



HP Edgeline Technology: High-performance Printing Redefined

Q: What is HP Edgeline Technology?

Available only from HP, Edgeline Technology is a breakthrough printing technology designed exclusively for high-volume workloads. HP Edgeline Technology is designed with printheads that span the width of a page, and with more nozzles per printhead, to distribute ink across paper rapidly and precisely in one pass. This means the paper moves, not the printheads. The result is faster print speeds and excellent print quality.

Q: What is significant about HP Edgeline Technology?

HP Edgeline Technology has resulted in first-of-a-kind, high-performance color print devices capable of delivering best-in-class reliability⁽¹⁾ and low operating costs,⁽²⁾ as well as laser-quality text, crisp graphics, brilliant images and some of the fastest print speeds in its class⁽³⁾ with new, specially designed HP Vivera inks.

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Q: Where will we see Edgeline Technology?

Because HP Edgeline Technology is versatile and can be scaled to meet different customer needs, it will start to appear in high-volume print applications such as retail photo printing, industrial printing and high-volume office printing.

Q: When will product be available?

HP Edgeline Technology is at work today in the HP Photosmart Express Station retail photo kiosks. These self-service kiosks quickly deliver 4 x 6-inch photos – 20 in as fast as two minutes – at a price per photo that rivals traditional photo labs. The photo print quality is outstanding. The HP Photosmart Express Station uses HP Vivera professional inks and a patented six-ink system that prints smudge- and fade-resistant, brilliant photos that last for generations.

HP Edgeline Technology also powers the recently introduced HP Photosmart pm1000 Microlab printer, which rapidly delivers photo lab-quality color prints – in as fast as five seconds per print.

In spring 2007, HP plans to use this patented technology to redefine business printing with the combined benefits of ink and laser in a single device: fast printing speeds, excellent text and graphics print quality, low cost per page and HP's world-class reliability. Stay tuned for more on HP Edgeline Technology.

Q: Does HP Edgeline Technology's increased speed and affordability bump it into the same tier as laser technology?

HP Edgeline Technology provides an excellent alternative to laser printing. Print devices with HP Edgeline Technology are designed to deliver outstanding performance – up to 71 prints per minute on some products. Plus, the print quality is exceptional with HP Viverra inks and printheads that have 10,560 nozzles for very precise ink delivery. All of this, plus best-in-class reliability⁽¹⁾ and durable documents at a low cost per page. Overall, HP Edgeline Technology complements and strengthens the HP portfolio, providing a step up from the Color LaserJet 9500 MFP and allowing HP to better serve business customers – regardless of the technology.

Q: Are printing devices with HP Edgeline Technology more expensive to operate?

No. Printing devices with HP Edgeline Technology decrease the total cost of operation for color printing over time.⁽²⁾ HP Edgeline Technology is designed to deliver fast print speeds resulting in increased productivity. In addition, the sophisticated printhead design in HP Edgeline Technology improves printer reliability, allowing for more printing up-time and less printhead maintenance.

⁽¹⁾ 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.

⁽²⁾ 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.

⁽³⁾ 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.

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