



HP LaserJet Pro MFP M125a

HP LaserJet Pro MFP M125a (CZ172A)

For 1-3 users printing 250-2,000 pages per month

Highlights

Customer: HP's smallest MFP

Business: Gain share with a refreshed device

Supplies: same as on M125nw and M127 series: 1500 pages, same CPP as on M1132

**Replacement of HP LaserJet
M1132**



HP LaserJet Pro MFP M125a

Features

- Improved design/look & feel
- 20 ppm (+2 ppm)
- HP Auto-On/Auto-Off

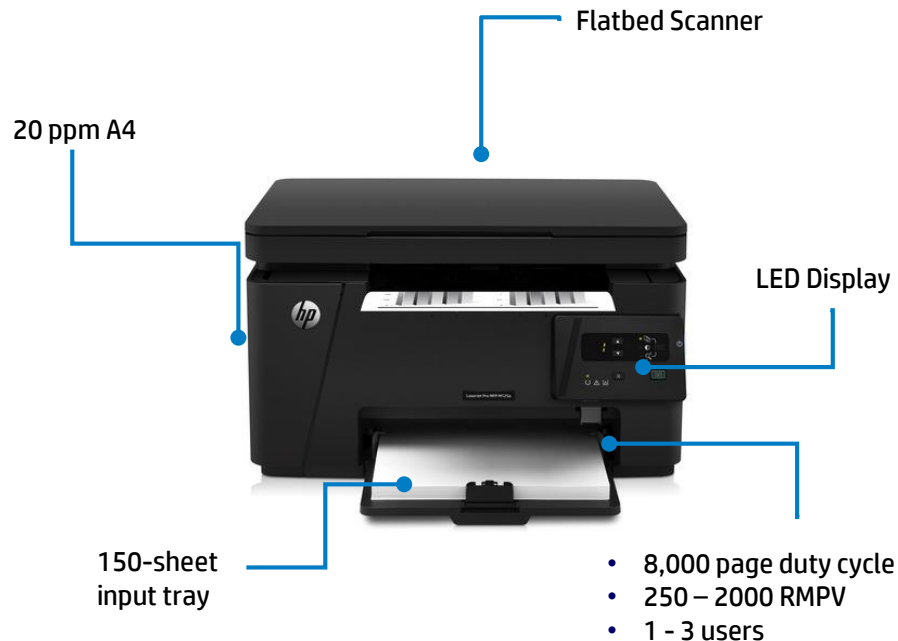
SA June 1, 2014 (FDS)
GA September 1, 2014
M125a: 149€ (TBC)

HP LaserJet Pro MFP M125nw
introduced in February 2014



HP LaserJet Pro MFP M125a

Print, Copy, Scan



What's new

2ppm increased print speed, new design

Key message

Print, Copy & Scan with one compact, affordable MFP

Handle the essentials with one affordable MFP

- Fast printing and copying with 20ppm
- LED Display

Ease of use and energy savings

- HP Smart Install – no CD required
- Save energy with Auto-On/Auto-Off Technology
- 700 pages Introductory cartridge

Reliable

- 8,000 page duty cycle; 250– 2000 RMPV; 1 -3 users

Ship date: August 2014

Street price: € 149 (TBC)

Replaces: HP LaserJet Pro M1132 MFP

Standard Supplies

CF283A black

Page Yield

1500



M125nw/M127fn/M127fw – migration path

Predecessor

September 1, 2014



M1132 MFP
149€

M125a MFP
149€ (TBC)



new



M1212nf MFP
199€

M125nw MFP
169€
Ethernet,
Wireless, LCD



Introduced in
February 2014



M1217nfw MFP
229€

M127fn MFP
199€
Ethernet,
LCD, ADF



Introduced in
February 2014



M1214nfh MFP
Russia/CIS/MEMA

M127fw MFP
249€
Ethernet,
Wireless,
Touchscreen,
ADF



Introduced in
February 2014



Higher speed, new design, same price

Touchscreen, higher speed, new design, same price

No direct replacement – no handset SKU

HP LaserJet Pro M125a

Value Proposition

For	Small office and home office users
Who	are looking for an affordable, compact, mono MFP
The	HP LaserJet Pro M125a
Is	a compact mono MFP
That	prints 250 to 2000 pages per month and offers print, copy, scan functionality, in a compact device that is easy to use and offers energy-saving features.
Unlike	Brother and Samsung, who do not offer the same ease of use and have higher energy consumption.
Why to buy	Affordability, HP Auto-On/Auto-Off, SmartInstall, compact device.



M125/M127 Demo Script

EWS (Embedded Web Server) via USB Connection

Customer Benefits

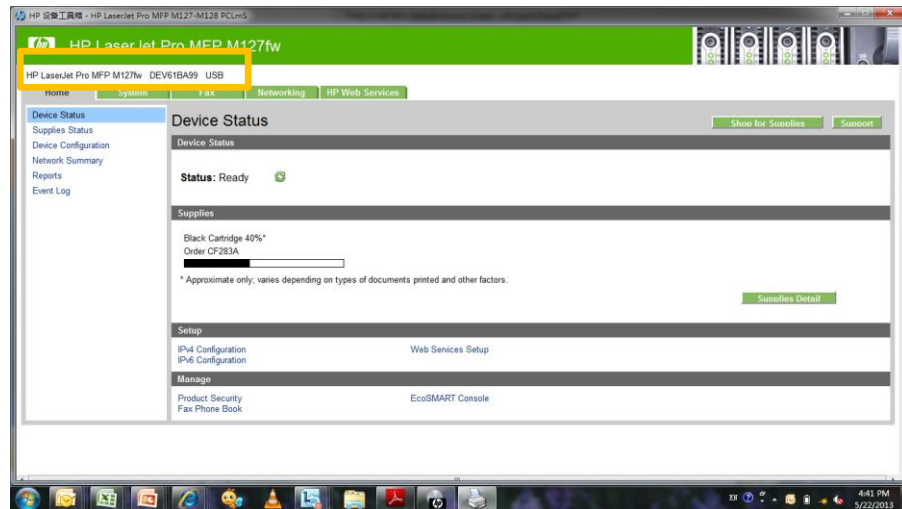
- In the past, in USB connection mode, customers have no access to EWS, thus no visibility to the whole device status from PC
- But now users can view EWS by HP Device Toolbox software after installation

Demo Items

- Show how easy it is to get the whole device status by EWS in USB connection mode

Setup requirements/Notes

- PC Desktop → Program → HP → HP Pro MFP M125 or M127 → HP Device Toolbox



M125/M127 Demo Script

Demo Page of M125/M127

Customer Benefits

- Print quality / copy quality is one of key selling points. M125/M127 demo page PQ is much better than its predecessors.

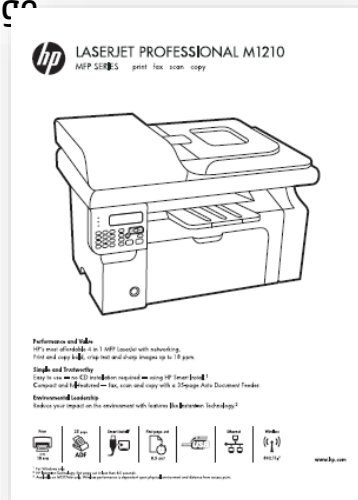
Demo Items

- Show the better print quality of M125/M127 demo page

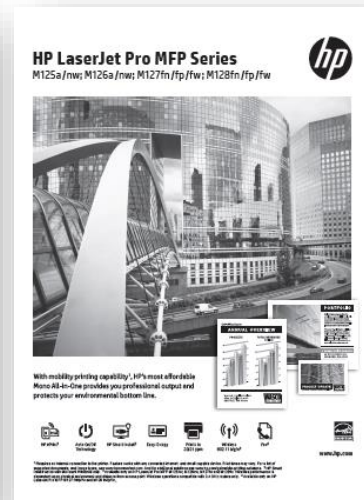
Setup requirements/Notes

- Setup → Report → Demo page

M1132/M1212nf/M1217nfw



M125/M127





Thank you!