



## New HP Designjet Z3200 Photo Printer Delivers Gallery-Quality Prints to Creative Professionals

COLOGNE, Germany, Sept. 23, 2008 – HP today announced the new HP Designjet Z3200 Photo Printer, expanding HP's professional printing portfolio for creative professionals and print service providers (PSPs) by delivering long-lasting gallery-quality prints in black and white and color.

Ideal for photographers, photo and fine art PSPs, graphic designers and commercial printers, the HP Designjet Z3200 Photo Printer achieves print permanence of more than 200 years on a range of HP creative and specialty printing materials.<sup>(1)</sup>

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"HP is committed to developing technologies that expand the capabilities of fine art printing to better meet customer needs in an evolving market," said Santi Morera, vice president and general manager, Large-Format Printing Solutions, Imaging and Printing Group, HP. "The HP Designjet Z3200 allows creative professionals to accurately translate their work from image capture to print, providing unsurpassed print quality and consistency."

The HP Designjet Z3200 delivers gallery-quality, black-and-white and color photographs, art enlargements, large-format designs and high-accuracy proofs that stand out and survive the test of time. The Z3200's 12-ink printing system, using HP Vivera pigment inks, features new HP 73 Chromatic Red ink, which enables up to 95 percent PANTONE® coverage.<sup>(2)</sup>

Leveraging HP DreamColor technologies and an embedded spectrophotometer,<sup>(3)</sup> users can achieve accurate color matching and profiling and easily generate custom ICC profiles in-house to deliver print-to-print and printer-to-printer repeatability across a range of media. An enhanced HP Color Center allows users to manage their paper presets; it simplifies workflows so users can easily access, create and share paper presets; and it enables productive operation and great ink efficiency with automatic servicing routines and optical drop detection to optimize the printer's performance.

The HP Designjet Z3200 Photo Printer supports more than 50 Original HP large-format printing materials, from photographic and digital fine art papers to coated and display-graphic materials including the new HP Baryte Satin Art Paper.

The HP Designjet Z3200 Photo Printer will be demonstrated publicly for the first time in HP's booth in Hall 4.1 at Photokina 2008 and will be available for purchase next month.

More information about the HP Designjet Z3200 is available at

[www.hp.com/go/GSBfall08](http://www.hp.com/go/GSBfall08).

## About HP

HP, the world's largest technology company, provides printing and personal computing products and IT services, software and solutions that simplify the technology experience for consumers and businesses. HP completed its acquisition of EDS on Aug. 26, 2008. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

<sup>(1)</sup> Image permanence estimates by HP Image Permanence Lab based on testing on a range of HP photo, fine art and specialty papers. Confirmation tests in progress at Wilhelm Imaging Research Inc. Details are available at [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence).

<sup>(2)</sup> Ninety-five percent coverage of PANTONE MATCHING SYSTEM® and PANTONE® GOE systems, based on HP internal testing (PANTONE® approval pending). Final results are available at [www.hp.com/go/Z3200/PANTONE](http://www.hp.com/go/Z3200/PANTONE).

<sup>(3)</sup> Embedded in this HP Designjet Photo Printer is an I1 spectrophotometer from Xrite. Close collaboration between HP and Xrite ensures a reliable solution that has been thoroughly tested to meet customer demands for ease, quality and dependability.

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