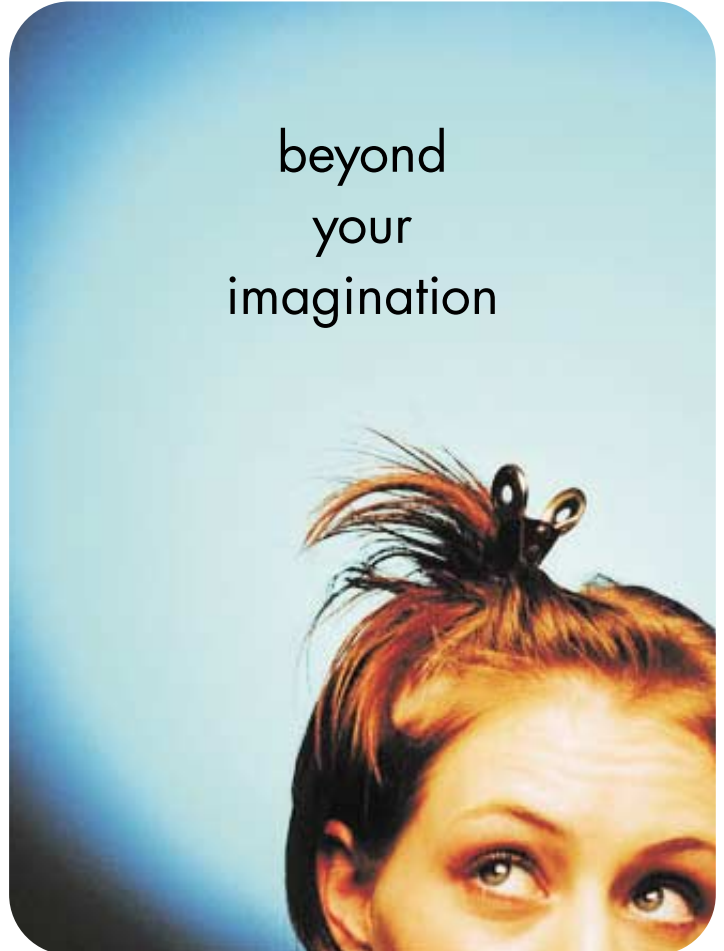


hp indigo
extended color selection
for commercial printing



beyond
your
imagination



get ready to go beyond with digital offset color

Imagine a customer walks into your office and asks you to print his new company overview. It requires four-color printing, plus 3 special colors including his own corporate brand color that can't be reproduced with CMYK.

Now, for the topper. He needs 5,000 copies in 24 hours. What do you do? Take the job or send him away?

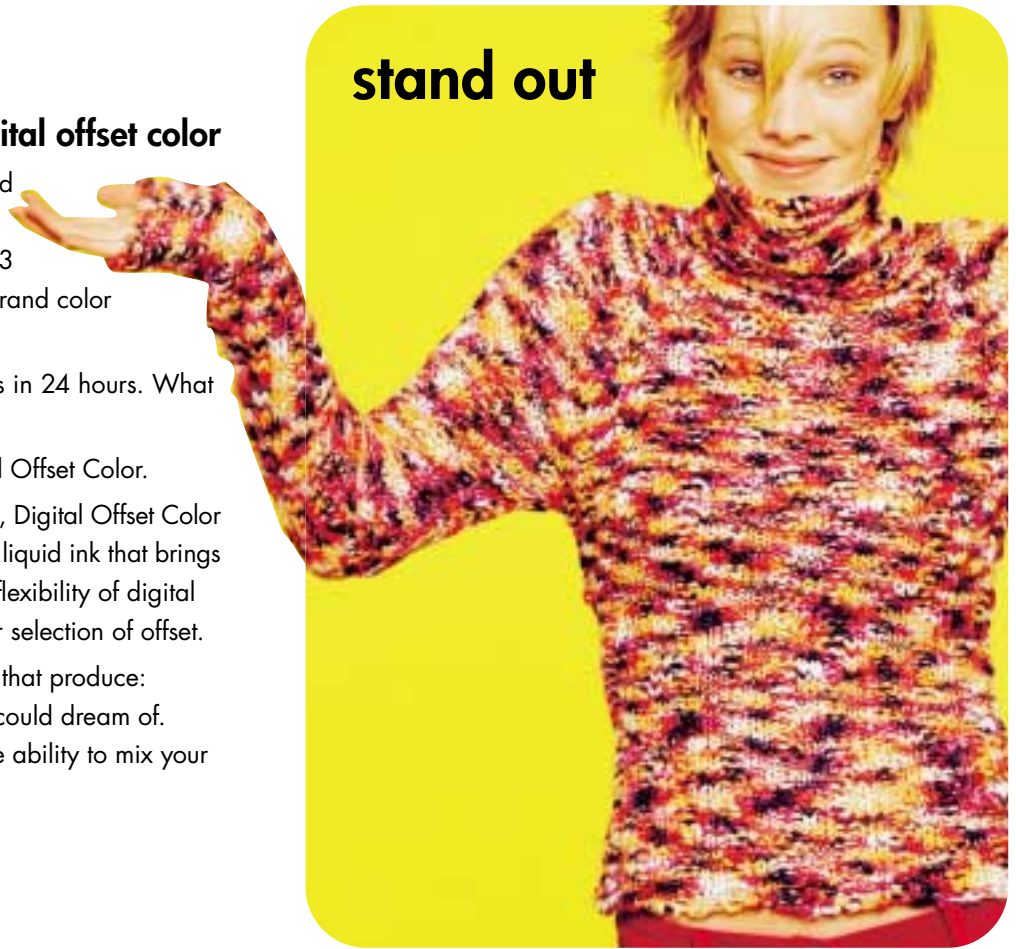
Well it all depends if you're using HP Digital Offset Color.

The core technology for all HP Indigo presses, Digital Offset Color is a unique digital printing process based on liquid ink that brings you the best of both worlds: the power and flexibility of digital printing combined with the quality and color selection of offset.

Imagine 5, 6 and even 7 color¹ capabilities that produce:

- The most brilliant eye-catching colors you could dream of.
- Accurate brand color reproduction and the ability to mix your own special colors.
- Key differentiators from your competition.

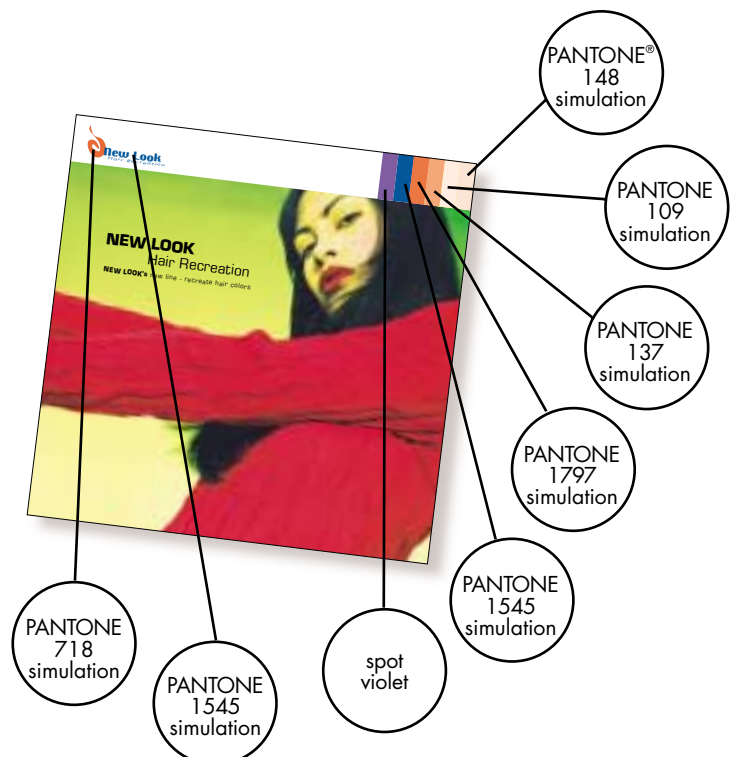
stand out



"The quality, the ability to lay down the color, has just been spectacular"

*Val DiGiacinto, VP of Technical Sales
The Ace Group, New York, NY, USA*

No other technology brings you all these benefits. Toner-based digital printers can't take you further than 4 colors. Offset presses can't do on-demand printing, economical short-runs or variable data. With HP Indigo presses, you can do all this on the substrate of your choice, in the color of your choice.



hp ElectroInk: the quality and texture of offset in an instant

HP ElectroInk is the key technology that differentiates the print quality of HP Indigo presses. Composed of a liquid solution carrying micron-sized electrically charged particles, HP ElectroInk's minute particle sizes deliver the image quality and detail required for top quality color at the highest speed required for efficient printing. The resulting highly uniform 1- to 2 micron translucent ink finish complements the texture of the paper to produce higher resolution and sharper images in vibrant colors with the look and feel of offset printing. The HP Indigo Digital Offset Color process based on HP ElectroInk is the only digital printing technology that can equal the quality and color range of offset printing.



digital offset color features & benefits

- **Edge sharpness and definition:** HP ElectroInk's strong surface tension forms sharp, clean image edges superior both to those of xerographic dry toners and to offset lithographic dots.
- **Image gloss:** HP ElectroInk allows a highly uniform finish, complementing the underlying high gloss coat or a rough matte substrate.
- **Light fastness:** the encapsulation of the pigment sub-particles within the HP ElectroInk plastic resin provides long term color durability.
- **Color gamut:** HP ElectroInk meets your exact color needs by calibrating the image and electronically varying color density of the printed ink; HP IndiChrome expands the color gamut beyond what can be achieved with CMYK.
- **Dot gain and color consistency:** HP Indigo presses' built-in color adjust mechanism regulates, monitors and compensates print density and dot size in real time; it remembers adjustments for repeat jobs for future runs so they always appear the same.



more colors, more business opportunities

Open up a new world of opportunities with HP Indigo enhanced 5, 6, and 7 color capabilities. HP Indigo's extended color gamut offers better quality and a broader range of applications than any competing technology.

Only HP enables you to:

- Print accurately matched corporate colors without using screened process inks.
- Add impact to documents with special bright colors that cannot be reproduced by a 4-color process.
- Print applications such as small-point colored-type on business cards, at top quality without suffering break-up.
- Mix special colors on-demand, in exactly the quantities required, to produce accurate colors consistently, page after page.

HP Indigo 5, 6 and 7 color printing allows you to do more, be better and go further than your competition. Produce applications such as color-critical fashion promotions, art reproductions, point-of-sale promotions, wide-gamut effects for CD covers, magazines and book covers, labels and graphic attachments, business cards and many others.

Nobody can compete with HP Indigo's 5, 6 and 7 color capabilities to develop your business, attract customers and make your operation a success.

hp IndiChrome ink mixing system



unique color features that make all the difference

As an HP Indigo press owner, unparalleled color-production flexibility is yours. Several options are available:

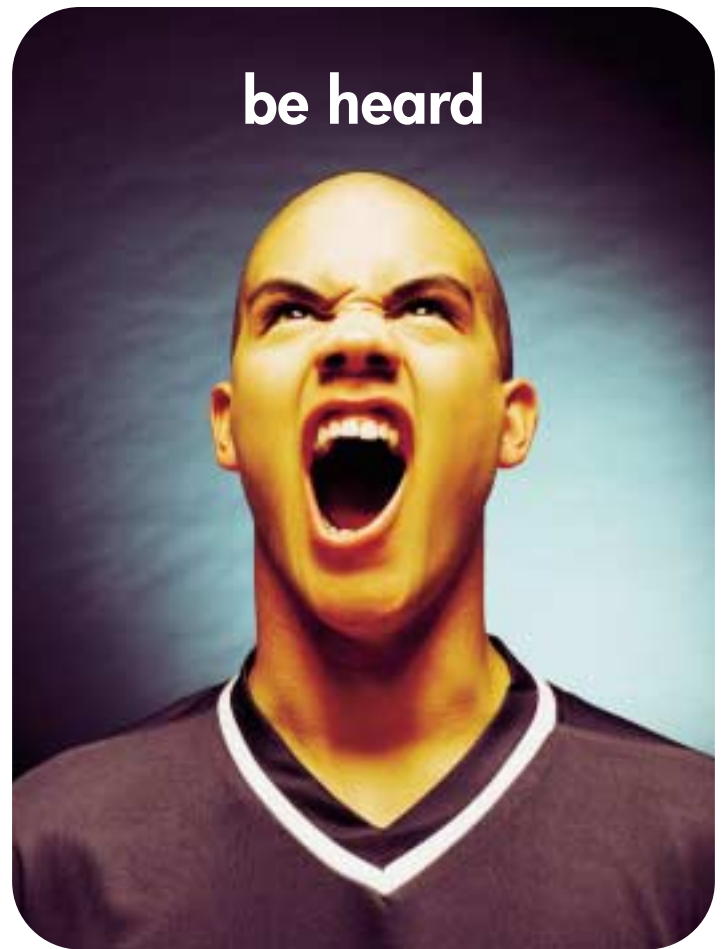
■ hp IndiChrome on-press

HP IndiChrome on-press is a 6 color printing process. With two additional base colors loaded on the press, orange and violet, you extend the printing gamut available with CMYK, and more accurately match a wider variety of spot and corporate brand colors. Also, using the HP IndiChrome on-press extended color gamut for halftone images, you add a dramatic vibrancy to images and reproduce colors which are difficult to achieve, such as bright oranges and dark blues. All this, with no need to change inks.

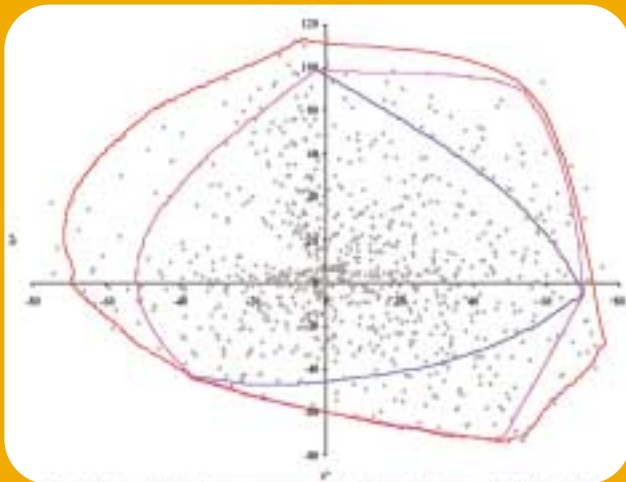
And there's more. With HP IndiChrome on-press, you achieve increased luminosity of the overall tonal range of the print. Reproduce lively reds, vivid purples, and warmer yellows with ease. HP IndiChrome on-press adds stunning high fidelity color to the benefits of short run, on-demand and personalized printing. Again, all this, without having to change inks.

● hp IndiChrome on-press for PANTONE colors and spot colors

HP IndiChrome on-press can accurately simulate a wide range of PANTONE colors or other tints without requiring



color range capabilities: CMYK vs. hp IndiChrome on-press and off-press



- 4 colors
- hp IndiChrome on-press
- hp IndiChrome off-press
- PANTONE® colors

you to install and wash-up special colors. This enables you to have many different PANTONE colors on the same page.

● hp IndiChrome on-press for high-fidelity (HiFi) images

HP IndiChrome on-press HiFi color system expands the color gamut to produce images with more vibrant colors, bringing added impact to marketing material. The system is also ideal for enhancing color product photography and for preserving bright colors in art and design projects.

■ hp IndiChrome off-press

With HP IndiChrome off-press you can specify and pre-mix PANTONE colors and special spot colors where screened tints are not acceptable, or where regular or large volume use makes it cost-effective to mix special ink batches. You then load them onto the press into the 5th, 6th or 7th ink tanks, on a per-job basis.

Spot colors are manufactured and supplied by HP and by certified 3rd parties, or you may prepare them onsite with your HP IndiChrome Ink Mixing System. What's more, these special colors can be mixed to match either gloss- or matte-coated substrates.



● hp special Ink Mixing Services

If you prefer not to mix your own, special Ink Mixing Services are available. You can order ink simulations matching the PANTONE 2000 matte- and gloss-coated substrate range by using the intuitive web-ordering system located on the HP customer portal. Delivery is within 5 days. By ordering in smaller quantities which are cost-effectively priced, you can better meet short run digital requirements.

HP IndiChrome Ink Mixing Services can be utilized three different ways:

- **Special Inks service:** PANTONE colors can be ordered by specifying the color number.
- **Custom Special Inks service:** for creating inks to match a swatch or a supplied color sample – or for printing on substrates not covered by the standard Special Ink Service.
- **Ink Mixing services Volume Order:** for customers using the Ink Mixing System, who need the flexibility and control of creating their own ink formulations from color swatches on any substrate, and also require a service to mix bulk orders to relieve their internal production.

● hp IndiChrome Ink Mixing System

Produce special off-press HP ElectroInks for your customer as required, when required, in exactly the quantities required. With the HP IndiChrome Ink Mixing System you can meet demands for special color printing, easily and cost effectively. This stand-alone system includes the necessary hardware and software to create special colors, onsite, from a set of eleven base inks, on an on-demand basis. State of the art color measurement, together with HP Indigo's color technology, make color matching a precise, predictable and repeatable procedure. Fully automated software guides you through measurement and analysis. This ensures you determine the best color match to the original sample and that you mix the required ink, easily and efficiently.

"Our customers request that we print their marketing collateral and product packaging matching their exact brand colors. They provide us with the PANTONE number, and we use our Ink Mixing System to mix just the right color for them. Our customers are astonished with our print quality."

*Hans-Juergen Kesberg
Director Purchasing/Prokurist
repro 68, Hamburg, Germany*



stand out with hp indigo fluorescent colors

HP ElectroInk is available in fluorescent² yellow and pink. These unique inks contain pigments that convert ultraviolet light into visible light and colors that jump out at viewers, especially when viewed under ultraviolet or black light conditions. HP Indigo's fluorescent inks provide maximum brilliance when contrasted with dark surrounding colors. You can even use HP Indigo's fluorescents in duotones or full-color process halftone images, or as overprinting for special effects that other inks cannot achieve. For example, HP Indigo fluorescent pink, used as a 5th color, extends the magenta hues of images. HP Indigo fluorescent yellow adds to the brilliance of many images such as jewelry and other metallic or natural images.

HP Indigo's fluorescent inks bring new highlights to:

- retail point-of-sale material
- signage and special-offer displays
- warning labels and medical applications
- product packaging
- greeting cards
- or any marketing material intended to grab the reader's attention



"With HP Indigo special colors, we can pick particular PMS colors that match exactly the colors the client requests."

*Steven Donaldson, President
BGDI, Berkeley, CA, USA*



fluorescent yellow

fluorescent pink

optimizing your hp investment

HP maximizes your ROI with 6 or 7 color capability embedded in every HP Indigo press. A simple, no fuss upgrade gives you access to the many opportunities afforded by HP IndiChrome.

Changing or adding inks to the press is a simple, straightforward process. The HP IndiChrome Ink Mixing System provides the parameters to quickly and accurately install and calibrate a new ink on the press so that the press can print with the correct color density right from the first print. Time consuming make-ready is virtually eliminated and downtime is minimized. You can even directly select PANTONE colors, avoiding the need to take a measurement from a swatch book while ensuring color match accuracy.

Unlike an offset press, you don't have to use all of the colors that are loaded on the press, so one minute you can be printing a 6 color job and the next a 4 color with no wash-down between jobs. You can even leave a special color loaded on the press for a client who sends you work once a week and continue printing with 4 colors the rest of the time.



hp indigo press 3000

hp indigo press 1000

color is just the beginning

HP Indigo presses offers you a bigger selection of everything: systems, substrates, throughputs and third party solutions.

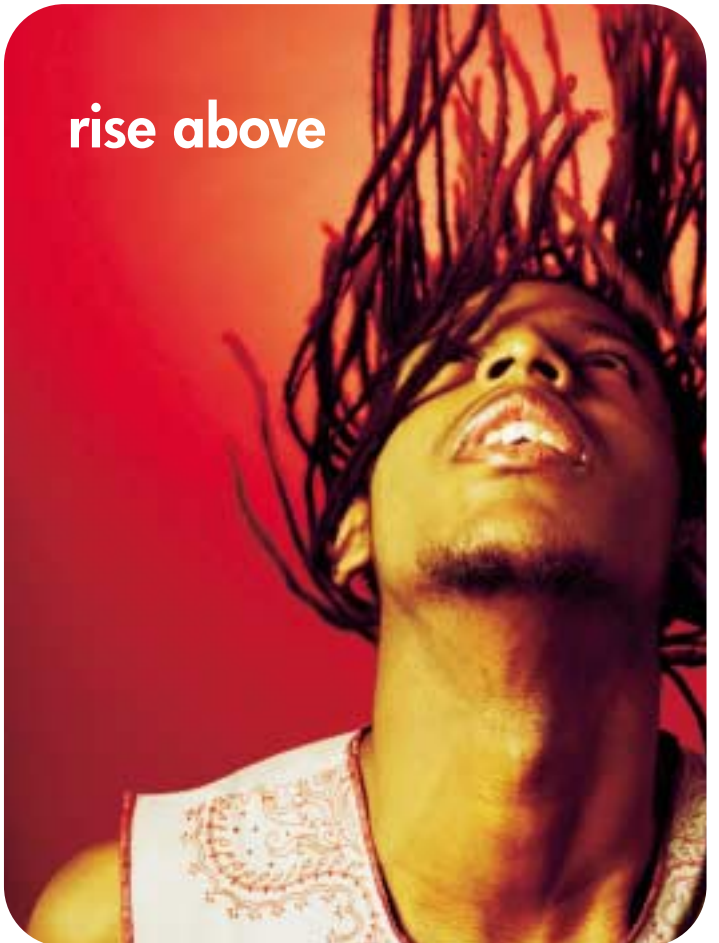
Whether you choose the **HP Indigo Press 3000** for its true offset quality, superior throughput and exhilarating colors, the **HP Indigo Press w3200** for its high volume personalization, publishing and direct marketing applications, or the highly affordable, entry level **HP Indigo Press 1000** for rich and vibrant quality, each represents exciting new revenue streams, increased profit margins and helps your business stand out.

Whichever HP Indigo press you choose, you get specialized high-quality color capabilities, a broad selection of substrates and highly effective variable data printing. These benefits plus the peace of mind that comes from working with an experienced, stable and trusted company, help you focus your business.

Remember that time-pressed customer we mentioned in the beginning with the urgent 6 color corporate brochure? Let's make him happy.



hp indigo press w3200





hp indigo digital offset color

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1. 7th color is available only for HP Indigo Press 3000 (Indigo UltraStream), for the HP Indigo Press ws4000 (Indigo WebStream 100) and for the HP Indigo Press w3200 (Indigo Publisher 4000).
2. HP Indigo fluorescent inks are available only for HP Indigo Press 1000 (Indigo Platinum, TurboStream, e-Print family), for the HP Indigo Press s2000 (Indigo Omnium MultiStream) and for the HP Indigo Press ws2000 (Indigo Omnium WebStream 50).

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