HP Indigo W7200 Digital Press

Overview

Designed to offer digital productivity with true offset quality, the HP Indigo W7200 Digital Press is a new, roll-fed liquid electrophotographic printing (LEP) dual-engine solution for high-volume short-run and variable-data application-focused commercial printing. The HP Indigo W7200 can produce up to 7 million A4-size color images, or 30 million monochrome A4 images, per month. It combines the proven HP Indigo offset quality with the breakthrough productivity required to excel in a variety of production environments, including on-demand and short-run book printing, high-volume personalized color direct-mail campaigns, high-value transpromotional statements and others.

Based on the success of the current HP Indigo press w3250, which is installed at six of the top 10 HP Indigo print volume customer locations, and utilizing liquid HP ElectroInks with up to seven colors, the press prints at a higher speed of 240 A4 four-color pages per minute, or 960 A4 pages per minute monochrome.[1] The press' wider 317 mm x 980 mm image area can significantly enhance productivity, enabling eight-up full-bleed impositioning on 153 mm x 229 mm (6 x 9-inch) sheets and making it an ideal solution for postcards and other direct marketing applications as well as on-demand book printing. In addition, the format size enables the digital production and personalization of commercial print products such as folders, folding mailers, folding albums and book jackets previously manufactured using analog processes.

The new software, workflow and graphical user architecture for the HP Indigo W7200 Digital Press eliminates and automates several operator tasks, provides diagnostic tools for optimized uptime and enables support for Advanced Function Presentation™/ Intelligent Printer Data Streams (AFP/IPDS) content to best support the fast growing transpromotional printing industry. The press integrates with a flexible, productive and fully scalable HP SmartStream Print Server and workflow solutions for enhanced throughput, image processing and load balancing across multiple presses, a typical environment for customers with mission-critical, application-focused needs.

Key features and benefits

- Low cost per page, regardless of ink coverage, with competitive pricing for monochrome only and high monthly print volume

- Fast speeds of 240 A4 pages per minute (ppm) in four-color, 480 two-color and 960 ppm monochrome, regardless of media type, in resolutions up to 1,200 dots per inch

- A wide range of substrate compatibility: from 40 to 350 gsm, coated, uncoated and recycled paper

- Reliable high-volume production of more than 7.5 million one-sided/3.7 million dual-sided A4 four-color sheets per month (two-up) or up to 30 million monochrome A4

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one-sided pages per month

- Larger 317 mm x 980 mm (12.5 x 38.6-inch) image format size

- Optimized productivity for mixed color and monochrome double-sided work (four, five, six or seven colors over one)

- Automation and reduced operator intervention with quick blanket mounting, charging, photographic imaging plate replacement, second-transfer adjustments and lubrication

- Fewer ink changes with higher-capacity HP ElectroInk cans, plus on-press fast ink replacement feature for color changes on optional fifth, sixth and seventh colors with virtually no downtime

- In-line priming for compatibility with virtually any standard offset or publishing media,[2] enabling use of lower-cost media for enhanced profit opportunity

- Support for many common industry standard file formats, including PDF, PPML and AFP/IPDS

- Improved, faster file throughput and load-balancing with PrintLink off-press print server job queuing

- New, user-friendly graphical user interface for simplified operation

- Enhanced serviceability and increased uptime with on-press diagnostics and guided troubleshooting tools

- Near-line and in-line finishing options from partner providers for books, booklets, postcards and any other specific application

Specifications

- Printing speed: 240 four-color A4-size images per minute (two-up), 480 two-color A4-size images per minute (two-up), 960 monochrome letter-size images per minute (two-up)

- Image quality and line screens: 812 and 1,219 dots per inch at 8-bit resolution; 2,438 x 2,438 addressability high-definition imaging; 144, 175 and 230 line screens

- Roll width: 340 mm (13.4 inches)

- Image size: 317 mm x 980 mm (12.5 x 38.6 inches)

- Media weight/thickness: Coated and uncoated paper – 40-350 gsm (27 lb. text – 130 lb. cover)

- Media input and output: standard roll un-winder and re-winder, optional in-line finishing equipment for book blocks

- HP ElectroInks: Standard four-color (CMYK) and HP IndiChrome on-press six-color (CMYKOV) process with PANTONE®-licensed emulation; custom-mixed spot and PANTONE-licensed colors through HP IndiChrome off-press

- Print Server workflow: HP PrintLink software on press for bi-directional communications and data link with HP SmartStream Production Pro Print Server

- Supported formats and standards: AFP/IPDS; Postscript 1, 2, 3; EPS; PDF1.7 including optimized PDF; PDF/x-1a: 2001, PDF/X-1a:2003, PDF /x-3:2002, PDF/X-

3:2003; Tiff Version 6, CMYK/RGB, multi page tiff; JPEG; PPML/T; DCS 1 and 2; GIF; XPS; JLYT Including SNAP; BMP. Connection with HP SmartStream Production Plus Print Server adds support for PPML 2.2, VPS, Brisque CT/LW

Options
• Additional fifth, sixth and seventh color capabilities

Availability
The HP Indigo W7200 Digital Press is expected to be available worldwide in late 2009.

[1] Compared to the HP Indigo press w3250.

[2] The HP Indigo W7200 Press prints on standard offset coated and uncoated media from 40 gsm to 350 gsm (27 lb. text – 130 lb. cover)

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