HP Bolsters Large-format Offerings with New Solutions and Facilities

TEL AVIV, Israel, March 10, 2008 – HP today announced an expanded portfolio of large-format printing technologies and solutions.

With the additions, HP is providing one of the broadest portfolios of large-format technologies and solutions in the industry for the production of almost any indoor or outdoor graphic application.

Announced during the HP Graphic Arts Pre-drupa Summit, portfolio highlights include:

- New HP Latex Printing Technologies, designed with the environment in mind, that offer a compelling alternative for creating a wide variety of indoor and outdoor applications.
- Five new super-wide-format industrial printers, the result of the completed product integration of recently acquired NUR Macroprinters Ltd.
- The opening of a state-of-the-art facility in Caesarea, Israel, to drive continued innovation and manufacturing of HP Scitex products.

"HP is the only company with such a comprehensive portfolio of large-format solutions," said Yariv Avisar, vice president and general manager, Large Format Printing Industrial Solutions, Imaging and Printing Group, HP. "There's no other company that can match our offerings of piezo inkjet and thermal inkjet technologies, water-based, solvent, UV-curable and now latex ink technologies, as well as the high levels of service, quality and reliability that we provide to customers worldwide."

A small drop with a big impact

The new HP Latex Printing Technologies include water-based HP Latex Inks that produce odorless prints[1] and durable output with sharp, vivid image quality. These inks also enable broad application versatility and, working together with HP Wide Scan Printing Technology, provide high productivity to enable print service providers to increase their print capacity and grow their business while reducing the total impact of printing on the environment.

HP Latex Inks offer durable, high-quality results on a broad range of HP and non-HP media, achieving display permanence up to three years unlaminated on outdoor prints.[2]

HP Wide Scan Printing Technology, based on printheads built with HP Scalable Printing Technology and HP's proprietary Optical Media Advance Sensor, work together with HP Latex Inks, making it possible to develop new printing systems that can achieve

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breakthrough print speeds.[3]

The first HP printers using HP Latex Printing Technologies are to be announced at drupa in May. Price and availability will be disclosed at that time.

Powerful combination of UV and solvent offerings

The completed portfolio integration of NUR Macroprinters Ltd. strengthens HP's large-format portfolio to offer industrial print shops a wide variety of UV and solvent-based printers. HP's large-format offering now includes:

- HP Scitex XP5300 Printer, formerly the NUR Expedio Revolution 5m, offers a powerful combination of industry-leading print speeds[4] and high-quality UV inks. Ideal for outdoor signage or other outdoor applications, the HP Scitex XP5300 Printer prints at industrial speeds of up to 300 m^2/hr (3,200 ft^2/hr) in Billboard Mode using HP Specialty Billboard Scitex Ink, allowing fast drying and quick delivery.
- HP Scitex XP5100 Printer, formerly the NUR Expedio 5000, combines the performance of traditional super-wide-format printers with the media versatility, quality and speed of current UV ink printers. The device creates both indoor and outdoor applications at production speeds of up to 150 m^2/hr (1,600 ft^2/hr). The HP Scitex XP5100 Printer is featured with a multi-roll printing kit and vertical cutter for high versatility and productivity.
- HP Scitex XP2700 Printer, formerly the NUR Expedio Inspiration, delivers high-quality output on both flexible and rigid media.[5] It delivers wide-format output at production print speeds of up to 110 m^2/hr (1,200 ft^2/hr)[6] and superior image quality of up to 800 x 635 dpi (1,600 x 1,270 dpi apparent) for high-volume industrial printers that want to enter new markets for indoor and outdoor applications.
- HP Scitex XP2100 Printer, formerly the NUR Expedio 3200, combines the speed and versatility of UV roll-to-roll printer with an optional easy-to-use flatbed module. Ideal for 3.2 m (10.5 ft) applications, the printer features an integrated inflatable collector and feeder as well as an optional multi-roll printing kit, allowing print service providers to deliver results more efficiently. The HP Scitex XP2100 Printer produces both indoor and outdoor applications at productive print speeds of up to 120 m^2/hr (1,300 ft^2/hr).
- HP Scitex FB6100 Printer, formerly the NUR Tempo Q, is a high-volume flatbed industrial printer designed for industrial environments and providing 24x7 reliability backed by HP support. The device is equipped with one of the largest flatbed imaging areas (3.2 x 2 m /10.5 x 6.5 ft) available and can easily convert from flatbed to a roll-fed printer.

HP also celebrated the grand opening of its new 13,000-sq.-meter manufacturing site in Caesarea, Israel. The state-of-art facility will bring additional innovation and more manufacturing capabilities together to continue the production of existing solutions as well as the development of new manufacturing products.

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 $107.7 billion for the four fiscal quarters ended Jan. 31, 2008. 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/.

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

[2] HP image permanence estimates by HP Image Permanence Lab. Display permanence tested according to SAE J1960 using HP Latex and solvent inks on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Laminated display permanence using Neschen Solvoprint Performance Clear 80 laminate. Results may vary based on specific media performance.

[3] In the price/performance category for which printers based on HP Latex Printing Technologies are intended.

[4] Compared to super-wide-format roll-to-roll printers between $100,000 and $500,000. Based on the fastest rated speeds as published by manufacturers as of February 2007. Test methods vary.

[5] Optional. Must be ordered separately.

[6] Print speeds are for roll-to-roll printing, not flatbed printing.

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