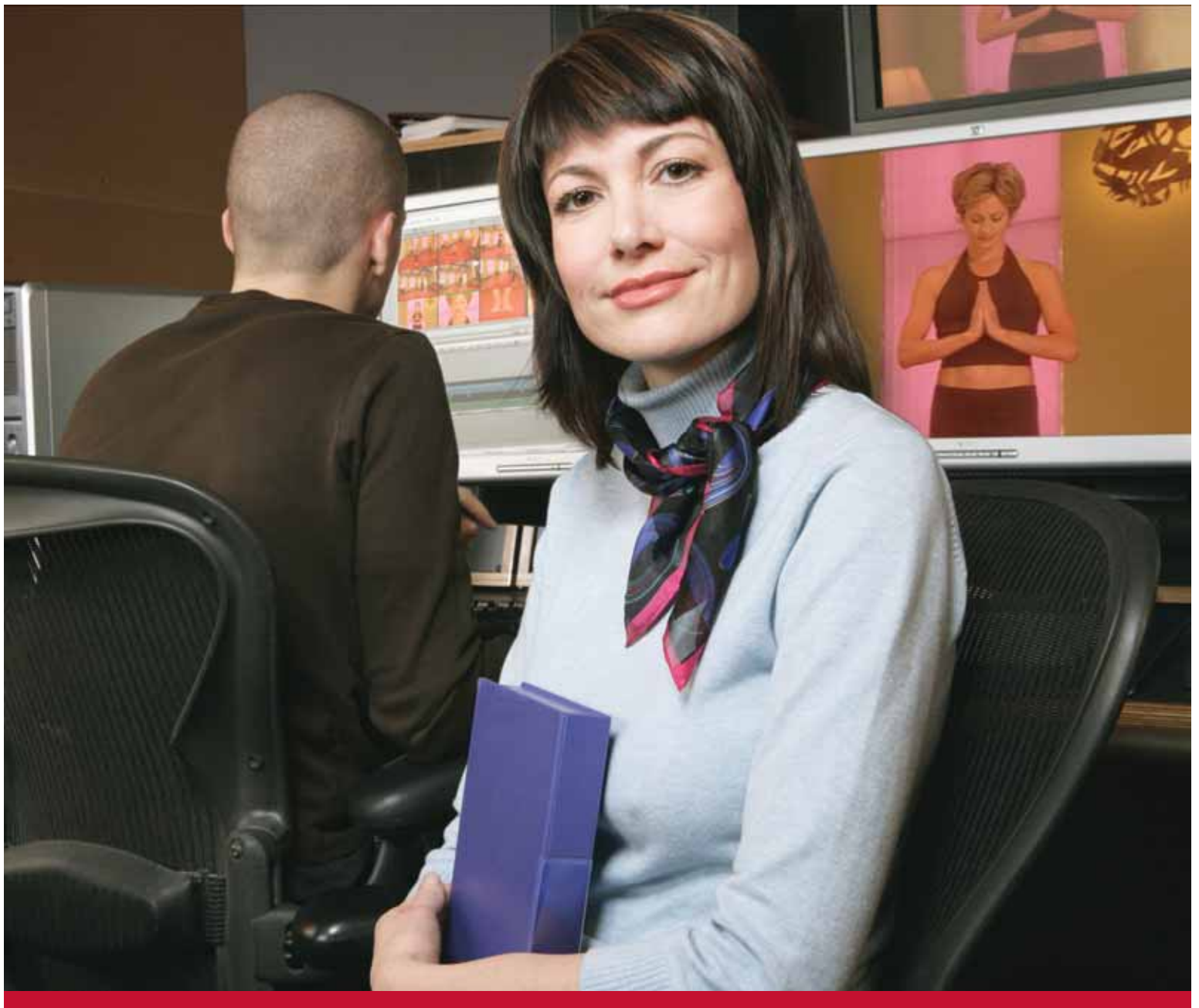




HP Indigo press 3500

Advanced on-demand printing technology,
made affordable



The route to success in the printing industry

Your clients today demand faster turnaround, affordable short runs and greater customization—all, of course, without sacrificing print quality. You can meet the new needs of the marketplace, such as print-on-demand, marketing collateral and 1:1 direct marketing—and grow your business—with the HP Indigo press 3500.



The HP Indigo press 3500—top digital quality at an affordable price

HP has solved the challenges of today's market demands by delivering an affordable, offset quality digital printing solution—the HP Indigo press 3500. Combining HP Indigo's legendary quality and features with unsurpassed durability and capability, the HP Indigo press 3500 is the perfect solution for those looking to enter into the color digital production space.

Offset look and feel delivers the quality you demand

HP ElectroInk technology delivers excellent offset quality printing, with such features as:

- A wide color gamut with up to 7-color printing
- Special, spot and brand color capabilities
- State-of-the-art color management, with HP Professional PANTONE® emulation and ICC profiles
- Best-in-class color accuracy and consistency
- Superior fine linework with HP adaptive half-toning

Superior versatility and ease of use puts you ahead of the pack

Designed for easy operation and operator maintenance, the HP Indigo press 3500 offers the following:

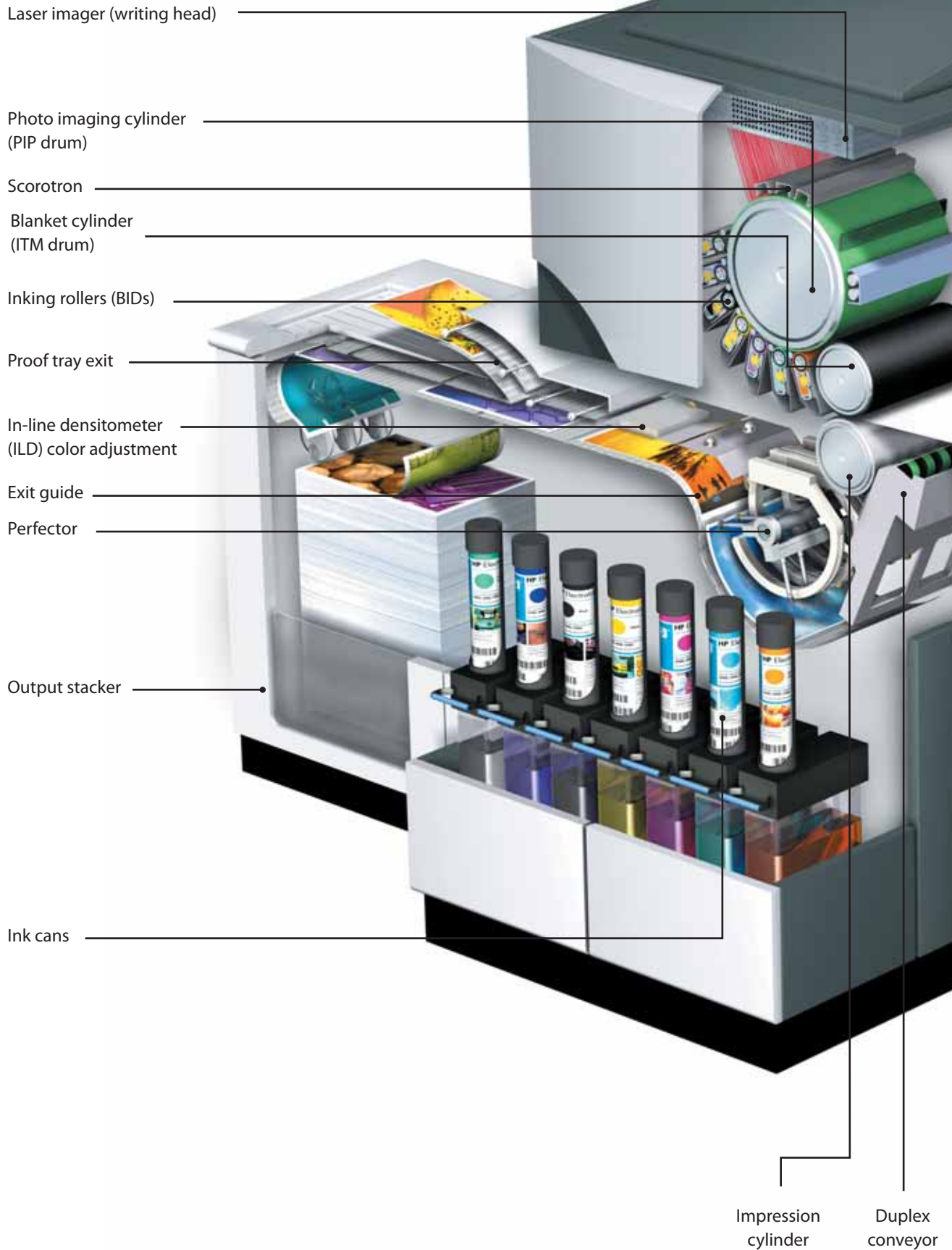
- Production rates of 68 ppm color and 136 ppm monochrome in one press, regardless of media type
- Adjustment-free, minimum-touch paper handling
- An easy-to-use HP SmartStream On-board Print Server (Digital Front End)
- Support for a wide substrate range, including specialty media
- A comprehensive workflow and finishing partner program

Maximum profitability builds your bottom line

The HP Indigo press 3500 offers a fast payback on your investment, driven by:

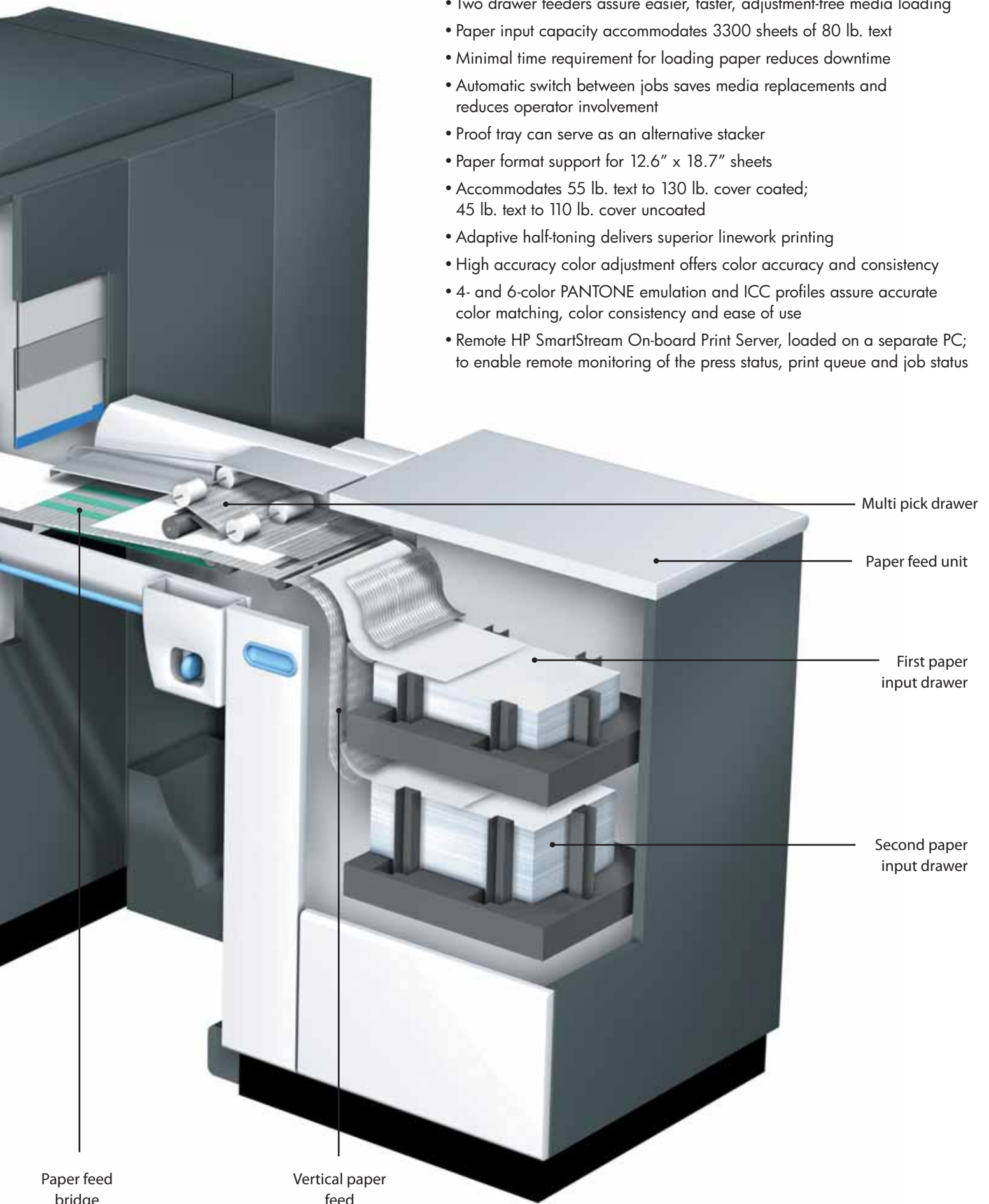
- Affordable acquisition and operating costs
- Remote service and support assuring high availability rate
- Flexible consumable and service pricing plans
- Superb reliability based on proven HP Indigo digital press technology
- Optional connectivity to HP SmartStream Print Servers

An inside look



Key features at a glance

- Two drawer feeders assure easier, faster, adjustment-free media loading
- Paper input capacity accommodates 3300 sheets of 80 lb. text
- Minimal time requirement for loading paper reduces downtime
- Automatic switch between jobs saves media replacements and reduces operator involvement
- Proof tray can serve as an alternative stacker
- Paper format support for 12.6" x 18.7" sheets
- Accommodates 55 lb. text to 130 lb. cover coated; 45 lb. text to 110 lb. cover uncoated
- Adaptive half-toning delivers superior linework printing
- High accuracy color adjustment offers color accuracy and consistency
- 4- and 6-color PANTONE emulation and ICC profiles assure accurate color matching, color consistency and ease of use
- Remote HP SmartStream On-board Print Server, loaded on a separate PC; to enable remote monitoring of the press status, print queue and job status





A dependable solution for new business opportunities

Engineered to help you grow your business with applications such as marketing collateral, 1:1 direct marketing, publications printing, the HP Indigo press 3500 is the right solution for the job. And, because it's from HP, the HP Indigo press 3500 comes with the high level support that makes ownership trouble-free as well as profitable.

The HP Indigo press 3500 continues a rich tradition of reliability. It's engineered with the most advanced hardware, software, paper transport technology, workflow automation and color consistency. As a result, you get maximum uptime and productivity for leveraging new market opportunities.

Now's the time to invest

Though digital printing may be a prerequisite in the marketplace today, the cost of being competitive need not be prohibitive. While the acquisition cost of the HP Indigo press 3500 is extremely attractive, a flexible materials and service buying program further extends budgets by allowing owners to tailor these industry-standard HP offerings to their needs. HP's "no commitment" consumables pricing enables you to buy when you need and hedge against business fluctuation.

HP SmartStream Portfolio

HP SmartStream is a Graphic Arts portfolio of components which help customers create digital printing production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfillment. When combining best in class HP SmartStream and Partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

This new portfolio emphasizes HP's continued commitment and leadership in helping customers grow their business with powerful workflow solutions that are simple, accessible, and ensure high quality and high productivity.

The new HP SmartStream portfolio was designed to be an open environment which gives new and existing customers the choice to expand into additional market segments, including: general commercial printing, direct marketing, publications printing and photo merchandise.

Full support and service gives you peace of mind

HP's "Total Customer Experience" approach focuses on the most important areas of customer satisfaction: issue prevention; fast response times; rapid, accurate issue resolution; efficient installation and superior customer care.

Set-up and maintenance services include site preparation, workflow set-up, remote diagnostics, expert training for operations and maintenance, on-site field service, fast parts delivery, as well as hotline help desks.

HP—a worldwide leader and trusted partner

The HP Indigo community

The global HP Indigo digital press community is linked via "My HP Indigo"—a secure online portal providing access to vital tools, training and development materials.

www.hp.com/go/myhpindigoweb

The Digital Solutions Cooperative

An exclusive opportunity for HP Indigo owners and sponsored by HP, this user-driven network of HP Indigo digital press owners, HP industry experts and partner companies share ideas and knowledge to drive success.

www.dscoop.org

HP Indigo Capture program

HP is committed to helping you capture business success. Grow your business with HP's innovative business development tools, training and programs.

www.hp.com/go/capture

Technical specifications

Print engine specifications:

Printing speed	68 4-color 8.5" x 11" images per minute (two-up); 136 2-color and monochrome 8.5" x 11" images per minute (two-up)
Image quality	Resolution: 812 dpi at 8 bit, 812 x 1625 dpi in High Definition Imaging
Line screens	144, 160, 175, 180, 230 lpi
Paper format	12.6" x 18.7"
Image format	12.1" x 17.7"
Paper weight	Coated: 55 lb. text – 130 lb. cover; Uncoated: 45 lb. text – 110 lb. cover; Thickness: 3-16 points
Printing technology	HP ElectroInk technology
HP Indigo Inks	
Standard 4 color printing	Cyan, Magenta, Yellow and Black
HP IndiChrome 6 color printing	Cyan, Magenta, Yellow, Black, Orange and Violet
PANTONE color	<ul style="list-style-type: none">• PANTONE-licensed HP IndiChrome on-press 6-color printing using CMYK as well as orange and violet• PANTONE-licensed HP IndiChrome off-press Ink Mixing System, for spot color creation, using CMYK as well as orange, violet, red, green, blue, bright yellow and transparent• HP Professional PANTONE Emulation Technology (PANTONE-licensed CMYK values for 4-color PANTONE simulation, utilizing ICC profiles to provide optimized simulation values for the specific press and media combination)
HP Indigo special effect inks	HP Indigo Digital Matte ink
Paper input system	Two drawers: One with 9.37" paper capacity (2,400 sheets of 80 lb. text); second drawer with 3.46" paper capacity (900 sheets of 80 lb. text) A total of 3,300 sheets of 80 lb. text All paper drawers support full range of substrates
Paper output system	Autoduplex/autoperfecting standard One stacker with 23.6" stack height (6,000 sheet capacity 80 lb.) Proof tray with 1" stack height (250 sheet capacity 80 lb.)
Dimensions of print engine	Height: 81.7"; Width: 156.5"; Depth: 87.9"
Weight	5,538 lbs.

On-board Print Server specifications:

Architecture	HP Press Production Manager with integrated Global Graphics Harlequin® on-press RIP with optional expansion capability for additional RIPs that provide scalable RIP power
Software platform	Microsoft Windows XP professional
Hardware platform	2.8 GHz Pentium 4 processor, 17" flat screen monitor, DVD-RW/CD-RW, 160 GB system HD 1GB base memory, Image memory disks—two 160 GB drives which provide 320 GB of image memory
Supported formats and standards	Postscript Level 1,2,3, PDF 1.6, PDF/X-1a:2001, PDF/X-1a:2003, PDF/X-3:2002, PDF/X-3:2003, TIFF 6.0, JPEG, EPS, PPML 2.1, JLYT

Optional equipment/configurations:

Expanded color capabilities	5 th , 6 th and 7 th color printing; HP Indigo Ink Mixing System
Prints Servers (DFE)	HP SmartStream Production Pro Print Server HP SmartStream Production Plus Print Server Powered by Creo
HP SmartStream Designer	With HP SmartStream Designer you can make every job easily full-colour personalised and satisfy your customer with higher response rate.
HP SmartStream Photo Enhancement Server	Fast, automated image sharpening, smoothing, contrast improvement and shadow enhancement
Productivity Package	Load substrates while printing, jog offset stacking and connectivity to HP SmartStream Pro Print Server

North America

Hewlett-Packard Company
1001 Summit Boulevard
Mailstop 401
Atlanta, GA 30319
USA
Tel: +1 800 289 5986
Fax: +1 404 648 2054

Europe, Middle East and Africa

Hewlett-Packard Company
Renier Nafzgerstraat 100
6221 KL Maastricht
The Netherlands
Tel: +31 43 356 5656
Fax: +31 43 356 5600

Asia Pacific

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

Latin America

Hewlett-Packard Company
Blue Lagoon Drive 5200
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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4AA1-0918ENUS March 10th, 2008

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