

**Photo Direct  
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## **HP wins handsomely at the DIMA Digital Printer Awards**

The annual DIMA Digital Printer Shoot-Out awards took place at the 2009 PMA Show in Las Vegas last week with 109 prints entered by 22 companies.

Winning is no easy matter as participants provide specific information pertaining to the equipment (printer, RIP), the consumables used (output media, ink/toner/dye) and the production timing.

A panel of expert judges voted on the entries based on the overall quality of the digital print and the quality of the colour.

Steuart Meers from Photo Direct was delighted to see HP gained no fewer than seven of the thirty four awards. "As the channel partner for HP Retail Photo Solutions the sweetest award was for the ML1000 Minilab Printer which won the Dry Minilab category for the second year in a row. And it was great to see HP do so well in specialist areas such as Black and White - *Best Creative B&W* and Creative Application - *textile* with the Designjet Z6100 and Z3200 wide-format printers respectively."

An X-Rite Color Checker with known values was embedded into the DIMA Target File, which was measured by X-Rite Color Services to determine the delta E of the actual value.

Qualitative criteria also judged included neutral gray balance reproduction, saturation, shadow depth and quality, overall tonality and detail, highlights and specular highlights, flesh tones, hue shift and text.

For more information about the HP Photosmart ML1000 Dry Minilab and Designjet wide format printers contact Photo Direct on 1300 364 817 or go to [www.photodirect.com.au](http://www.photodirect.com.au)

