



## News Release

# HP Unveils Breakthrough Color Inkjet Web Press Technology, Showcases New HP Indigo Portfolio at drupa 2012

High-impact exhibit features real-world digital applications to help print service providers grow their businesses

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DÜSSELDORF, Germany, May 3, 2012 —Taking high-speed inkjet capabilities to the next level, HP today demonstrated its meter-wide full-color [HP Inkjet Web Press](#) operating at 244 meters (800 feet) per minute, featuring new inks, printheads and glossy coated paper that support faster print speeds without compromising image quality.

The higher-speed color capability will be available in select systems or as an optional upgrade next year.

HP also announced strong market acceptance of its new portfolio, including five beta customers for the HP Indigo [10000](#) Digital Press, the first B2-format sheet-fed HP press on the market and one of six new HP Indigo presses [introduced in March](#). HP also has signed agreements with more than 70 print service providers (PSPs) for the new HP Indigo [5600](#) and [7600](#) Digital Presses.

In addition, HP said it has already received orders for its first complete high-speed mono and color [imprinting solutions](#) and its new series of higher-speed inkjet web presses. The company now has installed more than 70 HP Inkjet Web Presses worldwide, which have produced a cumulative total of more than 11 billion pages.

*"We're driving an unstoppable transformation from analog to digital printing, where our broad portfolio of digital solutions is reshaping the products and services PSPs can offer their customers," said [Christopher Morgan](#), senior vice president, [Graphics Solutions Business](#), HP.*

At drupa 2012, the graphic arts industry's most significant tradeshow, HP is demonstrating its new digital portfolio running real-world applications, including label and packaging, publishing, direct mail and sign and display. HP also is launching:

- A solution-development relationship for folding cartons with Stora Enso to integrate an in-line coating unit with the new HP Indigo 30000 Digital Press.

- An expansion of the ColorPRO Technology licensing program to a broader range of products, technologies and applications.
- Forest Stewardship Council (FSC) certification for a range of HP photo and technical papers.
- A new accessory for HP Designjet L26500 and L28500 that improves loading on textile media.
- A version of the cloud-based HP Hiflex Web-To-Print Solution for sign and display printing applications, under the HP SmartStream Workflow Solutions umbrella.

HP's drupa stand in Hall 4 at Messe Düsseldorf – the tradeshow's largest digital printing exhibit at 4,952-square meters (53,300 square feet) – reflects HP's industry leadership in high-quality, versatile and productive color-printing solutions. The HP stand features the 10 new digital printing systems announced in March to help PSPs grow their businesses with reliable, high-productivity operation and a broad color gamut for rich, accurate image reproduction.

### **Capturing new applications with higher-speed color inkjet printing**

HP Inkjet Web Press technologies – first unveiled at drupa 2008 – have helped customers achieve significant advancements in publishing, production mail and other applications. The new HP T410, T360 and T230 Color Inkjet Web Presses feature new advanced inkjet printhead technology and nanotechnology pigment inks, supporting higher speeds without compromising image quality.<sup>(1)</sup>

*“With the improved productivity and quality of HP printing systems, we see inkjet presses now extending beyond direct mail and publishing applications to penetrate the market for high-volume general commercial print,” said Morgan.*

To provide customers with greater access to HP Exstream Customer Communications Management, HP also announced new, specially priced bundles for HP Inkjet Web Press customers. The combination of HP Exstream software with HP Inkjet high-speed production solutions delivers industry-leading production capabilities for direct mail and transactional print applications.

HP is working with leading suppliers to expand the range of HP Inkjet Web Press-compatible coated and glossy papers. This includes the first glossy paper with ColorPRO Technology, available from Appleton Coated, as well as new papers in development from Arjowiggins Graphic, Metsä Board and Sappi.

The new HP Inkjet Web Press models also are available as part of Pitney Bowes' IntelliJet 20, 30 and 42 Printing Systems for transactional print and mail production. Pitney Bowes is showing the IntelliJet 20 Printing System—featuring the new 558-mm (20-inch) HP T230 Color Inkjet Web Press with a print speed up to 400 feet per minute at full color density for maximum quality—at its exhibit adjacent to the HP stand.

### **Strong rollout for the new HP Indigo Digital Presses**

The first beta installations for the HP Indigo 10000 will be made in late 2012, with commercial availability scheduled for early next year. Beta users will include Consolidated Graphics (United States), Elanders (Germany), Old City Press (Israel), Precision Printing (U.K.) and Wing Hung Group (Hong Kong).

*“Having the B2-format size opens up many more opportunities for us in terms of efficiencies and new jobs that presently cannot be produced on digital presses,” said John Lau, chairman, Wing Hung Group.*

HP also announced a new solution-development relationship for folding cartons with packaging board and packaging solutions provider Stora Enso to integrate an in-line coating unit with the new HP Indigo 30000 Digital Press. This will maximize productivity; streamline the workflow; and deliver printed and coated finished sheets ready for die cutting and folding, like the output of current offset printed cartons.

Israel-based EMKA Group, a beta user for the sheet-fed HP Indigo 5600, has been able to expand into new applications where digital was not an option before. For example, the press’s “one shot” feature allows the firm to use difficult-to-print synthetic substrates needed for gift card and loyalty card printing. Its high productivity also makes the press ideal for mid-volume transpromo statements.

*“Until now, we had a number of jobs where we had to use an offset line to produce small-quantity jobs,” said Ofir Adir, chief technology officer, EMKA Group. “With the new HP Indigo 5600, we can print those jobs while offering a fast time to market, which makes our customers confident in our capabilities as a service provider.”*

PSPs already are taking advantage of the higher productivity, increased automation and expanded versatility of HP’s new flagship commercial sheet-fed HP Indigo 7600 Digital Press. Available now, the press offers unique high-value effects that help PSPs create higher-value decoration for invitations, greeting cards, luxury product brochures and other print materials.

*“We have a number of customers that are looking to add value to products,” said Nick White, product development director, Mimeo CLE, UK. “Anything we can do to add new features and benefits to the products, such as the textured effects available on the HP Indigo 7600, is something we are keen to take to market.”*

### **Supporting end-to-end production**

At drupa 2012, HP also is offering the first public demonstration of innovative workflow solutions to support HP Indigo press customers in increasing end-to-end productivity and reducing overall production costs.

HP SmartStream Production Center is a workflow system that addresses the challenges of producing and delivering high volumes of short-run jobs, reducing turnaround time and increasing profitability.

HP Indigo Finishing Connectivity solutions extend the Job Definition Format (JDF) workflow into the bindery, reducing make-ready time, waste and errors while increasing efficiency, profitability and integrity. This connectivity is being demonstrated with HP SmartStream Solution Partners, including Horizon, Polar-Mohr and Duplo, and will be available as standard in Version 5.0 of HP SmartStream Production Pro Print Server.

### **Extending the power of variable data to offset**

[HP Print Module Solutions](#), demonstrated for the first time at drupa 2012, enable PSPs to imprint variable mono and color graphics, text, and barcodes, on preprinted documents. The color and mono systems print up to 244 meters (800 feet) per minute and provide breakthrough running cost. A stitching feature that connects multiple 108-mm (4.25-inch) modules extends the printing area available to PSPs for additional flexibility and scalability. With automated self-servicing and reliable HP Scalable Print Technology, the new solution maximizes uptime and increases productivity.

HP today announced [Adphos](#) and [Graphic System Services](#) as new HP SmartStream Solution Partners providing paper transport systems and services for HP Print Module Solutions in the United States, and Asia, Europe and the Middle East.

### **New opportunities in large-format printing**

New solutions and media offerings for HP Designjet and Scitex large-format printing customers extend beyond traditional signage to produce high-value applications, such as décor, textiles, traffic signage and packaging.

HP is showing a [white ink kit](#) and an [automatic loader](#) for the HP Scitex FB7500 and [FB7600 Industrial Presses](#), and a new cloud-based version of [HP SmartStream Production Analyzer](#) for automatic monitoring of HP Scitex production operations.

Since introducing the industry's first latex inks for large-format printers at drupa 2008, HP has installed more than 11,000 latex printers worldwide and produced more than 54 million square meters of printed material. HP Latex Technologies also have helped PSPs enter new markets, such as wall coverings, textiles and traffic signage. Today, HP added a platen cover for the newest HP latex printers – HP Designjet [L26500](#) and [L28500](#) – that improves loading of textile media for the production of high-value soft signage and temporary textiles.

In addition, HP said it is working with leading media suppliers to co-develop new media with ColorPRO Technology that will be available next year. From coated papers to textiles and films, media products with ColorPRO Technology are designed together with HP inks and printers to optimize printing system performance.

New FSC-certified photo and technical papers demonstrate support for responsible forest management worldwide and give PSPs a competitive advantage with environmentally conscious customers.

### **MIS, Workflow and finishing solutions**

PSPs can see how HP's leading IT expertise creates efficient and powerful computing environments for PSPs with server and software solutions from the HP [Exstream](#), [HP Hiflex](#) and [HP SmartStream](#) product lines.

HP Hiflex is HP's latest addition of industry solutions, following the company's acquisition of Hiflex in 2011. The [HP Hiflex Web-to-Print](#) solution creates user-friendly, online storefronts that can help PSPs attract new business and clients. Based on Drupal open source content management, the customizable web-to-print solution integrates into existing production environments. HP also is announcing a new version of HP Hiflex Web-to-Print for large-format sign and display applications.

The HP Hiflex MIS Solution helps PSPs improve production efficiency by automating processes involved with creating quotes, orders, invoices, job tickets, delivery notes, shipment labels and more. A standalone [HP Hiflex MIS](#) offering is available for PSPs to integrate production and management operations into an easy-to-use, cloud-based solution for increased productivity and profitability.

### **Full-service financing on-site**

[HP Financial Services](#), the company's leasing and life cycle asset-management services division, is on-site, providing total solution financing for HP hardware, software and services, as well as for third-party hardware and software. With HP Financial Services lending solutions, PSPs can arrange customized payment options and flexible terms aligned to their business growth strategies.

Additional information is available at [www.hp.com/go/HPdrupa12](http://www.hp.com/go/HPdrupa12), [www.hp.com/go/drupa](http://www.hp.com/go/drupa) and through the HP Graphic Arts Twitter feed at [www.twitter.com/hpgraphicarts](http://www.twitter.com/hpgraphicarts) and YouTube channel at [www.youtube.com/hpgraphicarts](http://www.youtube.com/hpgraphicarts). Join or follow the conversation using the [#HPdrupa](#) hashtag.

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(1) Compared to the HP T400, HP T350 and HP T200 Color Inkjet Web Presses.

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