

# HP Designjet 30/130 series printers

The most affordable multi-format A1/D-size graphics printer that delivers fade-resistant\*, photo-quality images using HP Professional Color Technologies



i n v e n t



Photo  
shoot

Retouching

Offset  
press  
simulation

Concept  
& color  
reference  
proofs

## Professional Photography



### Ideal for:

Professional photographers who need to print their portfolios, output high quality color proofs, or sell prints with excellent lightfastness and durability.

### Key highlights

#### Fade resistant

Use dye-based HP inks, together with HP Photo papers for exceptionally fade-resistant\* images that last approximately 70 years.

#### Fine details

A four-picoliter ink drop size maintains fine details and smooth tonal transitions.

#### Faithful reproduction

Achieve photo-quality prints with HP fade-resistant\* inks, 2400 dpi, and a four-picoliter ink drop size for fine details, smooth tonal transition and excellent image quality.

#### Excellent gloss level and gloss uniformity

Proprietary dye-based inks, together with HP Color Technologies, work to deliver a wide range of colors, continuous tones, and gloss uniformity.

## Printing materials

New HP printing media and HP dye-based inks (No. 85) are developed to work together to provide accurate color consistency and the widest gamut of colors with smooth transitions, so photographers can benefit with stunning portfolio, proofs and sellable prints.

New photographic and proofing media includes:

- » HP Photo Matte Paper
- » HP Premium Plus Photo Satin Paper
- » HP Premium Plus Photo and Proofing Gloss Paper

## Customer opinion

“The HP Designjet 30 offers better photographic images than digital photo lab reproduction. You can reproduce all the tones of a traditional lab print, every detail with the contrast and rich tone that a real photo has to offer”

Neil Snape, Editorial and Advertising photographer



Client  
brief

Visuals

Design  
approval

Concept  
proofs

## Graphic Design



### Key highlights

#### No need to outsource or tile and assemble

Save time and money by publishing color prints in-house.

#### Media versatility up to A1/D size

With a A2/C-size tray and automatic roll-feed capacity, you can reliably print a range of sizes from postcards to posters (HP Designjet 130).

#### Consistent color

Automatic printhead alignment and color calibration for maximum color consistency.

#### Time to design

See results and get client approval fast by printing up to 4 ppm for A3+/B+ sizes in Normal mode and 11.9 ppm for D/A1+ size in Normal mode (glossy) on HP Designjet 130.

### Ideal for:

Graphics designers, ad agencies, marcom and marketing departments that want to spend more time designing and less time printing- the HP Designjet 30 and 130 series printers are workflow solutions for graphic designers who print comps, layouts, packaging mock ups, and posters.

### Customer opinion

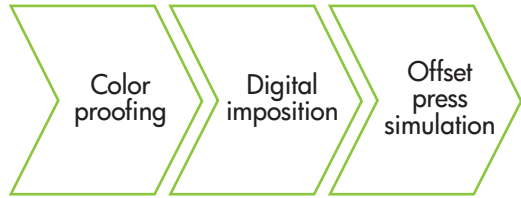
“Our printed designs are spectacular, with an image quality that really impresses our clients. The HP Designjet 130 offers colors that have a bright, vibrant quality, and color definition remains exceptional in all tones”.

Lluís Blanc, Director of Blanc.co, Graphic Design firm

### Printing materials

Graphic designers can choose the media type that best conveys their concepts with durable HP media.

HP dye-based inks (No. 84 and No. 85) combined with HP Photo Matte Paper, HP Premium Plus Photo Satin Paper and HP Premium Plus Photo and Proofing Gloss Paper provide superior output quality, with sharp detail, bright colours and smooth tonal transitions, helping creative professionals best visualize their designs.



## Pre-Press

### Ideal for:

Proofing professionals such as publishers, commercial printers and pre-press houses who need a low cost digital printing solution. The HP Designjet 30/130 series printers offer proofing in sizes from single postcard to 4-up (HP Designjet 130) with fast color stability.

### Key highlights

#### Fast color stability

Obtain accurate and stable proofs quickly with new dye-based HP ink and HP Proofing media.

#### Color consistency

Consistency is guaranteed by way of the patented closed-loop color calibration which eliminates guess work.

#### Press simulation

Press simulation is a CMYK to CMYK transformation that changes the lightness, hue, and saturation of the CMYK files sent to the inkjet printer to match the output of a production device, giving pre-press professionals an easy-to-use and low-cost tool for producing accurate proofs.

#### Flexible printing sizes

Switching easily between sheet and roll-fed media (up to 24 inches/625 mm), you can reliably print postcard-size images, full-color pages, or banner-style pieces.



### Customer opinion

“HP has transformed our approval cycle, so it’s really exciting to see HP’s new solution for pre-press businesses – the HP Designjet 130 is incredible value for a 4-up printer”.

Florian Suessl, Director of Technology at MetaDesign AG

### Printing materials

The HP Designjet 30/130 series printers can handle stock in weight up to 80 lb (300 g/m<sup>2</sup>), as well as thick or rigid media (up to 0.02 inches, or 0.4 mm).

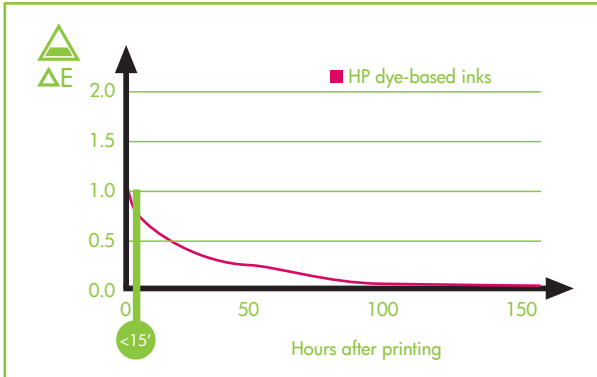
Proofing professionals can choose from a variety of new media finishes, including HP Photo Matte Paper, HP Premium Plus Photo Satin Paper and HP Premium Plus Photo and Proofing Gloss Paper to meet their clients’ needs.

# Technology

## Fast color stability

Get fast colors stability for proofing applications using dye-based HP inks together with HP Proofing Semi-Gloss (B+/50 sheets, 24 inch roll) printing material.

**HP Designjet 30/130 series printers** (using HP Proofing Semi-Gloss Paper)



Fast color stability means color proofs can be checked sooner

## Fade resistant

New, exceptionally fade-resistant, dye-based HP inks provide rich color depth, minimal dot visibility, and uniform gloss. These inks, designed together with HP Premium Plus Photo and Proofing Gloss papers, produce images that resist fading approximately 70 years\*. Professionals can rest assured that the images they create will maintain their impact.

\* Preliminary results from tests conducted by Wilhelm Imaging Research, Inc. indicate that prints made with HP No. 85 ink cartridges and HP Premium Plus Photo and Proofing Gloss paper may be displayed indoors under glass for approximately 70 years before noticeable fading and staining will occur.

See [www.wilhelm-research.com](http://www.wilhelm-research.com) for details.

## Pigmented vs. dye ink



**Pigments are comprised of colorant molecules, suspended in solution**

Because of their chemistry, pigment inks lay on top of media. Although strongly UV permanent, the gamut of color is surpassed by that of dyes.



**Dyes are comprised of tiny colorant molecules, dissolved in solution** HP dyes penetrate paper to produce brilliant colors. With six colors of ink, HP dyes expertly handle continuous tones and smooth color transitions.

## Automatic color calibration

- The HP Designjet 30 and 130 printers include an automatic closed-loop color (CLC) calibration process that enables the most consistent and accurate color reproduction, printer to printer, print after print.
  - The CLC process is based on measuring, via a color sensor, reflected energy from primary color tiles that are illuminated with a narrow-band light source – the process works in much the same way as a classical densitometer.

### Step-by-step guide to the automated CLC process:

1. Print a color target
2. Scan the color target with built-in sensor
3. Report the measurements back to the printer's internal firmware for correction.

Correction used by a Post Script Software RIP or printer driver to process image files.





### **HP Designjet 30**

19 inches/B+ (48 cm/A3+)

### **HP Designjet 30n**

19 inches/B+ (48 cm/A3+)  
standard Jetdirect 615n LAN card

### **HP Designjet 130**

24 inches/D (62,5 cm/A1)

### **HP Designjet 130nr**

24 inches/D (62,5 cm/A1)  
automatic roll feed, standard Jetdirect 615n LAN card

To learn more, visit [www.hp.com/go/designjet](http://www.hp.com/go/designjet)

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