



## HP Indigo Photo Package

### Overview

The HP Indigo photo package is a bundled solution of digital printing technologies that enable end-to-end production operations for photo merchandise products such as photo books, greeting cards and calendars.

HP Indigo technology is a leading provider to this market, and this package of solutions brings end-to-end functionality to a technology that has proven silver-halide-quality imaging.

In a new study conducted by the SpencerLab Digital Color Laboratory, photo images printed using the HP Indigo photo package demonstrated higher print quality than two main competitive digital press photo merchandise solutions. In addition, according to SpencerLab, the HP Indigo photo package prints surpassed conventional silver halide processing, earning higher marks overall and ranking as good or better in three out of four critical areas of print quality.<sup>(1)</sup>

Key benefits of the photo package include automated image enhancement, RIPing at press-rated speeds, industry-exclusive six-color process photo imaging and high-quality UV coating. Based on the new HP Indigo press 5500 platform, this solution incorporates photo imaging using HP Indigo Light Cyan and Light Magenta inks, the HP Indigo Photo Enhancement Server, the HP Indigo Production Manager digital front end and the new HP Indigo UV Coater.

### The HP Indigo press 5500

The new HP Indigo press 5500 model offers exceptional, profit-enhancing improvements to HP's flagship press platform, the HP Indigo press 5000, delivering increased utilization and reduced operating cost for high productivity and profit potential. Improvements on the HP Indigo press 5500 include on-the-fly spot-color replacement for the optional fifth, sixth or seventh color stations, expanded range of supported media, and resolution enhancement technology for higher, 1,200 dots per inch (dpi) imaging. The HP Indigo press 5500 also is configured to use HP Indigo Light Cyan and Light Magenta inks for silver-halide-quality imaging in photo merchandise products.

### HP Indigo Photo Enhancement Server

The HP Indigo Photo Enhancement Server is an automated application that enhances digital photographs by performing a series of optimization procedures prior to printing. The 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

#### Editorial contacts:

Kristine Snyder, HP  
+1 949 548 4995  
kristine.snyder@hp.com

David Lindsay  
Porter Novelli for HP  
+1 404 995 4577  
david.lindsay@porternovelli.com

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

Designed to support the Light Cyan/Light Magenta printing capabilities of the HP Indigo presses 5000 and 5500, the HP Indigo Production Manager, version 1.1, is a high-performance DFE compatible with multi-press environments. 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.

### **HP Indigo Light Cyan and Light Magenta inks**

HP Indigo Light Cyan and Light Magenta (LC/LM) inks, when used with CMYK process HP ElectroInks, deliver significantly enhanced photo quality, giving photofinishers and print service providers a source of competitive advantage in the professional album and photo specialty markets. The new light colors provide an improved image with smoother tone transition and saturated colors, enhancing the quality of photo merchandise products such as photo books, photo calendars, greeting cards and more. HP Indigo LC and LM are designed for use on the HP Indigo presses 5500 and 5000.

### **HP Indigo UV Coater**

HP's first digital press finishing device, the new HP Indigo UV Coater is an advanced, near-line, user-friendly device for commercial sheet-fed HP Indigo presses that enables print service providers and photo service firms to protect and improve the aesthetics of their digital printing output. Designed for cost-effective production in short-run production environments, the HP Indigo UV Coater protects printed materials against damage from finishing or mailing systems, as well as provides a degree of resistance to water and solvents. Gloss, matte and satin finishes possible with the coater also extend users' ability to add high-value appeal on HP Indigo-printed materials. The HP Indigo UV Coater operates at speeds up to 4,000 30.5 x 46-cm (12 x 18-inch) sheets per hour and can coat media from 115 gsm (80 lbs. text) to 450 gsm (260 lbs. cover).

### **Availability**

The HP Indigo photo package is expected to be available in August in North America, Europe, the Middle East and Africa, and Australia and in November in other countries.

<sup>(1)</sup> Spencer & Associates Publishing, "Digital Presses Rise to a New Challenge – HP Indigo press 5500 leads in Photographic Print Quality," April 30, 2007.

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

05/2007

