

Spot the offset similarities.
Spot the digital difference.

HP Indigo. Delivering your digital edge.

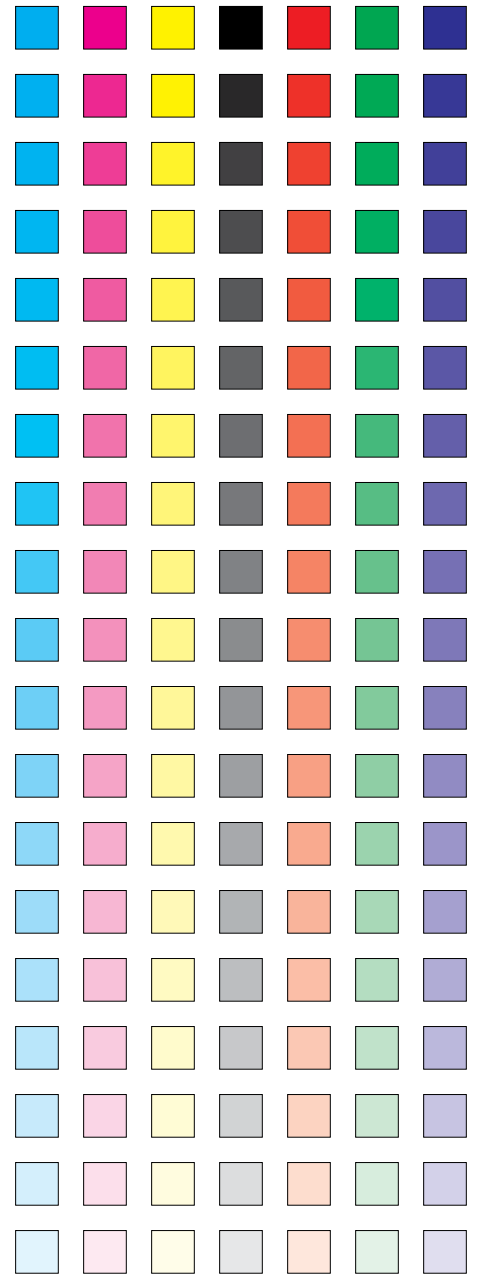


Compare conventional offset printing with...



Think quality, think consistency—think offset.
 ADD variable output, extended colour and substrate flexibility—think HP Indigo digital offset colour.

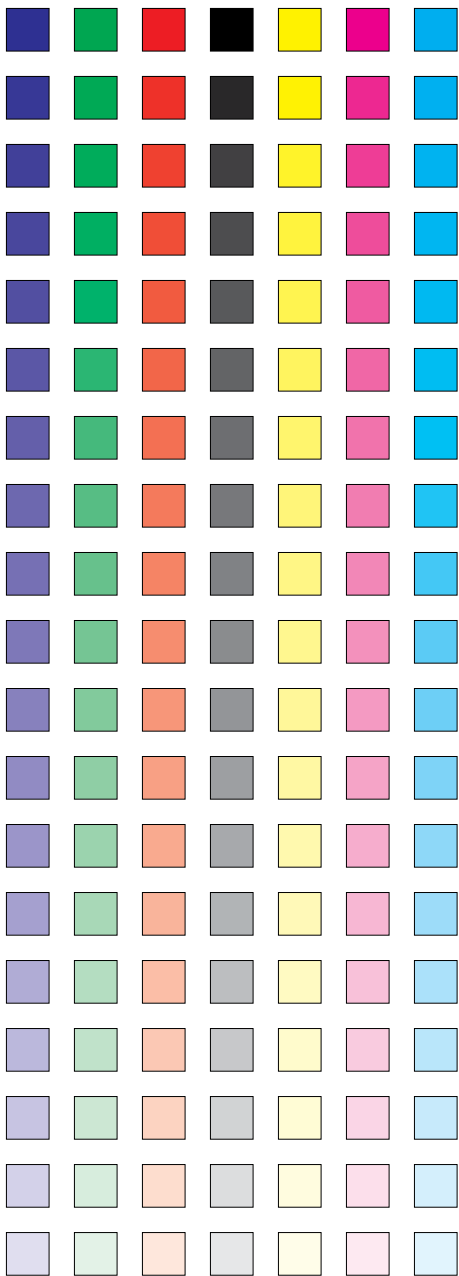
HP Indigo has been delivering digital printing advantages to print service providers, with offset quality results, consistently over time.



Printo 2pt: The quick brown fox jumped over the lazy dog's back.
 Futura 2.5pt: The quick brown fox jumped over the lazy dog's back.
 Futura 3pt: The quick brown fox jumped over the lazy dog's back.
 Futura 3.5pt: The quick brown fox jumped over the lazy dog's back.
 Futura 4pt: The quick brown fox jumped over the lazy dog's back.
 Futura 5pt: The quick brown fox jumped over the lazy dog's back.
 Futura 6pt: The quick brown fox jumped over the lazy dog's back.
 Futura 7pt: The quick brown fox jumped over the lazy dog's back.
 Futura 8pt: The quick brown fox jumped over the lazy dog's back.

Times 2pt: The quick brown fox jumped over the lazy dog's back.
 Times 2.5pt: The quick brown fox jumped over the lazy dog's back.
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...HP Indigo digital offset colour printing



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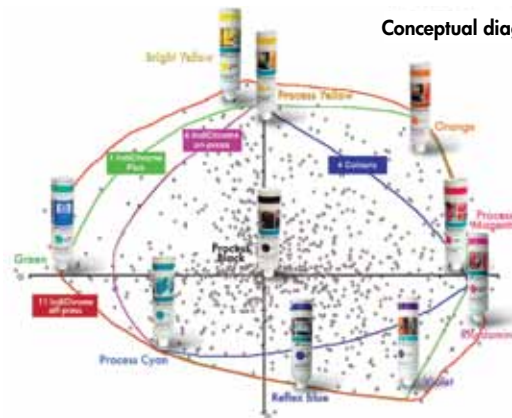
With HP Indigo digital presses, it's possible to:

- Print short and long runs in consistent offset quality
- Use up to 7 colours and match over 3000 PANTONE® spot colours
- Deliver on the widest range of substrates—up to 400 gsm
- Produce fully personalised text and images

Largest selection of digital colour

Conceptual diagram

HP Indigo has the solutions to meet your customers' needs to deliver unique, differentiating prints.



HP ElectroInk CMYK process colours

PANTONE MATCHING SYSTEM®, PANTONE PLUS® & PANTONE Goe™



Widest digital on-press colour gamut system

HP IndiChrome on-press & HP IndiChrome Plus*

Achieve a broad colour gamut using 6 or 7 colours:

CMYK + $\left. \begin{array}{l} \text{Orange} \\ \text{Violet} \end{array} \right\}$ IndiChrome on-press
 CMYK + $\left. \begin{array}{l} \text{Orange} \\ \text{Violet} \\ \text{Green} \end{array} \right\}$ IndiChrome Plus

PANTONE MATCHING SYSTEM®, PANTONE PLUS®
 *availability depends on specific press & DFE



Spot inks for accurate brand colour matching

HP IndiChrome off-press

Achieve precise spot colours via the Ink Mixing System by mixing the following inks:

CMYK + $\left. \begin{array}{l} \text{Orange} \\ \text{Violet} \\ \text{Green} \\ \text{Reflex blue} \\ \text{Rhodamine red} \\ \text{Bright yellow} \\ \text{Transparent} \end{array} \right\}$ cover up to 97% of the PANTONE colour range

PANTONE MATCHING SYSTEM®, PANTONE PLUS® & PANTONE Goe™



Differentiation through special effect inks

Achieve superb print quality and expanded application range by using special effect inks*:

White, White plus
 Transparent
 Light cyan
 Light magenta
 Digital matte
 Light black
 UV red

*availability depends on specific press

The inside left page was printed on a conventional offset press using CMYK and PANTONE 232.

The inside right page was digitally printed on an HP Indigo 7600 Digital Press using CMYK and an HP IndiChrome off-press mixed spot colour (Pantone 232).

The cover page was printed on an HP Indigo 7600 Digital Press using CMYK and an HP IndiChrome on-press colour (PANTONE Orange 021) and then gloss laminated.

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