



HP Inkjet Web Press

Overview

The HP Inkjet Web Press, a company first, is a digital printing platform based on the company's Scalable Printing Technology that increases print productivity and lowers the cost of printing for high-volume commercial markets. Revitalizing wasteful, low-margin printing processes, the press offers an unprecedented combination of print width, color quality, productivity and cost for graphic arts industry professionals in the direct mail, transactional and transpromotional printing, book publishing and newspaper industries.

The first product from the company's new HP Inkjet High-speed Production Solutions division, the 762-mm (30-inch) wide HP Inkjet Web Press is scheduled for release in the second half of 2009. At the drupa 2008 tradeshow, HP is showing a wider 914-mm (36-inch) production platform configuration that demonstrates how easily Scalable Printing Technology can be built into wide arrays. Like the 762-mm wide press to be sold next year, the 914-mm device has a maximum speed of 122 meters (400 feet) per minute at 600 x 600 dots per inch.

HP Inkjet Web Press technology offers a number of technological advances that bolster productivity, including a design innovation that allows 10,560 nozzles per printhead and a bonding agent that secures the press's pigment inks to the surface of the paper. The high nozzle count improves performance in terms of image quality, productivity and fault tolerance. The bonding agent pre-treats the media only where ink is applied using the same printheads, and increases color vibrancy while minimizing show-through on lightweight media.

The press's 762-mm size enables a full range of flexible imposition options, such as 12- and 16-page book signatures, 760-mm wide newspaper broadsheets and 178 x 356-mm (7 x 14-inch) transactional documents printed four-up. For standard A4 or U.S. letter-size documents, the HP Inkjet Web Press can produce up to 2,600 pages per minute.

The HP Inkjet Web Press will offer both attractive capital acquisition and operating costs, and users can take advantage of a la carte pricing, including the ability to purchase consumables as needed.

Key features and benefits – 762-mm HP Inkjet Web Press

- 762-mm (30-inch) web width for efficient production of signatures, full-broadsheet newspaper forms or multiple-up documents
- Next-generation 600 dots per inch four-color (CMYK) production printing at speeds up to 122 meters (400 feet) per minute (up to 2,600 letter-size pages per minute)
- No special media required – HP's unique bonding agent technology enables

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compatibility with a wide range of uncoated roll media for transactional/transpromotional printing, direct mail, book and newspaper publishing

- Easy serviceability with user-replaceable parts, including printheads
- Automation features for printhead alignment, press status management and ink container swapping
- Production volumes in excess of 5 million double sided impressions per month with a target monthly duty cycle of 70 million impressions
- Integration with select HP SmartStream solutions for end-to-end workflow management
- Coordinated partner solutions for finishing, including:
 - The new Hunkeler 660 mm newspaper and book signature system
 - The new MBO/Ehret Control UW-52/770 Unwinder and VC-770 C high-speed sheeter
 - Muller Martini Sigmaline digital book finishing systems
 - The new Pitney Bowes APS Edge inserter with Rotary Feeding Technology
 - Finishing systems from EMT

Target pricing and availability – 762-mm HP Inkjet Web Press

The HP Inkjet Web Press is scheduled for availability in the fall of 2009. Pricing is targeted to be approximately US\$2.5 million for a twin engine configuration press. Targeted consumables pricing is expected to be less than US\$0.01 for a four-color, 4/0 letter-size page and less than US\$0.0015 for a black-only 4/0 letter-size page.⁽¹⁾

More information is available at www.hp.com/go/inkjetwebpress.

⁽¹⁾ Four-color cost per pages based on 30 percent coverage. Black-only cost based on 5 percent coverage.

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