
THE HP LASERJET 5SI MOPIER SAVES YOUR CUSTOMER TIME AND MONEY

"Is that a typo?" was the common question asked with Hewlett-Packard's recent introduction of the HP LaserJet 5Si Mopier. What the heck is a mopier? It's a new kind of network printer optimized to print multiple original prints or "mopies," as they are called.

HP designed the mopier to respond to and change a common time consuming and costly work practice. HP found that office workers who need multiple sets of an important document would print one original from a printer, then walk over to a photocopier and make extra sets.

The disadvantages of this practice are obvious. Walking out of the way to a copier is an extra step that most customers would rather skip. Add to that the long lines and breakdowns that sometimes happen with copiers, and that extra step can end up costing your customer a lot of time.

HP decided to make this into a one step process and to increase productivity using fewer resources. It combined the functionality of a copier with the quality and ease of use of its laser 5Si printer. The result? More people are "mopying" instead of "copying".

The HP LaserJet 5Si Mopier is the first network printer to optimize mopying. A feature called HP Transmit Once intelligently receives and stores print data. When a print job is sent to the mopier, the data is transmitted just once across the network, regardless of the number of sets requested. The data is then processed within the mopier resulting in reduced network traffic and faster return-to-application times.

The HP LaserJet 5Si Mopier also has advanced paper-handling capabilities and lets customers electronically collate, duplex and even staple documents. These standard paper-handling features are controlled by easy-to-use software from the



desktop, not the machine's front panel. That lets users remain working at their desk and get more out of their workday.

By offering those two big time-savers (skipping the copier and working at the desk), the HP LaserJet 5Si Mopier offers companies a big savings in productivity. HP estimates that the average office

worker takes five trips to the copier a day and that each of those trips lasts about six minutes. That is a half-hour of lost time for the typical 250-worker office. Those missing minutes can equal a \$625,000 productivity loss per year.

The HP LaserJet, 5Si Mopier essentially gives the customer back that hour. It provides greater reliability and lower costs-per-page than copiers or multifunction fax-copier-printer machines. The HP LaserJet 5Si Mopier is a real winner for improving the customers' bottom line.

Further information about HP products, plus software and driver distribution, is available through Access HP, Hewlett-Packard's home page on the World Wide Web at <http://www.hp.com/>

