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HP Creates Powerful Digital Print Possibilities with New Benchmarks for Quality, Productivity and Color

Introduces breakthrough print resolution with HP Indigo 12000 HD Digital Press

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CHICAGO, September 13, 2017 — Today at PRINT 17, HP Inc. announced the HP Indigo 12000 HD Digital Press with breakthrough high definition imaging, and new print performance technology for HP PageWide Web Presses, setting new industry benchmarks for quality, productivity and color. These solutions are yet another step by HP in leading the acceleration of the analog-to-digital graphics printing transformation. The High Definition Imaging System for the B2-sized HP Indigo 12000 HD Digital Press doubles image resolution to 1625 dpi, delivering sharper, smoother, finer print. With this high addressability print resolution, print service providers (PSPs) can surpass offset quality and open new digital possibilities in high-end commercial and photo applications.

HP Indigo's market-leading 1 Series 4 large format platform has already reached 600 presses operating worldwide, with the sale last week of of an HP Indigo 12000 Digital Press to American Litho.

For HP PageWide Web Presses, **Performance HDK mode** is a new optimization technology for High Definition Nozzle Architecture (HDNA) printing. Now available for the [HP PageWide Web T240 HD](#), it offers improved quality in color or mono at full press speed of 500 feet per minute. As a result, more high-quality digital pages can be economically produced on inkjet for publishing, direct mail and commercial print.

“We see more and more graphics businesses reinventing with HP digital. These new technologies can help PSPs address a wider range of commercial printing applications and open new revenue streams,” said Santi Morera, general manager, HP Inc. Graphics Solutions Business. “With the new HP Indigo High Definition Imaging technology, the output is much higher quality than any competing digital solution and can even surpass the caliber of offset printing.”

HP opens new printing possibilities

HP today also announced commercial availability of the [HP Indigo 50000 Digital Press](#) , following successful beta customer testing at Creel Printing.

The HP Indigo 50000 press is a [2017 MUST SEE 'EMs Award winner](#) . The oversized B1 press, designed for high-volume, high-coverage commercial and photo applications, is making it possible to move more jobs from offset to digital.

The HP Indigo 12000 HD is expected to begin shipping by the end of the year. HP Indigo HD

Imaging technology is achieved on the HP Indigo 12000 Digital Press by an all-new High Definition Imaging System, using an additional 12 laser beams to increase image resolution to 1625 dpi. HD technology will also become available as an upgrade for HP Indigo 12000 and HP Indigo 10000 digital presses.²

Additionally, a powerful set of image quality tools, including image enhancement software and creative inks are enabling the full transformation of photo printers from traditional silver halide processes to digital.

- Color impact solutions for the HP Indigo 10000 series produce richer results for high-print quality photo and commercial applications
- Superfine color profile for the HP Indigo 12000 and HP Indigo 7900 digital presses
- New HP Indigo ElectroInk Light Light Black for professional images, for both color and black and white applications
- ProColor software for image enhancement
- Extended color gamut with Fluorescent Orange, Green and Yellow ElectroInks, now starting beta customer testing.

For [HP PrintOS](#), new apps and features announced include:

- PrintOS Jobs, offering real time view and search capabilities of workload on HP devices
- PrintOS Service Center, a single point of access to all service tools and processes available
- PrintOS Box a shorter job submission to press through improved Easy Submit portal
- PrintOS Site Flow for the HP One Book Publishing solution

Print OS is the winner of a [2017 InterTech Technology Award](#), cited for enabling PSPs of any size to take advantage of opportunities to boost business and increase production efficiency.

The HP PageWide Web Press T490 HD, the category-leading 42-inch press, also received a [2017 InterTech Award](#). With its HDNA-enabled Performance speed of up to 1000 feet per minute and its excellent digital color quality, judges saw the significant productivity and resolution as a groundbreaking innovation, combining customized print at a throughput of traditional color offset presses.

All new HP PageWide Web Press T240 HDs will include the Performance HDK mode, and HP is also providing this upgrade to its existing customers. Blending performance and quality, Performance HDK mode offers a print quality enhancement over Performance mode with improved image and detail in dark areas – even at high speed.

HP Specialty Printing Systems (SPS) also unveiled a new 7/8" swath print cartridge for key applications. The new HP TIJ 4.0 technology is designed for applications needing high-speed printing, high-quality barcodes, text and graphics. It also announced it is expanding its print Module Ink Portfolio to Offer Valued Customers Lower Costs and More Vibrant Colors with availability in North America of HP 4041 Dye Inks, offering low cost monochrome printing as well as color inks providing deep reds and dark blues delivering amazing results.

Visit HP's booth (#613) at PRINT 17 for exciting print experiences and to see print samples from the HP Indigo 12000 HD Digital Press. Learn more about additional presses and printers at the show: HP Indigo 7900 Digital Press, HP Indigo WS6800 Digital Press, HP Indigo 5900 Digital Press, HP Latex 3600 Printer, HP PageWide XL 8000 Printer, HP Latex 570 Printer, HP DesignJet Z6800 Photo Production Printer, and HP Specialty Printing Systems (SPS) solutions thermal inkjet technology.

Thanks to **Microsoft HoloLens** technology, visitors at the HP booth can simultaneously interact with a virtual press while exploring real-life samples and applications and communicating with HP experts. Using a holographic headband, visitors can enjoy an extended reality experience into HP digital presses and applications on the HP Indigo 20000 Digital Press and HP PageWide Web Press T490 HD.



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HPInc. creëert technologie die het leven voor iedereen beter maakt. Altijd en overal. Met ons portfolio van printers, pc's, mobiele apparaten, oplossingen en diensten, creëren wij belevingen die indruk maken. Meer informatie over HP (NYSE:HPQ) is beschikbaar op www.hp.nl.
