

# Fact sheet



## HP Vivera Inks

### Overview

HP Vivera Inks, designed exclusively for HP inkjet printers, enable consumers using HP specialty photo papers to print extremely high-quality photos that will resist fading for generations. The extraordinary performance results from superior ingredients, unique formulations and painstaking manufacturing processes that ensure exceptional purity.

Formulated to work together with the printer and paper as an entire system, HP Vivera inks encompass two key elements that contribute to the inks' exceptional performance:

- Superior ingredients and unique ink formulations: Proprietary HP Vivera inks are specifically designed to address key printing attributes most important to customers. From innovative dyes to advanced pigment dispersion technologies, HP ink technology continues to stay ahead.
- Exceptional ink purity: Combining precise levels of purity for each ingredient with stringent, "clean" manufacturing processes helps ensure the optimal reliability and performance of HP inks.

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### New additions to HP family of inkjet print cartridges with Vivera inks

The HP Vivera Ink family consists of a variety of unique, vivid dye- and pigment-based color inks including new enhanced versions of the HP 57 and HP 78 ink cartridges, branded HP Vivera+. These new inks are specially formulated to bring bright and vivid colors to HP's plain and specialty papers. Compared to the standard 57 and 78 cartridges, HP Vivera+ 57 and 78 provide improved photo printing, producing vivid photos that last up to 50 years longer.<sup>(1)</sup> Consumers will now have the option of standard or Vivera+ 57 and 78 cartridges for their home printing needs.

Designed exclusively for the new line of HP Photosmart Compact Photo Printers, the new HP 110 Tri-color Inkjet Print Cartridge also features HP Vivera ink to enable customers to produce lab-quality photos with enhanced durability. The inks in the 110 Tri-color Inkjet Print Cartridge are optimized for use with new HP Advanced Photo Paper to generate vibrant color photo prints that dry instantly and are water and fade resistant.

### Pricing and availability<sup>(2)</sup>

HP Vivera+ inks are expected to be available for purchase June 2006 in North America for \$39, yielding approximately 400 (HP Vivera+ 57) to 450 (HP Vivera+ 78)



color graphics pages.<sup>(3)</sup>

A 110 series cartridge with 120 sheets of 4"x6" HP Advanced Photo Paper is expected to be available in an HP Photo Value Pack for \$34. HP 110 Tri-color Inkjet Print Cartridges are expected to be available for purchase July 2006 in North America for \$19.99.

#### Vivera ink background

HP chose the name Vivera for its line of inks to highlight the customer-valued benefits of exceptional output-quality and fade resistance. The meaning of Vivera is one of life, true-to-life, acclaim and longevity. HP Vivera inks are the perfect choice for brilliant photos and crisp documents that will last a lifetime.

<sup>(1)</sup> 50 years longer than photos printed using standard HP 57 and 78 inks. Fade-resistance based on Wilhelm Imaging Research, Inc. Light fade testing under glass using HP Vivera Inks on HP Premium Plus Photo Paper & HP Premium Photo Paper.

<sup>(2)</sup> Estimated U.S. street prices. Actual prices may vary.

<sup>(3)</sup> Actual yield depends on specific use including images printed, printer, print settings and other factors.

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