

PINPOINT LOGIC

HP Officejet 7500A Wide-Format e-All-in-One facilitates design communication



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—Dwayne King, president, Pinpoint Logic, Portland, Ore.

HP CUSTOMER CASE STUDY:

HP Officejet 7500A Wide-Format e-All-in-One gives design firm new document options

INDUSTRY:

Design strategy

OBJECTIVE:

Facilitate creation of designs that solve client problems

APPROACH:

Pinpoint Logic is using the HP Officejet 7500A Wide-Format e-All-in-One to print 11 x 17-inch, full-color documents for presentations and preliminary design proposals

IMPROVEMENTS:

- Wireless networking makes installation fast and easy
- Large touchscreen displays setup, maintenance instructions that are easy to follow
- New HP ePrint capabilities enable remote email printing, support for mobile devices

BUSINESS BENEFITS:

- Color enhances communication in infographics
- Printing in-house cuts costs for large-format printing dramatically compared to utilizing outside print vendors



For years, Pinpoint Logic has been using black-and-white laser printers to produce 11x17-inch documents for its clients. When it recently installed the new HP Officejet 7500A Wide-Format e-All-in-One (e-AiO), users found the ability to produce wide-format documents in color for the lowest cost per page compared with in-class, wide-format inkjet all-in-ones¹ improved communication with clients—and made an immediate impression, and increased productivity. The device prints fade-resistant materials with professional color graphics, stunning photos and laser-quality black text.²



CUSTOMER SOLUTION AT A GLANCE

PRIMARY APPLICATIONS

Wide-format color printing

PRIMARY HARDWARE

- HP Officejet 7500A Wide-Format e-All-in-One

"There's definitely more of a 'WOW' moment when you first present something printed in wide-format color on the Officejet," acknowledges Dwayne King, president of the firm. "Documents are more vibrant and impactful." The office uses high-capacity, Original HP Officejet ink cartridges and office papers with ColorLok® technology for faster drying, bolder blacks and vivid colors.³

The firm has yet to begin using the "e" capabilities—including remote printing of emails, printing from smartphones and other mobile devices with HP ePrint,⁴ and new business print apps to print from the Web,⁵ including Marketsplash by HP. But those capabilities do hold promise for a business like Pinpoint Logic, whose road warriors must send ideas for new products back to the office quickly, says King.

HP ePrint, is a Web-enabled printing solution designed for the cloud that allows users to print from any email device to any ePrint-enabled printer from anywhere in the world, without requiring a local proxy PC or Web appliance.⁴ Also, the Officejet uses a growing library of free print apps for business—shortcuts to printing Web content directly from the device including Marketsplash by HP for a shortcut to print customized marketing materials such as brochures

"I can easily see it improving our speed in delivering new products. And in the service business, that's incredibly valuable."

—Dwayne King, president, Pinpoint Logic

and flyers; Google Docs for easy document scanning to the Web for printing at a later time; Box.net to scan, share, manage and access business content online; Portfolio.com and Reuters for the latest news articles; Daily Brief for business essentials in one place including calendar, to-do list and news from American City Business Journals; and DocStoc and Biztree for immediate access to business forms such as invoices, contracts, receipts, legal agreements and checklists.

TELLING A STORY WITH COLOR

Pinpoint Logic is a design strategy firm based in Portland, Oregon, with a second office in San Francisco. It focuses on understanding a client's business and its potential customers, and helping bring to market products that will connect with customers in innovative ways.

In the process of doing research and honing in on a new strategy, Pinpoint's staff often develops a story to illustrate its design thinking. To tell that story most effectively to clients, it develops infographics for presentations, as well as prototype materials for people to review and interact with.

Historically, the firm relied on an old HP LaserJet monochrome printer to print out 11x17-inch tabloid-sized pages. "Some of our documents are data intensive, so it takes a lot of real estate to print it all out," notes King. "We also create documents used in workshops and presentations, so they have to be large enough for people to see."

The firm shied away from producing infographics and initial designs in color, because it meant going to an outside printing firm for each iteration of a document, and paying a premium price for every page. Now, with borderless color printing from 3 x 5-inch to wide format A3+ (up to 13 x 19-inch) capability available in-house, designers can use color routinely to improve communication. The Officejet 7500A Wide-Format e-AiO prints at a maximum of up to 33 pages per minute (ppm) black, up to 32 ppm color,⁶ and at laser-comparable speeds of up to 10 ppm black, up to 7 ppm color.⁷ This device is designed for versatile productivity and many paper-type options. The 150-page, wide-format tray and a 35-page automatic document feeder handle a range of paper types and sizes with ease—including plain, brochure and photo papers.

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“We recently did a project where we were trying to show the interconnections between 13 disparate systems,” King recalls. “Color helped us by allowing us to show different systems in different colors—13 different colors for 13 different systems. Without it, we would have had to use different shapes to represent the different systems. Color made the illustration much easier to follow.”

NEW, HIGH-IMPACT PROJECTS

The Officejet 7500A Wide-Format e-AiO’s capabilities might also enable the company to do new kinds of projects, or bring old ones back in-house. “In addition to our traditional client deliverables, we might also begin producing more of our own descriptive brochures and marketing materials,” says King. “We’ve done brochures before, but they were less visual and viscerally impactful.” With Marketsplash by HP, customized marketing materials can be easily developed and stored on the Web, then printed out as needed and reprinted from the front panel of the device.

One reason to begin producing such documents in-house is that they can be maintained electronically, and only printed as needed in the quantities immediately needed. There’s no need

to print 500 copies of a new corporate brochure, only to discard half of them six months later because a key staff member leaves.

In addition, King says the firm has been highly impressed with photo printing on the new Officejet AiO. “In my past experience images can look like they came off an office printer. But I think it would take a discerning eye to distinguish the pictures we print on this from a traditional photo.”

Like most all-in-ones, the Officejet 7500A can fax, copy and scan. King says these features will be useful. When the company passes out early design samples for people to review, for example, clients typically write comments on them and return the original. Now Pinpoint can scan those documents in to PDF format so they have an electronic archive of all the client input.

The Officejet 7500A Wide-Format e-AiO isn’t networked with Ethernet cable like the firm’s older printers; instead, users print to it wirelessly.⁸ That helped to make it one of the easiest printer installations ever at Pinpoint Logic, King notes.



“Setting it up was 1000 times easier than other printers we’ve had. It was plug and play. The larger (2.36 inch) touchscreen walked us through the steps easily, whereas with most printers, you kind of have to know what you were doing before you started.”

King says the All-in-One’s ENERGY STAR® qualification rating fits with the company’s ethos. “Environmental awareness is a core value for us.” This Officejet uses up to 40% less energy than comparable laser products.⁹

Looking ahead, King says he looks forward to being able to take advantage of the HP ePrint capability, which allows printing from anywhere, anytime. “A lot of times, we’re out on the client site developing ideas for new products, and we’ll want to get our initial ideas back to the office as

soon as possible. It’ll be great to be able to just shoot them over via email and have them print out in the office.” New business print apps can access, store and print business forms, news, archives and more without a PC.⁵ These also allow businesses to store and print commonly used business forms directly from the Web.

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To learn more, visit www.hp.com/go/officejetprinting
www.marketsplash.com
www.hp.com/go/colorlok

Contact the HP Reference2Win Program, 866-REF-3734 for more information

This customer received complimentary HP printer and Original HP supplies as part of an early adapter program.

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¹ Letter cost per page comparisons for B-size inkjet all-in-ones with fax <\$300 from major vendors as of March 2010. For details, see www.hp.com/go/officejet. OJ ISO yield with highest-capacity cartridges based on continuous printing. For details, see www.hp.com/go/learnaboutsplies.

² Based on paper-industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.

³ Not included. Please purchase separately.

⁴ May require an Internet connection to the printer. Feature works with any Internet- and email-capable device. For details, see www.hp.com/go/eprintcenter.

⁵ Requires an Internet connection to the printer. Services may require registration. Apps availability varies by country and language. For details, see www.hp.com/go/eprintcenter.

⁶ After first page. For details see www.hp.com/go/printerclaims.

⁷ After first set if ISO test pages. For details see www.hp.com/go/printerclaims.

⁸ Wireless performance depends upon physical environment and distance from access point.

⁹ Majority of letter-size color laser all-in-ones <\$600 as of March 2010; for details, see www.hp.com/go/officejet. Energy use based on HP testing using the ENERGY STAR® program’s TEC test method criteria.



HIT PRINT

