



HP Graphic Arts

HP Graphic Arts customers can achieve profitable growth in digital printing by combining their unique skills with the industry's broadest portfolio of innovative digital printing solutions. Spanning virtually every form of printed output – from postage stamps to building wraps – HP's Graphic Arts portfolio serves the diverse needs of the creative and printing communities with consistently outstanding output, a complete workflow offering, dependable partner solutions and an expansive selection of ink and media options. The HP Graphic Arts portfolio as a whole is designed to deliver profitable growth for customers, backed by HP's leadership, commitment to customer success and sense of global responsibility.

Using solutions from HP Designjet, HP Indigo, HP Inkjet High-speed Production Solutions, HP Scitex and HP Specialty Printing Systems, print service providers can create output ranging from personalized direct mail pieces and high-end fine art reproductions to point-of-sale posters and super-wide billboards. This distinctive offering provides customers with new revenue-generating opportunities and strategies to differentiate themselves in a highly competitive market. The HP SmartStream Workflow Portfolio works with HP Graphic Arts technologies to establish end-to-end workflow management, from job creation to fulfillment, for print service providers' unique business needs.

Whether the application is for general commercial printing, direct marketing, graphic design, publishing, professional photography, fine art reproduction, prepress/proofing, technical printing, photofinishing or industrial printing, graphic arts professionals will find the right digital solutions in HP's extensive portfolio.

- **HP Indigo presses:** HP's broad portfolio of high-end digital presses is geared for offset-like quality and high-productivity commercial printing applications such as marketing collateral, photo specialty, direct mail, publishing and transpromotional, as well as industrial printing applications such as labels, packaging and folding cartons. Using patented liquid HP ElectroInk, HP Indigo presses combine the quality of offset printing, outstanding color accuracy, consistency and wide substrate compatibility with digital flexibility and variable-data capabilities that increase the effectiveness of printed communications – both text and images – for target audiences. HP Indigo is the leading brand of high-volume digital color production presses worldwide. Adding to the proven HP Indigo 4000 and 5000 series presses, the new HP Indigo 6000 and 7000 series presses offer an increased level of productivity previously unavailable in high-quality digital color printing.
- **HP Inkjet High-speed Production Solutions:** The recently announced HP Inkjet Web Press, scheduled for availability in 2009, is designed to increase print productivity and

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

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

lower the cost of printing for high-volume commercial markets. Based on HP Scalable Printing Technology, the web press has a 762-mm (30-inch) web width and offers 600 x 600 dots per inch, four-color production printing at speeds up to 122 meters per minute (400 feet per minute), or up to 2,600 letter-size 4/0 pages per minute. The HP Inkjet Web Press has a target monthly duty cycle of 70 million impressions and helps graphic arts professionals revitalize wasteful, low-margin printing processes in direct mail, transactional printing, transpromotional printing, and book and newspaper publishing.

- HP Large Format Printing: HP offers the industry's most comprehensive portfolio of large-format solutions, including piezo inkjet and thermal printhead technologies, as well as thermal inkjet, water-based, UV-curable, solvent and now latex ink technologies. HP Scitex Industrial Printers include super-wide format, high-volume and flatbed industrial solutions, offering high productivity, outstanding print quality and color consistency for print service providers who want to produce a wide variety of applications, such as billboards, signage, point of sales, vehicle wraps, dye-sub textile printing, street furniture and 3D POP stands. The HP Designjet Commercial product line enables commercial print service providers to create durable outdoor and indoor signage and displays with vivid colors on both flexible and rigid media. The HP Designjet line of printers also includes a wide range of large-format technical workgroup and personal printers, as well as large-format graphics printers that enable professional photographers, graphic designers, technical users and print service providers to create high-impact indoor prints consistently and accurately.
- HP Specialty Printing Systems: For more than 25 years, HP has licensed its patented thermal inkjet technology to trusted original equipment manufacturers, allowing them to build custom printing solutions that combine low cost, rapid print speed and high print quality through the HP Specialty Printing Systems division. HP Specialty Printing Systems solutions are used for a variety of industrial applications in the mail printing, product identification printing, CD/DVD duplication (with both inkjet and HP LightScribe laser imaging), labels and security printing, personal identification printing, and retail transaction printing markets. HP also develops non-hardcopy thermal inkjet technology applications for emerging technologies in the biotechnology and electronics manufacturing industries.

In addition to offering a broad array of digital printing systems, HP provides complete, solutions for its customers, including industry-leading inks for each application, an extensive selection of quality media and a strong partner network, which includes prepress, workflow and finishing solutions. Together, these components work seamlessly with HP digital solutions to offer an excellent customer experience.

As a result of its customers' success, HP solutions are among the fastest-growing, most widely used solutions in their respective markets worldwide, including large-format commercial and industrial printing, large-format technical printing, high-volume digital production printing, digital label printing and mail addressing.

- HP Indigo press page volume has grown in excess of 40 percent each quarter since 2003, and presently HP Indigo presses worldwide print a total of 7.5 billion impressions annually.



- HP large-format printers have increased in annual print volume by 25 percent, with 549 million square meters (1.8 billion square feet) printed on HP equipment in 2007 worldwide.
- Following the recent acquisitions of ColorSpan and NUR Macroprinters, HP is the world's leading provider of UV-curable large-format printing.

More information about HP's graphic arts offering is available at www.hp.com/go/graphicarts.

© 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.

5/2008

