

IMAGIC TURNS TO THE NEW HP DESIGNJET Z6200 PHOTO PRINTER 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 color variation can ruin an otherwise flawless photo. Technicians can spend hours matching colors 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 specializes 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,¹ the HP Designjet Z6200 achieves breakthrough color consistency and high-quality color, without sacrificing speed or productivity. Designed to produce high-quality prints for a range of applications—from backlits to photo reproductions—the HP Designjet Z6200 delivers exceptionally consistent color and fade resistant prints.

Raising the bar for backlits

For 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 of 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."



CHALLENGE

- Imagic needed a large-format printer that could produce high-quality backlit images and stunning black-and-white prints without compromising speed.

SOLUTION

- Imagic turned to the HP Designjet Z6200 Photo Printer—the fastest large-format printer in its class¹—for fast print speeds, superior quality and breakthrough color consistency.

RESULTS

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

Recently Elmi and DeRico used the new HP Designjet Z6200 to produce a major backlit mass-transit job. The project required several large, 50 x 70-inch (127 x 177 cm) prints, each featuring closeups 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 color and still get some crossover. On this printer, that problem just did not exist."

Outstanding color, 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-color inkjet printers, trying to get a really good neutral grayscale is probably the most difficult. It's always got some color 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 Honolulu, 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 scanned the photos, cleaned them up and printed them all on the Z6200." DeRico adds, "The photos were from the 1930s, and the HP Z6200 really made them shine. It was impressive."

According to Imagic, color accuracy and color matching make the HP Designjet Z6200 stand out. The HP Designjet Z6200's embedded spectrophotometer allows the printer to produce print-to-print color 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 color 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 the saturation of ink on the 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."

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— Alan DeRico, Imagic

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

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