Fact sheet

HP Designjet 90 Printer series

New High Productivity Printer for Professional Photographers and Graphic Designers Offering Superior Image Quality, Fade Resistance[1] and Ease of Use

Overview

The HP Designjet 90 Printer series is a new six-color, A2+/C+-size solution that delivers premium image quality and color fidelity at up to twice the speed of comparably priced printers. An ideal solution for creative professionals in design, proofing, and photography, the HP Designjet 90 Printer series can easily print postcard-size images, full-color pages, or banner-style pieces with a C+-size tray and optional roll-feed capability up to 18-inches. The 16 x 20 in. print size is particularly beneficial to professional photographers as it enables them to offer more value to their customers including photo enlargements and gallery prints -- without having to outsource work to photo labs.

With resolution up to 2400 dpi and a 4 pl drop-size, the HP Designjet 90 Printer series delivers superior, grain-free printing. Specially formulated dye-based HP Vivera inks enable photos to last and resist fading up to 82 years, which will last for generations.[1] The wide range of print size options allow the user to avoid multiple iterations by seeing real size and real color throughout the creative process and virtually eliminate outsourcing.

Key Features and Benefits

- Long-lasting, professional image quality.
    - True-to-life photo-quality
    - Photos that last – vibrant dye-based HP Vivera Inks deliver photos that resist fading and last for generations when used with HP's Premium Plus photo and proofing media.[1]
    - Excellent highlight and shadow detail, smooth transitions and persuasive skin tones.
    - Ideal solution for printing standard 16 x 20 in. photo size (up to 18 in. length image area).
- Consistent, predictable color.
    - Simplified color management for every workflow – manage color from concept to completion with optimized drivers that support RGB profiles, Apple ColorSync compatibility, and manual color controls; optional EFI Adobe PostScript 3 RIP provides CMYK color management and offset emulations for client proofing.
    - HP Professional Color Technologies including Closed Loop Color, CMYKplus, Black Point compensation, and Professional Pantone

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emulation make the color experience simple and straightforward. Closed loop color calibration, for example, provides consistent, reliable performance print to print and printer to printer (built in color sensor works with HP Printheads and HP Vivera inks). Professional Pantone enables the Designjet 90 Printer series to achieve more accurate Pantone colors using 6 ink color combinations.[2] In addition, the HP Color Profiling Offsite Service further contributes to improved color accuracy and predictability by providing an ICC profile specialized design for the HP Designjet 90 Printer series. Users simply download instructions for printing a test target and mail to HP; HP then e-mails back the customized profile (only available in US).

- o ISO Compliant Media Solution for Proofing - using the HP Designjet 90 Printer series with HP Vivera inks, HP Professional Semi-gloss Contract Proofing Paper, and designated HP EFI RIP delivers instantly dry media with an exceptional color gamut to produce a digital proof that emulates and predicts the outcome of the most demanding off-set or gravure printing process.

- Flexible, convenient media handling.
  - o HP Designjet 90 Printer series supports up to 18 x 24 inch sheets including photo or proofing papers.
  - o HP Designjet 90 Printer series supports optional 18 inch roll feed capability for proofing and coated media (standard with HP Designjet 90r).
  - o Focus on creativity with this simple to operate, yet high-performance— printer with its fast print speeds (at 4 mpp), optimized drivers supporting the most current Mac and Windows operating systems, and media-handling capabilities that enhance productivity.
  - o Eliminate outsourcing – save time and money by printing output up to 18-in wide and up to 50 ft long (with optional roll feed) in house.
  - o Designed for maximum efficiency Fast turnaround for tight schedules – 11 x 17 in. images in 4mpp in Normal mode for quick, photo-quality output.
  - o Modular, individual ink supplies -- efficient writing system which makes "big" printing in house cost effective. 3-Ink Multipacks provide additional savings and convenience for high-volume printing.
  - o Windows driver auto preview feature – before sending the file to the printer, the user can see what the final print will look like, therefore saving media and ink and avoiding errors; this includes layout positioning regarding paper with clipping advisor.

Technical Specifications

- Input
  - o 100 sheet tray, C+ size (18 x 24inch)
  - o 18-in. single sheet feed path
  - o 18 in. roll feed accessory (standard with HP Designjet 90r)

- Mac and Windows drivers

- o USB interface and Centronics standard Open EIO for optional network connectivity

- Optional Accessories
  - o Automatic roll feed for printing up to 18 in x 100 feet
  - o HP Jetdirect networking optional
  - o Adobe PostScript 3 available via optional software RIP EFI Designer Edition 4.2 for HP M/SL
  - o Additional roll feed spindle

- Supplies
  - o HP Premium Plus Photo and Proofing Gloss C+, 20 sheets -- $93.99[3]
  - o HP Premium Plus Photo and Proofing Gloss 24" roll -- $83.99[3]
  - o HP Premium Plus Photo and Proofing Satin B+, 25 sheets -- $59.99[3]
  - o HP Premium Plus Photo and Proofing Satin C+, 20 sheets -- $93.99[3]
  - o HP Premium Plus Photo and Proofing Satin 24" roll -- $89.99[3]
  - o HP Premium Plus Photo and Proofing Satin 18" roll -- $65.99[3]
  - o HP Proofing Semi-gloss Paper 18" roll -- $135.00[3]
  - o HP Proofing Matte Paper 18" roll -- $45.00[3]
  - o HP Coated Paper, 18 -- $37.40[3]
  - o HP Professional Semi-gloss Contract Proofing Paper B+, 50 sheets -- $87.65[3]
  - o HP Photo Matte B+, 50 sheets -- $39.99[3]

- Ink Cartridges
  - o HP 84 Black Ink Cartridge, 69 ml
  - o HP 85 Cyan Ink Cartridge, 28 ml
  - o HP 85 Magenta Ink Cartridge, 28 ml
  - o HP 85 Yellow Ink Cartridge, 69 ml
  - o HP 85 Light Cyan Ink Cartridge, 69 ml
  - o HP 85 Light Magenta Ink Cartridge, 69 ml

- Printheads
  - o HP 84 Black Printhead
  - o HP 85 Cyan Printhead
  - o HP 85 Magenta Printhead
  - o HP 85 Yellow Printhead
  - o HP 85 Light Cyan Printhead
  - o HP 85 Light Magenta Printhead

- Warranty[4]
  - o 1 year express exchange warranty
  - o Telephone support backed by HP Customer Care
  - o HP Instant Support for Printers – an e-service that provides self-help and troubleshooting information via the Web

Pricing and Availability

Estimated U.S. street price of $995[3] for the HP Designjet 90.
Estimated U.S. street price of $1,150[3] for the HP Designjet 90r.
Expected to be available for purchase early Summer 2005 in North America.

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[1] Wilhelm Imaging Research, Inc. concluded that prints made with HP No. 85 ink cartridges and HP Premium Plus Photo and Proofing papers may be displayed indoors under glass for 82 years before noticeable fading and staining occur (see www.wilhelm-research.com for details). Display Permanence Ratings are based on accelerated light stability tests conducted at 35 klux with glass-filtered, cool white fluorescent illumination with the sample plane air temperature maintained at 24°C and 60% relative humidity. Data was extrapolated to display conditions of 450 lux for 12 hours per day using the Wilhelm Imaging Research, Inc. "Visually-Weighted Endpoint Criteria Set v3.0" and represent the years of display for easily noticeable fading, changes in color balance, and/or staining to occur.
[2] Using optional EFI Designjer Edition SW RIP.
[3] Estimated US street prices, price may vary by country.
[4] Warranty may vary by country.

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