



HP Shows Real-world Workflows for Digital Printing Success with HP Inkjet Web Presses

Live demonstrations at IpeX showcase advanced capabilities

PALO ALTO, Calif., May 18, 2010 – HP today presented automated, interconnected workflows for HP Inkjet Web Press customers, driving productivity to new levels in high-volume market applications like publishing, direct mail and transpromotional printing.

HP and companies in the HP Graphics Solutions Partner program⁽¹⁾ displayed their connected solutions in live operating environments within the HP stand at IpeX – No. AB150 in hall 12 of Birmingham’s National Exhibition Centre.

“Our customers need more than a high-quality press or a printer to be successful; they are looking for products that are reliable, productive and have automated workflows that drive efficiencies while reducing turnaround times and cost,” said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. “Our end-to-end demonstrations at IPEX highlight how HP and its Graphics Solutions Partners have collaborated on some of the most productive, flexible and efficient digital printing solutions available in the graphic arts industry.”

Making the most of the publishing and mailstream print opportunities

The introduction of high-volume continuous-feed digital color presses from HP expands print solution providers’ ability to address and grow the publishing market as well as the mailstream print market with its need for personalized, full-color variable-data printing.

In its booth at IPEX, HP is presenting an advanced, end-to-end print-on-demand book printing workflow. The live demonstration features the new HP T200 Color Inkjet Web Press⁽²⁾ printing book content that is then fed to a Lasermax Roll Systems Stream Folder system with double plow-fold capabilities for producing book blocks. The blocks are finished into books with covers printed on an HP Indigo press using a C.P. Bourg Binding system.

Another end-to-end workflow demonstration features the HP T200 printing brochures that are folded by the Lasermax Roll Systems Stream Folder and then inserted into a JWR wrap envelope solution that prints personalized, full-color text and images on the outside of the envelope to match the contents of the brochure

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inside.

This unique workflow originates from new wrapping solutions for HP Inkjet Web Presses created by CMC, paired with a technology demonstration of four-color envelope imprinting using an HP Color Print Module imager mounted to the CMC unit.

Growing volumes in transpromotional printing – a market predicted to reach approximately 22 billion pages this year⁽³⁾ – requires progressive development of streamlined, turnkey solutions that drive productivity. Pitney Bowes, which develops mailstream solutions that incorporate HP technologies, will show technology from the HP T200 and HP T300 Color Inkjet Web Presses as part of the Pitney Bowes IntelliJet Print Solutions for transactional printing.

The latest in its family of solutions, the IntelliJet 20 Printing System integrates the Pitney Bowes IntelliJet Print Process Manager with the HP T200 to streamline the production of high-volume, high-value transactional and transpromotional print.

Also presented in the Pitney Bowes booth is technology from the IntelliJet 30 Printing System, based on the HP T300 Color Inkjet Web Press, with three-up printing optimized with a seamless merge capability for finishing on Pitney Bowes Mailstream Productivity and Mailstream Evolution Inserting Systems.

Additional partner solutions for HP Inkjet Web Press technologies include workflow and finishing products from:

- EMT, which has upgraded its Chameleon line of finishing solutions to include a new in-line 30-inch web-width perforating system for use with the HP T300.
- Hunkeler, which has the POPP7 line of 30-inch finishing systems including its new Double Plow Folder PF7 for signature and mail production, as well as its Newspaper Finishing system.
- Lasermax Roll Systems, which has developed a new solution for print-on-demand book finishing for use with the HP T200 and T300 presses.
- MBO/Ehret, which has developed a variable cutter with variable chip-out.
- Muller Martini, maker of JDF-controlled SigmaLine solutions for hardcover, softcover and saddlestitched products working with the fully integrated T300 for commercial-quality products.
- Tecnav, a new member of the HP Graphics Solutions Partner program developing an in-line 762-mm wide dynamic perforator for use with the HP T300.
- Timsons, which will announce at Ipex a new T-Book solution, available in 2011, for use in a digital book production system working with HP Inkjet Web presses.
- Ultimate Technographics, which has installed its Impostrip OnDemand Scalable



Imposition Server software product in the high-volume HP T300 workflow implemented at UK PSP Communis.

- Videk, which has worked with HP on the development of a 762-mm-wide content verification system for real-time inspection of mission-critical variable data in transactional, transpromo and direct mail applications.

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) All content related to partner solutions is provided by the partners.
- (2) Target availability 2011.
- (3) "The Transpromo Revolution: The Time is Now!" InfoTrends, March 4, 2008.

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