



## HP Demonstrates Power of Digital Printing with Extended Alliance, New Solutions

NEW YORK, Oct. 23, 2008 – HP today announced the extension of its collaboration with Magnum Photos, one of the world's most esteemed cooperatives of professional photographers, and, for the first time in North America, showcased the HP Designjet Z3200 Photo Printer, which lets creative professionals and print service providers produce gallery-quality black-and-white and color prints.

In booth 136 at PhotoPlus Expo 2008, HP will feature its comprehensive portfolio of digital printing solutions designed to help creative professionals explore new business opportunities – from fine art and exhibition prints to proofing and specialty printing.

“Our relationship with Magnum Photos allows HP to work closely with photographers and drive innovation into our product portfolio that addresses the unique needs of these professionals,” said Patrick Hester, director, Large Format Printing, Imaging and Printing Group, HP. “This alliance and the expansion of our HP Designjet Z series portfolio demonstrate HP’s commitment to the professional photography market and to the continued development of solutions for creative professionals.”

### HP and Magnum Photos enable the power of storytelling

After three years of rewarding [collaboration](#), HP has extended its agreement with Magnum Photos to produce diverse exhibitions while holding a joint presence at educational, business and cultural events throughout the world that showcase both the work of esteemed photographers and the innovation of HP’s Graphic Arts solutions.

The collaboration allows Magnum Photos greater autonomy by providing photographers with the most extensive digital printing portfolio in the industry – from the [HP Designjet Z series](#) that delivers long-lasting gallery-quality prints, to [HP Indigo digital presses](#) for high-quality photo books, to [HP Scitex printers](#) offering wide-format printing for large-scale, site-specific installations.

Through these innovative products, Magnum photographers redefine standards for their work prints, proofs, collectors’ prints and exhibition designs. In turn, HP gains better insight into the professional photography and fine art markets to deliver the best possible solutions.

“Through imaginative eyes, Magnum photographers have long chronicled the world and we trust HP technology to help us share their work and vision,” said Stuart Franklin, president, Magnum Photos. “Our photographers accept no compromises when creating their work and HP’s commitment to photographers and technology is impressive. The precise color control puts printing back into the hands of photographers.”

#### Editorial contacts:

Kristine Snyder, HP  
+1 949 548 4995  
[kristine.snyder@hp.com](mailto:kristine.snyder@hp.com)

Megan Mason  
Porter Novelli for HP  
+1 404 995 4519  
[megan.mason@porternovelli.com](mailto:megan.mason@porternovelli.com)

HP Media Hotline  
+1 866 266 7272  
[pr@hp.com](mailto:pr@hp.com)  
[www.hp.com/go/newsroom](http://www.hp.com/go/newsroom)

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)

## **HP digital printing helps raise environmental awareness**

Also at PhotoPlus Expo, 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). As the lead photographer for PBI, Cox's goal is to document global climate change and its effect on the environment, specifically on polar bears.

Recognizing the importance and vision of his photography, HP collaborated with Cox to present his work with PBI to showcase fine art prints, posters, backlit displays and photo books – all printed with HP's extensive digital printing portfolio – at PhotoPlus Expo 2008. The HP gallery in booth 136 features Cox's vibrant images printed on the HP Designjet Z3200 Photo Printer and a backlit display created with the HP Scitex TJ8500 printer that brings the images to life.

Cox also created high-quality photo books with the HP Indigo 5500 digital press, which offers environmental benefits through on-demand printing reducing the amount of overruns and wasted prints.

## **Continuing the transformation for creative professionals**

Additionally, for the first time in North America, HP is showcasing the newest addition to the Z Series Photo Printer series, the HP Designjet Z3200 Photo Printer. Continuing to change the way professional photographers, digital fine artists, graphic designers and prepress professionals create large-format prints, the HP Designjet Z3200 Photo Printer enables gallery-quality black-and-white and color prints, photographs, art enlargements, large-format designs and high-accuracy proofs that stand out and withstand the test of time.

Using a 12-ink [HP Vivera](#) pigment system – including a new HP 73 Chromatic Red Ink that enables up to 95 percent PANTONE® coverage,<sup>(1)</sup> an HP Quad-Black Ink set to produce smooth transitions and true neutral grays and an HP Gloss Enhancer – the HP Designjet Z3200 Photo Printer achieves a unique combination of consistently outstanding image quality and exceptional image permanence of more than 200 years.<sup>(2)</sup>

An enhanced HP Color Center Tool allows easy color calibration and profiling. Using the embedded spectrophotometer<sup>(3)</sup> and [HP DreamColor Technologies](#), users can easily generate custom ICC profiles in-house for preferred papers and specific environmental conditions to deliver print-to-print and printer-to-printer repeatability across a range of HP and compatible media. The HP Designjet Z3200 Photo Printer also enables productive operation, great ink efficiency and optical drop detection allowing users to optimize the printer's performance with automatic servicing routines.

The Designjet Z3200 Photo Printer supports more than 50 Original HP large-format printing materials designed together with HP Vivera pigment inks, from photographic and digital fine art papers to coated and display-graphic materials, including the new HP Baryte Satin Art Paper. This media offers the exceptional image quality demanded by top photography professionals. When used together, HP Baryte Satin Art Paper and HP Vivera pigment inks are ideal for printing images that have the traditional "look and feel" of classic argentic baryte papers.

Additionally, HP is showcasing digital fine art reproduction solutions powered by HP Artist Software technology designed for third-party camera vendors. The software is



designed to simplify and optimize the digital fine art workflow, allowing photographers to greatly increase their productivity, extend their creative expression and grow their businesses.

A new collaboration between HP and Nikon enables an end-to-end capture to print simplified workflow solutions for fine art reproduction, optimized for the Nikon D3 camera and the new HP Designjet Z3200 Photo Printer. The solution is delivered by a special edition of ErgoSoft StudioPrint photo Raster Image Processor (RIP) using HP Artist Software technology.

In addition, Better Light, Inc., a leader in large-format digital image capture, will present in its booth the new ColorSage Software that is using HP Artist Software technology in combination with Better Light's digital scanning backs and the HP Designjet Z3200 photo printer. The solutions will be on display in the HP booth 136 and the Better Light booth 349.

Also at PhotoPlus Expo, HP and Calumet Photographic are hosting the opening reception with acclaimed Hollywood photographer Douglas Kirkland as he unveils his "Freeze Frame" exhibit. Printed on the new HP Designjet Z3200, "Freeze Frame" contains more than 400 photographs taken by Kirkland from the 1960s to 2000s.

HP also will host the "Double Exposure" seminar with acclaimed photographers Elliott Erwitt and Alec Soth of Magnum Photos as they share work from their archives and current projects and discuss their unique approaches to photojournalism, fine art and documentary. The seminar will take place on Friday, Oct. 24 from 6 p.m. - 7:30 p.m. at the Jacob Javits Convention Center, rooms 1E15/1E16.

More information is available in an online press kit at <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/>.

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

<sup>(1)</sup> Ninety-five percent coverage of PANTONE MATCHING SYSTEM® and PANTONE GOE systems, based on HP internal testing (PANTONE approval pending). Visit [www.hp.com/go/Z3200/PANTONE](http://www.hp.com/go/Z3200/PANTONE) for final results.

<sup>(2)</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 available at [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence).

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

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.

