HP Brings Innovative Solutions to Graphic Arts Market
Graphic Solutions Business to accelerate digital transition with products from large-format, Indigo and Specialty Printing Systems lines

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SAN DIEGO, Oct. 7, 2008 – HP today announced that its recently expanded range of solutions and services for the graphic arts industry will provide print service providers and creative professionals more opportunities than ever to drive profitable growth in their businesses.

At the HP Imaging and Printing Press and Analyst Leadership Conference, Graphics Solutions Business (GSB) leaders are highlighting their commitment to customer success with an aggressively expanded portfolio of products and solutions, including the new HP Designjet Z3200 and HP Scitex XP2300 Printers, as well as a newly expanded business development program for customers. HP GSB executives also will highlight the continued growth seen since the world's largest graphic arts trade show, drupa, was held earlier this year.

HP has had one of its more successful digital press launches ever with the HP Indigo 7000 Digital Press, installing more than 100 units worldwide since drupa. HP also has seen significant interest in new products shown at drupa that are scheduled to be available in 2009, including the HP Inkjet Web Press and HP Designjet L65500 Printer.

"With our broad portfolio of graphic arts technologies, HP is extending its leadership position by enabling the transition to digital among print service providers and creative professionals," said Michael Hoffmann, senior vice president, Graphics Solutions Business, HP. "Our customers benefit not only from the unprecedented amount of choices HP offers, but from the world-class service and support we provide for HP technologies that are central to the productivity and profitability of graphic arts businesses."

Industry's broadest large-format portfolio gets even larger
HP executives at the conference will present details on new large-format printing solutions unveiled this fall, including the HP Designjet Z3200 Photo Printer, a professional photography solution that allows creative professionals and print service providers (PSPs) to produce gallery-quality black-and-white and color prints, photographs, art enlargements, digital designs and high-accuracy proofs. This new printer supports more than 50 Original HP large-format printing materials designed together with HP Vivera pigment inks, including the new HP Baryte Satin Art Paper.

The HP Scitex XP2300 Printer is the first 3.2m UV roll-to-roll device designed specifically for the outdoor signage market, where reducing variable cost is key to business success. Offering high speed and low consumption – reaching up to 1,940 ft^2 (180 m^2) per liter – the HP Scitex XP2300 Printer is ideal for billboards, building wraps and other high-

volume outdoor signage applications.

These new HP large-format printing devices join a range of innovative solutions for signage, graphics, technical, photography and fine art printing from HP. In January, HP will begin selling a new HP Designjet L65500 Printer, the first to feature new HP Latex Inks, the breakthrough solution that provides many of the benefits of solvent-ink technology without imposing the typical environmental, health and safety considerations. Prints produced with HP Latex Inks emit extremely low levels of volatile organic compounds (VOCs). No special ventilation is required,[1] facilitating an improved printing environment. HP Latex Inks are not classified as hazardous waste[2] and are non-flammable and non-combustible.

HP will showcase its full range of large format digital printers at SGIA '08, the Specialty Printing & Imaging Expo, Oct. 15-18. At the show, HP also will launch several new solutions that offer benefits of quality and productivity to sign and display PSPs.

A competitive advantage with more comprehensive business development services
Further demonstrating its commitment to the large-format market, HP also is announcing for North America customers an expanded HP Capture Business Success Program to help graphic arts customers manage and grow their businesses.

Previously available exclusively to HP Indigo customers, the new program includes enhancements designed to support large-format signage and display customers, offering them access to a comprehensive set of business tools and resources – including market research, marketing templates and online resources – that can help them penetrate new market segments and achieve profitable growth.

Higher productivity with the next generation of HP Indigo technology
Also highlighted at the conference are new HP Indigo press models that significantly increase the break-even point for costs against analog printing, including the HP Indigo 7000 Digital Press and the HP Indigo WS6000 Digital Press. The 7000 model is for sale now and has had more than 100 installations since its drupa introduction. It prints 120 high-quality, four-color, A4-size pages per minute and is designed for large numbers of static jobs with run lengths ranging from one copy into the thousands, as well as variable-data work requiring the "every page is different" capabilities of digital.

The new HP Indigo WS6000, which will have its first commercial installations in early 2009, offers twice the productivity of the successful HP Indigo press ws4500 and is targeted at label and packaging converters with significant volumes of medium- and short-run jobs. The web-fed HP Indigo W7200 Digital Press, a third new HP Indigo model scheduled to be available in late 2009, offers high-volume productivity for two-sided printing in direct mail, publishing, transactional/transpromotional printing and other applications[3].

HP GSB executives also will discuss the market opportunity present with the 2009 release of the HP Inkjet Web Press, a new digital printing platform based on Scalable Printing Technology that 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[3]. The HP Inkjet Web Press was one of the most technological highlights of the

entire drupa show.

O'Neil Data Systems, Los Angeles, one of the first beta users for the 30-inch wide press, is scheduled to receive the HP Inkjet Web Press in December.

Thermal inkjet solutions for the original equipment manufacturer (OEM) market from HP Specialty Printing Systems to be discussed at the conference include technology demonstration-stage Scalable Printing Technology for four-color process mail-printing shown by HP at drupa in conjunction with OEM partners MCS and Pitney Bowes.

More information about the HP Graphics Solutions Business is available at http://www.hp.com/go/graphicarts.

About HP
HP, the world's largest technology company, provides printing and personal computing products and IT services, software and solutions that simplify the technology experience for consumers and businesses. HP completed its acquisition of EDS on Aug. 26, 2008. More information about HP (NYSE: HPQ) is available at http://www.hp.com/.

[1] Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Ventilation equipment installation is at the discretion of the customer –no specific HP recommendation is intended. Typically no air discharge permitting required with inks that emit extremely low levels of VOCs. Customers should consult state and local requirements and regulations.

[2] HP Latex Inks are generally not considered hazardous waste. Customers should consult state and local requirements and regulations.

[3] Product schedule and/or feature set may change.