

INSIGHT ARCHITECTS PRAISES THE NEW WEB-READY HP DESIGNJET T2300 eMFP



Long before the ground breaks for a new building or remodel, architects collaborate with a variety of individuals and teams. Managing distances and deadlines, they ensure plans align, codes are met and clients are satisfied. In this complicated communication landscape, can a printer truly make an architect's job easier? Russ Phillips, owner of Insight Architects in Boise, Idaho, says yes.

Introducing the HP Designjet T2300 eMFP

A medium-sized firm, Insight Architects handles a variety of projects in Idaho and surrounding states. Since March, Phillips and his team have been beta testing the HP Designjet T2300 eMFP.

Due to be market-ready in November 2010, the HP Designjet T2300 is HP's first web-ready printer with full MFP benefits. Designed to scan, copy and print via e-mail, USB drive, notebook PC or the web, the eMFP solves many issues architects and others encounter when it comes to sharing detailed information.

Real-time collaboration

Phillips says they've used the new eMFP daily to scan and print plans and design changes for several jobs—most notably a new \$3.5 million government building in Post Falls, Idaho.

The full scope of work for the building included architectural, civil and site landscaping designs accompanied by related mechanical, plumbing and electrical designs. Working with a team of contractors, consultants and clients, Phillips says the HP Designjet T2300 eMFP came in handy.

"There was a lot of back and forth," Phillips recalls. "We were shooting multiple ideas out at once, getting changes and corrections daily, even hourly. We were able to scan hand drawings right into our server and e-mail them for approval and coordination purposes. That saved quite a bit of time."

The HP Designjet T2300 eMFP addresses the once cumbersome process of e-mailing hand-drawn annotations. "Before the eMFP, we would take the marked-up plan, tape it to a board, snap it with a digital camera, run it through Photoshop and manipulate it into a PDF or JPG," Phillips explains. The five-step process was time-consuming and rendered less-than-perfect results. Phillips says the eMFP, with a much easier two-step process, delivered excellent results.



CHALLENGE

- Insight Architects, a medium-sized architectural firm, needed a faster process for sharing hand drawings and detailed design annotations, without losing print quality.

SOLUTION

- The company chose to beta test the new HP Designjet T2300 eMFP, which offers several avenues for sharing detailed information quickly, with impressive results.

RESULTS

- Insight Architects shared high-quality, detailed information quickly and easily, using the HP Designjet T2300 eMFP in its daily workflow.
- Insight Architects was able to meet tight deadlines and communicate efficiently with contractors, consultants, clients and out-of-town job sites thanks to the HP Designjet T2300 eMFP.
- Insight Architects is looking forward to purchasing the HP Designjet T2300 eMFP when it becomes available in November 2010.

Faster process, better results

The HP Designjet T2300 eMFP is web-ready, featuring a large, built-in 36-inch (94.4 cm) scanner, an optional USB drive, automatic color calibration, two online rolls and touchscreen navigation.

The precision of the large-format scanner was appealing to the team at Insight Architects. Typically, architecture firms avoid using scanned designs because lines blur or fade, and layers muddle results. According to Phillips, however, the HP Designjet T2300 eMFP scanning feature produced impressive results. "We saw line accuracy and shading—it all looked very good," he says.

The firm used the HP Designjet T2300 eMFP for interior and exterior plotting of a recently designed \$2.5 million pediatric clinic in Pocatello, Idaho. "The project wasn't close by, so we used the scanner to send good, crisp images to our client via e-mail," says Joe Bruce, a project coordinator at Insight Architects. Rather than going through that long process with the digital camera or sending the job out to a print shop and having to wait, we got what we needed almost immediately. Being able to send the information quickly was beneficial."

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— Russ Phillips, Owner, Insight Architects

No surprises with HP reliability

Print quality and reliability also factored into Insight Architect's review. "The reliability was great," Bruce says. "The eMFP always performed the way we expected it to. We didn't need to call technical support once." Phillips says the plotting speed, ability to load multiple drawings at once and excellent print quality made it difficult to send the eMFP back once its beta test period ended. "I was hoping maybe they would forget we had it," he jokes. Thanks to the eMFP's full-color quality, the machine was able to produce the firm's marketing materials and client presentations as well.

Insight Architects has been an HP beta test site for several years. The company owns the HP Designjet 850C Large-format Printer and several smaller HP machines. Phillips says he enjoys keeping up with HP's latest technology. "HP has a campus in Boise, so it's nice to support them. They're known for product reliability and superior products," he says.

Insight Architects has already contacted HP about purchasing the HP Designjet T2300 eMFP when it becomes available in November 2010.

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