



# HP Latex 370 Printer (1.63 m / 64 in)

## More unattended printing at lower cost of operation

**More applications. Same-day delivery. Keep costs low.** HP Latex printing can generate higher profit than eco-solvent—gain all the advantages of HP Latex printing, including wider application versatility with a single printer and prints that come out completely dry, allowing same-day delivery. Buy in at an affordable price, and see how you can keep your running costs low.

### Features unique to the HP Latex 370 Printer

#### Large 8-in touchscreen



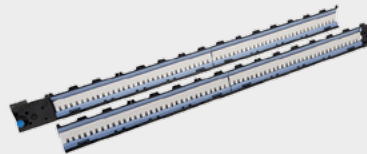
#### HP 871 3-liter Latex Inks

Scratch resistance comparable to hard-solvent inks on SAV and PVC banner<sup>1</sup>



#### HP Latex 360/370 Ink Collector

Porous media printing<sup>2</sup>



#### HP Optical Media Advance Sensor (OMAS)

High quality at high speed and double-sided printing<sup>3</sup>



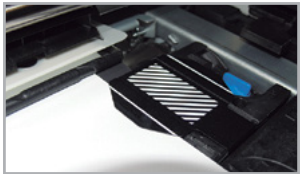
#### i1 spectrophotometer

Automatic ICC profiling with the embedded spectrophotometer<sup>4</sup>



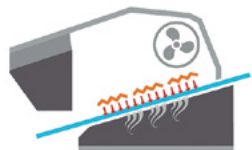
#### Edge holders

Protecting your investment



#### High-efficiency curing

Outstanding media performance



#### HP Latex Mobile<sup>5</sup>

Receive helpful alerts while also remotely monitoring your printer and job status.



#### HP Latex Optimizer

High image quality at high speed



#### HP 831 Latex Printheads

1200 dpi, user-replaceable printheads



#### HP 831 Latex Maintenance Cartridge

Fully automated servicing, with a single waste ink supply



QR Codes for help



Web connected



Print job preview



Easy workflow integration for multi-printer sites



Media profile management

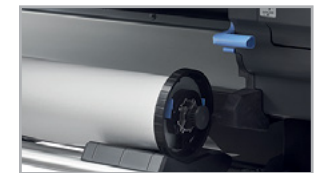
#### HP Latex 64-in Take Up Reel

Unattended printing



#### Front media loading table

Ease of use, single operator task



#### Print zone

Accessible print zone with large window and lights



## HP Latex 370 Printer

### Target customers

- Medium/large print service providers**
- Usage up to 1500 m<sup>2</sup> (16146 ft<sup>2</sup>)/month
  - Wanting to keep quality at a high level
- Willing to move to higher productivity—with more unattended printing—at lower cost of operation

### What's in the box

- HP Latex 64-in Take Up Reel
- Two industrial 16A power cords
- Edge holders
- One set of HP 831 Latex Printheads
- HP 831 Latex Maintenance Cartridge
- User maintenance kit
- 3-in spindle
- HP Latex Media Loading Accessory
- HP Latex 360/370 Ink Collector
- HP 871 3-liter Latex Kit

### Application versatility

- Delivers consistent colors to <= 2 dE2000<sup>6</sup>
- Expanded media versatility:
  - Excellent performance on vinyl, banner, and backlit films
  - Compatibility with a wider range of substrates, even heat-sensitive polyesters

### Same-day delivery with more unattended production

- Increase unattended printing—3-liter cartridges, monitored with HP Latex Mobile<sup>5</sup>
- Outdoor display permanence up to 3 years unlaminated, up to 5 years laminated<sup>1</sup>
- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner<sup>1</sup>

### Keep your running costs low

- Cost-effective 3-liter HP 871 Latex Ink Cartridges
- Reduce cartridge changes and change ink cartridges while printing
- Less ink cartridge waste and disposal and no special ventilation required<sup>7</sup>
- Fully automated servicing with single waste ink supply with the HP 831 Latex Maintenance Cartridge
- HP Custom Substrate Profiling:
  - Full set of onboard generic and specific HP substrate profiles
  - Online substrate profile library access to over 250 custom profiles
  - Fine-tune everyday substrate profiles—easily edit, clone, and remove profiles
- Save time with automatic ICC color profiling with the i1 spectrophotometer<sup>4</sup>

### Print modes

Print mode	Print mode name	Viewing distance	Throughput (m <sup>2</sup> /hr)	Throughput (ft <sup>2</sup> /hr)
20p 6c	Backlits, Textiles, and Canvas	< 1 m	5	54
16p 6c	Backlits, Textiles, and Canvas	< 1 m	6	65
10p 6c	Indoor High Quality	< 1 m	14	151
8p 6c	Indoor Quality	1-3 m	17	183
6p 6c	Outdoor Plus	> 3 m	23	248
4p 4c	Outdoor High Speed	> 5 m	31	334
1p	Maximum Speed	-	91	980

<sup>1</sup> Estimates by HP Image Permanence Lab on a range of media. Scratch-resistance comparison based on testing HP Latex Inks and representative hard-solvent inks. Outdoor display permanence tested according to SAE J2527 using HP Latex Inks on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Laminated display permanence using HP Clear Gloss Cast Overlaminate. Results may vary based on specific media performance.

<sup>2</sup> Performance may vary depending on media—for more information, see [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator). For best results, use textiles that do not stretch. The ink collector is required for porous textiles.

<sup>3</sup> For best results use media options intended for double-sided printing.

<sup>4</sup> ICC profiling with the spectrophotometer does not support textiles and banners.

<sup>5</sup> Only HP Latex 300 series printers are supported. Additional printer support will be announced when available. HP Latex Mobile is compatible with Android™ 4.1.2 or later and iPhone mobile digital devices running iOS 6 or later, and requires the printer and the smart phone to be connected to the Internet. Support for tablet devices available as of September, 2015.

<sup>6</sup> The color variation inside a printed job has been measured to be within this limit: maximum color difference (95% of colors) <= 2 dE2000. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIEDE2000 as per CIE Draft Standard DS 014-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

<sup>7</sup> Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

<sup>8</sup> Based on a comparison of HP Latex ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

<sup>9</sup> Applicable to HP 871 and HP 831 Latex Ink Cartridges and HP 871 and HP 831 Latex Printheads. Visit [hp.com/recycle](http://hp.com/recycle) to see how to participate and for HP Planet Partners program features and availability; program may not be available in your area. Where this program is not available, consult the Material Safety Data Sheet (MSDS) available at [hp.com/go/ecodata](http://hp.com/go/ecodata) to determine appropriate disposal.

<sup>10</sup> HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See [HPLFMedia.com/hp/ecosolutions](http://HPLFMedia.com/hp/ecosolutions) for details.

<sup>11</sup> Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high-emission).

<sup>12</sup> HP PVC-free Wall Paper printed with HP Latex Inks is UL GREENGUARD GOLD Certified. UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit [ul.com/gg](http://ul.com/gg) or [greenguard.org](http://greenguard.org).

<sup>13</sup> To obtain UL LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, HP PVC-free Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

<sup>14</sup> HP PVC-free Wall Paper printed with HP Latex Inks meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products. See [umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building](http://umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building).

## HP Latex 300 Printer series—help me choose

HP Latex 310 Printer	HP Latex 330 Printer	HP Latex 360 Printer	HP Latex 370 Printer
<b>1.37-m / 54-in wide</b> Indoor Quality (8 pass) <b>12 m<sup>2</sup>/hr—129 ft<sup>2</sup>/hr</b> Roll size	<b>1.63-m / 64-in wide</b> Indoor Quality (8 pass) <b>13 m<sup>2</sup>/hr—137 ft<sup>2</sup>/hr</b> Roll size	<b>1.63-m / 64-in wide</b> Indoor Quality (8 pass) <b>17 m<sup>2</sup>/hr—183 ft<sup>2</sup>/hr</b> Roll size	<b>1.63-m / 64-in wide</b> Indoor Quality (8 pass) <b>17 m<sup>2</sup>/hr—183 ft<sup>2</sup>/hr</b> Roll size
<b>25 kg (55 lb) / 180 mm (7.1 in)</b> <b>2 sockets (3A + 13A, 200-240v)</b>	<b>42 kg (92.6 lb) / 250 mm (9.8 in)</b> <b>2 sockets (3A + 16A, 200-240v)</b>	<b>42 kg (92.6 lb) / 250 mm (9.8 in)</b> <b>2 sockets (16A + 16A, 200-240v)</b>	<b>42 kg (92.6 lb) / 250 mm (9.8 in)</b> <b>2 sockets (16A + 16A, 200-240v)</b>
<b>RIP in the box</b> <b>Optional take up reel accessory</b>	<b>RIP in the box</b> <b>Take up reel</b>	<b>Take up reel</b>	<b>Take up reel</b>
<b>4-in front panel</b>	<b>4-in front panel</b>	<b>8-in front panel</b>	<b>8-in front panel</b>
—	—	<b>i1 spectrophotometer</b> <b>Double-sided prints (HP OMAS)</b> <b>Porous textiles</b> <b>X cutter</b>	<b>i1 spectrophotometer</b> <b>Double-sided prints (HP OMAS)</b> <b>Porous textiles</b> <b>X cutter</b>
<b>Ideal product for small sign and copy shops</b>	<b>Ideal for small print service providers</b>	<b>Ideal product for medium and large print service providers</b>	<b>Ideal product for farms, web-to-print, and large print service providers</b>
<ul style="list-style-type: none"> <li>• Looking to expand into outdoor signage</li> <li>• Wanting to say “yes” to every job</li> <li>• Looking for a compact printer</li> </ul> The HP Latex 310 Printer offers: <ul style="list-style-type: none"> <li>• An affordable price</li> <li>• Easy RIP in the box</li> <li>• Optional HP Latex 54-in Take Up Reel</li> </ul>	<ul style="list-style-type: none"> <li>• With no space limitations—print up to 64 in</li> <li>• Looking to print full 64-in banner size</li> <li>• Needing unattended printing using the HP Latex 64-in Take Up Reel</li> </ul> The HP Latex 330 Printer offers: <ul style="list-style-type: none"> <li>• Larger rolls up to 42 kg (92.6 lb) / 250-mm (9.8-in) diameter</li> <li>• Easy RIP in the box</li> </ul>	<ul style="list-style-type: none"> <li>• Looking for faster print speeds</li> <li>• Wanting to print double sided<sup>3</sup></li> <li>• Printing on porous textiles (using the ink collector)<sup>2</sup></li> </ul> The HP Latex 360 Printer offers: <ul style="list-style-type: none"> <li>• Automatic ICC profiling with the i1 embedded spectrophotometer<sup>4</sup></li> <li>• Maximum versatility in a single printer</li> </ul>	<ul style="list-style-type: none"> <li>• Looking for operational efficiency and optimal economics</li> <li>• Printing specific applications in multi-printer fleets</li> </ul> The HP Latex 370 Printer offers: <ul style="list-style-type: none"> <li>• Cost-effective 3-liter HP ink cartridges</li> <li>• Fleet color consistency between multiple HP Latex 370 Printers</li> <li>• Easy workflow integration</li> </ul>

### Healthier printing<sup>8</sup>

Supplies recycling	HP Latex 370 Printer	Inks, ink cartridges	Prints
<p>HP Planet Partners Program<sup>9</sup> HP Large Format Media take-back program<sup>10</sup></p>		<p>PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/GG UL 2818</p> <p>PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/GG UL 2801</p>	<p>ÉMISSIONS DANS L'AIR INTÉRIEUR</p> <p>*1 Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).</p> <p>HP PVC-free Wall Paper<sup>11</sup></p> <p>PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/GG UL 2818</p> <p>HP PVC-free Wall Paper<sup>12</sup></p> <p><b>Earn LEED credits<sup>13</sup></b> HP PVC-free Wall Paper <b>Meets AgBB criteria<sup>14</sup></b> HP PVC-free Wall Paper</p>

