

HP Graphics Solutions: Empowering the Customer

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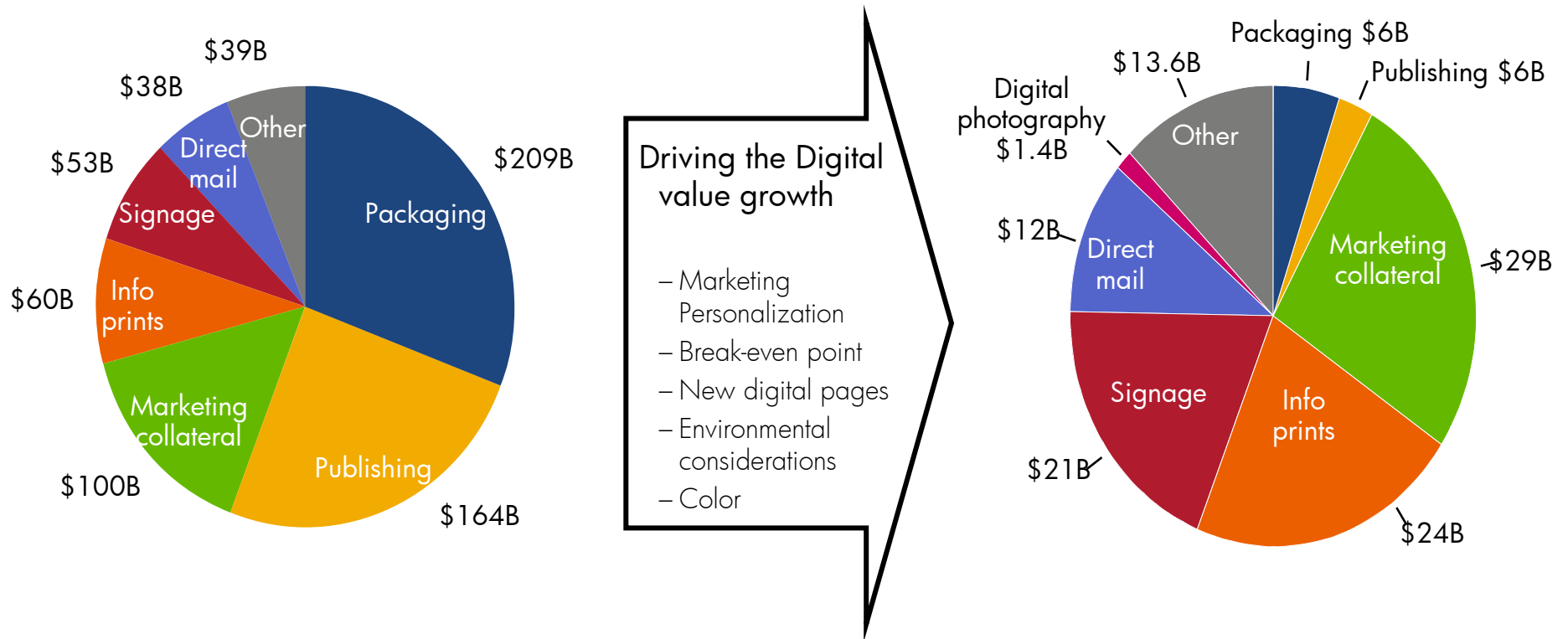
Director of Marketing, Graphics Solutions Business (GSB)



From opportunity to Growth Engine

\$663B in Graphics applications, representing 85% of the total **\$781B** Print Market

\$108B Digital Graphics applications, representing 16% of the total Graphics Market



Our Promise

“HP enables graphic arts businesses to confidently build their competitive advantage and successfully pursue new, profitable growth opportunities”

Progressive, Profitable Printing

Commitment
to customers'
success

Innovation and
Leadership

Broadest
Portfolio of
Digital Color

Global
Responsibility



RT Associates

Bob Radzis, President

- Chicago-based digital print company established in 1982
- Offers online media solutions and unique print capabilities to enable marketing professionals to improve and maximize results of their marketing programs
- Early adopter of digital
- HP Indigo 7000 beta site



bluemedi

The logo for bluemedi, featuring the word "bluemedi" in a lowercase, sans-serif font. The letters are dark blue, and the "i" has a small blue dot.

Jared Smith, Co-Founder & President

- Headquartered in Tempe, Arizona
- A leading provider of vehicle, large format and environmental graphic applications with a client roster that includes: Pepsi, Wells Fargo, Phoenix Suns, Sprint and Clear Channel Communications
- Committed to providing innovative, high-quality applications in an array of formats to meet customer demands and remain competitive
- Utilizes a full array of HP large format solutions to meet needs of customers



MCS

Dave Loos, President



- Headquartered in Gaithersburg, Maryland
- Founded in 1989 as a reseller to the mailing industry, MCS adopted HP TIJ technology in 1996, and, one year later, combined TIJ with its own advanced software to create the successful MCS Imager Pro
- MCS is now a leading provider of inkjet imaging and inserter matching systems for the mailing industry, offering stand-alone and in-line systems using HP Technology
- MCS' fastest product uses HP SPS technology to print at speeds up to 600 feet per minute



Panel Discussion







