

# Backgrounder



## HP Graphic Arts

HP helps graphic arts professionals find their digital difference with the industry's most comprehensive high-end digital printing portfolio - producing everything from postage stamps and postcards to billboards and building wraps. Spanning virtually every form of printed output, HP's Graphic Arts portfolio serves the needs of the diverse creative and printing communities with consistently outstanding output, complete workflow solutions, dependable partner solutions and a broad selection of ink and media options.

For print service providers, HP's small- to grand-format portfolio of printers and presses enables them to serve as one-stop digital print shops. Using HP Designjet, HP Indigo, HP Scitex and HP Specialty Printing Systems (SPS), they can create output ranging from personalized direct mail pieces and high-end fine art reproductions to point-of-sale posters and super-wide billboards. This unique offering provides customers new revenue generating opportunities and strategies to differentiate themselves in a highly competitive market.

Whether you're into graphic design, professional photography, fine art replication, prepress/proofing, or commercial and industrial printing, you'll find the right HP graphic arts solutions for you.

- **HP Designjet:** HP's line of large-format printers serve the fine arts, photography, graphic design/prepress, technical graphics and indoor and outdoor signage markets. Using HP Viverna ink and other inkjet technologies, HP Designjet printers offer exceptional image quality, color accuracy and consistency for professional creative applications. For the vivid, durable output required for outdoor signage, HP introduced new low-solvent inks earlier this year, marking HP's entrance into the large-format outdoor signage market.
- **HP Indigo presses:** HP's broad portfolio of high-end digital presses is geared for commercial printing and industrial printing like labels and packaging applications. Using patented liquid HP ElectroInk, HP Indigo presses combine outstanding color accuracy, consistency and the quality of offset printing with variable-data capabilities that increase marketing effectiveness through the personalization of printed communications - including both text and images - for target audiences.
- **HP Scitex:** The latest products added to HP's Graphic Arts portfolio are HP Scitex large- and super-wide-format printers for indoor and outdoor applications. In November of 2005, HP completed the acquisition of Scitex Vision, expanding HP's leadership in large-format printing into the

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industrial super-wide category. Today, HP Scitex provides a wide array of innovative inkjet systems and consumables, focused on meeting the needs of established print service providers including screen printers and industrial printers.

- HP Specialty Printing Systems: For more than 25 years, HP has licensed its patented thermal inkjet technology (TIJ) to trusted OEMs, allowing them to build custom printing solutions that combine low cost, rapid print speed, and high print quality through the HP Specialty Printing Systems (SPS) division. HP's inkjet imaging products are used for a variety of variable data printing applications in the industrial printing market.

In addition to offering a broad array of digital printing systems, HP offers the total solution for its customers including industry-leading inks for each application, an extensive selection of quality media, and a strong partner network, including prepress, workflow and finishing solutions, that works seamlessly with HP digital solutions to offer an excellent customer experience.

For more information on HP's graphics offerings, visit [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts).

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