

**INK IS ABOUT BRAND COLOR**  
OFF-PRESS MIXING OF TRUE SPOT COLORS

HIT COLOR SPOT-OFF  
**97%**  
OF THE PANTONE® RANGE

Advertisement for Inkjet printing. On the left, a person's arms are crossed, wearing a red polo shirt with a white logo. The background features various printed items, including a red folder with the text "Premium Dolor", a business card, and a red envelope. The main text reads "INK IS ABOUT BRAND COLOR" and "OFF-PRESS MIXING OF TRUE SPOT COLORS". A statistic states "HIT COLOR SPOT-OFF 97% OF THE PANTONE® RANGE".

**INK IS ABOUT TRUE COLOR**  
INCREASE MARKET OPPORTUNITIES WITH TRUE PHOTOGRAPHIC IMAGE QUALITY

Light Cyan and Light Magenta produces smooth tonal transitions and saturated colors

APPROXIMATELY  
**80%**  
OF DIGITAL PRINTS SOLD IN THE PHOTO MARKET ARE HP INKjet

Advertisement for Inkjet printing. On the left, a woman's face is shown in profile, wearing a blue and white headpiece with white beads. The background is a soft, light blue. The main text reads "INK IS ABOUT TRUE COLOR" and "INCREASE MARKET OPPORTUNITIES WITH TRUE PHOTOGRAPHIC IMAGE QUALITY". A small graphic shows two color swatches (Light Cyan and Light Magenta) with the text "Light Cyan and Light Magenta produces smooth tonal transitions and saturated colors". A statistic states "APPROXIMATELY 80% OF DIGITAL PRINTS SOLD IN THE PHOTO MARKET ARE HP INKjet".

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