

news



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New inkjet print cartridges No. 27 and No. 28 offer top performance for small budgets

Flexible printing solutions deliver high-quality output on low-range printers – custom-made for home users

BOEBLINGEN, June 24th, 2002 – Hewlett-Packard Company (NYSE: HPQ) today introduces its new No. 27 black inkjet print cartridge and No. 28 tri-colour inkjet print cartridge. Together with the new compact-sized HP Deskjet 3420 series printers, they offer a high-quality printing solution at an outstanding low price. HP has developed this solution particularly for families and personal users with modest printing needs. Still, customers do not have to cut back on quality: in conjunction with the No. 27 and No. 28 inkjet print cartridges, the HP Deskjet 3420 series printers produce black text in laser-quality as well as brilliantly coloured photo prints and graphics.

HP has effectively combined its latest printhead technology with new formulated inks in the inkjet print cartridges No. 27 and No. 28. The HP No. 27 black inkjet print cartridge contains pigment-based black ink that provides fade-resistant black printouts. With a firing frequency of up to 18 kHz, the print cartridge thrusts out small drops (17 picolitres) through 416 nozzles, resulting in laser-quality texts without bleeding or feathering. The HP No. 28 tri-colour inkjet print cartridge contains patented, new formulated dye-based inks that ensure consistent brilliantly coloured output on a broad variety of HP everyday and specialty papers. The print cartridge has an integrated firing frequency of up to 18 kHz and precisely places very small drops of only five picolitres on the print media. Users thus have crisp, sharp printouts every time.

With the HP tri-colour inkjet print cartridge No. 28, users can fully benefit from HP's colour layering technology Photoret III that is installed as default printing mode in the HP Deskjet 3420 series printers. As a result, digital photos are produced in finer detail and with brilliant image quality. The alternative photo best mode or photo printing mode of the HP

Deskjet 3420 series printers offers enhancements for photo prints like SmartFocus, Sharpening, Smoothing and Contrast Enhancement. The inkjet print cartridges No. 27 and No. 28 then print with up to 2400 x 1200 optimised dpi using 1200 x 1200 input dpi.

Compact print cartridge design for easy use and maintenance

The new HP No. 27 black inkjet print cartridge and the HP No. 28 tri-colour inkjet print cartridge have been customised for users with modest printing needs. The ink volume is especially calculated for families and personal users who do not print every day. Thus, the print cartridges do not dry out quickly. With their small size they are particularly suited for printers – like the HP Deskjet 3420 series printers – that are very compact and need only little room in home offices or wherever space is limited. Furthermore, the print cartridges come with colour-coded lids (grey for No. 27 black inkjet print cartridges, blue for No. 28 tri-colour inkjet print cartridges) so they can be identified quickly and loaded into the correct printer stall.

High performance printing – even with only one print cartridge

Even if one print cartridge is empty or removed from the printer, the remaining one completes a print job. Users simply have to select the number of print cartridges in the onscreen Configuration Tab of the HP Deskjet 3420. When printing only with the No. 28 tri-colour print cartridge, black output is printed in process black, created by the combination of inks in the tri-colour cartridge; images and colour graphics are printed in colour. When printing with the No. 27 black print cartridge, colour images are printed in shades of grey.

A special ink level gauge in the print cartridges shows users the current ink level on the onscreen user interface of the HP Deskjet 3420 series printers. When a new inkjet print cartridge is needed, the cartridge alerts the user proactively. Additionally, the user interface offers the selection of three quality settings (FastDraft, Normal, Best) and three clearly defined and differentiated media options (Plain/Inkjet, Transparency, Photo Paper). Thus, customers save time they would otherwise need for scrolling through the whole list of media types.

Target Audience and Usage

With its new No. 27 and 28 inkjet print cartridges combined with the HP Deskjet 3420 printers, HP has developed a low-priced solution for personal users and families. Educational projects, financial and house

hold management documents, e-mail and other communications, photos or creative projects are printed in exceptional black laser-quality and brilliant colours.

Prices and availability in Europe:

- Inkjet print cartridges:

August 1st, 2002:

No. 27 black inkjet print cartridge and No. 28 tri-colour inkjet print cartridge

Prices: **xx** Euros for HP inkjet print cartridge No. 27 and **xx** Euros for HP inkjet print cartridge No. 28

- Inkjet printers:

August 1st, 2002: HP Deskjet 3420

Price: **xx** Euros

[For all products: countries to insert local list or street price].

About HP

HP is a leading global provider of products, technologies, solutions and services to consumers and businesses. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing. The merged company had combined revenue of approximately \$81.7 billion in fiscal 2001 and operations in more than 160 countries. Information about HP and its products can be found at www.hp.com.

For further information: www.hp.com/go/supplies

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