



New frontiers in color printing



Innovations from Hewlett-Packard have had a tremendous impact on color printing. Now, the company's long history of innovation is taking another significant turn with the introduction of HP Edgeline Technology.

The advantages of HP Edgeline Technology

HP Edgeline Technology is an ink-based printing engine designed with printheads that span the width of a page. Basically, this means that instead of the printheads having to move across the paper, the paper itself moves. This results in several important benefits for color printing users.

Increased speed. Because ink is dispersed across the entire width of the page as the paper passes beneath the printheads, printer speeds are among the fastest in their class.¹

Print-shop-quality output. The use of large, stationary printheads enables more accurate ink-drop placement, which in turn, enables extremely crisp color output. The printheads have 10,560 nozzles each for precise ink delivery.

High reliability. The sophisticated printhead design delivers outstanding reliability, which helps to ensure more printing uptime and lower maintenance requirements.

HP Edgeline Technology Highlights

- » Continuous printing speeds up to 71 pages per minute
- » Photo-lab-quality prints in as few as five seconds
- » Compatibility with high-performing HP Vivera inks
- » Automatic color calibration and alignment for consistent quality
- » Best-in-class operating costs²

HP color printing technology: the evolution of innovation

Patented HP Edgeline Technology is just the latest in a long series of color printing innovations from HP. These include:

Vertical inline printing. HP's vertical inline technology enables a laser printer to apply color to the page in one pass, resulting in superior and consistent print quality. Conventional four-pass printers without inline technology require four separate steps to print.

Scalable Printing Technology (SPT). HP SPT makes it possible to build larger printheads with more nozzles, which in turn allows HP to develop advanced ink-based systems like HP Edgeline Technology.

HP Vivera inks. HP Vivera inks are high-performance inks that are formulated to produce true, accurate colors and high image quality. Vivera inks use colorants that immobilize rapidly on the paper to ensure consistent dot size, high color saturation and high optical density.

HP Edgeline Technology at work

HP Edgeline Technology is at work today in the HP Photosmart Express Station retail photo kiosks. These self-service photo printing kiosks use HP Vivera inks and a patented six-ink system to print high-quality color photos. HP Edgeline Technology also powers the HP Photosmart pm1000 Microlab printer, which delivers photo-lab-quality color prints in as fast as five seconds per print. Many more high-performance HP products based on HP Edgeline Technology are in development.

HP Edgeline Technology: right for you?

If any of the following apply to your organization, HP Edgeline Technology might be the perfect match for your color printing needs.

- » Operate a high-performance, heavy-duty printing environment
 - Retail photo printing
 - Industrial printing
 - High-volume office printing
- » Handle a wide range of papers (size, weight, porosity, other properties)
- » Looking for laser speed in an ink-based system
- » Need laser and ink advantages at a low cost-per-page



Want to know more?

At HP, we understand that knowledge is an organization's most important tool. Please visit us on the web at www.hp.com/go/color for a dynamic repository of informative white papers, hands-on training resources, and success stories about the power of color. You'll find what you need to understand your printing and imaging environment and what you can do to get the most from your color printing investments.

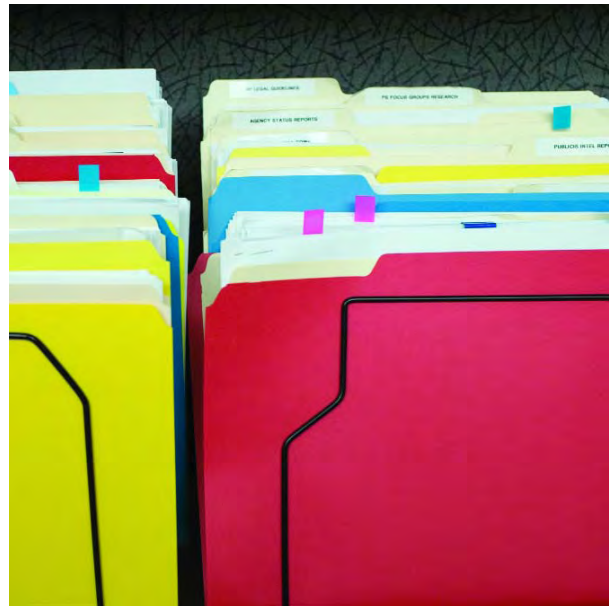
For more detailed information about HP Edgeline Technology, visit www.hp.com/go/edgelinetechology.

How HP can help

HP is the industry leader in printing and imaging innovation and reliability. Whether you need to buy one printer, develop a strategy for effectively deploying color, multifunction and document management devices, or you want to completely transform your printing and imaging environment, HP has the expertise, experience, and technology to deliver the right solution, right now. Please contact your HP representative today to talk about how HP can help you save money and increase productivity.

Notes

1. Compared to department color laser MFPs priced below \$22,000. Compared to retail photo kiosks with one printer per kiosk, based on fastest rated print speeds of 4x6 photos. Speeds as published by manufacturers as of August 2006. Test methods vary.
2. For office printing, compared to department-class color laser multifunction products. For retail photo solutions, compared to competitive 4 x 6-inch output of retail photo kiosks with a single printer. Operating costs are the combined price per page of service, repair parts and consumables (exclusive of paper) over a monthly timeframe, based on manufacturers' list pricing as of August 2006. HP office printing costs based on estimated ink prices and preliminary yield. HP photo printing of 4 x 6-inch photos based on list prices and published yield.



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