

# IMAGIC TURNS TO THE NEW HP DESIGNJET Z6200 TO PRODUCE HIGH-QUALITY PRINTS WITHOUT SACRIFICING SPEED



Gradients and flesh tones can give print technicians nightmares. Shading must be perfect and distinct. The slightest colour variation can ruin an otherwise flawless photo. Technicians can spend hours matching colours and perfecting the balance between shadow and light. Just ask Paul Elmi and Alan DeRico of Imagic, a Los Angeles, California-based creative graphic solutions company.

A leader in the design, production and installation of fleet and transit advertising, Imagic specialises in high-speed, high-resolution printing and retouching. Elmi and DeRico understand what it takes to achieve a professional quality print. That's why HP approached them to test the new HP Designjet Z6200 Photo Printer.

The fastest large-format printer in its class,<sup>1</sup> the HP Designjet Z6200 achieves breakthrough colour consistency and high-quality colour, without sacrificing speed or productivity. Designed to produce high-quality prints for a range of applications—from backlit to photo reproductions—the HP Designjet Z6200 delivers exceptionally consistent colour and fade resistant prints.

## **Making light of backlits**

With clients all over the country, Imagic prints on a variety of substrates for station domination applications, street media, banners, billboards, backlits and more. Innovation, speed and quality are high priorities for the company.

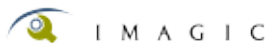
According to Elmi, who began working with HP printers more than 15 years ago, the HP Designjet Z6200 meets all these priorities. "The HP Z6200 has raised the bar," he says, adding that backlits are one of the applications that have become easier with the new photo printer.

"Backlits are tricky," says Elmi. "You have to lay down a lot more ink because you're putting it up against a light source." More ink usually translates to a longer print time. But that's not the case with the HP Designjet Z6200.

"Shadow detail is one of many issues," adds DeRico. "With the HP Z6200 I can keep shadows from fading and maintain density, so when the print goes in a light box you can see the detail."

Recently the men used the new HP Designjet Z6200 to produce a major backlit mass-transit job. The project required Imagic to produce several large, 127 x 177 cm (50 x 70-inch) prints, each featuring close-ups of human faces.

"The HP Designjet Z6200 did a spectacular job with the flesh tones and shadows," DeRico says. "When you go that large, transitioning through all of the





highlights and shadows on one human face, you can spend a lot of time tweaking the colour and still get some crossover. On this printer, that problem just did not exist.”

### Outstanding colour, true neutrals

The new HP Designjet Z6200 Photo Printer also creates stunning black-and-white images, thanks to an 8-ink printing system featuring new, pigment-based inks. Called HP Vivid Photo Inks, this new formulation produces remarkable black-and-white prints and backlits, as well as a wide range of black and gray for smooth transitions and true, hue-free neutrals.

“When you work with 6-colour inkjet printers, trying to get a really good neutral grayscale is probably the most difficult. It’s always got some colour tinge to it,” says Elmi. The HP Designjet Z6200 helped Imagic avoid that problem when it created prints for a new exhibition of Amelia Earhart photos.

Imagic used the HP Designjet Z6200 to print more than 65 black-and-white images of Earhart, including canvas prints in sepia, and a timeline in black-and-white for the Royal Hawaiian Hotel in Waikiki, Hawaii.

“This particular series of photographs had never been published before,” Elmi explains. “They were found in an archive at the Matson Navigation Company. We

### CHALLENGE

- Imagic needed a large-format printer that could produce high-quality backlit images and stunning black-and-white prints without causing them to compromise on speed.

### SOLUTION

- Imagic turned to the HP Designjet Z6200 Photo Printer—the fastest large-format printer in its class<sup>1</sup>—for high speed, superior quality and breakthrough consistency.

### RESULTS

- The HP Designjet Z6200 Photo Printer gives Imagic technicians innovative options and more colour control.
- The fast print speeds of the HP Designjet Z6200 Photo Printer helped Imagic meet even the tightest deadlines.

scanned the photos, cleaned them up and printed them all on the Z6200.” DeRico adds, “The photos were from the 1930’s, and the HP Z6200 really made them shine. It was impressive.”

According to Imagic, colour accuracy and colour matching make the HP Designjet Z6200 stand out. The HP Designjet Z6200’s embedded spectrophotometer allows the printer to produce print-to-print colour accuracy on a variety of substrates. DeRico says, “I can spend hours trying to match something. The HP Designjet Z6200 puts me closer to the target a lot quicker. The colour is beautiful and accurate.”

### A new level of control

The HP Designjet Z6200 Photo Printer gives technicians innovative options and more control. It significantly boosts productivity and achieves faster turnaround times without compromising quality. “We face tight deadlines every day in this business. The HP Designjet Z6200 absolutely helped us meet those deadlines. The printer gives you more control over saturation of ink on substrate which is something we didn’t have before,” says Elmi.

DeRico adds, “With this printer, I have more to work with, more to control and a lot more detail.”

**“I can spend hours trying to match something. The HP Designjet Z6200 puts me closer to the target a lot quicker. The colour is beautiful and accurate.”**

— Alan DeRico, Imagic

<sup>1</sup> Compared to large-format inkjet printers under \$25,000 for graphic applications. Based on the fastest rated colour speeds as published by manufacturers as of January 2010. Test methods vary.

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

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