

Fact sheet



HP Advanced Photo Paper

Overview

HP Advanced Photo Paper enables customers to generate lab-quality, vibrant color photo prints that dry instantly and exhibit excellent water resistance. The photo papers are also thick and heavy, providing a substantial feel to the print. HP Advanced Photo Paper provides more gloss on the page and soft-gloss options for 13" x 19" and 8.5" x 11"/A4 size prints. The photo papers are also available in a wide-range of sizes from 4" x 6" to 13" x 19". The 13" x 19" papers are ideal for the HP Photosmart Pro B9180.

Key features and benefits

- Photos dry instantly for easy handling without smudging
- More than 200 years of light and thermal fade with the HP Photosmart Pro B9180 printer utilizing pigment HP Vivera inks – longer than similar competitive printing systems;⁽¹⁾
- Fast photo printing generates retail-quality photos at home;⁽²⁾
- Easy printing due to HP's proprietary Auto Sense technology which automatically selects print settings for the optimal mix of speed and quality;⁽³⁾
- Enhanced glossy finish that delivers bright, vivid colors;
- Thicker and heavier paper provides consumers with a sturdy photo feel;
- Image quality and color rivals retail photos;
- Compatible with any inkjet printer – optimized for HP's new HP Photosmart Pro B9180 (pigment inks) and HP Photosmart A430, A510, A610 and A710 series compact photo printers featuring new Vivera dye inks.

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Other technical specifications

- 10.5 mil thick, 250 g/m²
- Porous-photobase media
- Compatible with all inkjet printers, including pigment ink systems

Pricing and availability⁽⁴⁾

- Glossy, 8.5 x 11-inch, 25 sheets: \$11.99
- Glossy, 8.5 x 11-inch, 50 sheets: \$19.99
- Glossy, 8.5 x 11-inch, 100 sheets: \$29.99



- Soft Gloss, 8.5 x 11-inch, 50 sheets, \$19.99
- Satin-matt, 13 x 19-inch, 25 sheets: \$49.99
- Glossy, 13 x 19-inch, 25 sheets: \$49.99
- Glossy, 4 x 6-inch, plus perforated tab, 100 sheets: \$12.99
- Glossy, 4 x 6-inch, 100 sheets: \$12.99
- Glossy, 5 x 7-inch, 60 sheets: \$14.99

Expected to be available for purchase June 1, 2006 in North America.

⁽¹⁾ Based on preliminary testing from Wilhelm Imaging Research. For more details see www.wilhelm-research.com. Compared to similar competitive systems as of Dec 1, 2005.

⁽²⁾ Speeds vary by printer.

⁽³⁾ Auto Sense benefits with Auto Sense enabled HP printers including HP Photosmart 8200 and HP Photosmart 3100, 3200 and 3300 All-in-One series printers.

⁽⁴⁾ Estimated U.S. street prices. Actual prices may vary.

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