



HP Indigo Products and Solutions Drive Customer Profitability and Success

PALO ALTO, Calif., Sept. 11, 2009 – HP today announced milestones for market leadership in its HP Indigo line of digital presses, driven by a combination of continued innovation and excellence in execution, enabling growth and profitability at thousands of print service providers (PSPs) around the world.

Advanced, new solutions will be featured at the [PRINT 09](#) tradeshow that are designed to enable PSPs to produce more pages, be more profitable and convert additional work from analog to digital presses.

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These milestones and new solutions include:

- Installed base of more than 5,000 active presses, including 250 [HP Indigo 7000 Digital Presses](#), and more than 50 [HP Indigo WS6000 presses](#), less than six months after the latter's release.
- Continued market leadership in the high-volume digital color production press market, with market share in the first half of 2009 estimated by InfoTrends at 48 percent.⁽¹⁾
- Double digit page growth in each quarter of 2009 year over year, despite an economic environment in which global printing industry revenues have fallen substantially.
- Commercial availability of the [HP Indigo W7200 Digital Press](#), a new liquid electrophotographic printing (LEP) solution for the printing of dedicated applications demanding the true look and feel of offset. With this introduction, all HP Indigo products announced at drupa 2008 are now installed and working in customer environments.
- New HP ElectroInk White ink for the [HP Indigo press 5000 and 5500](#) will allow customers to address high-value applications such as point-of-purchase, point-of-sales, displays, overlays, name plates and greeting cards. The enhancing effects of white ink and the unique support of specialized substrates enable printers to offer new digital solutions not available until today in the digital sheet-fed market.
- Announcement of FograCert Validation Printing system certification for HP Indigo presses, as well as expanded GRACoL contract proofing certification, recognizing the high accuracy and consistency of HP Indigo presses.

"HP is the digital commercial printing market leader; the lion's share of the more than 5,000 HP Indigo presses presently installed worldwide have monthly duty cycles of more than 1 million impressions," said Alon Bar-Shany, vice president and general manager,

Indigo Division, HP. "The latest innovations that we are introducing at PRINT 09 together with the large portfolio of proven solutions will help us to retain this leadership position while helping our customers achieve successful, profitable growth."

Customer wins continue momentum for HP Indigo 7000 and WS6000 Digital Presses

The double-digit page growth for HP Indigo presses for the first three quarters of 2009 reflects broad-based digital adoption. Much of this growth was fueled by the HP Indigo 7000 Digital Press, which delivers exceptional productivity and offset quality for the direct marketing, photo and publications markets, and the HP Indigo ws6000 Digital Press, which is designed for medium-run label and packaging printing, with print quality surpassing that of conventional printing.

As of September 2009, more than 250 HP Indigo 7000 Digital Presses have been installed in 23 countries. These customers are choosing to transition from traditional offset to digital production based on the press's high-volume capabilities, proven by a customer that produced more than 4 million color pages per month, higher crossover points compared to offset and greater workflow efficiency.

"L&D Mail Masters recognizes that diversification is the key to growth through an economic downturn, and that means securing new clients and, just as important, more capacity in the service areas where we see new potential," said Diane Fischer, owner and president, L&D Mail Masters. "HP's ability to consult with us on directions for expansion, plus the invaluable experience we had learning from HP Indigo users through Dscope, proved that an already trusted supplier like HP could deliver solutions like the Indigo 7000 and SmartStream Director to help take L&D to the next level."

The HP Indigo WS6000, which became commercially available in April 2009, is currently installed in more than 15 countries and has been endorsed by consumer packaged goods makers, pharmaceutical brand owners and the converters who service them for its ability to increase their marketing effectiveness and reduce costs and environmental impact across product label supply chains.

Nosco, Inc., a leading producer of labels, cartons and packaging for the pharmaceutical industry, has installed an HP Indigo WS6000 Digital Press to help secure new business opportunities and better serve its customers. The press allows Nosco to increase its production speeds, run wider labels facilitate by the press's larger frame size and to reduce setup time to 30 to 40 percent of the time required to set up a traditional flexographic printing press

HP expands capabilities for digital commercial printing

The new HP Indigo W7200 Digital Press, now commercially available, is currently installed in four beta sites worldwide. These customers produce a broad variety of short-run and personalized books across multiple markets and are enjoying high productivity and breakthrough levels of cost for offset-quality book production. Installations are expected in the publications, direct mail and transpromo markets before the end of 2009.

The HP Indigo W7200 Digital Press prints on an unlimited range of standard substrates, both coated and uncoated, including 100 percent recycled, lowering production costs as compared to many other digital solutions. Offering speeds ranging from 960 ppm for monochrome work to 240 ppm for full color work, the press gives PSPs the flexibility to



address a range of application-focused work on a single platform with exceptional productivity and very high quality.

With the capability to use spot colors, the W7200 press can comply with the most exacting brand guidelines and reduce the cost of one and two-color jobs requiring PANTONE® colors. In 2010, HP plans to offer an enhancement package for the W7200 that will enable support of the most demanding photo specialty applications.

PRINT 09 also features the comprehensive HP SmartStream Workflow Portfolio, which continues to be built out to expand both application range and customer choice. Released earlier this year, HP SmartStream Director, an end-to-end workflow solution including web-to-print and production automation, will be the linchpin of production demonstrations. Four different Director storefronts and a back end will showcase the way in which HP SmartStream Director supports diverse PSP business and application scopes.

Other HP workflow components on display at PRINT 09 include upgraded versions of HP SmartStream Designer and the HP SmartStream Production Plus, Production Pro and Ultra print servers.

Innovations and certifications yield new applications for HP Indigo presses

The introduction of new ElectroInk White ink for the HP Indigo 5000 and 5500 Digital Press brings new opportunities, expanded applications and incremental pages to customers. HP Indigo is the only sheet-fed digital vendor that provides this capability. PSPs adopting the new white ink will be able to convert a range of jobs normally produced on offset or flexographic presses to digital using transparent, colored and foil substrates. This allows customers to provide high-value applications to brand owners and marketing agencies.

The launch of white ink continues HP Indigo tradition of leading innovation in providing the broadest combinations of color gamut, spot-color capabilities and special-effect inks available in the digital color production printing space. The new ink is expected to be available early next year to all HP Indigo 5000 and 5500 Digital Press owners.

HP Indigo is also announcing two new certifications at the show. Now HP Indigo customers will benefit from FograCert Validation Printing System certification on the HP Indigo 5500 and HP Indigo 7000 Digital Presses and expanded GRACoL contract proof certification for the HP Indigo 5500/5000 and HP Indigo 7000 Digital Presses to achieve high color accuracy and repeatability of consistent color results on different output devices. Both certifications were completed using the GMG ColorServer or the CGS ORIS PRESS MATCHER PRO.

More information about the HP Graphics Solutions Business is available at www.hp.com/go/HPatPRINT09.

About HP

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⁽¹⁾ InfoTrends preliminary share data, August 2009.



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