



PRESS RELEASE

ILFORD OMNIJET confirmed as compatible with HP Latex technology

ILFORD OMNIJET confirms increased media compatibility with HP

Marly, Switzerland, April 27th, 2010 – ILFORD Imaging Switzerland GmbH, dedicated to combining their strong history in professional photo products with the latest imaging technology, is pleased to announce that key products within their OMNIJET media are now recognized as compatible with HP Latex technology. Having passed rigorous testing demonstrates that ILFORD OMNIJET is compatible to achieve optimal results on both aqueous and HP Latex printers.

The move towards Latex printers is attractive for digital printing in sign and display environments. The innovative process maximises image quality for vibrant colours in applications from photo quality exhibitions to outdoor banners. Meanwhile, aqueous printers remain a positive printing process of choice when the maximum photographic quality is needed and professional labs are continuing to invest in this technology.

Already recognized as a premium media for aqueous printers, OMNIJET was selected for its ability to offer attractive image quality when producing high-end pop-ups, backlit displays and commercial banners. Now, the new Latex compatibility recognition with HP shows that ILFORD OMNIJET is equally suited for this printing process on machines like the new HP Designjet L25500 42" and 60" printers.

Customers such as digital print shops or sign shops can operate knowing ILFORD OMNIJET gives impressive results with both aqueous and Latex printers. Selecting paper with this dual capacity means labs are able to operate with less stock on hand, making this an economically wise choice for the competitive imaging industry. In addition, the Latex printing process, combined with the dual printing capabilities, makes OMNIJET media an attractive option to appeal to the industry as a whole.

"ILFORD OMNIJET consistently strikes a chord with print for pay professionals, thanks to the diverse applications this media brings to the wide-format industry," shares Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. "In this competitive market place ILFORD is constantly looking at avenues to assist the customer in developing their business. The additional compatibility that Omnijet now offers means less stock holding for key products. The new recognition with HP proves OMNIJET remains cutting-edge in this specialised market."

Further underlining the ILFORD commitment to photographic excellence and efficiency, and to ensure commercial operators are able to achieve the best possible results on their first round of printing, ILFORD offers ICC profiles for all the latest inkjet printers, free of charge, at www.ilford.com.

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ILFORD media evaluated and approved as compatible with HP Latex Printing Technologies:

- OMNIJET Instant Dry Satin Photo RC Paper (195 gsm)
- OMNIJET Instant Dry Glossy Photo RC Paper (195 gsm)
- OMNIJET Instant Dry Satin Photo RC Paper (250 gsm)
- OMNIJET Instant Dry Pearl Photo Paper (255 gsm)
- OMNIJET Instant Dry Glossy Photo Paper (250 gsm)
- OMNIJET Instant Dry Glossy Portable Display Film (230 gsm)
- OMNIJET Instant Dry Glossy White Film (215 gsm)

About ILFORD:

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and colour photographic processes. The ILFORD worldwide Digital Imaging and Colour Photo businesses, including the R&D and manufacturing operations in Switzerland, are owned by Paradigm Global Partners LLP,UK.

The ILFORD name is well established in the history of Imaging and today it continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, R&D, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit www.ilford.com

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