

If you run an advertising agency, design shop or photography studio, your business depends heavily on photo-quality prints. To make a lasting impact, first time and everytime, you'll want to get professional colour printing that delivers consistently excellent results. All of which will help you and your business look good... and keep growing.



MTV Networks Asia is the Asian arm of the global music and entertainment network. Through its ground-breaking visual style, breakthrough music events, innovative documentaries and unique programming, it reaches more than 180 million households across the region. To reinforce its popular appeal, MTV Asia has come to rely on HP imaging and printing technology for accurate proofing of its signature graphics and images on the television screen in addition to a range of creative marketing and promotional collaterals.

The colour of POP music

HP enables Asia's Most Watched Music and Entertainment Channel to enjoy professional image quality in-house with the HP Designjet 120nr

Print it on-time

Since December 2003, the creative department at its headquarters in Singapore has been generating wide-format storyboards and concept proofs on the HP Designjet 120nr.

The storyboards are designed to give the lighting director, creative director and show producers a general idea of animations, lighting and props required for every show. Distinct MTV branded visuals, animations and logos seek to liven up the shows that millions of viewers have come to enjoy.

Needless to say, such planning has to be done in advance to ensure deadlines are met and that shows will be aired on-time. So getting the concepts printed out quickly and accurately for approval is critical. Everything has to be printed right the first time.

Print it right

The HP Designjet 120nr provides professional image quality through six-ink cartridges and advanced colour layering technology. These key features allow MTV Networks Asia to achieve colour accuracy and consistency. The print drivers are designed specifically for RGB workflows with an optional CMYK matching and emulation technology.

"Before the HP Designjet 120nr was installed, we relied on a laser printer to complete our work," says William Chan, art director at MTV Asia. "It was fast but the colours were not as accurate as we would like them to be. It was often a hit-or-miss affair and we had to tweak colours onscreen to get it the way we wanted on print."



“Getting a colour printer to deliver everything we wanted was a tall order, but HP pulled it off with the HP Designjet 120nr. We’re doing more with this printer than we have ever done with any other. The quality of its output is impressive, and we are discovering more things we can use it for everyday.”

David Flack, Senior Vice President,
Creative and Content MTV Networks Asia

Explaining further, Chan says that that the previous laser printer had the limitation of printing only A4 size. The colours were also lack lustre, making it difficult for non-creative staff to visualise their concepts accurately.

He adds, “With the HP Designjet 120nr, we are able to achieve colour accuracy that helps in getting our concepts approved quickly. This also means a shorter time needed to be ready for on-air usage. More importantly, it gives us consistent quality every time we make a print.”

Print a range of materials

Apart from storyboards and concept proofs, MTV Networks Asia needs to print a wide range of marketing collaterals to promote its programmes and special events. Again, the HP Designjet 120nr delivers professional image quality even for very short print runs, reducing the need for MTV Asia to outsource its printing jobs.

“We can now print on a range of papers, and the roll feed has been excellent,” remarks Xavier Oon, graphic designer at MTV Networks Asia. “It makes it more convenient as we are able to print high-quality posters and other promotional materials right here in the office.”

Furthermore, MTV Networks Asia can now print materials up to A3 sizes to make an impression on viewers. The versatility, ease of use and multi-format printing capabilities of the HP Designjet 120nr have certainly improved productivity in the office.

Oon also adds that he does not need to rely on third-party services as often with the HP Designjet 120nr, giving him greater control over the printing process. The outsourcing of print jobs previously required a longer lead time in the management of print quality and timing. It was also not as cost-effective as some print runs were as low as just 10 copies.

Another benefit to printing jobs in-house is the added factor of confidentiality. When printing special show programmes and premiums, MTV Networks Asia no longer needs to involve third parties.

And it is with the support of HP Designjet 120nr that the recent MTV Awards 2004 show was a resounding success. The device was used effectively to create wide-format show guidelines, life-size standees of the hosts, eye-catching posters, large banners and other print-related material.

It has truly surpassed the expectation of the creative staff at MTV, producing lively promotional materials that impressed colleagues and viewers around the region. “We’re doing more with this printer than we have ever done with any other,” comments David Flack, Senior Vice President, Creative and Content at MTV Networks Asia. “The quality of its output is impressive, and we are discovering more things we can use it for everyday.”

Note: HP Designjet 120nr has been replaced by HP Designjet 130nr.

