



HP Establishes Beta Test Plan with Quad/Graphics for HP Color Print Module Imprinting Technology

BIRMINGHAM, U.K., May 21, 2010 – HP today announced it is working with Quad/Graphics, one of the world's leading printers of magazines, catalogs, direct mail and other commercial products, on a plan to host the first commercial beta test of the [HP Color Print Module](#) imager.

The advanced imager, which uses [HP Scalable Printing Technology](#) thermal inkjet imaging, integrates cost-effective four-color process digital printing into traditional offset web press lines.

"Personalized, color content is essential to multichannel marketers, so HP is bringing these capabilities to the print space," said Kathy Tobin, vice president and general manager, Specialty Printing Systems, HP. "Working in collaboration with Quad/Graphics, we plan to refine the HP Color Print Module to provide customers maximum value."

HP and Quad/Graphics are currently determining the best uses for the HP Color Print Module throughout Quad/Graphics' manufacturing platform, based on Quad/Graphics' personalization priorities.

"Today's marketers require innovative solutions for getting their message to the right people at the right time quickly and cost-effectively," said Steve Jaeger, President of QuadDirect, the direct mail division of Quad/Graphics. "We are excited by the possibilities of HP's technology, which will go a long way to strengthen our ability to help clients create targeted, relevant print messages that connect seamlessly with other media channels."

Producing four-color text and images at a high resolution, the HP Color Print Module imager prints in many different configurations at swift speeds that meet manufacturing expectations. When tied to database/CRM systems, the imager can produce personalized marketing images tailored to an end user's data.

By producing marketing images and text in full color, print media solutions providers like Quad/Graphics have the potential to deliver targeted, relevant communications that increase the response their customers receive to print products. The technology also provides variable-data text and images that better integrate with offset-printed color content.

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HP is showing the HP Color Print Module at the IpeX 2010 graphic arts tradeshow this week and expects to make the imager available later this year. HP is working with original equipment manufacturers for the direct mail and other markets to develop new products that take advantage of the HP Color Print Module's full-color printing capabilities.

More information on the HP Color Print Module and other new solutions from HP at IpeX is available at www.hp.com/go/IPEX, at the www.hp.com/go/HPatIPEX2010 online press kit or through the [HP Graphic Arts Twitter feed](#).

About HP

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