



# myIPGpages Print 2.0 : Unlocking the POWER of PRINT



**Stephen Nigro,**  
Senior Vice President  
IPG Graphics &  
Imaging Business  
HP 26 years  
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"HP will lead the Graphic Arts market, helping our customers succeed in the digital age with technology that is simple, accessible, and ensures high quality. We have the leading output technology and are putting together the systems to allow our customers to lead in the graphics digital revolution, which is about the web driving new types of digital graphics pages."

## Favorite photo



Steve benefits from a golf lesson from son, Jeff, at Makena on the island of Maui.

## My links

- [www.hp.com/go/yourdigitaldifference](http://www.hp.com/go/yourdigitaldifference)
- [www.hp.com/go/capture](http://www.hp.com/go/capture)
- [www.dscoop.org](http://www.dscoop.org)
- [www.portlandtribune.com](http://www.portlandtribune.com)
- [www.sunrayinc.com/propview2.php?view=188](http://www.sunrayinc.com/propview2.php?view=188)

## My interests

- **Family:** Married for 24 years to Carolyn, Jeff, 21, Sarah, 19, David, 15
- **Hobbies:** Golf (10 handicap), skiing, basketball
- **Favorite Movie:** Caddyshack
- **Favorite Sports:** College basketball & college football
- **Travel Destination:** Sunriver, Oregon

## Firsts

- **First introduction to Web 2.0:** My kids and their MySpace activities
- **First HP printer:** HP Paintjet

## My Graphics & Imaging Business

- Fastest growing graphics company in the world
  - No. 1 in:
    - Digital presses
    - Digital labels presses
    - Large format printing
    - Table top and mail table addressing
- In 2005, Graphic Arts represented 91% of the world's total 45 trillion printed pages and only 2% of those pages were digital.
- Today, 18 companies use HP Halo for their collaboration needs. Customers include financial services giants ABN AMRO, AIG and GE Commercial Finance as well as other multinational corporations including PepsiCo, Canon, AMD, and Novartis.

## My yearlong focus

- Continued leadership and growth in the Graphic Arts market
- Dramatic expansion of HP Halo, which delivers the most robust business collaboration and social connection experience for users (network collaboration—definition of web 2.0)
- Expand HP's printing technology leadership across all segments

## My customers

- Graphic Arts customer segments:
  - Architects and engineers
  - Professional photographers
  - Graphic designers
  - Commercial printers
  - Industrial printers
- Graphic Arts customer success stories: [www.hp.com/go/testimonials](http://www.hp.com/go/testimonials)
- HP Halo customers include ABN Amro, AIG Financial Products Corp., AMD, BHP Billiton, Canon, DreamWorks Animation, GE Commercial Finance, Novartis and PepsiCo.

## Graphics & Imaging achievements

- 10B Indigo impressions in 2006 with 40% page growth continuing through 2007 (CAGR)
- 11 B square feet of large format output in 2006 with 7% growth through 2007
- Successful integration of Scitex
- Increased direct sales force by 40%
- Use of HP Halo far surpasses traditional videoconferencing as customers find it more life-like and easy to use. Customers use their studios an average of 70 to 200 hours a month compared to a little more than 10 hours a month for traditional videoconferencing.
- Continued expansion in the number of markets served by SPT. Edgeline in the office is the next market served by SPT with more to come.