



HP Launches DreamColor Technologies for Accurate Digital Color Reproduction Across Multiple Devices

LAS VEGAS, March 8, 2007 – HP today announced the industry's first highly integrated system that delivers the greatest level of digital color consistency across a series of devices.

A company-wide initiative, HP DreamColor Technologies builds on HP's more than 20 years of experience in color imaging to provide customers the assurance of producing accurate, predictable and consistent color from device to device.

The system, announced at the Photo Marketing Association (PMA) show, will first be made available to the graphic-intensive creative community and professional photography market through select HP printers. Over time, it will be implemented across a broader range of markets and HP product categories, including PCs and monitors.

Color perception is a complex phenomenon involving the interaction of light with materials such as paper and ink and the environment in which they are viewed. Accurately matching colors, time after time, from display imagery to print has been a long-standing challenge for imaging engineers. To date, there hasn't been an easy way to effectively control color reproduction between various input devices, processing steps and output devices.

HP DreamColor is a step toward a solution in which all devices involved in the capture, design, editing and printing process use sensor-based, closed-loop control systems for definitive color reproduction.

"We've tapped the in-depth experience at HP to deliver the highest standard of digital color consistency across our broad product line," said Vyomesh Joshi, executive vice president, Imaging and Printing Group, HP. "HP DreamColor will provide our customers with the confidence that their artistic intent will be preserved as they move from device to device in the workflow."

Today at the [PMA show](#) in Las Vegas, Joshi will deliver a keynote address during which he will be joined on stage by key HP DreamColor collaborator, Jeffrey Katzenberg, chief executive officer and director of DreamWorks Animation SKG.

The HP DreamColor initiative was born out of HP's success in meeting the demanding standards for color accuracy at DreamWorks Animation SKG. HP has been working with DreamWorks on new technologies since 2001, when they collaborated on the animated feature "Shrek." In 2005, the companies developed the HP Halo Collaboration Studio, which allows businesses to conduct meetings in different locations around the world in a

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vivid, real-time, face-to-face environment.

“We are thrilled to be working with HP to help address some of the toughest challenges in animated filmmaking,” said Katzenberg. “The lack of consistency of color throughout the entertainment ecosystem – from creation to viewing to printing – is frustrating. HP DreamColor solves the problem and lets us focus on what’s most important: developing the best movies possible.”

More information about HP DreamColor Technologies is available at www.hpdreamcolor.com.

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.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

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