



News Advisory

HP Helps Graphics Professionals Print Their Future

Company to showcase new portfolio at drupa 2012

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PALO ALTO, Calif., April 17, 2012 —Themed “[Print Your Future](#),” HP’s exhibit at [drupa 2012](#) (May 3-16 in Düsseldorf, Germany) will showcase a new portfolio of digital printing solutions, workflow solutions, business-development resources and financing options to help print service providers (PSPs) achieve profitable growth.

“Our ‘Print Your Future’ theme reflects our promise to help PSP customers create a relevant and profitable future of print,” said [Christopher Morgan](#), senior vice president, [Graphics Solutions Business](#), HP. “Our strongest-ever drupa portfolio will benefit customers for the print jobs they do today, and those they want to do tomorrow.”

New transformative technologies and real-life print scenarios

The HP drupa stand is located in Hall 4 of Messe Düsseldorf. The 53,300 square foot (4,952 square meter) stand features printing demonstrations for general commercial, photo specialty, publishing, direct mail and transactional applications as well as labels, flexible packaging and folding cartons, and signs and displays.

At drupa, HP will demonstrate [10 digital printing systems](#) that unlock a range of business opportunities for PSPs. Presses and printers from the [HP Indigo](#), [HP Inkjet Web Press](#), [HP Scitex](#) and [HP Specialty Printing Systems](#) product lines will be featured in end-to-end production workflows alongside HP partner software and finishing solutions.

The drupa exhibit also will show how HP’s leading IT expertise creates powerful computing environments for PSPs with server and software solutions from the [HP Exstream](#), [HP Hiflex](#) and [HP SmartStream](#) portfolios.

HP also will showcase print output from its systems in real-life settings, such as supermarkets and bookstores.

“The HP digital solutions are now addressing the heart of the printing market. We want to illustrate how printing is evolving in a world where digital is no longer an option but a way to embrace the future and remain competitive,” said Morgan.

Learn and do more with HP business-development expertise

HP's exhibit also will include a full complement of educational modules, business tools, community networks, market development activities and one-to-one consulting services delivered through the HP Capture business-development program.

The HP Capture program's educational services provide in-depth workshops delivered by leading independent experts and HP professionals to help HP customers grow their digital print business. Several new workshops are being launched at drupa 2012 covering digital sales and marketing techniques for label converters and large-format printers.

HP Capture, combined with the Digital Solutions Cooperative (Dscoop), offers one of the most comprehensive business-development and education programs in the graphics industry.

Founded in 2005 for HP graphics customers in North America, Dscoop has grown to include regional chapters for the Europe, Middle East and Africa, and Asia Pacific and Japan regions. With more than 7,000 members, Dscoop is the industry's largest independent user community.

Full-service financing – onsite

HP Financial Services, the company's leasing and life cycle asset-management services division, also will be onsite, providing total solution financing for HP systems, software and services, as well as for third-party hardware and software. HP Financial Services lending solutions offer PSPs customized payment options and flexible terms aligned to their business growth strategies.

A celebration of HP Print Excellence Awards

At drupa, HP will celebrate its customers' outstanding work by announcing the results of its worldwide Print Excellence Awards program. Winners from the contest's 21 categories – from personalized marketing collateral to labels and packaging to display signage – will be recognized during a May 3 Celebration Evening in their honor. Print Excellence Awards winning entries will be showcased on the HP stand at drupa.

More information on HP's drupa exhibit is available at 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.

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