



## New Digital Front Ends and Connectivity Solutions for HP Indigo Presses

### Overview

HP is enhancing its digital press end-to-end solutions capabilities by developing a full suite of digital front ends (DFEs) and connectivity solutions to drive increased productivity of HP Indigo digital printing operations in commercial and industrial markets. Leveraging HP's world-class IT technology, service and capabilities, these solutions incorporate state-of-the-art HP computing hardware and software, along with the graphics processing and color management expertise of leading prepress technology providers.

These solutions, including two newly released products – the HP Indigo Production Manager version 1.1 and the HP Indigo Production Stream Server version 1.2 – enable HP Indigo users to quickly establish efficient, high-quality, end-to-end manufacturing environments for a wide variety of applications including labels and packaging, photo merchandise and marketing collateral and direct mail.

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### Esco workflow solutions for label and packaging production

For label and packaging production on the HP Indigo presses ws4000, ws4050 and ws4500, HP is working with Esco, a leading packaging technology provider. Through this relationship, HP now offers HP hardware and Esco software in a combined solution. The Esco components available from HP include the Esco Optimize Pack and the Esco Scope Pack. Both solutions include Esco FlexRip and Kaleidoscope software. In addition, the Scope Pack provides extended software features such as Backstage, BarX and StepX.

### HP Indigo Photo Enhancement Server

Designed specifically for the photo merchandise market, the HP Indigo Photo Enhancement Server is an automated application that enhances digital photographs by performing a series of key optimization procedures prior to printing. The HP Indigo Photo Enhancement Server is designed to automatically detect and correct images in need of sharpening and smoothing, as well as improve contrast and shadow detail, enabling the high level of quality needed to ensure appeal to a broad-based photo consumer audience.

### The HP Indigo Production Manager, version 1.1

The HP Indigo Production Manager, version 1.1, is a high-performance DFE specially designed for multi-press environments. Designed to manage automated workflows, high-volume variable data and complex document printing, the HP Indigo Production Manager helps print service providers (PSPs) meet demanding job processing needs for marketing collateral, personalized direct mail, book publishing and other applications. It

can manage multiple presses and as many as 16 raster image processors (RIPs) and is compatible with HP Indigo presses 3050, 5000, 5500 and w3250. Improvements in version 1.1 include expanded support for the Personalized Production Markup Language, as well as automatic exporting of jobs to a user's network folder. In addition, this latest version of the HP Indigo Production Manager is compatible with the six-color (CMYKcm) process for near-silver halide quality photo imaging on the HP Indigo presses 5000 and 5500.

### **The HP Indigo Production Stream Server, version 1.2**

Version 1.2 of the HP Indigo Production Stream Server, Powered by Creo, provides print service providers with a comprehensive graphic arts feature set for outstanding hands-on job control. Benefits include robust image processing power and world-class color management for HP Indigo's process-color and spot-color capabilities in up to seven colors.

This server supports the HP Indigo presses 1050, 3050, 3500, 5000 and 5500, and is tailored to the needs of the commercial print shop that produces an increasing variety of jobs, including personalized and short-run marketing collateral, and wants to differentiate itself through high-quality printing and color management. The HP Indigo Production Stream Server is designed for PSPs completing commercial printing work in hybrid offset and digital environments, as well as digital-only PSPs seeking to offer the quality and color reproduction capability of an offset provider.

### **The HP Indigo Scalable RIP Solution (SRS)**

The HP Indigo SRS is a completely automated workflow and high-performance RIP solution for high-volume, short-run, image-rich print production, including larger production operations for photo merchandise products such as photo books, calendars and greeting cards.<sup>(1)</sup> Available for the HP Indigo presses 3050, 5000, 5500 and w3250, it enables users to centrally process and feed jobs in parallel to multiple HP Indigo presses at maximum press speeds, while reporting production status in real time.

The HP Indigo SRS includes proven HP BladeSystem IT technologies and enables RIPing of photo content at full press-engine rated speeds; centralized workflow management for multiple RIPs and HP Indigo presses; automated job loading and load-balanced job dispatching; and extensibility and flexibility to integrate with advanced enterprise technologies.

### **Screen Trueflow connectivity for HP Indigo**

HP is adding connectivity to the Trueflow prepress system from Japan-based Dainippon Screen Mfg. Co. (Screen) to its current connectivity to workflows from Heidelberg, Agfa and Kodak. This enables HP Indigo presses to integrate in hybrid offset and digital production environments using Trueflow prepress workflow systems.

Available now and already implemented at customer sites in the Asia Pacific region and in South Africa, Screen Trueflow connectivity tools provide a method for sending jobs to HP Indigo presses with a high level of data integrity, especially on jobs containing Asian fonts and special characters. Screen Trueflow connectivity is available for the HP Indigo presses 1050, 3050, 3500, 5000 and 5500.

### **Availability**

The Esko HP Indigo driver and workflow solutions; the HP Indigo Production Manager,



version 1.1; the HP Indigo Production Stream Server, version 1.2; the HP Indigo Scalable RIP Solution and Screen Trueflow connectivity for HP Indigo solution are available now.

<sup>(1)</sup> Variable-data printing available through an optional extension or by RIPing each personalized sheet individually at press engine speeds.

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