

# HP SmartStream Composer

High performance, automated composition for long VDP jobs



## Key benefits

- High-performance VDP composition solution
- Automate workflow, and save time with predefined personalization and imposition presets
- Enable the creation of high-volume, high-value complex personalized jobs
- Visibility and control over processed jobs
- Accessible from anywhere via web UI
- Includes the latest Adobe InDesign Server software, to print rich Adobe InDesign graphic effects on variable data print output

**HP SmartStream Composer is a powerful variable data composition tool for automated creation of large personalized jobs based on HP SmartStream Designer templates. A customizable VDP composition tool, HP SmartStream Composer enables PSPs to efficiently process jobs from capture to print.**

Benefit from unparalleled cost savings through automatic creation and submission of VDP jobs for direct mail, marketing collateral, publications as well as labels and packaging. Ideal for HP Indigo and PWP customers that produce medium to high volumes of personalized or customized print products, the solution is also flexible and fits the growing business.

## Automation of VDP composition process

For HP SmartStream Designer customers, HP SmartStream Composer offers the next step of automation, performance and scalability. Optimised for Indigo workflow, HP SmartStream Composer has tight integration with HP Indigo presses and print servers.

## Simple yet highly customizable tool

With simplified configuration and job queue windows, deployment takes only a few hours, offering same-day progress to full-scale production. Add-on actions include the addition of extra layers of functionality as rules, assets control and data automation. Localized UIs provide better support for customers around the world. HP SmartStream Composer runs via a browser, making it easy to access within the local area network by any computer platform, including Macs.

## HP SmartStream Composer technical specifications

### Hardware

- Gen9 ML350 Tower computer
- Gen9 DL360 Rack Insert

### Software

- HP SmartStream Composer software, Adobe

### Workflows

- Personalization (VDP) workflow
- Imposition workflow

### HP SmartStream Composer supports

#### HP SmartStream Designer Template files created by

HP SmartStream Designer for InDesign CS6 and higher, and all versions of HP SmartStream Designer for Illustrator

### Presses

- HP Indigo Digital Presses
- HP PageWide Web Press (PWP)

### WEB UI support

- Chrome, Safari, FireFox, IE version 11



## Seamless integration to the HP SmartStream ecosystem

The solution integrates fully into the range of HP SmartStream products. JDF integration to HP Production Pro Print Server enables even faster performance by sending chunks of data to the different RIPs in the production flow in parallel. JDF also enables automated job submission via integration to HP SmartStream Production Center.

## Imposition and ganging optimized to Indigo presses

Imposition template creation in HP SmartStream Composer makes it a one-stop imposition tool for both static and VDP jobs, so that composed jobs are ready to print and can be submitted directly to the press.

Rich, fully customized mark sets to comply with any finishing mark needs. Ganging jobs together enables to print more on a larger substrate. Multi lane web ganging supports printing multiple different sized jobs on the same roll, saving up to 15% in cost.

### Learn more at

[hp.com/go/SmartStreamComposer](http://hp.com/go/SmartStreamComposer)

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