



HP Helps Print Service Providers Capitalize on Data-driven Communications

New HP digital printing solutions deliver higher productivity for direct mail and transactional print applications

TEL AVIV, Israel, March 13, 2012 – HP today announced new and enhanced digital printing systems that deliver higher productivity for direct mail and transactional applications to help print service providers (PSPs) turn data into more-relevant, higher-impact communications.

The range of new inkjet and electrophotographic digital presses, as well as the first complete HP high-speed mono and color imprinting solutions, target the estimated 981-billion page opportunity in the direct mail and transactional printing industry.⁽¹⁾

“Personalized direct mail and transactional printing offer PSPs an opportunity to achieve profitable growth by delivering more value to their clients,” said [Christopher Morgan](#), senior vice president, [Graphics Solutions Business](#), HP. “The new solutions, combined with HP’s specialized industry consultants, help our customers take advantage of this burgeoning market by opening new revenue streams and lowering operational costs.”

A new level of productivity

PSPs such as [BMK](#), [Communisys](#), [Datam](#), [Mail Print](#), [One to One Digital Solutions](#) and [Oniya Shapira](#) are already taking advantage of HP’s industry-leading portfolio of solutions to create high-value transactional, transpromo and direct-marketing materials.

With higher productivity, HP’s new digital solutions will help PSPs add revenue opportunities and expand into new applications. The new solutions, which will be displayed at [drupa](#) 2012 (May 3-16 in Düsseldorf, Germany), include:

— The [HP Indigo 10000 Digital Press](#) – the first offset-quality digital

Editorial Contacts

Jill Peters, HP
+1 503 391 8742
jill.peters@hp.com

Katherine Wetzel
Porter Novelli for HP
+1 404 995 4566
katherine.wetzel@porternovelli.com

www.hp.com/go/newsroom



press in a B2 size format (29-inch/75-cm). Available in 2013, the press produces high-coverage, offset-quality output with high productivity and cost-effectiveness, giving PSPs the ability to offer more fully variable, high-value direct mail.

- The [HP Indigo W7250 Digital Press](#), a high-volume, roll-fed device offering 33 percent faster throughput for continuous production of direct mail and transpromotional jobs.⁽²⁾ Enhancements featured on the press are backwards compatible to its predecessor model, the [HP Indigo W7200](#).
- [HP Indigo 7600](#) and [5600](#) sheet-fed digital press models offering greater versatility and productivity, and improved automation.⁽³⁾ The enhancements for the two presses are field upgradable for the large installed base of HP Indigo [7500](#), [7000](#) and [5500](#) presses.
- The [HP T230 Color Inkjet Web Press](#), a solution that brings new productivity and cost advantages to color direct mail and transactional printing in 558-mm (22-inch) production environments. Compared to its predecessor, the [HP T200](#), the T230 model offers a 100 percent speed increase of up to 122 meters (400 feet) per minute in monochrome and color printing, with the same high quality the T200 model offers in its standard imaging mode.
- [HP T360](#) and [T410](#) Inkjet Web Presses, a pair of new solutions offering higher productivity with a faster top monochrome printing speed of 244 meters (800 feet) per minute.⁽⁴⁾ The presses reduce turnaround times and costs per page for monochrome work, without sacrificing quality, factors that can give PSPs more business opportunities producing transactional applications such as health provider booklets and explanation of benefits statements.

In conjunction with today's news, [Pitney Bowes](#), which uses HP Inkjet Web Press technology in its IntelliJet™ Printing Systems family, is announcing that the higher-speed color productivity of the HP T230 and the faster monochrome capabilities of the T360 and T410 models also are available in Pitney Bowes IntelliJet 20, 30 and 42 Printing Systems.

Extending the power of variable data to offset

New [HP Print Module Solutions](#) announced today are the first turnkey, HP-branded products for mono and color imprinting. PSPs can use the



solutions to add color images, graphics and variable data to offset-printed documents for more effective communication.

Combining HP SmartStream workflow solutions with existing HP Scalable Print Technology, the new solution offers PSPs an economical, module-based variable data printing system. HP Print Module Solutions print up to 244 meters (800 feet) per minute and enable in-line imprinting of variable text, graphics and images into analog printing workflows to increase promotional effectiveness and response rates on direct and transactional mail.

HP Print Module Solutions also are easy to integrate, use and maintain. And, a new stitching feature to connect multiple 108-mm (4.25-inch) Print Module Solutions extends the printing area available to PSPs for additional flexibility and scalability.

"The level of partnership and responsiveness from the HP organization has reinforced our decision to work with HP," said Jon Singer, executive vice president, Sales and Marketing, for [Freedom Graphic Systems](#) – a company that owns an [HP T300 Color Inkjet Web Press](#) and is an early HP Print Module Solutions user. "One of the major reasons we chose HP as our initial entry into the wide-web, four-color digital printing arena was the resources and commitment HP has to our industry. We've been an active testing site for the new HP Print Module Solution, and we feel this product has high potential."

HP Print Module Solutions will be available to order starting May 1.

More information is available at www.hp.com/go/HPPredrupa12, www.hp.com/go/drupa and through the HP Graphic Arts Twitter feed at [www.twitter.com/hpgraphicarts](https://twitter.com/hpgraphicarts) and YouTube channel at www.youtube.com/hpgraphicarts.

HP also is discussing its news on March 14 at 11 am ET in a webinar taking place at www.hp.com/go/historynow.

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customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) According to HP internal analysis.
- (2) Compared to the HP Indigo W7200 Digital Press printing at four-color speed.
- (3) Compared to HP Indigo 7500 and 5500 digital presses.
- (4) Compared to monochrome printing speeds for the HP T300, T350 and T400 Color Inkjet web presses.

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