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INITIAL PRINT QUALITY STUDY OF THE HP T300 WEB PRESS

SPENCERLAB WHITE PAPER FREELY AVAILABLE

Melville, NY – 18 May 2010—*SpencerLab* Digital Color Laboratory, the premier consulting, test and analysis organization for the digital imaging industry, today released a white paper summarizing the results of an independent comparative print quality study of the HP T300 Color Inkjet Web Press. The White Paper is available at IpeX 2010 at the National Exhibition Centre (NEC) in Birmingham, United Kingdom, Booth 12-AB150, and by download, at no charge, from the [SpencerLab website](#).

The *SpencerLab* division of Spencer & Associates Publishing, Ltd. was commissioned by HP [NYSE: HPQ] to perform an initial comparison of the print quality of the HP T300 Web Press with 133-line and 175-line Offset, on comparable media. *SpencerLab* analysis found that the overall print quality of the T300 Web Press with ColorPRO media was comparable to 175-line uncoated Offset; the print quality with commercially available, un-optimized plain paper was generally comparable to 133-line uncoated Offset; and with coated media, print quality of the T300 in some areas exceeded 175-line coated Offset.

Testing utilized documents, appropriate for the range of intended applications, from the *SpencerLab* Printer Test Suite (ver. 4.2) — an industry standard to facilitate the evaluation of Print Quality. On-site printing was supervised by *SpencerLab* personnel and the analysis was performed by a skilled team of *SpencerLab* analysts, noting the areas of tints & blends, images, text & lines, and color gamut & black density.

SpencerLab is looking forward to analyzing and documenting the continued progress of inkjet web press print quality. Visit the *SpencerLab* website for updates, as available.

ABOUT *spencerLAB* DIGITAL COLOR LABORATORY

Celebrating 20 years of service, Spencer & Associates Publishing, Ltd. has earned an international reputation for expertise in Color Print Quality and Consumable Yield. Its independent test division, *SpencerLab* Digital Color Laboratory, is internationally recognized as a leader in unbiased, third-party digital imaging and printing tests. Leading vendors have relied on *SpencerLab* to provide Print Quality, Ink/Toner Yield and Cost-per-Print, Throughput Speed, and Usability and Reliability benchmarking for a variety of printing technologies – ink-based, toner-based, and many others. *SpencerLab* provides leadership in quantitative and qualitative comparisons – test and evaluation services, compliance certifications, benchmark test software/hardware, and focus group management.

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