



HP PageWide Managed Color MFP P77440dn Printer

HP Managed MFPs and printers are optimized for managed environments. Offering increased monthly page volumes and fewer interventions, this portfolio of products can help reduce printing and copying costs. See your HP Authorized Reseller for details.



Affordable color printing for every office

- Depend on lasting value. Get the results you expect for a game-changing low color cost per page.
- Print even faster—and save even more per page—by setting this MFP to General Office mode.³
- Help keep energy costs down with the most efficient MFP in its class.²

Minimal interruptions. Maximum uptime.

- Minimize interruptions with an HP PageWide MFP designed for less maintenance than laser competitors.⁴
- Print speeds up to 50% faster than competitors—as fast as 60 ppm in color and black-and-white.⁵
- Print Microsoft® Word and PowerPoint® files with a USB port that quickly recognizes, formats, and prints.⁶
- Equip this HP PageWide MFP with a variety of accessories to meet the needs of your office.

Strong security designed to detect and stop attacks

- With HP Sure Start, each printer regularly checks its operating code and repairs itself from attempted hacks.
- Protect information on the MFP and in transit over the network.⁷
- Monitor activity to detect and stop attacks, then automatically reboot with run-time intrusion detection.
- Whitelisting checks firmware during startup to help ensure it's authentic, good code—digitally signed by HP.

Designed with the environment in mind

- Conserve resources with HP PageWide—designed to use less energy than any laser MFP in its class.²
- This MFP meets rigorous standards for ISO class 5 cleanrooms—perfect for sensitive environments.
- Help reduce your impact. Count on easy cartridge recycling at no charge through HP Planet Partners.⁸
- Keep noise to a minimum with an MFP designed to be quiet. Place it near people without disrupting work.



Mac



¹ Based on HP review of 2017 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot. For a list of printers, visit hp.com/go/PrintersThatProtect. For more information: <http://hp.com/go/printersecurityclaims>. ² Energy claim based on TEC data reported on <http://energystar.gov> as of February 2018. Data normalized to determine energy efficiency of in-class color laser printers and MFPs with print speeds between 20-80 ppm as of February 2018. Subject to device settings. Actual results may vary. ³ Comparison based on printing in Professional mode. ⁴ Fewer service parts claim based on HP analysis of leading in-class A3 color laser printers and MFPs as of February 2018; calculations use publicly available and/or published manufacturer rated yields for long-life consumables and assume 600,000 pages printed (using a 60% black/40% color ratio). Learn more at <http://hp.com/go/pagewideclaims>. ⁵ Comparison of HP PageWide A3 devices with leading in-class color ink/laser MFPs (\$3,000-\$11,299 and €2,820-€11,199), and color ink/laser single function printers (\$1,500-\$4,799 and €1,410-€4,599) as of February 2018; market share as reported by IDC as of Q3 2017, excluding other HP PageWide products. HP PageWide speeds based on General Office mode and exclude first page. Learn more at <http://hp.com/go/printerspeeds>. ⁶ Feature works with Microsoft® Word and PowerPoint® 2003 and later. Only Latin language fonts are supported. ⁷ Requires separate purchase. For details, see <http://hp.com/go/securitymanager>. ⁸ Program availability varies. For more information, visit <http://hp.com/recycle>.

