



HP Indigo press 1050

Affordable, high performance, full colour digital solution



“Purchasing the HP Indigo press was the best thing I ever did, because I don’t think of it as a printing press, to me it’s a marketing machine.”

Paul Barnaby, Jr., President
Barnaby Printing Services, IL



Transforming your business in the digital era

As a printer, you’re well aware of what has become the most dominant trend in the industry – the digitisation of information and the rapid growth of digital printing applications. The digital era has clearly created a host of new demands, and the time has come for commercial printers to transform their businesses to take advantage of the numerous opportunities.

Customers are now requesting that their print and graphics suppliers deliver just-in-time production. They want shorter run lengths that are optimally suited to specific jobs. They expect collateral-on-demand, versioned materials, personalised data on individual pieces – even applications that add greater security to their printed materials. All of that with the familiar look and feel of offset printing.

For the printer, it means being more creative in their services and better equipped to respond to the marketplace’s new needs. Printers are also expected to work more closely with their corporate clients – and with new people inside the corporation, such as marketing, IT, finance, and creative services. Today, these are the departments that are playing a much larger role in what is being printed.

To stand out in this bold new marketplace, you need to offer customers the latest industry capabilities and advanced technology. You need a more complete solution.

HP has more to offer. HP has the strength, the technology, the tools and the support system that will enable you to offer your customers the best available printing on the market. To meet the tough challenges of today’s printing market, you need HP’s leading start-to-finish solutions and unequalled support, together with the reliable printing press, the HP Indigo press 1050.

The low-cost solution to high quality digital colour printing

For print service providers who have come to the decision to implement high quality, colour digital printing, the HP Indigo press 1050 is the right solution, at the right time, at the right price. But more importantly, the HP Indigo press 1050 is the only model in its class producing offset quality look and feel, utilising up to six colours, so it’s ideal for printers who simply won’t accept any compromises in print quality, substrate flexibility and colour gamut.

Building on its successful predecessor – the HP Indigo press 1000 – the HP Indigo press 1050 delivers unsurpassed power and versatility for an entry-level press. The best news? In addition to a low acquisition cost, the press features leading technology, a complete end-to-end solution and unequalled offset quality.

HP wants to help you take full and immediate advantage of new, high-value business opportunities. You can use HP Indigo’s patented fluorescent colours to give your client’s pieces extra visual attraction. You can also apply invisible ink which enables Track & Trace capabilities. A broad line of HP indigo Printing Papers expands the choice of substrates for your customers. Plus, a robust digital front end (DFE) includes a powerful RIP to quickly process your clients’ jobs. The HP Indigo press 1050 also features a small footprint, so it integrates seamlessly into your existing environment and complements your operations with productive efficiency.



The HP Indigo press –1050 a big plus for short-run printers

If you've been waiting for a digital printing solution to build your short-run business, you'll be pleased to know your wait is over. At 34 4-colour pages per minute, and up to 136 single-colour pages per minute, the HP Indigo press 1050 lets you service your customers with short-run volumes for colour brochures, inserts, flyers and direct mail. Delight your clients with print services that can eliminate costly collateral waste and obsolescence. Print only the quantity they need at the time they need it, and turn refill requests around in a day or less.

And you can do it all affordably. With the HP Indigo press 1050, short runs are a breeze – more so, they become profit centres! Unlike conventional offset, digital printing presents none of the costly, time-consuming make-ready, films, plates, or chemicals. And digital colour printing also lets you offer affordable personalisation to your customers' materials beyond black and white imprinting. Variable, full colour images and text will make your customer take notice, and help your business and theirs take a giant step forward.

You can later upgrade your HP Indigo press 1050 to establish a web-based connection with your customers. Using the optional HP Production Flow and leading applications from HP partners, your business can thus become a provider of convenient, advanced, collateral-on-demand services for your customers. HP Indigo is there to grow your workflow capabilities as your business needs require.

Low risk investment; high ROI

Knowing that the move into digital printing is a major decision for printers, HP has taken every step to make the transition as smooth as possible. Your investment – and your success – is as important to HP as it is to you. That's why HP offers the following measures to help you acquire the HP Indigo press 1050:

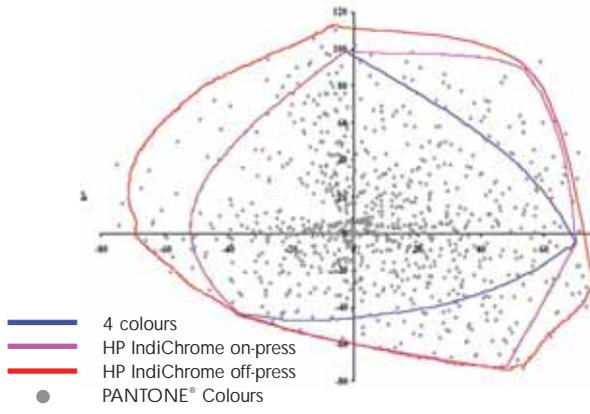
- Low system acquisition cost – the most attractive, entry-level total cost of ownership (TCO) in the commercial digital printing industry.
- Flexible consumable pricing – a unique program that reduces risk in your operation and helps you profit from growth with no page volume commitment.
- One-year free service – a warranty that's followed up with low service pricing
- Unique up-trade path – the HP Indigo press 1050 is often a printer's first experience with the printing quality of HP's digital presses. HP goes to great lengths to prove that the investment is secured and represents manageable and minimal risk. That's why HP maintains the broadest portfolio of digital press options in the industry – and a one-of-a-kind trade-up policy – so the ideal solution is available at any time.

The HP Indigo press 1050 – the inside story

1. Work station
2. Writing head
3. Developer roller
4. Ink injectors
5. Photo imaging cylinder (PIP drum)
6. ITM drum and blanket
7. Impression cylinder
8. High capacity feeder
9. Printed sheet exit tray
10. Ink cartridges



Fig 1: Colour range capabilities
CMYK vs. HP IndiChrome on-press and off-press



“Special colours have been a great success for us. We are using the HP Indigo Ink Mixing System more or less every day.”

Lawrence Dalton,
Managing Director
1st Byte, United Kingdom

Incomparable, offset look and feel

Best print quality for your customers. Like all models in the HP Indigo digital press family, the HP Indigo press 1050 features unsurpassed print quality. Only HP uses a liquid ink based digital electrophotographic printing technology – creating a powerful printing process that surpasses the quality and capabilities of all other competing technologies. HP’s unique ElectroInk is the key technology that differentiates the print quality of HP Indigo presses in the market – the only colour process in digital printing that equals the quality and colour range of offset printing. It’s your assurance of producing sharp thin liquid ink images with uniform gloss that matches the substrate and with extremely low dot gain – at 800 dpi – all without the need for fusing or drying.

More competitive advantages for you. What else sets HP Indigo print quality apart? The HP Indigo press 1050 delivers 6-colour print capability and the widest colour gamut in its class. Plus, it offers spot colour and

Pantone-licensed 6-colour printing, as well as fluorescent colours and the new Track & Trace capabilities, which facilitate issues such as brand integrity, product tracking, and authentication, using invisible ink as well as a variety of additional features – so you can extend into newer markets and differentiate yourself from the competition.

HP IndiChrome expands the colour gamut. The HP Indigo press 1050 prints up to 6 colours – expanding the gamut of colours beyond competing digital print technologies. It also offers additional capabilities enabling maximum colour production flexibility, such as:

- **HP IndiChrome on-press** – a PANTONE® licensed, 6-colour printing process that uses orange and violet inks in addition to the standard CMYK, achieving an expanded colour gamut. (See Fig 1)
- **HP IndiChrome off-press** – enabling printers to specify special spot colours to be loaded on the press. These colours can be ordered on the HP Indigo web site and manufactured by HP Indigo’s Special Ink Mixing Services, or they can be prepared on-site with the HP Indigo Ink Mixing System. HP IndiChrome off-press is PANTONE-licensed for spot colour creation, using CMYK, as well as orange, violet, red, green, blue, bright yellow and transparent. HP IndiChrome off-press simulates 97% of the PANTONE Colour range, and enables printing precisely matched brand and corporate colours. (See Fig 1)



An end-to-end solution for every need

HP knows that every printer has a unique set of customers and applications. Your HP Indigo press 1050 is ready from the start to provide variable data printing using the HP Indigo SNAP workflow. But your solution is also scalable with end-to-end solutions for new applications, automated workflows and additional RIPs.

HP Production Flow – when it’s time to grow. Already a top-rated workflow tool within the digital printing industry, the optional HP Production Flow delivers:

- Scalable RIPs to assure quick job turnaround
- HP’s renowned colour management technology to maintain high quality output
- Industry standards compliance, such as JDF job tickets, PPML variable data printing and ICC colour management, to assure interoperability and smooth integration
- An open architecture supporting all popular workflows and file types
- Multiple press support

Web-to-print partners. The optional HP Production Flow also supports automated workflow applications – for example, variable data printing and web-to-print – from leading third party partners, including:

- **Printable Technologies.** The Printable real-time, integrated business communication platform effectively links corporate enterprise clients with service providers, commercial printers, advertising agencies, and suppliers for complete campaign, program and business communication management needs.

- **TripleArc.** A leading provider of fully-hosted, Internet based solutions that streamline print procurement and production for corporations and printers.

- **TechnoDesign.** TechnoDesign Information Publishing Management system (IPM) is a scalable suite of tools that allow customers to create workflows for page building and automated publishing.

Variable data printing. Using the latest solutions from our variable data printing partners, it’s easier than ever to offer personalised, customised materials to your customers.

- **Quark.** Provides tools to efficiently create, manage, personalise and distribute content to multiple media at low cost.

- **DirectSmile.** Experience real time targeted marketing with the world’s first technology for true image personalisation.

- **Datalogics.** DL Formatter from Datalogics is an easy-to-use variable data application for creating high quality, one-to-one, personalised print and on-line communications.



HP Indigo Printing Papers. Are readily available in both uncoated and coated ranges, enabling you to offer customers a broader range of digital solutions. Everything you need in a substrate has been incorporated in the line of HP Indigo Printing Papers – cost efficiency, convenience, reliability, runability, availability, and above all, quality. And just to make sure you'll always have access to a wide range of cost effective substrates, HP maintains ongoing partnership programmes with the largest, most respected and reliable paper vendors in the world.

“Over the past five years, HP Indigo has been a significant part of our business.”

Kathy Deets, VP

Unique Printers & Lithographers,
LL

Finishing solutions. Your HP Indigo press 1050 works seamlessly with high quality finishing solutions – many of which are already in use in many commercial print operations, so the integration of the HP Indigo press presents little or no disruption to your workflow environment. Recommended HP finishing partners include:

- **The near-line Duplo Production Digital Colour (PDC) booklet maker** – an easy-to-use modular system designed specifically for digital printers to deliver finished products in one pass. The Duplo PDC enables the feeding of pre-collated sheets and includes a cover feeder, slit, cut and crease module, booklet maker and face trimming module. Barcode technology helps control job and data integrity. The Duplo PDC has an option to support both offset and digital workflows.

- **The near-line Duplo DC-645 cutter** – a simplified system designed specifically for digital printers to deliver finished products in one pass. The Duplo DC-645 cutter automatically slits, cuts, and creases a sheet in one pass, quickly and easily producing professionally finished, full-bleed documents. Easy and economical operation produces a wide variety of applications, including business cards, greeting cards, invitations, posters, book covers, photographs, and much more. Barcode technology also used to set-up the job.

Flexible HP financing programs

When you finance your digital publishing solutions with HP Financial Services, you take advantage of competitive rates and flexible terms, and you'll enjoy the convenience of matching your payments with your revenue stream. Unlike most bank financing, HP Financial Services financing plans provide terms, structures and resources customised to the needs of commercial printers.



“From the pricing, the service and the reliability, I feel very comfortable purchasing HP Indigo products and utilising them in the future.”

Stephan Steiner, President
Graphics Service Bureau, Inc.,
NY

Full support and service to get you going and keep you running

HP's principles for "Total Customer Experience" focus on the most important areas of customer satisfaction: problem prevention, fast response times, rapid, accurate problem resolution, seamless installation and superior customer care.

HP's post-installation services assure that you are operating at maximum uptime and profitability. HP's powerful global field organisation is second to none in providing customer consultation, systems implementation, training and support.

Instant support

HP's new Instant Support System automatically alerts the Service Support Centre for a variety of problems that occur on the press. HP's Instant Support System also allows the technician at the service centre to remotely trouble shoot the press. This insures rapid trouble shooting and maximum uptime.

Full setup and maintenance services

HP's on-site as well as remote support services ensure you high utilisation/productivity to maximise the value you realize from your investment. It includes:

- Site preparation
- Workflow setup
- Remote diagnostics
- On-site field service
- Fast part delivery
- Hotline help desks

World class training

- Operator training ranges from basic to advanced levels.
- Maintenance training teaches preventative and/or corrective actions, and gives the operator skills to perform quicker problem resolution with the support of the Customer Support organisation.
- Visits to customer sites help assess infrastructure, technology and workflow, and create an individualised plan for integrating the appropriate HP solution.

The HP Indigo community

The global community of HP digital press solutions providers is linked via "My HP Indigo" (www.myhpindigo.com) – a secure on-line portal to vital tools, training and development materials for shop owners, press operators, sales representatives, and production managers. At "My HP Indigo" you'll find:

- A supply ordering area
- Substrate provider locators
- Training modules
- Support manuals and downloads
- Technology solution catalogues
- Business optimisation sales tools and templates
- Valuable success stories
- Subscription opportunities
- News and events
- HP IndigoServe productivity reports, and much more

“My vision of our company 5 years from now would be to have as many HP Indigo presses as we have conventional.”

Tom Stanley, President
elk grove graphics, IL



Say “Yes” to the complete HP solution

Partnering with HP means gaining access to a more comprehensive solution unlike anything else in the digital printing industry. HP’s start-to-finish solutions help you stand out and strengthen your position at the forefront of the fast-growing, short-run, on demand digital colour printing industry. By now you will have realised that the HP Indigo press 1050 isn’t just a press. It’s a complete solution that enables you to say “Yes!” to requests that you couldn’t contemplate without HP.

Grow your business with HP, the industry leader with largest installed base of digital full colour production presses. The HP brand has always stood behind its customers’ success, and we’re ready to help you match the right solution for your business needs at the right time.

Call today and start transforming your business with a complete HP Indigo digital print solution.

Technical specifications

HP Indigo press 1050

Print engine specifications:

Printing speed	2,000 4-colour A4 images per hour (two-up) 4,000 2-colour A4 per hour (two-up) 8,000 single-colour A4 images per hour (two-up)
Image quality	800 x 800 dpi; 800 x 2,400 dpi when printing in High Resolution Imaging (HDI) mode
Line screens	144 (sequin), 175, 195, 230 lpi
Image size	308 x 437 mm max.
Paper format	320 x 464 mm max.
Paper weight	Simplex, coated: 115-270gsm Simplex, uncoated: 80-250gsm Duplex, coated: 135-250gsm Duplex, uncoated: 115-175gsm
Printing technology	HP ElectroInk technology

HP Indigo inks:

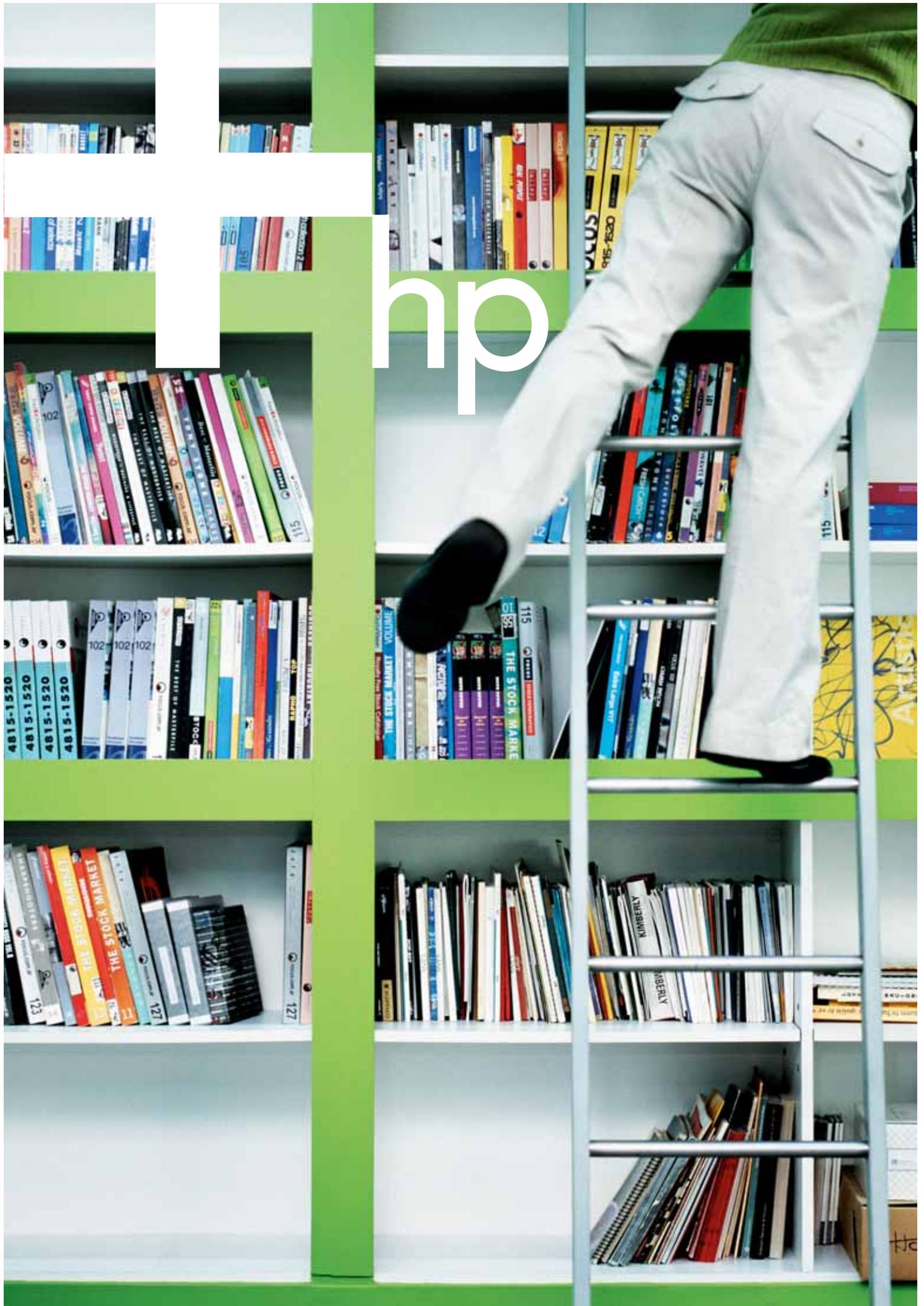
Standard 4-colour printing	Cyan, Magenta, Yellow, and Black
HP IndiChrome 6-colour printing	Cyan, Magenta, Yellow, Black, Violet and Orange
PANTONE colours	PANTONE-licensed HP IndiChrome on-press 6-colour printing, using CMYK, as well as orange and violet. PANTONE-licensed HP IndiChrome off-press ink mixing system, for spot colour creation, using CMYK, as well as orange, violet, red, green, blue, bright yellow and transparent.
Special inks	Fluorescent Yellow Ink, Fluorescent Pink Ink, Invisible Ink Red
Dimensions of print engine	Length: 1,930 mm Width: 1,925 mm Height: 1,750 mm
Weight of print engine	1,450 kg

Digital front end specifications:

HP Indigo RIP	Adobe® PostScript® 3™
Software platform	Microsoft® Windows XP® Professional
Supported formats	Postscript Level 3, PDF 1.4, TIFF, JPEG, EPS, JLYT standard PPML with optional HP Production Flow
HP Indigo Yours Truly	Full-colour personalisation

Optional Equipment/configuration:

Expanded colour capabilities	HP IndiChrome 5 and 6-colour printing HP Indigo Ink Mixing System
Workflow solutions	HP Production Flow – Server & RIP HP Production Flow – High Performance, Dual-RIP HP Production Flow – High Performance, Quad-RIP



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