



HP Inkjet Web Press to Open New Opportunities for European Book Printer CPI

DÜSSELDORF, Germany, May 29, 2008 – HP today announced that CPI has signed an agreement to be a beta program participant for the HP Inkjet Web Press, a high-speed digital device designed for very high print volumes.

CPI, Europe's leading manufacturer of monochrome and two-color books, will be able to increase print production and lower the cost of printing with the press, which is designed to replace wasteful and expensive printing processes with an unprecedented combination of print width, color quality and productivity.

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The new 762-mm (30-inch) wide monochrome press will be installed in one of the company's 15 European plants and will enable greater flexibility for short-run production. The press will print a high volume of work, taking advantage of its significant monthly duty cycle of 70 million impressions. By offering a compelling value proposition for monochrome printing, the press also will help CPI expand its offerings.

"As Europe's top book printer, CPI has the unique vantage point and experience to provide HP with expert feedback and advice," said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. "Throughout this collaborative process, HP will continue to provide CPI with the very best technology and support."

Also available as a four-color device, the HP Inkjet Web Press is expected to be commercially available in 2009 and can print at speeds up to 122 meters per minute, or the equivalent of 2,600 letter-size pages per minute.

"This program allows us to test technology that will help us create a distinct advantage in the marketplace," said Timothy Bovard, founder and chief executive officer, CPI. "The HP Inkjet Web Press' size, speed and overall productivity will help us uniquely position ourselves for future growth."

Founded in 1996, CPI is a major supplier to the publishing industry. The company has grown from \$25 million in sales during its first year to over \$750 million today. CPI works with more than 4,000 publishers and produces 600 million books per year representing 250,000 unique titles. Its services range from print-on-demand single-copy printing up to mass-market book production in monochrome and two-color, as well as color expertise in cover and jacket production.

More information on the HP Inkjet Web Press is available at www.hp.com/go/inkjetwebpress.

About HP

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