

WHAT DO YOU HAVE TO SAY?



HP SmartStream Production Plus Print Server, Powered by Creo

Comprehensive workflow solution for the demanding printing environment



Take control of your printing with a highly streamlined workflow

The HP SmartStream Production Plus Print Server, Powered by Creo, meets the challenging workflow demands of commercial printers competing in dynamic markets and offering a broader, more diverse range of high-value applications. The fully scalable workflow solution helps to grow digital production capabilities significantly.

The HP SmartStream Production Plus Print Server marries two of the industry's most renowned, best-of-breed technologies—Print On Demand Solutions' Creo Colour Servers, and HP Indigo's exclusive digital offset colour capabilities. For print service providers, the result is a comprehensive, feature-rich graphic arts solution with the power and sophistication needed for today's marketplace.

Advance into large digital production volumes with fully scalable HP SmartStream Production Plus configurations, including:

- IN040 Production Plus—drives one press (excluding the HP Indigo 7000 Digital Press).
- IN080 Production Plus—drives two presses in parallel (excluding the HP Indigo 7000 Digital Press).
- IN100 Production Plus—drives the HP Indigo 7000 Digital Press at rated speed.

All servers can be migrated into a single rack configuration (up to 6 servers) as your business grows.

Expand your business; maximise your investment

With its powerful set of prepress features that connects seamlessly with your offset production, the HP SmartStream Production Plus Print Server, Powered by Creo, offers you easy and complete control for complex end-to-end workflows.

It optimises your investment in digital printing by expanding your capacity for providing high-value services for more effective direct marketing campaigns, marketing collateral, books, manuals and light photo specialty jobs.

The print server extends your investment even further by integrating with a wide range of digital workflows and finishing vendors, based on JDF.



Manage your HP Indigo digital press fleet through one consolidated job list.

A unified workflow for the hybrid print environment

What's driving the move to hybrid production environments? Clearly, printers recognise the business rationale: in order to generate increased revenue and profitability, they are seeking to add new services for their customers.

The HP SmartStream Production Plus Print Server, Powered by Creo, offers a unified, hybrid offset/digital production workflow to help printers expand their service and solution capabilities. It integrates effectively with the industry leading Prinergy workflow system—and other components of Kodak's Unified Workflow, as well as Brisque and Agfa :ApogeeX.

Convenient, easy-to-use operations enhance productivity

With the well-known, user-friendly GUI of a Creo Colour Server, the HP SmartStream Production Plus simplifies the most demanding and dynamic workflow scenarios. It significantly eases the operational learning curve, and offers a high degree of control and confidence.

The HP SmartStream Production Plus provides pre- and post-RIP job preview and editing. By enabling last-minute colour and imposition corrections, the print server maximises flexibility, ensures fast turnaround and lowers the cost of errors. Post-RIP imposition is independent of both application and file format. Files are stored in a compact, ready-to-print format for immediate reprinting that requires no further processing. The print server and the press share all job lists for consolidated operation.

The robust solution delivers additional functionality, such as a new, comprehensive imposition tool, compact job setup and submission methodology, OPI (Open Prepress Interface), and more.

Unsurpassed offset quality through outstanding colour management

The HP SmartStream Production Plus Print Server, Powered by Creo, adds unparalleled value to HP Indigo digital presses. Driving unsurpassed offset

quality and colour, it gives print service providers a significant advantage in differentiating themselves among customers with features such as advanced colour management and control, colour emulation and image enhancement algorithms.

To help deliver colour capabilities unmatched among digital presses, the HP SmartStream Production Plus also supports CMYK and, for the first time, CMYKOVG-based spot colour editing, independent of brightness, gradation and contrast.

Increase margins with high-value pages

The HP SmartStream Production Plus includes numerous capabilities designed for today's demanding production environments that need to accommodate a wide variety of jobs. It supports popular variable information formats, including Creo VPS (Variable Print Specification), industry-standard PPML, Optimised PDF and Optimised PS.

Combined with outstanding colour capabilities, the print server is a powerful solution for handling extensive prepress and proofing work, general commercial printing applications such as brochures, sell sheets, books and manuals, light photo merchandise including photo calendars, and direct marketing including direct mail and transpromotional applications.

Extend profitability with automated JDF workflow solutions

The HP SmartStream Production Plus supports Job Definition Format (JDF) job ticket standards for automated workflows and other popular data formats. Using the open, industry-approved JDF format, HP Indigo partner vendors work within an integrated system approach that empowers fully-featured end-to-end solutions. That includes web-to-print solutions, data and MIS communication with the HP Indigo digital press, and integrated bar-code support for popular JDF-enabled finishing systems.

1. Hybrid Production



2. Ease-of-Use

1. Step up to a new level of hybrid workflow connectivity, including Rules-Based Automation (RBA) with Prinergy.
2. Creo Colour Servers are well-known for simplifying the control of complex tasks.
3. Build your digital difference with HP Indigo digital offset quality, powered by Creo.
4. Unique workflows with variable data printing automate the selection of different substrates (Set Page Device).
5. Create a highly-efficient end-to-end workflow with the power of the joint partner solutions of Print On Demand Solutions and HP Indigo.



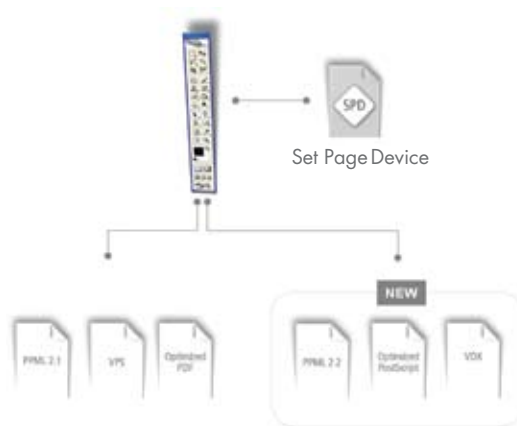
Production Plus job list (left) displaying the jobs on the HP Indigo 7000 Digital Press (right)

3. Hands-on Colour



Find the best printing C,M,Y,K colour recipe to match a spot colour

4. High-Value Pages



5. Automated End-to-End Workflow



HP SmartStream Production Plus— a powerful workflow component in the HP SmartStream family

HP SmartStream is a Graphic Arts portfolio of components which help customers create 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 customisable and scalable to your unique business needs.

HP SmartStream Enabled Workflow Solutions



Technical Specifications

	HP SmartStream IN100 Production Plus Print Server, Powered by Creo (available from Summer 2008)	HP SmartStream IN040/IN080 Production Plus Print Server, Powered by Creo
HP Indigo digital presses supported	HP Indigo 7000 Digital Press	HP Indigo press 5500, 5000, 3500, 3050, 3000, Ultrastream
Input file formats	VPS, Postscript 1,2,3, PDF 1.7, PDF/x-1a: 2001, PPML 2.2, EPS, GIF, JPEG, DCS, DCS 2, TIFF, TIFF/IT, CT/LW, Optimised PDF, VDX, Optimised PS	Adobe PS Level 1,2,3, Native PDF, EPS, TIFF, TIFF/IT, JPEG, CT/LW, VPS, PPML 2.1, Optimised PDF
Operating system	Microsoft Windows 2003 Standard server R2	
Client OS versions	Windows® XP, Vista, 2003, and 2000. MacOS® 10.4 and 10.5	
UI Languages	English, French, Italian, German, Spanish	
JDF version	Digital ICS version 1.3	Digital ICS version 1.1a
RIP core	Adobe CPSI version 3017	Adobe CPSI version 3015
Colour & Quality	ICC version 4.0, device link profiles, CMYK + 3 spots, CMYKOV + 1 spot, HP Professional Pantone Emulations, Pantone Goe, CMYKOVG, CMYKVG, CMYKOG	ICC version 3.0, device link profiles, CMYK + 3 spots, CMYKOV + 1 spot, HP Professional Pantone Emulations
Hardware	HP ProLiant ML350 G5 Servers, Quad-Core Intel® Xeon® Processor E5420 2.50 GHz, 2GB FBD PC2-5300 2x 1GB, 5x HDD SATA 250GB, Creo FusionHX RIP accelerator hardware	

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