



## ARTtrust

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### HP Unique Identification and Authentication Solution for Pigment Prints

The creative community is enthusiastic about the new ARTtrust self-certification system, a joint development between HP and ProofTag™ that helps photographers and artists maintain the authenticity of their work by providing individual identity to any HP Designjet Z series pigment print produced using HP Vivera Pigment inks on compatible media or paper. Tags and membership cards will be sold by [ARTtrust Company](#), a subsidiary of ProofTag.

#### **Renowned photographers and artists support ARTtrust**

“In our continued efforts to protect the rights of authors, buyers, and fine art dealers, Magnum has been aware of this development at HP since its inception as part of our technology partnership. The ARTtrust concept corresponds to our efforts, and Magnum Photos will actively participate in the upcoming testing phase of the solution.”

— Mark Lubell, managing director, Magnum Photos

“In this age of refined mechanical reproduction, the temptation to forge photographic works of art is easily satisfied. We have been hoping and waiting for a foolproof method of security and maintaining the authenticity of our work. ARTtrust has appeared at precisely the right moment. *Legacy*, my new work being released to the market, will be tagged immediately with ARTtrust documentation.”

— Joel Meyerowitz, photographer

“ARTtrust and its Bubble Tag™ system for identification and authentication could not have happened at a more important time in photographic history, because it protects against the increased ability to duplicate and misuse art reproductions. I am confident I will be using this new system for my limited editions of prints.”

— Douglas Kirkland, photographer

“The unforgettable image of a chance moment frozen by technology is an astounding symbol for authenticating a photograph! The Galerie VU' and its artists would like to give a very enthusiastic welcome to the first steps taken by this technological innovation, which delivers what is needed in an everyday tool: simplicity and effectiveness.”

— Xavier Soule, director, Galerie VU'



“The prints market died because it did not have a reliable authentication device. I think ARTtrust is a good way to bring that market back to life. Moreover, painters are making increasing use of digital solutions when creating their art. That is why it is my view that authentication is more important now than ever.”

— Bruno Macé, artist

“The proper protection and valuation of an artist’s prints using an authentication tool that cannot be forged has become an absolute necessity in the modern world. ARTtrust has provided a simple and definitive solution for all artists who believe that protecting their work is an integral part of the act of creation. I’ll be adopting it immediately.”

— Bernard Richebé, photographer

### **Industry professionals have confidence in ARTtrust**

“ARTtrust is the first fine-art certification program that requires the use of permanence-tested, high-stability pigment inks and media, and identifies and registers each individual print in a secure and easily traceable way. Bringing this solution to the industry will help artists grow their business by reinforcing their clients’ confidence with protected and authenticated prints.”

— Henry Wilhelm, co-founder, Wilhelm Imaging Research

“At a time when China is opening up to the world on different fronts, including the presentation of its artists to the world, ARTtrust seems to us to be the best solution to reassure the market regarding Chinese works of art and support the development of Chinese artists abroad. TMIC also considers ARTtrust a standard that will enable promoting and providing information about the exacting quality standards for inkjet printing in China.”

— Matthieu Torrano, creative and development director, Time Machine Image Center (TIMC)