

## News advisory



### HP Extends Reach in Outdoor Signage Market with New Low-solvent Based Printers

PALO ALTO, Calif., Jan. 25, 2006 – HP today announced new HP Designjet large-format digital printing solutions that further extend the company's graphic arts portfolio for the outdoor signage market.

Accelerating the adoption of durable digital printing technologies for fast and easy production of banners, window graphics, vehicle graphics and decals, the new HP Designjet 8000s and 9000s Printer series open new business opportunities for print service providers and sign shops. They are the first products to be developed through a partnership with Seiko I Infotech announced in late 2005.

"The new HP Designjet 8000s and 9000s Printer series are key components in our outdoor graphics and signage strategy, which now covers wide to super wide format solutions," said Enrique Lores, vice president and general manager, Inkjet Commercial Division, HP. "These latest additions to our HP Designjet family deliver incomparable price/performance ratios, providing the high throughput, high-quality output today's sign and graphics market demands."

HP also introduced an environment, health and safety program that is an integral part of the entire HP Designjet product lifecycle. The program includes HP guidance from initial product selection through work area preparation, product installation, use, handling and disposal of waste materials. HP will provide customers with the tools and knowledge to maintain a high level of workplace safety when using HP Designjet 8000s and 9000s printers.

Expected to be available in the first half of 2006, the 64-inch HP Designjet 8000s and 9000s Printer series will be sold directly to franchise sign shops by HP and distributed to resellers in the United States by national graphic arts technology distributor Tekgraf Corporation.

"Tekgraf is pleased to partner with HP to support their new solvent reseller channel, which is very excited to have HP enter this high growth market and believes HP will be as successful as it has been in aqueous inkjet," said Scott Barker, president and chief executive officer, Tekgraf. "We are confident that the combination of HP technology, marketing and support with Tekgraf's value-added services will create a winning proposition in the midrange solvent market."

#### **Accelerating the shift from analog to digital**

The HP Designjet 8000s and 9000s printers are designed to accelerate the industry-

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wide transformation from analog to digital in the large-format graphics marketplace.

The HP Designjet 8000s Printer series offers a breakthrough price/performance combination and is ideal for a wide range of large-format applications. It can produce a wide variety of signs and banners, printing 88 square feet of vivid, long-lasting color output per hour at 720 x 720 dpi. A comprehensive solution, the HP Designjet 8000sr model includes an ONYX SignEZ v.2 RIP for out-of-the-box productivity and color management, HP support, and other accessories that simplify the implementation process.

The HP Designjet 9000s Printer series is the fastest printer in its class<sup>(1)</sup> with speeds up to 176 square feet per hour at 720 x 720 dpi, and up to 220 square feet per hour at 540 x 720 dpi. The HP Designjet 9000s includes an in-the-box Take-Up Reel (available as an accessory with the 8000s) for continuous unattended runs, fast data transmission rates and easy-to-use USB 2.0 connectivity. Its high print speeds and low printing costs help accelerate return on investment, creating a strong competitive advantage when competing with screen printers.

Notable accessories include:

- a high-performance HP Air Purifier System<sup>(2)</sup>, for moderate to heavy users, which reduces workplace VOCs (volatile organic compounds);
- a high-speed dryer for prints that are ready for immediate finishing; and
- ONYX PosterShop 6.5 for HP Designjet RIP.

For customers with existing software workflow solutions, HP is working with major software RIP vendors to develop solutions for the HP Designjet 8000s and 9000s Printer series, including Scanvec Amiable, PosterJet, ColorGATE, Caldera and Maintop.

### **Leading sign firms standardize on HP**

FASTSIGNS® International, Inc., one of the sign industry's leading franchises, is adopting the HP Designjet 8000s Printer series as the standard large-format outdoor graphics printer for new locations it plans to open in 2006 and beyond. The HP Designjet 9000s Printer series will be offered as an outdoor solution for mature FASTSIGNS centers as they bring solvent printing technology into their business model.

"HP equipment has been a mainstay of our centers' large-format, full color graphics work for many years," said Jim Hunt, director of technical services, FASTSIGNS. "Our center owners love the quick learning curve and reliability of HP equipment, and we eagerly are anticipating this new generation of equipment. We are confident that the development HP has put into the HP Designjet 8000s and HP Designjet 9000s will allow new FASTSIGNS centers to effectively offer quality products to their customers the day they open."

Signs By Tomorrow, another leading sign industry franchise firm, will also be standardizing on the HP Designjet 9000s for its new store openings and will recommend it to its existing franchises upgrading to new solvent technology.

Andrew Akers, vice president of operations, Signs By Tomorrow, said, "We are excited about our relationship with HP and believe that HP's experience in printing solutions will



bring value to our franchise system and our clients.”

### **New supplies and media increase reliability and productivity**

The HP Designjet 8000s and 9000s feature a new “HP low-solvent”<sup>(3)</sup> printing system that includes low-solvent ink formulations, ink cartridges and convenient cleaning and maintenance kits, enabling print service providers to produce vivid, durable prints in a safe and efficient way.

The HP low-solvent inks found in HP 780 and HP 790 print cartridges include a six-color system that produces a wider color gamut than comparable low-solvent printers as well as superior image quality on a variety of media, including uncoated vinyl, banner paper, cloth, paper, film and photo-based media. Additionally, these ink formulations provide uncompromising reliability, water-fastness and superior fade, smear, scratch and crack resistance, allowing images to last up to three years without costly lamination<sup>(4)</sup> – even on economical uncoated media.

HP SMART Printing technology<sup>(5)</sup>, found in HP 780 and HP 790 print cartridges, monitors status and confirms correct installation to make managing and using HP ink cartridges simple and convenient. HP also provides detailed guidelines for installation and use to help customers manage safety, environmental and health issues associated with low-solvent ink formulations.

Additionally, HP introduced a variety of new media specifically created to work with low-solvent inks and the HP Designjet 8000s and 9000s Printer series. Addressing the many opportunities in the outdoor signage market, HP’s new media portfolio features HP custom media profiles for superior quality and enhanced productivity. It includes:

- HP Universal Scrim Banner
- HP Premium Scrim Banner
- HP Premium Self-adhesive Vinyl
- HP Premium Backlit Film
- HP Universal Photo-realistic Paper.

### **Availability and Pricing**

The HP Designjet 9000s Printer series is planned to be available worldwide as of March 1, with prices starting at \$32,995<sup>(6)</sup>.

The HP Designjet 8000s Printer series is planned to be available worldwide as of May 2006, with prices starting at \$22,995<sup>(6)</sup>.

### **About HP**

HP is a technology solutions provider to consumers, businesses and institutions globally. The company’s offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Oct. 31, 2005, HP revenue totaled \$86.7 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at [www.hp.com](http://www.hp.com).

<sup>(1)</sup> Compared to other large-format printers within the same price range. Based on the recognized standard printing mode in the digital print industry – 720 dpi with four passes per color – published by

manufacturers as of January 2006.

(2) Standard in the HP Designjet 8000sf model.

(3) HP "low-solvent" inks are defined according to what is currently considered in the industry as low-solvent inks.

(4) Based on internal HP testing under specific test conditions and relative to key competitors.

(5) Using genuine HP supplies ensures availability of all HP printing features.

(6) Estimated U.S. street prices. Actual prices may vary.

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