

# Fact sheet



## HP's New Inkjet Print Cartridges with Vivera Inks Offer Improved Fade Resistance, Exceptional Image Quality, and Increased Photo Printing Speed

All information regarding this product is under embargo until August 27, 2004

### Overview

HP Vivera Inks, designed exclusively for HP inkjet printers, enable consumers to print extremely high-quality photos that will resist fading for generations. The extraordinary performance results from superior ingredients, unique formulations and painstaking manufacturing processes that ensure exceptional purity.

HP chose the name Vivera for its newest line of inks to highlight the customer-valued benefits of exceptional output-quality and fade resistance. The meaning of Vivera is one of life, true-to-life, acclaim and longevity. HP Vivera Inks are the perfect choice for brilliant photos and crisp documents that will last a lifetime.

In addition to HP's Vivera Inks, the new line of inkjet print cartridges now offer increased print speeds due to a redesign of the inkjet print cartridge to provide more coverage over the paper by a single pass of the cartridge.

### HP Inkjet Print Cartridge with Vivera Inks Advantage

**Increased Fade Resistance:** According to test results from Wilhelm Imaging Research<sup>(1)</sup>, color images printed on the HP Premium Plus Photo Paper using the newest technology HP inkjet print cartridges with Vivera Inks, resist light fading for:

- 82 years with HP 95 or 97 Tri-color Inkjet Print Cartridge with Vivera Inks (3-ink printing systems)
- Approximately 100 to 110 years when printing with HP 95 or 97 Tri-Color Inkjet Print Cartridge with Vivera Inks and the HP 99 Photo Print Cartridge with Vivera Inks (6-ink printing systems)
- Up to 115 years for black and white photos printed with the HP 59 or HP 100 Gray Photo Inkjet Print Cartridge with Vivera Inks

HP Image Permanence Lab results (IPL)<sup>(2)</sup> currently under confirmation testing by Wilhelm Imaging Research, indicate approximately 100 to 110 years light fade resistance when printing with HP 95 or 97 Tri-color Inkjet Print Cartridge with Vivera Inks, HP 99 Photo and HP 100 Gray Photo Inkjet Print Cartridges with Vivera Inks (8-ink printing systems). All HP Vivera Inks have undergone stringent testing for all aspects of permanence—not just light fade—in HP's state-of-the-art Image Permanence Labs.

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
www.hp.com

Editorial Contact:  
Mirka Janus  
Porter Novelli for HP  
+1 4108.571.2305  
mirka.janus@porternovelli.com

Superior Photo Quality: The new inkjet print cartridges with HP Vivera Inks enable consumers to produce vivid, true-to-life colors and deep, crisp blacks thanks to innovations such as new ink formulations and cartridge shapes.

The new HP cyan, magenta and yellow dye-based inks improve performance on HP coated, porous and plain paper and produce bright, vibrant, smooth colors. HP printing systems using the new HP 97 and HP 95 Tri-color Inkjet Print Cartridges reliably produce a broad range of colors and, when used with the new HP 99 Photo Inkjet Print Cartridge, include an extensive range of light tones for natural-looking skin tones and vivid color reproduction. Print and image quality enhancements through auto-hue corrections provide realistic color in every photo, and consistent color during multiple prints of the same photos.

HP has also developed new black, pigment-based ink, which is available in the HP 94 and HP 96 Black Inkjet Print Cartridges. The new black ink prints laser-quality black text and crisp graphics, even at the higher speeds of the new inkjet printing systems.

HP has improved print and image quality by redesigning inkjet print cartridge shapes and dimensions. The shape of these six new inkjet cartridges enables the star wheels in the printer to move closer to the print zone. The star wheels engage the paper or other medium sooner, providing accurate control of the paper shape inside the print zone and cartridge-to-paper spacing during printing. This new shape enables printers to achieve outstanding borderless printing of images and photos.

Increased Speed: The increased swath height for the HP 96 Black Inkjet Print Cartridge works with the new compatible printers to enable faster printing speeds. The HP 96 Black Inkjet Print Cartridge provides 9/16-inch swath height, which enables a significant increase in black text print speed compared to smaller swath-height inkjet print cartridges. As swath height increases more of the page is covered by a single pass of the cartridge, reducing the number of required passes overall, allowing for faster printing speeds.

HP doubled the number of nozzles in the HP 95, HP 96, HP 97, HP 99 and HP 100 Inkjet Print Cartridges from previous generations, enabling customers to enjoy print cartridges that are faster than cartridges containing fewer nozzles. By adding nozzles into print cartridges, the system can fire more ink onto the paper as the printhead moves across the page, resulting in higher quality images with fewer overlapping passes for greater speed, efficiency and productivity.

HP Smart Print Technology: HP's new inkjet print cartridges incorporate HP Smart printing technology that delivers several valuable features for outstanding text, graphics and images. One such feature is image quality enhancement. Each time a new, genuine HP print cartridge is installed, drop weight data stored on the printhead is used by the printer to make adjustments to the amount of each color printed, resulting in true, consistent colors, even when switching from one print cartridge to another.

HP Smart printing technology allows customers to monitor print jobs and supply levels to minimize printer downtime. The new inkjet print cartridges also feature supplies status

with alerts when ink is low. Through HP SureSupply, customers can conveniently shop for genuine HP supplies via the Internet, and choose to purchase online or from their favorite retail outlet through HP SureSupply, an Internet-enabled supplies ordering system.

Environmental Stewardship: Each new cartridge includes a self-addressed, pre-paid envelope to encourage customers to return any empty inkjet cartridge for recycling through HP's Planet Partner program. Also, a link to HP's product return and recycling website helps customers to dispose of empty print cartridges: [www.hp.com/recycle](http://www.hp.com/recycle).

### **New Family of Inkjet Print Cartridges with Vivera Inks include:**

<b>Cartridge</b>	<b>Recent Enhancements</b>	<b>Compatibility</b>	<b>Pricing &amp; Availability</b>
<b>HP 97 Tri-color with Vivera Ink</b> <ul style="list-style-type: none"> <li>• C9363W</li> <li>• Ink volume: 14 ml</li> </ul>	<ul style="list-style-type: none"> <li>• Higher volume cartridge for frequent printing</li> <li>• Increased number of nozzles for greater speed, efficiency and productivity</li> <li>• Excellent for printing graphics and photos</li> <li>• Advanced inkjet cartridge technology ensures reliable results</li> <li>• Designed for easy and intuitive installations</li> <li>• HP Smart technology in the cartridge facilitates proactive alerts to notify when ink levels are low<sup>(4)</sup></li> <li>• Free and easy to recycle through HP Planet Partners™. Return your empty cartridge using enclosed postage paid recycling envelope<sup>(5)</sup></li> </ul>	HP Photosmart 375, 8450 Photo Printers  HP Photosmart 2610 All-in-One	Estimated U.S. street price of \$34.99 <sup>(3)</sup>  Available August 1, 2004
<b>HP 95 Tri-color with Vivera Ink</b> <ul style="list-style-type: none"> <li>• C8766W</li> <li>• Ink volume: 7 ml</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of nozzles for greater speed, efficiency and productivity</li> <li>• Excellent for printing graphics and photos</li> <li>• Advanced inkjet cartridge technology ensures reliable results</li> <li>• Designed for easy and intuitive installations</li> <li>• HP Smart technology in the cartridge facilitates proactive alerts to notify when ink levels are low<sup>(4)</sup></li> <li>• Free and easy to recycle through HP Planet</li> </ul>	HP Photosmart 375, 8450 Photo Printers  HP Photosmart 2610 All-in-One	Estimated U.S. street price of \$24.99 <sup>(3)</sup>  Available August 1, 2004

	Partners™. Return your empty cartridge using enclosed postage paid recycling envelope <sup>(5)</sup>		
<b>HP 99 Photo with Vivera Ink</b> <ul style="list-style-type: none"> <li>• C9369W</li> <li>• Ink volume: 13 ml</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of nozzles for greater speed, efficiency and productivity</li> <li>• Excellent for color photos</li> <li>• Advanced inkjet cartridge technology ensures reliable results</li> <li>• Designed for easy and intuitive installations</li> <li>• HP Smart technology in the cartridge facilitates proactive alerts to notify when ink levels are low<sup>(4)</sup></li> <li>• Free and easy to recycle through HP Planet Partners™. Return your empty cartridge using enclosed postage paid recycling envelope<sup>(5)</sup></li> </ul>	HP Photo smart 8450 Photo Printer  HP Photosmart 2610 All-in-One	Estimated U.S. street price of \$24.99 <sup>(3)</sup>  Available August 1, 2004
<b>HP 94 Black with Vivera Ink</b> <ul style="list-style-type: none"> <li>• C8765W</li> <li>• Ink volume: 11 ml</li> </ul>	<ul style="list-style-type: none"> <li>• Crisp black text and graphics</li> <li>• Advanced inkjet cartridge technology ensures reliable results</li> <li>• Designed for easy and intuitive installations</li> <li>• HP Smart technology in the cartridge facilitates proactive alerts to notify when ink levels are low<sup>(4)</sup></li> <li>• Free and easy to recycle through HP Planet Partners™. Return your empty cartridge using enclosed postage paid recycling envelope<sup>(5)</sup></li> </ul>	HP Photo smart 8450 Photo Printer  HP Photosmart 2610 All-in-One	Estimated U.S. street price of \$19.99 <sup>(3)</sup>  Available August 1, 2004
<b>HP 96 Black with Vivera Ink</b> <ul style="list-style-type: none"> <li>• C8767W</li> <li>• Ink volume: 21 ml</li> </ul>	<ul style="list-style-type: none"> <li>• Increased swath height (9/16 inch) for faster black text print speed compared to smaller swath-height inkjet print cartridges</li> <li>• Increased number of nozzles for greater speed, efficiency and productivity</li> <li>• Higher yield cartridge ideal for frequent printing</li> <li>• Crisp black text and graphics</li> <li>• Advanced inkjet cartridge technology ensures reliable</li> </ul>	HP Photo smart 8450 Photo Printer  HP Photosmart 2610 All-in-One	Estimated U.S. street price of \$29.99 <sup>(3)</sup>  Available August 1, 2004

	<ul style="list-style-type: none"> <li>results</li> <li>Designed for easy and intuitive installations</li> <li>HP Smart technology in the cartridge facilitates proactive alerts to notify when ink levels are low<sup>(4)</sup></li> <li>Free and easy to recycle through HP Planet Partners™. Return your empty cartridge using enclosed postage paid recycling envelope<sup>(5)</sup></li> </ul>		
<b>HP 100 Photo with Vivera Ink</b> <ul style="list-style-type: none"> <li>C9368A</li> <li>Ink volume: 15 ml</li> </ul>	<ul style="list-style-type: none"> <li>Increased number of nozzles for greater speed, efficiency and productivity</li> <li>Truer, non-simulated grays and richer blacks for enhanced black and white photos</li> <li>Professional-quality color and black and white photos</li> <li>Advanced inkjet cartridge technology ensures reliable results</li> <li>Designed for easy and intuitive installations</li> <li>HP Smart technology in the cartridge facilitates proactive alerts to notify when ink levels are low<sup>(4)</sup></li> <li>Free and easy to recycle through HP Planet Partners™. Return your empty cartridge using enclosed postage paid recycling envelope<sup>(5)</sup></li> </ul>	HP Photo smart 375,8450 Photo Printers  HP Photosmart 2610 All-in-One	Estimated U.S. street price of \$24.99 <sup>(3)</sup>  Available August 1, 2004

###

(1) According to Wilhelm Imaging Research (WIR) (see [www.wilhelm-research.com](http://www.wilhelm-research.com) for details) Display Permanence Ratings are based on accelerated light stability tests conducted at 35 klux with glass-filtered cool white fluorescent illumination with the sample plane air temperature maintained at 24 C and 60% relative humidity. Data were extrapolated to display conditions of 450 lux for 12 hours per day using the Wilhelm Imaging Research, Inc. "Visually-Weighted Endpoint Criteria Set v3.0." and represent the years of display for easily noticeable fading, changes in color balance, and/or staining to occur. Also for more information on factors that may cause fading refer to "Inkjet Photo Prints: Here to Stay" at [www.hp.com/go/premiumplusphotoP](http://www.hp.com/go/premiumplusphotoP)

(2) HP IPL refers to HP's Image Permanence Laboratory. HP IPL test methods closely follows the WIR method. For more information regarding HP IPL test methods and conditions please see "Light fade testing methods: HP Image Permanence Labs & Wilhelm Imaging Research" at [www.hp.com/go/premiumplusphoto](http://www.hp.com/go/premiumplusphoto)

(3) Actual prices may vary

(4) Using genuine HP supplies ensures availability of all printing features.

(5) Enclosed envelopes to be included in 2.x products launched in US, UK, Ireland, Netherlands, Belgium, Luxembourg, France, Germany, Austria, Switzerland, Denmark, Sweden, Finland and Norway.