



WHAT DO YOU HAVE TO SAY?



HP Indigo Publications solutions

Capture profitable business with end-to-end, high-performance, offset quality digital printing

“Amazon is completely focused on the customer experience. This collaboration with HP will enable us to significantly increase the number of available titles our customers can purchase, while offering publishers the highest quality colour printing.”

Greg Greeley, Vice President of Books
Amazon.com

Digital printing becomes a best-seller

In the changing world of publishing, digital printing has become a source of high-margin business for print service providers and their customers. Complementing and sometimes replacing conventional print, digital printing creates high-potential opportunities in a range of applications, such as:

Short-runs. You can now cost-effectively print books and journals in just the required quantities, reducing publishers' costs of warehousing, shipment and returns.

On-Demand printing. Fast turnaround enables printers and publishers to shorten lead times, and thereby provide fast response to needs and meet unexpected market demand, as well as eliminate inventory and returns and reduce forecasting risk.

Versioning and personalisation. Customise a book or a journal, content and cover, for any group—a class, organisation or family—as well as any individual.

Long-tail and self-publishing. Reprint backlisted and out-of-copyright titles; fulfill for authors who can now self-publish their books, starting with affordable, small quantities.

These book opportunities will generate 22 billion letter-size digital pages in North America in 2008, and are expected to exceed 35 billion pages in 2011. Manuals will generate 50 billion additional digital pages. Colour digital publications printing is growing at over 35% annually, and is expected to generate 20 billion pages in 2011¹.

In Europe, though digital book pages are smaller in volume than in North America, they are growing twice as fast. The share of colour pages in Europe, too, is double their share in North America.¹

Dynamic markets moving in a digital direction

What's driving the rapid growth of digital publications printing?

The overall publishing industry is stagnant, retail chains are consolidating and best-sellers' turnover is faster than ever. Publishers seek new ways to reduce costs, streamline the supply chain and compensate for lost revenues. From the opposite direction, the digital world drives content customisation, self-publishing and online book shopping. These drive the demand for more titles to be printed in shorter runs, with fast turnaround and streamlined production.

Publications printers increasingly need to meet this demand, and while margins are continually squeezed and conventional printing encounters offshoring, digital printing can help printers regain high-value business.

Complementing the business aspects, digital printing can also help us protect the environment. In a world where millions of books are being destroyed monthly¹, digital printing can eliminate or reduce waste, paper and energy consumption.

Book more business in various segments

Trade books. Fast front-list replenishment, new sales of backlist titles, profitable review and end-of-life editions, special editions for people with disabilities and more.

Professional books and journals. Scientific, medical, technical and academic high-quality books and journals, in which run-lengths are increasingly shortening.

Educational books and ancillary material. Constant updating, adoption cycles and increasing versioning, State/District localisation and personalisation of textbooks, college course packs, prospectuses and ancillary material.

Special interest books. Art, cooking, travel, sports, genealogy and numerous other special interest high-value books.

Yearbooks. Short-run by nature, with increasingly personalised and group-versioned covers and content.

Personalised books and journals. Children's books, cookbooks, travel books, magazines and more.

Self-publishing. Enabling authors to publish more books with reduced cash outlay and warehousing.

Manuals, catalogues and how-to guides. High-value on-demand manuals, catalogues and training guides. Can match specific product model and accessories or target an individual's shopping preferences.

¹Sources: InterQuest, BBC News, industry interviews and publications, HP Indigo analysis

Profitable end-to-end publications production by HP Indigo

To help printers compete in today's publications business, HP Indigo offers you a true end-to-end publications production solution. The solution features a web-to-print solution, a PDF workflow, a user-friendly book building solution, tools for optimisation of short-run book production, offset-quality printing and a wide variety of finishing solutions.

Based on its strong publications customer base and market leadership in the publishing industry - with 48% market share², HP Indigo has reinforced its commitment to this industry and continually expands its solution to address the needs of publishers, printers and other industry players.

HP Indigo digital presses for publications printing

HP Indigo publications production solutions start with a selection of HP Indigo digital presses, all delivering offset quality and outstanding productivity and cost-effectiveness, to match your specific production needs.

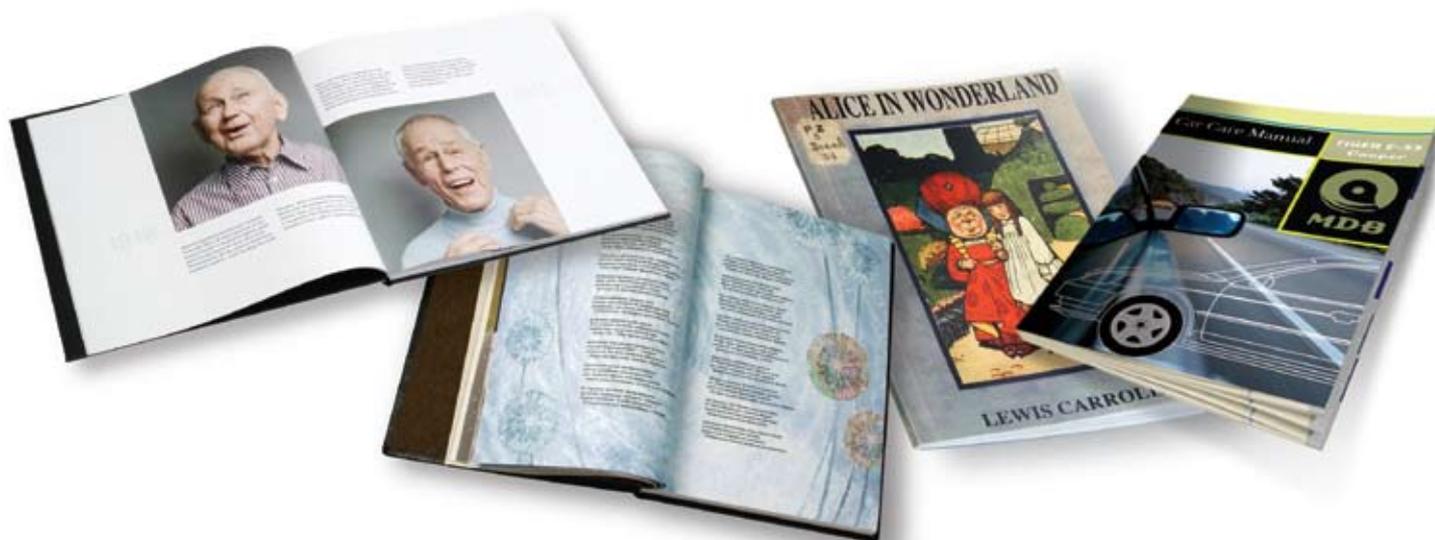
The various presses address publications needs through increased format size, the widest media range, stacked book blocks output and immediate post-print lamination and binding.

HP Indigo digital presses: Powerful engines for publications production

Press	Type	Speed (A4 pages per minute)	Image area
 <p>HP Indigo 7000 Digital Press Exceptional productivity and low total cost for high-volume printing 4-up Demy and A5 A wider spine for covers</p>	Sheet-fed	120 ppm 4-colour 240 ppm 2- and 1-colour	317 x 464 mm
 <p>HP Indigo press 5500 High productivity and profitability Increased 1- and 2-colour speed 0.8pt micro text</p>	Sheet-fed	68 ppm 4-colour 136 ppm 2-colour 272 ppm 1-colour	317 x 450 mm
 <p>HP Indigo press 3500 Advanced on-demand printing technology made affordable</p>	Sheet-fed	68 ppm 4-colour 136 ppm 2- and 1-colour	308 x 450 mm
 <p>HP Indigo W7200 Digital Press Publications-focused, cost-effective, for high-volume production Increased 1- and 2-colour speed 4-up Demy and A5</p>	Web-fed	240 ppm 4-colour 480 ppm 2-colour 960 ppm 1-colour	317 x 980 mm
 <p>HP Indigo press w3250 Application-focused, high-volume production, low TCO Increased 1- and 2-colour speed</p>	Web-fed	136 ppm 4-colour 272 ppm 2- and 1-colour	303 x 450 mm

HP Indigo is also highly committed to protecting the environment, through optimising the impact of its presses, inks, supplies, substrates and business practices. We offer products with reduced imaging oil consumption, lower waste and energy-saving standby modes, and continually expand our selection of recycled and environmentally-responsible substrates.

²InterQuest 2007 — HP Indigo has 48% market share of the installed base of colour digital presses at key book printer sites in North America



“Publishers demand that the quality of the books we manufacture match traditional offset printing. We think HP Indigo presses deliver on that promise like no other digital press available.”

**J. Kirby Best,
President and CEO,
Lightning Source**

Deliver unsurpassed offset quality

With HP Indigo’s publications printing solutions you will easily satisfy the most demanding standards for quality. HP ElectroInk liquid ink uses a small particle size to deliver the quality and colour range of offset printing.

HP Indigo’s technology also lets you meet the demand for corporate and branding colours. With our support of the PANTONE® Goe™ colour system, HP Indigo digital presses extend your Pantone selection to over 3,000 colours.

Meet the widest range of media needs

In today’s publishing industry, light-weight uncoated media are increasingly required to reduce costs, shipment and weight, especially to ease students’ carry load. Heavy-weight coated media are used for high-value books, and cardboard - for covers. The HP Indigo publications printing solution includes

the highest-quality media. Developed in close cooperation with substrate providers, HP Indigo digital presses support over 1,400 high-quality media for a wide variety of book applications, ranging from Bible paper or 40gsm to 17-pt. board.

Advanced workflow solutions for specific business needs

HP SmartStream is a graphic arts portfolio of workflow components, creating solutions for targeted markets such as digital publications printing. Simple, accessible and highly productive, HP SmartStream helps print service providers grow their business profitably.

With a combination of best-in-class HP SmartStream and partner components based on an open architecture philosophy, the portfolio provides flexible, scalable, end-to-end business and workflow management—from content and job creation to fulfillment. For publications printers, the SmartStream solution includes the portfolio in the following chart.

HP SmartStream solution portfolio

The HP SmartStream portfolio is made up of HP and partner components that together provide end-to-end workflow management from job creation to fulfillment



HP Publications workflow solutions

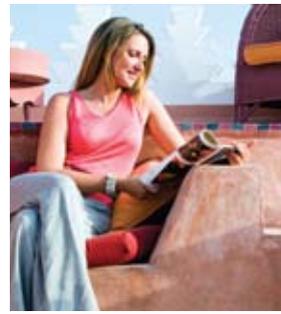
HP SmartStream Print Servers — Digital Front-Ends:

HP SmartStream Production Pro Print Server	A productive, highly-automated DFE for managing large print volumes and complex variable data jobs. Provides remote, multi-press single-point-of-control.
HP SmartStream Ultra Print Server	A highly reliable, extreme performance print server, for automated, multi-press environments, ideal for 24/7 operation of high volume production.
HP SmartStream On-board Print Server	An entry level print server that is intimately integrated with the 5500/5000/3500 digital presses. Offers basic imposition VDP and JDF capabilities.

Pre-press and workflow solutions:

HP SmartStream Director	An integrated production framework for managing jobs from creation through fulfillment. Provides an easy-to-use interface for print buyers and enhances efficiency of production environments for print service providers. User-friendly web-to-print and book building solutions.	
Ultimate Imposition Book Stacker	Automatic optimisation of imposition and production of short-run and personalised books. Full featured, client-server, multi-user solution assuring predictable, continuous printing flow to HP Indigo presses. Simplifies preparation, eliminates repetitive set-up and performs flawlessly with variable data.	www.imposition.com
Heidelberg Prinect	Enables job submission and job routing, print buyer internet connectivity, print layout and imposition and colour management.	www.heidelberg.com
Agfa ApogeeX Integration Pack	Print production workflow enables users of HP Indigo digital presses to streamline production and drive multiple output devices from a single workflow.	www.agfa.com
JDF	XML-based file format for an electronic job ticket; contains all job information normally included on a written form, sent in with a print job or communicated by email, phone or other means.	www.cip4.com
Press-sense Omnium	JDF-based Business Flow Automation ERP solution created especially for printers; enables planning automation, scheduling and full production floor automation.	www.press-sense.com

“The things that really stand out about Indigo are print quality and reliability... HP worked closely with KSI to help us develop our book-on-demand business for universities... After getting a sample of the quality, they’re starting to demand Indigo print quality even in black & white!”
 Chae Jong Jun, founder and CEO, Korean Studies Information (KSI)

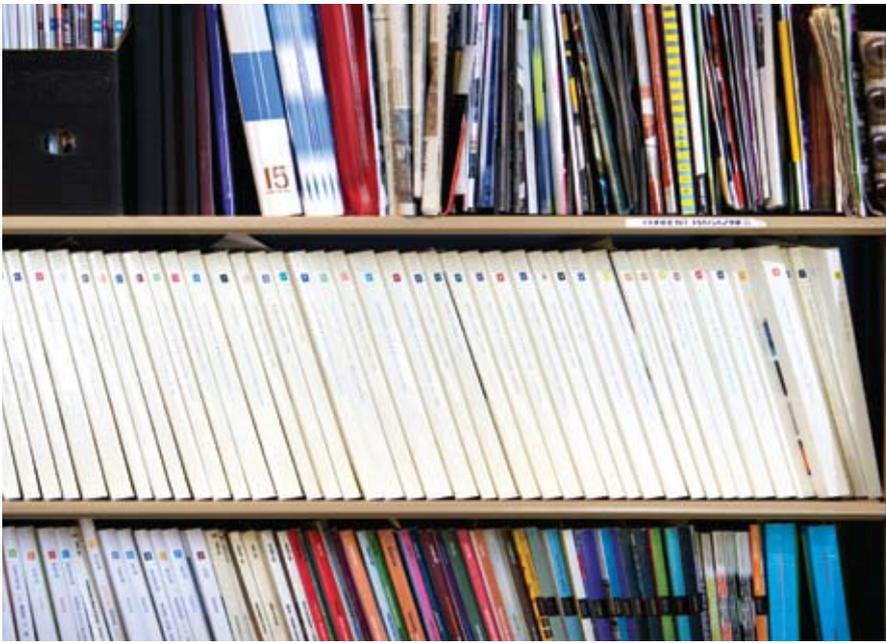


A wide range of finishing solutions

Finishing solutions. Industry-leading near-line and in-line solutions for the manufacturing of soft and hard cover books and journals - perfect bound, case bound, saddle stitched and wire bound - ranging from low-end through mid-range to high-end solutions.

HP Indigo is continually expanding its finishing partners and solutions portfolio. Current solutions include:

Finishing solution	Partner	Solution description	Website
Roll-to-stack, roll-to-roll	Hunkeler	POPP 6. For the HP Indigo presses w3250 and W7200. Heavy-duty in-line roll-to-roll, roll-to-sheet and combination configurations for cutting and offset stacking.	www.hunkeler.ch
Lamination	GBC	Delta 7052. High performance, fully integrated with a built-in feeder and separator. 2052. Small and medium-size runs. 620 os. Table top, for low-volume short-runs.	www.gbc.com
Perfect binding	Horizon	BQ-470. Fully automated, JDF-compliant, four-clamp hot melt and PUR perfect binder for superior-quality short-run book production; 1000 cycles per hour. BQ-270. Single-clamp binder automatically sets up cover scoring; book titles accurately positioned on the spine and “hinge scoring” preserves the integrity of the spine. 500 cycles per hour.	www.horizon.co.jp
Trimming	Horizon	JDF-compliant, fully-automated three-knife trimmers. HT-101. User-friendly colour touch-screen control console. 1,600 cycles per hour. HT-70. Book feeding, trimming and stacking. 1,000 cycles per hour.	www.horizon.co.jp
Guillotine	Horizon	APC 6111. Programmable hydraulic guillotine cutter provides highly accurate cutting, durability and simple operation with user-friendly touch-screen display and easy-to-use controls. JDF-compliant, integrated with SmartStream Director.	www.horizon.co.jp
Case binding	Kolbus	Case maker DA-260. For high-volume short-run book production. 40 cycles per minute. Casing-in BF-512. Book production line for high-volume short-runs. 30 cycles per minute.	www.kolbus.com
	Horizon	HCM1/HCP1. Case maker and casing-in solution for on-demand short-run. 40 books per hour.	www.horizon.co.jp
Saddle stitching	MBO	Digifinisher. Highly effective saddle stitcher combines buckle fold and plow fold in one unit for high-volume production.	www.mboamerica.com
	Duplo	Digital System 5000. Full-bleed, trimmed booklets ready for delivery in one pass from HP Indigo sheet-fed digital presses.	www.duplo.com
	Morgana	DocuMaster. Fully integrated feeder, creaser & booklet-maker; each component can be used separately for maximum flexibility.	www.morgana.co.uk
Wire binding	RENZ	Double-wire bound documents with RENZ RING WIRE® In-line 600. A fully-automated punching and binding line for high-volume production. AP 360 automatic punch, MOBI 500. Mid-volume solutions.	www.renz-germany.de



World-renowned support and service

With a commitment to maximising the Total Customer Experience, HP Indigo assists customers in establishing and growing their digital publications business. Customer-empowering programmes include:

HP financing opportunities. Finance your publications manufacturing business through HP Financial Services and access competitive rates and flexible terms.

Full set-up and maintenance services. Site preparation, workflow set-up, production ramp-up, fast parts delivery, on-site field service and hotline helpdesks.

World-class training. Technical education services and training programmes, ranging from basic to advanced levels.

HP Indigo Print Care. Convenient toolset of on-press and remote diagnostics, guided troubleshooting, live video-sharing communications and remote support teams and desktop sharing.

My HP Indigo. A secure online portal providing HP Indigo owners access to production monitoring tools, training and development material.

www.hp.com/go/myhpindigoweb

HP Indigo Capture Business Success programme. Business development and consulting, marketing education services and a wide range of innovative tools, services and resources help you compete successfully in your market, attract new business opportunities and capture the full potential of your publications printing business.

Case study: A new business at Taylor Publishing—short-run colour yearbooks

Taylor Publishing Company, of Dallas, Texas, is one of the nation's largest school yearbook publishers. Its success is based on making the process of yearbook creation easy, unique and fun.

To keep production costs at their lowest and meet the limited budgets of its educational customers, Taylor Publishing purchased the HP Indigo press 5000. In addition to being very affordable, they found that consumables on the press were much more attractively priced and the user interface was far superior to that of the competition.

"The HP Indigo press 5000 appeared much more feasible than anything else we had previously seen in the digital arena for the production of 300 copies or less of yearbooks—which we do a lot of," says Steve Templin, Taylor's Pressroom Division Manager. "We were able to set-up the machine, colour-match it and perform a run, all within the first five minutes!"

To further streamline production, Taylor Publishing housed the HP Indigo press 5000 in a room with a Duplo System 5000 automatic finishing machine. Taylor Publishing was soon running at the equivalent of one million A4 4-colour pages a month.

"The HP Indigo press 5000 enables us to deliver high-value colour yearbooks to schools with smaller needs, while still making a profit," Templin enthused. "In addition, we have some really outstanding HP people supporting us and encouraging us to look into creating new profit sources from this press. For example, as a recent new revenue opportunity we've entered into the calendaring and supplement business. Thanks to HP, Taylor Publishing Company has some very exciting times ahead."



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