

# HP Color LaserJet CP1510 Printer series delivers professional-quality documents and more – right from the desktop.

Thanks to the new generation HP ColorSphere toner and HP ImageREt 3600, businesses can now achieve professional-quality documents and impactful marketing materials from a desktop printer. The HP Color LaserJet CP1510 Printer series combines sleek and space-saving design with innovative print technologies and features – never before available on a personal desktop – making it possible to create high-quality business communications in-house.



HP's all-in-one print cartridges with integrated imaging drum refresh the printing system with every cartridge replacement.

# Smart design that works

#### Space-saving design

Its logical and thoughtful design not only makes it easy to set up, use and maintain, it also saves precious desktop and work space too.

#### **User-friendly features**

The printer's intuitive control panel and front door design make it easy to use and manage.





## **HP Smart printing technology**



Enables sharing of data between the cartridge and the printer to monitor print jobs and supplies levels, and to send out alerts when toner levels are low.

## **Built-in networking**

Easily connect up to 5 users with integrated networking capabilities.



# Create high-impact business communications

#### Handles broad range of paper



Paper sizes up to

216 x 356 mm



Paper thickness

220 gsm

## Simple task-based User Interface



Pre-configured Printing Shortcuts optimise output quality for different paper types.

## Built-in memory card slots<sup>4</sup>



Add digital images to business documents from photo memory card or print directly from PictBridgeenabled devices like digital cameras.

# Durable transfer belt and fuser

extend the life of the printer and eliminate the need to replace parts frequently.

- Comparing the HP Color LaserJet 1515 with the HP Color LaserJet 2505 on HP Color Laser Glossy Brochure Paper glossy media 160/gm (Q6611A).
- Instant-on technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of low power mode so the print job is done sooner.
  - 3 An InfoTrends study shows the typical office print job is three to five pages long: www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf. See HP average print time versus competition: www.hp.com/go/whywait.
  - <sup>4</sup> Photo card slots are available on HP Color LaserJet CP1518ni Printer only.

# Exceptional print quality for professional-looking documents in-house

Consistently vibrant images and sharp text from page to page, cartridge to cartridge





Every toner particle has a wax core centre that fuses to the paper at printer speeds, ensuring sharp images and crisp text.



Sphericallyshaped toner particles



Conventional toner particles

## New generation HP ColorSphere toner

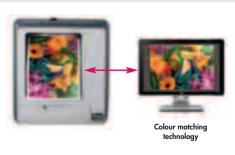
increased dynamic range of colours and gloss levels deliver professional image quality – vibrant graphics, sharp text and realistic photoquality images.

Innovative print technologies for best results



HP ImageREt 3600 delivers great colour out of the box using a multi-level printing process to control colour by combining up to four colours in a single dot. By varying the amount of toner in each pixel, over 100,000 different colours can be created in a single 600 dpi pixel. Combined with high-resolution halftoning, HP ImageREt multi-level technology creates millions of smooth colours, sharp images and crisp text to provide the best colour print quality.

Experience colour consistency effortlessly



# Colour matching technology

automatically adjusts printed colours to the colours displayed on the monitor screen. Enjoy more precise colour matching for printed output without the need to become a colour expert.

# Time- and energy-saving features positively impact bottomline and the environment

Fast printing saves time and energy

Time To Completion (TTC)1 as fast as

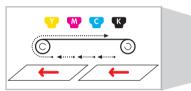
**54.5** seconds

from low power mode



Instant-on technology<sup>2</sup> helps to start and finish print jobs faster. The Time To Completion (TTC)<sup>1</sup> of a typical office print job is 2 times faster from low power mode on printers with Instant-on technology. Plus, Instant-on technology provides up to 50% energy savings over traditional fusing while completing a print job in a shorter time. Businesses can experience increased print productivity and reduced power consumption, and have a positive impact on the bottomline and the environment too.

Efficient printing system improves print performance





In-line printing technology: 4 colour printing in one pass

In-line printing technology delivers smoother and faster printouts as four individual cartridges are aligned in fixed positions to apply toner directly onto paper in one single pass. This print technology ensures superior print quality, less paper jams and exceptionally quiet operation.





# Easily manage complex jobs

with 96 MB RAM and the printer's new print driver solution. The latter enhances system performance by combining best features of PDL printing with those of host-based printing. By selecting the best print path for jobs – depending on graphical or textual files – the printer automatically optimises printing every time.



Energy-saving feature automatically reduces power consumption after a designated period of inactivity and requires only 6.2 watts in low power mode with typical electricity consumption at 1.27 kWh per week.



Minimal user interaction with 150-sheet input tray plus a separate single-sheet priority feed slot that is perfect for printing specialty paper.

An InfoTrends study shows the typical office print job is three to five pages long: www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf. See HP average print time versus competition: www.hp.com/go/whywait.

<sup>&</sup>lt;sup>2</sup> Instant-on technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of low power mode so the print job is done sooner.

# Smart design that works

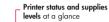
# Space-saving design conserves office space

Sleek and compact size fits neatly on any desktop



Compact and functional design makes HP Color LaserJet CP1510 Printer series an ideal addition to any desktop. The printers are visually appealing with chrome finishing, and because sound can be as intrusive as size, it's good to know that they are also designed for exceptionally quiet operation.

# User-friendly features for ease of use





hutton



Intuitive control panel has a two-line display that provides instant printer and supplies information, making it convenient to manage. The control panel also includes a Cancel Job button and Menu controls for easy printer interaction. Front-door design makes it easy to maintain and replace cartridges.

## Best user experience with hassle-free printing



# HP Smart printing technology enables interactive communication between cartridge and printer to optimise output quality, monitor print jobs and supplies levels. This proprietary HP technology enhances office productivity and user printing experience.

# Effortless printing and sharing



Built-in networking capability on the HP Color LaserJet CP1510 Printer series offers fast and easy sharing, and enjoy faster connectivity with a Hi-speed USB 2.0 port.



HP Toolbox helps effectively manage and maintain printers with remote access to printer settings, status information, user's guide, self-help and troubleshooting tips when the printer is directly connected to the computer or the network.



# HP Universal Print Driver (UPD)

simplifies the task of managing multiple printers and customising of user interface for easy printing across the network with the use of a single driver.



#### HP Easy Printer Care lets

businesses monitor printer network more effectively through access to printer status, alerts configuration setting and more – ideal for business with fewer than 15 printers to manage.

# Create high-impact business communications with ease

Edit and incorporate images into business documents in 4 simple steps



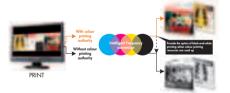
Photo memory card slots<sup>3</sup> enable easy additions of digital images to documents. Simply insert a photo memory card into one of the printer's built-in slots, browse it from the PC and select the image or images required. Alternatively, print directly from PictBridge-enabled devices like digital cameras using the built-in PictBridge 2.0 port.

Broad range of paper support



Versatile paper handling for paper up to 216mm x 356mm and weights up to 220gsm. Produce business postcards with vibrant photo details on the world's first 4x6 heavyweight, glossy laser photo paper.<sup>4</sup>

Manage colour printing cost



Colour access control provides real-time, periodic reports to help businesses maximise colour printing and effectively manage the cost of colour usage.



Outstanding Achievement for the Colour Control Capabilities of its Printers and MFPs, Fall 2007



Simple task-based User Interface optimises output for each of the many supported paper types through pre-configured Printing Shortcuts – including settings for general everyday printing, envelopes, cardstock, alossy paper and more.



Print economically in black-and-white. Print black-only pages for the same costs as on an HP black-and-white LaserJet.<sup>5</sup> In addition, four introductory 750-page print cartridges are preinstalled in the printer.<sup>6</sup>

- <sup>3</sup> Photo card slots are available on HP Color LaserJet CP1518ni Printer only.
- <sup>4</sup> As of 15 June 2007
- Gompared to HP LaserJet P1505 printer (single function) and LaserJet M1522 MFP/M1120 MFP. Assuming customer is printing at least 30% of total pages in colour with content similar to the color ISO/IEC 19798 test suite (www.iso.org/Irc1/sc28) and overall average job length of three pages. Yields established using ISO/IEC test standards. Actual yields and costs vary considerably depending on images printed, number of colour pages printed and other factors."
- 6 Includes introductory print cartridges. (Average continuous composite cyan/yellow/magenta cartridge yield 750 pages and average continuous black cartridge yield 750 pages.) Actual yields vary considerably based on images printed and other factors. For more information, visit www.hp.com/go/learnaboutsupplies.

# Proven HP LaserJet quality and reliability



# Renowned HP LaserJet for quality and reliability

Awarded by PC Magazine's Service and Reliability Survey (18 September 2007) with an "A" rating for 16 years running.<sup>1</sup>



## Outstanding Achievement for the Color Control Capabilities of its Printers and MFPs, Fall 2007

Awarded by Buyers Laboratory (BLI) for the extensive colour control features included with HP's laser printers and multifunction products.



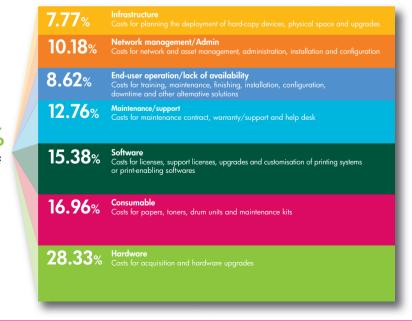
#### Reliable HP support

HP LaserJets are backed by a one-year limited warranty, 24/7 online support at www.hp.com/support, and easy-to-access phone support.

HP – chosen by consumers as the world's most reliable printer brand.

# True cost of ownership – Look beyond the surface and avoid hidden costs.

The Total Cost of Ownership (TCO) factors all costs – both direct and indirect – that are associated with printer ownership. These includes the initial investments, support, maintenance and supplies costs among others. Each variable component impacts on TCO and the costs of printing can escalate with reprints, wastage, downtime and expensive repair charges. HP looks at all variable factors that constitute TCO. And by providing reliable and quality products and services, businesses can enjoy significant cost savings that ultimately lowers their TCO.



100%
Total Cost of Ownership

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# HP's commitment for a safer environment

With HP's Design for the Environment initiative, products are designed with their entire life cycle in mind – from product design to manufacturing, and from usage to recycling – in an effort to reduce energy, paper, packaging and materials used. By providing customers with safe, high quality products that are environmentally-sound throughout their life cycle, HP aims to reduce the environmental impact of our products, and that of our customers.

# 1 DESIGN FOR ENVIRONMENT



Conserve energy. With ENERGY STAR®, the HP Color LaserJet CP1510 Printer series automatically reduces power consumption after a designated period of inactivity.



Lower power consumption. Instant-on technology provides up to 50% energy savings over traditional fusing while providing a fast first-page-out in seconds. Instant-on technology has reduced CO<sub>2</sub> emissions by 5.25 million tons, to date, equivalent to removing 1.1 million cars from the road for one year.<sup>1</sup>

Recycle

# 2 MANUFACTURING

Use of fewer materials. HP LaserJet toner cartridge packaging uses 45% less materials compared to previous designs. The more compact package contains an innovative multi-chamber air bag that protects the cartridge from transport damage, dust, moisture and light. 30% more cartridges can be shipped on one pallet (1500 more cartridges can ship in one ocean container).



Designed for recycling. HP printers uses common fasteners and snap-in features, avoiding the need for adhesives or welds. To date, HP has recycled 454 million cumulative kilograms of HP products around the world through HP Planet Partners Program.



Product Lifecycle

Design for

Return



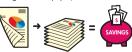
# A DETUDAL

#### Simplify the management and disposal of products.

Through HP Planet Partners – a free, convenient return and recycling program available in more than 40 countries. All returned Original HP print cartridges go through a multiphase recycling process where they are reduced to raw materials that are used to make new metal and plastic products.<sup>2</sup>

No more wasteful prints. Save paper with HP Smart Web Printing (a free download for users). It enables simple, predictable web printing and provides control over what you want and how you want it printed. You can select, store and organise text and graphics from multiple web pages, then edit and print exactly what you see on-screen, thereby making web printing more eco-friendly and less wasteful.

Consume less paper. By printing on both sides with manual two-sided printing. Plus, easily produce 2-up and 4-up copies (multiple pages on a single sheet of paper) to conserve resources.



<sup>&</sup>lt;sup>1</sup> The tons of CO<sub>2</sub> avoided is based on power plant emissions that otherwise would occur to generate the electricity saved; cars removed is based on annual emissions from cars burning gasoline.

<sup>&</sup>lt;sup>2</sup> Program availability varies. HP printing supplies return and recycling is currently available in more than 40 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners program.

# HP Color LaserJet CP1510 Printer series

# Printer walk-around



#### SERIES AT A GLANCE



# HP Color LaserJet CP1515n Printer (CC377A)

#### Basa model

- 150-sheet input tray and 125-sheet output bin
- 96 MB RAM, expandable to 352 MB RAM
- 450 MHz processor
- 10/100 networking
- Hi-Speed USB 2.0 port



# HP Color LaserJet CP1518ni Printer (CC378A)

# All of the features of the base

- model, plus:
   PictBridge port
- 4 Secure Digital/Multimedia Card slots

# Get the most out of your printer with HP accessories, supplies and services

Purchasing an HP Color LaserJet printer is a business investment that improves print productivity, both internal and external business communications. Designed to work optimally with HP Color LaserJet printers, HP accessories deliver faster print speeds, lower paper cost and increased print efficiency – improving the bottom line.



Get everything you need to print wirelessly with the HP Wireless Printing Upgrade Kit (Q6259A)



Connect directly with the Hi-Speed USB A to B Printer Cable (Q6264A)



HP's all-in-one print cartridges and toner are specifically designed with the printer to deliver consistent quality and reliable, trouble-free printing



Choose from a selection of HP papers to create impressive marketing materials in-house

Photo card slots are available on HP Color LaserJet CP1518ni Printer only.

# Technical specifications



HP Color LaserJet CP1515n Printer (CC377A)



HP Color LaserJet CP1518ni Printer

Print speed (A4 and letter) 1	Black: up to 12 ppm, colour: up to 8 ppm			
Document delivery speed (A4 and letter)	First-page-out: black: as fast as 26 seconds from Ready mode, colour: as fast as 32 seconds from Ready mode Time to completion: as fast as 54.5 seconds			
Resolution	Up to 600 x 600 dpi; HP ImageREt 3600, HP ColorSphere toner, HP edge-enhancement technologies			
Processor	450 MHz			
Memory	96 MB, expandable to 352	2 MB RAM		
Recommended monthly volume <sup>2</sup>	250 to 1,000 pages			
Maximum monthly duty cycle <sup>3</sup>	Up to 30,000 pages			
Paper				
Input	150-sheet input tray, single	-sheet priority feed slot		
Output	125-sheet output bin			
Two-sided printing	Manual (driver support pro	vided)		
Sizes	Priority feed slot, 150-sheet input tray: A4, A5, B5 (ISO, JIS), letter, legal, executive, 76 x 127 mm (3 x 5 in) to 216 x 356 mm (8.5 x 14 in), envelopes (No. 10, Monarch)			
Weights	Priority feed slot, 150-sheet input tray: 60 to 176 $g/m^2$ (up to 200 $g/m^2$ with HP Laser Cover papers, up to 220 $g/m^2$ with HP Color Laser Glossy Photo papers); 16 to 47 lb (up to 53 lb with HP Laser Cover papers, up to 59 lb with HP Laser Glossy Photo papers)			
Types	Paper (bond, brochure, colo	ur, glossy, letterhead, photo, plain, preprinted,	prepunched, recycled, rough),	, transparencies, labels, envelopes, cardstock
Connectivity				
Interfaces	Hi-Speed USB 2.0 port; 10	/100 Base-TX with RJ-45 connector		/100 Base-TX with RJ-45 connector; Digital/Multimedia Card slots
Languages	HP PCL 6, HP postscript level 3 emulation, Hybrid print path			
Operating systems	Microsoft® Windows® 2000, Windows XP® Home, Windows XP Professional, Windows Server 2003, Certified for Windows Vista®; Mac OS X v 10.2.8, v 10.3, v 10.4, and later			
Network operating systems	Microsoft Windows 2000, Windows XP Home, Windows XP Professional, Windows XP Professional x64, Windows XP Tablet PC, Windows Server 2003, Certified for Windows Vista; Mac OS X v 10.2.8, v 10.3, v 10.4, and later			
Network protocols supported	TCP/IP (Macintosh networking via Rendezvous)			
Dimensions (w x d x h)	399 x 453 x 254 mm (15.7	7 x 17.8 x 10 in)		
Weight (without print cartridge)	18.1 kg (39.9 lb)		18.2 kg (40 lb)	
What's in the box	User's Guide and printer so output tray extension, introd	Printer, power cable, CD (includes oftware), Getting Started Guide, ductory HP Color LaserJet Black, Cyan, cartridges with HP ColorSphere toner <sup>4</sup>	Guide and printer software extension, introductory HP	Printer, power cable, CD (includes User's ), Getting Started Guide, output tray Color LaserJet Black, Cyan, Magenta, with HP ColorSphere toner <sup>4</sup>
Warranty	One-year, return to authorised service centre, limited warranty			
Environmental ranges	,	•		
Temperature	Recommended: 20 to 27 d	legrees C (68 to 81 degrees F); Storage: -20 to	o 40 degrees C (-4 to 104 d	egrees F)
Relative humidity		ercent; Storage: 10 to 95 percent		<u> </u>
Altitude	Up to 3,048 m (up to 10,0			
Acoustics				
Sound power <sup>5</sup>	Maximum: 6.2 B(A)		Ready: 3.1 B(A)	
Bystander sound pressure	Active: 48.5 dB(A)		Ready: Inaudible	
Power specifications	( )		, , , , , , , , , , , , , , , , , , , ,	
Required input voltage	110 to 127 V (±10 percent)	, 60 Hz (±3 Hz); 220 to 240 V (±10 percent)	. 50 Hz (±3 Hz)	
Power consumption <sup>6</sup>	Active: 295 watts Sleep: 4.7 watts	Ready: 11.4 watts Off: 0.0 watts	Active: 295 watts Sleep: 6.2 watts	Ready: 12.2 watts Off: 0.0 watts
Typical Electricity Consumption	1.04 kWh/Week		1.27 kWh/Week	
Certifications				
Safety	IEC 60950-1 (International), EN 60950-1+A11 (EU), IEC 60825-1+A1+A2, UL/cUL Listed (US/Canada), GS License (Europe), EN 60825-1+A1+A2 (Class 1 Laser/LED Device) GB4943-2001, Low Voltage Directive 2006/95/EC with CE Marking (Europe); other safety approvals as required by individual countries			
EMC	CISRR 22: 2005/EN 55022: 2006 Class B, EN 61000-32: 2000+A2, EN 61000-3-3: 1995+A1, EN 55024: 1998+A1+A2, FCC Title 47 CFR, Part 15 Class B (USA), ICES-003, Issue 4, (Canada), GB9254-1998, EMC Directive 2004/108/EC with CE Marking (Europe), other EMC approvals as required by individual countries			

ENERGY STAR® qualified models, see www.hp.com/go/energystar

HP SureSupply enabled. To learn more, visit www.hp.com/suresupply

<sup>1</sup> Exact speed varies depending on system configuration, software application, driver, and document complexity.

<sup>2</sup> HP recommends that the number of printed pages per month be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.
3 Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other HP Laserfel or HP Color Laserfel devices, and enables appropriate deelpoyment of printers and MPs to statisfy the demands of connected individuals or groups.

appropriate deployment of printers and MH's to satisfy the demands of connected individuals or groups.

Includes introductory print cartridges. (Average continuous composite cyan/yellow/magenta cartridge yield 750 pages and average continuous black cartridge yield 750 pages.) For more information, visit

Configuration tested: base model, simplex printing, A4 paper at an average of 12 ppm. Values are subject to change. For current information see www.hp.com/support.

Values subject to change. For current information, see www.hp.com/support. Power numbers are the highest values measured using all standard voltages.

For more information, call your local Hewlett-Packard sales office or your nearest HP authorised dealer or visit us at www.hp.com

#### HP Customer Information Centre (for product information)

Australia	13 23 47
China	800 820 2255
Hong Kong	800 938 833
India	1800 42 54 999
	(from MTNL/BSNL LAN line)
	3030 4499 (from mobile)
Indonesia	0800 1111 222
Korea	080 703 0700
Malaysia	1800 88 9886
New Zealand	0800 733 547
Philippines	1800 1441 6688
Singapore	1800 278 8100
Taiwan	0800 236 686
Thailand	+662 353 9000
Vietnam	+848 930 2814

For the following countries, please fax your queries to: +65 6275 6707

Bangladesh, Bhutan, Brunei, Cambodia, Maldives,

#### **HP Customer Care Centre (for post-sales service)**

Australia	1300 721 147
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Hong Kong	+852 2802 4098
India	1800 425 7737
Indonesia	+62 21 350 3408
Korea	+82 1588 3003
Malaysia	1800 88 8588
New Zealand	0800 441 147
Philippines	+63 2 867 3551
Singapore	+65 6 272 5300
Taiwan	+886 2 8722 8000
Thailand	+662 353 9000
	. 0.40 000 4E20

#### Ordering information

#### **Product**

HP Color LaserJet CP 1515n Printer	CC377A
HP Color Laserlet CP1518ni Printer	CC378A

#### Replacement print cartridges with HP ColorSphere toner

HP Color LaserJet Black Print Cartridge	CB540A
HP Color LaserJet Cyan Print Cartridge	CB541A
HP Color LaserJet Yellow Print Cartridge	CB542A
HP Color LaserJet Magenta Print Cartridge	CB543A

#### Connectivity

Hi-Speed USB A to B printer cable (2-meter)	Q6264A
HP Wireless Printing Upgrade Kit	Q6259A

#### Memory

64 MB DDR2 144-pin SDRAM DIMM	CB421A
128 MB DDR2 144-pin SDRAM DIMM	CB422A
256 MB DDR2 144-nin SDRAM DIMM	CR423A

#### Service and Support

Til Tyedi, Next Business Day Exchange	UMISIL
HP 2-year, Next Business Day Exchange	UM132E
HP 3-year, Next Business Day Exchange	UM133E
HP 1-year, Post Warranty, Next Business Day Exchange	UM135PE
HP 2-year, Return to Depot	UM138E
HP 3-year, Return to Depot	UM139E
HP 1-year, Post Warranty, Return to Depot	UM 141 PE
HP 1-year, Pickup Return	UM142E
HP 2-year, Pickup Return	UM143E
HP 3-year, Pickup Return	UM144E
HP 1-year, Post Warranty, Pickup Return	UM145PE
HP 1-year, Onsite Exchange	UM146E
HP 2-year, Onsite Exchange	UM 147E
HP 3-year, Onsite Exchange	UM148E
HP 1-year, Post Warranty, Onsite Exchange	UM149PE

#### Pape

Asia Pacific: www.hp.com/apac/printingsupplies Asia: 65-6253-8500.

Australia/New Zealand: 61-2997-2299LAR

#### Solutions

www.hp.com/go/gsc

Refresh your printing system with Original HP CB540A-43A replacement print cartridges. (Average continuous composite cyan/yellow/magenta cartridge yield 1,400 standard pages and average continuous black cartridge yield 2,200 standard pages.) Declared yield values for replacement cartridges in accordance with ISO/IEC 19798. Actual yields vary considerably based on images printed and other factors. For more information, visit www.h.pccm/goarboostuspulpsic.









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