



# HP DREAMCOLOR

GROUNDBREAKING COLOR ACCURACY IN A MOBILE WORKSTATION



TECHNOLOGY SPOTLIGHT

HP PROFESSIONAL INNOVATIONS FOR BUSINESS NOTEBOOKS



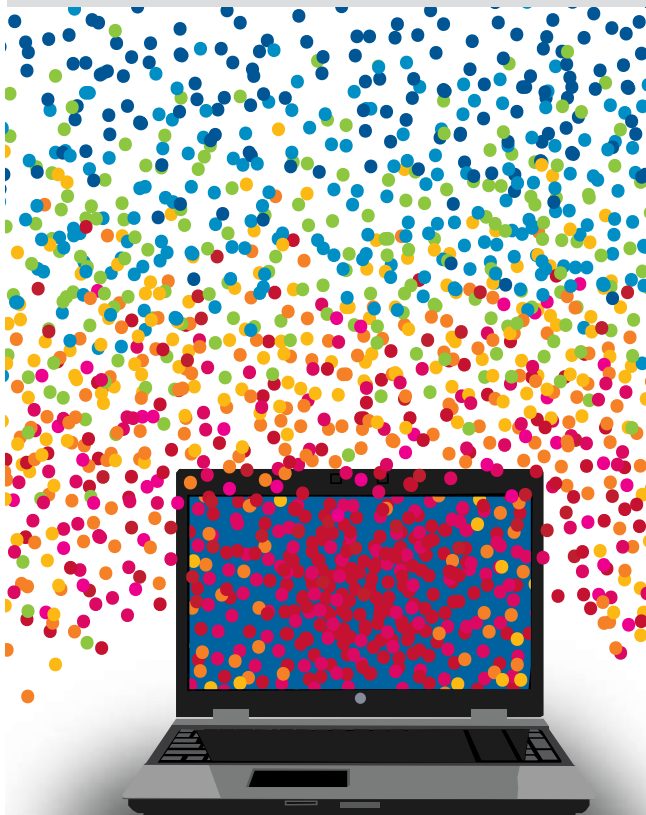
## THE COLOR CHALLENGE

When it comes to color, what you see is often not what you get. Colors appear one way on your screen, a different way on another screen, and yet another way when printed.

These differences make it hard to maintain color consistency across the entire digital workflow. When designers, artists or editors access your files on different systems, they may be looking at different colors than the ones you selected. If you print your brochures in the U.S. and print your trade show materials in the U.K., there has historically been no way to ensure color consistency on the two marketing pieces.

Today, all that has changed, thanks to HP DreamColor. Using an integrated system of use models, technology and products for groundbreaking color accuracy and predictability, HP DreamColor provides consistent color across your digital color workflows.

HP DreamColor gives you the confidence that the colors you see on your display will be accurately reflected in your end product, whether it's an animated film, product packaging, a video or a printed advertisement.



## OVER A BILLION COLOR POSSIBILITIES (LITERALLY)

Available in select HP EliteBook Mobile Workstations, HP DreamColor enriches your color palette with more than a billion color possibilities, while driving accurate, predictable color across the entire digital workflow. It saves you the time of calibrating colors on your screen, the headache of redoing a color match, and the stress of worrying about a happy customer.

HP DreamColor has its roots in movie creation. The movie studios and content companies need accurate, predictable and consistent color across a series of digital devices. In 2007, the HP DreamColor system was created and put to work in professional photo printers and digital presses, including HP Designjet printers, HP Indigo presses and HP Photosmart printers, as well as used by movie studios in Hollywood.

The technology was later embedded in select HP professional displays and mobile workstations—products that are ideal for creators working in animation, film and video, broadcast, product design, and graphic arts.

For these and other creative professionals, HP DreamColor solves a problem that arose with the discontinuance of CRT monitors, which were known for their color accuracy. Creative professionals found that the LCD technology that replaced CRT did not meet their needs. The need to solve this problem was another key driver in the development of HP DreamColor.



## ENHANCING THE DIGITAL WORKFLOW

The digital workflow employs multiple devices and media. Depending on your industry, your digital workflow might include cameras, printers, scanners, workstation displays, cinema and video. It also might include workgroups based in different geographic regions.

The HP DreamColor system drives color accuracy and predictability across the digital workflow. Accuracy means that a color is always the same when measured against a known reference. Predictability means that a color is absolutely reproducible, across workflows, across pages, across projects and across teams spread around the globe.

HP DreamColor specifies a hierarchy of device requirements to achieve accuracy and predictability across the digital workflow. These requirements cover:

- Specifications for media, ink and toner properties
- Device repeatability—or predictability in color reproduction from one operation to the next
- Device accuracy—or the degree to which colors can be reproduced correctly
- Cross-device predictability—or the degree to which a consistent color appearance can be maintained across a wide range of display or printing technologies
- Reproduction quality—or the degree to which the system produces pleasing reproductions

The result is stunning color—just the way you intended it to be.

## THE RIGHT COLORS—RIGHT OUT OF THE BOX

HP DreamColor is available on a choice of HP EliteBook Mobile Workstations. These workstations take the mobile workstation to another level for professionals who work in color-critical environments.

You can find HP DreamColor in these mobile workstations:

- HP EliteBook Mobile Workstation 8740w with a 17-inch diagonal display
- HP EliteBook Mobile Workstation 8540w with a 15.6-inch diagonal display

The widescreen RGB LED displays on these mobile workstations have 30-bit color accuracy, which provides over a billion color possibilities. Colors are factory calibrated, so when you boot up your mobile workstation for the first time, what you see is what you get.

The displays in these mobile workstations also include the in-plane switching (IPS) technology that allows colors to be seen more accurately at different screen angles. These are the industry's only 15- and 17-inch IPS notebook displays that have a high degree of color accuracy and can be calibrated, utilizing the Advanced Profiling Solution (APS) kit, to maintain that accuracy over time. This didn't happen by chance: HP partnered with one of its panel suppliers to have these panels built to specific specifications.

Also, the HP Mobile Display Assistant software allows users to quickly select their desired pre-set color space, define a custom color space and control other attributes of the display like luminance, brightness and RGB color values.

## KEY TAKEAWAYS

As a creative professional, you need to know that the colors you see on the display of your mobile workstation will be accurately reflected in the end product. HP DreamColor gives you this confidence.

HP DreamColor puts more than a billion color possibilities at your fingertips, so you can find just the right color, without making compromises. And it helps you maintain accurate, predictable colors that are consistent across the entire digital workflow—so what you see on your display is what you see in the finished product.



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## LEVERAGE THE POWER OF HP PROFESSIONAL INNOVATIONS.

The HP DreamColor system is among the many innovations that allow HP Business Notebook PCs to deliver an enhanced mobile computing experience. Collectively, these innovative hardware features and software solutions enhance security, improve ease of use and help provide reliability, all while keeping the environment in mind.

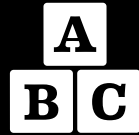
In short, HP DreamColor and other HP Professional Innovations help keep you going wherever business takes you.

To learn more, visit [www.hp.com/go/professionalinnovations](http://www.hp.com/go/professionalinnovations).

LOOK FOR THESE INNOVATIONS ON HP BUSINESS NOTEBOOKS.



PROTECT



SIMPLE



RELIABLE



ENVIRONMENTAL

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