

Entry Number..... **P38**  
Company..... **Hewlett-Packard Co.**  
Contact, Title..... Raffael Kraus, WW Photo Segment Manager  
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Email • Website..... raffael.kraus@hp.com • www.hp.com  
Booth..... **3120**

Category..... **DIGITAL PRESS: DIGITAL PRESS 21-70 PPM**  
Maximum Media Size..... 13" x 19"  
Maximum Printable Area (if different) .. 12.48" x 17.7"

#### Equipment

Printer Model/Manufacturer..... HP Indigo 5500 Digital Press  
Printer Price..... \$415,000.00

#### Software and Consumables

RIP (if used)..... HP SmS Production Pro Print Server  
Output Media Used..... Kromekote IN-Fusion Cover  
Toner/Ink Used..... HP Electro Ink

#### Printer Specifications

Speed..... 68 ppm  
Max Resolution..... 1,219 ppm at 8 bit; 2,438 x 2,438 dpi in HDI  
Dimensions of Printer..... 81.7 x 155.5 x 89.8  
Weight of Printer in Lbs..... 5,886 lbs.

Neutral Gray Balance Reproduction.... 7.667  
Saturation..... 7.833  
Shadow Depth Quality..... 8.167  
Overall Tonality and Detail..... 8.167  
Highlights and Specular Highlights .... 8.167  
Flesh Tones..... 7.667  
Hue Shift..... 8.000  
Text/Resolution Target..... 7.500  
Color Measurement Score..... 9.500

**TOTAL SCORE.....8.217**