



HP Expands its Large Format Photo Paper Portfolio

LAS VEGAS, Jan. 31, 2008 – HP today added two new papers (10 new SKUs) to its large-format photo media portfolio that are designed especially for print service providers and creatives, broadening HP's offerings in the large format media space.

HP Everyday Pigment Ink Photo Paper is an economic microporous paper that delivers superior image quality with HP Vivera pigment inks. When used together, HP Everyday Pigment Ink Photo Paper and HP Vivera pigment inks provide an ideal system solution for printing photorealistic images with rich detail and vibrant colors. This affordable and versatile, 235 g/m² photo paper is available in satin and gloss finishes and four different widths (24, 36, 42 and 60 inches),

"The quality of this 'everyday' paper is far superior to that of any paper comparable in type and price point," said David Henderson, Large Format Manager for print service provider R and R Images.

Henderson tested both the gloss and satin finishes of HP Everyday Pigment Ink Photo Paper using two different HP Designjet printers and was very impressed with the results.

"This new paper was extremely easy to handle coming off of either printer; it was literally dry before it was out from under the cover, even on a heavy, rich black," said Henderson. "The overall brightness of the prints was particularly pleasing as well. We sampled images with remarkably wide gamuts and found no instance of bleeding from either machine, even at almost 400 percent ink coverage. The heavy weight of the paper provided the prints with a pleasing feel, equal to that of our regular 'premium' papers. With the suggested price point of this product and the flexibility to use it on any of our aqueous printers with pigment inks, it will be ideal for larger run print jobs."

Additionally, HP announced HP Premium Matte Photo Paper, a high-quality paper featuring a smooth matte surface and weighty stiffness for professional prints. This 210 g/m² paper gives photographers versatility with their output by delivering vibrant, full color graphics and photorealistic images with high ink loads that can be laminated instantly. This superior quality, ripple-free paper is available in matte finish and comes in two different widths (24 and 36 inches).

These papers are ideal for print service providers and creative professionals who want to create high-quality images at competitive price points. Both papers will be available worldwide for purchase in March.

HP's large format media portfolio now includes papers for a variety of uses including graphic design, professional photography, digital fine arts, prepress/proofing, and

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commercial and industrial printing. Additional details about today's announcements are available at www.hp.com/go/pma2008. More information about HP's large format media portfolio is available at www.hp.com/go/designjet/supplies.

About HP

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