HP DesignJet Z6810 and Z6610 Production Printers

FAQs

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Frequently Asked Questions

This document addresses the questions most frequently asked about the HP DesignJet Z6810 and Z6610 Production printers. It complements information provided in sales training material.

42-in

60-in

KEY MESSAGES

HP DESIGNJET Z6810 PRODUCTION PRINTER
The fastest high-quality production printing solution

IMPRESSIVE
Meet high-quality expectations

PRODUCTIVE
Increase your production volumes

RELIABLE
No need to change the way you work

Z6810 ┊ Z6610

HP DESIGNJET Z6610 PRODUCTION PRINTER
The fastest graphics production printing solution

SHARP
High-quality, durable output

PRODUCTIVE
Handle production peaks

RELIABLE
Fits your current workflow

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PRODUCT PORTFOLIO

How do the HP DesignJet Z6810 and Z6610 Production Printers fit into the current HP Designjet portfolio?

The new HP DesignJet Z6810 Production Printer series replaces HP DesignJet Z6200 Photo Printer (42 in) and HP DesignJet Z6800 Photo Production Printer (60 in) with improved image quality, delivering sharper lines and impactful photos, with optimized printheads and a new formulation for the HP Chromatic Red ink. They have higher HDD capacity, and speed for Z6800 42 in has increased, such that all the Production Printers deliver the same speed in the different media.

HP DesignJet Z6610 Production Printer replaces HP DesignJet Z6600 and with improvements on line accuracy and detail with optimized printheads, as well as more HDD capacity.

The new Graphics Production Printers are part of a whole Printing Solution, that completes the Production workflow with new Software Solutions like HP Application Center Poster App, HP Partner Link and HP Smartstream.

What is the target market for the new HP DesignJet Z6810 series and Z6610 production printers?

The HP DesignJet Z6810 Production Printer series are ideal for print service providers and photo labs who have high-production of photos, canvas, backlit, POP graphics/displays, posters, maps, and technical drawings, and want to reduce their turnarounds.

HP DesignJet Z6610 Production printer is ideal for GIS map creators/users and retailers that have high production of POP graphics/displays, posters, banners, maps, and technical drawings.

01

PRODUCT PORTFOLIO

What are the key technologies offered with the HP DesignJet Z6810 and Z6610 Production Printers?

The HP Designjet Z6810 and Z6610 Production Printers offer high print speeds for maximum productivity:

- The Optical Media Advance Sensor (OMAS) improves paper advance control, so the printer can print at higher speeds and across a range of environmental conditions, such as different humidity or temperature conditions, without impeding image quality.

- HP Double Swath Technology enables double the performance in color and black and white. HP DesignJet printheads create a wide print swath—up to 1.67-inches/42.5 mm—and provide a high firing frequency to deliver prints with amazing speed.

  - The HP DesignJet Z6810 Production Printer series includes two sets of four HP 774 Designjet Printheads

  - The HP Designjet Z6610 Production Printer includes two sets of three HP 774 DesignJet Printheads

In addition, the HP Designjet Z6810 Production Printer series features advanced technologies that make color management simple, accurate, and consistent and produce exceptional prints:

- The embedded spectrophotometer, built on X-Rite technology, allows users to automatically generate custom RGB ICC profiles for preferred media

- HP DesignJet Z-series printers are intuitive to use, and professionals do not need to have special expertise or hire someone to create a custom color profile

- Eight HP Vivid Photo Inks produce brilliant, vivid high-quality output from true photographic-quality images to crisp lines and text. HP Z6810 includes a new formulation of the HP Chromatic Red (HP 774)

- Interior in-window displays resist fading over 1 year unlaminated, over 2 years laminated.1 Moreover, interior displays, away from direct sunlight, resistant to fading for over 200 years on a range of HP media.2

This printer claims to be "the fastest 60-inch graphics production printer." Are there any other large-format printers in this market with the same, or faster, speed?

Within our portfolio, and in some competitors' portfolios, there are large-format printers that provide high speed, but not the speed of the HP Designjet Z6810 and Z6610 Production Printers. The comparison is with large-format inkjet printers under $25,000 USD for graphic applications and based on the fastest rated color speeds as published by manufacturers as of June 2017. Test methods vary.

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INKS AND PRINTHEADS

How does the image quality compare between the HP DesignJet Z6810 Production Printer series and the HP DesignJet Z6610 Production Printer?

The new HP DesignJet Z6610 Production Printer with 6 HP Vivid Photo Inks are designed to meet high-quality output needs of the most demanding customers. The HP DesignJet Z6810 Production Printer series are 8-ink printers with two additional colors (Chromatic red and light magenta) that help:

- Increase gamut coverage in some specific area of the color space
- Improve color transitions including more dots in light density areas

Is there any time, and under what conditions, would both matte black and photo black are used in the same image?

In dark grays, the color is made from photo black and matte black. In matte media, photo black is used as a dark gray. In photo media we only use two: gray + photo black

What are the "three shades of black" for the HP DesignJet Z6810 and Z6610 Production Printers? What are the primary advantages of these HP inks?

The ink set for the HP DesignJet Z6810 and Z6610 Production Printers includes three shades of black HP inks—matte black, photo black, and light gray. With this combination of inks, the printing system produces a broad range of blacks and grays with smooth, subtle transitions, true gray neutrality, and rich black density. With this HP ink set, the printing system produces images that are free of color casts, smooth grayscale transitions, and crisp, sharp line drawings.

Are prints produced with the HP Vivid Photo Inks for the HP DesignJet Z6810 and Z6610 Production Printers appropriate for outdoor use without lamination?

No. HP Vivid Photo Inks are water-based pigment inks. Prints provide excellent fade resistance and scratch resistance, but lamination is required for outdoor applications, except for printouts done on vinyl (HP Opaque Scrim) that can last greater than 5 months with original HP 771/774 Vivid Photo Inks, outdoor unlaminated.

What are the primary benefits of the new Chromatic red?

Better line accuracy and details.

What is the size of the introductory cartridges?

Introductory cartridges are— 225ml.

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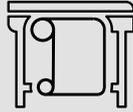
MEDIA LOADING, HANDLING

Is there a take-up reel for collecting output jobs?

Yes. The take-up reel is built into both the HP DesignJet Z6810-60 in and Z6600 Production Printers to enable long unattended print runs for improved productivity. Busy print service providers can be more productive by maximizing unattended printing—even overnight—and on long-roll printing materials. The heavy-duty take-up reel has two winding modes—face-in and face-out—to optimize finishing and reduce curling. For HP DesignJet Z6810-42 in is an accessory.

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COLOR MANAGEMENT

If the spectrophotometer is on the Z6610, but is only used for calibration purposes, how are we "partitioning" off the spectrophotometer to keep the end user from using it for color management?

The functionality is restricted by the Printer Utility and the SDK for RIP's (no FW involved).

What are the primary benefits of the on-board spectrophotometer?

An embedded spectrophotometer built on X-Rite technology allows users to automatically generate custom RGB ICC profiles for their preferred media. It also provides accurate measurements for printer calibration that deliver print-to-print and printer-to-printer color consistency with less than half the color error of old HP DesignJet models. For HP DesignJet Z6610 Production Printer it allows a more accurate color calibration than the densitometer.

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APPS, DRIVERS AND SOFTWARE

Can I print to the HP DesignJet Z6810 and Z6610 Production Printers using third-party software RIPs?

Yes. We offer an SDK (software development kit) to third-party software RIP companies so they can develop the proper drivers to print to the HP Designjet Z6810 and Z6610 Production Printers. Some third-party companies will go through a qualification process by HP. Refer to the HP DesignJet portfolio software and solutions website for an updated list of the certified software options.

What are the benefits of the new software solutions?

The software solutions enable to complete an end-to-end workflow, so our customers can improve their productivity also using HP software.

- **HP Applications Center** is a cloud-based solution to create signage and advertisement applications. It contains 3 apps: Wall Art, Signage Suite and the new Poster app

- **HP Click** is a job submission tool to facilitate the way of printing. Just in ONE click

- **HP SmartStream** is an end-to-end solution that maximizes productivity and ensures workflow efficiency

- **HP Partner Link** helps HP's Partners secure new revenue stream and increase customer loyalty by enabling a Pay per use Portal.

Besides these software solutions the HP Graphics Production Printers are compatible with:

- HP DesignJet Universal Print Driver
- HP Web JetAdmin (will be supported in Nov '18)
- HP Embedded Web Server
- HP DesignJet Utility

Which software are compatible with the HP DesignJet Z6610 and Z6810?

HP is developing a compatibility certification program linked to the HP DesignJet Z6810/Z6610 Printer series. The ISV vendors currently engaged with this initiative are:

	HP Click	Z6610	Z6810 series
Printing services	Caldera (Visual RIP, GranRIP)	✓	✓
	ColorGATE (Production Server, ProofGATE)	✓	✓
	Onyx (PosterShop, Production House, RIP Center)	✓	✓
	EFI (Fiery XF)	✓	✓
	Sai (FlexySINGN&PRINT)	✓	✓
GIS*	Autodesk	✓	✓
	ESRI (ArcGIS)	✓	✓
*Windows driver	Bentley (Microstation)	✓	✓

APPS, DRIVERS AND SOFTWARE

When would an end user benefit from PostScript? What is the correct PostScript SKU to buy for the HP DesignJet Z6610 and Z6810?

Same product number available than Z6800, Z6600 and Z6200: CQ745B. The key benefits for a customer are the following:

- Color management: Adobe PostScript technology underscores the color management process, providing more reliable and predictable final color results. Most importantly, the resulting PostScript file can be printed consistently anywhere in the world.

- Masked images: this feature makes much easier to print complex clipping paths like the ones you create in Photo Shop.

- Smooth shading: produces smoother gradient fills and higher quality output on high-resolution screen and printing devices

- In-RIP separations: PostScript level 3 provides the enabling technology to help users take advantage of composite files and move to a fully digital workflow.

- Extra grays: allows printing of photo-quality grayscale images and graphics with up to 256 levels of gray on network monochrome devices.

- Job Description Format (JDF) workflow support: PostScript level 3 is fully JDF enabled to support the automation of corresponding RIP functions.

How much the HDD has been increased?

HDD has been increased to 500 GB, and virtual memory is 64GB for the HP DesignJet Z6810 and Z6610 Production Printers.
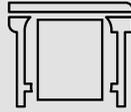
PRINTING

What printing supplies do these production printers use?

Both the HP DesignJet Z6810 Production Printer series and the HP DesignJet Z6610 Production Printer are compatible with HP 771 and HP 773 ink cartridges. HP Chromatic Red 7743 has been renamed, and it is only compatible with Z6810 series. HP Chromatic Red 771 is NOT compatible with Z6810 series, and HP Chromatic Red 774 is NOT compatible with Z6800 and Z6200. All the printers use HP 774 printheads. Refer to the HP DesignJet website for an updated list of compatible Original HP ink cartridges and printheads by region.

Are there any additional or improved print quality modes to add to the 'soft landing' solution?

There are 3 printmodes with improved speed on the HP DesignJet Z6810-42 in: Canvas, Polypropylene, and Heavy Weight Coated. Now all the printers have the same printmodes speeds.

Is it possible to double side printing with HP DesignJet Z6610/Z6810?

No, it is not possible

Which is the relation among print modes and quality in the different media types?

HP Z6810	Plain	Plain Color Pro	Coated	HW Coated	Super HWC	Glossy	Matte Litho	Polyp.	Canvas Artist	Canvas	Backlit
Econofast	1pB60	1pB60	1pB60	2pB60	4pB60	4pB60	4pB40	6pB60	1pB60	8pB40	6pB40
Fast	1pB40	2pB60	4pB60	4pB60	6pB60	6pB60	6pB40	8pB60	1pB60	10pB60	10pB40
Normal	2pB40	4pB40	6pB60	8pB60	8pB40	8pB60	8pB40	12pB60	1pB60	12pB60	12pB40
Normal Uni	2pU40	4pU40	6pU40	2pU60	8pU40	8pU60	8pU40	12pU60	1pB60	12pU60	12pU40
Best	4pB40	6pB40	8pB40	10pB40	10pB40	12pB60	10pB40	16pB40	1pB60	16pB40	16pB40
Best Uni	4pU40	6pU40	8pU40	10pU40	10pU40	12pU60	10pU40	16pU40	1pB60	16pU40	16pU40
Best Max DPI						14pB40					20pB40
Best Max DPI UNI						14pU40					20pU40

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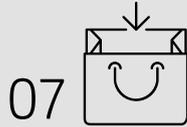
ACCESSORIES

What accessories are available for purchase?

The HP DesignJet Z6810 and Z6610 Production Printers offer a 60-inch/42-inch spindle to reduce user intervention time while enhancing workgroup productivity and improving media handling. This spindle makes it easy for CAD, GIS, and PSP professionals to save time and stay productive. Professionals can easily switch between media rolls and print large-format documents on a range of media up to 60-inches (1.52-m)/42-inches (1.06-m) wide and up to 575-feet (175-m) long.

In addition, the Adobe PostScript/PDF upgrade kit provides the convenience of directly printing PostScript/PDF files without opening applications or going through drivers (by using the HP Embedded Web Server) and provides the peace of mind of having the RIP correctly processing complex PDF files, printing encapsulated PS images (especially from Mac OS), and properly handling color management, including Pantone emulation.

There is also available the Take-Up Reel for the HP DesignJet Z6810-42 in, that enhances the productivity allowing to print continuously and cut later.

HP SmartStream Print Controller is the SW that helps you manage your large-format production workflow allowing you to be two times more efficient.

FOOTNOTES

1 Interior in-window display ratings by HP Image Permanence Lab on a range of HP media. HP predictions based on test data under Xenon-Arc illuminant — calculation assumes 6,000 Lux/12 hr day. For more information, see globalBMG.com/hp/print permanence.

2 Display permanence rating for interior displays/away from direct sunlight, under glass by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see globalBMG.com/hp/print permanence.

3 There is a new formulation on the HP Chromatic Red that is only used with the new Z6810 Production Printer series. There is also a new HP 774 printhead, that is used in all the new printers. To avoid confusion with the installed base the new Chromatic Red and the new printheads have been renamed to 774.

HP DesignJet Z6810 and Z6610 Production Printers