

# The Brother HL-5470DW versus Samsung ProXpress M3820ND



The HL-5470DW proves superior to the Samsung ProXpress M3820ND, offering lower running costs, faster tested speeds and lower power consumption



- ✓ “Highly Recommended” by BLI
- ✓ Lower purchase price helps result in significant lifetime running cost savings
- ✓ Strong feature set including wireless networking and mobile printing for £270 less than the Samsung model
- ✓ Lower power consumption for even greater savings
- ✓ Faster tested recovery time and simplex print speeds
- ✓ Brother iPrint&Scan includes support for more languages than Samsung’s app, plus compatibility with Windows phones

## Certified “Highly Reliable” and “Highly Recommended” by BLI



When subjected to BLI’s rigorous lab testing, the HL-5470DW received the highest possible rating (“Highly Recommended”). The unit demonstrated flawless reliability, producing 25,000 impressions without a single misfeed. Other key strengths of the HL-5470DW include standard wireless connectivity, standard automatic duplexing and very good output quality, according to BLI. Better standard security features of the HL-5470DW include authentication via department/user ID codes and secure printing, both of which the Samsung model lack.

## “Get added Value with the HL-5470DW”

The Brother HL-5470DW costs about half as much as the Samsung ProXpress M3820ND. Not only is the HL-5470DW’s base price lower than that of the ProXpress M3820ND, the prices for Brother’s upgrade options are also lower than Samsung’s, so users get a comparably equipped printer for much less. In fact, when the optional wireless interface is added to the Samsung ProXpress M3820ND, users could practically buy two HL-5470DWs for the price of one Samsung printer!

	Brother HL-5470DW	Samsung ProXpress M3820ND
Base Price*	£270	£567
Wireless interface	No charge	Not available
Additional 500-sheet drawer	£99.99	£212.86
Total	£369.99	£779.86

*\*Prices provided for the UK market in GBP, based on BLI’s extensive product specification database.*

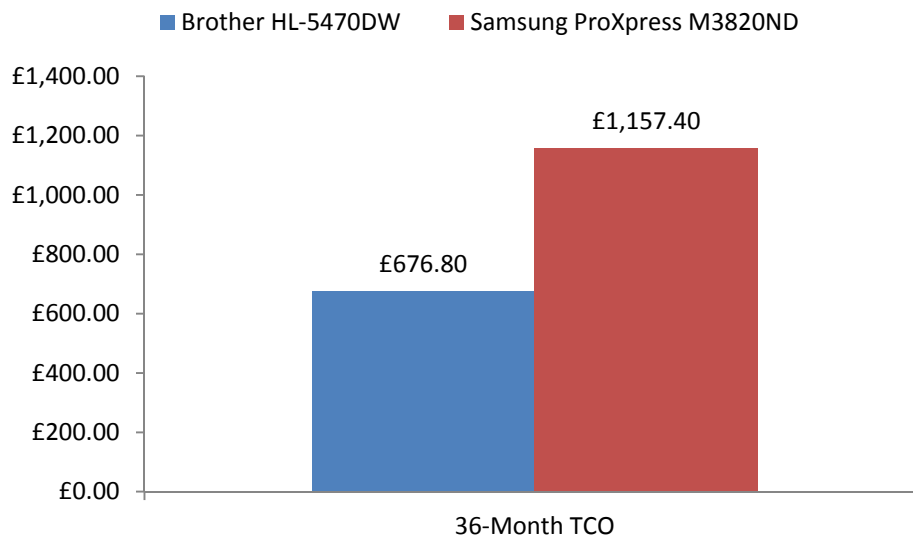
\* This report includes data from Brother’s internal analysis as well as data sourced from Buyers Laboratory LLC (BLI), with written permission from BLI, the document imaging industry’s leading source of unbiased and reliable competitive intelligence. Test data was collected in BLI’s 10,000-square-foot lab in Hackensack, NJ or in Wokingham, UK, and published in BLI’s Lab Test Reports and Environmental Test Reports.

# Save even more over time with the Brother HL-5470DW

## Low Purchase Price Contributes to Lower TCO

The Brother HL-5470DW costs less per print than the ProXpress M3820ND, with savings multiplying the more the printer is used. And while cost per page is a good starting point for determining total cost of ownership, buyers must also consider the upfront investment, as well as the typical number of pages printed to determine a printer's total lifetime costs. Because the Brother unit costs about half of what the Samsung ProXpress M3820ND costs, users realize much greater savings up front. In the example depicted here, it's easy to see that, for printing up to 1,000 impressions per month over 36-months, the Brother HL-5470DW is clearly a better value.

### Estimated Lifecycle Cost (for the UK market in GBP)\*



*\*Prices provided for the UK market in GBP at time of BLI lab test report publication. CPP based on pricing supplied by the manufacturers, BLI's toner yield testing using the ISO 19752 test document printed in default mode, and rated yield for the drum kit. (CPP as determined by BLI; HL-5470DW:£0.0113; ProXpress M3820ND:£0.0164) TCO is calculated for the base model. Based on one unit printing 1,000 pages monthly for 3 years.*

## Brother Lets You Print "Green" (And Save Money)

### Greater Energy Savings Lowers Costs...

Business users don't want to sacrifice performance to conserve resources. With the Brother HL-5470DW, users get fast speeds and better energy efficiency than with the Samsung ProXpress M3820ND. Because of its lower power consumption in nearly every mode, especially idle and sleep modes (in which printers spend the majority of the time), the Brother model uses significantly less energy. In fact, in BLI's energy testing, the HL-5470DW earned 4.5 out of 5 stars, so buyers can rest assured knowing they are getting an environmentally friendly device.

Rated Energy Use By Mode	Brother HL-5470DW	Samsung ProXpress M3820DW
Energy Used While Power Off	0W	0.1W
Energy Used in Power Save Mode	0.7W	1.1W
Energy Used in Ready Mode	4.7W	10W
Energy Used While Printing	665W	700W

*\*Rated power use for each mode based on manufacturer specifications.*

## 4.5 Stars for Environmental Performance



### Received a Higher Rating in BLI's Energy Testing

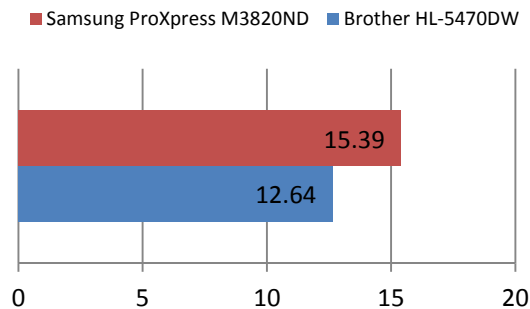
When both devices were subjected to BLI's environmental testing, the HL-5470DW received one of the highest ratings (4.5 out of 5 Stars) overall. And for energy consumption and cost, Brother was also rated 4.5 Stars. While the Samsung ProXpress M3820DW was not submitted for BLI's energy testing, the sister model (M4020ND) was tested and earned a lower (4 Stars) rating for energy consumption and cost. Key advantages of the HL-5470DW include fast recovery time from sleep mode, above-average impressions per gram toner yields and lower than average projected annual energy consumption and cost. Even better, the HL-5470DW uses a separate long-life drum with a rated yield of 30,000 pages, which is three times the life of the drum in the M3820ND's toner cartridge, so Brother users send only one-third as much drum waste to the landfill as Samsung users.

## Make Your Office More Productive

### Faster Speeds When You Need Them Most

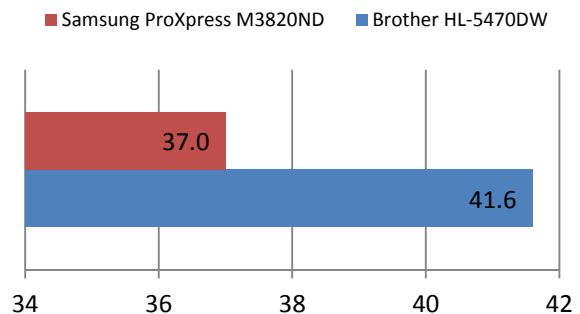
In a typical office environment, a printer spends much of the day in sleep mode, making a fast recovery time key to worker productivity. When printing a single-page from sleep mode, the Brother model was about 21.8% faster, enabling workers to get their printout and get back to work, while Samsung users are left waiting. And for longer print runs, Brother is still faster. For example, when printing 200 pages in simplex mode, the Brother HL-5470DW was even faster than it's rated speed of 38 ppm and delivered pages **more than four ppm faster** than the ProXpress M3820ND. In duplex mode, the Brother HL-5470DW was again faster than the Samsung unit, whether printing 50 pages or 200, so users can print a little or a lot, without sacrificing productivity.

#### Tested First-Print Time from Overnight Sleep (Seconds)\*



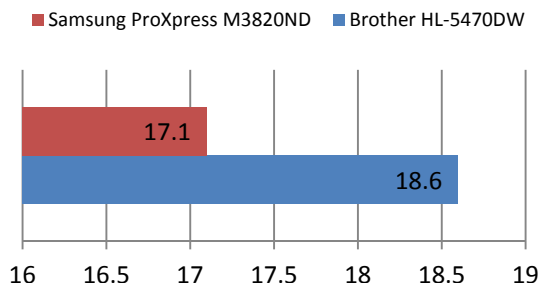
Data from BLI's Lab Test Reports on both models. Device sits idle overnight; a single-page black Word document is then sent. First-print time indicates the time it took to warm up, process, image and deliver the first page of the test document to the output tray. A lower number indicates faster performance.

#### Tested Simplex Print Speed (200 pages; in pages per minute)\*



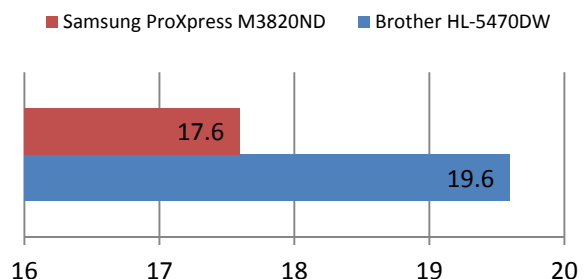
Data from BLI's Lab Test Reports on both models. Print speed is tested using a 10-page Word document printed using the PCL driver in default mode. A higher number indicates faster performance.

#### Tested Duplex Print Speed (50 pages; in pages per minute)\*



Data from BLI's Lab Test Reports on both models. Print speed is tested using a 10-page Word document printed using the PCL driver in default mode. A higher number indicates faster performance.

#### Tested Duplex Print Speed (200 pages; in pages per minute)\*



Data from BLI's Lab Test Reports on both models. Print speed is tested using a 10-page Word document printed using the PCL driver in default mode. A higher number indicates faster performance.

# Advanced printing for mobile workers

For workers on the go, printing important documents from mobile phones and tablets can be challenging. Brother iPrint&Scan is a free downloadable app for Android, Apple® iOS and Windows Phone devices that provides mobile printing and scanning functionality when linked with compatible Brother printers and MFPs.

While Samsung also has a mobile print app, Brother's iPrint&Scan app offers key advantages, including a greater choice of languages, support for Windows phones and the ability to print via a Bluetooth connection. Even better, when working with MFPs on the network, the Brother app allows scanned documents to be emailed, saved to iCloud or stored on the mobile device.

BLI's evaluation praised Brother iPrint&Scan for being easy to download and install, offering support for Microsoft formats, a Google Drive storage feature and a file-sharing feature that allows document transfer between the workstation and mobile device. In contrast, the BLI report on Samsung Mobile Print noted the app crashed while trying to print a large file during the evaluation.



Full product name	Brother iPrint&Scan App	Samsung Mobile Print
Languages supported	English, <b>French, Italian, German, Spanish, Chinese (simplified &amp; traditional), Danish, Dutch, Finnish, Japanese, Korean, Norwegian, Portuguese, Swedish</b>	English, Korean
Print from iOS devices	Yes	Yes
Print from Android devices	Yes	Yes
Print from Windows Mobile device	<b>Yes</b>	No
Print via Wi-Fi connection	Yes	Yes
Print via Bluetooth connection	<b>Yes</b>	No
File formats supported for print:		
PDF	Yes	Yes
JPG	Yes	Yes
TIFF	Yes	Yes
Microsoft Word	Yes	Yes
Microsoft Excel	Yes	Yes
Other Formats	<b>Email (Android/Kindle Fire using a Gmail account only), PNG, PPT</b>	<b>Google doc, PPT,</b>
Scan from supported MFP directly to mobile device	Yes	Yes
Scan from supported MFP to e-mail using mobile device app	Yes	Yes
Scan from supported MFP to cloud repository using mobile device app	Yes	Yes
Files formats supported for scanning	PDF, JPEG	PDF, JPEG, <b>TIFF</b>

## Key Specifications At-A-Glance

	Brother HL-5470DW	Samsung ProXpress M3820ND
Black Speed (ppm)	38	38
Standard paper capacity	300	300
Standard memory capacity (MB)	128	128
Max. monthly duty cycle	50,000 impressions	<b>80,000 impressions</b>
Automatic duplexing	Standard	Standard
Rated toner yield (pages)	8,000	<b>10,000</b>
Rated drum yield (pages)	<b>30,000</b>	10,000
Wireless interface	<b>Standard</b>	Optional
Secure print	<b>Standard</b>	Optional
802.1x enterprise security	<b>Standard</b>	Optional
Wi-Fi protected setup AOSS	<b>Standard</b>	None