

# MATEO ARQUITECTURA SELECTS HP DESIGNJET T2300 eMFP PRINTING SOLUTION TO ENABLE SIMPLE, INTUITIVE COLLABORATION

HIT PRINT  
INTELLIGENTLY



## mateoarquitectura

Mateo Arquitectura is a medium sized architectural practice based in Barcelona that handles projects across Europe and beyond. Founded by Josep Lluís Mateo in 1991, the firm is currently involved in a number of local and international projects such as the new Film Theatre of Catalonia in Barcelona, the new headquarters for PGGM Pension Fund Company in Zeist, Holland and the office building on the former site of Renault factories in Boulogne-Billancourt, Paris. With each of its projects, Mateo seeks to connect the practice of construction with research and development in both intellectual and programmatic terms.

The company wanted to explore new ways of using technology to help it work more effectively and collaborate on projects easily. As an existing HP customer, it decided to deploy a new HP Designjet T2300 eMFP with ePrint & Share, hailed as the world's most collaborative printing solution.

"Technology is fundamental to us, particularly as we are now doing projects in France, Holland, Portugal and many other countries," explains Mateo. "The way we want to work is to be really closely connected to the sites and the problems; able to discuss everything with everyone and able to control the output quality regardless of location."

## Web printing with multi-functionality

The HP Designjet T2300 eMFP offers the ideal solution. The first web-based large format printing system with MFP benefits, the HP Designjet T2300 eMFP makes it easier than ever for Mateo Arquitectura to perform effectively. Drawings can be printed wherever needed – in the office, with the client, at the site – and ePrint & Share allows Mateo to collaborate with partners and contractors with simplified sharing. The device frees the architects to focus more on their clients and drawings and less on printing.

## Intuitive simplicity

There are several key features of the new printing solution that are proving a real benefit to Mateo Arquitectura. Firstly, it boasts an intuitive touch screen interface which makes it easy to access and command. "The touch screen is important because I can have easy access to queued files and can access the ePrint & Share platform at the touch of a button," explains Till von Mackensen, an architect at Mateo Arquitectura. "It's a big improvement because it allows us to access many printer processes far more easily and makes printing easier for each employee."

At a glance

**Industry sector:** Architecture

**Business name:**  
Mateo Arquitectura

**Headquarters:**  
Teodor Roviralta 39  
E08022 Barcelona

**Tel:** +34 932 186 358

**Fax:** +34 932 185 292

**Web site:**  
www.mateo-arquitectura.com



## CHALLENGE

- Quickly produce high quality prints to a range of format sizes
- Enable collaboration between different teams in different locations

## SOLUTIONS

- HP Designjet T2300 eMFP
- HP ePrint & Share

## RESULTS

- HP ePrint & Share enables collaboration across offices, making sharing files simple
- The touch screen makes using the printer easy and intuitive and removes the need for special training
- Fast, high-quality printing delivers large format projects within tight deadlines

Direct printing also makes the new solution incredibly simple to use for anyone – including visiting clients or partners. “The USB direct connection to the printer is important and makes it very easy for us – or even people that come from outside the office – to print documents without needing to connect to a computer,” adds Mackensen.

### Collaboration across borders

Overall it is the ePrint & Share functionality that really makes an impact on how Mateo Arquitectura can work more effectively and collaborate more easily as it allows large format drawings to be scanned, printed and shared across the web so teams working in different offices can share plans quickly and accurately<sup>1)</sup>.

“What’s important about the scanning function of this printer is that it is large format because usually, as architects, we’re working with big formats and we have to comment and make notes on the drawings, and then we have to physically send it to somebody,” explains Mackensen. “The scanner is therefore quicker and easier for us than making our comments and physically sending the papers.”

### Best quality at high speed

The HP solution offers Mateo Arquitectura a host of great business benefits without compromising on speed or quality – both are crucial to the job of an architect.

“In the context of a competitive pitch, we are always close to deadlines, with very high pressure and we need to print in good quality very quickly. It seems to us that the HP Designjet T2300 eMFP is around twice as fast as our previous model the HP Designjet 4500 of course this is very important when you are close to a deadline and speed is required,” says Mackensen. “Also, in architectural drawings, the range of line types and the different thicknesses of lines is an important factor in the accurate expression of information. I can say that the print quality in terms of line definition has definitely improved.”

### User-friendly for all

Despite offering a wealth of new features, the HP Designjet is easy to use for anyone in the office, without the need for specific training. “Sometimes I can spend a week in the office learning how different devices work,” says Mackensen. “By contrast, the time we needed to spend with the manual for the new HP solution was maybe a maximum of half an hour. When a new device works this simply, it’s a big improvement.”

*“Printer accessibility is very important because sometimes you have trouble accessing all their functions. This new touch screen allows everybody to easily access the whole range of functions that the printer offers.”*

— Till von Mackensen, Architect, Mateo Arquitectura

1) HP ePrint & Share is a free web-printing solution that lets you automatically manage content online. It requires an Internet connection.

To learn more about HP web-connected printers, visit [www.hp.com/go/simplify](http://www.hp.com/go/simplify)

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

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**ePrint & Share**

HP Designjet T2300  
eMultifunction Printer