



HP technology provides a slam dunk for NBA All-Star 2009 signage



Creating an unforgettable experience

For true sports fans, nothing can beat the exhilaration of being in the stands. It's an excitement that feeds off the chance to be where the greats once played and thrives off watching the best in professional sports. It lives in stadiums around the world where fans can do more than just see history in the making—they can be part of it.

Crystal Clear Imaging, based in New Orleans, Louisiana, knows all about creating custom signage that contributes to the electric atmosphere only a stadium can contain. To produce the high-quality signage that high-profile sporting events demand, the company relies on HP Graphic Arts printing solutions.

Thanks to HP signage printing products like the HP Scitex TJ8300 Printer and the HP Scitex XL1500 Printer, Crystal Clear Imaging earned the role as the primary signage provider for NBA All-Star 2009 and works with major sports teams such as the NFL's New Orleans Saints.

"HP technology gets it right. The HP Scitex TJ8300 and the HP Scitex XL1500 are workhorses with quality and reliability that can't be matched," explains Arthur Boisfontaine, owner of Crystal Clear Imaging.

The need for speed

For NBA All-Star 2009 in Phoenix, Arizona, Crystal Clear Imaging produced more than 40,000 square feet of signage in just over a month. Thanks to the industry-leading productivity of the HP Scitex TJ8300 Printer, the company delivered high-quality prints and beat the clock.

As one of the fastest wide-format printers on the market, the HP Scitex TJ8300 can meet even the most demanding deadlines, with speeds up to 4,305 square feet per hour.¹ Plus, with three supported speeds and the included Onyx I-RIP for HP Scitex software, it's easy to increase productivity.

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Scitex TJ8300, it takes us 30 minutes or less,” says Boisfontaine.

The HP Scitex TJ8300 can also print on almost any media, including sheet- or roll-fed media in a variety of sizes. This versatility allowed Crystal Clear Imaging to create a range of signage, such as banners and window clings, for the arena and local hotels hosting NBA All-Star 2009.

“You would be hard-pressed to take on a job the size of the NBA All-Star Game's signage without an HP Scitex TJ8300,” says Boisfontaine.

An unbelievable alternative

In addition to working with NBA All-Star 2009, Crystal Clear Imaging has created impressive, large-format signage for the New Orleans Saints' stadium, the Superdome. The company recently relied on the HP Scitex XL1500 to print signage, ranging from field walls to tunnel covers, on flame-retardant fabrics that met the Superdome's strict fire codes.

Thanks to the HP Scitex XL1500, Crystal Clear Imaging can switch from solvent printing to textile printing in minutes. And the HP Scitex XL1500's 8-color printing produces the same high-quality output on textiles as it does on any other media.

“The dye sublimation ink option on the HP Scitex XL1500 is a great alternative, and the quality is unbelievable. Every time I see the colors this machine produces, I'm impressed,” says Boisfontaine.

Using flexible media, the HP Scitex XL1500 can also print up to 16.4 feet wide on virtually any thickness. And, the maximum print length is limited only by the length of the media roll.

“It's vital for us to have the ability to produce signage on flame-retardant fabrics in almost any

Challenge:

- Crystal Clear Imaging needed to produce high-quality, flame-retardant signage for major sporting events across the country, including NBA All-Star 2009.

Solution:

- HP printing technology, including the HP Scitex TJ8300 and the HP Scitex XL1500, allows Crystal Clear Imaging to create top-quality, large-format signage—even under the toughest deadlines.

Results:

- In addition to producing high-quality, high-profile work on time, HP technology enables Crystal Clear Imaging to cut costs and attract new clients within the major sporting events industry.

size. The versatility of the HP Scitex XL1500 allows us to do that—it's great,” says Boisfontaine.

Game-changing technology

Whether creating signage for NBA All-Star 2009, the New Orleans Saints' stadium or other clients such as the Sugar Bowl, the broad HP portfolio allows Crystal Clear Imaging to achieve consistent color across all deliverables.

It also allows the company to cut costs while completing high-quality, high-profile work on time—a factor the company believes contributes to its growing work with major sporting events.

“The reliability and quality of HP printing technology plays a big role in our ability to continue to tackle tough deadlines in a cost-effective way for existing clients and attract new work within the major sporting events industry,” says Boisfontaine.

¹ On 65 x 145-inch
(165 x 370 cm) sheets.

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