

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Tuesday, October 20, 2009 2:11:38 PM

# WYSK

"What You Should Know"

<b>Make</b>	Hewlett-Packard	<b>Model</b>	Photosmart TouchSmart
<b>Functions</b>	Print/Copy/Scan/Fax	<b>Imaging Technology</b>	Ink-Jet
<b>Classification</b>	Color Duplex MFPs Under \$500		

  
Well Worth  
Consideration!

HP introduced its Photosmart Premium TouchSmart Web All-in-One in mid-2009 and it's one of the first products in this segment that provides a touch screen. At the touch screen, users can access pre-loaded Web applications, and print Web content, such as Google maps, news from "USA Today," coupons, movie tickets, etc., without having to connect to the Web via a computer. Both wired and wireless network connectivity are provided, and there is platen scanning only (no document feeder). Print, copy, scan and fax are all in color.



## Specifications

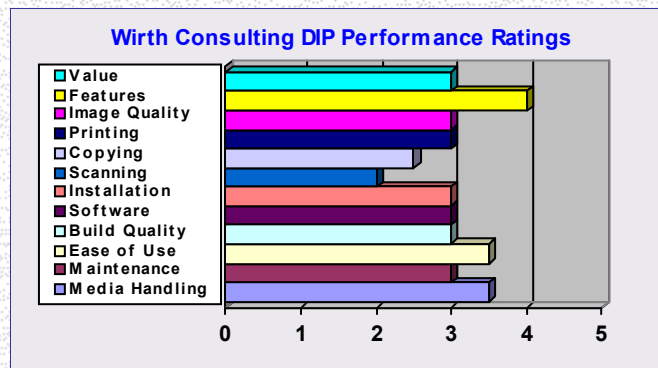
Monthly Duty Cycle	25,000	Max Media Width (inches)	8.5	215.90 mm	Price	\$339.99	€243.57
BW/Color Print Speed (PPM)	33/32	Max Media Length (inches)	14.0	355.60 mm	Duplex	\$0.00	€0.00
Max. Print Resolution (DPI)	9600x2400	Max Media Wt. (bond, lbs.)	75.0	253.13 gsm	Print	\$0.00	€0.00
Standard Memory (MB)	256.00	Height (inches)	19.00	482.60 mm	Network	\$0.00	€0.00
Std Media Capacity (sheets)	120	Width (inches)	17.99	456.95 mm	Scan	\$0.00	€0.00
Max Media Capacity (sheets)	120	Depth (inches)	23.83	605.28 mm	Doc Feeder		
Power Consumption (watts)	42	Weight (pounds)	16.53	7.50 kg	Full System	<b>\$339.99</b>	<b>€243.57</b>

## Feature Checklist

<b>Value Add</b>	<b>Print</b>	<b>Scan</b>	<b>Copy</b>
USB Convenience Port <input type="checkbox"/>	Duplex Printing <input checked="" type="checkbox"/>	Color Scanning <input checked="" type="checkbox"/>	Duplex Document Feeder <input type="checkbox"/>
Scanner <input checked="" type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input type="checkbox"/>	<b>Ease of Use</b>
Walk-Up Fax <input checked="" type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	<b>Software</b>	Graphic Display <input type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input checked="" type="checkbox"/>
<b>Image Quality</b>	Linux <input checked="" type="checkbox"/>	Web Utilities <input checked="" type="checkbox"/>	Navigation Keys <input 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 checked="" 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	<b>3.0</b>
Features	<b>4.0</b>
Image Quality	<b>3.0</b>
Printing	<b>3.0</b>
Copying	<b>2.5</b>
Scanning	<b>2.0</b>



<b>3.0</b>	Installation
<b>3.0</b>	Software
<b>3.0</b>	Build Quality
<b>3.5</b>	Ease of Use
<b>3.0</b>	Maintenance
<b>3.5</b>	Media Handling

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

<b>Overall Score</b>	<b>36.5</b>	<b>Copier Score</b>	<b>28.5</b>	<b>Printer Score</b>	<b>32.0</b>	<b>Scanner Score</b>	<b>24.5</b>	<b>Usability Score</b>	<b>15.5</b>
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Make **Hewlett-Packard** Model **Photosmart TouchSmart** Classification **Color Duplex MFPs Under \$500**

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

Black Ink/Toner Price	\$24.99	Magenta Ink/Toner Yield (pages)	750	Maintenance Kit Price	
Black Ink/Toner Yield	800	Yellow Ink/Toner Price	\$17.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$17.99	Yellow Ink/Toner Yield	750	Other Type	
Cyan Ink/Toner Yield	750	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$17.99	Multicolor Ink Yield		Other Yield	

Black Consumables Cost per Page **\$0.0312** Color Consumables Cost per Page **\$0.1032**

## 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	\$0.145	\$0.217	50 pages	\$433.70	\$649.58	\$500.61
100 pages	\$0.088	\$0.160	100 pages	\$527.42	\$959.18	\$664.62
250 pages	\$0.054	\$0.126	250 pages	\$808.55	\$1,887.95	\$1,156.67
500 pages	\$0.043	\$0.115	500 pages	\$1,277.12	\$1,887.95	\$1,465.92
1,000 pages	\$0.037	\$0.109	1,000 pages	\$2,214.24	\$6,531.84	\$3,616.91
2,000 pages	\$0.034	\$0.106	2,000 pages	\$4,088.49	\$12,723.69	\$6,897.22
3,000 pages	\$0.033	\$0.105	3,000 pages	\$5,962.74	\$18,915.54	\$10,177.54
4,000 pages	\$0.033	\$0.105	4,000 pages	\$7,836.99	\$25,107.39	\$13,457.85
5,000 pages	\$0.032	\$0.104	5,000 pages	\$9,711.24	\$31,299.24	\$16,738.17

## Wirth Consulting Commentary

### Strengths

- Relatively low consumables' cost per page and Total Cost of Ownership.
- Two paper drawers: one 100-sheet drawer for holding up to 8.5" x 14" paper, and a convenient 20-sheet drawer for holding photo paper (up to 5" x 7"). HP Photo Print Gadget detects the correct-size media.
- At the touch screen, users can access pre-loaded Web applications, and print Web content, such as Google maps, news from "USA Today," children's entertainment materials, etc. without having to connect to the Web via a computer workstation. The touch screen also incorporates copy, fax and scan keys.
- Produce borderless prints up to 8.5" x 11". Print on up to 75 lb. bond (app. 158 lb. index) from both paper sources.
- PictBridge port for printing from PictBridge-enabled digital-camera memory cards. Standard wired Ethernet network interface and wireless 802.11n interface, as well as Bluetooth (print from Bluetooth-enables devices). TWAIN scan driver.

### Limitations

- No document feeder (platen copying and scanning only).

### Notes

- 33 (B/W)/32 (color) ppm in draft print mode.

### Best Use

Best suited for home use for light workflows, and for photo-printing, where color print, copy, scan and fax may be required, and/or where users will appreciate direct Web connectivity and applications, especially for home and consumer use.