Expand your applications—beat client expectations

- Get higher margins\(^1\) printing on traditional signage substrates and beyond—even textiles\(^2\)—up to 64 inches
- Reach new indoor spaces that solvent can’t, like healthcare—water-based HP Latex Ink prints are odorless
- Win new clients on eco standards—UL ECOLOGO\(^\circledast\), UL GREENGUARD GOLD Certified inks; prints meet AgBB criteria\(^3\)
- Impress clients—sharp, consistent, repeatable image quality with high-efficiency curing, 6 colors, 1200 dpi

Keep running costs low with 3-liter ink cartridges

- Help reduce your cost per print with cost-effective, 3-liter HP 871 Latex Ink Cartridges\(^4\)
- Save time—reduce cartridge changes and change ink cartridges while printing
- Reduce time—HP Custom Substrate Profiling and i1 embedded spectrophotometer make ICC profiling automatic\(^7\)
- Less ink cartridge waste and disposal, and healthier HP Latex printing—no special ventilation or HAPs\(^8\)

For more information, visit hp.com/go/Latex370

Join the community, find tools, and talk to experts. Visit the HP Latex Knowledge Center at hp.com/communities/HPLatex

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\(^1\) For the HP Latex 370 Printer using cost-effective, high-capacity HP 871 3-liter Latex Ink Cartridges compared to the HP Latex 360 Printer using HP 831 775-ml Latex Ink Cartridges.

\(^2\) Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator.

\(^3\) Applicable to HP Latex inks. UL ECOLOGO Certification to UL 2801 demonstrates that products are verified to a GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/ECOLOGO. HP WallArt printed on HP PVC-free WallPaper and other prints on HP PI Media meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products, see umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building.

\(^4\) Only HP Latex 300 series printers are supported. Additional printer support will be announced when available. HP Latex Mobile is compatible with Android™ 4.1.2 or later and iPhone mobile digital devices running iOS 6 or later, and requires the printer and the smartphone to be connected to the Internet. Support for tablet devices available as of September, 2015.

\(^5\) Banner-quality prints in outdoor 4-pass 4-color mode.

\(^6\) Estimates by HP Image Permanence Lab on a range of media. Scratch-resistance comparison based on testing HP Latex inks and representative hard-solvent inks. Outdoor display permanence tested according to SAE J2527 using HP Latex inks on a range of media, including HP media, in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Laminated display permanence using HP Clear Gloss Cast Overlaminate. Results may vary based on specific media performance.

\(^7\) ICC profiling with the spectrophotometer does not support textiles and banners.

\(^8\) Based on a comparison of HP Latex ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation. Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations. HP Latex inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected.
Take advantage of third-generation HP Latex Printing Technologies

Water-based HP Latex Inks combine the best characteristics of solvent inks and water-based inks.

With HP Latex Inks, you can obtain outdoor durability and versatility across all common media types used in sign and display applications, together with high-quality, odorless prints, low maintenance, and health advantages—even over eco-solvent inks.

HP Latex printing with the HP Latex 370 Printer can generate higher profit than eco-solvent—gain all the advantages of HP Latex printing, including wider application versatility with a single printer and prints that come out completely dry, allowing same-day delivery. Buy at an affordable price, and see how you can keep your running costs low.

The HP Latex 370 Printer features a number of significant innovations that take you beyond the limits of eco-solvent printing, creating new opportunities to expand your business.

HP Latex Inks and printheads
Take advantage of the versatile, durable performance of HP Latex Inks:
• 3-liter high-capacity ink cartridges for more unattended printing
• Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider un laminated use for short-term signage10
• Six HP printheads provide 12,672 nozzles for robust and reliable quality print to print

HP Latex Optimizer
Achieve high image quality at high speed:
• Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print

High-efficiency curing
High-speed printing with less energy and at lower temperatures:11
• 17 m2/hr (183 ft2/hr) indoor quality, 31 m2/hr (334 ft2/hr) high-speed outdoor quality, 91 m2/hr (980 ft2/hr) maximum print speed12
• Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery

Color consistency
Print panels or tiles with excellent color consistency for an edge-to-edge match:
• 11 embedded spectrophotometer enables automatic calibration13
• Delivers consistent colors to <= 2 dE200014

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3 Third-generation HP Latex Printing Technologies, including HP Latex Optimizer, reduce the temperatures and energy requirements of drying and curing HP Latex Inks.
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5 Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.
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Ink collector
Expand into textile signage:
- Print on a wide variety of textiles—including porous textiles—with the ink collector

HP Custom Substrate Profiling
Simplified and automated color management, directly from the front panel, 8-inch touchscreen:
- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel
- Fine-tune existing profiles
- Create custom ICC profiles with the i1 embedded spectrophotometer

Build a healthier environment, inside and out
Water-based HP Latex Inks enable a healthier approach to signage printing with advantages from the work zone to the point-of-display of finished prints:
- Healthier printing with HP Latex—no special ventilation, no hazard warning labels or HAPs
- UL ECOLOGO® Certified HP Latex Inks meet a range of stringent human health criteria
- A safer workplace—HP Latex Inks are non-flammable, non-combustible and nickel free
- UL GREENGUARD GOLD Certified HP Latex Inks produce odorless prints ideal for indoor display

Improve uptime and productivity with HP Services
HP Services offer you a broad portfolio of proven support programs to help keep your business running productively including HP Care Pack Services, preventive maintenance kits, and HP Support Programs.

HP Optical Media Advance Sensor (OMAS)
Precise and accurate motion control of media advance between print swaths:
- Controls registration automatically including double-sided prints with automated registration across sides

HP Latex Mobile
Print with greater confidence while you’re away from the printer:
- Rely on alerts to inform you when attention is needed
- Know the status of your printer while you’re away from it
- Remotely keep tabs on print jobs

Based on a comparison of HP Latex ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation. Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations. Contains no Hazardous Air Pollutants according to EPA Method 311.

UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle-based criteria related to human health and environmental considerations (see ul.com/ECOLOGO).

Water-based HP Latex inks are not classified as flammable or combustible liquids under the DOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110°C. Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle-based criteria related to human health and environmental considerations (see ul.com/ECOLOGO).

UL GREENGUARD-GOLD Certification to UL 2818 demonstrates that products are certified to UL’s GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

For best results use media options intended for double-sided printing.

Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator. For best results, use textiles that do not stretch. The ink collector is required for porous textiles.

ICC profiling with the spectrophotometer does not support textiles and banners.

Only HP Latex 300 series printers are supported. Additional printer support will be announced when available. HP Latex Mobile is compatible with Android™ 4.1.2 or later and iPhone mobile digital devices running iOS 6 or later, and requires the printer and the smart phone to be connected to the Internet. Support for tablet devices available as of September, 2015.
Technical specifications

Printing
- Printing modes: 91 m²/hr (980 ft²/hr) - Max Speed (1 pass)
- 31 m²/hr (334 ft²/hr) - Outdoor High Speed (4 pass)
- 23 m²/hr (248 ft²/hr) - Outdoor Plus (6 pass)
- 14 m²/hr (151 ft²/hr) - Indoor High Quality (10 pass)
- 6 m²/hr (65 ft²/hr) - Backuts, Textiles, and Canvas (16 pass)
- 5 m²/hr (54 ft²/hr) - High Saturation Textiles (22 pass)

Print resolution: Up to 1200 x 1200 dpi

Margins: 5 x 5 x 0 x 0 mm (0.2 x 0.2 x 0.0 inch) (without edge holders)

Ink types: HP Latex Inks

Ink cartridges:
- Black, cyan, light cyan, magenta, magenta, yellow, HP Latex Optimizer

Cartridge size: 2 liter, 775 ml

Printheads: 6 (2 cyan/black, 2 yellow/magenta, 1 light magenta/light cyan, 1 HP Latex Optimizer)

Color consistency: <= 2 dE (95% colors)

Media:
- Handling: Roll feed, take-up reel, automatic cutter (for vinyl), paper-based media, backlit polyester film
- Media types: Banners, self-adhesive vinyls, films, fabrics, papers, wall-coverings, canvases, synthetic, mesh, textiles
- Roll size: 254 to 1625-mm (10 to 64-in) rolls (580 to 1625-mm (23 to 64-in) rolls with full support)
- Roll weight: 42 kg (92.6 lb)
- Roll diameter: 250 mm (9.8 in)
- Thickness: Up to 0.5 mm (19.7 mil)

Applications:
- Dangers, Displays, Double-sided banners, Exhibition, Event graphics, Exterior signage, Indoor posters, interior decoration, Light boxes – film, Light boxes – paper, Murals, POP/P0S, Posters, Textile, Vehicle graphics

Connectivity:
- Interfaces (standard): Gigabit Ethernet (1000Base-T)

Dimensions (w x d x h):
- Printer: 2561 x 840 x 1380 mm (101 x 33 x 54 in)
- Shipping: 2795 x 760 x 1705 mm (110.1 x 30 x 67.2 in)
- Weight: 231.5 kg (510 lb)
- Shipping: 330 kg (728 lb)

What's in the box:
- HP Latex 370 Printer, HP 871 3-liter Latex Kit, printheads, maintenance cartridge, ink-collector, out put plate protector, printer stand, spindle, take-up reel, loading accessory, user maintenance kit, edge holders, quick reference guide, setup poster, documentation software, power cords

Environmental ranges:
- Operating: 15 to 30°C (59 to 86°F)
- Operating humidity: 20 to 80% RH (non-condensing)
- Storage: -25 to 55°C (-13 to 131°F)

Acoustic:
- Sound pressure: 55 dB(A) (printing), 65 dB(A) (sleep)
- Sound power: 7.4 dB(A) (printing)

Power:
- Consumption: 4.6 kW (printing), < 2.5 watts (sleep)

Requirements:
- Input voltage: 200 to 240 VAC (-10% +10%) two wires and PE; 50/60 Hz (+/- 3 Hz); two power cords; 16 A max per power cord.

Certification:
- Safety: ICC 60950-1-AT compliant; USA and Canada (CSA listed); EU/VE and EN 60950-1 compliant; Russia, Belarus, and Kazakhstan (EAC); Australia and New Zealand (ROM)
- Electromagnetic: Compliance with Class A requirements, including: USA (FCC rules), Canada (ICES), EU (EMC Directive), Australia and New Zealand (ROM), Japan (VCCI)
- Environmental: ENERGY STAR, WEEE, RoHS (EU, China, Korea, India, Ukraine, Turkey), REACH, EPEAT Bronze, OSHA, CE marking compliant

Warranty:
- One-year limited hardware warranty

Ordering information

Product: L4R41A HP Latex 370 Printer

Accessories:
- FM56A HP Latex 64-in Printer 2-in Spindle
- FM58A HP Latex 64-in Printer 3-in Spindle
- FM59A HP Latex 3X0 User Maintenance Kit
- FM63A HP Latex Media Loading Accessory
- FM64A HP Latex 3X0 Edge Holders
- DBJ24A HP Latex 360/370 Ink Collector

Original HP printheads:
- C2677A HP 831 Cyan/Black Latex Printhead
- C2678A HP 831 Yellow/Magenta Latex Printhead
- C2679A HP 831 Light Magenta/Light Cyan Latex Printhead
- C2680A HP 831 Latex Optimizer Printhead

Original HP ink cartridges and maintenance supplies:
- G0Y7BD HP 871A 3-liter Cyan Latex Ink Cartridge
- G0Y84D HP 871A 3-liter Magenta Latex Ink Cartridge
- G0Y85A HP 871A 3-liter Latex Optimizer Ink Cartridge
- C2682A HP 831A 775-ml Black Latex Ink Cartridge
- C2683A HP 831A 775-ml Cyan Latex Ink Cartridge
- C2684A HP 831A 775-ml Magenta Latex Ink Cartridge
- C2685A HP 831A 775-ml Yellow Latex Ink Cartridge
- C2686A HP 831A 775-ml Light Cyan Latex Ink Cartridge
- C2687A HP 831A 775-ml Light Magenta Latex Ink Cartridge
- C2706A HP 831A 775-ml Latex Optimizer Ink Cartridge

Original HP large format printing materials:
- HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability.
- HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified)²³
- HP Permanent Gloss Adhesive Vinyl, REACH²³
- HP Backlit Polyester Film
- HP Premium Satin Canvas

Service and support:
- LT602E HP 2 year Next Business Day, DMR, and one SMK3 HW Support

HP Large Format Medialare-sales-program available by region. Recycling programs may not exist in your area. See HPLFMedia.com for more details.

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