



HP Advances Leadership in Large-format Technical Market

New HP Designjet T Printer series provides trusted choice in printing for demanding professionals

PALO ALTO, Calif., April 10, 2007 – HP today announced the new HP Designjet T Printer series for CAD and GIS professionals and work teams, extending its large-format portfolio with three new printers and redefining the industry standard by providing the next level of print quality and dependability.

Combined with fast print speeds, the HP Designjet T printer series reinforce HP as the trusted choice in large-format printing.

The new series, which includes the HP Designjet T610 and T1100 Printer series, sets a new standard of print quality with its HP Three-black ink set and HP Vivera inks, delivering exacting detail, a wider range of colors and hard-to-achieve tone reproduction.

The HP Designjet T Printer series builds upon the proven reliability of HP large-format printers by adding enhanced compatibility and dependability delivered by HP-GL/2 and in-printer processing architecture. In addition, these printers can print an A1/D page in 35 seconds,⁽¹⁾ enabling project print speeds up to three times faster than the previous offering, the HP Designjet 800 series.⁽²⁾

According to InfoTrends, the growing use of color in technical applications, such as GIS, is driving growth in the wide-format color inkjet technical market, up to 25 percent in some regions.

“The foundation of our leadership in the large-format printing market has been our ability to bring innovation to the technical market,” said Enrique Lores, vice president and general manager, Large Format Printing Division, HP. “The new HP Designjet T Printer series continues with this tradition and commitment by offering new technological innovations that deliver superior results and providing CAD and GIS professionals integrated solutions to save time and work faster than ever. The HP Designjet T Printer series enables our customers to increase productivity and extends HP’s portfolio of trusted technical products that more customers can depend on.”

Defining a new quality standard for CAD, AEC, GIS professionals

The HP Designjet T Printer series features the HP Three-black ink set that produces true neutral grays, enabling enhanced detail and hard-to-achieve tones. HP Vivera inks produce images with even, subtle contrast from vivid color to soft tones. And, with HP’s innovative, large printhead design, the printing system produces pinpoint line accuracy and crisp text with improved line accuracy at 0.1 percent⁽³⁾ and 0.0423-mm minimum line width, allowing technical professionals and work teams to produce standout

Editorial contacts:

Kristine Snyder
+1 949 548 4995
kristine.snyder@hp.com

Reade Tidwell
Porter Novelli for HP
+1 404 995 4547
reade.tidwell@porternovelli.com

Shari Becker
Porter Novelli for HP
+1 206 770 7070
shari.becker@porternovelli.com

HP Media Hotline
+1 866 266 7272
pr@hp.com
www.hp.com/go/newsroom

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

drawings and presentations with better readability.

Precise color, lines and detail are exceptionally critical for designers in the automobile industry. Volvo Car Corporation, one of the leaders in the automobile industry worldwide, relies on professional renderings and sketches to create the strategic design of future cars.

“The quality of the blacks is essential,” said José M^o. Solé, Designer, Strategic Design Barcelona, Volvo Car Corporation. “We often use black backgrounds to highlight the design of the vehicle, and it has been historically difficult to reproduce neutral and metallic colors. The HP Three-black ink set of the HP Designjet T1100ps prints rich and neutral blacks and grays without color retouching.”

In addition, the HP Designjet T Printer series offer remarkable compatibility with CAD applications and readily connect to operating systems with HP-GL/2. HP has partnered with companies such as Autodesk, Bentley Systems, Dassault Systèmes and ESRI to ensure HP Designjet T Printer series users have connectivity and software compatibility with the industry’s key CAD and GIS applications needed to produce high-quality prints.

Moreover, the HP Designjet T Printer series’ in-printer processing architecture enables quick, efficient processing of files in the printer – no matter the complexity – without tying up workstations or requiring powerful networks and computer devices.

The HP Designjet T1100 Printer series, including the HP Designjet T1100, T1100ps and T1100MFP, is ideal for larger CAD and GIS work groups who need to manage larger print runs. The HP Designjet T1100ps is designed with more compatibility with graphic design applications, offering network capabilities and the ability to be shared efficiently among multiple users in a network environment. The HP Designjet T1100MFP, built to work together with the HP Designjet T1100 Printer series, brings complete scan and copy functionality and provides high-quality resolution for create precise and detailed output.

For CAD and GIS professionals who require convenient printing in-house, the HP Designjet T610 is ideal for personal use, smaller offices and studio environments.

Designed specifically for the technical market, more than 20 Original HP media substrates for the HP Designjet T Printer series designed with HP Vivera inks provide consistent, professional results. User can count on excellent dry-time and smudge-resistance on a range of HP media.

Pricing and availability⁽⁴⁾

Model	Estimated U.S. MSRP
HP Designjet T1100 24-inch	\$3,595
HP Designjet T1100 44-inch	\$5,395
HP Designjet T1100ps 24-inch	\$4,595
HP Designjet T1100ps 44-inch	\$6,395
HP Designjet T610 24-inch	\$2,595
HP Designjet T610 44-inch	\$3,995

The HP Designjet T1100 Printer series is expected to be available in early June. The HP Designjet T610 Printer series is expected to be available in July. The HP Designjet T1100MFP is expected to be available this fall.

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⁾ Based on four copies of 50 A1 pages using normal print quality on plain paper. Intervention time not included.

⁽²⁾ Mechanical printing time on plain media in fast mode with economode on.

⁽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. 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.

⁽⁴⁾ Actual prices may vary.

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