



HP Graphic Arts

HP helps graphic arts professionals find their digital difference with the industry's most comprehensive high-end digital printing portfolio - producing everything from postage stamps to building wraps. Spanning virtually every form of printed output, HP's Graphic Arts portfolio serves the needs of the diverse creative and printing communities with consistently outstanding output, complete workflow solutions, dependable partner solutions and a broad selection of ink and media options.

For print service providers, HP's small-to grand-format portfolio of printers and presses enables them to serve as one-stop digital print shops. Using HP Designjet, HP Indigo, HP Scitex and HP Specialty Printing Systems (SPS), they can create output ranging from personalized direct mail pieces and high-end fine art reproductions to point-of-sale posters and super-wide billboards. This unique offering provides customers new revenue generating opportunities and strategies to differentiate themselves in a highly competitive market.

Photographers, graphic designers and fine artists can also rely on HP Designjet printers for streamlined, end-to-end color management to intuitively create standout prints. HP's professional printing portfolio leverages HP DreamColor Technologies so creative professionals can easily, accurately and consistently reproduce the colors they see across multiple devices to produce exquisite, museum-quality photos and reproductions – print after print.

With more than 50 digital solutions, HP Graphic Arts includes the following:

- **HP Designjet:** HP's line of large-format printers serve the fine arts, photography, graphic design/prepress, technical graphics and indoor and outdoor signage markets. Using HP Vivera ink and other inkjet technologies, HP Designjet printers offer exceptional image quality, color accuracy and consistency for professional creative applications. For the vivid, durable output required for outdoor signage, HP offers a line of low-solvent ink printers ideal for the indoor/outdoor signage market. HP's new technical printer series offers CAD, GIS and AEC professionals the ability to take printing to the next level of quality and productivity with enhanced software compatibility and reliability.
- **HP Indigo presses:** HP's broad portfolio of high-end digital presses is geared for commercial printing and industrial printing. Using patented liquid HP ElectroInk, HP Indigo presses combine outstanding color accuracy, consistency and the quality of offset printing with variable-data capabilities that increase marketing effectiveness through the personalization of printed communications – including both text and images – for target audiences. A wide range of presses in the HP Indigo line enables high-quality output of everything from marketing collateral

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- and direct mail, to photo albums and calendars, to labels and packaging.
- HP Scitex: In November of 2005, HP completed the acquisition of Scitex Vision, expanding HP's leadership in large-format printing into the industrial super-wide-format and rigid substrate categories. Today, HP Scitex provides a wide array of innovative inkjet systems and consumables, focused on meeting the needs of print service providers, including screen printers and industrial printers. HP recently announced a new line of pigmented solvent-based inks specially optimized for HP Scitex printing systems that are designed to achieve outstanding print quality, printing vibrant, durable and high quality output.
 - HP Specialty Printing Systems: For more than 25 years, HP has licensed its patented thermal inkjet technology (TIJ) to trusted OEMs, allowing them to build custom printing solutions that combine low cost, rapid print speed and high print quality through the HP Specialty Printing Systems (SPS) division. HP's inkjet imaging products are used for a variety of variable-data printing applications in the industrial printing market.

In addition to offering a broad array of digital printing systems, HP offers the total solution for its customers including industry-leading inks for each application, an extensive selection of quality media, and a strong partner network, including prepress, workflow and finishing solutions that work seamlessly with HP digital solutions to offer an excellent customer experience.

For more information on HP's graphics offerings, visit www.hp.com/go/graphicarts.

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