

Press release

Hanover, Germany. March 6th, 2009

World's largest printout unveiled at CeBIT

15.5 trillion ink dots on 7,000 square meters of ordinary office paper build a full color, high definition image in an unprecedented format. While normal desktop output is best viewed at arm's length, this record-breaking printout needs to be seen from the sky – or at least a couple hundred meters away.

CeBIT, the world's largest computer exhibition, is putting its name to the world's largest ever printout. PrintDreams, the company behind this innovative breakthrough, officially launched its Random Movement Print Technology at CeBit in 2002. RMPT™ set the benchmark as the basis to the world's smallest letter-size printers. Now, it is set to demonstrate its capabilities by going to the other end of the size spectrum.

Advanced printing and imaging technologies, as well as specially developed software and hardware, combine to create this astonishing image. Produced at a fraction of the cost, it can have a much higher resolution than that achieved by other large format printing techniques. The CeBit image, consisting of over 110,000 sheets of paper, is so big, that an entire parking lot next to the show venue has been given over to the display.

Behind the giant ad is an important environmental message. PrintDreams has chosen to sacrifice the paper equivalent of 30 trees to put its point across. The global adoption of RMPT technology could mean an annual saving of 325,000 metric tons of raw materials. That's enough to build more than four state-of-the art cruise ships. Running RMPT printers could also save 291 terawatt/hours of electricity each year, equivalent to the entire electricity consumption of Italy.

These staggering statistics reflect the fact that, every year, over 100 million printers are shipped around the globe and use about two percent of the world's electricity consumption, once in service. If RMPT's level of energy efficiency could be achieved in the auto industry, for example, cars could travel 150 kilometers on a single liter of fuel.

"The great material and energy savings possible are due to the lack of mechanical components and electric motors in RMPT devices which are essentially human-powered and software intelligent," said Alex Breton, CEO of PrintDreams. "We wanted to communicate this so that consumers and companies alike sit up and listen. The scale of the CeBit project is a good way to make sure the message hits home," concluded Mr Breton.

These savings in materials and energy are possible without compromise to normal letter-size printouts, print speed or standard printout quality. Currently, the only drawback is that the technology is less suitable for extended print runs. However, this in itself will add to RMPT's green credentials, encouraging users to cut paper consumption. Other compensations are the true portability of RMPT equipment, its low manufacturing costs, and the flexibility of being able to print on almost any substrate.

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About PrintDreams

PrintDreams is a Hi-Tech company which develops, markets and sells license rights for innovative technical solutions within the printer industry. The company's RMPT solutions are used to manufacture truly portable printer devices.

RMPT benefits include high levels of flexibility that allow users to print almost all formats on most surfaces. Using pioneering thinking, it replaces the hundreds of mechanical parts required in traditional printing with intelligent software. As well as delivering an outstanding finish, it provides customers with cost-effective, environmentally responsible print solutions.

PrintDreams has also developed OptoNav™, the world's foremost Accurate Optical Navigation Sensor. The company will use the sensor to bring to market even more advanced printer products. To find out more about PrintDreams and its technologies, visit www.printdreams.co.uk

Video Material can be found at the following links (same content – different file formats):

www.printdreams.co.uk/downloads/videos/30sec.mp4 (8MB)

www.printdreams.co.uk/downloads/videos/30sec_PAL.flv (9MB)

www.printdreams.co.uk/downloads/videos/30sec_HD.wmv (16MB)

www.printdreams.co.uk/downloads/videos/30sec_programstream_HD.m2v (54MB)

www.printdreams.co.uk/downloads/videos/30sec.mov (135MB)

PrintDreams Technology Video:

www.printdreams.co.uk/downloads/videos/PrintBrush.avi (215.6MB)

Photo material can be found at the following links:

www.printdreams.co.uk/downloads/photos/Worlds_largest_printout_closeup.jpg

www.printdreams.co.uk/downloads/photos/Worlds_largest_printout_whole.jpg

www.printdreams.co.uk/downloads/photos/Worlds_largest_printout_at_range.jpg

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