



hp success story



artistic prints from partners in fine art



Fratelli Alinari, established in Florence in 1852 as a photography studio, today is an internationally acclaimed business in the field of communication through photography. The Alinari Archives preserve over 3.5 million vintage images from all over the world, and are growing all the time. Renowned for the superb quality of its artistic prints, Alinari is a world leader in traditional and multimedia photographic publishing.

choosing a strategic partner

Fratelli Alinari serves publishers, libraries, and educational institutions throughout the world. Its commercial activities range from the sale of images, also through strategic image licensing agreements with top-level international content providers, to exhibitions and workshops. The firm has recently created a business-to-business web site to provide a large portion of the Alinari photographic collection on-line.

Alinari identified areas where affordable, high-quality inkjet output could satisfy its evolving business needs. Andrea de Polo, IT Manager at Alinari, explains why they chose HP Designjet printing systems, "We were not looking for a printer. We wanted a 'partner' that could give us a complete printing system with

superb quality and reliability, plus the know-how and reputation that would give us peace of mind."

the solution to every need

Once Alinari had selected HP over a host of competitors, they then decided which printing system best satisfied the two specific fields of application they envisaged. Andrea de Polo, IT Manager at Alinari, says, "Alinari needed to achieve a reliable workflow between the input device and the output device, which would give color calibration and overall image quality control. The process needed to be simple and maintainable for color and black & white files, for different clients, in different countries." The HP Designjet 10ops printer was the solution chosen for its proofing capabilities.

The choice of HP really paid unexpected dividends for Alinari for its second application requirement. Alinari has long recognized the strategic importance of print-on-demand, so when they saw the HP Designjet Kiosk, HP's pilot print-on-demand project, Alinari realized that HP had come up with a solution that went beyond their expectations.

This interactive printing system gives on-demand, museum-quality reproductions. Using a touch-screen, the public can simply select the photograph of their choice, select a size to suit the space they have, and choose the most appropriate media, such as fine art media or canvas. The reproduction is printed on an HP Designjet 5500ps series printer that ensures the quality required of museum pieces. "The HP Kiosk extends the scope of our photographic events, allowing visitor's to browse and purchase from any number of images we make available, and the response has been excellent," claims Andrea de Polo.

photo-realistic, color accuracy

The HP Designjet 10ops printer has helped Alinari to achieve consistent color results for different customers, in different countries. The printer is simple to manage and operate and the results have proved to be very reliable all the time. Thanks to its color profiling system, Alinari has been able to create digital files that can be printed virtually on any device with the same results, as confirmed by Andrea de Polo, "Color accuracy is crucial to our workflow and this reliable and easy-to-use system, has given us that accuracy." The proofs of photographs are printed on HP Proofing Gloss paper to get full-bleed,

photo-realistic images with the highest color accuracy.

print-on-demand... customer demand

The HP Designjet Kiosk, built around the HP Designjet 5000ps series printer, has been installed at the Alinari Museum since December 2002. Andrea de Polo describes how the printer has become an extension to their exhibitions, "The system's design is appealing and visitors are intrigued by it." The system currently prints 10 to 15 prints per day, selected by the visitors themselves.

The choice of media depends on the type of image that is to be printed. Alinari find that HP's offering of media is complete for all their needs, particularly for Fine Art prints. The choice of media for the HP Designjet Kiosk is HP Watercolor Paper by Hahnemühle; a natural white, 50% cotton mould-made, 210 gram paper with a textural finish to add richness and depth; HP Studio Canvas to capture the look and feel of original, hand-painted art; and HP Photo Imaging Gloss for professional fine art photography. "The selection of HP media to choose from is impressive. You can always find the exact media type and size to fit your needs, and you are never disappointed by the results," claims Andrea de Polo.

"HP's Designjet printing systems have dramatically improved our efficiency and business results.

Thanks to its excellent performance, we are now using the digital print-on-demand approach on a daily basis...

*Andrea de Polo, IT Manager,
Fratelli Alinari*

The HP Kiosk can print on rolls up to 91.4 meters in length and requires little user-intervention. The ink system is modular, with six, large-capacity ink cartridges that can be replaced individually, and when using the UV pigmented ink system, the durability required of museum pieces is ensured, both indoor and outdoor.

Today, thanks to HP Designjet printing systems, most of Alinari output is digital. They use the traditional darkroom work only in very particular cases, such as special limited edition sepia-toned prints. Alinari are in the process of expanding their print-on-demand services through the web, to allow users to order printed images or ready to print files on the fly from anywhere in the world, after purchasing the licensing rights.



ALINARI

customer at a glance

sector: Publisher & Image
licensing archive

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technology highlights:

- hp kiosk
- hp designjet 10ps printer
- hp designjet 5500ps printer
- hp proofing gloss
- hp watercolor paper by Hahnemühle
- hp studio canvas
- hp ink supplies

doing digital business... the hp way

Talking of how HP Designjet printing systems have changed the Fine Art business, Andrea de Polo says, "HP's Designjet printing systems have dramatically improved our efficiency and business results. Thanks to its excellent performance, we are now using the digital print-on-demand approach on a daily basis, an unthinkable idea until a few years ago, as the technology was too expensive to purchase and maintain, and too complicated to use."

challenge

- proof images to ensure color accurate, digital files on any device
- provide print-on-demand fine art to increase product offering

solution

- hp designjet 10ps printer
- hp kiosk built around hp designjet 5000ps printer
- hp fine art media and hp inks

result

- accurate color through profiling
- easy-to-use, print on demand
- superb, fine art quality output
- affordable, reliable and flexible solution

Alinari believe that by choosing HP, they have been assured the unrivalled Fine Art quality and professional performance that they required to successfully switch part of their business away from traditional photographic film and photographic print, to digital form. HP Designjet printing systems have given them outstanding, reliable results, and transformed the way Fratelli Alinari S.p.A. can do their business.

For more information on how working with Hewlett-Packard can benefit you, please contact your local HP sales representative or reseller, or visit: <http://www.designjet.hp.com/>

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