

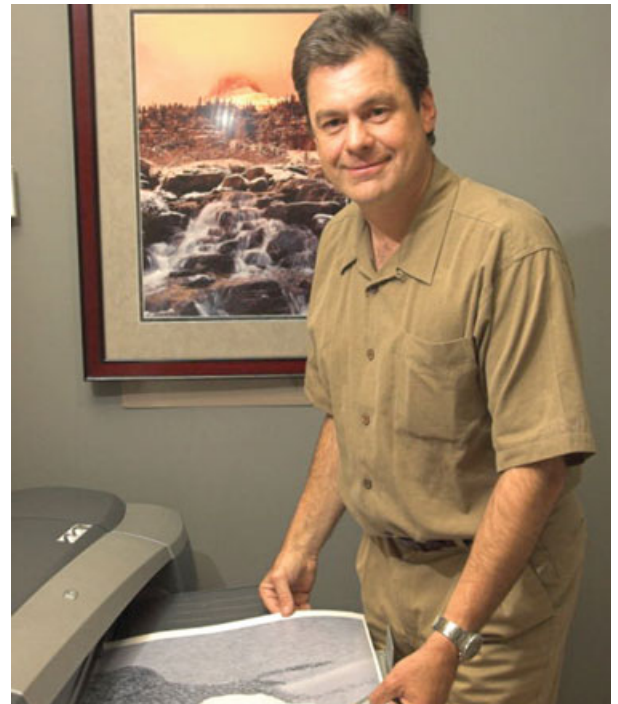
Daniel J. Cox uses HP printers to produce pieces in house under full artistic control



“All my HP printers deliver vibrant, true-to-life, top quality prints that will stay fade-resistant for generations. And I no longer have the high costs or time-consuming hassles of working with an external photo lab. By relying on HP, I have more time and freedom to continue to try and capture the beauty of wildlife and nature.”

– Daniel J. Cox
Photographer and Owner
Natural Exposures, Inc.

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Printed on HP Designjet 130 printer
Photograph by Daniel J. Cox
Natural Exposures, Inc.



The wildlife photographs taken by Daniel J. Cox, photographer and owner of Natural Exposures, Inc., have appeared in many prestigious publications such as National Geographic and Time Magazine. His work has won numerous esteemed international awards and is often exhibited in the U.S. and overseas, including the renowned BBC Wildlife Photographer of the Year competition presented at the Museum of Natural History in London, England.

The whole concept of digital photography and the subsequent reproduction of an image using a variety of print output devices is inextricably linked to the business objectives and successes of companies such as Natural Exposures. Cox explained, "The only way to create a physical representation of my photographic images is through the use of a printer – however, depending on the specific business, environmental or personal aspects of any given situation, my choice of output device can change quite dramatically. Having the ability to choose a printer that perfectly fits the needs of the moment is incredibly empowering – HP gives me these choices with solutions like the HP Designjet 130 and HP Photosmart 8750."

Needing in house access to top print quality

Cox's passion and the art of his photography are all about capturing perfect images of wildlife in action. He described, "With natural history photography you're striving to get the sharpest image possible. My work is journalistic in nature, and I'm trying to record the specific details of an actual scene. Animals have a lot of minute elements – fur, hair, eyelashes, etc. – and unlike a water-color artist who can interpret the image however they want, I need to encapsulate the exact sharpness and detail of the moment."

He continued, "Once I'm comfortable that I have actually captured my desired photograph, the next challenge is to reproduce it in a manner that is faithful to the original subject. Because of this, it is imperative to have access

to extremely high-quality printing capabilities. The subjects deserve images of the highest caliber, and my clients have come to expect this from me."

Cox also wanted a way to create fine art prints to sell on his web site and although it was possible to outsource this printing, he wanted first-hand control over the output process. Before bringing this type of printing in house, there were several criteria a print device would have to meet in order to be deemed worthy of consideration.

"My top criterion was achieving the absolute highest print quality. I next wanted to have full confidence that the printed image I gave to a client in exchange for their hard-earned money and trust, was going to last a lifetime. If the prints fade in six months, or even 15 years, it would be a very big issue, so I needed an output solution that could deliver prints of outstanding longevity," stated Cox. "Thirdly, from a business perspective, we wanted to know how much a print was really costing us – there's little point bringing a process in house if it turns out to be more expensive than comparable outsourcing choices. Finally, I needed the ability to print images up to 24 inches wide to offer my clients an appropriate range of options to meet their needs."

In addition to the exhibition and fine art printing requirements, Cox also wanted a simple way to quickly output smaller high quality prints. He explained, "I often have to work on somebody's property to photograph a specific subject. The property owner has graciously granted me special access to their land, and I feel it's important for me to reciprocate the kindness in some way. I started looking for a small-footprint, but high-quality printer to easily output some of my photographs to either personally hand to the landowner or to mail with a thank-you letter as soon as I got back to my office. This would also help avoid disrupting my own staff while they are busy working on other projects."

A further requirement for the smaller, high-quality office printer was driven by a need to leave physical examples with a client when making a proposal for a new natural history piece. "One of the downsides to digital photography is that you really don't have anything tangible to leave with a prospective client, like National Geographic Magazine, other than a CD which they may or may not get around to reviewing," commented Cox. "In the days of conventional photography I used to present transparencies for a story idea, and because I left them behind with the client, they were a physical reminder of me and my ideas. With digital photography I needed to have a straightforward way to print out a selection of my images for the article so I could leave a storybook behind in place of a CD."

HP print quality, longevity and value draw attention

Cox's attention was captured when he first heard that independent testing centers had found that HP Premium Plus paper together with HP Vivera inks were delivering prints with greater longevity than equivalent traditional processes¹. He reflected, "When I first read about these findings my entire thinking relating to in house printing completely switched around. When I saw the print from an HP Designjet 130 printer I was astonished at how the images simply resonated quality."

The HP Designjet 130 is a cost effective, six-color, multi-format printer that produces fade resistant, photo quality images with stunning results. "What really got me into the HP Designjet 130 was its ability to print quality images 24 inches wide. We looked at competing products but to output two-foot wide prints we would have had to spend almost double the cost of the 130!" recalled Cox.

He observed, "The HP Designjet 130 is an incredibly interesting printer – the prints are so visually stimulating and exact, and it produces identical images over and over again. Today, we are regularly using this device for production of the fine art prints that we sell on our web site, and the convenience factor is fabulous. Since all the prints are created right here in my studio, for the first time since I left the darkroom, I feel like I'm in control of exactly how my prints look." Cox noted, "We use the stand that goes with the HP Designjet 130 printer, and it makes a very nice addition – allowing us to very simply move it around to accommodate changes in our workflow."

The need for outputting smaller high-quality prints in the office for idea storybooks and thank-you mailings has been met by the HP Photosmart 8750 Professional Photo Printer, which is a professional, network-ready, nine-ink photo printer for color and monochrome prints up to 13x19 inches. Cox recounted, "I found that right out of the box I was getting very, very good results. I use it as a quick way to print 8x10 and 11x17 inch photos to send to people that I've been working with in the field. While the HP Photosmart 8750 doesn't take the place of our finely-tuned HP Designjet 130, it definitely produces impressive and consistent prints, and is a fantastic way to say 'thank you' to the people whose property I've used."

He continued, "We've also used the HP Photosmart 8750 extensively to develop 'pitch books' – where we output contact sheets using 13x17 inch HP Premium Plus Photo Satin paper with images for a particular project that we then leave behind with a prospect. It's a great way to provide them with a physical reminder of our discussions and hopefully excite them about moving forward with me on the project."

Finally, Cox has solved the need for an in-the-field printer with the battery powered HP Photosmart 475 Compact Photo Printer. He explained, "It goes everywhere with us, including recently to Tibet. With photography we are always taking things – taking pictures, taking shots – and with that little printer we can give back: Where there are projects with people involved, like in Tibet, we'll print photographs on the spot and give them to the subjects. These thank-you photographs are always a huge hit. In Tibet, the monks couldn't believe that I was printing in the middle of their monastery – without electricity – and handing them these incredibly beautiful prints."

Irrespective of the chosen HP printer, Cox uses mostly HP Premium Plus Photo Satin paper and HP Vivera inks for all of his photo printing to maintain longevity and quality. "One of the things that is really important to me is the quality of the paper – HP Premium Plus Photo Satin is a beautiful paper. Not just the quality of the printed side, but the back side has a different texture with a faint HP logo. This might seem trivial and unimportant, but when you hurriedly open a carton of paper it's immediately obvious which way round to put the paper in the printer. There's nothing more exasperating than grabbing an expensive box of paper and not knowing the correct side on which to print, and ending up wasting a large amount of the carton trying to find out. Anybody could make these types of distinction with their paper, but HP is the one company that consistently does things like this. HP clearly puts effort into making the entire print experience as fulfilling and positive as possible, and it always makes working with HP very satisfying."

Visually stunning images from HP printers

Viewers of natural history photographs always expect to see perfectly sharp and accurate images, and the output from the HP Designjet 130 meets Cox's exacting standards. He extolled, "I earn my living documenting the natural world as both a journalist and an artist. What comes out of the printer must be virtually identical to what I see on the computer screen, which in turn must accurately match the reality I saw in the field – the HP Designjet 130 achieves this with amazing exactness. To say that we've been impressed is an understatement. With this HP printer the blacks seem to lay down better and give clearer detail, and the prints coming off the device look every bit as good as I see with Fujiflex Crystal Archive Printing Material prints – we're really happy with it."

Cox has increased the amount of printing he performs on the HP Designjet 130 to meet the demand for the sale of fine art prints on his web site. "It's a fabulous piece of

At a glance

- **Company:** Daniel J. Cox & Natural Exposures, Inc.
- **Location:** Bozeman, Montana
- **Founded:** 1981
- **Size:** 3 employees
- **Telephone:** 406-556-8212
- **URL:** www.naturalexposures.com
- **Primary focus:** Nature and wildlife photography

equipment," he enthused. "We've produced hundreds of fine art prints using the 130, which has added an additional revenue stream to the way I make my living as a photographer that wasn't possible in the past."

HP prints have proven to be profitable. Cox described, "Since we've been using the HP Designjet 130 printer, we've found the inks go much further. I don't know how HP does it – the inks are lasting much longer than other vendors' products – so we now have a handle on how much less these prints are costing to produce compared to the same output on other vendors' devices. The costs seem to be considerably lower with the HP printer – which is obviously a big advantage for us because we're producing absolutely phenomenal images for a lot less money."

Both the HP Photosmart 475 Compact Photo Printer and the HP Photosmart 8750 Professional Photo Printer have very successfully solved Cox's desire to recognize the

people that support his endeavors to capture nature at its best.

Cox reflected, "One of the things that most impresses me with HP's line of printers is how much the design engineers are interested in users' ideas, feedback and concerns – they talk to people and then design and build solutions – they are just terrific. All my HP printers deliver vibrant, true-to-life, top-quality prints that will stay fade-resistant for generations. And I no longer have the high costs or time-consuming hassles of working with an external photo lab. By relying on HP, I have more time and freedom to continue to try and capture the beauty of wildlife."

¹Based on Wilhelm Imaging Research, Inc.'s testing for similar systems: For the HP Photosmart 8750, fade resistance is up to 108 years under glass or over 200 years in a photo album using the HP Tri-Color, the HP Gray Photo and the HP Blue Photo Inkjet Print Cartridges on HP Premium Plus Photo papers. For the HP Designjet 130, fade resistance is up to 82 years under glass or over 200 years in a photo album using the HP No. 85 Ink Cartridges on HP Premium Plus papers. For more information on additional permanence testing factors, visit www.wilhelm-research.com and www.hp.com/go/premiumplusphoto

Challenges

- Find an output device to enable exhibition and fine art printing to be brought in house, with:
 - Extremely high print quality;
 - Print longevity;
 - The ability to calculate total print costs; and
 - The capability to print images up to 24 inches wide.
- Source a simple way to quickly output smaller high-quality prints both in the field and upon immediate return to the office.
- Identify a portable printer that is truly independent, and able to perform all functions even in the absence of power and without network connectivity.

Solution

- HP Designjet 130 for exhibition-quality prints, up to 24 inches wide.
- HP Photosmart 8750 Professional Photo Printer for swift production of pitch books and thank-you pieces.
- HP Photosmart 475 Compact Photo Printer for in-the-field printing on demand.
- HP Premium Plus Photo Satin paper.
- HP Vivera inks.

Results

Simplicity

- HP printers deliver top-quality output.
- HP printers are consistently straightforward to deploy and operate.

Agility

- All prints are now quickly output in house under full artistic control.
- HP's comprehensive range of professional quality printers allows the optimum model to be selected for any given situation, irrespective of business, environmental, aesthetic, or price/performance requirements.

Value

- HP Vivera ink's outstanding coverage deliver a great many printed pages for the lowest expense.
- HP devices combined with HP ink and HP paper deliver excellent longevity.

For more information on how working with HP can benefit you, contact your local HP sales representative, or visit us through the Internet at our world wide web address: www.hp.com

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