



HP Introduces World's First Affordable Color-critical Display

BERLIN, June 10, 2008 – HP today introduced its new color-critical computer professional display, available for less than a quarter of the cost of competing offerings.

The HP DreamColor Display features a new liquid crystal display (LCD) that provides a range of more than 1 billion colors in a 30-bit, LED-backlit display. The display is now shipping worldwide for a U.S. list price of \$3,499.⁽¹⁾

The display is the result of an unprecedented technology collaboration with DreamWorks Animation SKG Inc. (NYSE: DWA) and addresses an increasingly critical need for affordable and consistent color accuracy in the animation, game development, film/video post, broadcast, product design and graphic arts categories.

The HP DreamColor display is expected to disrupt the economics of color management, making it possible, for the first time, to have a color-critical LCD display on every desk to make color checks, redesigns and multiple proofs a thing of the past.

"With the new DreamColor display, HP has broken through barriers that have existed in display technology for the past decade," said Ed Leonard, chief technology officer, DreamWorks Animation. "The new DreamColor display packs a list of significant advances into one amazingly powerful display, enabling an unprecedented level of color management and fidelity in our production process. It's a digital filmmaker's dream."

Designed for professionals for whom accurate color management is essential and consumers who seek to use only the best in technology innovations, the HP DreamColor display achieves more than 64 times the colors available on mainstream LCDs. Reds, blues and greens are visibly deeper, blacks are four times darker and whites are adjustable.

The DreamColor display is designed to match the requirements of professional industry standards and includes one-button access to seven pre-sets covering all the important color space standards. The display also includes a night vision interface for darkroom working conditions.

"Until now, accurate and standout color has been out of reach for the majority of digital content creators," said Jun Kim, vice president and general manager, Displays, Personal Systems Group, HP. "Our DreamColor display advances color accuracy for the world's storytellers – our most demanding of customers of performance technologies."

The new HP DreamColor display includes the HP DreamColor engine software, which

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manages the display to deliver reliable, accurate, easy color, every time, and the DreamColor calibration kit for precision calibration.

The HP DreamColor LP2480xz is the first display to be introduced under the HP DreamColor Technology initiative, a two-year technology collaboration between HP and DreamWorks Animation that aims to deliver accurate color that remains consistent from application to application, device to device, and medium to medium. HP introduced the first printers built on the DreamColor engine in March 2007.

About HP

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⁽¹⁾ Estimated U.S. list price. Actual price may vary.

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