



HP SmartStream Workflow Portfolio

The HP SmartStream Workflow Portfolio provides complete workflow management – from job creation to fulfillment – to more efficiently drive more pages to press. When combined with HP partner solutions, the portfolio offers greater flexibility for print service providers to grow profits. The solutions portfolio helps customers overcome key production challenges in the modern print communications landscape, such as:

- Preserving profitability on short-run, low-revenue jobs by minimizing prep time and maximizing the number of orders an HP Indigo user can complete in a given shift
- Establishing workflows with the flexibility to switch between differing types of products, such as static print collateral, variable-data work and one-off photo specialty products

A new, interactive Solutions Showroom Tool, making its debut at Ipex 2010, helps HP Indigo customers identify complete workflows for approximately 30 different print applications. Available through a link at www.hp.com/go/indigo, the Solutions Showroom features HP SmartStream solutions and more than 60 HP Graphics Solutions Partner products.

HP SmartStream includes core workflow components – print servers and software tools – designed to suit users' specific needs, including:

- [HP SmartStream Production Pro Print Server](#) – a high-performance raster image processor (RIP) and press controller for processing large print volumes, including work managed across multiple HP Indigo presses
- [HP SmartStream Production Plus Print Server](#), Powered by Creo – a solution especially suited for the general commercial print service providers (PSPs) that produce a wide range of high-quality applications, including PSPs that need to integrate with a plant-wide Kodak Prinergy prepress environment to establish streamlined, hybrid offset/digital workflows
- [HP SmartStream Ultra Print Server](#) – HP's highest-volume processing solution for digital printing, offering reliable processing, job routing and load balancing for data- and image-intensive work for up to 24 presses and 96 RIPs per server



- HP SmartStream Onboard Print Server – an entry-level, on-press RIP built into the HP Indigo Digital press 5500 and HP Indigo 3550 Digital Press
- [HP SmartStream Labels and Packaging Solutions](#), Powered by EskoArtwork – an advanced print server and color and variable-data printing (VDP) tool kit for labels and packaging converters
- [HP SmartStream Director](#) – a comprehensive solution that streamlines and automates print production from beginning to end – from job creation and submission, through prepress and printing, to finishing and fulfillment
- [HP SmartStream Designer](#) – an easy-to-use application, available as an Adobe® InDesign plug-in or QuarkXPress XTension for PSPs and their customers, that generates personalized VDP campaigns and handles imposition
- HP SmartStream Photo Enhancement Server – a solution that applies HP-proprietary algorithms automatically to enhance and improve photo images for sharper, crisper prints
- HP SmartStream Production Analyzer – a new solution that monitors, tracks and benchmarks production performance, providing information for improving production efficiency

Expanding customers' opportunities with new solutions at Ipex

New products and versions of HP SmartStream solutions launched at Ipex 2010 improve the functionality and productivity possible with HP Indigo print production.

The new 64-bit HP SmartStream Production Pro Print Server Version 4.0 improves workflow performance processing times by an average of 18 percent.⁽¹⁾ It adds valuable features for HP Indigo presses, including transparency in variable-data elements with support for Personalized Production Markup Language (PPML) version 3.0, as well as greater flexibility and productivity in variable-data printing⁽¹⁾ with support for the PDF/VT format.

The new HP SmartStream Production Plus Print Server Version 2.1 drives the new HP Indigo 7500 Digital Press. At Ipex, HP is demonstrating the tight integration between the print server and Kodak Prinergy Digital Direct Version 5.1. The combination of the two systems enables customers to integrate their offset and digital workflows, gaining higher efficiency and production flexibility.

The new HP SmartStream Designer Version 5.0 shown at Ipex will support the upcoming Adobe InDesign CS5 program and include key improvements, such as the ability to generate new PDF/VT files and automatic design-site imposition of multiple-size pages.

(1) Compared to previous versions of the HP SmartStream Production Pro Print Server.



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