HP Introduces HP Designjet L65500 Printer with HP Latex Inks to Reduce Environmental Impact of Printing

DÜSSELDORF, Germany, May 29, 2008 – HP today announced, at drupa 2008, the HP Designjet L65500 Printer, the first printer to feature HP Latex Printing Technologies and an example – along with the company's low-solvent and UV-curable technologies – of the solutions HP is bringing to the signage market that are designed to reduce the environmental impact of printing.

The 104-inch HP Designjet L65500 Printer offers print service providers a versatile system that can produce a broad range of applications – from point-of-purchase displays, transit signage, wall murals and exhibition graphics to vehicle graphics and fleet marking, and a variety of exterior and interior event signage – on a wide range of materials, including most low-cost, uncoated, solvent-compatible media.

HP Latex Printing Technologies, unveiled at a pre-drupa event in March, include HP Latex Inks and HP Wide Scan Printing Technology. Together, these technologies provide durable, odorless(1) prints; sharp, vivid image quality; application versatility; and high-productivity, enabling print service providers to increase their print capacity and grow their businesses while reducing the environmental impact of their printing.

"Environmental matters are growing in importance within the printing industry and we want to make sure that we are providing the best solutions for our customers and the environment," said Santi Morera, vice president and general manager, large-format printing commercial solutions, Imaging and Printing Group, HP. "The HP Designjet L65500 Printer with HP Latex Inks offers print service providers a compelling new alternative that allows them to expand the variety of environmentally conscious outdoor and indoor applications they can offer while also improving their overall printing atmosphere."

The HP Designjet L65500 Printer, HP large-format media and HP Latex Inks are designed and tested together to provide optimal results with every print. HP designed 14 new large-format media – including five recyclable substrates(4) – for optimal results with HP Latex Printing Technologies. A proprietary new HP media surface-treatment technology – developed together with the HP Designjet L65500 Printer – produces a wide color gamut and makes it possible to achieve both durability and sharp, vivid image quality on materials that don't typically print well with solvent inks.

New water-based HP Latex Inks provide many of the benefits of solvent-ink technology without imposing the typical environmental, health and safety considerations. Prints produced with HP Latex Inks are odorless(1) and emit extremely low levels of volatile

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organic compounds (VOCs). No special ventilation is required,[2] facilitating an improved printing environment. HP Latex Inks are not classified as hazardous waste[3] and are non-flammable and non-combustible.

HP Wide Scan Printing Technology delivers high productivity and high image quality using two proprietary HP technologies: HP Wide Scan Printheads and the HP Optical Media Advance Sensor. The HP Designjet L65500 Printer with HP Wide Scan Printheads enables consistent, high-quality output at fast print speeds,[5] approximately 800 square feet/hour for outdoor-quality prints and 400 square feet/hour for indoor-quality prints.

For seamless integration with customers' existing workflows, HP is working with major software RIP vendors, including AIT, Caldera Graphics, ColorGATE, Ergosoft, ONYX Graphics, SA International and Wasatch to develop solutions for the HP Designjet L65500 Printer.

Additionally, HP will be launching a Registered Developer Program intended to ensure that adopters of HP Latex Printing Technologies will have the ability to select from a wide range of substrates suitable for new and existing applications.

The HP Designjet L65500 will be demonstrated publicly for the first time in the HP booth in Hall 8A at drupa 2008.

More information about HP Latex Printing Technologies is available at www.hp.com/go/hp_latex_printing_technologies. More information about HP Designjet L65500 Printer is available at www.hp.co/go/designjetL65500.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling $110.4 billion for the four fiscal quarters ended April 30, 2008. More information about HP (NYSE: HPQ) is available at www.hp.com.

[1] Printers using HP Latex Inks use internal heaters to dry and cure the latex polymer film. Some substrates may have inherent odor.

[2] 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.

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

[4] Recycling opportunities currently available only in limited areas. Customers should consult local recycling resources.

[5] Outdoor-quality speed based on printing in two-pass unidirectional print mode; indoor-quality speed based on printing in four-pass unidirectional print mode.

10-Q for the fiscal quarter ended January 31, 2008 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2007. HP assumes no obligation and does not intend to update these forward-looking statements.

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