

Maximizing use of resources

Saving time, maximizing efficiency and minimizing waste are recurring themes for Ordnance Survey Print Services, and according to Gary Heaton the HP Designjet Z6100 Printer optimizes productivity and resource utilization in every area. The large-capacity ink cartridges combined with long HP rolls, give Ordnance Survey added confidence in trouble-free overnight printing runs.

Gary continues, "We were printing old mapping, 150 or 200 years old, originally hand drawn, covering the country. The Designjet Z6100 had a long roll of paper loaded, so we left it to print overnight. The maps looked stunning when we came in the morning."

The outstanding quality and range of media designed with the HP Original Vivera pigment inks, give Ordnance Survey greater peace of mind to explore innovative GIS printing applications.

"The Designjet Z6100 has opened up the possibility for us to experiment with different material while always getting accurate colors. We produced a series of 40 aerial photographs on photo paper along with corresponding drawn maps on transparent paper. The drawings sat over the photos to highlight changes on the ground. Our customers were very pleased. It was probably the first time they'd had something like that done," confirms Gary.



Making tough deadlines easy

HP Designjet 5500 Printer played a critical role at Print Services at Ordnance Survey, producing large-format proofs for production printing of maps on offset machines, and it was used to print the map covers themselves on cardboard, printed 8 up on a carrier, showing a picture of the area covered by the map, and with a surrounding silver spot color. The HP Designjet 5500 Printer was also extensively for shorter print runs on resistant media for specific products, such as maps used in the field.

When HP introduced the HP Designjet Z6100 Printer, Ordnance Survey, that prides itself in leading the way in technological innovation, was eager to assess its impact on their map printing business.

Garry Heaton, Prepress Technical Business Officer at Ordnance Survey, describes how the new printer was an instant success. "The most obvious improvement using the new Designjet Z6100 Printer is the speed of the machine. The fast printing takes the sweat of coming up to deadlines for trade-show displays and other publicity material production."

The HP Designjet Z6100 Printer delivers more than 1,000 ft² per hour (100 m²)(1. Eight HP 91 Printheads, provide a wider print swath, up to 1.8 inches, and the first-ever Optical Media Advance Sensor improves paper advance accuracy, so the printer can print at higher speeds and regardless of environmental conditions without impeding image quality.

Great results first time, every time

Ordnance Survey's confidence in print reliability and color accuracy has never been higher. "Every map is folded and contained in an individual cardboard cover with a picture of the area concerned surrounded by a spot color, silver. The Designjet Z6100 gives us the outstanding image quality we are looking for, with accurate colors straight off."

"Maps and aerial photographs printed on the HP Designjet Z6100 are perfect on the first print. Colors are really vivid and with greater depth, so subtle shading really stands out. Blacks are dense and lines sharp and crisp, creating professional-quality maps that are increasing our customer satisfaction." Garry Heaton, Prepress Technical Business Officer, Ordnance Survey



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Ordnance Survey has been providing accurate, reliable and detailed geographic information for more than 200 years. As Great Britain's national mapping agency, it provides the most accurate and up-to-date geographic data from complex digital information to traditional walking maps for Great Britain, relied on by government, business and the public.

Parvin Alhuwalia, HP UK and Ireland Large format Business Manager, comments, 'Ordnance Survey is a great example of a company using print to complement 2D and 3D information, delivered in a manner suitable for a number of different end-uses. Despite using the previous generation of HP printers, the quality of imagery available through modern digital image technology, in conjunction with high quality HP digital print technology, is enabling Ordnance Survey to very accurately represent 2D and 3D maps and drawings in a printed document.

'This capability provides the reliability, durability and flexibility to deliver information in a useable and efficient manner for both indoor and outdoor applications. Seen as a complimentary information system, printed maps often work hand-in-hand with the same online 2D and 3D visualizations, but provided in a format convenient for many end users. In this modern age, the ability for companies to deliver information quickly and efficiently is ever more important. For many environments, a printed docu-

ment is still the preferred communication vehicle, due to its flexibility, immediate nature and ability to accurately represent a host of 2D and 3D images. But increasingly, we see print working together with other digital technologies.'

Recognized as the market leader in the field of mapping expertise, Ordnance Survey offers a complete mapping process from flying over the country taking aerial photography, to shipping of the final, printed products through Ordnance Survey Print Services. Its modern and extensive in-plant facility at its headquarters in Southampton (U.K.), allows Ordnance Survey Print Services to provide its clients with a one-source total solution.



Product in Depth is presented by Jonathan Graham, Public Relations Manager, HP EMEA Graphics Solutions Business, www.hp.com/go/graphicarts

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