



HP Offers Print Service Providers, Technical Customers More Choices in Large-format Imaging

PALO ALTO, Calif., April 10, 2007 – HP today announced the new HP Designjet Z6100 Printer series for print service providers (PSPs) and technical markets expanding its industry-leading portfolio with a new level of productivity, versatility and dependability for printing in the digital marketplace.

With the new HP Designjet Z6100 Printer series, users across a number of industries, such as GIS, architectural, engineering and construction, now have a rapid, reliable, color-accurate solution that enables them to print more applications and grow their businesses.

“HP is continuously looking for ways to reinvigorate the printing market and excite customers with new printing possibilities,” said Enrique Lores, vice president and general manager, Large Format Printing Division, HP. “The HP Designjet Z6100 Printer series is not only the PSP, GIS and AEC market’s new go-to solution for fast and high-quality large-format printing needs, but also another step in delivering on our promise to enable customers to do more with a broad portfolio of intuitive, scalable solutions.”

The HP Designjet Z6100 Printer series with HP Vivera pigment inks is ideal for indoor and short-term outdoor large-format applications such as photos and fine art prints, drawings, maps and renders, delivering vivid and high-impact prints at maximum print speeds – all with HP’s remarkable level of intuitive color management.

The HP Designjet Z6100 features HP DreamColor Technologies – a certified system of color technologies and sciences that make it easy to produce accurate, predictable and consistent color across a series of digital color devices – which HP introduced at PMA in March.

Introducing the most productive large-format printer in its class⁽¹⁾

The new eight-ink HP Designjet Z6100 Printer series enables digital print shops and sign makers, as well as GIS/CAD professionals, to increase print capacity, reduce turnaround times and offer new, high-quality printing applications to customers and clients while delivering predictable, consistent color.

Offering an attractive combination of speed, image quality and color consistency for PSPs and technical professionals, the HP Designjet Z6100 Printer series is the ideal solution for all indoor large-format printing applications, from photos and fine art prints to maps and renders. Available in 42- and 60-inch models, the HP Designjet Z6100 shortens response time for the fast-paced PSP environment and handles large volumes

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effortlessly, producing output up over 1,000 ft²/hr.

In addition, new HP Double Swath Technology creates a wider print swath – up to 1.8 inches and the first-ever HP Optical Media Advance Sensor improves paper advancement control, so the printer can print at higher speeds and across environmental conditions with exceptional image quality.

The Art Group, a leading art publisher, requires a fleet of fast, color-accurate large-format printers for its on-demand printing business.

“Our world-renowned museum clients demand exceptional image quality and color,” said Peter Moger, director, The Art Group. “In our business, we must replicate outstanding museum-quality output from any of our printers at any location around the world. The HP Designjet Z6100 Printer series enables us to get consistent results with remarkable speed regardless of location, time and environments.”

In addition, the HP Designjet Z6100 features eight HP Vivera pigment inks delivering vivid, water-resistant, exceptionally fade-resistant prints. Prints produced on a range of HP media resist fading for more than one year un laminated and more than three years laminated when displayed in or near a window. In interior display conditions away from direct sunlight, prints resist fading for more than 200 years.⁽²⁾

Offering ultimate media flexibility, including two new Original HP media and jumbo rolls

HP also has announced the addition of two new media substrates to the portfolio of more than 50 Original HP media offered for the HP Designjet Z6100. HP Premium Vivid Color Backlit Film is a new premium micro-porous coated media specifically designed for backlit applications and HP Self-adhesive Gloss Polypropylene is a high-quality film ideal for creating vibrant, photo-realistic images for store displays, banners and posters.

Additionally the HP Designjet Z6100 series’ longer roll support (up to 575 ft/175 m) and high-capacity 775-ml Original HP ink cartridges provide an economical, time-saving approach to long print runs.

HP also introduced new jumbo rolls for HP Universal Inkjet Bond Paper and HP Universal Instant-dry Gloss and Semi-gloss Photo Papers, allowing for overnight unattended printing with the Designjet Z6100 Printer series and HP Vivera pigment inks.

Pricing and availability⁽⁵⁾

Model	Estimated U.S. MSRP	Expected availability
HP Designjet Z6100 42-inch	\$ 9,995	Early June
HP Designjet Z6100 60-inch	\$15,995	Early June
HP Designjet Z6100ps 42-inch	\$12,495	Early June
HP Designjet Z6100ps 60-inch	\$18,500	Early June

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world’s largest IT companies, with revenue totaling \$94.1 billion for the four fiscal quarters



ended Jan. 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

⁽¹⁾ Compared to large-format inkjet printers under \$25,000. Based on the fastest rated color speeds as published by manufacturers as of January 2007. Test methods vary.

⁽²⁾ Display permanence ratings: Water resistance and interior in-window display ratings by HP Image Permanence Lab on a range of HP media. HP interior in-window predictions based on test data under Xenon-Arc illuminant – for fine arts and photo papers data collected by Q-Lab Corp; for sign and banner media based on test data for similar ink/media combinations; calculation assumes 6,000 Lux/12 hr day. Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media. For details: www.hp.com/go/supplies/printpermanence.

⁽³⁾ $\pm 0.1\%$ of the specified vector length or ± 0.1 mm (whichever greater) at 23° C (73° F), 50-60% relative humidity, on Matte Film.

⁽⁴⁾ With color emulation capabilities, the HP Designjet T1100 Printer series can emulate the colors produced on HP Designjet 500, HP Designjet 800 and HP Designjet 1000 printers.

⁽⁵⁾ Actual prices may vary.

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