



## HP Indigo press 3050

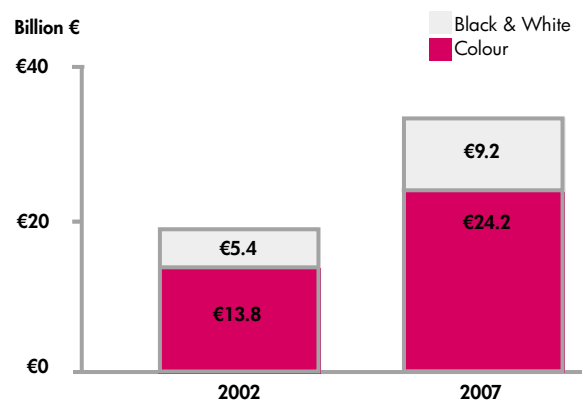
The cost effective solution for superior quality digital colour printing



“The introduction of HP Indigo digital printing has strengthened our position as a full-service provider and consequently increased customer loyalty.”

Thomas Zlamal, Director of Media Production infowerk ag, Germany

Fig 1: Retail value of print on demand – Colour and Black & White  
Source: CAP Ventures



## The market

As a commercial printer you are no doubt familiar with the huge opportunity and business potential in the printing market. You are just as familiar with the fierce competition. And you are no doubt aware of the ever more challenging demands with which printers must contend in order to ensure the success of their business.

The trend in today's world is towards digital. Everything that can become digital, is doing just that. And digital means more. It means more speed and more flexibility. Greater options and more sophisticated demands. New customer needs and unprecedented challenges. More creative business methodology and more innovative tools. (See Fig 1)

In the printing industry, this means just-in-time production and delivery. It means shorter run lengths optimally suited to specific jobs, and more customised applications. It even means different data on every sheet. It means being more creative in meeting a more expansive range of customer demands and being better equipped to meet these demands.

## The challenge

The digital era means a more than ever competitive market dynamic, with more sophisticated players. It means a more complex market structure, with a greater number of interfaces to negotiate. It means collaborating with partners to produce more attractive and more effective products than your competitors.

In the printing market this means print providers must work closely with the corporations that demand printing, and with the agencies that design printed products. Cooperation within your supply chain results in producing professional and competitive printing products, at higher quality than ever before.

To attain and sustain a lead in the commercial printing market, your customer base requires close personal attention and the best printed products. Today's customers demand more complex applications, highly versatile printing and the highest print quality – all at a faster turnaround time and throughput than ever before. At the same time, they seek service providers who can help them make the most of their budgets.

As a commercial printer who stands out in the marketplace, you need to offer customers the latest industry capabilities and the most advanced technology products. You need a more complete solution. And HP has more to offer. HP has 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, productive printing press on the market, the HP Indigo press 3050.



## The HP Indigo press 3050 – easy entry into digital printing

The HP Indigo press 3050 is the next evolution of the market-leading HP Indigo press 3000. Just like the 3000, the 3050 provides all the quality you expect from HP, plus enhanced reliability and capability. In addition, reduced acquisition, service and consumables costs makes it even easier to offer your customers a high quality solution for their short-run and personalised printing needs.

The HP Indigo press 3050 produces high quality, sharp, vibrant colour images. Its streamlined operation maximises your workflow, increases your production efficiency, and lowers your production costs. But more than just a press, acquiring an HP Indigo press 3050, means acquiring HP's total solution addressing the entire range of issues you encounter as a business leader in the commercial printing market. The HP Indigo press 3050 is your route to profitability and success.

With HP's technology and solutions, you can produce print runs as short as your customers desire, fitted precisely to each customer's needs and in turnaround times that will encourage customers to return to you for more. With the HP Indigo press 3050, HP offers you effective digital printing that costs less and returns more.

## Low risk investment

There has never been a better time to invest in digital printing. The HP Indigo press 3050 provides the entire set of market leading capabilities at a very attractive acquisition cost. In addition, the consumables pricing programme for the HP Indigo press 3050 lets you pay as you print. HP's "no-commitment" consumables pricing makes it easy for commercial printers to purchase consumables without having to worry about business fluctuations. Add it all up – and the HP Indigo press 3050 makes the investment in digital printing easy.

## Enhanced reliability

The HP Indigo press 3050 takes the reliability of the HP Indigo press 3000 to the next level. It includes a number of hardware and software improvements that increase press dependability. From improvements in the paper transport mechanism – increasing paper feed reliability – to new software functionality that increases press stability and colour consistency, the HP Indigo press 3050 offers even a more solid solution and higher value.

“We decided to switch over to an HP Indigo press, because we simply needed a digital printing press which gave us reliable quality and the greatest security. We found that the HP Indigo press is a machine which exactly met our requirements.”

Alexander Raak, Co-owner & Managing Director  
M.J. Raak Digitaldruck GmbH, Germany

## Liquid ink quality

HP’s unique ElectroInk is the key technology that differentiates the print quality of HP Indigo presses in the market. Composed of a liquid solution carrying minute micron-sized electrically charged particles, HP ElectroInk enables the control of even the smallest particle sizes at the high speeds required for top quality colour and productive printing. The resulting highly uniform 1- to 2-micron translucent ink finish, complements the texture of the paper to produce higher resolution and sharp images in vibrant colours, with the look and feel of offset printing.

The HP digital offset colour process based on its unique ElectroInk, is the only digital printing technology that can equal the quality and colour range of offset printing. Plus, HP Indigo’s new ink adhesion technology means easier post print handling and expands the availability of compatible papers.

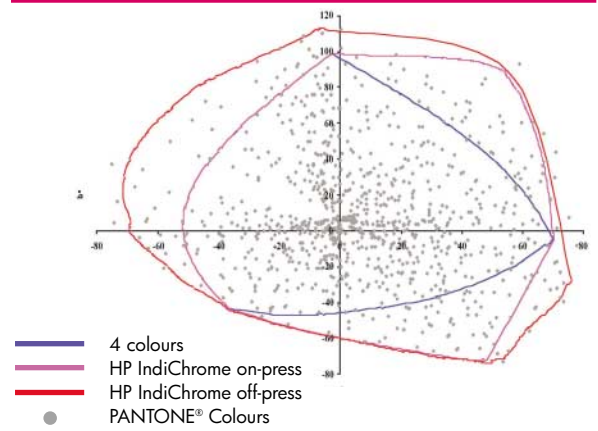
## HP IndiChrome

HP Indigo digital offset colour presses have the capability to print up to 7 colours and can therefore expand the colour gamut and print colours that competing digital print technologies are unable to produce.

There are two options allowing for the greatest colour production flexibility:

- HP IndiChrome on-press is a 6-colour printing process that uses orange and violet inks in addition to the standard CMYK, achieving an expanded colour gamut. (See Fig 2)

**Fig 2: Colour range capabilities**  
CMYK vs. HP IndiChrome on-press and off-press



- HP IndiChrome off-press enables printers to specify special spot colours to be loaded on the press. These colours are manufactured and supplied by HP Indigo’s Special Ink Mixing Services, or can be prepared on-site with the HP IndiChrome Ink Mixing System, to enable printing of corporate colours, simulating 97% of the PANTONE® Colours range. (See Fig 2)

## Substrate versatility

Only HP Indigo presses, incorporating HP Indigo’s unique technology, allow for the production of printed products on a wider range of substrates than any other existing digital printing technology in the market. Ranging from 90 gsm right through to 350 gsm, this unparalleled versatility offers HP Indigo commercial printers yet another advantage over competitors. 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.

## HP SNAP technology

In addition to quality and versatility, HP optimises performance for your complex personalised printing applications. HP’s SNAP (Swift Native Accelerated Personalisation) technology, accelerates the processing of variable-information jobs by minimising the pre-processing of the data as it flows in from various sources. Variable text and images can be processed without using the Postscript RIP and repeating elements may be efficiently used and re-used. SNAP allows you to print complex personalised jobs quickly and efficiently.

1. Paper feed unit
2. Secondary paper input tray
3. Primary paper input tray
4. Ink cans
5. Duplex conveyor
6. Impression drum
7. Blanket cylinder (ITM drum)
8. Photo imaging cylinder (PIP drum)
9. Scorotron
10. Writing head
11. Ink rollers (BIDs)
12. Perfector
13. Intermediate rotor
14. Exit rotor
15. Sample tray
16. Output stacker



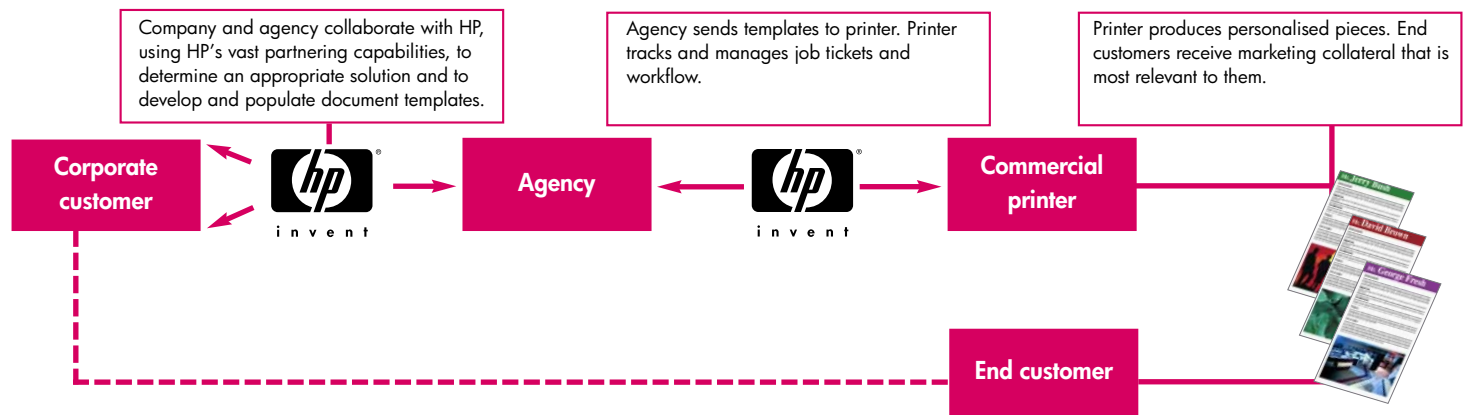
## More quality, more flexibility, more business

The HP Indigo press 3050 is the press for the quality-oriented printer, competing in the higher quality and larger volume segments of the quick turnaround market. Its colour and substrate capabilities open up new opportunities to service current customers better, and its flexibility enables you to develop new applications and expand your business.

- Dramatically reduce turnaround time – achieve throughput speeds of up to 4,000 4-colour A4 images per hour (two-up), and 16,000 single-colour A4 images per hour (two-up).
- Increase print quality – high definition imaging and unique liquid HP ElectroInk create rich vibrant colour prints and sharp texts at 812 x 812 dpi resolution.
- Expand the colour gamut – with optional 5, 6 and 7-colour inking stations and HP IndiChrome on-press and off-press, augment 4 process colour printing to produce colours outside the normally achievable gamut.

- Expand your job potential – an unprecedented substrate range allows you to produce a wider than ever variety of print applications and greater profit potential.
- Maximise your productivity – electronic collation, automatic duplexing, seamless job changes and colour personalisation allow for efficient streamlined operation.
- Minimise your investment risk – achieve quick returns, while at the same time meeting your customers' needs for quick turnaround short run and personalised printing.

In conclusion, the HP Indigo press 3050 sets the standard for high quality, high volume digital printing and places printers in the high value, high margin print arena.



## Do more for customers; get more in return

With HP's differentiating technology you have the capability to produce a wider than ever variety of applications.

**"If we look at the business, the digital department is the one which offers the most complete service. We have the opportunity to produce quality print runs very quickly, thanks to the HP Indigo press."**

Patrice Quiqueret, Manager,  
OPAG, France

Now, with the HP Indigo press 3050, you can:

- Offer customers affordable short-run printing, producing quantities as few as one
- Produce corporate collateral using special colours that are identical each time they are printed, fulfilling corporate customers' most sensitive branding requirements

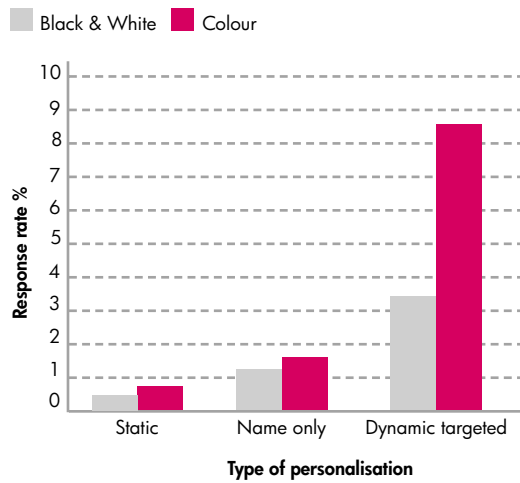
- Create short-run prototypes of marketing products, for trialing and testing
- Print fashion and food promotions, where quality and colour accuracy are key
- Print point-of-sale promotions and art reproductions, where visual impact is of primary importance
- Customise print pieces to meet your customers' unique needs, with HP personalisation software
- Produce high value one-to-one personalised pieces such as targeted automotive sales brochures and colour financial statements, segmented insurance collateral and many other personalised products

By offering your customers added value applications printed on the HP Indigo press 3050, you can develop your business effectively and secure your place and your future in the printing market.



**“Did you know?” Comparative response rates**

Industry studies show that targeted, relevant information improves response rates for direct mail and increases customer retention in CRM programmes



Source: DPC White Paper Oct 99, David Broudy & Frank Romano. Consumer supermarket category

**HP’s total solution strategy.** Whether software, press features, finishing methods, third party support or partnerships, HP’s solutions for your customers help streamline your task of printing out their required materials. The result is a smoother process that makes your job easier. No matter how complex or sophisticated the process, HP provides solutions along the entire production chain enabling HP Indigo commercial printers to produce and distribute high-quality, superior digital colour communications.

HP’s total solution strategy makes it easy for customers to work with HP Indigo press 3050 owners. Therefore, HP’s start-to-finish solutions will help you stand out at the forefront of the developing short-run, on demand digital colour printing industry.

**HP drives enterprise transformation.** HP is committing the full breadth of its enterprise systems expertise and advanced printing technologies to put powerful digital publishing solutions into the hands of marketers. A brand long admired for quality and innovation, HP helps usher in the new age of real-time targeted marketing by offering collateral-on-demand and personalised direct marketing solutions to enterprises.

Companies are challenged to reduce marketing costs, improve efficiencies, and increase ROI, and they’re readily employing real-time targeted marketing strategies to get those results. They are also demanding more from their marketing, including the end-to-end solutions HP provides in partnership with leading software companies and commercial printers. HP continues to proactively drive communication transformation resulting in increased demand for digital pages. This demand, in conjunction with HP’s commitment to partner with you in large enterprise engagements, gives you the opportunity to take your business to the next level.

**Building the bridge for your customers**

To streamline work with your customers, HP offers tools tailored to their needs and designed to ensure maximum compatibility with your system throughout the print production process. Whether design agencies or corporations, HP’s compatible solutions for your customers afford you uniform work interfaces. This enables smoother collaboration for all involved in the print production process. And a smooth process means greater efficiency.



## Automated workflow system

**HP 3rd party partnerships.** HP has forged solid partnerships in the digital printing industry with the most innovative providers of specialised hardware and software applications. If 3rd party firms deliver what you need to preempt any gaps in the solution chain, HP will make sure it's part of your customised package. In fact, HP is the only firm that integrates the disparate mission-critical technologies – for e-commerce, workflow, web-to-print and front-end personalisation, as well as substrates – into a single cohesive solution.

**HP at your side.** HP has the proven experience and track record for providing top-class solutions to customers. Together with its full support, training and service approach, HP assumes the leadership position in today's printing industry. This also makes HP an ideal partner for you.

Partnering with HP means gaining access to a more comprehensive solution unlike anything else in the digital printing industry.

Automate your production process with the HP Production Flow high performance workflow management system and RIP. Now jobs can be received and processed manually or electronically, via the worldwide web or other digital networks. The system receives, tracks, manages and outputs jobs faster, at lower costs and with fewer errors than ever before.

Able to handle multiple jobs, and fully scalable in both hardware and software, HP Production Flow minimises manual involvement and processes static Postscript and PDF files as well as personalised and variable data files in PPML and JLYT formats while managing one or more RIPs. Error free, RIPPed, run-ready data can be fed into one or more digital presses including the HP Indigo press 3050. Management tools include JDF job ticketing, job tracking, report generation and remote support.

HP Production Flow is ideal for processing and buffering complex applications on the HP Indigo press 3050.

“We’ve evaluated all the relevant digital suppliers in the market. We chose HP, not just because of the press, but because we believe they are the right digital partner for Face’s future and enhance our existing set-up.”

Bill Harding, Managing Director  
Face Creative Services, UK



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

HP has implemented progressive new strategies that yield the most rewarding customer experience in the industry – one based on your preferences and measured on the complete resolution of your needs and issues. That’s why HP’s new 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 is also focused on providing the widest range of flexible and competitive price offerings. Every new HP Indigo press 3050 customer receives a valuable, informative welcome pack that includes business development materials and colourful print samples. The HP welcome pack, combined with on-site support, helps you ramp up quickly to full production. Plus, 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.

The HP commitment to customers is a support system that includes:

### Full setup and maintenance services:

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

### World class training

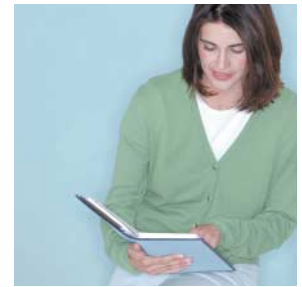
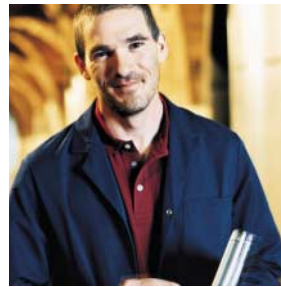
- Operator training ranges from basic to advanced levels.
- Maintenance training teaches preventative and/or corrective actions, and gives the operator skills to perform quicker problem resolution with the support of the Customer Support organisation.
- Shortly after installation, the operators will receive support from the Implementation Team to ensure that skills learned in the classroom are transferred to the production environment quickly during the ramp-up period. This ensures that the operator is confident in working with the press, and is using the press to its full potential.
- Visits to customer sites are designed to assess infrastructure, technology and workflow, and create an individualised plan for integrating the appropriate HP solution.

### Attractive financing options

- Affordable packages for presses, software and installation services
- Flexible terms of 36, 48 or 60-month contracts
- Trade-up options and special programmes

“The company has increased its throughput and revenues from digital work by 40% in less than nine months since it installed the HP Indigo press and added more than 60 clients onto its database.”

Nicholas Green, Director  
LDPG, UK



## All the way to success

Your customers want the highest value for their money and HP provides you with the highest value start-to-finish solutions to meet their exacting demands. HP directs its unique technological resources and strong organisational capabilities to providing you with top value products and services, and comprehensive support – all the way to success.

HP's innovative ways to acquire new customers and to sustain existing relationships drive the digital publishing industry's momentum. HP's innovative digital capabilities that are complementary and compatible along the entire print supply chain, streamline your production process, enhancing your ability to produce higher value digital colour printing. Higher value printing attracts customers, drives sales and means higher value returns for you.

The HP Indigo press 3050 embodies all of HP's top value features: fast turnaround, cost-effective production, liquid ink offset quality, 7-colour capabilities, use of a wide range of substrates and efficient variable data printing. Targeting the short-run on demand and personalised digital printing market, the HP Indigo press 3050 combines all of these key value features into a single compact, robust, powerful printing press to enable commercial printers to print productively and to effectively develop their businesses and expand their customer bases. It provides higher value products and more digital asset management functions, all at a reduced total operations cost.

No other company within digital printing can match HP's global reputation for innovation and its tradition of services and support. No other company delivers greater across-the-board expertise. And no other company offers you such an accomplished array of start-to-finish digital print solutions. HP focuses on providing you with top value capabilities and results, in return for your investment. You can count on HP to work alongside you and to offer you a partnership supporting all the needs and facets of your business.

Find out more today, and join in HP's dramatic transformation in the world of printing and print communications.

# Technical specifications

## HP Indigo press 3050

### Print engine specifications:

<b>Printing speed</b>	4,000 4-colour A4 images per hour (two-up) 16,000 single-colour A4 images per hour (two-up)
<b>Image quality</b>	812 x 812 dpi Line screens: 144 (sequin), 160, 175, 180, 230 lpi
<b>Image size</b>	308 x 450 mm max.
<b>Paper format</b>	320 x 470 mm max.
<b>Paper weight</b>	90-350 gsm coated 80-300 gsm uncoated
<b>Printing technology</b>	HP ElectroInk technology
<b>Process colours:</b>	
<b>Standard 4-colour printing</b>	Cyan, Magenta, Yellow and Black
<b>HP IndiChrome 6-colour printing</b>	Cyan, Magenta, Yellow, Black, Orange and Violet
<b>PANTONE Colours</b>	PANTONE licensed for HP IndiChrome 6-colour printing
<b>Paper input system</b>	Two paper input trays: Tray one has 72 mm paper capacity (700 sheets of 120 gsm coated paper) Tray two has 510 mm paper capacity (5,000 sheets of 120 gsm coated paper)
<b>Paper output system</b>	Single output tray with 360 mm paper capacity (3,500 sheets of 120 gsm coated paper)
<b>Dimensions of print engine</b>	Length: 2,119 mm Width: 2,140 mm Height: 2,180 mm
<b>Weight of print engine</b>	2,905 kg

### Digital front end specifications :

<b>Architecture</b>	Adobe® PostScript 3® RIP
<b>Software platform</b>	Microsoft® Windows XP® Professional
<b>Hardware platform</b>	2.8 GHZ Pentium® 4 processor, 36 GB hard drive 512 MB GB RAM memory 15 inch flat screen monitor DVD-RW/CD 72 GB Image memory disks (RAID)
<b>Network protocols</b>	TCP/IP
<b>Physical network connection</b>	10/100/1000 Base-T
<b>Supported formats and standards</b>	Postscript Level 3, PDF, TIFF, JPEG, EPS, JLYT
<b>HP Indigo Yours Truly</b>	Full-colour personalisation

### Optional equipment/configuration:

<b>Expanded colour capabilities</b>	HP IndiChrome 5, 6 and 7-colour printing HP IndiChrome Ink Mixing System
<b>Workflow solutions</b>	HP Production Flow

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