



Dare to Imagine new business opportunities in commercial print

HP Indigo is redefining the role of digital with advances that blur the boundaries between all forms of print production. Digital isn't just for short runs anymore, longer runs can now affordably utilize digital flexibility. You get the look, feel and operational familiarity of offset, and labor-saving automation, at speeds that are already leading the market. It's your turn to thrive in a marketplace booming with new, high-margin ways to grow. With HP Indigo, you can start moving ahead of your competitors today.



Step up to endless applications and opportunities

Expand your capabilities and open up unlimited new business opportunities with the virtually endless range of high-value applications you can produce using the widest range of specialty inks and media



- Expand into new business opportunities with the widest substrate range in the industry¹ from black and colored media to metallized substrates and synthetics.
- Deliver premium applications on thick media up to 550 microns.

- Access millions of color combinations and 97% of the color gamut with seven ink stations and unlimited spot colors. Stand out with over 20 specialty inks like silver, invisible yellow, scratch off, fluorescents, and many more.
- Enter high-value markets like security, heat transfer, and photo printing with specialty inks and unique substrates.



Simple, smart production

Streamline operations with simple, smart, and automated tools that improve press availability and make using your press much easier. Simplify production and print hundreds of profitable jobs every day.

- Increase productivity by using Enhanced Productivity Mode (EPM) and automated EPM decision tools on your cloud integrated DFE.
- Print continuously and easily with automatic print queue optimization and a press that lets you print and proof in parallel.
- Increase press availability and keep production moving with automatic detection of print-quality defects.
- Easily match colors across HP Indigo presses, sites, and between HP Indigo and offset with automatic color calibration algorithms.



Build your future on the best quality

Differentiate and future-ready your business with best-in-class image quality and robustness. Get the look and feel of offset and accommodate high volumes, and keep your press up and running well into the future.

- HP Indigo image quality with the look and feel of offset.
- Run high volumes day in and day out—and for years to come—with this press's robust build and high duty cycle up to 5 million pages per month.
- Keep your press in top condition by identifying technical issues before they occur thanks to machine learning algorithms.



HP INDIGO 7K DIGITAL PRESS ■



[1] Compared to alternative SRA3 digital commercial solutions as of November, 2019.

PrintOS^X
Unleash the performance of your HP Indigo press with a suite of solutions that enables you to create your Print Factory of the future.

SERVICES
Enable your operator to get the most out of your press by building his self-sufficiency through knowledge, an on-press platform and expert support.

MEDIA
Lead, innovate and create distinct and incredible products for your customers with the most diverse media on hand.

HP INDIGO SECURE
Apply never-seen-before adaptive security solutions that provide multi-layered digital protection in just one pass.

SUSTAINABILITY
Step right into the forefront by exceeding your customers' demands and lead a new era of responsible printing.