



WIR-HP Pre-Show News Release for SGIA Expo – October 18, 2018

HP Reinvents Large-Format Photo Printers

New HP DesignJet Z9+ printers offer innovative printing technologies for brilliant output, seamless user experiences, new very-high stability HP Vivid Photo pigment inks with HP Gloss Enhancer, and the best print permanence ratings in the industry

Las Vegas, October 18, 2018 – HP Inc. will showcase the new HP DesignJet Z9+ printers with optional HP Gloss Enhancer “clear ink” at the SGIA Expo 2018 to highlight the printers’ innovative large-format technologies offering unrivaled image quality, outstanding print permanence, and high production efficiency for high-end photographers and fine art printmakers, print service providers (PSPs), and retailers to deliver beautiful prints, stunning graphics, and a broad range of print products for demanding technical applications.

The new HP DesignJet Z9+ printers, available in both 24-inch and 44-inch models, are designed to maximize performance for the highest quality, longest-lasting output. By tightly integrating hardware, a new generation of HP Vivid Photo inks, HP Gloss Enhancer clear ink, built-in X-Rite profiling and calibration capability to quickly optimize image quality on a broad range of HP and other brands of print media, and a newly developed imaging pipeline, the new printers offer outstanding print quality, unrivaled print permanence, simplified manageability, and reduced cost of operation. HP Gloss Enhancer clear ink effectively eliminates visually objectionable differential gloss on luster, baryta, semi-gloss, and glossy photo papers. In addition, the HP Gloss Enhancer clear ink will eliminate any hint of visible “bronzing” in high-density areas printed with high ink loads that can occur with some types of otherwise very appealing photo papers.¹

New vertical trimmers are featured on select models to increase post-printing output speed in addition to other innovative technologies for rapid, high-quality print production on papers, canvas, and specialty media for professional photographers, fine art printmakers, and high-end retail signage producers. The result is printing speeds that are 2.5 times faster² and post-production that is 20 percent faster³.

“Building on the printer, high-stability pigment inks, and Gloss Enhancer clear ink technologies HP originally developed for the legendary HP DesignJet Z3100 and Z3200 printers, the new HP DesignJet Z9+ printers expand the printing opportunities for professional photo, fine art, and the highest-quality display graphics to help printmakers and service providers expand their businesses,” said Guayente Sanmartin, General Manager and Global Head, HP Large Format Design Printing, HP Inc. “We focused our development efforts on engineering the new HP DesignJet Z9+ printers to provide outstanding image quality and image permanence with innovative color and Gloss Enhancer clear ink technologies, and to deliver faster production speeds with the addition of new vertical trimmers.”

Preliminary data from tests conducted on a broad range of HP and Canson photo, fine art, and technical papers by Wilhelm Imaging Research, Inc. (WIR), the world’s leading independent permanence testing laboratory, indicate that when compared with other leading brands of aqueous pigment ink printers, the new generation of HP 746



and HP 747 Vivid Photo pigment inks and HP Gloss Enhancer introduced with the HP DesignJet Z9+ printers will provide the highest WIR Display Permanence Ratings in the industry. “With WIR Display Permanence Ratings for a wide range of media expected to be in the 200 to 300 year range, the new high-stability HP Vivid Photo inks assure printmakers of very long-lasting prints, no matter where clients might choose to display prints, including in modern, brightly lit homes, condos, and apartments with large, floor to ceiling windows and with bright skylights, and in demanding high-brightness 24-hour display applications such as those found in retail outlets, shopping malls, public buildings, hotels, and airports,” according to Henry Wilhelm, Founder and Director of Research at Wilhelm Imaging Research.

Among the papers and fine art canvas being tested are:

- HP Professional Satin Photo Paper
- HP Professional Matte Canvas
- HP Premium Instant-dry Gloss Photo Paper
- HP Everyday Instant-dry Gloss Photo Paper
- HP Heavyweight Coated Paper
- HP Bright White Inkjet Paper
- HP Matte Litho-realistic Paper
- Canson Infinity Platine Rag Paper
- Canson Infinity Baryta Photographique Paper
- Canson Infinity Edition Etching Rag Paper

Comprehensive 8-factor WIR Print Permanence Ratings for the new printers, inks, and papers will be posted on the WIR website when the final data become available in late 2019: www.wilhelm-research.com

The HP DesignJet Z9+ printers with the HP Gloss Enhancer Upgrade Kit will be shown at SGIA 2018 in HP Booth 1147-1161.

Produce high quality, vibrant graphics fast

HP DesignJet Z9+ printers, available in 24- and 44-inch formats with optional HP Gloss Enhancer clear ink, are built to give printmakers and print service providers a competitive edge by enabling the fastest printing capabilities available on the market today. In an industry first, HP DesignJet Z9+ offer a premium option with onboard vertical trimmers together with the standard horizontal trimmer for fast and efficient production. New color technology, HP Pixel Control, now for the first time manages colors in a truly digital way to help customers embrace new opportunities for color-rich and dynamic printing.

For professional photographers, fine art printmakers, and print service providers who have clients that demand brilliant and long-lasting photographic output, the HP DesignJet Z9+ printers allow for a broad range of graphics and technical applications. The 10-ink HP DesignJet Z9+ and Z9+DR (dual roll) printers feature Chromatic Red ink together with new Chromatic Blue and Chromatic Green pigment inks for stunningly beautiful color prints.

The new HP DesignJet Z9+ printers are designed to handle even the most complex files with powerful processing architectures and the Adobe PDF Print Engine.



HP DesignJet Z9+ printers are designed for photographic, fine art, and high-end display graphics

Specific features include:

- **Dual drop technology:** Produce prints with clear details and high-contrast color with dual drop technology powered by HP Nozzle Architecture (HDNA) and high-definition printheads.
- **Digital Color:** Achieve brilliant, true-to-color prints with an expanded color gamut with HP Vivid Photo Inks, featuring Chromatic Red, Chromatic Green, and Chromatic Blue inks, an X-Rite i1 embedded spectrophotometer⁴ and HP Pixel Control. HP Pixel Control is the world's first truly digital color pipeline designed for superior, consistent image quality delivered by controlling every print-ready pixel. The new printers also offer HP Professional PANTONE Emulation to match Brand Identity colors.
- **Tools to create:** Simplify large format printing with a redesigned poster application in the HP Application Center⁵, which also includes Adobe Stock, Unsplash, and Pattern Design, to offer customers access to the necessary tools for creating beautiful, original signs and posters. The HP Application Center also embeds augmented reality (AR) technology to facilitate the creation of more meaningful and engaging content for print.
- **Indoor and Outdoor Durability:** Create prints with highly-stable pigment HP Vivid Photo Inks that provide water-resistant, and fade-resistant prints for long-term indoor display and, when printed on suitable water-resistant media, outdoor display.
- **Security:** Take advantage of the industry's most secure printing platform with HP Secure Boot, whitelisting, authentication solutions, and HP JetAdvantage Security manager to safeguard printers and data for enterprise and government applications.
- **Manageability:** The new HP DesignJet Z9+ printers now offer HP PrintOS to provide customers with the visibility and control to remotely manage the print production environment from anywhere at any time.

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Availability⁶

First announced on May 15, 2018, the HP DesignJet Z9+ printers with dual roll capability, HP Gloss Enhancer Clear Ink, and other premium options began shipping in worldwide markets in September 2018.

About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at <http://www.hp.com>.

**About Wilhelm Imaging Research, Inc.**

Wilhelm Imaging Research, Inc. has for over 40 years conducted research on the stability and preservation of traditional and digitally-printed photographs, still-camera films, and motion pictures. The comprehensive multi-factor permanence test methods developed by WIR have become the de facto standard worldwide for evaluating the permanence of photographs, fine art prints, and display graphics. More information about WIR is available at www.wilhelm-research.com

1. Based on internal HP testing, comparing to HP DesignJet Z9+ series printers without a gloss enhancer. HP Gloss Enhancer clear ink, available as an optional upgrade kit, can be used on luster, semigloss, and glossy photo papers (HP Gloss Enhancer clear ink is not used with matte papers).
2. Vertical trimmer and dual rolls included with the HP DesignJet Z9+ dr (dual roll) 44-inch PostScript® Printer with V-Trimmer only. Up to 20% reduction in post-processing labor time based on internal HP testing compared to HP DesignJet Z9+ dr (dual roll) series printers without a built-in vertical trimmer.
3. Based on internal HP testing. Up to 2.5 times faster printing compared to the HP DesignJet Z3200 Photo Printer series. May vary depending on print mode and media type.
4. Embedded in the HP DesignJet Z9+ printer series is an i1 spectrophotometer from X-Rite. Close collaboration between HP and X-Rite ensures a reliable solution that has been thoroughly tested to meet customer demands for ease of use, color accuracy, image quality, and reliability over time.
5. Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see <http://www.hpapplicationscenter.com>.
6. Pricing and availability subject to change.

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