



## HP Advanced Photo Paper

### Overview

HP Advanced Photo Paper enables customers to generate lab-quality, vibrant color photo prints that dry instantly and exhibit excellent water resistance. The photo papers are thick and heavy, providing a substantial feel to the print. HP Advanced Photo Paper provides more gloss on the page and soft-gloss/satin-matte options for 13 x 19-inch and 8.5 x 11-inch/A4-size prints. The photo papers also are available in a wide-range of sizes from 4 x 6-inch to 13 x 19-inch.

### Key features and benefits

- Photos dry instantly for easy handling without smudging
- More than 200 years of display and album fade resistance when used with HP Vivera pigment inks<sup>(1)</sup>
- Fast photo printing generates retail-quality photos at home quickly<sup>(2)</sup>
- Includes Auto Sense technology that optimizes print settings automatically, plus helps save ink, paper and time by preventing common photo printing mistakes<sup>(3)</sup>
- Enhanced glossy finish that delivers bright, vivid colors
- Thicker and heavier paper provides consumers with a sturdy photo feel
- Image quality and color rivals retail photos
- Compatible with any inkjet printer – optimized for the HP Photosmart Pro B8850/B9180 Photo Printers (Vivera pigment inks), HP Photosmart A440, A430, A510, A610 and A710 series compact photo printers and HP Photosmart C6280, C7280 and C8180 series all-in-one printers featuring new Vivera dye inks.

### Other technical specifications

- 10.5-mil thick, 250 g/m<sup>2</sup>
- Porous-photobase media
- Compatible with all inkjet printers, including pigment ink systems

### Pricing and availability

Estimated U.S. street prices:<sup>(4)</sup>

- HP Advanced Photo Paper Glossy, 8.5 x 11-inch, 25 sheets: \$11.99
- HP Advanced Photo Paper Glossy, 8.5 x 11-inch, 50 sheets: \$19.99
- HP Advanced Photo Paper Glossy, 8.5 x 11-inch, 100 sheets: \$29.99

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- HP Advanced Photo Paper Soft Gloss, 8.5 x 11-inch, 50 sheets, \$19.99
- HP Advanced Photo Paper Glossy, 13 x 19-inch, 25 sheets: \$49.99
- HP Advanced Photo Paper Satin Matte, 13 x 19-inch, 25 sheets: \$49.99
- HP Advanced Photo Paper Glossy, 4 x 6-inch, plus perforated tab, 100 sheets: \$12.99
- HP Advanced Photo Paper Glossy, 4 x 6-inch, 100 sheets: \$12.99
- HP Advanced Photo Paper Glossy, 5 x 7-inch, 60 sheets: \$14.99

Currently available for purchase worldwide.

<sup>(1)</sup> Based on Display Permanence Rating by Wilhelm Imaging Research, Inc. or HP Image Permanence Lab. For details: [www.hp.com/go/printpermanence](http://www.hp.com/go/printpermanence).

<sup>(2)</sup> Speeds vary by printer.

<sup>(3)</sup> Auto Sense benefits with Auto Sense-enabled HP printers, including HP Photosmart 8200, D7300 and HP Photosmart 3100, 3200 and 3300 All-in-One series printers. Available on 4 x 6, 5 x 7, 8.5 x 11-inch and A4-size sheets.

<sup>(4)</sup> Actual prices may vary.

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