



HP Edgeline Technology: High-performance Printing Redefined

HP Edgeline Technology is a first-of-its-kind, ink-based print technology designed exclusively to handle high-volume workloads for businesses that require high print speeds, outstanding print quality and reliability, and a low cost of operation.

HP's \$1.4 billion investment in Scalable Printing Technology opened the door to the possibility of designing larger printheads with more nozzles. This launched the development of Edgeline Technology, which is designed with printheads that span the width of a page and allows a printer to distribute ink across paper rapidly and precisely in one pass. With HP Edgeline Technology, the paper moves, not the printheads – resulting in faster print speeds and excellent print quality.

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With the versatility and scalability to meet many customer needs, HP Edgeline Technology represents a more than \$30 billion market opportunity by 2009,⁽¹⁾ allowing HP to expand its printer business into markets such as retail printing solutions, industrial printing and high-volume office printing.

The patented technology redefines business printing with the combined benefits of ink and laser in a single device: some of the fastest printing speeds in its class,⁽²⁾ excellent text and graphics print quality, best-in-class operating costs,⁽³⁾ and best-in-class reliability.⁽⁴⁾

The HP Edgeline Technology advantage

For increased printing speeds, HP Edgeline Technology printers use large, stationary printheads – arranged in a line – to dispense ink across the entire width of the page as the paper passes beneath them. The result is more accurate ink-drop placement and fast print speeds for crisp, print-shop quality output. Plus, the sophisticated printhead design delivers outstanding reliability, allowing for more printing uptime, less maintenance and a lower total cost of operation over time.⁽³⁾ To complement the new printhead design and increased speeds, HP has new, specially-formulated HP Vivera inks for each current printing system with HP Edgeline Technology to deliver leading print quality.

Next-generation printing

HP Edgeline Technology already is in use in HP Photosmart Express retail photo kiosks and delivers lightning-fast prints of digital photos. HP Photosmart Express Stations produce 4 x 6-inch photos in as fast as five seconds per print. In addition, the HP Photosmart Express Station uses HP Vivera professional inks and a patented six-ink system that print smudge- and fade-resistant, high-quality photos that can last for generations.

HP Edgeline Technology also powers the recently introduced HP Photosmart pm1000 Microlab printer, which rapidly delivers photo lab-quality prints – in as fast as five seconds per print – from a compact, high-throughput mechanism that plugs into a retailer's existing infrastructure. Color image quality without compromising on speed or

cost: HP Edgeline Technology and HP Vivera inks help make that possible.

In the future, HP Edgeline Technology will extend into many more high-performance HP products, including industrial printers and light production.

⁽¹⁾ Market opportunity by 2009 based on HP internal research as of October 2006. Retail photo printing – a \$7.7 billion market (photo kiosk, photo mini lab and creative output), industrial printing – a \$9.8 billion market (light production) and department class, color MFP office printing – a \$16.6 billion dollar market. Combined, Edgeline represents a more than \$30 billion dollar market opportunity by 2009 for HP.

⁽²⁾ Compared to department-class color laser MFPs priced below \$22,000. Compared to retail photo kiosks with one printer per kiosk, based on fastest rated print speeds of 4 x 6-inch photos. Speeds as published by manufacturers as of August 2006. Test methods vary.

⁽³⁾ For office printing, compared to department-class color laser multifunction products. For retail photo solutions, compared to competitive 4 x 6-inch output of retail photo kiosks with a single printer. Operating costs are the combined price per page of service, repair parts and consumables (exclusive of paper) over a monthly timeframe, based on manufacturers' list pricing as of August 2006. HP office printing costs based on estimated ink prices and preliminary yield. HP photo printing of 4 x 6-inch photos based on list prices and published yield.

⁽⁴⁾ For office printing, compared to department-class color laser multifunction products. Based on independent third-party data, HP testing and internal review of competitive products. For retail photo solutions, compared to competitive 4 x 6-inch output of retail photo kiosks with a single printer. Based on HP testing and internal review of competitive products. Test methods may vary between categories. As of August 2006.

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