



ATOMIC OBJECT

TECHNOLOGY SHOWCASE

7 Things about HP Sprocket

1 - What is it?

A portable cell-phone size printer. Not only that but the sprocket is also bluetooth compatible, prints in color and can print directly from your smartphone or tablet using the app!

2 - How does it work?

The normal printer we interact with daily is scaled down to a portable size for personal use. The colors and quality are still up to par, however HP wanted to use its long implemented bluetooth compatibility.

3 - Who's doing it?

HP Sprocket is the perfect tech for anyone looking to capture a good memory or moment. HP sprocket is not limited to one age group, or one audience but for everyone young or old who wants to be able to capture a moment and instantly have a physical copy of that memory.

4 - Why is it significant?

This is important because it is such a simple idea, with a lot of work and execution that has been achieved. Saying to shrink a printer is an easy statement, but to preserve the resolution of images, the quality and the brand reputation is a tough task. However HP has conquered this and put forth the sprocket!

5 - What are the downsides?

The downsides of this are the sizing of the image. However luckily HP has invented recently a larger model which will launch soon. However for those looking for a larger image, well the solution is simple. Use a normal printer! This is for a quick on the go memory! Additionally the price tag isn't very favorable, but for the quality it is worth it!

6 - Where is it going?

Lots of places is where the sprocket is headed. With the difference model colors and features are coming and being added to models, in coming years the quality will improve the size will decrease!

7 - What are the implications for higher education?

Photography classes can now experiment with a form of modern day polaroid. Students will be able to grasp again the instantaneous method of image capturing and indulge in it.

