



## HP Showcases World's First High-speed, 30-inch Digital Color Press

HP Inkjet Web Press at O'Neil Data Systems highlights new opportunities in high-volume inkjet printing

PALO ALTO, Calif., May 5, 2009 – HP today announced developments for its [HP Inkjet Web Press](#) platform to help print service providers (PSPs) become more profitable and accelerate their transition from analog to digital printing.

On show at an open house event at Los Angeles-based O'Neil Data Systems – site of the first HP Inkjet Web Press beta installation – the press demonstrates how customers can benefit from market-leading total cost of ownership, excellent productivity and a high level of quality.

Bolstering HP's efforts to target the \$3 billion digital print market opportunity for publishing in 2010, as well as the \$13 billion market opportunity for direct mail, transactional and transpromotional printing in 2010,<sup>(1)</sup> the HP Inkjet Web Press offers:

- Addressable printing resolution of 1,200 x 600 dots per inch (dpi) at a full press speed of 400 feet per minute – an industry first for high-volume continuous-feed inkjet production platforms – using the latest generation of HP Thermal Inkjet printheads based on HP Scalable Printing Technology.
- Compatibility with a wide range of media types and weights, including uncoated offset stock, newsprint, and treated and coated papers.

HP also announced the addition of Courier Corporation, a leading North American book manufacturer, and Consolidated Graphics, one of the largest North American general commercial printing companies, to the HP Inkjet Web Press pilot program.

"To date, much of the industry talk on digital color inkjet presses has been about future potential, not solutions that can make print service providers more competitive, profitable and productive today," said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. "HP is showing the industry firsthand how the groundbreaking, 30-inch-wide HP Inkjet Web Press is bringing big benefits in an actual commercial production environment."

### Pioneering success in high-volume digital color production printing

Earlier this year, O'Neil Data Systems began commercial production with its HP Inkjet Web Press. The company is now producing health plan benefit materials and transactional documents on the press, as well as "The O'Neil Database," a financial reference publication owned by William O'Neil & Co.

O'Neil Data Systems also is installing [HP Exstream](#) software – a leading tool for

#### Editorial contacts:

Annie Heck, HP  
+1 541 715 3009  
[annie.heck@hp.com](mailto:annie.heck@hp.com)

David Lindsay  
Porter Novelli for HP  
+1 404 995 4577  
[david.lindsay@porternovelli.com](mailto:david.lindsay@porternovelli.com)

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)

enterprise document automation – to drive its HP Inkjet Web Press.

“Our customers realize the value of print and are better served with full-color content, personalized with the most relevant data, delivered as efficiently and as quickly as possible,” said James Lucanish, president, O’Neil Data Systems. “The HP Inkjet Web Press delivers that level of value today, giving O’Neil Data Systems a strong competitive advantage.”

William O’Neil, chairman and founder for William O’Neil & Co., Investor’s Business Daily (IBD) and O’Neil Data Systems, is delivering a keynote address at the open house today addressing his companies’ strategies and digital opportunities.

“William O’Neil & Co., IBD and O’Neil Data Systems are all based to some degree on the successful management and reporting of data,” said O’Neil. “With the HP Inkjet Web Press, O’Neil Data Systems reinforces that legacy by going to what is truly the leading edge of graphic arts technology.”

### **Higher print quality at press-rated speeds**

The HP Inkjet Web Press now features next-generation, four-color (CMYK) production printing at an addressable 1,200 x 600-dpi printing resolution for higher quality multi-drop halftone printing at the full press speed of 400 feet (122 m) per minute.

A unique bonding agent technology for the press improves image quality and durability on a wide range of uncoated offset media. In addition, HP is developing optimized coated and treated paper solutions for HP pigment inks and the HP Inkjet Web Press to offer PSPs even greater media choice.

### **Unprecedented flexibility with digital for Courier and Consolidated Graphics**

North Chelmsford, Mass.-based Courier Corporation has entered into an agreement to participate in the development and implementation of HP Inkjet Web Press solutions as a pilot program participant. With more than 175 million books produced last year, Courier is the nation’s third-largest book manufacturer.

Through its participation, Courier will gain access to HP’s technology and resources in digital print, and HP will gain access to Courier’s experience and knowledge of book manufacturing.

“We believe in partnering with the best, and HP’s technology puts it in a class by itself,” said James F. Conway III, chairman and chief executive officer, Courier. “The excellent quality of the books produced on HP’s new press is comparable to books produced by offset. Together, we will be able to help publishers operate with lower inventory levels and reduced obsolescence.”

France-based firm CPI is expected to install its first HP Inkjet Web Press this September.

With these two installations, the HP Inkjet Web Press becomes a key digital solution for high-volume production at firms that collectively produce approximately 800 million books annually.

HP also announced that Houston-based Consolidated Graphics ([www.cgx.com](http://www.cgx.com)) has entered into an agreement to join the HP Inkjet Web Press pilot program and will be installing a press this summer. Consolidated Graphics is a leader in the use of digital color solutions for high-end commercial print and direct mail, and the press will join the



more than 50 HP Indigo presses, HP Designjet printers and HP SmartStream print servers the company operates at facilities nationwide and at its newest location in Europe.

“Consolidated Graphics is a believer in the ways HP advances the graphic arts industry with digital print solutions that help customers find new and exciting ways to increase revenue and reduce cost,” said Aaron Grohs, executive vice president, Sales and Marketing, Consolidated Graphics. “The HP Inkjet Web Press changes the game in digital commercial print, and we are excited to extend our long-standing relationship with HP by adding the press to our industry-leading digital print capabilities.”

Several HP solutions partners are participating in the open house, including: CMC, EMT, Hunkeler, MBO/EHRET, Muller Martini, Pitney Bowes, Timsons and Ultimate Technographics.

Additional information about the productivity and quality advantages offered by the HP Inkjet Web Press are the focus of two new white papers. The white papers, as well as additional details from the open house event at O’Neil Data Systems, are available at <http://www.hp.com/go/IHPSopenhouse>.

### **About HP**

HP, the world’s largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

<sup>(1)</sup> HP internal estimates.

This news release contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP’s Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2009 and HP’s other filings with the Securities and Exchange Commission, including but not limited to HP’s Annual Report on Form 10-K for the fiscal year ended October 31, 2008. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2009 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

