



HP Showcases Industry-leading Graphic Arts Solutions and New Product Offerings at Graph Expo

HP Indigo 7000, with 130 installations since drupa, featured alongside new large-format printers with advanced graphic arts technologies

CHICAGO, Oct. 26, 2008 - HP is showcasing at Graph Expo a full range of highly productive solutions that make the company a leading provider in digital printing, which is one of the fastest growing parts of the global graphic arts industry.

Editorial contacts:

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

David Lindsay
Porter Novelli for HP
+1 404 995 4577
david.lindsay@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

With its broad portfolio of graphic arts products and solutions, including a new HP Indigo 7000 Digital Press that has had more than 130 installations since its drupa introduction, HP is helping print service providers (PSPs) grow their revenues and thrive in a changing economy.

HP comes to Graph Expo having avoided the so-called "drupa drought," a year-over-year decline in orders that competing graphic arts technology vendors typically encounter in the quarter leading up to a drupa tradeshow. Despite weakening economies in many parts of the world, HP has experienced consistent year-over-year growth in revenues in its Graphics Solutions Business divisions for the first three completed quarters of fiscal year 2008.

"With 2008 being a drupa year, there are products offering new levels of profit potential coming to market, and HP has been among the most successful in terms of empowering customers with solutions that spur their growth," said Michael Hoffmann, senior vice president, Graphics Solutions Business, HP. "The solutions and customer successes HP is demonstrating at Graph Expo explain why the company is obtaining these results."

HP booth 1229 at Graph Expo includes numerous new technologies, including solutions from HP's drupa exhibit as well as a pair of offerings - HP Indigo Ink Mixing Software version 6.0 and the myhpic.com partner portal - that are being presented for the first time at the tradeshow.

Also, officials from HP Inkjet High-speed Production Solutions, which is responsible for developing the HP Inkjet Web Press, are

announcing details on a new solution that will enable the press' users to print on coated and uncoated media.

Top-quality print imaging for fine art applications

The HP booth at Graph Expo features work from two new art exhibitions produced using HP solutions. HP is collaborating with renowned wildlife and nature photographer Daniel J. Cox to present captivating imagery from his work with conservation group, Polar Bears International (PBI). The work being showcased includes fine art prints, posters, backlit displays, and photo books - all printed with HP's extensive graphic arts portfolio. At the Graph Expo and PhotoPlus Expo tradeshows occurring this month, HP is featuring Cox's vibrant images printed on the HP Designjet Z3200 Photo Printer.

HP customer Finlay Printing of Bloomfield, Conn., has worked with the New York City-based GINA Gallery of International Naïve Art to produce the catalogue for the new exhibit "Winsome Days, Wondrous Nights: The Naïves of Argentina" on its HP Indigo press 5500. Catalogues from the exhibit, which opened on Oct. 24, are on display in the HP booth at Graph Expo.

Introducing the next generation of HP Indigo technology

For true offset-quality digital color production printing, HP will feature at its booth new HP Indigo press models that significantly increase the break-even point for costs against analog printing, including the [HP Indigo 7000 Digital Press](#) and the HP Indigo WS6000 Digital Press.

The HP Indigo 7000 prints 120 high-quality, four-color, A4-size pages per minute and is designed for large numbers of static jobs with run lengths ranging from one copy into the thousands, as well as variable-data work requiring the "every page is different" capabilities of digital. During the end-of-year peak season, customers are projected to print approximately 300 million impressions per month on their HP Indigo 7000 presses.

Customers already using the HP Indigo 7000 include leading PSPs and photo specialty firms, including European firms CeWe Color AG, Photobox and Elanders Group subsidiary Sommer Corporate Media, as well as U.S.-based firms Consolidated Graphics, White House Custom Colour, Tabs Direct and RT Associates.

"The challenge presented to us was to find a technology solution to respond to Tabs Direct's clients' emerging and evolving variable data requirements," said Troy Bullock, vice president of Business Development and Digital Media at Tabs Direct, a firm with locations in Dallas and Houston that has purchased two HP Indigo 7000 presses. "We carefully evaluated current and emerging print technologies and determined that HP provides us with the best competitive offering."



The new [HP Indigo WS6000](#) on display in the HP booth offers twice the productivity of the successful HP Indigo press ws4500 and is targeted at label and packaging converters with significant volumes of medium- and short-run jobs. The new HP Indigo Ink Mixing System software version 6.0, which is being shown for the first time ever at Graph Expo, now supports spot-color creation of more than 2,000 licensed PANTONE® Goe™ colors in addition to more than 1,000 licensed colors from the Pantone Matching System®.

HP also is showing its flagship [HP Indigo press 5500](#), which has been enhanced to include an in-line connection to the HP UV Coater and additional feeder and support for thicker substrates for point-of-sale graphics and folding carton production.

HP also will present a full range of HP SmartStream workflow and print server solutions, including [HP SmartStream Director](#), an integrated and open workflow solution developed through a new original equipment manufacturer (OEM) relationship with business flow automation technology provider Press-sense. HP SmartStream Director offers an integrated production framework for managing jobs - from online submission through printing and fulfillment - based on Press-sense's new iWay version 5.0 and integrating HP-developed software as well as other third-party solutions.

With new [HP Indigo Print Care](#) shown at Graph Expo, customers can gain remarkable uptime and virtually continuous printing. The offering, which has been deployed on all HP Indigo 7000 installations, provides proactive diagnostic and print-quality assistance tools, backed by live HP service center support, to help ensure quick and accurate detection and resolution of printing problems. Additionally, the new version of HP Indigo Ink Mixing System software ensures HP Indigo customers can create and print with more than 2,000 licensed spot colors from the Pantone Goe library and more than 1,000 licensed spot colors from the Pantone Matching System.

More solutions for digital large-format printing than any other company
Among HP's many large-format solutions, the company will highlight the new [HP Designjet Z3200 Photo Printer](#) - a professional photography solution that allows creative professionals and PSPs to produce gallery-quality black-and-white and color prints, photographs, art enlargements, digital designs and high-accuracy proofs with 12 [HP Viverna](#) pigment inks and a new HP 73 Chromatic Red. This new printer supports more than 50 Original HP large-format printing materials, including the new [HP Baryte Satin Art Paper](#).

In January, HP will begin selling another new product shown in the booth, the [HP Designjet L65500 Printer](#). This 104-inch-wide printer is the first of a new category of large-format, signage



printers with HP Latex Inks, the breakthrough solution that provides many of the benefits of mild-low solvent-ink technology without imposing the typical environmental, health and safety considerations. Prints produced with HP Latex Inks are odorless⁽⁴⁾ and emit extremely low levels of volatile organic compounds (VOCs). No special ventilation is required,⁽⁵⁾ facilitating an improved printing environment. HP Latex Inks are not classified as hazardous waste⁽⁶⁾ and are non-flammable and non-combustible.

Also on display at Graph Expo, the [HP Scitex FB950 Printer](#) is a robust flatbed UV printer that delivers high-quality prints and high productivity on virtually any rigid or flexible media for the production of durable outdoor and indoor applications, including POP/POS signage, tradeshow graphics, interior decorations, banners and street furniture. Designed to increase productivity and profitability with efficient media loading and the ability to print multiple sheets at the same time, the HP Scitex FB950 Printer enables PSPs to accommodate a greater range of customer requests and grow their businesses.

High-quality inks and printheads for variable-sized drops on the HP Scitex FB950 produce great image detail - up to 1,200 x 600 optimized dpi - and smooth color transitions across a wide variety of media. Advanced features for the HP Scitex FB950, such as an onboard camera, spectrophotometer, embedded software and a solid media feed system, ensure consistent results and worry-free operation.

Announced earlier this month at SGIA '08, the new [HP Scitex FB7500 Printer](#) features speeds of up to 5,380 ft²/hr (500 m²/hr) and three-quarter automated loading to reduce idle time between sheets by up to 85 percent,⁽⁷⁾ and it delivers the highest productivity of digital flatbed printers in its price class.⁽⁸⁾ An ideal solution for close-view applications, the HP Scitex FB7500 Printer is built on the proven HP Scitex TJ Series printing platform and offers the added benefit of HP Scitex X2 Printhead technology, which combines silicon-based microelectromechanical systems technology and innovative piezoelectric inkjet technology.

Tools, training and programs for profitable growth

Customers who have HP solutions also have access to one of the industry's most comprehensive offerings of business development solutions in the recently expanded HP Graphic Arts Capture Business Success Program. Previously available exclusively to HP Indigo customers, the program now includes enhancements designed to support large-format signage and display customers. The program offers them access to a comprehensive set of business tools and resources - including market research, marketing templates and online resources - that can help them penetrate



new market segments and achieve profitable growth.

In North America, the HP Graphic Arts Capture Business Success Program also includes HP's executive sponsorship of the Digital Solutions Co-operative (Dscoop) users' group. Dscoop's popular annual conference, which is one of the graphic arts industry's fastest-growing independent users' group meetings, will take place Feb. 19-21, 2009, in Orlando, Fla., and will feature keynote presentations from acclaimed MVP NFL quarterback and broadcaster Joe Theismann and HP Imaging and Printing Group Executive Vice President [Vyomesh Joshi](#).

Higher-volume, higher-value personalized and variable-data imaging [HP Specialty Printing Systems](#) (SPS) is enabling its industrial OEM partners to establish an ink supplies revenue stream with a new 10-pack of the popular 45A thermal inkjet ink cartridges. The 10-pack is designed to bring partners additional revenue growth with industry-leading Original HP Supplies used in variety of applications, including mail, transactional/transpromotional and product identification printing. End-users of the ink also will benefit from the quality and reliability of Original HP Supplies available in a more convenient package.

HP Specialty Printing Systems also is showing its technology demonstration of a four-color (CMYK) Scalable Printing Technology-based imager for the mail printing market, which works in tandem with several solutions from HP partner firms Pitney Bowes and MCS. Designed to image envelopes in turnkey mail-printing environments, this comprehensive solution increases the envelope's stopping power in mail campaigns and is designed to ensure a perfect match between the personalized envelopes and personalized letters and statements printed on other digital devices.

HP Dialogue and Dialogue Live

HP's booth at Graph Expo also will feature enterprise document automation solutions from the former Exstream Software, a company HP acquired earlier this year. The Exstream Dialogue and Dialogue Live products obtained in the acquisition are now [HP Dialogue and Dialogue Live](#).

HP Dialogue and Dialogue Live offer enterprise companies a comprehensive software platform to build and deploy all high-volume, on-demand and interactive document applications, resulting in an expected increase in revenue for businesses. The products fit into existing IT infrastructures through their comprehensive connector technology and open architecture, allowing companies to streamline complex document processes producing more effective and timely communications.

At Graph Expo, HP is launching the HP Indigo Partner Center, a



new website that serves as a central point for information on HP Indigo partners and partnering programs. Accessible at www.myhpic.com, the HP Indigo Partner Center is the central place for information about partner solutions compatible with HP Indigo presses. HP will have more than 15 partners at its booth, including providers of prepress and finishing solutions designed to work with HP Indigo presses and the HP Inkjet Web Press.

Coated media compatibility for the HP Inkjet Web Press

HP also is planning to significantly expand the addressable market for the Inkjet Web Press with the development of a new solution for coated media that enables production at high speeds. The coating technology will enable users to print on uncoated and coated media, advancing HP's goal of providing great print quality, leading productivity and breakthrough economics in high-volume printing.

To better ensure high levels of success for customers of the Inkjet Web Press, HP has initiated a beta program for early installation. Los Angeles-based O'Neil Data Systems is scheduled to receive the first HP Inkjet Web Press beta unit in December 2008. The press is expected to be commercially available in the latter half of 2009.

To support customers' acquisition of the latest printing solutions, HP Financial Services, HP's leasing and financing subsidiary, will provide Graph Expo attendees with special promotional pricing. More information about HP Financial Services is available at www.hp.com/hpfinancialservices.

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/>.

⁽¹⁾ In the price/performance category for which printers based on HP Latex Printing Technologies are intended.

⁽²⁾ Reflective substrates are not supported

⁽³⁾ Flexible media printing with an optional Roll-fed Media Supply and Takeup system.

⁽⁴⁾ Printers using HP Latex Inks use internal heaters to dry and cure the latex polymer film. Some substrates may have inherent odor

⁽⁵⁾ Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Ventilation equipment installation is at the discretion of the customer -no specific HP recommendation is intended. Typically no air discharge permitting required with inks that emit extremely low levels of VOCs. Customers should consult state and local requirements and regulations.



(6) HP Latex Inks are generally not considered hazardous waste. Customers should consult state and local requirements and regulations.

(7) Manual loading and unloading of a sheet can take 45 seconds or more; the loading mechanism reduces that time to no more than nine seconds.

(8) Based on published manufacturer specifications as of July 2008.

PANTONE and other Pantone, Inc. trademarks are the property of Pantone, Inc.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2008 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2007. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

