



HP Inkjet High-speed Production Solutions Division

Overview

HP has formed the new Inkjet High-speed Production Solutions (IHPS) division. Conceived and launched under the scope of HP's Print 2.0 strategy, the division is tasked with delivering a next-generation digital printing platform and developing solutions for the digital printing ecosystem.

Based in San Diego and Corvallis, Ore., and led by HP Vice President and General Manager Aurelio Maruggi, HP IHPS is part of the worldwide Graphic Arts organization, which operates within the Imaging and Printing Group's Graphics and Imaging business directed by HP Senior Vice President Stephen Nigro.

By leveraging HP's \$1.4 billion investment in Scalable Printing Technology, HP IHPS has built a digital printing platform, the HP Inkjet Web Press, that increases print productivity and lowers the cost of printing for high-volume commercial markets. Revitalizing wasteful, low-margin, analog-driven printing processes, the product offers an unprecedented combination of print width, color quality, productivity and cost for graphic arts industry professionals in the direct mail, transactional and transpromotional printing, book publishing and newspaper industries.

HP Inkjet Web Press features and benefits

- Up to 30 inch (762 mm) web width for efficient production of signatures, full-broadsheet newspaper forms or multiple-up documents
- Next-generation 600 dots per inch four-color (CMYK) production printing at speeds up to 400 feet per minute/122 meters per minute (up to 2,600 letter-size 4/0 pages per minute)
- Production volumes in excess of 5 million double sided impressions per month with a target monthly duty cycle of 70 million impressions
- No special media required – HP IHPS unique bonding agent technology enables compatibility with a wide range of uncoated roll media for transactional/transpromotional printing, direct mail, book and newspaper publishing

Target pricing and availability

The first HP Inkjet Web Press is scheduled for availability in fall 2009. Pricing is expected to be approximately US\$2.5 million for a twin engine configuration press. Anticipated costs per impression are less than US\$0.01 for a four-color, 4/0 letter-size page, and less than US\$0.0015 for a black-only 4/0 letter-size page.⁽¹⁾

The HP Inkjet Web Press will be shown at the 2008 drupa tradeshow, May 29-June 11, in Düsseldorf, Germany. More information is available at

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⁽¹⁾ Four-color cost per pages based on 30 percent coverage. Black-only cost based on 5 percent coverage.

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