



HP SmartStream Label and Packaging solutions, Powered by EskoArtwork

Overview

HP has released a series of dedicated print server/digital front-end solutions that simplify pre-press and color management steps needed to operate highly productive, profitable and streamlined digital label and packaging workflows.

Created in collaboration with EskoArtwork, the world's leader in label and packaging prepress systems, these dedicated and optimized HP products elevate the prepress capabilities for digital label and packaging production on HP Indigo presses.

The products include:

- HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork
- HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork
- HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork
- HP SmartStream Labels and Packaging Connectivity Module

EskoArtwork has worked with HP to create these solutions for HP products developed and designed exclusively for HP Indigo workflows, with HP assuming full ownership of service, customer training and warranties.

HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork

Capable of establishing PDF 1.6 workflows and designed to eliminate much of the time needed to prepare files for raster image processing (RIPing), the HP SmartStream Labels and Packaging Server enables output of data, on-screen soft proofing and ICC color management.

The server accepts HP SmartStream Designer Personalized Print Markup Language (PPML) output for variable-data work and offers features designed to maximize the advanced production capabilities of the HP Indigo press ws4500 and HP Indigo WS6000, including: Pantone®-certified conversion tables for four-, six-, and seven-color printing; "double-hit" separations for more effective use of white ink; and options for high-definition or standard screening. The HP SmartStream Labels and Packaging Print Server also enables automatic or manual setting for repeat lengths at the pre-press stage, saving press operators the waste and trial by error involved in doing those calculations on press.

HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork

The HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork, is a high-end color management solution that gives users the ability to cost-effectively and quickly match Pantone colors, flexo, offset or other print outputs. The kit recognizes the colors available on the press and automatically converts any given color or color space

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to the color space of the press. This tool, which incorporates EskoArtwork's Kaleidoscope software, enables spectral profiling of special colors and individually stores them in a database for consistent quality and repeatability.

HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork

HP SmartStream Labels and Packaging VDP Tools are a set of Adobe Illustrator plug-ins combined to enable variable-data, barcode and step and repeat work in digital printing environments. Offered as a package or as standalone modules, the tools are available for Mac or PC platforms, support CSV and XML databases and enable integrated color management of variable and static elements. This set of tools includes the EskoArtwork BarX application for barcodes and the EskoArtwork StepX application for step and repeat impositioning.

HP SmartStream Labels and Packaging Connectivity Module

The HP SmartStream Labels and Packaging Connectivity Module, a driver that connects the HP SmartStream Labels and Packaging Print Server to the HP Indigo press, feeds up to four HP Indigo presses in a non-concurrent mode and translates data into HP's JLYT format. This tool and the server enable central control for digital production.

Availability

All the HP SmartStream Label and Packaging solutions, Powered by EskoArtwork, are available now worldwide from HP. The HP SmartStream Labels and Packaging Print Server and Connectivity Module are required workflow components that serve as the digital front-end controller solution and RIP.

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