



HP Completes Integration of Recently Acquired MacDermid ColorSpan Inc.

PALO ALTO, Calif., Feb. 1, 2008 – HP today announced that it has completed the portfolio integration of recently acquired MacDermid ColorSpan Inc., a leading supplier of UV-curable inkjet printers for display graphics, into the Graphic Arts organization within HP's Imaging and Printing Group.

The acquisition enables HP to provide lower-cost, wide-format platforms and UV technologies to print service providers that are expanding into outdoor applications and more industrial workloads.

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HP is further strengthening its Print 2.0 strategy to digitize analog prints by extending the company's overall digital creation into the sign shop and quick-printing market. With the addition of products and technologies that are complementary to those from HP Scitex and HP Designjet, HP is offering an even more robust portfolio to help customers achieve greater business growth and financial success.

"These new products further differentiate HP as the only supplier offering a full range of aqueous, solvent and UV-curable solutions," said Enrique Lores, vice president and general manager, Large Format Printing, Imaging and Printing Group, HP. "We're pleased to offer customers who are growing into outdoor applications and more industrial workloads a continuous growth path with the high level of service, quality and reliability they expect from HP."

More large format possibilities with the brand you trust

The new HP Designjet H35000/H45000 Printer series, formerly the ColorSpan 5400uv series, bolsters HP's portfolio of solutions for commercial print service providers who want to effectively produce durable outdoor and indoor signs, banners, point-of-purchase (POP) displays and posters with vivid colors on flexible and rigid media.

Featuring HP Designjet 788 inks and variable drop-size printheads, and intelligently designed to convert easily from a roll-fed to a flatbed printer, the devices print directly on rigid display boards or flexible media.

The HP Designjet H35000 Printer series, which includes the HP Designjet H35100 and HP Designjet H35500 printers, are affordable, reliable, UV hybrid printers that print directly onto many types of rigid and flexible media. The HP Designjet H45000 Printer series, including the HP Designjet H45100 and HP Designjet H45500 printers, offers increased productivity with print speeds up to 388 ft²/hour (36 m²/hour).

Designed for high-volume, multi-application environments, the new HP Scitex FB910, formerly the ColorSpan 9840uv, is a robust flatbed printer targeted at industrial print

service providers interested in versatile, high-volume production of durable outdoor and indoor applications, such as signs, banners, POP displays, posters, billboards, building wraps, lawn signs and street furniture.

The HP Scitex FB910 helps print service providers accommodate a greater range of customer requests and grow their business with unlimited versatility, an efficient workflow and robust durability at fast print speeds. Featuring HP Scitex FB240 UV inks and innovatively designed to increase productivity and profitability, it achieves maximum print speeds of 811 ft²/hr (74.3 m²/hr).

Delivering on HP's quality and reliability commitment

Since the announcement that HP signed a definitive agreement to acquire MacDermid ColorSpan Inc. on Sept. 13, 2007, a dedicated integration team has assessed the portfolio alignment, conducted testing and developed a re-branding strategy for former ColorSpan products to ensure it brings to market products of the highest quality and reliability.

After undergoing HP's rigorous quality control tests to improve product quality, reliability, manufacturing processes and service capabilities, all quality and reliability issues across the former ColorSpan product line have been resolved to meet HP standards.

"We're fully confident the new, HP-branded products will demonstrate our commitment to superior quality, reliability and support that our customers have come to expect from HP," said Lores.

More information about HP Graphic Arts is available at www.hp.com/go/graphicarts.

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 \$104.3 billion for the four fiscal quarters ended Oct. 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

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