

Innovated HP Graphic Solutions

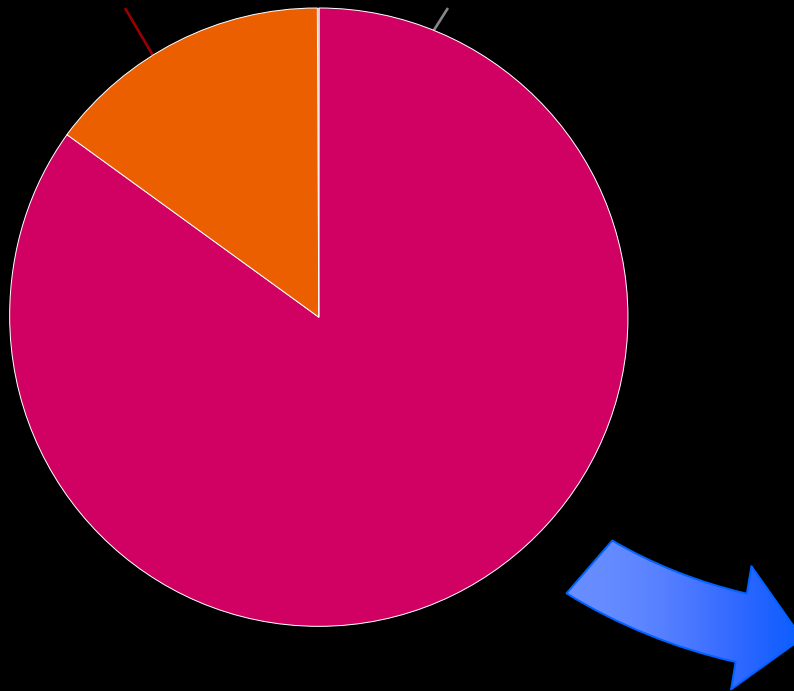
Prof André K. Economou
Solutions Architect, IPG Large Format, APJ



Where is the print volume consumed?

Graphics represents 85% of the total **\$781B** in page value (2010)

Home, Office, Photo 15% (\$118B) Graphics 85% (\$663B)

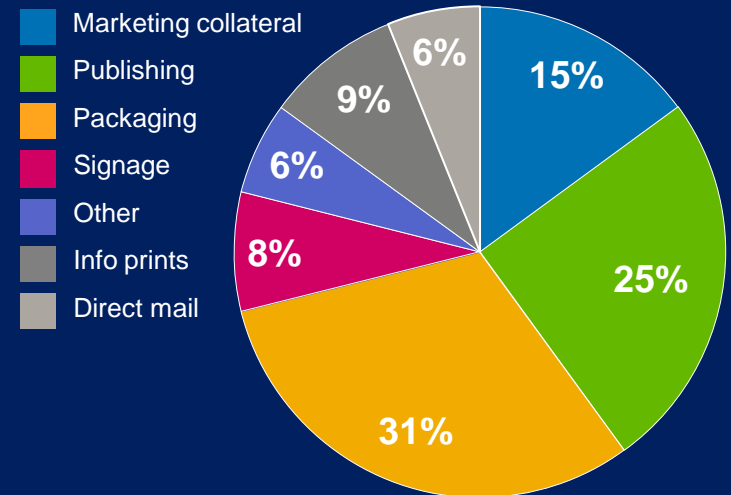


Outsourcing:

- Long turn-around times
- High volume printing/wastage
- Confidentiality issues
- Minimum fleet management

In-house printing:

- Print –On-Demand
- Print volumes you need
- Keep content confidential
- Managed Environment



HP Graphics Solutions portfolio

From technical drawings to building wraps

	★ Technical	★ Signage	★ Publishing	Photo	★ Marketing collateral	★ Info prints	Labels and packaging	★ Mail	CD/DVD	
Service Providers	<ul style="list-style-type: none"> • Architects • Engineers 	<ul style="list-style-type: none"> • Sign shops • Screen printers • Exhibition builders • Digital printers 	<ul style="list-style-type: none"> • Newsprint publishers • Commercial printers (books, magazines, periodicals) 	Graphic designers, professional photographers, and fine artists			In-plants, CRD, data centers, mfg.		<ul style="list-style-type: none"> • Mail printing solution providers that sell to letter shops • Direct mail houses • Commercial printers • Data centers 	<ul style="list-style-type: none"> • CD/DVD duplication mfg • AV duplicators • Consumer PC manufactures
				<ul style="list-style-type: none"> • Photo finishers • On-line • Retailers 	Mail solution providers		Coding & Marking Mfg.			
					<ul style="list-style-type: none"> • Commercial printers • Direct mail houses • Quick printers 	<ul style="list-style-type: none"> • Service bureaus 	<ul style="list-style-type: none"> • Label providers • Packaging converters • Coding & marking mfg. 			
Public Sector	X	X	X	X	X	X	X	X	X	
FSI		X	X	X	X	X		X	X	
MDI	X	X	X	X	X		X	X	X	
Health/Edu	X	X	X	X	X		X	X	X	

★ Graphics solutions for Enterprise



Applications for Public Sector

Gallery,
Museum



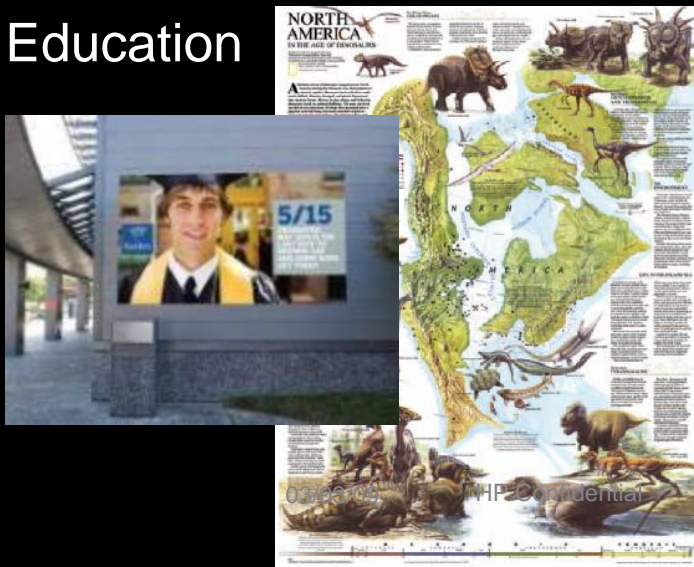
Tourism



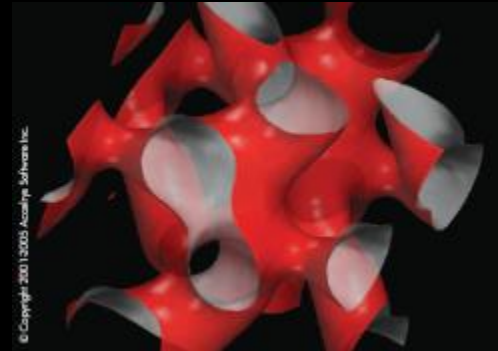
National events



Education



Healthcare

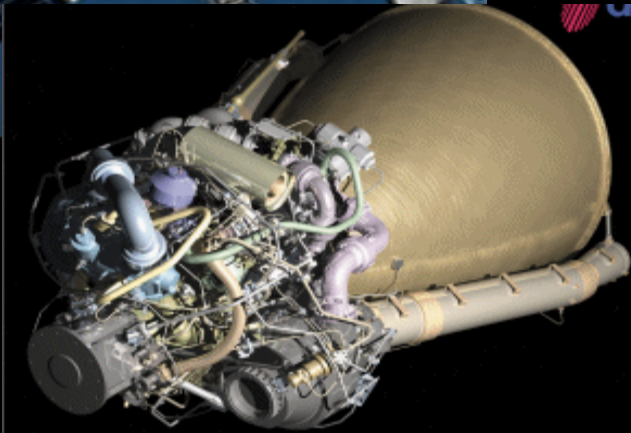


Security, Utility, IRAS



Applications for Manufacturing

Aerospace



Automotive



Applications for Finance Sector

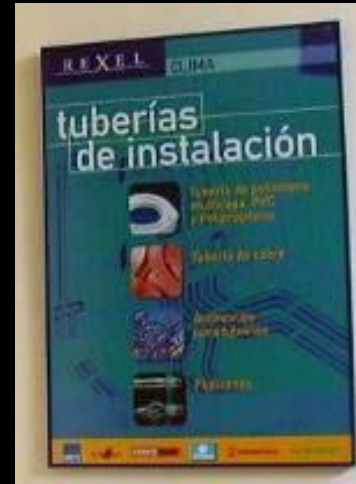
Financial Reports /
Graphs



Customer
Demographic
Analysis

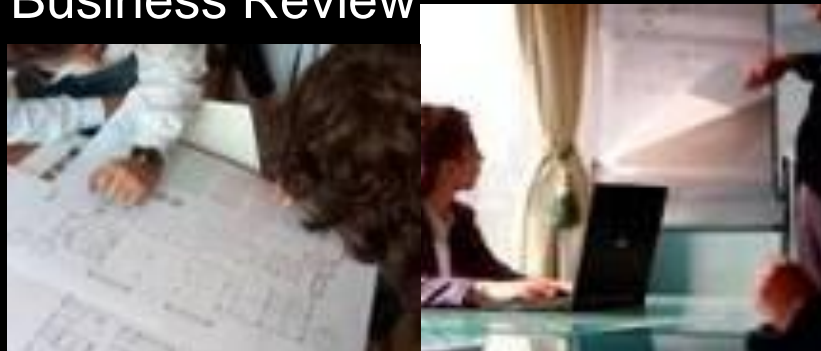


Retail Banking
Promo



In-house Training

Business Review



Integrated Campaigns from print to outdoor

Covers for books larger than
the HP Indigo sheet size



Integrated marketing
campaigns



Brochures



Books



Posters



Banners



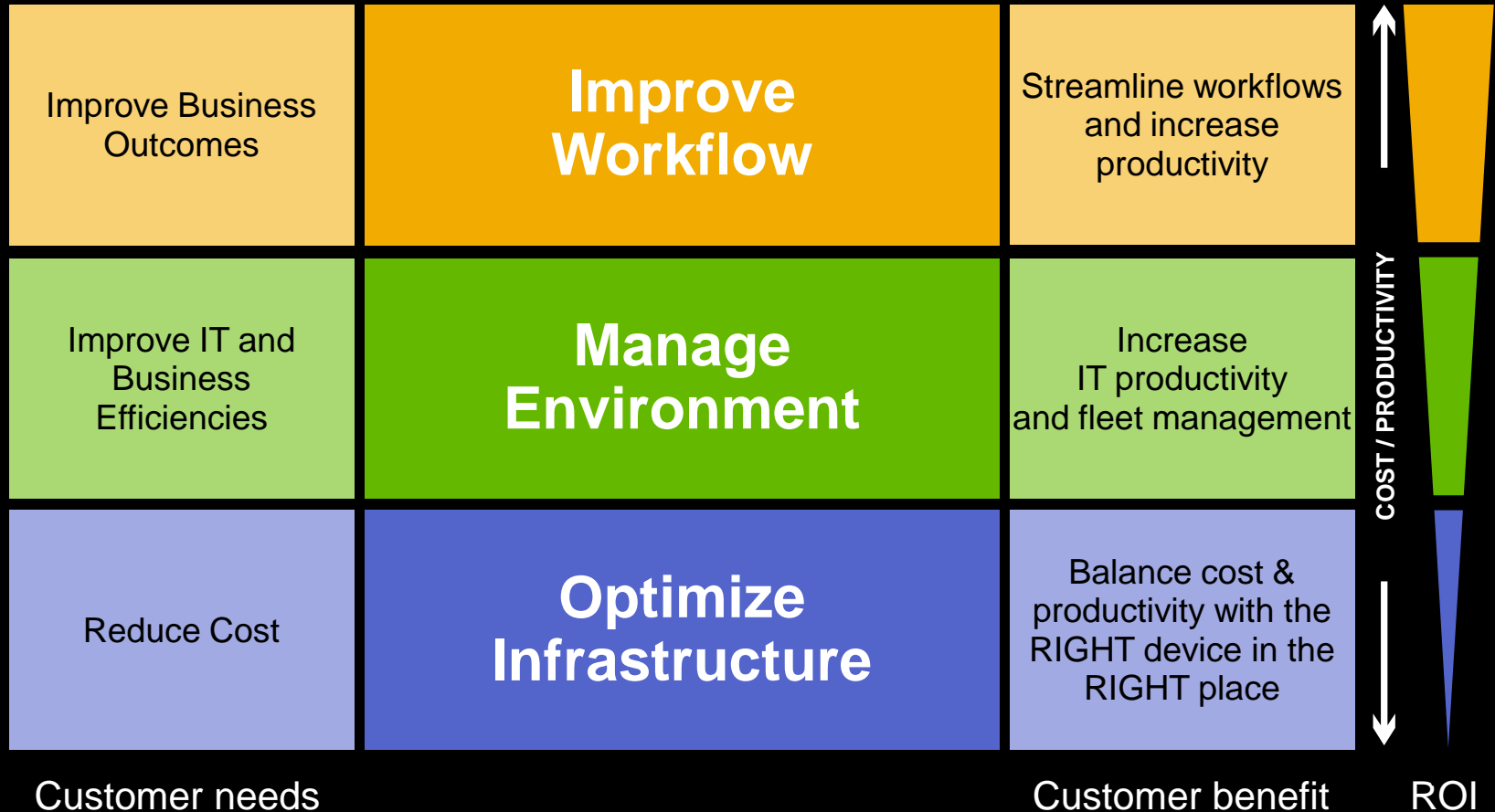
Billboards

How can our value proposition help decision makers in challenging times

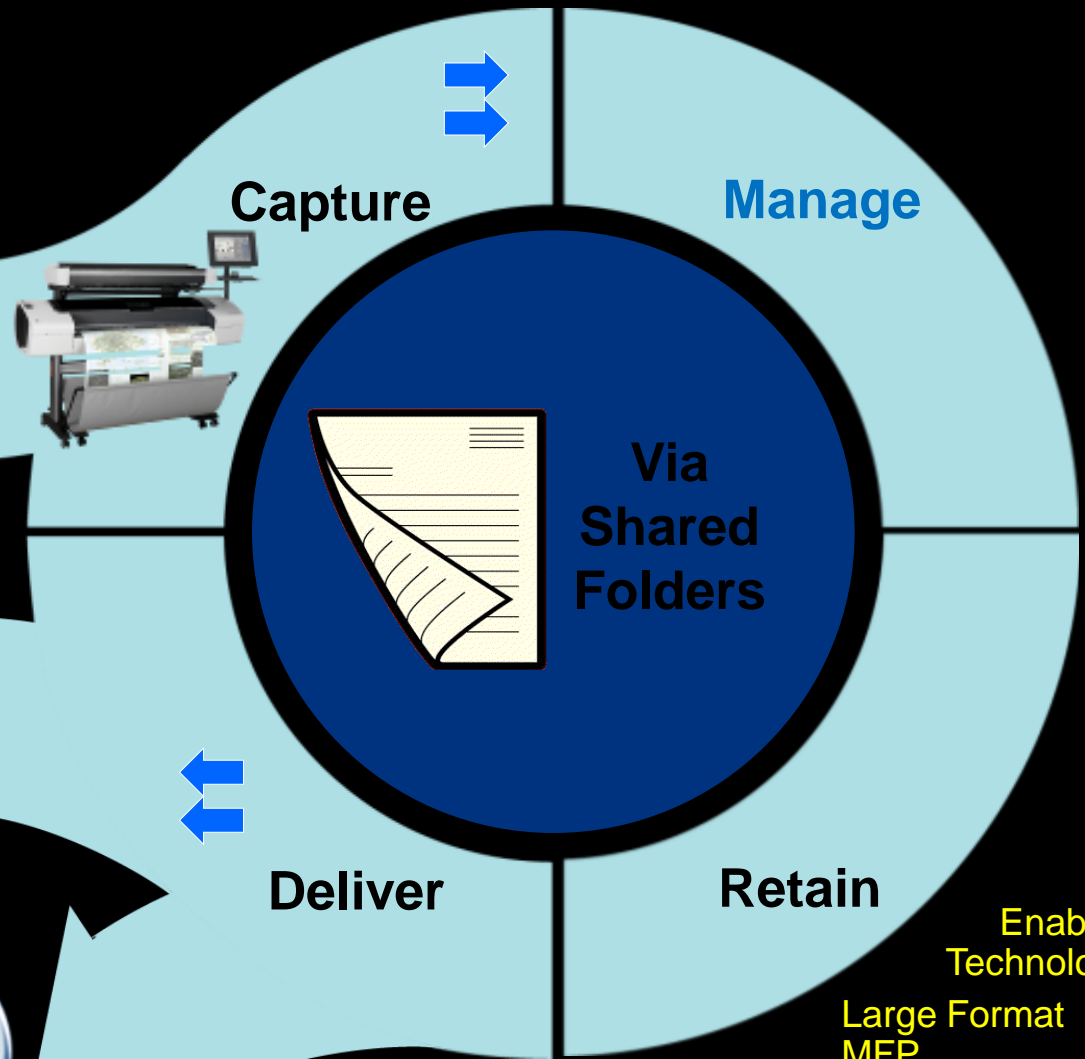
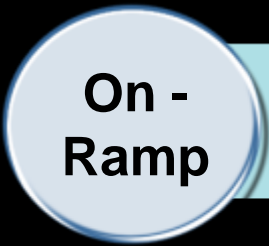
	Business mgr/User	IT Manager	Production operator
			
Peace of Mind	Sell more projects	Trusted integration in IT infrastructure	Reduce intervention or down time
Cost Efficiency	Save cost by improving control	Save IT mgt cost Save print cost	Overall workflow productivity
Personal Productivity	Improve decision making process	Ensure end user satisfaction	Save time

HP's response to our customers

Alternative Thinking About Printing



Large Format Document Workflow



Enabling Technology:
Large Format MFP

Global social responsibility to the Environment

Leading customers to environmentally responsible large format printing

Most HP Designjets are ENERGY STAR® accredited

Less ink wasted thanks to efficient installation & maintenance routines

Save paper + avoid printing mistakes with HP Instant Printing Utility

Introducing HP Recycled Bond Paper

Free, convenient HP cartridge recycling

Environmentally friendly water-based Latex Ink technology

Eco Highlights Labels

Carbon Calculator

Marketing Collateral

ecoHIGHLIGHTS

HP DESIGNJET 4520 PRINTER SERIES

ECO INFORMATION

- Save paper and avoid printing mistakes with HP Instant Printing Utility 2.0
- Wastes up to XXX ml less ink in installation and maintenance routines¹
- Free, convenient cartridge recycling²
- Supports 100% recycled media

ENERGY STAR® Qualified Product

1. Versus comparable printers. Based on tests simulating typical first year of operation
2. In countries where the HP's Planet Partner Program operates

www.hp.com/ecosolutions
Please recycle your printing hardware and supplies. Find out how at our website.



Higher Cost Savings – Improve TCO

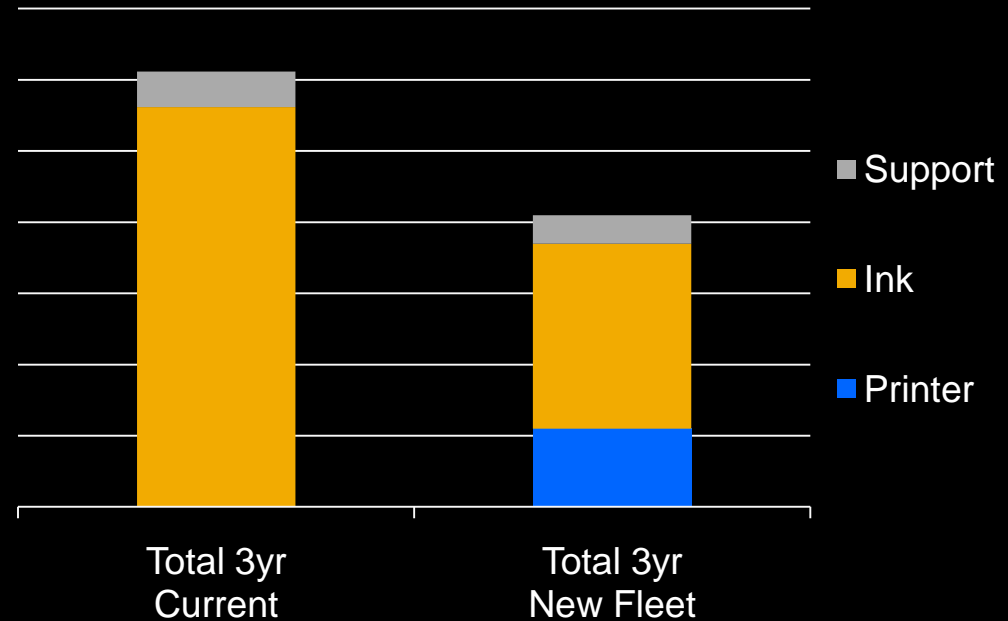
Drivers of Savings:

Reduce total costs up to 33% by integrating large-format printers into the existing managed printing environment

- **Cost Per Page**
- **Productivity**
- **Remote Management**
- **Energy saving**
- **Workflow solutions**

03/03/09

HP Confidential



- USB connection
- PC Processing
- No Management
- Obsolete Technology
- High maintenance
- Application & OS incompatibility

- Network connection (GB)
- On-board Processing
- Remote Management
- Current Technology
- Low maintenance (MIDS)
- Compatible with latest Applications & OS's

Cost Calculator

Current HP Designjet: 700/750/750 Plus Series

New HP Designjet: T1120 Series

Current number in fleet: 10

Number of printers needed: 10

Yearly support costs/per printer: 500

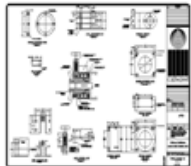
*Yearly support costs/per printer: 400

All calculations are in: Dollars

Cost/printer: 5500

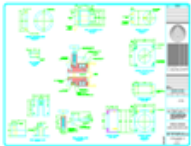
Additional 'big deal' ink discount: 0%

For each current printer, please enter
the weekly print of each type
of image to simulate



100% Monochrome line drawing printed on plain paper

0 C/A2 size
30 D/A1 size
10 E/A0 size



100% Color line drawing printed on plain paper

0 C/A2 size
12 D/A1 size
8 E/A0 size



Rendered Image printed on glossy paper

0 C/A2 size
6 D/A1 size
4 E/A0 size



Photographic Image printed on glossy paper

0 C/A2 size
3 D/A1 size
2 E/A0 size

Benefits of upgrading for this simulation

Potential Savings: 54% - Lower ink costs for prints of equal or better print quality

- * Using the HP Designjet 700/750/750 Plus Series with normal mode
- * Using the HP Designjet T1120 Series with fast mode

3-5 Year Total Cost of Ownership Analysis:

	Year 1	Year 2	Year 3	Total 3 years	Total 5 years
Keep Current Designjets					
Ink costs	56,180	56,180	56,180	168,541	280,902
Support costs	5,000	5,000	5,000	15,000	25,000
Total costs	61,180	61,180	61,180	183,541	305,902
New Designjets					
Printer costs	55,000	0	0	55,000	55,000
Ink costs	25,963	25,963	25,963	77,889	129,816
support costs	4,000	4,000	4,000	12,000	20,000
Total costs	84,963	29,963	29,963	144,889	204,816

CAUTION: THIS IS VALID ONLY FOR THE EXACT PRINTS SELECTED.

Increased productivity

& Security:

- * In printing processing with yields over 13x faster processing
- * Over 9X more prints/hour
- * 80 GB hard drive allows processing on the printer, freeing up the network & ensuring very large files print flawlessly.
- * Save time using the HP Embedded Web Server, the HP Easy Print Care / Printer Utility and enhanced support with HP Web Jetadmin
- * Secure Disk Erase enables data to be permanently removed from the printer

Improved print quality:

- * 2400 x 1200 dpi versus 600x600 yields finer lines and overall superior print quality
- * Improved line accuracy from +/- 0.2% to +/-0.1%

* Yearly support cost / per printer is calculated by dividing the contract amount by the contract length

HP Graphics Solutions portfolio

Each solution addresses a different element of the enterprise customer framework



Improve Workflow

- HP Printer Utility
- HP Instant Printing Utility
- HP SCP Repro Control
- HP SmartStream

Manage Environment

- HP Embedded Web Server (EWS)
 - HP Web Jetadmin
- HP Managed Print Services

Optimize Infrastructure

- HP GSB printing Portfolio
 - HP JetDirect Solutions
- HP Accounting Solutions

Business managers/users

Increase efficiencies in all your activities

Maximize user productivity

In printer processing architecture

+

HPIP utility



✓ High Speed

✓ Faster Processor



Trust to sell more Projects

Professional Quality

+

Serif PosterDesigner Pro for HP



✓ 0.1% Line Accuracy



Save cost by improving control

Job tracking from the EWS



+



Save cost with efficient supplies use

+

Reduce outsourcing cost



Technology for better business outcomes



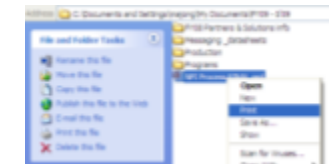
HP Instant Printing Utility 3.0

Easiest Way to Print to a Large Format Printer

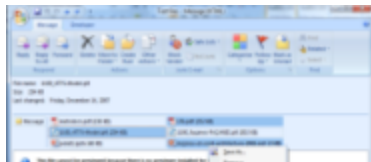
Import PDF, HPGL2/PLT, DWF, TIFF/JPEG, PPT

Full support for: 510, T series, Z series, 4xxx

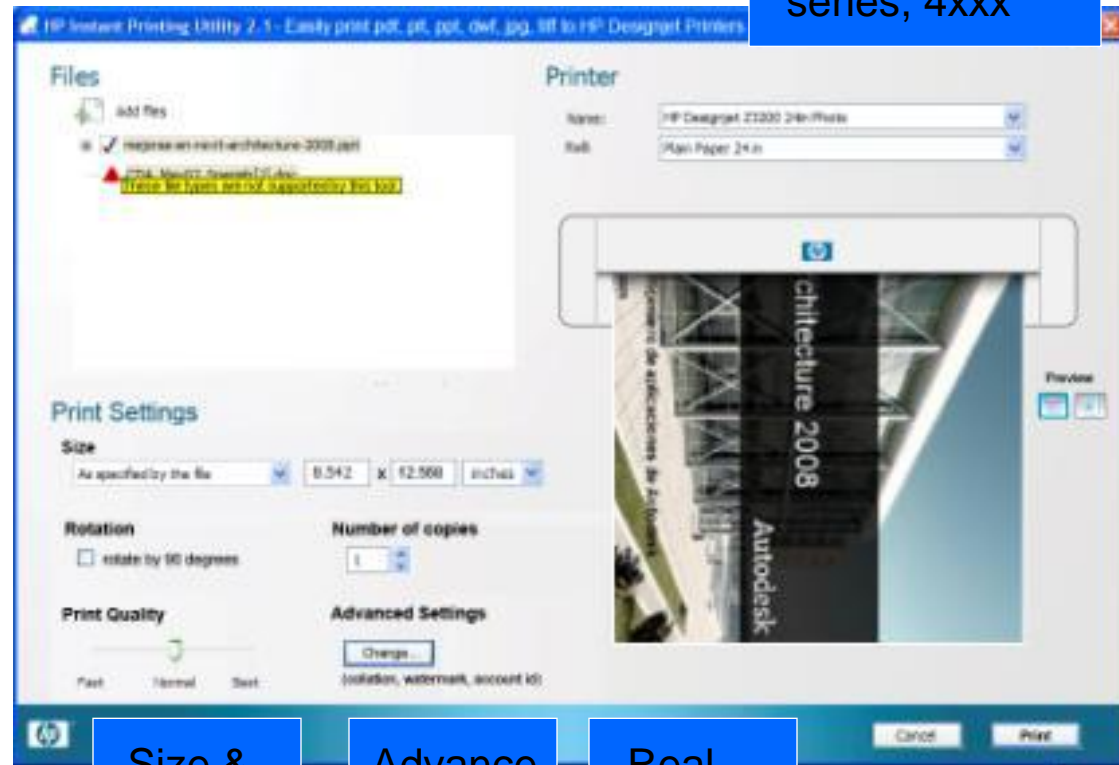
Print from **MS Office 2007** (Excel, Powerpoint, Word)



Print from **USB/DVD/Windows**



Print **Email Attachment** (Outlook)



Size & Rotation

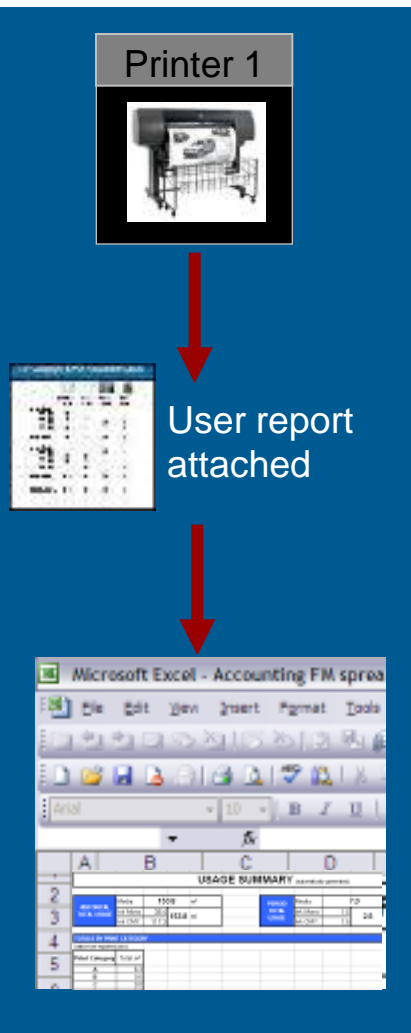
Advanced settings

Real Preview

- Advanced settings: Watermark, Account ID, Collate
- Free downloadable, auto-update
- SW in EFIGS/Port/Cat/JP/Kor/Tr-Ch/Si-Ch/Rus



HP Designjet Accounting Tool 3.0



1. The printer sends you an email with attachment

2. Save the attachment

3. Open the accounting file in Excel template and view

Easy reporting of the advanced usage data of Designjet portfolio for:

- Facility management
- Controlling internal printing costs
- Charging customers for printing costs
- Free download www.hp.com/go/designjet/accounting (registration required)

• New vs. release 2.0

- T770/T1200 support
- Supports pay-per-use
- Easier user experience – self explanatory

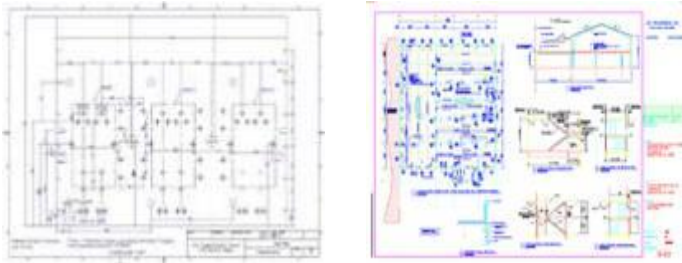
• Automatic accounting reports when you need them

Categorize prints based on ink coverage

Enables variable pricing per page

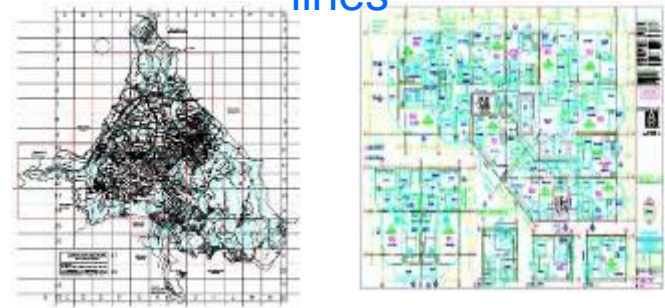
Cat. A

Typically: Low coverage lines



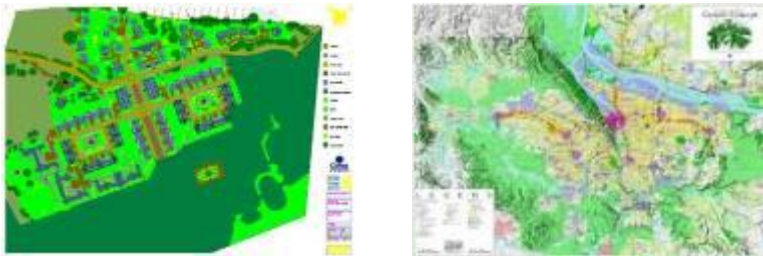
Cat. B

Typically: High coverage lines



Cat. C

Typically: Maps or renders



Cat. D

Typically: Photo printed on glossy

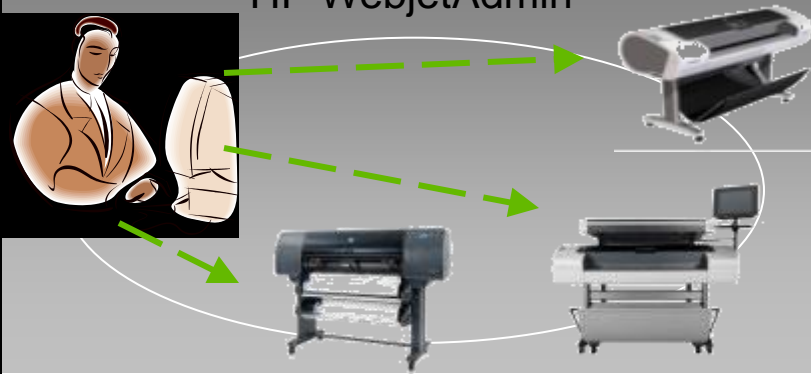


IT managers

Reduce company cost and save user time

Save IT management cost

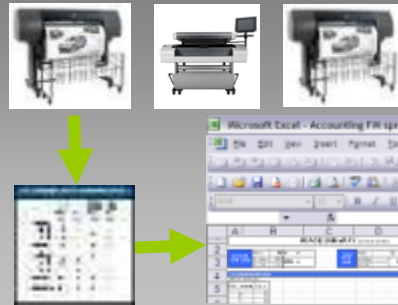
Easy fleet management with HP WebjetAdmin



Reduce overall print costs

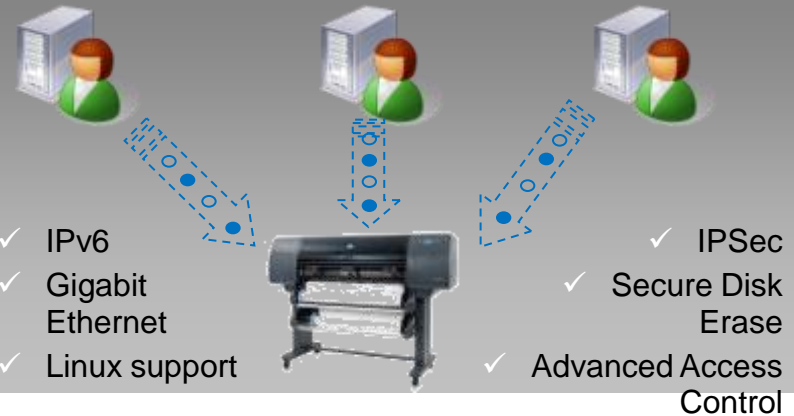
Efficient use of resources and supplies

+ Built-in cost control



Trusted connectivity

Enhanced Connectivity + Security



Ensure end user satisfaction

Outstanding print quality

+

Personal productivity



Technology for better business outcomes



HP Web Jetadmin 10

Manage Designjets as well as office printers

1 Centralized remote

1 Person x all sites



IT Admin HQ

Tokyo branch

NY branch

London branch

The screenshot displays the HP Web Jetadmin 10 interface. The left sidebar shows a tree view under 'Overview' with categories: All Devices (63), Error Devices (63), Warning Devices (0), New (Last Discovery) (57), and Ungrouped Devices (44). Below these are icons for Groups, Discovery, Configuration, Alerts, Firmware, Reports, and Supplies. The main area is titled 'All Devices (0 of 63 Selected)' and contains a table with the following data:

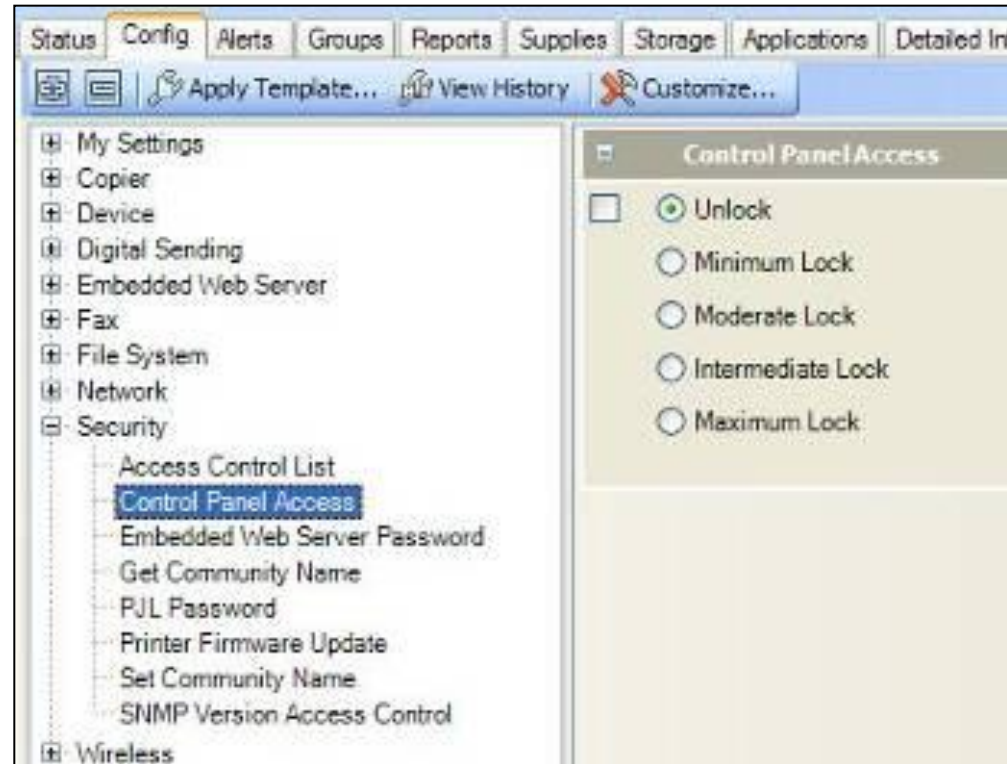
Device Model	IP Address	IP Hostname	Port (Any)
HP Designjet Z6100ps 60in	16.23.62.115	dhcppc9.emea.h...	1
HP Designjet Z6100ps 60in	16.23.101.28	npi0040caa0b43...	1
HP Designjet Z6100ps 60in	16.23.62.13	npi0040ca9c112...	1
HP Designjet Z6100ps 42in	192.168.0.144	<Unknown>	1
HP Designjet Z3200ps 44in Photo	16.23.59.163	lp419.emea.hpqc...	1
HP Designjet Z3200ps 44in Photo	16.23.62.25	pr-408.emea.hpq...	1
HP Designjet Z2100 44in Photo	16.23.59.176	npi0040ca974af3...	1
HP Designjet T1100ps 44in	16.23.101.2	npi0040caa1d47...	1
HP Designjet T1100ps 24in	16.23.58.206	npi0040ca9936fc...	1
HP Designjet T1100ps 24in	16.23.59.106	pr-203.emea.hpq...	1
HP Designjet T1100 44in	16.23.101.141	npi0040ca9bee9...	1
HP Designjet L65500 Printer	16.23.60.122	npi0040caa200b...	1
HP Designjet 800PS	16.23.56.213	bcn02142.esp.hp...	1

At the bottom of the interface, there are tabs for Status, Config, Alerts, Groups, Reports, Supplies, Storage, Applications, and Detailed Info. Below the tabs are checkboxes for 'Embedded Web Server', 'Configure Page', and 'Online'.



Security Features

- Secure disk erase
 - Secure information on the HDD
- Control panel lock
 - Prevent unauthorized changes
- EWS multilevel access
 - Define two levels of access
- Disable interfaces
 - Disable unused connectivity options USB, Firewire or On-board Gigabit Ethernet

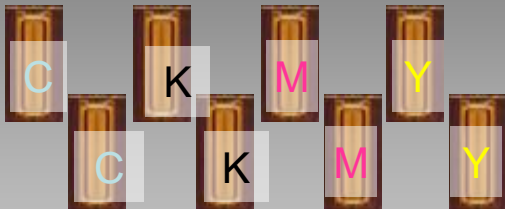


Production operator

Turn your HP Designjet to a Print Workflow Management System

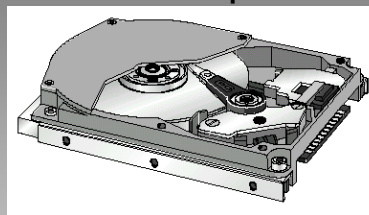
Save Time

HP Double Swath
technology +



✓ Up to 100 prints/hour

Fast simultaneous +



- ✓ Increased RAM
- ✓ Large Hard Disk

Production
Software



SCP ReproControl for HP

Maximize user productivity

Low cost printing + Low support cost

✓ Up to
775ml
K



✓ Up to
400ml
C, M, Y



- ✓ Reliable
Print Heads
- ✓ Carepack

Trust to sell more Projects

Copy/Scan option + Large input and
output capacity



HP 4500 MFP

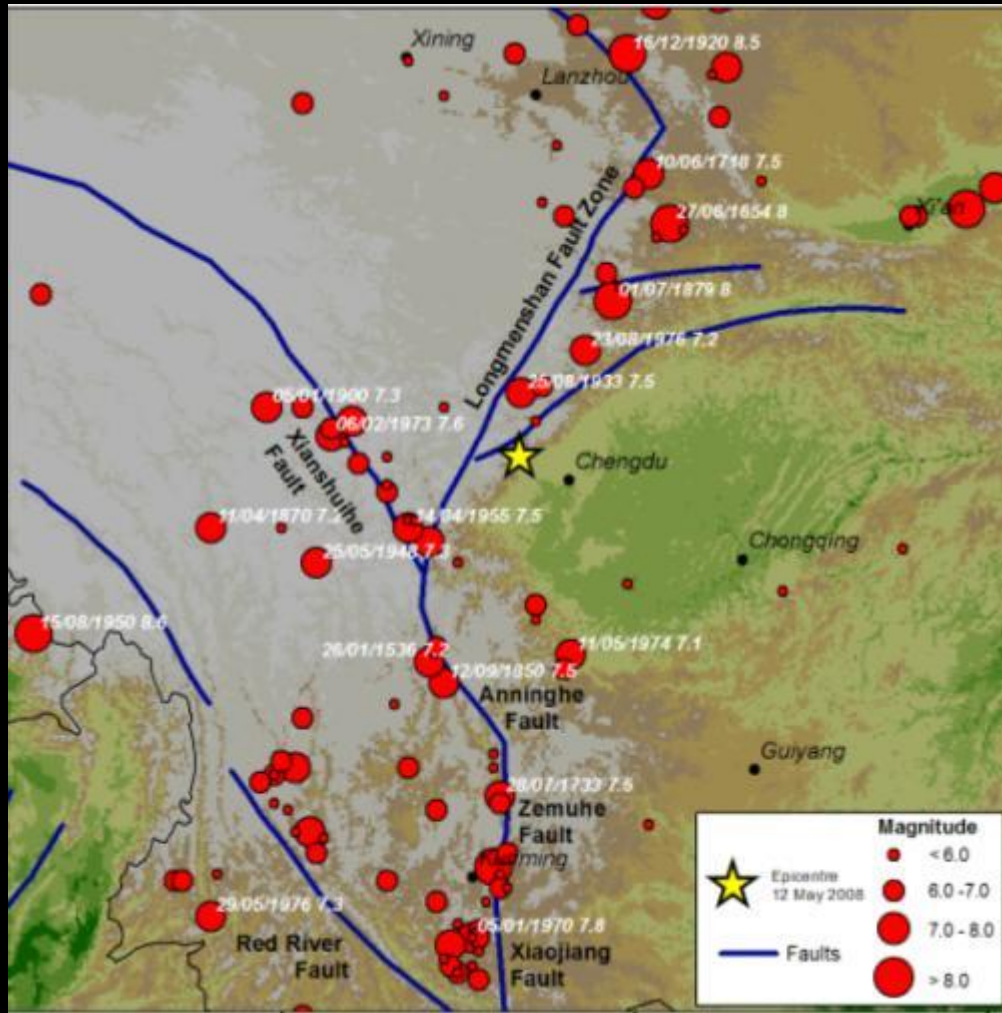


HP 4500 Stacker

Technology for better business outcomes

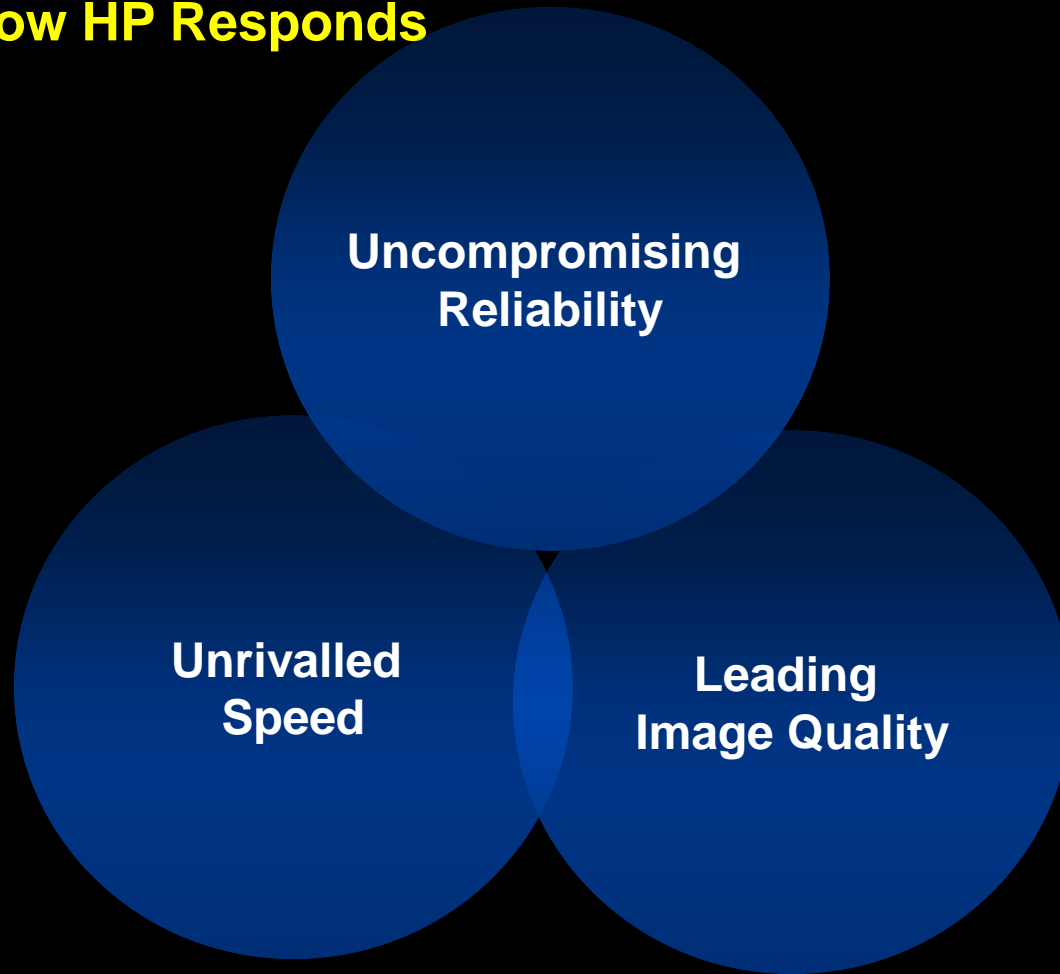


On May 12th 2008, the Province of Sichuan, China was rocked by an 8.0 earthquake that devastated the region within minutes.



Demands during Response & Rescue situations

How HP Responds



1. Rescue equipment must be reliable and compatible with the leading industry applications.
2. Rescue tools need to be reliable and provide results **fast**.
3. Rescue efforts depend highly on the accuracy of printed maps.

*“Thanks to the quick deployment of HP technology, within a few short days the Relief Agencies were able to complete the equivalent of **nearly half a year’s worth of data distribution tasks** with the help of HP China.”*



HP Designjet Printers are the most widely used Large Format Printers in the industry.

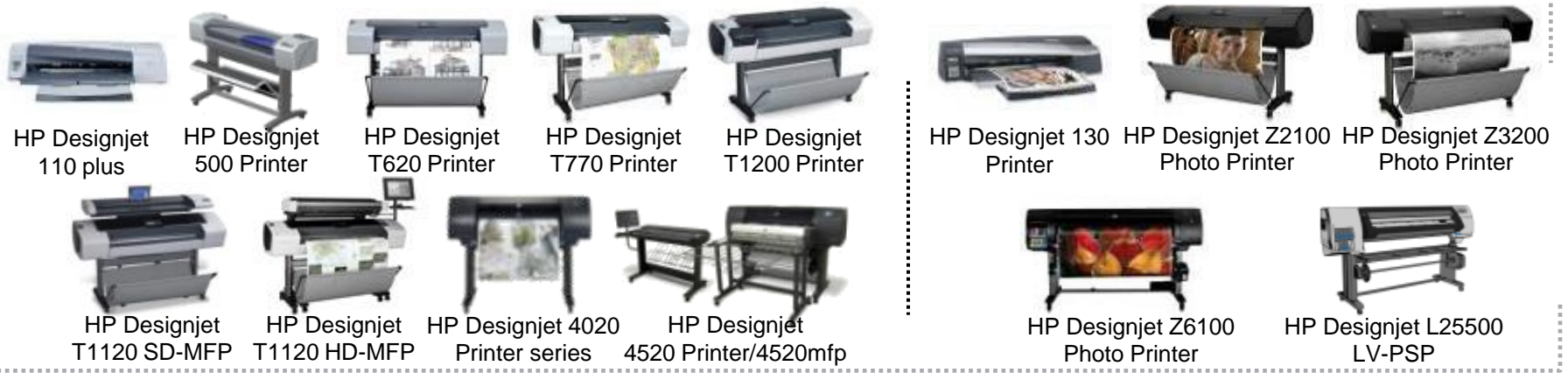


Technology for better business outcomes



Broadest Graphics portfolio

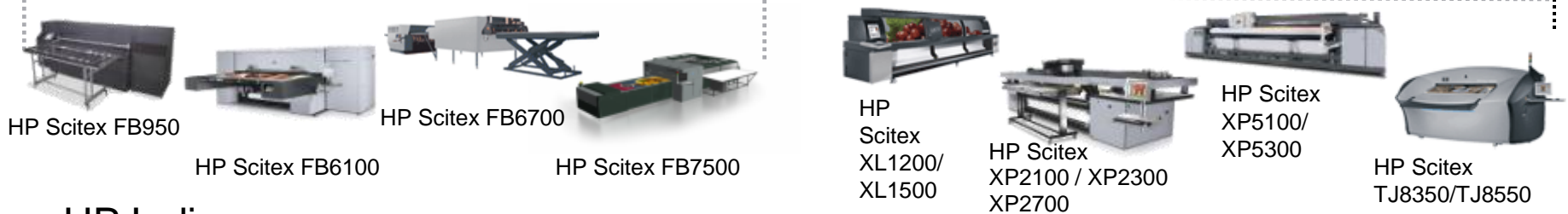
HP Designjet Large Format Design Printers



HP Designjet Large Format Signage Printers



HP Scitex Large Format Signage Printers



HP Indigo

Commercial



Industrial



HP Designjet T770 Printer Series



HP Designjet Printer	T770 (44 in)	T770 Hard Disk Version (44 in)
Print speed line drawings	Fast: 28 sec/page on A1/D	Fast: 28 sec/page on A1/D
Standard memory	2 GB	8 GB
Hard Disk Drive	None	160 GB
Connectivity	1 Fast Ethernet (100Base-T) port, 1 Hi-Speed USB 2.0 certified port, 1 EIO Jetdirect accessory slot	1 Fast Ethernet (100Base-T) port, 1 Hi-Speed USB 2.0 certified port, 1 EIO Jetdirect accessory slot
Standard languages	HP-GL/2, HP-RTL, HP PCL 3 GUI	HP-GL/2, HP-RTL, CALS G4, HP PCL 3 GUI
New accessories	T770 Memory Upgrade T770 PostScript Upgrade	T770 PostScript Upgrade



HP Designjet T1200 44-in Printer Series

Series at a glance



HP Designjet Printer	T1200 (44 in)	T1200 PostScript Version (44 in)
Part number	CH538A	CK834A
Print speed line drawings	Fast: 28 sec/page on A1/D	Fast: 28 sec/page on A1/D
Standard memory	32 Gb	32 Gb
Hard Disk Drive	160 Gb	160 Gb
Connectivity	1 Gigabit Ethernet (1000Base-T) port, 1 Hi-Speed USB 2.0 certified port, 1 EIO Jetdirect accessory slot	1 Gigabit Ethernet (1000Base-T) port, 1 Hi-Speed USB 2.0 certified port, 1 EIO Jetdirect accessory slot
Ink Cartridges	69 ml PK, G, C, M, Y, 130 ml MK, PK, G, C, M, Y, 300 ml MK	69 ml PK, G, C, M, Y, 130 ml MK, PK, G, C, M, Y, 300 ml MK
Languages	HP-GL/2, HP-RTL, CALS G4, HP PCL 3	HP-GL/2, HP-RTL, CALS G4, HP PCL 3 Adobe® PostScript® 3™, Adobe PDF 1.7, TIFF, JPEG
New accessories	External Hard Disk	External Hard Disk



T1200 accessories

External HDD



160GB external HDD targeted for public sector especially US defense companies, **all information is stored outside of the printer**

External Hard Disk is to **replace printer's internal hard disk** as repository of personal data storage (job queue, including temporal processing data, accounting,..). In that way, the EHD could be removed from the printer to **store it on a secure place**

You **cannot** use this hard disk to **share files between printers** or to **download files** from any computer to the printer

This hard disk has been designed to be used **only with a HP Designjet T1200 printers**. Usage with other devices may damage it.



Our vision ... for the future

Communicate

e

On-ramp

Off-ramp

large format

digital sender



Anytime,
Anywhere
Moving/sharing
objects



With the
right
tools

Ready to
use output



Intuitively &
Efficiently
Simple to use
and cost
efficient outputs

ALTERNATIVE THINKING ABOUT PRINTING

Technology for better business outcomes

