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HP Inkjets Reach Parity with Conventionally Processed Prints

Spencer Releases Photo Print Quality Research Study

Las Vegas, NV, March 2, 2003 — The results of focus-group research into consumer preferences regarding photographic print image quality were released by Spencer & Associates Publishing, Ltd. at the Photo Marketing Association (PMA) 2003 Annual Convention & Trade Show. This research conducted by the *SpencerLab* Digital Color Laboratory was commissioned by HP to assess the image quality of HP's current inkjet printing systems relative to conventionally processed photo prints. Recognized as a leader in independent, third-party digital color testing, *SpencerLab* developed the international research study and methodology based on its industry expertise.

Conducted over 8 months on three continents, the *SpencerLab* study identified a series of key trends regarding the latest HP inkjet print systems using HP inkjet printers and HP Premium Plus Glossy Photo Paper:

- Photo quality from these HP inkjet print systems is on par with – or better than – conventional photo print processing
- Prints on HP Premium Plus Glossy Photo Paper were preferred more often than prints created on the same HP inkjet printers using Kodak's Ultima Picture Paper–High Gloss
- 6-ink prints from HP inkjet print systems were preferred more often than prints from 4-ink systems where critical photo attributes were evaluated
- Richness and Realism were key factors causing focus group participants to prefer prints from HP inkjet print systems over conventionally processed photos

Research Methodology

Consumers who take photographs were asked to rank photographic prints according to their individual preference for print image quality. Focus group participants compared prints of five different digital photos printed through conventional processing (wet-process, silver halide photographic paper) and a variety of inkjet printers with high quality photo papers. This study involved 427 participants, at least 60 in each of seven cities – in the United States, Europe, and Asia. In all, participants provided over 2,000 preference rankings, involving over 95,000 print comparisons.

The Summary Report for this study is available from the *SpencerLab* Digital Color Laboratory web site www.spencerlab.com.

Spencer & Associates is a premier IT consulting boutique bridging the application and technology of digital color printing. *SpencerLab* specializes in the analysis of print quality, throughput speed, and cost-per-print – in all market segments and technology classes, from personal inkjets to commercial digital color presses. In addition, *SpencerLab* provides benchmark test suites to standardize and facilitate such evaluations.