Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304

hp.com

News Advisory

O'Neil Data Systems Expands Capacity with Purchase of Two Additional HP T410 Color Inkjet Web Presses

Early adopter in HP production inkjet technology leads transformation in digital printing

Editorial contacts

Heather Sieberg, HP
+1 573 996 1922
heather.sieberg@hp.com

www.hp.com/go/newsroom

PALO ALTO, Calif, Sept. 4, 2013 — HP today announced that O'Neil Data Systems purchased two HP T410 Color Inkjet Web Presses to expand production capacity and deliver on customer demand for millions of time-sensitive, personalized documents every day.

Founded in 1973 by William J. O'Neil, O'Neil Data Systems is a Los Angeles-based data-driven marketing communication firm. With its latest investment, O'Neil Data Systems now has a total of nine HP Inkjet Web Presses—including five HP T410s, two HP T360s and two HP T230s. Since expanding its footprint with the opening of a Plano, Texas-based facility in 2010, O'Neil Data Systems has increased its production inkjet capacity more than six times.

"We're putting printed information in front of millions of people every day, and every single page we produce is personalized, so it is important that we have the horsepower required to get the jobs done quickly," said James Lucanish, president, O'Neil Data Systems. "The additional HP T410 Color Inkjet Web Presses give us the incremental capacity we require to progress on the same growth trajectory we've experienced over the past few years, while continuing to hit our deadlines with ease."

Capitalizing on mass customization
As an early adopter of production inkjet, O'Neil Data Systems takes advantage of the productivity and print quality of its HP Inkjet Web Presses to offer its customers the benefits of personalized digital printing with the cost effectiveness and efficiency of high-volume print.

"HP Inkjet Web Presses are like fine wine—they just keep getting better with age in terms of print quality, flexibility and uptime," said Lucanish. "We continue investing in HP systems because they allow us to turn on a dime for clients and meet extremely aggressive deadlines without ever having to worry about the quality of the finished product."

With the full range of HP Inkjet Web Presses, along with sophisticated data management systems and finishing equipment, O'Neil Data Systems has carved a niche for itself in the mass customization of high-volume documents for its clients in the financial services and healthcare industries. The company also uses HP Indigo Digital Presses to produce a variety of high-end jobs, including covers for HP Inkjet Web Press-printed publications.

The HP T410 Color Inkjet Web Presses feature a 42-inch wide web width and prints up to 140 million letter-sized equivalent full-color images at 600 ft/min and 175 million mono images at 800 ft/min per month. It offers print service providers (PSPs) such as O'Neil Data Systems more business opportunities to produce a broad range of applications, including books, direct mail, transactional documents and marketing collateral.

"Like O'Neil Data Systems, PSPs around the world are shifting their business models in response to the evolving print industry and are looking for ways to deliver higher value to their customers," said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. "The explosive growth that O'Neil Data Systems has experienced in the past five years is a combination of business model transformation and production process innovation that is enabled by HP Inkjet Web Presses."

Additional information about HP Inkjet Web Presses is available at www.hp.com/go/inkjetwebpress, through the HP Graphic Arts YouTube channel at www.youtube.com/hpgraphicarts and through the HP Graphic Arts Twitter Feed at www.twitter.com/hpgraphicarts.

About HP
HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at http://www.hp.com.