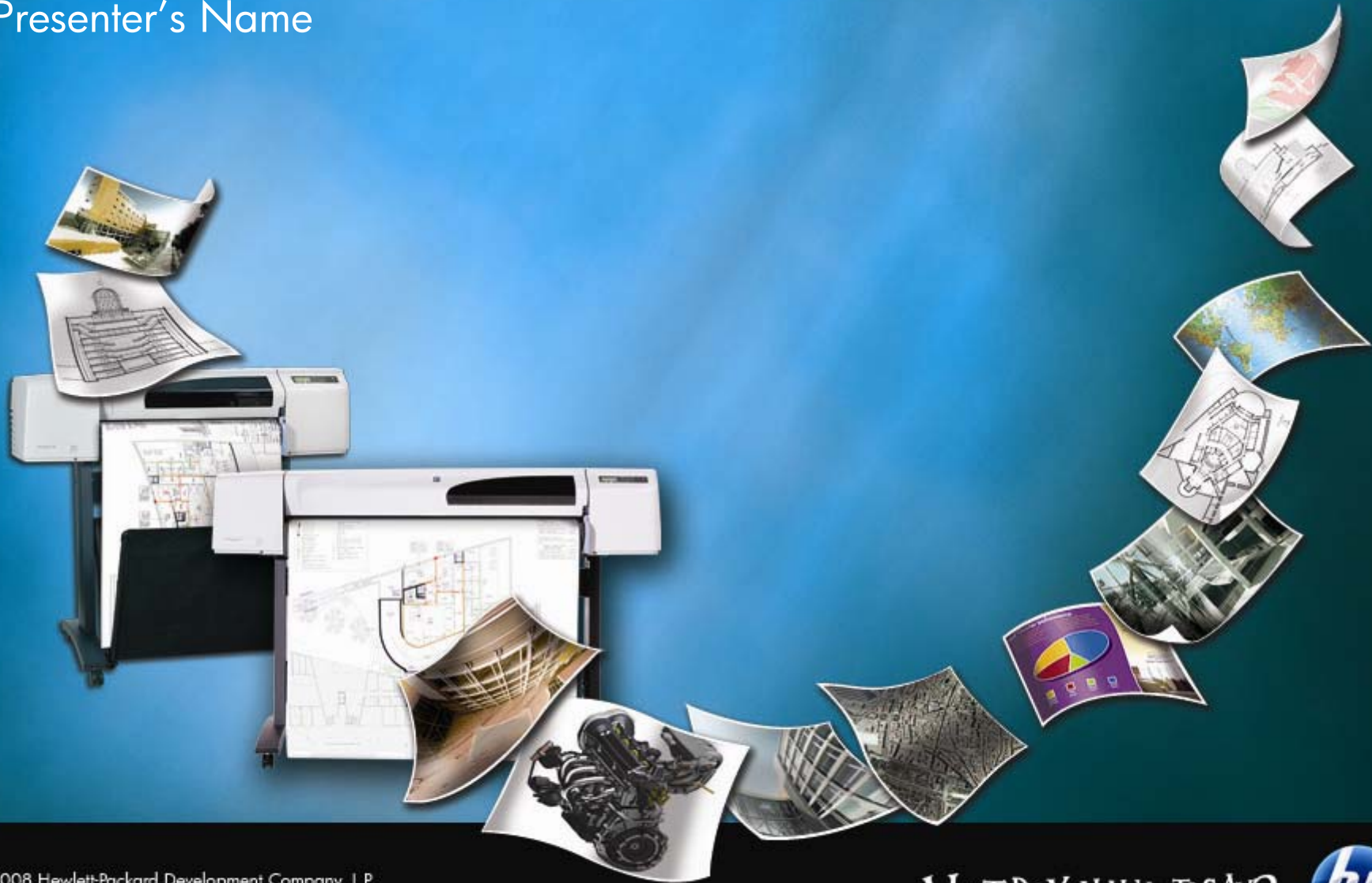


# HP Designjet 510 Printer series

Presenter's Name



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WHAT DO YOU HAVE TO SAY? 

# HP Designjet 510 Printer series

**NEW**



Print large-format CAD drawings easily and conveniently with HP's most affordable standalone printer

WHAT DO YOU HAVE TO SAY?



# Target markets and applications

**Small studios** with a **low** (up to 50 A1/D per week) **LF print volume** that still outsource larger printing projects\*

\*Source: WW LF Printers Master Model Dic FY08

70%

**AEC**

**Architects/Engineers/  
Construction**



Willing to have the capability to print in house:

- Mainly CAD line drawings
- Some small graphics and renders

10% **MCAD**



10% **GIS**



- Printing maps (images and vectors) and CAD line drawings

5%

**GPP (Office)**



- Producing LF posters, time and project plans

5%

**Others**



- Graphic design, education,...



# HP Designjet 510 Printer

## Key benefits



### Conveniently print large-format technical drawings

- Speed up to 56 seconds for D/A1-sized documents
- HP Instant Printing
- In-printer processing technology

### Reliable performance, high line and image quality

- 2400 x 1200 optimized dpi resolution
- High-quality output - sharp detail, accurate lines
- 160 MB of memory

### Bring CAD printing in-house, at the right price

- Affordable price
- 28-ml and 69-ml HP ink cartridges
- Easy and intuitive

Conveniently print  
large-format technical  
drawings



HP Designjet 510 Printer series

WHAT DO YOU HAVE TO SAY?

# 1 D/A1 in 56 seconds

Print projects quickly

**HP Designjet 510  
Printer series**



=



## D/A1



Print line drawings in up to 56 seconds



Additional features offered

WHAT DO YOU HAVE TO SAY?



**NEW**

# HP Instant Printing Utility for HP-GL/2

Easily and quickly print your HP-GL/2 and PLT files with the simple click of a button.

- 1.** Select your file
- 2.** HP INSTANT PRINTING UTILITY
- 3.** HP Designjet 510 Printer



PLT files are created with HP proprietary technology HP-GL/2 when choosing the "print to file" option. All settings and configuration are included and sealed in the PLT, ready for reprint.

### EASY

- A single right-click for accurate and reliable printing - straight from your desktop
- Convenient multiple file printing

### FAST

- Print directly from your desktop without launching any other application
- Reprint jobs quickly without re-configuring – and avoid trial and errors!

### INTELLIGENT

- Continue working without interruptions, concentrating on your core tasks and design work



and all Standalone Technical Printers with Embedded HP-GL/2

# In-printer processing architecture

- Process complex files quickly

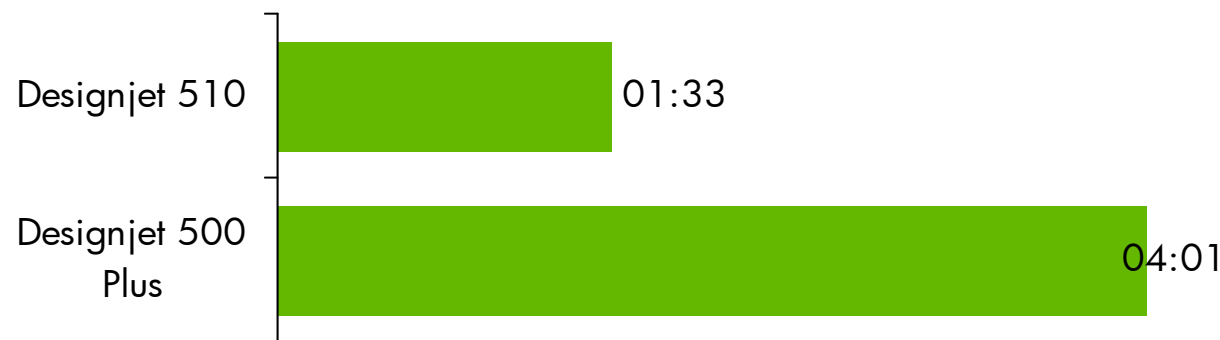


Process files

**Up to 4x\***

faster than Designjet 500plus

Time to process a complex file\*  
(from clicking Print until start printing), mm:ss



Measurement based on a complex AutoCAD file. Actual times depend on the file.

\*Based on preliminary information from HP internal tests



# And...

- Easy to collapse textile bin to save space
- Complete compatibility with the latest applications and operating systems
  - Windows® drivers optimized for AutoCAD and Mac drivers
- Network capability (optional)



- Small foot print and easy access to your prints
- Easily integrates to the way you work
- Make the HP Designjet 510 Printer available among multiple user (optional)

Reliable performance,  
high line and  
image quality



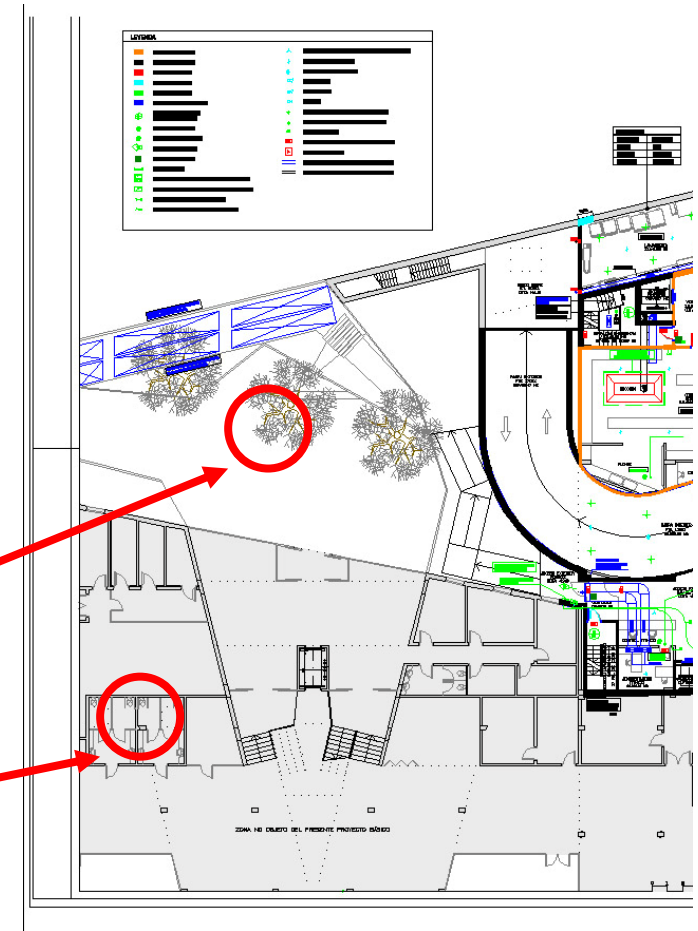
HP Designjet 510 Printer series

WHAT DO YOU HAVE TO SAY?

# Line and Image Quality

- + High line quality with HP-GL/2 processing up to 4x faster than HP Designjet 500 Printer series
- + Higher 2400 x 1200 dpi optimized max. resolution
- Sharp fine lines as thin as 0.04 mm (0.002 in)
- Accuracy of 0.2% of specified page length
- 160 MB of memory

+ Additional features offered



- Portrait a professional image with good quality LF prints
- Reliable printing with plenty of memory to process complex files

Bring CAD printing  
in-house, at the right price



HP Designjet 510 Printer series

WHAT DO YOU HAVE TO SAY?

# Affordable price

Deliver top quality CAD drawings using in-house resources



24"

61 cm

## HP Designjet 510 Printer

Part number: CH336A

List Price: 2 150€

## HP Designjet 510ps Printer

Part number: CJ996A

List Price: 2 790€



42"

107 cm

## HP Designjet 510 Printer

Part number: CH337A

List Price: 3 460€

## HP Designjet 510ps Printer

Part number: CJ997A

List Price: 4 020€

WHAT DO YOU HAVE TO SAY?



# HP ink cartridges

- Cost-effective printing matched to your needs



**NEW**

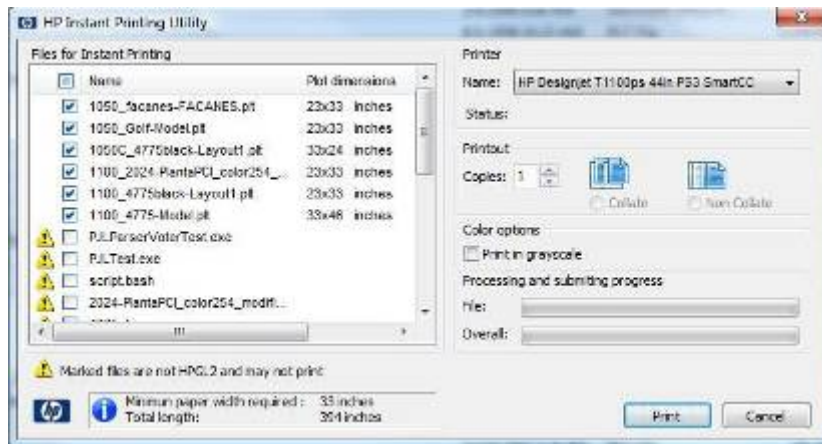
28-ml and 69-ml cartridges

WHAT DO YOU HAVE TO SAY? 

# Easy and intuitive

- Intuitive control panel
- Change ink supplies fast
- HP-GL/2 printing straight from your desktop with HP Instant Printing Utility

- You can focus on key projects and not on your printer



WHAT DO YOU HAVE TO SAY? 

# HP Designjet 510 Printer series Overview

- 4 SKUs:
  - 510 24-in/42-in,
  - 510ps 24-in/42-in
- Re-styling of covers and front panel
- Textile basket
- New HP-GL/2 formatter processing up to 4x faster
- 160 MB memory
- Increased speed of fast print mode (55s per A1/D)
- Same (HP 82) ordering number for black and color cartridges
- Smaller (28 ml) color cartridges available as starters and for sale together with bigger (69 ml) ones
- Max. resolution: 2400 x 1200 optimized dpi





# Positioning

# HP Designjet 510 Printer series Comparison vs. HP Designjet 500 Printer



**HP Designjet  
510 Printer  
series**



**HP Designjet  
500 Printer**

<b>Convenience</b>	HP-GL/2 is a vector language optimized for accurate line positioning and curve definition	HP-GL/2 as accessory
<b>Quality</b>	2400 x 1200 optimized dpi	1200 x 600 optimized dpi
<b>Dependability</b>	HP-GL/2 generates small file sizes to streamline connectivity between your workstation and printer	HP-GL/2 as accessory
<b>Processing</b>	<ul style="list-style-type: none"> <li>• In-printer processing frees up your workstation</li> <li>• No “wait-state” banding or loss of information for top quality prints</li> <li>• Continue working without interruptions, concentrating on your core tasks and design work</li> </ul>	<ul style="list-style-type: none"> <li>• Drains your workstation</li> <li>• Possible “out of memory” errors</li> </ul>
<b>Compatibility</b>	HP-GL/2 is a standard language for printer files. Reuse PLT files and print them easily with HP Instant Printing Utility.	HP-GL/2 as accessory
<b>Extended memory</b>	160 MB (up-gradable to 416 MB) to process complex files	16 MB

# HP Designjet 510 Printer series Comparison vs. HP Designjet 500 Plus Printer



**HP Designjet  
510 Printer  
series**



**HP Designjet  
500 Plus Printer**

<b>Convenience</b>	<ul style="list-style-type: none"> <li>• Convenient print speed of 55 seconds per A1</li> <li>• Processes complex jobs up to 4x faster</li> <li>• Easily print HP-GL/2 files with HP Instant Printing Utility</li> </ul>	<ul style="list-style-type: none"> <li>• 90 seconds per A1</li> <li>• No in-printer processing</li> <li>• HP-GL/2 embedded</li> </ul>
<b>Quality</b>	Higher maximum resolution of 2400 x 1200 optimized dpi	1200 x 600 optimized dpi
<b>Dependability</b>	Extended memory of 160 MB (up-gradable to 416 MB)	32 (max. 128) MB

WHAT DO YOU HAVE TO SAY? 

# Accessories, Supplies and Care Packs

# HP Designjet 510 Printer series

## Inks and PH: HP DJ 500 vs. HP DJ 510

Printheads	Part Number	Description	Current list \$	New list \$	Included in host
4 SKUs	C4810A	HP 11 Black Printhead	\$39.99	\$42.00	X
	C4811A	HP 11 Cyan Printhead	\$39.99	\$42.00	X
	C4812A	HP 11 Magenta Printhead	\$39.99	\$42.00	X
	C4813A	HP 11 Black Printhead	\$39.99	\$42.00	X
<b>Cartridges</b>					
7 SKUs	CH565A	HP 82 Black Ink Cartridge, 66cc	HP 10 \$39.00	\$46.20	X
	C4911A	HP 82 Ink Cyan Cartridge, 66cc	\$43.99	\$46.20	
	C4912A	HP 82 Magenta Ink Cartridge, 66cc	\$43.99	\$46.20	
	C4913A	HP 82 Yellow Ink Cartridge, 66cc	\$43.99	\$46.20	
	CH566A	HP 82 Ink Cyan Cartridge, 28 cc	As starter and trade cartridges	\$32.00	X
	CH567A	HP 82 Magenta Ink Cartridge, 28 cc		\$32.00	X
	CH568A	HP 82 Yellow Ink Cartridge, 28 cc		\$32.00	X

**4 NEW references available: 1\* 66cc Black and 3\* 28cc Color cartridges**

# HP Designjet 510 Printer series Supplies Compatibility

<b>Black Supply ordering #</b>	<b>HP DJ800, DJ500, DJ500 plus, DJ500ps, DJ500 mono</b>	<b>HP Designjet 510</b>
HP #10 K 69cc	Compatible	Not compatible
HP #82 K 69	Not compatible	Compatible

There are no changes in the color compatibility:

<b>Color Supplies ordering #</b>	<b>Hydra (DJ800xx, DJ500, DJ500 plus, DJ500 ps, DJ500 mono)</b>	<b>Pegasus (DJ 510)</b>
HP #82 CMY 69/28cc	Compatible	Compatible

# HP Designjet 510 Printer series Medias



- **NO NEW** media for Pegasus
- Same media supported as currently available for the HP Designjet 500 plus Printer series

Q1396A HP Universal Bond Paper 80 g/m<sup>2</sup> - 610mm x 45.7 m

C6035A HP Bright White Inkjet Paper 90 g/m<sup>2</sup> - 610mm x 45.7 m

C6029C HP Heavyweight Coated Paper 131 g/m<sup>2</sup> - 610mm x 30.5 m

Q1412A HP Universal Heavyweight Coated Paper 120 g/m<sup>2</sup> - 610mm x 30.5m

C6019B HP Coated Paper 90 g/m<sup>2</sup> - 610 mm x 45.7 m

Q1404A HP Universal Coated Paper 95 g/m<sup>2</sup> - 610 mm x 45.7 m

C3876A HP Clear Film 174 g/m<sup>2</sup> - 610 mm x 22.9 m

51642A HP Matte Film 160 g/m<sup>2</sup> - 610 mm x 38.1 m

Q1426A HP Universal High-gloss Photo Paper 190 g/m<sup>2</sup> - 610 mm x 30.5 m

Q1421A HP Universal Semi-gloss Photo Paper 190 g/m<sup>2</sup> - 914 mm x 30.5 m

Q7971A HP Professional Semi-gloss Contract Proofing Paper 235 g/m<sup>2</sup> - 610mm x 30.5 m

Q1968A HP Matte Proofing Paper 146 g/m<sup>2</sup> - 610 mm x 30.5 m

Q6620A HP Durable Display Film 205 g/m<sup>2</sup> - 914 mm x 15.2 m

WHAT DO YOU HAVE TO SAY? 

# HP Designjet 510 Printer series Accessories

## **NEW**

HP Designjet 256MB Memory Upgrade DIMM

Part Number: CH654A

List price: 269€ (same list price than 128MB Memory upgrade of the 500+)

*Not backwards compatible to HP DJ 500+*

## **CURRENT**

Q1246B HP Designjet 24-in Stand and Bin

C2389A HP 24-in Spindle

C2390A HP 42-in Spindle

Q6644D EFI Designer Edition 5.1 RIP for HP

### **Jetdirect cards**

J7934G HP Jetdirect 620n Fast Ethernet (not for PS SKU)

J7997G HP Jetdirect 630n IPv6 Gigabit Ethernet

J7961G HP Jetdirect 635n IPv6/IPsec Gigabit

J7951G HP Jetdirect ew2400 802.11g Wireless

J7988G HP Jetdirect en1700 IPv6, Fast Ethernet

WHAT DO YOU HAVE TO SAY? 



# HP Designjet 510 Printer series Care Packs

## NEW References

Service level	Pack#	Product	List Price in €
HP Care Pack, Next Business Day Onsite, 3 years	UK900E	DJ 510	550
HP Care Pack, 4 hours intervention, 13x5, 3 years	UK908E	DJ 510	770
HP Care Pack, Next Business Day Onsite, 4 years	UK901E	DJ 510	825
HP Care Pack, Next Business Day Onsite, 5 years	UK902E	DJ 510	1100
HP Care Pack, Post Warranty, Next Business Day Onsite, 1 year	UK907PE	DJ 510	330
HP Care Pack, Post Warranty, 4 hours intervention, 13x5, 1 year	UK898PE	DJ 510	462

WHAT DO YOU HAVE TO SAY? 

WHAT DO YOU HAVE TO SAY?



HP Designjet 510 Printer series