

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Monday, July 27, 2009 10:34:44 AM

# WYSK

"What You Should Know"

<b>Make</b>	Hewlett-Packard	<b>Model</b>	Officejet 7000
<b>Functions</b>	Print	<b>Imaging Technology</b>	Ink-jet
<b>Classification</b> A3 Color Ink-Jet Printers			



HP's Officejet 7000 Wide Format printer, just introduced in May 2009, is similar to the Officejet 6000 Series, but supports up to 13" x 19" media (and up to 13" x 44" custom-media capability). As with the Officejet 6000 Series, it uses a traditional pigment-based black ink, but dye-based color inks (cyan, magenta, yellow) that provide more vibrant color images. The printer's controller is based on a 384 MHz CPU, and includes PCL 3 GUI driver, Ethernet network interface, and 32 MB of memory. A wireless network option is also available, and duplexing is manual only.

### Specifications

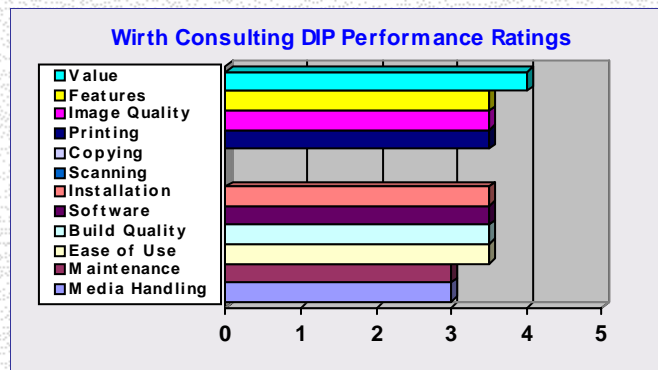
Monthly Duty Cycle	7000	Max Media Width (inches)	13.0	330.20 mm	Price	\$229.00	€164.06
BW/Color Print Speed (PPM)	33/32	Max Media Length (inches)	19.0	482.60 mm	Duplex		
Max. Print Resolution (DPI)	4800x1200	Max Media Wt. (bond, lbs.)	53.0	178.88 gsm	Print		
Standard Memory (MB)	32.00	Height (inches)	7.13	181.10 mm	Network		
Std Media Capacity (sheets)	150	Width (inches)	22.60	574.04 mm	Scan		
Max Media Capacity (sheets)	150	Depth (inches)	15.80	401.32 mm	Doc Feeder		
Power Consumption (watts)	48	Weight (pounds)	15.0	6.80 kg	Full System	\$229.00	€164.06

### Feature Checklist

<b>Value Add</b>	<b>Print</b>	<b>Scan</b>	<b>Copy</b>
USB Convenience Port <input type="checkbox"/>	Duplex Printing <input type="checkbox"/>	Color Scanning <input type="checkbox"/>	Duplex Document Feeder <input type="checkbox"/>
Scanner <input type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input type="checkbox"/>	<b>Ease of Use</b>
Walk-Up Fax <input type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	<b>Software</b>	Graphic Display <input checked="" type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
<b>Image Quality</b>	Linux <input type="checkbox"/>	Web Utilities <input checked="" type="checkbox"/>	Navigation Keys <input checked="" type="checkbox"/>
BW Office IQ <input checked="" type="checkbox"/>	GDI Printing <input type="checkbox"/>	<b>Media Handling</b>	<b>Maintenance</b>
Color Office IQ <input checked="" type="checkbox"/>	PCL <input checked="" type="checkbox"/>	Feeds Index Stock <input checked="" type="checkbox"/>	All-in-One Toner Cartridge <input type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input type="checkbox"/>	Max Weight from all Sources <input type="checkbox"/>	<b>Finishing</b>
Photographic IQ <input type="checkbox"/>	Adobe PostScript <input type="checkbox"/>	Holds Full Ream of Media <input type="checkbox"/>	Finishing <input type="checkbox"/>

### Wirth Consulting Ratings\* \*On a scale of 0-5, with 5 being the best

Value	4.0
Features	3.5
Image Quality	3.5
Printing	3.5
Copying	
Scanning	



3.5	Installation
3.5	Software
3.5	Build Quality
3.5	Ease of Use
3.0	Maintenance
3.0	Media Handling

### Ratings Scoreboard\* \*Highest possible scores: Overall, 60; Copier, 45; Printer, 50; Scanner, 40; Usability, 25

Overall Score	34.5	Copier Score		Printer Score	34.5	Scanner Score		Usability Score	17.0
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Classification **A3 Color Ink-Jet Printers**

### Consumables Pricing and Yields\* \*All supply yields are based on an original area coverage of 5% per color

Black Ink/Toner Price	\$31.99	Magenta Ink/Toner Yield (pages)	700	Maintenance Kit Price	
Black Ink/Toner Yield	1,200	Yellow Ink/Toner Price	\$14.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$14.99	Yellow Ink/Toner Yield	700	Other Type	
Cyan Ink/Toner Yield	700	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$14.99	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		<b>\$0.0267</b>		Color Consumables Cost per Page	
				<b>\$0.0909</b>	

### Total Cost Per Page\*

### Total Cost of Ownership\*\*

\*Cost Per Page and \*\*Total Cost of Ownership include the purchase price depreciated over a five-year period. \*\*\*Mixed=Based on print usage of 66% Black and 33% Color

Monthly Volume	Black CPP	Color CPP	Monthly Volume	Black TCO	Color TCO	***Mixed TCO
50 pages	\$0.103	\$0.167	50 pages	\$308.98	\$501.70	\$369.49
100 pages	\$0.065	\$0.129	100 pages	\$388.95	\$774.41	\$512.26
250 pages	\$0.042	\$0.106	250 pages	\$628.88	\$1,592.52	\$940.59
500 pages	\$0.034	\$0.099	500 pages	\$1,028.75	\$1,592.52	\$1,204.51
1,000 pages	\$0.030	\$0.095	1,000 pages	\$1,828.50	\$5,683.07	\$3,082.22
2,000 pages	\$0.029	\$0.093	2,000 pages	\$3,428.00	\$11,137.14	\$5,937.74
3,000 pages	\$0.028	\$0.092	3,000 pages	\$5,027.50	\$16,591.21	\$8,793.25
4,000 pages	\$0.028	\$0.092	4,000 pages	\$6,627.00	\$22,045.29	\$11,648.76
5,000 pages	\$0.027	\$0.092	5,000 pages	\$8,226.50	\$27,499.36	\$14,504.28

### Wirth Consulting Commentary

#### Strengths

- Low B/W and color consumables' cost per page of 2.6 and 9.0 cents respectively.
- Uses black pigment ink, and dye-based color inks (cyan, magenta, yellow) for producing more vibrant color output.
- Supports media sizes from 4" x 6" up to 13" x 19", and custom media sizes from 3" x 5" to 13" x 44", the last of which is useful for banner printing.
- With SmartWebPrinting, users can consolidate (and store) Web content, eliminating blank spaces and blank pages.
- Front panel contains 4 LED indicators that light up whenever a particular ink needs replacing.
- Standard Ethernet network interface, as well as optional wireless network connectivity.

#### Limitations

Wirth Consulting has determined that this device does not have any notable limitations and should provide good functionality.

#### Notes

- Rated print speed is draft mode.

#### Best Use

Small and mid-size offices, as well as enterprises and home offices, that require color printing capability, and for easy sharing and management on the network. Suitable for some general office use, as well as for users who require the ability to print on media up to 13" x 19" (for producing sales collaterals for instance) and who may require high-quality imaging. Low B/W CPP of 2.6 cents also makes it suitable for general B/W office-printing applications. Low Total Cost of Ownership and CPP makes it an outstanding value.