HP Light Fade Simulator

Overview
The HP Light Fade Simulator is a free download that allows people to see how their photos will hold up against up to 80 years of light exposure.[1]

Background
HP invests heavily in the research and development of technology to ensure that photos last for generations. All HP inks and papers must meet rigorous tests developed by HP and by relevant standardization organizations. In many cases, these tests are verified by independent test labs.

Photos printed on HP photo papers using HP Vivera inks not only feature better image quality than photos processed by conventional labs or non-HP retail kiosks, but they are more resistant to fading caused by light, heat, humidity or airborne pollutants. This concept, known as photo permanence, is measured by how well photos retain their image over time when exposed to one or more of these factors.

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HP Light Fade Simulator
Now, customers can see how their photos will fare against long-term light exposure by using the HP Light Fade Simulator, available free on hp.com. Consumers can use the tool to simulate photo fading on their computer monitors for any .jpg image and compare the light fade permanence of their image when printed with specific Original HP papers and inks versus comparable non-HP supplies.

The results are based on the findings of HP's internal fade resistance labs and are supported by Wilhelm Imaging Research, Inc., a third-party independent test lab that conducts accelerated light exposure and dark aging tests to determine the comparative life expectancy of inkjet and other digitally printed photographs.

HP Light Fade Simulator link and instructions
The demo is available for download at www.hp.com/go/printpermanence.

1. Click on the "Download Only" button.

2. Follow the onscreen instructions.

System requirements
• Windows® sXP Home SP2

• Windows sXP Pro SP2

• Windows Vista®

[1] All images are simulated; the HP Light Fade Simulator will not alter or save the digital .jpg image used in the test.

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