

**Fact:** HP's 8-colour PhotoREt Pro technology gives your customers unprecedented richness, realism, and detail in their colour and black & white photographs. And because HP inks resist fading for generations\*, your customers will be able to share their photos with their grandchildren.

\*Up to 73 years, based on Wilhelm Imaging Research, Inc. using the HP 58 Photo Inkjet print cartridge on HP Premium Plus Photo papers



Result from competitor's 6-ink printer

PhotoREt Pro 8-ink printing used in the HP Photosmart 7960

## Better photo printing. And that's a fact.

In independent testing, the new 8-colour HP Photosmart 7960 outperformed our competitor's 6-colour printers and centrally processed conventional digital prints. Which makes it a better choice for your customers.



HP Photosmart 7960 prints preferred more often (141%) than a competitor's photo inkjet prints

HP Photosmart 7960 prints on HP Premium Plus Glossy Photo Paper



Competitor "A" inkjet prints on highest-recommended glossy paper

0 250 500 750 1000 1250 1500

Participant Paired Preferences  
Source: SpencerLab Digital Color Laboratory

HP Photosmart 7960 prints preferred 82% more often than centrally processed conventional digital prints

HP Photosmart 7960 prints on HP Premium Plus Glossy Photo Paper



Centrally processed conventional digital prints

0 250 500 750 1000 1250 1500

Participant Paired Preferences  
Source: SpencerLab Digital Color Laboratory

When we saw the results of our new 8-colour Photosmart 7960, we realized they were richer and sharper than those of 6-colour printers. However, we wanted to find out if your customers could see the difference. For independent confirmation, we asked SpencerLab—a highly respected digital colour testing laboratory—to conduct consumer research.

In their unbiased study, 367 *Photo Enthusiasts and Other Consumers* in France, Italy, and the U.S., overwhelmingly preferred

the prints from the HP Photosmart 7960. Photo prints were judged for *Richness, Realism, Sharpness, Exposure, and Smoothness*, and as you can see from the charts, HP was the clear winner. But the way we look at it, your customers are the real winners—because now they can get the most beautiful photographic prints (like the enclosed sample) right in their own home.

We invite you to download the full report. Just go to [www.spencerlab.com](http://www.spencerlab.com)

## Your ideas count!

Your feedback enables us to develop sales materials that help you succeed. So please take a few minutes to tell us what you think. Share your thoughts and ideas with us at [www.hpinfos.com](http://www.hpinfos.com). We look forward to hearing from you soon.

Better than our competitors' inkjet prints.



Which printer is best for your customers' photos?

Open now and see what an independent testing lab has to say.

"I guess traditional photos are no longer my thing. I've got to get a printer!"

Participant, SpencerLab research study

"This goes to show that a printer can be better than traditional photos."

Participant, SpencerLab research study



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Better than centrally processed conventional digital prints.