

HP GRAPHIC ARTS SOLUTIONS

Pocket Guide



Progressive Profitable Printing



HP GRAPHIC ARTS APPLICATIONS

- OUTDOOR SIGNAGE
- INDOOR SIGNAGE
- LABELS AND PACKAGING
- SPECIALTY
- PUBLISHING
- PROOFING
- DIRECT MARKETING
- PHOTOGRAPHY
- MARKETING COLLATERAL

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HP INDIGO

- HP Indigo press 3550 **New!**
- HP Indigo press 5500
- HP Indigo 7000 Digital Press
- HP DesignJet 7500 Digital Press **New!**
- HP Indigo Press W3250
- HP Indigo W7200
- HP Indigo press WS4500
- HP Indigo WS6000 Digital Press

HP DESIGNJET

- HP DesignJet 130 Printer Series
- HP DesignJet Z2100/Z3200 Printer Series
- HP DesignJet Z5200 PostScript® Printer **New!**
- HP DesignJet Z6100 Printer Series
- HP DesignJet L25500 Printer

HP SCITEX

- HP Scitex LX600/LX800 Printers **New!**
- HP Scitex XL1500 Printer
- HP Scitex XP2700/XP2750 Printers
- HP Scitex XP5100 Printer
- HP Scitex XP5300 Printer
- HP Scitex FB500/FB700 Printers **New!**
- HP Scitex FB6100/FB6050 Printers
- HP Scitex FB6700 Printer
- HP Scitex FB7500 Printer
- HP Scitex T18350/T18600 Printer Series **New!**

Thermal Inkjet Printing Technology

- HP T200 Color Inkjet Web Press **New!**
- HP T300 Color Inkjet Web Press

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www.hp.com/go/graphicarts



Experience Progressive, Profitable Printing with HP Graphic Arts

From postage stamps to building wraps and everything in between, HP enables professional printing with a progressive portfolio of trusted HP technology—the broadest portfolio of digital color in the industry. We are continually expanding our Graphic Arts portfolio through innovation, an unparalleled investment in R&D and acquisitions to help you pursue new, profitable business opportunities across a broader range of applications.

And with our industry-leading Capture business development program, you'll get access to exclusive tools, training, programs and more. With HP, you're part of a community that will help you enter new markets, pursue growth opportunities, and outpace competitors. Together we can open up the digital canvas and ignite your growth.

See how today at www.hp.com/go/graphicarts

Production notes:
 Press: HP Indigo 7000 Digital Press
 Media: Cover—100# gloss cover
 Finish: Cover—Gloss UV coated
 Colors: 4 color process
 Additional info: Accordion fold, wafer seal

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HP GRAPHIC ARTS APPLICATIONS OVERVIEW



Marketing collateral

Help your clients improve the results of their marketing and sales efforts with faster turnarounds, shorter runs and on-demand services.

Direct marketing

Get your piece of a growing market. Offer high-value services that deliver increased response rates and return on investment for your clients.



Photography

Claim new profits with quality and simplicity—from fine art prints that require vivid quality to photo projects with a focus on ease-of-use.

Publishing

Capture new revenue streams and offer the quality, speed, consistency and on-demand capability the fast-changing publishing world requires.



Indoor Signage and Display

Effective, eye-catching point-of-purchase displays, posters and flexible indoor signs—the possibilities for revenue growth in this arena are limitless.

Outdoor Signage and Graphics

Grow your business with an abundance of outdoor applications including wraps, banners, billboards and unique rigid applications that feature incredible quality, durability and media flexibility.



Specialty printing

Bring versatility in-house and produce everything from printed graphic overlays for membrane switches and key pads to vehicle wraps.

Labels and packaging

Maximize productivity and strengthen your position at the forefront of the fast-paced, on-demand color-label printing industry.



HP INDIGO Unmatched quality and high productivity—the most advanced commercial and industrial digital presses.



HP INDIGO PRESS 3550—NEW!



HP INDIGO PRESS 5500



HP INDIGO 7000 DIGITAL PRESS



HP INDIGO 7500 DIGITAL PRESS—NEW!



HP INDIGO PRESS w3250



HP INDIGO W7200 DIGITAL PRESS



HP INDIGO PRESS ws4500



HP INDIGO WS6000 DIGITAL PRESS

HP DESIGNJET Large-format printers that deliver true-to-life quality with superior color consistency, fade resistance and durability.



HP DESIGNJET 130 PRINTER SERIES



HP DESIGNJET Z2100/Z3200 PRINTER SERIES



HP DESIGNJET Z5200 PostScript® PRINTER—NEW!



HP DESIGNJET Z6100 PRINTER SERIES



HP DESIGNJET L25500 PRINTER

HP SCITEX Superwide-format printers that produce brilliant results with unmatched speed, reliability and ease of use.



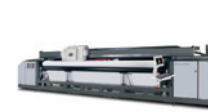
HP SCITEX LX600/LX800 PRINTERS—NEW!



HP SCITEX XL1500 PRINTER



HP SCITEX XP2700/XP2750 PRINTERS



HP SCITEX XP5100 PRINTER



HP SCITEX XP5300 PRINTER



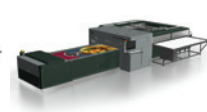
HP SCITEX FB500/FB700 PRINTERS—NEW!



HP SCITEX FB6100 PRINTERS



HP SCITEX FB6700 PRINTER



HP Scitex FB7500 PRINTER

HP SCITEX Continued.

HP SMARTSTREAM Simple, scalable solutions that automate workflow from job creation to completion.



HP SCITEX TJ8350/TJ8600 PRINTER SERIES—NEW!



HP SMARTSTREAM DIRECTOR



HP SMARTSTREAM DESIGNER



HP SMARTSTREAM ULTRA PRINT SERVER



HP SMARTSTREAM PRODUCTION PRO PRINT SERVER



HP SMARTSTREAM LABELS AND PACKAGING PRINT SERVER, POWERED BY ESKOARTWORK



HP INDIGO SMARTSTREAM PRODUCTION PLUS PRINT SERVER, POWERED BY CREO

HP SPECIALTY PRINTING Advanced Thermal Inkjet Printing technology used to build custom printing solutions.



HP MPRINTER 4000



HP SCANNING IMAGER 1100



HP SCANNING IMAGER 500/800



HP BULK INK DELIVERY SYSTEM



HP T200 COLOR INKJET WEB PRESS—NEW!



HP T300 COLOR INKJET WEB PRESS

HP INKJET HIGH-SPEED PRODUCTION SOLUTIONS A winning combination of print width, color quality, low print costs and speed for high volume, 24/7 print environments.