



News Release

Sotheby's Imprint Selects HP Indigo Digital Presses for Premier Platform

Exclusive agreement brings benefits of digital printing to global clients

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PALO ALTO, Calif., Jan. 14, 2014 – HP today announced that Boston-based Sotheby's Imprint (SI) has agreed to exclusively use HP Indigo presses for all digital printing across the Sotheby's Imprint Premier Platform.

The platform, which includes a worldwide network of equipment, technology and leading print service providers (PSPs), provides Sotheby's Imprint clients a consistent process, now backed by the proven quality and consistent color matching of HP Indigo.

Combining advanced technologies and a collaborative approach, Sotheby's Imprint Premier Platform fulfills the printing needs of large-scale clients, which include luxury brands, financial services and real estate customers. The offering delivers printing solutions around the world, while maintaining brand standards, reducing overall costs and shortening time-to-market.

"As business becomes increasingly global, brand management on a worldwide basis is a challenge more and more companies have to tackle," said Skip Dyer, executive vice president, Sotheby's Imprint. "As we currently provide services for clients in more than 90 countries, our relationship with HP enables us to maintain uniformity for customer brand standards in digitally printed materials with the assured quality, reliability and versatility of HP Indigo."

With more than 6,000 HP Indigo digital presses installed in 120 countries, the HP Indigo portfolio offers the performance, image quality, media versatility and application breadth required by the world's biggest brands. HP Indigo digital presses provide fast turnaround times, efficiency and marketing response. These factors make them the ideal solution for the global clients of Sotheby's Imprint for commercial printing applications, catalogs, print-on-demand books, transpromotional and direct mail as well as corporate communications.

"In this competitive marketplace, the short runs and customization provided by digital printing help global luxury brands stay relevant and differentiate their

offerings,” said Alon Bar-Shany, vice president and general manager, Indigo Division, HP. “With the benefits of HP Indigo digital printing, Sotheby’s Imprint can now consistently help its clients realize these benefits and maintain its promise to offer nothing short of the highest quality end product.”

Additional information about HP Indigo digital printing solutions is available at www.hp.com/go/HPIndigoPresses; on the HP Graphic Arts YouTube channel, www.youtube.com/hpgraphicarts; or through the HP Graphic Arts Twitter Feed, www.twitter.com/hpgraphicarts.

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