



Backgrounder

HP Indigo: A Journey of Innovation, Growth and Leadership

New technology platform and portfolio enhancements continue to drive the printing industry toward digital

HP Indigo's commitment to innovation has been a hallmark of the brand since the introduction of its first digital press in 1993. The expanded HP Indigo digital press portfolio offers new levels of performance, image quality and application-driven opportunity to accelerate the analog-to-digital print transformation and deliver profitable growth for customers.

With an installed base of more than 6,000 HP Indigo digital presses in 120 countries, HP Indigo customers are expected to produce more than 20 billion pages in 2012, more than double the annual print volume in 2008. HP Indigo digital presses offer significant improvements in turnaround time, efficiency and marketing response, factors that make them one of the world's most popular digital color production solutions in commercial printing, print-on-demand books, and direct and transpromotional mail. HP Indigo also is the acknowledged worldwide leader in photo merchandise solutions used to print photo books, cards and calendars, as well as in digital printing solutions for the label converting industry.

Three new wider-format presses for commercial and packaging markets, with an increased print width of 750 millimeters (mm)/29.5 inches, allow print service providers (PSPs) to take advantage of applications not previously addressable by digital. HP also significantly enhanced its current digital press portfolio to increase performance and add new capabilities that will help customers take advantage of new growth opportunities. In addition, HP unveiled new workflow and finishing solutions to streamline image processing and production floor management.

The new HP Indigo portfolio will be exhibited at the world's largest graphic arts tradeshow, drupa, held May 3-16 in Düsseldorf, Germany. HP's drupa stand will offer the tradeshow's largest display of digital printing technologies.

Introducing the next generation of HP Indigo

The HP Indigo 10000 Digital Press is the first B2 size format (750 x 530 mm / 29.5 x 20.9 inches) electrophotographic digital press, offering superior-quality imaging in a size format suitable for nearly any application – static or variable.

Expected to be available in early 2013, the HP Indigo 10000 prints up to 3,450 four-color B2 sheets per hour in its standard production mode, and can provide faster throughput of up to 4,600 color sheets per hour in Enhanced Productivity Mode (EPM). The larger sheet size accommodates efficient production of commercial applications not previously possible, such as die-cut folders and tri-fold A4 brochures, as well as larger books, such as layflat and coffee table books, that can be difficult to produce on smaller sheets. The press's size and throughput speeds, combined with new automation, diagnostics and supplies improvements, make it highly productive and well suited to PSPs with large volumes of work.

Press output is compatible with standard finishing equipment typically owned by PSPs for their offset operations. In addition, HP is working with leading finishing vendors to provide availability of digital finishing systems that will enhance comprehensive production efficiency with the HP Indigo 10000.

Print finishing company [Horizon](#) has developed SmartStacker, a new B2-format slitter/merger/stacker system that can work in-line or near-line to the press, helping to remove costly labor steps from the process, while reducing job turnaround time. [MBO](#), a specialist in folding technology, is integrating its K-800 signature folder with the HP Indigo 10000 for in-line and near-line operation.

HP Indigo 20000 and 30000: New wide-format packaging presses

HP also is extending the new wider-format digital press platform to the package printing market, allowing PSPs to apply digital printing's time-to-market, supply chain, inventory and product marketing advantages to the sizes and materials common in packaging production.

Using the same market-leading printing technology⁽¹⁾ top brands choose for label production on HP Indigo WS6000 series digital presses, the new packaging presses include:

- The web-fed [HP Indigo 20000 Digital Press](#) is a roll-to-roll digital press designed primarily for flexible packaging, one of the fastest-growing segments of the global packaging industry. The width and repeat length of the press is ideal for most flexible packaging format sizes. With up to seven-color printing, including white ink, the press can meet a wide variety of color and quality requirements.
- The sheet-fed [HP Indigo 30000 Digital Press](#) introduces a digital format size compatible with existing offset printing presses and post-press equipment used for mainstream folding carton applications. The press offers seven-color printing on carton stocks up to 600 microns thick. The press can run up to 4,600 sheets per hour in EPM and 3,450 sheets per hour in regular four-color process printing.

Both packaging presses are scheduled for commercial availability in late 2013.

Significant enhancements to current, market-leading portfolio

To create additional growth opportunities for PSP customers and their customers, HP Indigo has enhanced existing solutions.

- HP Indigo 7600 Digital Press – HP is building on the success of the HP Indigo 7500 with the HP Indigo 7600 that runs up to 120 A4/8.5x11 inch pages per minute (ppm) in its standard production mode, and provides up to 33 percent faster throughput of 160 pages per minute using EPM. Automation and diagnostic improvements on the HP Indigo 7600 add up to 10 percent more press uptime compared to its predecessor. The press also features raised print/textured effects for tactile enhancements to text and images on premium-quality jobs. Plus, the press offers higher-quality monochrome photographic imaging using a new Light Black ink⁽²⁾ as well as fully automated finishing using Lasermax Roll Systems' PageReady system, an optional, in-line cutter and stacker. The HP Indigo 7600 is anticipated to be available in May 2012.
- HP Indigo 5600 Digital Press – Building on the success of its best-selling sheetfed press over the last four years, the HP Indigo 5500, the HP Indigo 5600 model runs at up to 68 ppm in standard color mode, up to 136 ppm for two-color jobs and up to 272 ppm for mono jobs. In addition, the press features EPM, allowing color printing at up to 90 ppm. Customers can use the press to enter new markets in split-core cards, graphic overlays and other applications using a “one-shot” ink laydown feature that provides high-quality imaging on synthetic substrates. A new red-fluorescing invisible ink for the HP Indigo 5600 model gives PSPs a path to pursue new security-printing applications, such as ID cards, tickets and high-value coupons. And, a white ink option and upgraded media sensors on the press allow full-color printing on black and fully transparent substrates, features that help PSPs expand into new markets such as greeting card and static-cling window signage production. The white ink feature, when combined with Color-Logic software, also gives users the ability to produce metallic effects. The HP Indigo 5600 is available now.
- HP Indigo W7250 Digital Press – Extending HP Indigo's unique EPM to the commercial roll-fed platform, the HP Indigo W7250 Press features the option to produce color jobs with 33 percent higher throughput⁽³⁾ (320 ppm as compared to 240 ppm). The press is designed for printing up to 10 million full-color, A4 or letter-size pages per month and offers the exceptional quality and productivity needed for high-volume photo book production, as well as publishing, direct mail and transpromotional print applications. The HP Indigo W7250 also includes new color monitoring technologies for greater color consistency between the press's two print engines. The HP Indigo W7250 is expected to be available in June 2012.

The latest additions join HP Indigo's labels and packaging presses, the HP Indigo WS6600 and WS4600 presses, which were released in September 2011 at Label Expo Brussels.

Expanded workflow options with new HP SmartStream solutions

As the digital printing market matures, the need to support digital presses with an ecosystem that drives the end-to-end production workflow and post-press finishing has become paramount. HP responded to this need with a portfolio of [HP SmartStream](#) workflow solutions, finishing automation and innovative digital finishing solutions created to work with HP Indigo presses and make it easier for customers to create highly productive, automated environments.

New HP SmartStream workflow solutions include:

- HP SmartStream Production Center, a new production management system that addresses the challenges of producing and delivering high volumes of short run jobs, reducing turnaround time and increasing profitability. Available later this year, Production Center unifies multiple job streams, shows real-time, detailed end-to-end production floor status and enables PSPs to manage job progress and priority.
- New version of the HP SmartStream Production Pro Print Server, which fully supports the new B2 size format applications running at press speed. The brand new web-based user interface supports complex print server tasks. The version also includes automatic finishing planning and setup, supporting near-line and in-line finishing devices, as well as new automatic ICC profile creation per substrate. Other new capabilities include a new multi-rip architecture that significantly shortens job processing, enhances job streaming and batching capabilities, improves previewing, and offers additional imposition options.(4)
- New versions of the HP SmartStream Director Web-to-Print solution, HP SmartStream Designer variable-data design and impositioning software, and the HP SmartStream Production Analyzer press monitoring solution.

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

- (1) HP internal data based on data from InfoTrends (2009) and Tarsus (2010).
- (2) Compared to other HP Indigo press models using process-black HP ElectroInk.
- (3) Compared to the HP Indigo W7200 press printing at four-color speed.
- (4) Compared to previous versions of the HP SmartStream Production Pro Print Server.

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