technology for A4

HP's 1st A4 printer portfolio with derivative color panel options

Industry's fastest A4 Color LaserJet print speeds

Industry's only In-Line Scan Bar to proactively diagnose print quality issues

Industry 1st CAC to individual cartridges on A4; now on 5000-Series



OPS Powerful Portfolio 2023



A4 Portfolio - Pro Series

ManagedTransactional

New Product



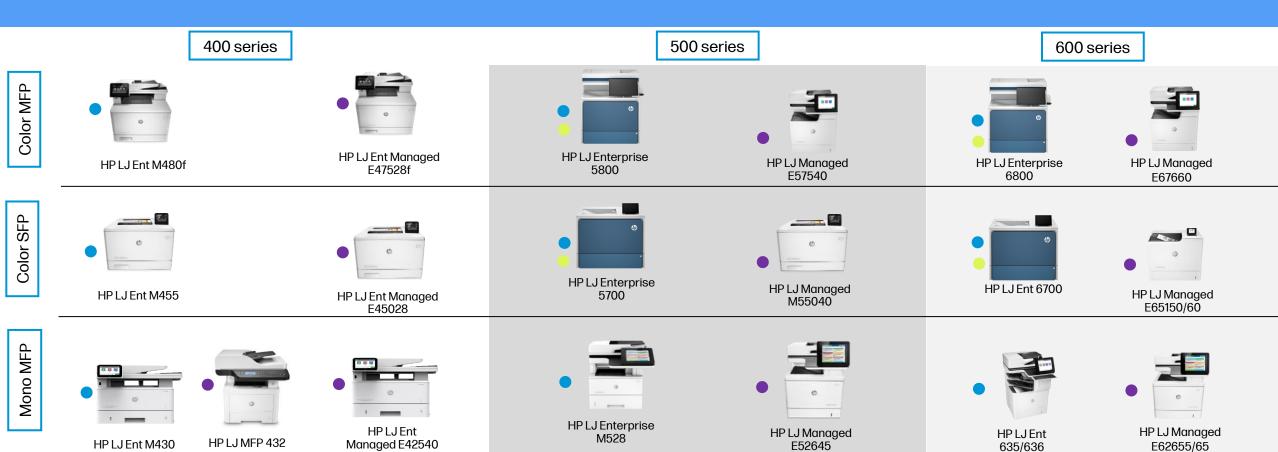
Mono SFP





A4 Portfolio - Enterprise Series

- Managed
- Transactional
- New Product









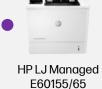


E40040









A3 Portfolio

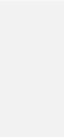
Managed

Transactional

New Product



HP CLJ Managed MFP E78523/28









Color SFP

Color MFP





HP LJ Ent M751

HP CLJ Managed

MFP E78625/30/35





Mono MFP



HP LJ Pro M438/42/43



HP LJ M42625

















Scanner Portfolio



100ppm/200ipm HP Digital Sender Flow 8500 fn2 10,000 Daily

Networked-Ethernet



120ppm/240ipm HP ScanJet Enterprise Flow N9120 fn2 20,000 Daily

Networked-Ethernet



40ppm/80ipm HP ScanJet Pro N4000 snw1 4,000 Daily

Networked-Ethernet



40ppm/80ipm ScanJet Pro N4600 fnw1 6,000 Daily

Networked-Ethernet



HP ScanJet Enterprise Flow 5000 s5 7,500 Daily



75ppm/150ipm HP ScanJet Enterprise Flow 7000 s3 7,500 Daily



50ppm/100ipm ScanJet Enterprise Flow N6600 fnw1 8,000 Daily Networked-Ethernet



75ppm/150ipm
HP ScanJet Enterprise Flow N7000 snw1
7,500 Daily
Networked-Ethernet



25ppm/50ipm ScanJet Pro 2600 f1 1,500 Daily



30ppm/60ipm ScanJet Pro 3600 f1 3,000 Daily



35ppm/70ipm HP ScanJet Pro 2000 s2 3,500 Daily



40ppm/80ipm HP ScanJet Pro 3000 s4 4,000 Daily

HP Scan Software

HP Scan for Pro

Auto orientation

...

Automatic blank pages removal



Merge 2 sides



Multi Streaming



File Name



Separate Documents by



File type



Destination



Create desktop shortcut/profile



Multi Document Scanning (Flatbed)



HP Scan Premium for Enterprise



Digital Stamp & PDF Signature



Separate by Barcode Type & HP Separator page



Multi zonal text / Barcode / QR Code





File (Folder) Name - Barcode/Zonal



Custom destinations



Scan to Multiple destinations



XML / PDF Metadata saving



Intelligent Document Classification



Manual Redaction (in preview)



Thank you

OBRIGADA

