



News Advisory

HP Enhances Print Module Portfolio to Bring More Options to Print Service Providers

Document Data Solutions named system integrator partner

Editorial contacts

Jennifer Harbour, HP

+1 281 518 9632

jennifer.harbour@hp.com

www.hp.com/go/newsroom

CHICAGO, Sept. 8, 2013 — HP today at [PRINT 13](#) announced enhancements to its print module portfolio to help print service providers (PSPs) expand capabilities and differentiate print offerings with color or monochrome imprinted variable data.

Adding variable data, such as personalization, on marketing materials and billing statements as well as imprinted data like images, barcodes or addresses helps prompt customers to take action and helps generate additional business through more targeted marketing. HP print modules enable PSPs to enhance content and increase response rates for their clients' campaigns.

Based on proven HP Thermal Inkjet Technology, the modules add high-quality variable data from images to text and barcodes via integration with high speed web transports. The HP print modules complement a variety of existing equipment and print at 800 feet (244 meters) per minute with up to 600 x 600 dots-per-inch (dpi) resolution. Reliable with easy automated operation, the HP print modules provide high uptime with low running costs.

"Variable data can make or break a campaign," said Kathleen Tobin, vice president and general manager, Specialty Printing Systems, HP. "With HP print modules, print and marketing service providers can add targeted variable content where production requires, leveraging existing capital investments, improving uptime and increasing profits on every page."

Partners make more options available

Together with its partners, HP delivers high-resolution, industrial printing solutions that are modular, affordable, clean and easy to use.

In North America, systems integrator partner, [Document Data Solutions](#) (DDS), which has one of the most comprehensive product and service offerings in the industry, will now bring [HP Print Module Solutions](#) to market. DDS is an expert in customized installations, giving its customers solutions designed specifically for their situations. Through the relationship with DDS, HP is making more options available to help customers find the

best solution for imprinting variable mono and color graphics, text and barcodes on preprinted documents.

PRINT 13 attendees can see demonstrations of HP Print Module Solutions in HP booth #1241, as well as in DDS booth #3702 and Adphos/GSS booth #2680.

In Europe, [DJM Inkjet Solutions](#), based in the Netherlands, brings HP print modules to market. DJM is a manufacturer and supplier of state-of-the-art inkjet production systems with solutions that meet changing customer needs.

Making personalized direct marketing more appealing

Through DJM, France-based [d'Haussy](#) recently installed HP C800 Print Modules for color imprinting of direct mail applications. The installation included the DJM controller platform working with the HP print module interface to enable integration to the existing d'Haussy workflow.

“Over the years, we have changed our strategy from mass direct marketing to more targeted, personalized products, for which we needed a reliable, full-color solution for imprinting materials,” said Xavier Moreau, chairman and chief executive officer, d'Haussy Imprimeurs. “The HP C800 Print Module boasts impressive speeds and print quality. As a print solution, it’s definitely of a higher quality than its competitors.”

More ink choice to match applications

In addition, HP introduced a pigment black ink, complementing its existing dye ink portfolio and providing more choices to better match applications. With up to 50 percent higher optical density,⁽¹⁾ the new ink delivers sharper, crisper blacks for better text and barcodes.

Available in October 2013, the new ink, which is compatible with HP color dye inks, provides more vibrancy and deeper contrast to color images. Additionally, it offers increased durability as it is water resistant.⁽²⁾

More information about HP print modules is available at www.hp.com/go/HPatPRINT13 and www.hp.com/go/GSB. Updates are also available on Twitter at www.twitter.com/hpgraphicarts and on YouTube at www.youtube.com/hpgraphicarts.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers’ most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

(1) Results based on internal HP testing performed in August 2013. Results vary depending on media used and printing mode selected.

(2) Water resistance based on HP internal testing, results may vary with different media types.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance, market share or competitive performance relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include the need to address the many challenges facing HP's businesses; the competitive pressures faced by HP's businesses; risks associated with executing HP's strategy; the impact of macroeconomic and geopolitical trends and events; the need to manage third party suppliers and the distribution of HP's products and services effectively; the protection of HP's intellectual property assets, including intellectual property licensed from third parties; risks associated with HP's international operations; the development and transition of new products and services and the enhancement of existing products and services to meet customer needs and respond to emerging technological trends; the execution and performance of contracts by HP and its suppliers, customers and partners; the hiring and retention of key employees; integration and other risks associated with business combination and investment transactions; the execution, timing and results of restructuring plans, including estimates and assumptions related to the cost and the anticipated benefits of implementing those plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2013 and HP's other filings with the Securities and Exchange Commission, including HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2012. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2013 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.