



Photo Specialty Solutions for HP Indigo Digital Presses

Overview

HP is introducing a new suite of products for its HP Indigo presses specifically designed for the photo specialty market. For use in complete digital end-to-end workflows along with third-party products such as Pixami and Album Printer, these tools enable photo finishers, photo retailers and print service providers to efficiently produce high-value, high-quality photo-intensive applications.

HP Indigo Photo Enhancement Server

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. With HP Indigo Photo Enhancement Server, images are reproduced at a high level of quality to ensure their appeal to a broad-based photo consumer audience.

Key features and benefits

- Image sharpening
- Image smoothing
- Improved contrast
- Improved shadow detail
- JPEG artifacts reduction

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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.⁽¹⁾ Available for the HP Indigo presses 3050, 5000 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 also leverages HP's extensive IT capabilities. Included with the HP Indigo SRS is the HP BladeSystem, which offers proven IT technologies, delivering efficiency and reliability in a high-volume production environment.

Key features and benefits

- RIPping photo content at full press-engine rated speeds, virtually eliminating front-end bottlenecks;
- Centralized workflow management for multiple RIPs and HP Indigo presses for virtually unlimited scalability⁽²⁾;
- Automated job loading and load-balanced job dispatching between RIPs and presses provide highly efficient production routes;
- Low maintenance and support costs;
- Automated job tracking and status feedback that can be integrated into the

user's MIS or front-end application;

- Extensibility and flexibility to integrate with advanced enterprise technologies such as SAN (storage array network) and other third-party applications.

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 photo finishers 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-specialty products such as photo books, photo calendars, greeting cards and more. HP Indigo LC and LM are designed for use on the HP Indigo press 5000.

Key features and benefits

- LC/LM offering is unique among digital presses and utilizes HP Indigo's exclusive six-color printing capabilities;
- Smoother images and tone transition;
- Liquid ink for digital printing offering the small particle sizes – as little as one or two microns – that yield superior print quality;
- Quality marked by high resolution, uniform gloss and sharp image edges;
- Thin image layers for highly uniform finish that complements media surface.

HP Indigo photo color conversion tables

Color conversion tables created for HP Indigo photo specialty print production provide the levels of color saturation demanded in photo-quality imaging.

Key features and benefits

- More shadow detail
- Saturated colors: (i.e., grass is more green, sky is more cyanic)

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

⁽²⁾ HP Indigo press workstations can connect with as many as nine RIPs.

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