



2010 Digital Imaging Marketing Association (DIMA) Awards

HP pioneered the technologies that make digital printing applications go beyond the ordinary and become extraordinary. It is thanks to the innovation and passion shared by our customers, who include the top vendors in the photo market worldwide, that HP has become, and remains, the undisputed market leader in the photo specialty market.

HP Indigo digital presses deliver best-in-class quality, with the possibility of standard four-colour CMYK printing, or six-colour printing with light cyan and light magenta. True photographic quality can be achieved by the two photo inks.

In 2010 we received an award for print quality in ALL the competitions that we participated in the 2010 DIMA Awards featured at the PMA International Convention and Trade Show. These are results that you can trust your business with.

HP Indigo press 5500



HP Indigo 7000 Digital Press



The winner at ALL Digital Press category

Digital Imaging Marketing Association (DIMA) is an independent association working with photo retailers, photo professionals, commercial imagers, and photographers.

The DIMA Digital Printer Shoot-Out tests digital output devices under standardised conditions and procedures. The panel of judges included well-respected names in the photo industry.

The judges evaluated the prints for their overall quality as well as quality of the colour. Entrants were provided with a target file and given five business days to produce a print. A panel of expert judges evaluated the prints for their overall quality as well as quality of the colour. HP Indigo captured two 2010 DIMA Digital Printer Shoot-Out Awards in the digital press category:

- 41-70 ppm award—HP Indigo press 5500
- 71+ ppm award—HP Indigo 7000 Digital Press

To learn more, visit www.hp.com/go/graphic-arts or www.hp.com/go/myhpin digoweb

HP Indigo press 5500

In the 21-70 ppm category, the HP Indigo press 5500 won against the Xerox 700 with a score of 8.217 compared to the Xerox score of 6.783.

Entry Number: P18 Company: Hewlett-Packard Co. Contact: Bob Kras, Mktg Segment Manager Address: 10000 N. 130th Ave, Suite 100 City: Minneapolis, MN 55438 State: MN Country: USA Phone: +1 612 544 2000 Fax: +1 612 544 2000 Email: bob.kras@hp.com	
Category: Maximum Marks Size Maximum Marks Size: 11x17 Maximum Marks Size (mm): 279x426	Neutral Gray Balance Reproduction ... 7.667 Saturation ... 7.833 Shadow Depth Quality ... 8.167 Overall Tonality and Detail ... 8.167 Highlights and Specular Highlights ... 8.167 Flesh Tones ... 7.667 Hue Shift ... 8.000 Text/Resolution Target ... 7.500 Color Measurement Score ... 8.217 TOTAL SCORE ... 8.217

Entry Number: P13 Company: Xerox Corp. Contact: Steve Segal, Manager, Press Marketing Address: 400 Polaris Road, #400 City: Norwalk, CT 06854 State: CT Country: USA Phone: +1 203 441 4000 Fax: +1 203 441 4000 Email: steve.segal@xerox.com	
Category: Maximum Marks Size Maximum Marks Size: 11x17 Maximum Marks Size (mm): 279x426	Neutral Gray Balance Reproduction ... 8.000 Saturation ... 7.167 Shadow Depth Quality ... 7.500 Overall Tonality and Detail ... 7.333 Highlights and Specular Highlights ... 6.667 Flesh Tones ... 5.833 Hue Shift ... 6.833 Text/Resolution Target ... 7.500 Color Measurement Score ... 5.500 TOTAL SCORE ... 6.783

HP Indigo 7000 Digital Press

In the 71+ ppm category, the HP Indigo 7000 Digital Press won against the Xerox IGen4 with a score of 7.883 compared to the IGen4 score of 6.233.

Entry Number: P40 Company: Hewlett-Packard Company Contact: Bob Kras, Mktg Segment Manager Address: 10000 N. 130th Ave, Suite 100 City: Minneapolis, MN 55438 State: MN Country: USA Phone: +1 612 544 2000 Fax: +1 612 544 2000 Email: bob.kras@hp.com	
Category: Maximum Marks Size Maximum Marks Size: 11x17 Maximum Marks Size (mm): 279x426	Neutral Gray Balance Reproduction ... 7.667 Saturation ... 8.167 Shadow Depth Quality ... 8.500 Overall Tonality and Detail ... 8.333 Highlights and Specular Highlights ... 8.500 Flesh Tones ... 7.667 Hue Shift ... 8.333 Text/Resolution Target ... 7.667 Color Measurement Score ... 7.000 TOTAL SCORE ... 7.883

Entry Number: P17 Company: Xerox Corp. Contact: Steve Segal, Manager, Press Marketing Address: 400 Polaris Road, #400 City: Norwalk, CT 06854 State: CT Country: USA Phone: +1 203 441 4000 Fax: +1 203 441 4000 Email: steve.segal@xerox.com	
Category: Maximum Marks Size Maximum Marks Size: 11x17 Maximum Marks Size (mm): 279x426	Neutral Gray Balance Reproduction ... 7.833 Saturation ... 7.167 Shadow Depth Quality ... 7.167 Overall Tonality and Detail ... 5.833 Highlights and Specular Highlights ... 6.833 Flesh Tones ... 7.333 Hue Shift ... 6.833 Text/Resolution Target ... 6.333 Color Measurement Score ... 3.500 TOTAL SCORE ... 6.233

DIMA Digital Printer Shoot-Out Criteria

Entries were judged in a controlled lighting environment. The target file contained an X-Rite colour checker with known values, representing natural objects of special interest, such as human skin, foliage, and blue sky. These colour patches were measured and scored appropriately.

Qualitative criteria were also used in judging the prints, including:

- Neutral grey balance reproduction
- Saturation
- Shadow depth and quality
- Overall tonality and detail
- Highlights and specular highlights
- Flesh tones
- Hue shift
- Text / resolution target

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