



# HP LaserJet Pro 500 color MP M570 Series

# Product Summary



# HP LaserJet Pro 500 color MFP M570 Series

## Product Summary

### “Wow news” against competition

- Faster than the competition at 31ppm
- Highest capacity Black X cartridge
- Dual Head Scanner
- Easy to setup, use, and manage/ Smart Install
- Wireless Direct print/ HP ePrint, 2 way Business Apps
- Energy Savings Auto On/Auto Off

### “Up sell from HP LaserJet Pro 400 color MFP M475

- Speed – 30ppm color versus 20ppm
- Greater maximum input capacity 800 vs 550
- Accessory stand to move to floor standing model
- Higher capacity toner & lower CPP
- Dual head scanner



**Headline:** Heavyweight performance, lightweight costs.

**Target Customer:** Managed SMB/ Unmanaged SMB

**WW Release date:** November 1, 2012



# HP LaserJet Pro 500 Color MFP M570 Series

## Key Benefits



- ✓ ePrint, Wireless Direct
- ✓ Scan to email, folder & cloud
- ✓ Dual Head Scanner
- ✓ Highest black toner capacity in this category
- ✓ Auto On/Auto Off

## Introduction

November 1, 2012

### Key Differentiators

#### Performance/Price

1. Excellent Price and Performance
2. Dual Head scanner offers great performance in any workflow.



#### Ease of Use

1. 3.5 inch color touch screen makes navigation easy.
2. Less intervention with the printer with the highest capacity black cartridge in this category.
3. Smart Install takes the work out of installation



#### Professional Quality

1. Industry leading Image quality from HP Image Ret 3600 and easy color
2. Widest range of media support for marketing collateral.



# HP Color LaserJet Enterprise MFPs

## A4 Family Line-up

Feb  
2012



### SWT\*- Low - A4

HP LJ Pro 400 color MFP M475

- 20 ppm (A4)
- 3.5" color control panel
- Input: 300 sheets/550 max.
- RMPV : 1,000–2,500
- Duty cycle: 40,000

Web connected allows you to facilitate workflows and improve productivity when you can print from anywhere, anytime

- Yield: Black A/X: 2.2 / 4k, Color A: 2.6k

Nov  
2012



### SWT\*- A4

HP LJ Pro 500 color MFP M570

- 30 ppm (A4)
- 3.5" Color Touch Screen
- Input: 350 sheets/850 max.
- RMPV: 1500 – 4,000
- Duty cycle: 75,000
- Heavyweight performance, lightweight costs
- Yield: Black A/X: 5.5 / 11k, Color A: 6k

- 10ppm faster
- Lower CPP

\*SWT = Small Work Team



# HP LaserJet Pro 500 color MFP M570 Series

## Product Bundles



**M570dn**  
CZ271A

- Print, Copy, Scan Fax
- Duplex
- Network
- 3.5 inch color touch screen
- Dual Head scanner
- Walk up USB
- Scan to email, network folder and cloud



**M570dw**  
CZ272A

- Wireless card
- Wireless Direct Printing



# HP LaserJet Pro 500 color MFP M570 Series

## Product Walk Around

### M570dn bundle shown

Dual head scanner,  
50 pages ADF

250-sheet  
standard output

In-line print engine with  
built in auto duplex

250-sheet input tray

#### Optional:

1x500 sheet Heavy  
Media Tray (Not shown)

One door access to easy-  
to-replace print  
cartridges and toner  
collection unit

#### Built-in:

- Gigabit Networking
- USB 2.0 Hi Speed Port
- 256 MB Memory
- Fax (up to 33.6 kbps)

3.5" adjustable color  
touch control panel

Walk-up USB

One door jam  
access

100-sheet MP  
Tray, with long  
paper extension

Power Button  
(illuminates when  
turned on)

#### **M570dn**

- 30 ppm A4
- 350 sheet input/850 max
- 10/100TX networking
- 3.5" adjustable color touch control panel
- 256 MB memory
- Standard "A" cartridges
- ImageRet 3600 with 1200 x 1200 dpi
- Automatic two-sided printing
- Dual Head Scanner

#### **M570dw**

M570dn +

- Wireless Card and wireless direct printing

#### **Accessories available:**

- 1x500 sheet accessory tray
- Printer Cabinet

