



News Advisory

Brazil's Digipix Launches AgX-Replacement Ecopix Photo Printing Service Using HP Indigo WS6000p

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DUSSELDORF, Germany, May 15, 2012 —HP today announced that Digipix, a leading internet-based photo service in Brazil, is launching the first digital solution for producing 4 x 6-inch (100 x 150-millimeter) commercial cut photo prints using HP Indigo Digital Press technology.

Digipix currently produces all of its 4 x 6-inch commercial cut prints using silver halide (AgX) technology. The company's new solution, Ecopix, is produced with the HP Indigo end-to-end solution for photo prints; the HP Indigo WS6000p, a web-fed digital press with color image quality that meets silver halide quality; and the GMP LAMIMASTER-34, an in-line laminator, with real photo base paper from Felix Schoeller.

Available immediately, Digipix's Ecopix offering produces high-quality prints with a fast response time. HP is showcasing samples of the new Ecopix solution at the drupa tradeshow in Hall 4.

"Digipix is proud to be the first company in the world to produce 4x6 prints made on the HP Indigo WS6000p," said Marco Perlman, founder and chief executive officer, Digipix. "Brazilian users will experience this high-quality product with the added benefit of an environmentally friendly production process."

In conjunction with the release of Ecopix, Digipix is launching a special limited-time promotion offering customers up to 50 free 4 x 6-inch prints, ordered through its website, <http://www.ecopix.com.br/>.

"HP Indigo's industry-leading quality creates a unique opportunity to provide excellent photo imaging at a lower price point than traditional silver halide and with a clear environmental advantage," said Alon Bar-Shany, vice president and general manager, Indigo division, HP. "Digipix's Ecopix solution takes our proven advantages into a new market for consumer photos."

The web fed HP Indigo WS6000p Digital Press is a high-quality, economical alternative to silver halide for consumer photo and professional portrait printing. It can be configured with an optional in-line GMP LAMIMASTER-34 laminator for professional portrait quality

with luster effect or glossy finish for consumer prints on a range of HP Indigo-certified photo media, including real photo paper.

Available now, the HP Indigo WS6000p features HP Indigo's exclusive six-color digital press photo imaging using Light Cyan and Light Magenta inks. The light inks reduce granularity, providing smoother images and tone transitions,⁽¹⁾ as well as a true photo look and feel. The press can produce 4,800 six-color, 8 x 10-inch (203 x 254-mm) prints per hour, or more than 25,000 4 x 6-inch prints per hour, enabling a single press to replace multiple silver halide minilabs.

While Digipix is using the HP Indigo WS6000p for cut-print production, HP Indigo also offers silver halide replacement solution based on the new HP Indigo 7600 and 5600 digital presses.

More information about HP Indigo solutions for the photo market is available at www.hp.com/go/HPdrupa12, www.hp.com/go/drupa and through the HP Graphic Arts Twitter feed at www.twitter.com/hpgraphicarts and YouTube channel at www.youtube.com/hpgraphicarts. Join or follow the conversation using the #HPdrupa hashtag.

About Digipix

Digipix offers professional and amateur photographers a wide range of print services, including cut prints, photo gifts and photo books. Based in Sao Paulo, Digipix has been named for the past two years to Exame PME magazine's list of the country's fastest growing enterprises.

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(1) Comparison based on prints produced with CMYK plus light cyan and light magenta inks, compared to prints produced with CMYK inks.

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