



HP Bolsters Large-format Portfolio to Create New Opportunities for Copy Shops and Design Professionals

PALO ALTO, Calif., May 18, 2010 – HP today announced an expanded large-format portfolio to help low-volume print service providers (PSPs) and [technical design professionals](#) lower costs, increase productivity and win new business with easy-to-manage, in-house large-format printing capabilities.

The new solutions are designed for entry-level large-format commercial printing applications as well as architecture, engineering and construction (AEC), geographic information systems (GIS), and mechanical computer-aided design (MCAD) technical applications.

Highlights include:

- The HP Designjet Z5200 Printer, a simple and productive entry-level large-format system that offers easy, affordable and high-quality printing in-house;
- A 24-inch model of the [HP Designjet T770 Printer](#) series that includes an easy-to-access top-loading roll, large memory for processing files and fast speeds; and
- The HP Designjet 111 Printer, HP's most affordable and compact large-format printer, which delivers high-quality, cost-effective prints for entry-level technical professionals.

"HP recognizes that customers need to expand their printing capabilities and turn around projects quickly to give them a competitive advantage and help capture new business opportunities," said Santiago Morera, vice president and general manager, Designjet Solutions, HP. "The additions to our large-format portfolio address those needs by offering lower costs, higher productivity and easier operation – combined with our hallmark quality and reliability."

HP Designjet Z5200 Printer simplifies large-format printing

Designed specifically for copy shops and quick printers interested in entering the large-format market, the [HP Designjet Z5200 Printer](#) offers a simple, affordable device for a broad range of high-quality applications, including posters, point-of-purchase (POP) displays, maps, light boxes and canvas prints. To streamline the printing process, advanced HP technology eliminates and automates many of the steps involved with traditional large-format printing. In addition, the new HP Instant

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Printing Pro solution simplifies and accelerates the entire printing workflow with fast, easy file preparation and automatic nesting, preview, orientation and crop marks.

The HP Designjet Z5200 Printer also includes an embedded spectrophotometer for automatic calibration and media profiling to help those without extensive color management experience ensure color accuracy and consistency across projects. Additionally, HP Universal Bond Paper and HP Bright White Inkjet Paper with ColorPRO Technology provide noticeably superior print quality compared to competitive untreated bond papers for high-quality output at a much lower cost.

New entry-level printing solutions for technical professionals

From winning bids and developing plans to interacting with peers and clients, digital information sharing is essential to how AEC/GIS/CAD professionals operate. HP's large-format printers and multifunction devices now make it easy to turn digital designs into documents and then digitize them back into the design-and-make process, helping shorten project cycles.

The new HP printers offer smaller footprints and intuitive ease-of-use features to allow small technical teams, individual professionals and students to benefit from in-house large-format printing.

Adding to the proven HP Designjet T770 Printer series, which includes a 44-inch device, the new 24-inch model allows small teams to increase productivity with a printer that is fast, reliable and easy to use. The printer's top-loading roll makes it simple to load and swap media, and its expandable memory allows the printer to handle bigger jobs as business grows. It also features built-in networking for easy sharing and the ability to print without opening applications.

Available in a tray or roll-fed option, the HP Designjet 111 Printer is an ideal entry-level printer for technical CAD applications, large-format posters and presentations. Designed for AEC students and professionals, construction offices, universities and technical instruction environments, the printer is affordable at any budget with the ability to create posters or presentations for less than \$1.⁽¹⁾ As the smallest HP large-format printer available,⁽²⁾ measuring only 1 meter (3.3 feet) wide, it also fits easily into small offices.

More information about the HP Designjet portfolio is available at <http://www.hp.com/go/designjet>.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

(1) Figures may vary from country to country depending on local ink pricing.

(2) Measuring only 0.5 square meters, the HP Designjet 111 Printer series is the smallest HP large-format printer.



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