

Xerox® Phaser® 7500



vs. HP® CP6015

The Phaser 7500 printer delivers superior print quality and professional-level color in the office

With the Phaser 7500 printer, customers get:

- Exceptional print quality
- Excellent color management tools
- Greater productivity and ease-of-use
- The Xerox Total Satisfaction Guarantee



	Phaser 7500	HP CP6015
Driver color adjustments The Phaser 7500 printer driver includes many powerful color control options, ensuring users get the colors they need. By contrast, HP users have limited choices for controlling their printer's output.	Color by Words, Embedded Pantone tables, ICC/ICM profiles, Custom Color Sliders to control RGB, CMYK, SPOT Color for both vector and raster data	ICC/ICM profiles, Pantone files
Color management software The Phaser 7500 presents a unique color matching experience with Color By Words; everyday users can now get professional-level output without being a color matching expert (see back page for more details).	Color by Words—Want reds to be more saturated, simply select this or a number of intuitive options	Basic Color Matching—The HP driver offers 4 basic color matching settings that will confuse most office users
Better language support Genuine Adobe® PostScript® 3™ provides more accurate color and less risk of file incompatibility.	True Adobe PostScript 3	PostScript 3 clone
Higher print resolution The Phaser 7500 printer's image-enhancing Photo Mode delivers smoother tonal range and better detail than the HP device.	True 1200 x 1200 dpi	1200 x 600 dpi
Faster and easier installation One of the easiest network driver installation procedures on the market gets users printing in less than 2 minutes.	5 steps (only 1:35) 	7 steps (nearly 6 minutes) 


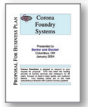


Better real-world performance

The Phaser 7500 printer outperforms the HP device on shorter print runs — even though it has a slower engine. This is particularly important considering that most office and graphic arts print jobs are less than 3 pages in length.

Product specifications

	Phaser 7500	HP CP6015
Print speed	Up to 35 ppm color / black	Up to 40 ppm color / black
First-page-out time	As fast as 7 seconds color	As fast as 10.5 seconds color
Processor	1 GHz	835 MHz
Memory	512 MB std / 2 GB max	512 MB std / 1 GB max

Real-world performance*

	1-page graphic-intensive PDF file	1:03	1:59
	24-page PDF file	58 seconds	1:07
	8-page PowerPoint set	38 seconds	49 seconds
	1-page magazine cover	28 seconds	39 seconds

Faster!

*Tested using industry standard PageSense performance measuring software

Xerox Color by Words: Unique Color Control

Color by Words is a new, innovative color tool on the Phaser® 7500 color printer that revolutionizes the color adjustment process for everyday office users. It complements other useful built-in Office- and press-matching profiles and is designed for office users who use office applications, such as the Microsoft Office suite and most general business applications.

A new approach to a real-world color matching challenge

In an office environment, the most practical approach to color matching is to allow users to make color adjustments using terms they understand; which is why Xerox developed Color by Words.

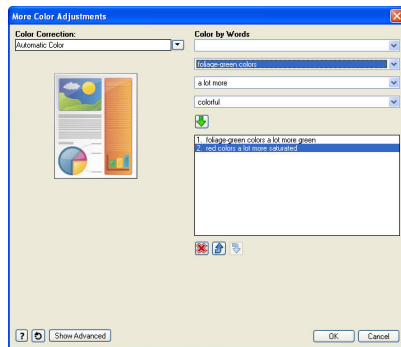
This following business challenge illustrates how the Phaser 7500 printer with Color by Words meets the needs of office users far more than the HP CP6015 printer.

Business challenge: A Real Estate Agent has created a flyer and the colors are not printing as desired.

The above scenario is common to real estate agents and, as seen below, Xerox and HP have a much different approach to resolving this challenge.

Xerox solution: driver color adjustments using Color by Words

Color by Words enables the user to quickly change the color of one object or area in the image without affecting the rest of the page, with words that make sense. An intuitive drop-down list allows the user to select phrases such as “yellow-green colors a lot more green” and “red colors a lot more saturated.” Now that the colors are noticeably improved, the user can finish the remaining flyers.



Driver Color Adjustments Using
Color by Words

Predictable, picture-perfect results using Color by Words



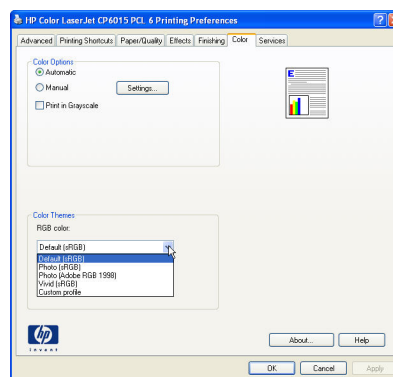
Image before Color by Words



Image after using Color by Words

HP CP6015 driver color adjustments

The HP 6015 printer driver has only a few color adjustment options and the terminology will confuse most office users. HP's users are presented with profiles including Default (sRGB), Photo (sRGB), Photo (Adobe RGB 1998), Vivid (sRGB) or Custom from the printer driver. Without a thorough understanding of these terms and how they impact various page elements, users will likely experience unpredictable results as they arbitrarily try each one. And, if the color choices effectively resolve part of the problem, such as making the grass greener or the red colors a lot more saturated, other areas within the image may be inadvertently impacted because users have no ability to apply color corrections to only part of an image.



HP CP6015 Driver Color Adjustments

