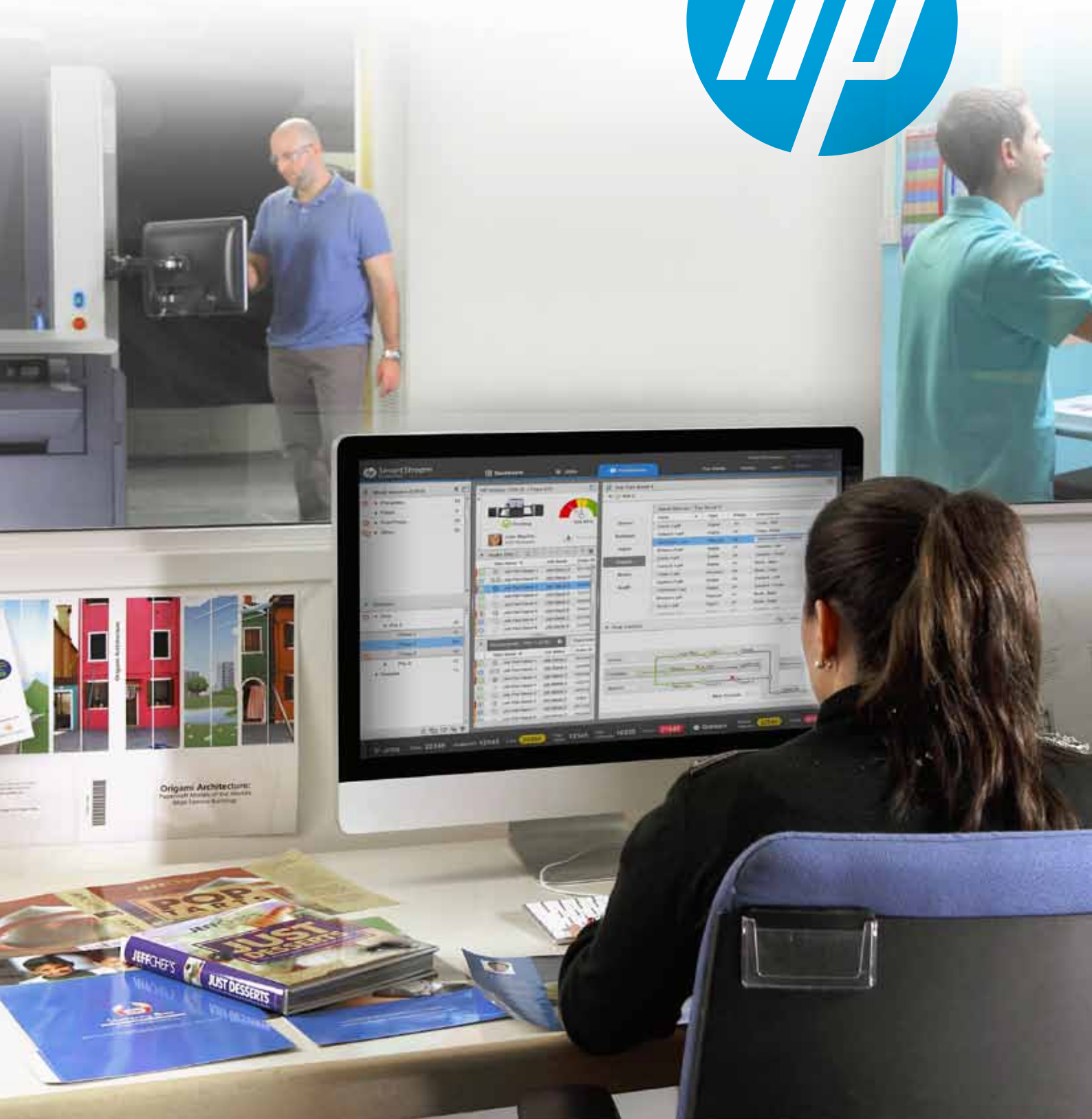
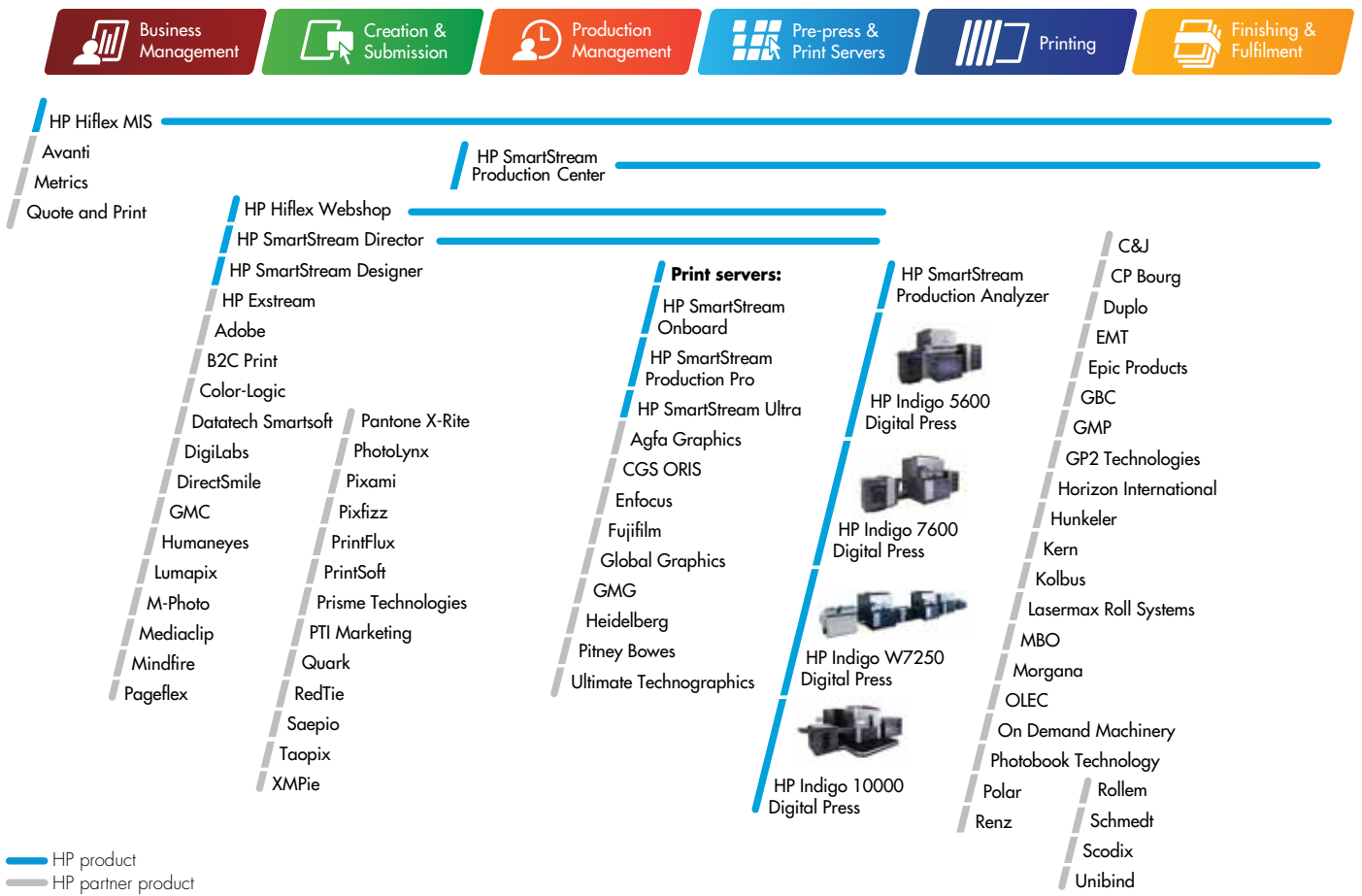


HP SmartStream Commercial Workflow Solutions

For HP Indigo digital presses



HP SmartStream solutions and partners portfolio



Deliver more high-value pages with higher productivity

In the Internet age, customers have become empowered and expect it all—on-line ordering and customising of any service, and access to cross-media content stored on the web, social media, or smartphones. The digital content boom is fuelling growth in digital printing services, while escalating the number of different jobs and their complexity. Indeed, the number of digitally produced colour pages grew swiftly by 90% from 2007 to 2011, and is expected to increase a further 100% by 2015.*

To capture revenues and stay profitable in this landscape, print service providers (PSPs) must streamline their operations and adopt advanced workflow solutions. From creation to delivery, jobs should be handled with maximum efficiency to prevent production bottlenecks. Innovations in workflow and finishing enable PSPs to ensure cost-effective production and on-time delivery while maintaining competitive prices.

One way to stay efficient and competitive in the market is to embrace web-to-print systems. These solutions open new channels for business growth, improve service, and automate labour intensive processes such as quotation, and can potentially automate pre-press tasks. In fact, web-generated print orders are growing by 20% a year and are forecast to comprise 30% of total shipments by 2014.**

But addressing production efficiency is not enough. To be successful PSPs must differentiate themselves by offering unique products and services that attract new customers. The combination of production efficiency and business innovation is the key for healthy, profitable growth. And that's just the job for HP SmartStream solutions.

HP SmartStream is a portfolio of workflow products from HP and its partners that is modular and scalable, and can be customised for specific needs of Indigo customers based on open standards. HP SmartStream workflow solutions are described in the following pages as well as the HP SmartStream Solution Partner Programme. The products span the full production process as follows:

- Creation and submission
- Production management
- Pre-press and print servers
- Printing
- Finishing and fulfilment

*HP internal research on digital colour printers/presses with duty cycle of 1-10M pages per month

**Whattheythink, "The Web Enablement and Engagement Opportunity", 2011

HP SmartStream Designer enables the creation of sophisticated high-value pages through a simple, affordable variable data tool optimised for HP Indigo presses.

Sophisticated personalisation. Create unique and sophisticated high-value pages.

- Rules-based variable data applications
- Support for unique text effects such as drop shadows, glow, and more
- Support for HP IndiChrome, spot colours and new special effects including textured effects, raised print, and sandwich printing
- Advanced image enhancement on all variable images
- Integration with third-party solutions including maps, barcodes, and personalised URLs to add incremental value to the application
- Support for PDF/VT and HP's JLYT for optimal variable data processing

Based on industry standard tools. VDP plug-in for the world's leading design tools including Adobe® InDesign® and Quark XPress®.

- Leverage existing assets to create personalised versions
- Utilise the full design capabilities of Adobe and Quark
- No need to learn proprietary design environment

Connects to third-party solutions. Personalised images: DirectSmile and Adobe Photoshop; Personalised URLs: MindFire; Barcodes: 1D and 2D TEC-IT Barcode Studio and ID Automation; Dynamic charts and graphs: Adobe Illustrator, Chartz, and UtilityWarrior Chart Creator; Personalised maps: LOCR.

Imposition for VDP. Built-in imposition schemes provide optimal layout for variable data applications. The tool enables selection of specific records for printing and the printing order. In addition, new drag and drop imposition provides improved ease of use.



Technical specifications

HP SmartStream Designer for Adobe InDesign	Intel® based Mac, with at least 2GB memory. Operating system version 10.5.8 or higher Windows 7, Windows XP SP3 or Windows Vista SP1, with at least 2GB memory Adobe InDesign CS4 and CS5, CS 5.5, CS 6.0 (available Q42012)
HP SmartStream Designer for Quark XPress	Intel® based Mac or Macintosh Power PC G5, with 2GB memory. Operating system version 10.4.11 or higher. Quark XPress 7 and 8
Print server	HP SmartStream Onboard Print Server HP SmartStream Production Pro Print Server HP SmartStream Labels and Packaging Print Server, Powered by Esko HP SmartStream Ultra Print Server
Output devices	HP Indigo digital presses HP Scitex Industrial wide-format printers

HP offers two web-to-print solutions in addition to multiple partner offerings. With complementary strengths and different deployment models, the portfolio of solutions allows customers to choose the optimal products to meet their customers' needs.

HP Hiflex

HP Hiflex Webshop offers a complete web-to-print system, finely tuned to the needs of the print market, while supporting a fully customisable design and layout. A sophisticated MIS package controls all customer order and product data in the background. For more information visit www.hiflex.com.

HP SmartStream Director

HP SmartStream Director, powered by Pageflex, uniquely combines web-to-print functionality with back-end production automation, all well integrated into the HP Indigo ecosystem. This facilitates efficient order capture for a wide variety of jobs with the highest level of automation all the way to the press. HP SmartStream Director capabilities include:

Unlimited online storefronts. Build custom-branded online storefronts for multiple business accounts with an unmatched range of applications.

- Storefronts—Can be customised to meet brand requirements of end customers
- Global support—multi-currency, multi-lingual
- Wide range of supported applications—from static reprints through sophisticated variable data jobs, powered by HP SmartStream Designer
- New mobile access—ability to access storefronts from mobile devices or tablets

Integrated workflow automation. Automated submission of jobs directly to the press delivers unparalleled cost savings.

- Built-in pre-press tools—preflight, imposition, and variable data composition
- Dynamic routing—jobs sent to the correct press, including JDF/JMF integration to HP Indigo print servers and presses
- Comprehensive view—visibility of all jobs submitted via HP SmartStream Director



- Job tracking for both end customer and printer
- Built-in job approval, both for end user approval and pre-press
- Gang option—reduces production costs

All inclusive. Get everything you need to get started, including:

- World class HP ProLiant ML350 Server, with built-in redundancy
- All software components required, including SmartStream Designer server for VDP composition
- Six-month warranty for worry-free ramp up
- A unique six-step training and ramp-up process supports maximum business growth

Optimised for HP Indigo customers. Built exclusively for HP Indigo customers, including integration with HP SmartStream Designer and HP Indigo digital presses, the solution ensures seamless production, and end-to-end support from HP.

Open environment. Connect to other systems through open, standard interfaces. Generate reports, input to MIS, and more, using standard XML outputs from HP SmartStream Director. New APIs allow interconnectivity of other creation and web-to-print systems with HP SmartStream Director.

Technical specifications

HP Indigo presses supported	HP Indigo 10000 Digital Press, HP Indigo 7600 Digital Press, HP Indigo 7500 Digital Press, HP Indigo 7000 Digital Press, HP Indigo 5600 Digital Press, HP Indigo press 5500, HP Indigo press 5000, HP Indigo 3550 Digital Press, HP Indigo press 3500
HP SmartStream products supported	HP SmartStream Production Pro Print Server; HP SmartStream Onboard Print Server
Operating system	Microsoft Windows 2008 Standard server R2
Languages supported	English, French, Italian, German, Spanish, Portuguese, Dutch, Simplified Chinese, Traditional Chinese, Korean, and Japanese
JDF version	Digital ICS version 1.3
Hardware	HP ProLiant ML350 G6W Server, 2x Hex-Core Intel® Xeon® Processor x5670 2.93 GHz, 12GB FBD PC2-5300 6x 2GB, 6x HDD SATA 300GB, HP L1750 17 inch Flat Panel Monitor, ATI ES1000 128MB PCIe, Additional Broadcom 5708 Gigabit PCI E

HP SmartStream Production Center is a unique workflow system built to meet the challenges of receiving, producing, and delivering high volumes of short-run jobs, reducing turnaround time and increasing profitability.

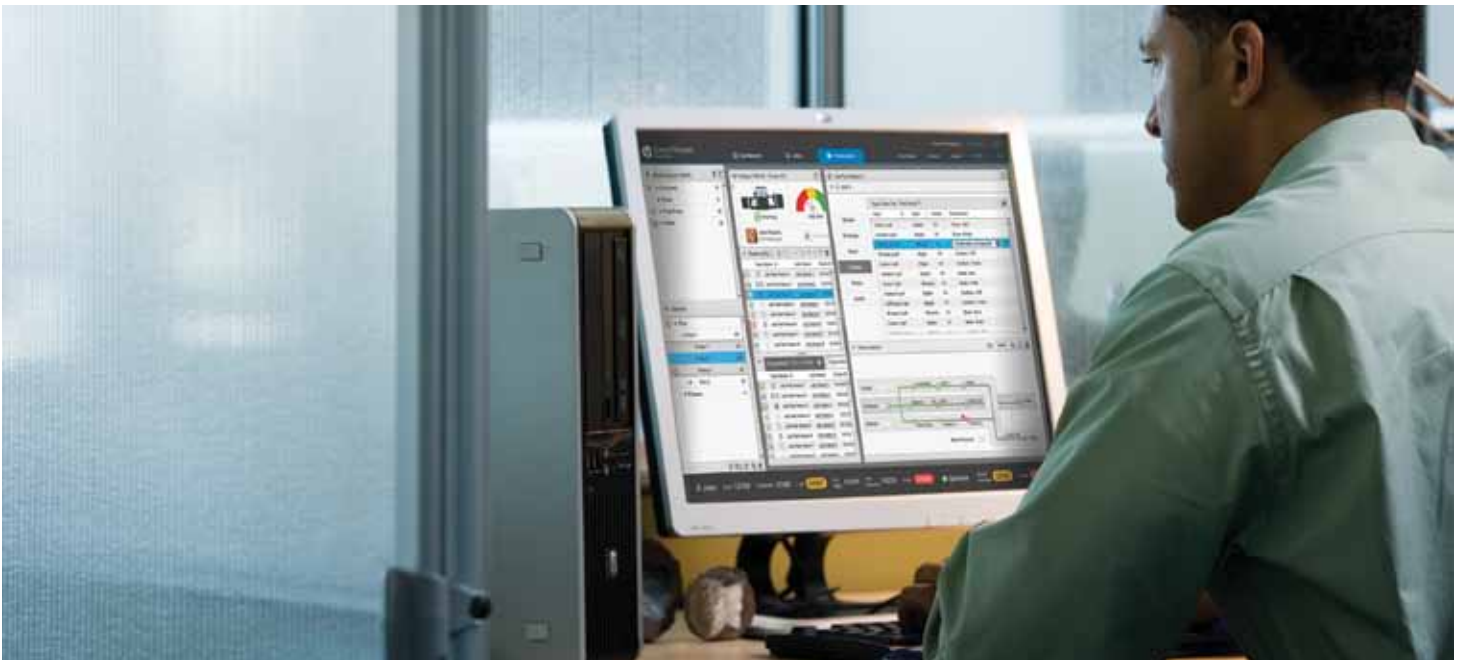
Advanced automation. When a print job arrives, HP SmartStream Production Center automatically plots out the entire production process, step by step, including finishing.

Job flow control. The priority for each job is set, and the job is then placed in the queue. The position of a production task in the queue can easily be changed by simply dragging and dropping the task to another place in the queue.

Production monitoring. All presses and finishing devices are visible to the system, allowing insight into production tasks and their ordering according to priority in the production process.

Production optimisation. Job clustering or batching helps reduce waste and lowers costs, thus boosting productivity. It also allows priorities to be set according to changing deadlines and delivery dates. This makes it easier for owners and managers to allocate resources, such as operators and presses, with maximum efficiency. Production is also optimised by load balancing among identical devices and dynamically prioritising jobs in queues.

Integration. HP SmartStream Production Center includes qualified integrations with leading web-to-print systems. Other software vendors, as well as customers, can leverage the production center open architecture and software developer kits (SDKs) for easy integration.



Technical specifications

HP Indigo presses supported	HP Indigo 10000 Digital Press, HP Indigo 7600 Digital Press, HP Indigo 7500 Digital Press, HP Indigo 7000 Digital Press, HP Indigo W7200 Digital Press, HP Indigo W7250 Digital Press, HP Indigo VWS6000p Digital Press, HP Indigo 5600 Digital Press, HP Indigo press 5500, HP Indigo press 5000, HP Indigo press 3500, HP Indigo 3550 Digital Press, HP Indigo press 3050
Operating system	Microsoft Windows 2008 server R2 Client OS versions: Windows® 7, XP, Vista, 2003, and 2000; Mac® OS 10.4, 10.5, 10.6 and 10.7
Languages supported	English, German, Italian, French, Spanish, Russian, Portuguese
Hardware	ProLiant DL360 G8 Server 2x X5760 Octo Core 2.80 GHz CPU, 32 GB RAM, P420i Controller with 1 GB FBWC, 2x 300GB 10K 6G SAS 2.5" HDD, Embedded Quad Gb NIC, DVD R/RW

HP SmartStream Print Servers

HP SmartStream Print Servers are scalable, high-performance solutions with modular architecture that meet current and future needs, growing with print business volume, production, and application complexity to maximise productivity from HP Indigo digital presses. The solutions include:

- **HP SmartStream Onboard Print Server**—DFE solution to get started with digital printing, included with the press on HP Indigo press series 5000 and HP Indigo press series 3000.
- **HP SmartStream Production Pro Print Server**—scalable and robust solution for mid- to high-production volume. Rack and tower configurations.
- **HP SmartStream Ultra Print Server**—a tailor-made, high-performance, high-volume server driving multiple presses for photo specialty or publishing.

HP SmartStream Production Pro Print Server

The HP SmartStream Production Pro optimises printing for any volume of any application from the simplest to the most sophisticated, including marketing collateral, direct and personalised mail, books and magazines, and photo products.

- **High performance.** Process thousands of jobs on a daily basis through advanced automation, scalable RIP farm, with the ability to split jobs across multiple RIPs and more.
- **Openness.** HP Indigo complimentary Software Development Kits (SDKs) enable bi-directional JDF and JMF connectivity to job submission and finishing systems.
- **Single point of control.** Multi-press connectivity and management from one location.

Version 5.0. The new capabilities and main features of HP SmartStream Production Pro 5.0 include:

- Full support for B2 format applications running at press speed
- Automatic finishing, planning, and setup supporting near line and inline finishing devices

- New simplified web-based user interface
- Central substrate and colour management
- New automatic ICC output profile creation per substrate type
- Complete job streaming—fast first page out

HP SmartStream Ultra Print Server

HP SmartStream Ultra Print Server is a high-performance, customised solution that automatically balances and tracks jobs across the workflow—making it easy to manage resources and keep production on schedule 24/7.

- Supports an unlimited number of presses with scalable RIP farm
- Sophisticated press load balancing tool
- Automated inline finishing support



Technical specifications—HP SmartStream Production Pro Print Server

HP Indigo presses supported	HP Indigo 10000 Digital Press, HP Indigo 7600 Digital Press, HP Indigo 7500 Digital Press, HP Indigo 7000 Digital Press, HP Indigo W7250 Digital Press, HP Indigo W7200 Digital Press, HP Indigo WS6000p Digital Press, HP Indigo 5600 Digital Press, HP Indigo press 5500, HP Indigo press 5000, HP Indigo 3500 Digital Press, HP Indigo press 3050, and other legacy presses
Operating system	Microsoft Windows 2008 server R2, RIP version: Global Graphics Harlequin Multi-RIP 2.0r4 (32-bit)
Client OS versions	Windows® XP, Vista, 2003, Windows 7; Mac OS 10.5, 10.6 (64-bit), and 10.7
Colour and quality	ICC version 4.0, device link profiles, CMYK+3 spots, CMYKOV + 1 spot, PANTONE emulations, PANTONE Goe™, PANTONE PLUS; Advanced half-toning, CMYKOVG, CMYKOG, CMYKVG
Languages supported	English, French, Italian, German, Spanish, Russian, Japanese, Simplified Chinese, Korean
Hardware	HP ProLiant DL360/DL380/ML350 G6W/G7, Six Core 2.93/2.8 GHz CPU's; 8-12 GB RAM DDR3 1333 Mhz FSB; Up to 2 terabytes of storage per press controller, HP ProCurve Network switch – some items depend on the specific product configuration.
Input format	Postscript 1,2,3, PDF 1.7, PDF/VT (Including optimised PDF), PDF/x-1a: 2001, PDF/X-1a:2003, PDF /x-3:2002, PDF/X-3:2003, PDF / X-4, PPML-T,PPML 2.2, JLT/SNAP, EPS, GIF, JPEG, TIFF 6, Microsoft XPS 1.0 including HD photo assets, DCS, DCS 2



HP SmartStream Production Analyzer is a multi-press, multi-site monitoring tool for HP Indigo presses that enhances productivity in dynamic environments by providing real-time status and easily accessible data analysis. It empowers managers to continuously improve productivity and immediately respond to lapses in operations.

Production dashboard. Vital statistics on production efficiency across presses are displayed on screen on the production floor, enabling operators to monitor their production targets.

Press status. Print volume, printing speed, jams, errors, and press events are all tracked. The interactive user interface allows highly detailed drill downs to investigate tracked issues as well as press operator annotations. Access to data and analysis results are provided via software developer kits (SDKs) and CSV export. The tool can also be accessed remotely, via a web browser.

Analysis tools. Reports on presses and shifts are generated and production is measured against KPI (key performance indicators) benchmarks. A wide range of production data is measured and analysed, including:

- Print volume by impressions, sheets, and linear feet/metres
- Performance by press/shift/operator
- Consumables lifespan
- Main press issues
- Additional parameters, such as press operator annotations, event logs, year-over-year reports

Technical specifications

HP Indigo presses supported	HP Indigo 7600 Digital Press, HP Indigo 7500 Digital Press, HP Indigo W7200 Digital Press, HP Indigo 7000 Digital Press, HP Indigo W7250 Digital Press, HP Indigo WS6000p Digital Press, HP Indigo WS6600 Digital Press, HP Indigo WS6000 Digital Press, HP Indigo 5600 Digital Press, HP Indigo press 5500, HP Indigo press 5000, HP Indigo 3550 Digital Press, HP Indigo press 3050
Operating system	Microsoft Windows 2008 server R2 Client OS versions: Windows®, 7, XP, Vista, 2003, and 2000; Mac® OS 10.4, 10.5, 10.6 and 10.7
Languages supported	English, German, Italian, French, Spanish, Russian, Japanese, Chinese, Korean, Portuguese
Hardware	HP ProLiant ML350 G6W Server, 2x Hex-Core Intel® Xeon® Processor x5670 2.93 GHz, 12GB FBD PC2-5300 6x 2GB, 6x HDD SATA 300GB, HP L1750 17 inch Flat Panel Monitor, ATI ES1000 128MB PCIe, Additional Broadcom 5708 Gigabit PCI E



Finishing



Finishing solutions

HP Indigo cooperates with industry leaders to provide solutions that meet the diverse needs of its customers. These solutions enable inline and near-line integration of uniquely designed devices, supporting flexible, dynamic high-volume production of short and long runs.

Automating the bindery with JDF end-to-end. Finishing connectivity workflow is included in HP SmartStream Print Server Production Pro version 5.0. A Bindery Module, developed by HP Indigo SmartStream partner Ultimate Technographics, is designed to automate the setup and operation of finishing devices, using JDF. The job finishing data is communicated through the Bindery Module to the JDF-enabled finishing devices. The devices set up and operate automatically and accurately, based on instructions provided by the print server plan included in the Job Ticket template.

This saves a significant amount of time in make-ready, reduces errors and eliminates waste. Less expertise is required to operate those devices as the decisions are made by expert systems, and the information is as accurate as possible (no manual measuring or coding), and the instructions provided are precise.

Finishing workflow supported devices

LaserMax Roll Systems PageReady	Horizon Stitchliner 5500 Saddle Stitcher
Horizon SmartStacker	Horizon APC 61II Guillotine
Horizon BQ-270 Perfect Binder	MBO K-800 Signature Folder B2
Horizon BQ-470 Perfect Binder	Duplo DC-645
Horizon HT-30 Three Side Trimmer	Duplo Digital System 5000
Horizon HT 70-Three Knife Trimmer	Polar 78XT Guillotine

HP SmartStream Solutions Partner Programme

HP Indigo partners with more than 60 industry-leading vendors in workflow and finishing as well as with emerging players that offer unique, innovative solutions. Partners cover the entire production span—from creation to fulfilment. Many partners' are able to integrate their products with the HP SmartStream ecosystem, using open software developer kits (SDKs) that ensure tight, bi-directional and efficient integration.

HP Indigo tests and certifies the integrations with its partners' solutions and ensures that the customers can enjoy a reliable and efficient workflow. The combination of best-of-breed partners and full integration enables customers to create sophisticated, efficient and unique workflow solutions that fit their requirements. SDKs for integration into HP SmartStream workflows can be found at spp.austin.hp.com/SPPMain/

Please see the complete partners list on page 2.

More information about HP SmartStream workflow solutions can be found at www.hp.com/go/smartstream. Information about the HP SmartStream Solutions Partner Programme can be found at www.hp.com/go/solutionnavigator or www.hp.com/go/workflowmobile



Please scan this QR code to learn more about HP SmartStream products.

North America
Hewlett-Packard Company
5555 Windward Pkwy
Alpharetta, GA 30004
USA
Tel: +1 800 289 5986

Europe, Middle East, and Africa
Hewlett-Packard Española S.L
Cami de Can Graells, 1 – 21
08174 Sant Cugat del Valles
Barcelona
Spain
Tel: +34 902 027 020
Fax: +34 935 82 1 400

Asia Pacific
Hewlett-Packard Company
138 Depot Road
Singapore 109683
Tel: +65 6727 0777
Fax: +65 6276 3160

Latin America
Hewlett-Packard Company
5200 Blue Lagoon Drive
Suite 950
Miami, FL 33126
USA
Tel: +305 267 4220
Fax: +305 265 5550
informahpindigo@hp.com

Israel
Hewlett-Packard Company
Kiryat Weizmann
P.O. Box 150
Rehovot 76101
Israel
Tel: +972 8 938 1818
Fax: +972 8 938 1338

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