



HP SmartStream Digital Workflow Portfolio

Overview

The HP SmartStream Digital Workflow Portfolio includes graphic arts workflow components that help customers create digital printing production 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 HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to print service providers' 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 and accessible and ensure high quality and high productivity. Future additions to HP SmartStream will offer workflow components for other HP Graphic Arts businesses, including HP Scitex, HP Inkjet High-Speed Production Solutions and HP Designjet.

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, photo merchandise and labels and packaging.

HP SmartStream allows Graphic Arts customers to pursue greater possibilities, create competitive advantage and evolve their business through streamlined, efficient and high-powered workflow solutions.

Key features and benefits

- Comprehensive file processing, variable-data management, imposition and image management support for general commercial printing, direct marketing, publications printing, photo merchandise and label and packaging markets
- Data sharing and feedback between workflow components from job creation through job fulfillment
- The new HP SmartStream portfolio is made up of HP and partner components that together provide workflow management from job creation to fulfillment

HP SmartStream components

- The new HP SmartStream Production Pro Print Server
- The new HP SmartStream Production Plus Print Server, Powered by Creo
- The new HP SmartStream Labels and Packaging Security Manager
- HP SmartStream Designer (formerly HP Indigo Yours Truly Designer)
- HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork (formerly HP Indigo Labels and Packaging Server, Powered by EskoArtwork)

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- HP SmartStream Ultra Print Server (formerly HP Indigo Scalable RIP Solution)
- HP SmartStream Photo Enhancement Server (formerly HP Indigo Photo Enhancement Server)
- HP SmartStream Onboard Print Server (formerly HP Indigo Press Production Manager)

SmartStream partner components

Partner solutions from Agfa, Creo PODS, DigiLabs, DirectSmile, EskoArtwork, GMC, Heidelberg, HumanEyes, ip.labs, MindFire, Pageflex, Pixami, Press-sense, Printable, PrintSoft, Ultimate and many more.

Availability

Existing HP Indigo print server products rebranded as part of the HP SmartStream Digital Workflow Portfolio are available now. The new HP SmartStream Production Pro Print Server is expected to be available in June. The base configuration of the new HP SmartStream Production Plus Print Server, Powered by Creo, is expected to be available in May. The enhanced configuration of the new HP SmartStream Production Plus Print Server, Powered by Creo, is expected to be available in August.

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