



PhotoProof Ink for GO dMax Printer



- New self dispersing technology
- DuoBlack ink provides both color separation and black imaging 2-in-1 capability
- Density due to nano pigment technology--especially favorable for use with microporous substrates
- High scratch resistance and adhesion due to new resin technology
- Water resistant with excellent longevity
- Wide color gamut
- Available in bulk or cartridges
- Eight colors available

There is more to consider when buying an affordable printer than just looking at the printer's price. Eventually, you will have to spend much more on the ink than you will on the printer. This is why it makes perfect sense to choose GO's revolutionary PhotoProof pigmented inks. Comparing the price of GO's PhotoProof inks with other leading ink manufacturers provides a clear and obvious answer: you are saving up to 75% with GO PhotoProof inks!

GO's PhotoProof inks features high scratch resistance and adhesion due to new resin technology, GO's PhotoProof inks also provides high density nano pigment technology and is especially favorable for use with microporous substrates. GO's PhotoProof ink is perfect for screen printers, photographers, POP, posters, traditional graphic arts applications including proofing. PhotoProof inks are available in bulk or cartridges in eight colors including C,M,Y,K, Lc, Lm, Light Black, Matte Black and DuoBlack.

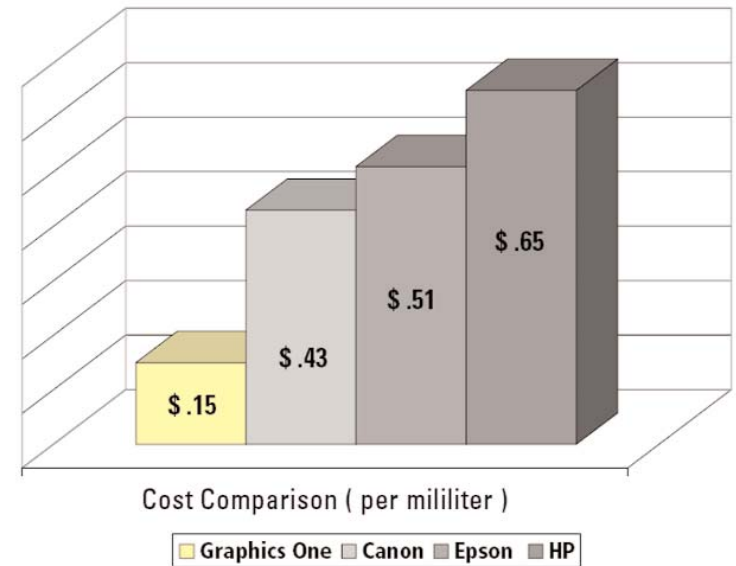
Additionally with the launch of the dMax printer, GO has released a revolutionary new PhotoProof black ink which offers the first capability to use the ink for both color work and for color separations. There is no need to change ink when going from color separation to color work. With rich, deep blacks color and densities unheard of, DuoBlack is perfect for the dMax printer.

The following is the pricing information for GO PhotoProof Inks product line:

Product	End User
220 Std. Cartridge	\$ 70
1 Liter	\$ 150
1 Gallon	\$ 450
5 Gallons	\$ 2,250
GO Atomic Clean 220 ml Cassettes	\$ 60

PhotoProof Inks vs. Competitors

GO PhotoProof Up to 75% less Expensive



Competitive Pricing (based upon closest printer in performance and price) :

1. GO PhotoProof Pigment Inks (1 liter bottle - \$150.00)
2. Canon IPF 8000 Pigment Inks (700 ml cartridge - \$300.00)
3. Epson UltraChrome Pigment Inks (220 ml cartridge - \$112.00)
4. HP T1100 Dye 72 Inks (69 ml cartridge - \$45.00)

GO PhotoProof Capabilities

- Savings of over 75% versus the competitors
- DuoBlack for both color separation and poster markets
- Nano pigment technology for intense and wide color gamut
- New resin technology for better handling characteristics
- Eight colors available including DuoBlack