

Fact sheet



HP Indigo press w3250

Overview

Designed for high-volume dedicated applications with long runs of up to 3 million four-color A4/letter-size pages per month, the web-fed HP Indigo press w3250 is the one of the world's most productive, offset-quality digital color production solutions for commercial print, direct mail, book and manual publishing, and photo-related services.

Printing at speeds of up to 136 four-color pages per minute (ppm) and up to 272 ppm for two colors, it produces stunning graphics, vibrant color and sharp text to please even the most demanding print service provider or print customer.

The HP Indigo press w3250 also has an industry-exclusive In-line Priming feature that enables it to run nearly any house or publisher-supplied offset paper. With this unique and innovative feature, users can reduce paper costs by as much 35 percent.⁽¹⁾

The HP Indigo press w3250 opens new market opportunities enabled by automated end-to-end workflow solutions that deliver faster job turnaround, improved customer service, and reduced overhead and warehousing burdens. New finishing capabilities with the press deliver higher profitability. Plus, the productivity improvements available with the HP Indigo press w3250 can all be accomplished without compromising paper, color fidelity and the quality expectations of high-end traditional offset customers.

Highlights/Specifications

- Efficient production for short-run color books (yearbooks, educational books), short-run product manuals, and direct-mail letters, self-mailers and postcards
- Increased printing speed of 136 duplex pages per minute (8,000 pages per hour) in four colors, 272 duplex pages per minute in two colors (16,000 pages per hour)
- Support for media from 40 to 300 GSM (27 lb text to 100 lb cover)⁽²⁾
- Lower costs using In-line Priming, which enables users to print on nearly any type of house or publisher-supplied offset paper stock
- Up to seven-color printing, including for support for the PANTONE®-licensed HP IndiChrome process and HP IndiChrome off-press ink mixing for spot-color creation
- Improved color and print quality with automated look-up table capabilities

Editorial contacts:

Michael Swack, HP
+1 858 655 4262
michael.swack@hp.com

Reade Longino Tidwell
Porter Novelli for HP
+1 404 995 4547
reade.tidwell@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



and color calibration between engines

- Expanded in- and near-line finishing options from partners Horizon, EMT and MBO, including new booklet and perfect binding systems, as well as heavy stock UV coating and postcard finishing solutions

For existing HP Indigo press w3200 owners, hardware and software upgrades are expected to be available in July 2006.

Pricing and Availability

Name	Price ⁽³⁾	Availability
HP Indigo press w3250	US \$799,000	April 2006 (Europe, Middle East, Africa and North America)
HP Indigo press w3200 hardware and software upgrade for w3250 model	US \$170,000	July 2006 (Europe, Middle East, Africa and North America)
HP Indigo press w3200 software-only upgrade	US \$14,000	April 2006 (Europe, Middle East, Africa and North America)

⁽¹⁾ Cost comparison based on HP-internal calculations of average pricing for standard offset papers compared to pre-conditioned HP Indigo Printing Papers.

⁽²⁾ Media range is subject to finishing option configuration and media stiffness.

⁽³⁾ Prices are based on estimated U.S. street prices. Actual prices may vary. U.S. prices do not include finishing options.

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