



DIGITAL PEOPLE RELEASE SHOW PLANS FOR DPW 2007

Digital People UK Ltd, HP's UK distributor for Indigo digital presses will be launching the new HP3500 press for the first time in the UK. The press was announced together with the flagship HP5500 in May during HP's Graphic Arts event in Rome

Digital People will be operating the press live on stand during the three day event and will be running live jobs supplied by customers. Any commercial printer who wishes to test the solution is welcome on stand and can even run jobs they bring to the stand.

Jerry Widdowson, Chairman of Digital People comments "such is the ease of use and faultless quality of the HP3500 we have decided to encourage anyone interested in HP technology to bring their own work and run it live. Last year we encouraged potential clients to do this and this proved a big hit, manufacturer produced test files always make the manufacturers equipment look impressive, even if it is a desktop printer!".

Digital People will also be launching a new edition to the successful 'Business Builder' program. The current offering provides a fully refurbished Indigo E-Print Pro+ including warranty, installation, training and the award winning Digiquote software for £27,000. The new addition to the program is 'Business Builder Platinum' that includes all the program benefits but is based on a HP factory supplied HP1000 Platinum press with Litho quality output due to the image tracking head technology, the Platinum edition is expected to be £45,000.

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