

HP Indigo extended color selection
for digital printing

“In nature, light creates the color.
In the picture, color creates the light.”

Hans Hoffmann (1880–1966)

Abstract painter

Picture your business
in bright, vivid color

What are your customers asking for? Do they demand short-run, quick-turnaround service? Do they want their materials printed in straight CMYK color? Do they require the extended color capability and the confidence of PANTONE® colors? Do they need to supplement CMYK with spot, brand colors?

No matter what any particular customer wants, now you can meet every request with HP Indigo digital presses and the extended gamut of HP Indigo color. The best news? You can do it all with HP's remarkable – and exclusive – offset look and feel.

HP ElectroInk – the only match for offset print quality

Using HP ElectroInk liquid ink, the HP Indigo digital offset color process is the only digital printing technology that equals the quality and color range of offset printing. Compared to dry toners, which provide no more than 5 colors, HP ElectroInk delivers up to 7 colors using the broadest selection of inks.

In highly uniform drops of 1- to 2-microns, the translucent ink delivers the image quality and detail required for top quality color – all at the highest speed required for efficient printing. It's your only assurance of higher resolution, sharper images and vibrant colors – plus the unmistakable look and feel of offset printing.

The broadest palette for the most discerning tastes

With HP Indigo, you have access to the broadest color gamut in the digital printing industry. By adding more color into your print capabilities, you also add more value for your customer and greater growth opportunities for your business.

Here's a quick look at our remarkable menu of color options and the best times to use them. So, what will it be?

Need CMYK? Okay!

Even for customers whose needs don't go beyond CMYK color, you can meet any of those needs rapidly – and in vibrant offset quality.

Perfectly PANTONE

Expecting a steady workflow of short run jobs that require PANTONE color? Your choice is clear – HP IndiChrome on-press. It's the only PANTONE-licensed 6-color solution in digital printing, delivering CMYK plus orange and violet. All PANTONE Emulation happens on press – so you can avoid all the extra work of ink replacement and washing.

Make brand colors pop with HP Indigo spot

If you have a few high-volume contract clients who have a strict – and perhaps unique – brand color requirement, you'll find just what you need with the HP IndiChrome off-press Ink Mixing System. It gives you a selection of 11 primary colors, so you'll have little trouble creating that very unique or specific brand color.

With HP Indigo digital printing and inks, you get the best of all worlds: the sheer beauty of offset print quality and the amazing flexibility of a powerful digital press.

Make a bold statement with HP special inks

HP's special inks offer several unique ways to differentiate your customers and yourself in the market. With fluorescent yellow and pink, invisible ink and the new HP Indigo Digital Matte ink, you add visual impact and creative design, as well as security features, to printed pieces. Use the family of HP special inks to build existing client relationships, add new customers and grow the bottom line with attractive margins.

Ayanasu.



Offset quality with digital flexibility

HP Indigo digital presses feature built-in dot gain compensation which offers greater control than offset over the exposed dot size.

Sharpness

Vibrant color

HP Adaptive Half-toning



Without HP Adaptive Half-toning



With HP Adaptive Half-toning

Make a sharp impression in vibrant CMYK

Imagine stunning, high fidelity CMYK color with the flexibility of an HP Indigo digital press for short run, on-demand and personalized printing. Now that's a great match.

With HP Indigo digital presses, you can print in CMYK with the full assurance that you'll create colors and quality that feature an offset look and feel.

Sharpen images and text with HP Adaptive Half-toning

By producing crisp, sharp images and text, HP's proprietary Adaptive Half-toning enhances the quality even further. This unique technology analyzes images and text as they're being printed and adds dots to fill gaps at the edges without affecting color stability.

“Sometimes I imagine colors as if they were living ideas, being of pure reason with which to communicate.”

Artist Paul Cézanne (1839–1906)

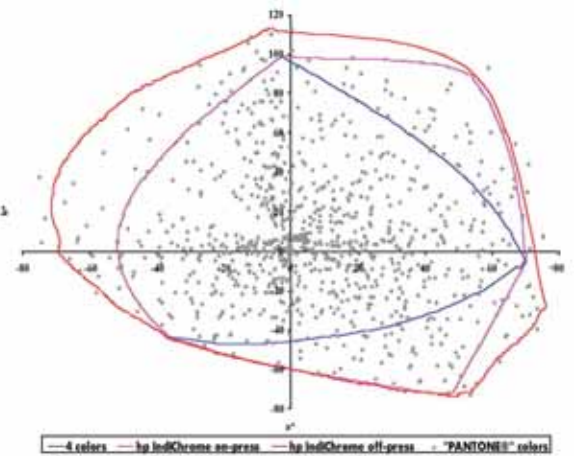
The most extensive PANTONE match in digital printing

For clients who need more than CMYK 4-color process in a digital print job, we have just the answer. If you have customers who demand PANTONE colors and numerous short-runs, you can meet both needs with HP IndiChrome on-press. With two additional base colors loaded on-press – orange and violet – HP IndiChrome on-press gives you the flexibility of 6-color capability and extends the printing gamut beyond the CMYK process. As a result, you satisfy a wider spectrum of your customers’ color requirements.

HP IndiChrome on-press accurately emulates a vast range of PANTONE colors or tints without requiring you to install and wash-down special colors. That means you can apply many different PANTONE colors to the same page. In fact, it’s the only PANTONE-licensed, 6-color digital color emulation process – and it’s licensed for 1,125 PANTONE colors.

HP IndiChrome on-press is also a great choice for price-sensitive print jobs that require full flexibility for spot color changes.

Simply order the orange and violet inks and take full advantage of HP Indigo’s unmatched PANTONE-licensed 6-color process.



The broadest color gamut in the business

HP Indigo offers the widest digital color gamut to meet the broadest color needs. Compare the breadth of CMYK, HP IndiChrome on-press and HP IndiChrome off-press, plus their extensive coverage of PANTONE colors.

“Many printer manufacturers argue that their equipment can deliver either “offset quality” or “almost offset quality.”In the case of the HP Indigo press 5000, we would be inclined to agree.... At the risk of being overwhelmingly positive, our measurements show a very stable result.”

The Seybold Report. Vol. 5, No. 7, July 6, 2005

Don't change those inks!

Now you can bring dramatic vibrancy to each piece and reproduce colors that have been typically difficult to achieve, such as bright oranges and dark blues. And you can do it all without changing inks. HP IndiChrome on-press also lets you increase the luminosity of the overall tonal range of the print.

Save time with automatic PANTONE name assignments

Using HP IndiChrome on-press, graphical elements in designs are automatically assigned PANTONE color names – resulting in a print process that is optimized for the specific press. The versatile “Auto PANTONE” process also enables accurate matching of several PANTONE colors on the same job. Simply use PANTONE solid color names for graphical elements throughout printing, proofing and production processes. PANTONE solid colors are simulated using such CMYK

or CMYKOV values that give the closest results to the original PANTONE solid colors.

HP Professional PANTONE Emulation enhances quality

For design elements that use PANTONE solid colors, HP Professional PANTONE Emulation technology puts the expertise of industry professionals within users' reach to improve quality and save time. It automatically produces emulations of PANTONE solid colors that are optimized for both the press and the media.

HP Professional PANTONE Emulation also enhances color matching accuracy with custom-built ICC profiles for specific printer-media combinations. The technology provides consistent color across HP devices with values optimized for each printer to assure optimal consistency between the different emulations. It also supports coated, matte and uncoated swatch book libraries.

high quality

high volume

high speed

...your highness

Designjet 120

Your HIGHNESS Adam,
Wouldn't you like a chance to step up Homes In Focus's productivity to new HEIGHTS?
For HIGHER volume, HIGHER speed and HIGHER quality, HP'S DESIGNJET 120 is the MOST affordable multi-format 6-colour printer for your market.
Adam, doesn't that sound WORTH INVESTIGATING? It's worth your while getting more details. It's definitely NOT WORTH MISSING a great opportunity, just due to lack of information.
Oh YES! Don't miss your chance to GET LUCKY. Just flip this over.

HP IndiChrome on-press image

CMYK image

HP IndiChrome on-press PANTONE simulation:
Red: 485c
Blue: 280c

HP IndiChrome on-press PANTONE simulation:
Orange: 021c



“Special colors have been a great success for 1st Byte. We are using the HP IndiChrome Ink Mixing System more or less every day.”

Lawrence Dalton,
Managing Director
1st Byte, UK



Print spot and brand inks with flying colors!

Do you service a small roster of contract customers who need CMYK plus a specific spot color? Perhaps it's a brand color that can stay almost permanently on the press with little or no changing. How about those occasional "price is no issue" jobs, where the customer needs the finest quality and spot color accuracy, all right away?

Using 11 primary colors, HP IndiChrome off-press is your answer for any spot and brand color requirement. Simply specify a PANTONE color, and HP IndiChrome off-press creates the ink from CMYK, orange, violet, reflex blue, green, Rhodamine red, bright yellow and transparent.

Give labels a professional look with HP Indigo White ink.

Do you produce labels, flexible packaging or shrink wrap? Printing with HP Indigo industrial presses, our white ink serves as an excellent backing color and enables you to print on a broad range of colored, dark, metalized or transparent substrates.

With HP Indigo white ink, you'll add a silky, smooth, professional appearance to labels, shrink sleeve and flexible packaging applications.

HP IndiChrome Ink Mixing Services

If you prefer to have colors mixed for you, you can rely on HP IndiChrome Ink Mixing Services:

- PANTONE-licensed spot color inks service: PANTONE-licensed colors can be ordered by specifying the color number.

- Custom Special Inks service: Create inks to match a swatch or a supplied color sample – or to print on substrates not covered by the standard Ink Mixing Service.
- Ink Mixing Services volume order: Designed for customers using the HP IndiChrome Ink Mixing System, this option offers the flexibility and control of creating their own ink formulations from color swatches on any substrate. It's also ideal for printers who require a service to mix bulk orders to relieve their internal production.

Need it fast? No problem.

For printers who use a variety of spot colors – and who frequently change them – HP's new ink replacement kit is the right service at the right time. The replacement kit includes both ink tank and pump, and most importantly reduces the time for special colors replacement. It helps increase press uptime and productivity, improve color accuracy and reduce total cost of operation.

Save time and money with HP's unparalleled level of product and service flexibility. Whether it's the HP IndiChrome Ink Mixing System, HP IndiChrome Ink Mixing Services for spot or custom inks, or HP ink replacement kits, you'll always have special ink that helps you satisfy any customer need.

Mix it up – in-house and on-demand

You can create just the colors you want – in the precise quantities you need – in your own plant using the HP IndiChrome Ink Mixing System. That's one sure way to keep from running out and a great idea for providing spot colors on-demand.

This stand-alone system features state-of-the-art color measurement. Together with HP Indigo's color technology, they make color matching a precise, predictable and repeatable procedure.

HP IndiChrome on-press
PANTONE simulation:
718c

HP IndiChrome off-press mixed ink:
PANTONE 1545c

HP IndiChrome on-press PANTONE simulation:

Off-white: 155c
Yellow: 109c
Orange: 130c
Red: 1797c

Violet spot color

HP IndiChrome off-press mixed ink:
PANTONE 1545c



NEW LOOK's products add value to your business and are a great way to attract customers, over and over, recreate

- a professional NEW LOOK product that penetrates the hair shaft to deliver long-term shine, body and beauty color
- supplied in: 2,5 oz or 4,5 oz tubes
- order quantities: 1 dozen; 2 dozen; 3 dozen batches

"NEW LOOK is committed to the professional salon industry and helps hair care providers unlock their creative potential, in order to grow their businesses and gain a competitive edge in their market. It provides its customers with top quality hair care products, developed with the state-of-the-art technology and using only the safest ingredients and techniques."

HP IndiChrome off-press allows CMYK plus a spot color to enhance printed images. Using 11 primary colors, the gamut meets all spot and brand color requirements. Colors include CMYK, orange, violet, reflex blue, green, Rhodamine red, bright yellow and transparent.



HP IndiChrome on-press PANTONE simulation: 261c
CMYK and HP Indigo White ink
Printed on Nirotac metalised silver paper

Making it **Star material** **Time is of the essence** **Getting there** **Rose-colored lenses**

Well connected **Just perfect!** **Great mind** **Seeking the key**

HOW DO YOU RATE?

i-Rate Ltd.

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iRateLand
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HP Indigo fluorescent pink, used as a 5th color, extends the magenta hues of images, while fluorescent yellow used as a 6th color adds to the brilliance of many images, especially metallic or natural images.

Make it flash with fluorescence

HP ElectroInk special inks also come in fluorescent yellow and pink – colors that just jump off the page. HP Indigo fluorescent inks gleam with maximum brilliance when contrasted with dark surrounding colors.

You can even use HP Indigo's fluorescents in duotones, 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. As a 6th color, 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
- Any marketing material intended to grab the reader's attention

HP Indigo Invisible inks

In addition, HP Indigo Invisible inks are tailor-made for security applications. Pigments in these unique inks convert ultraviolet light into visible light when viewed under ultraviolet or black light conditions. For your customers, it adds higher levels of security and safety to confidential collateral, packaging or labels.



HP Indigo Digital Matte ink creates a differential gloss effect to add impact and sophistication to graphics and design.

New Digital Matte ink, for the sophisticated gloss effect

Want your design and print output to really stand out? Try HP's line of special inks, especially the newest member of the family: the stunning and sophisticated HP Indigo Digital Matte ink.

HP Indigo Digital Matte ink creates a differential gloss effect to add a spot varnish look – an effect that always captures attention. And of course, it's all happening on-press and in-line, so it's convenient to use and won't slow you down. Graphic designers will love Digital Matte ink for its creative possibilities, while your customers will marvel at the outstanding artistic and marketing appeal of their materials.

“Among the several kinds of beauty, the eye takes most delight in colors.”

Joseph Addison (1672–1719)
British essayist

Imagine what this premium application means for your business. With sophisticated, high-impact graphics and special design capabilities, you'll differentiate yourself within your market. HP Indigo Digital Matte can also be used for authentication proofs. It can't be reproduced with copiers, and thus resists tampering. You can use it easily in VDP applications, such as with names or serial numbers.

Compared to offset spot varnish processes, HP Indigo Digital Matte ink is lower in cost for short runs and also requires less press time. The pieces you print with Digital Matte ink will attract something else, too – improved revenues and increased gross margin for you.



**Imagine. Impress. Inspire.
In 5, 6 or 7 colors!**

An HP Indigo press is embedded with a 5, 6 or 7-color capability, letting you tap into the opportunities afforded by HP IndiChrome. Plus, it's available as an option for a 4-color press through a quick, affordable upgrade that won't disrupt your operation. Changing or adding inks to the press is simple and straightforward to maximize press uptime.



HP Indigo presses offer a 5, 6 or 7-color capability – available as an option for a 4-color press through an affordable upgrade.

Unlike an offset press, you don't have to use all of the colors that are loaded on the press. For example, one minute you can be printing a 6-color job, and the next create a 4-color piece with no wash-down between runs. You can even leave a special color loaded on the press – ideal for clients who send in work on a regular basis – and continue printing with 4 colors the rest of the time.

Powerful digital engines to deliver majestic colors

Of course, color and ink are a part of HP's industry-leading end-to-end solutions. The complete package also includes powerful RIPs, workflow management tools, digital front-end solutions, substrates and third-party applications. You also have the portfolio of HP Indigo digital presses to meet your needs and grow your business. The family of commercial presses include:

HP Indigo press 1050 – the highly affordable press for rich and vibrant quality.

HP Indigo press 3050 – a low cost investment with proven reliability to complement its offset quality.

HP Indigo press w3250 – a high-powered, productive webfed press designed for commercial printing, publishing and direct marketing applications.

HP Indigo press 5000 – a profitable, easy to use solution delivering superior image quality.

HP Indigo press s2000 – ideal for producing high quality, on-demand graphic layers, overlays, mouse pads, keypads and plastic cards for IDs, licenses and other applications.

HP Indigo press ws4050 and ws2000 – targeted at self-adhesive labels, shrink sleeves and flexible packaging, the ws4050 and ws2000 offer a profitable solution for high quality, just in time, short to medium order quantities.

1. HP Indigo press 1050. This entry-level offering features up to 6-color printing, including spot and fluorescent colors and invisible ink which enables authentication capabilities. Prints up to 2,000 4-color 8.5" x 11" images per hour (two-up).



2. HP Indigo press 3050. This high performance, affordable solution delivers up to 7-color printing, high definition images and outstanding substrate selection. Throughput reaches 4,000, 4-color, 8.5" x 11" single sided images per hour (two-up) or 16,000, single-color, 8.5" x 11" images per hour (two-up).

2. HP Indigo press 3050



3. HP Indigo press 5000. An ideal solution for commercial printers who seek a productive, high quality digital press to help create new business opportunities. Includes automated workflow and built-in web connectivity. Runs up to 4,000, 4-color, 8.5" x 11" images per hour (two-up), or up to 8,000, 2-color or single-color, 8.5" x 11" images per hour (two-up).

3. HP Indigo press 5000



4. HP Indigo press w3250. The industry's fastest and most productive 7-color, web-fed production press – prints high quality, 8,000, 4-color, 8.5" x 11" images per hour (two-up), and allows for near-line or in-line finishing.

4. HP Indigo press w3250



5. HP Indigo press s2000. Bring the advantages of on-demand, variable-data printing to the industrial printing market with 6-color quality. Prints 1,000, 4-color, 11.69" x 16.53" sheets per hour.

5. HP Indigo press s2000



6. HP Indigo press ws2000. Produce short-run, high quality color labels – quickly and on-demand – with up to 6 colors at throughputs of 23 feet per minute in 4-color mode.

6. HP Indigo press ws2000



7. HP Indigo press ws4050. The most productive narrow web industrial digital press, prints with up to 7 colors at throughputs of 52.2 feet per minute in 4-color mode and 104 feet per minute in 1 or 2-color mode.

7. HP Indigo press ws4050





Notes

1. HP Professional PANTONE Emulation is available for the HP Indigo press 5000 only.
2. HP Indigo fluorescent inks are available only for the HP Indigo press 1000, HP Indigo press 1050 (Indigo Platinum, TurboStream, e-Print family), HP Indigo press s2000 (Indigo Omnium MultiStream) and HP Indigo press ws2000 (Indigo Omnium WebStream 50).
3. HP Indigo White inks are available only for the HP Indigo press s2000 (Indigo Omnium MultiStream), HP Indigo press ws2000 (Indigo Omnium WebStream 50) and HP Indigo press ws4050 (Indigo WebStream 100).
4. HP Indigo Invisible inks are available only for the HP Indigo press 1000, HP Indigo press 1050 (Indigo Platinum, TurboStream, e-Print family), HP Indigo press s2000 (Indigo Omnium MultiStream) and HP Indigo press ws2000 (Indigo Omnium WebStream 50).
5. HP Indigo Digital Matte ink is available only for the HP Indigo press 3000 (Indigo UltraStream), HP Indigo press 3050 and HP Indigo press 5000.
6. 7th color is available only for the HP Indigo press 3000 (Indigo UltraStream), HP Indigo press 3050, HP Indigo press 5000, HP Indigo press w3200 (Indigo Publisher 4000), HP Indigo press w3250 and HP Indigo press ws4050 (Indigo WebStream 100).

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