HP Demonstrates Expansive Range of Transpromotional Solutions for Graphic Arts Industry at drupa

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DÜSSELDORF, Germany, May 29, 2008 – HP is showcasing for the first time in one place a complete range of transpromotional production solutions available through the company and its partners.

In the direct marketing profit center of the HP stand in hall 8A at drupa, visitors can see live printing demonstrations on HP Indigo presses, HP Inkjet Web Press technology, HP Specialty Printing Systems (SPS) solutions and workflow solutions from HP and partners.

These demonstrations highlight how the industry's largest digital color portfolio offers multiple, high-value color solutions for print service providers and enterprise data centers looking to achieve profitable growth with the burgeoning transpromotional printing market.

The HP stand features the world premiere of the HP Indigo W7200 Digital Press, as well as the first-ever showing of the HP Inkjet Web Press and four-color-process HP SPS inkjet mail printing solutions with HP Scalable Printing Technology. A complete set of workflow and finishing solutions is on display, including products from the HP SmartStream Workflow Portfolio and from Exstream Software by HP, a variable-data publishing solutions company HP acquired earlier this year.

Taken together, the solutions on display at drupa showcase the benefits of a more integrated and cohesive production workflow, which can yield higher response rates.

"Because statements and bills are almost always read by their recipients, the integration of timely, targeted and relevant full-color marketing information on these documents creates a tremendous opportunity for marketers and their print service providers," said Stephen Nigro, senior vice president, Graphics and Imaging Business, HP. "Our growing portfolio is the only one to address the full scope of transpromo solutions, with everything from IT hardware, Exstream and HP SmartStream workflow solutions to HP Indigo, HP SPS and HP Inkjet Web Press production devices."

Transpromotional printing leverages customer data, variable-data productivity and color print quality for the production of timely, targeted promotional offerings on monthly bills and statements. Because nearly all of these types of documents are opened and read, transpromotional printing has become a valuable marketing medium.

According to industry analyst firm InfoTrends, transpromotional printing's ability to drive loyalty, brand recognition and profit will lead this market application to a compound annual growth rate of 91 percent, with volumes growing from 1.62 billion impressions today to 21.72 billion by 2010 in the United States. Even higher rates are predicted for

other parts of the world.[1]

Presses to fit real-life application needs
At drupa, a newly expanded line of web-fed commercial presses from HP is producing high-coverage, offset-quality, transpromotional applications similar to the award-winning work of Oniya Shapira, an Israel-based firm that successfully produces millions of credit card transpromotional pages each month on a fleet of HP Indigo w3250s. Oniya Shapira's printing application, which was developed using GMC PrintNet software, was named the Technology Application of the Year by Xplor International.

At the tradeshow, HP is producing statements on both the HP Indigo press w3250 and on the new, higher volume, higher productivity HP Indigo W7200 Digital Press, which can produce up to 7.5 million A4-size color pages and up to 30 million monochrome pages per month. The transpromotional HP Indigo printing application shown at drupa emphasizes the competitive advantage possible with the offset quality of HP Indigo technology and its wide range of compatible media, including lightweight and recycled papers.

For high-volume environments, HP Inkjet Web Press technology is producing transpromotional and direct mail applications using the company's breakthrough Scalable Printing Technology for increased productivity and a lower cost of printing. A 914-mm (36-inch) wide version of the press will show unparalleled productivity in page volume production.

The press is designed for exceptionally high-volume transpromotional, transactional and direct-mail printing. When released in a 762-mm (30-inch) wide format in 2009, the press will produce up to 2,600 letter-size 4/0 pages per minute at a resolution of 600 x 600 dots per inch – with a target monthly duty cycle of 70 million impressions.

The powerful HP SmartStream Ultra Print Server, a front-end solution for both the HP Inkjet Web Press and HP Indigo presses, delivers the enhanced data processing capability required for high-volume transactional printing operations to move to full-color transpromotional printing and still deliver to tight production deadlines.

Bringing color to the outside of the envelope with HP and Pitney Bowes
The HP Indigo presses and HP Inkjet Web Press at drupa are both feeding work to an integrated, end-to-end production line that includes envelope printing systems powered by HP SPS technology. HP is premiering a technology demonstration of a four-color (CMYK) Scalable Printing Technology-based imager for the mail printing market, which works in tandem with several Pitney Bowes solutions, including a document composition solution with Content Author for variable transpromotional messaging; VIP/VDE for document transformation, barcoding and output management; and an APS Edge high-speed inserter with an EFS Envelope Finishing System, which features the MCS GIS4250 mail addressing system.

This comprehensive solution, available only from HP and its partners, increases the envelope's stopping power in mail campaigns and is designed to ensure a perfect match between the personalized envelopes and personalized letters and statements from the HP Indigo presses and the HP Inkjet Web Press.

Pitney Bowes, an HP SPS OEM partner, is also now a gold-level partner for HP Indigo

with the drupa unveiling of HP Indigo compatibility with a Customer Data Quality Platform mailing list software solution from Pitney Bowes. The HP Inkjet High-speed Production Solutions division, which makes the HP Inkjet Web Press, has also established a relationship with Pitney Bowes to create hardware and software integrations that, when combined, offer better solutions for the transpromotional printing market.

Exstream Software by HP variable data publishing solutions in halls 7 and 8A
Exstream Software by HP is showcasing its variable data publishing solutions in hall 7 as part of the HP-sponsored drupa innovation parc. Exstream's transpromotional, transactional and direct mail solutions are being presented at the main HP stand in hall 8A in a section devoted to HP Indigo-compatible software such as Exstream's Dialogue solution. The HP Graphic Arts Organization and Exstream Software by HP are currently developing an optimized Dialogue-based solution for the HP SmartStream workflow.

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] InfoTrends, Inc., "The TransPromo Revolution; The Time is Now!" March 4, 2008, page 6.