



possibilities



ingenuity

hp inkjet  
technology



**"Progress is made by those who believe  
everything is possible."**

*Carly Fiorina, Chairman and CEO*

### **innovation is everything**

At HP, our greatest asset is our ability to innovate.

We invested three years of R&D and \$1.2 billion to bring more than 50 new imaging and inkjet printing products to the marketplace—the largest product rollout in HP's history. More than anything, this surge of innovation reflects our highest aspirations: to offer you the uncompromised value, reliability and ingenuity you expect from HP.

Invention is HP's legacy. We invented inkjet printing 18 years ago and have led the printing market ever since. Today HP's 16,000 patents represent a \$4 billion annual R&D investment, fueling everything from print technology to molecular computing. In fact, a \$49.99 HP printer has more than 100 patents associated with it, proving low cost doesn't always mean low tech.

We believe it's vitally important to maintain this level of R&D investment—it's the only way to achieve breakthrough technology that improves so many facets of business and life.

At HP, it's all about looking ahead, building a better future and developing affordable, practical solutions that meet your technology needs—and free you to focus on the demands of your business.

### **simple to buy, simple to own, simple to use**

*PC Magazine's* annual Service and Reliability Survey gives HP an A+, saying that HP continues to lead the printer market on every cost, quality and reliability metric for the 11<sup>th</sup> consecutive year. Whether you want simple text or complex graphics, HP's leading inkjet technology delivers everything you need: affordable, high-quality printing; exceptional print quality and reliability; vivid color and sharp blacks; permanent, durable output; and responsive service and support.

## the world's leading ink inventor

With a large staff of HP ink chemists and millions of dollars of specialty equipment, HP makes a substantial investment in its proprietary ink technology, design and manufacturing.

Two to three years in development, inks undergo rigorous testing and up to 100 ink recipe evaluations. The result? Breakthrough performance, patented ink inventions and exclusive inks that simply cannot be duplicated.

Why the big investment? HP ink is the center of the print system, driving critical attributes such as print quality, durability and reliability. This ensures HP's inkjet products deliver consistent, quality printing.

HP innovations are the science behind easy printing of just about anything, from greeting cards and invitations to business cards and brochures.

## technology is at the heart of hp inkjet supplies

Your HP inkjet cartridge is like a mini-computer, routing signals that put ink on your page through 400 nozzles at 50 kilometers per hour, creating 40,000 "boiling points" per second, each producing heat up to seven times hotter than the sun for two-millionths of a second.

Why such advanced technology? Because it's the only way to achieve the precise dot placement required for crisp images, vivid colors and sharp blacks, and output that's permanent and reliable.



## hp inkjet printing— radically simple, better together

HP supplies drive technology forward. HP engineers design ink formulations with HP printers to deliver outstanding performance. The crisp, vibrant printing is the result of precise engineering advancements within the supplies.

## hp means long-term value

Quality and reliability help boost productivity and cut costs. It's that simple. And dependable HP products have a great impact on workplace performance, helping you to avoid the printer downtime, lost productivity and wasted supplies associated with unreliable print cartridges.

Every HP print cartridge undergoes rigorous testing to ensure you get the quality HP printing you expect—and the best possible value when you choose HP.

According to a recent Gartner Consulting Group study, print cartridge reliability is a critical factor in the cost of printing.<sup>1</sup> Genuine HP print cartridges provide greater long-term value when you consider their significantly higher reliability.

<sup>1</sup>Griggs-Anderson, Inc., a wholly owned subsidiary of Gartner, Inc., conducted a customer survey on the impact of print cartridge reliability problems on labor costs, for Hewlett-Packard Company.

for more information, visit [www.hp.com/go/printsupplies](http://www.hp.com/go/printsupplies)

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