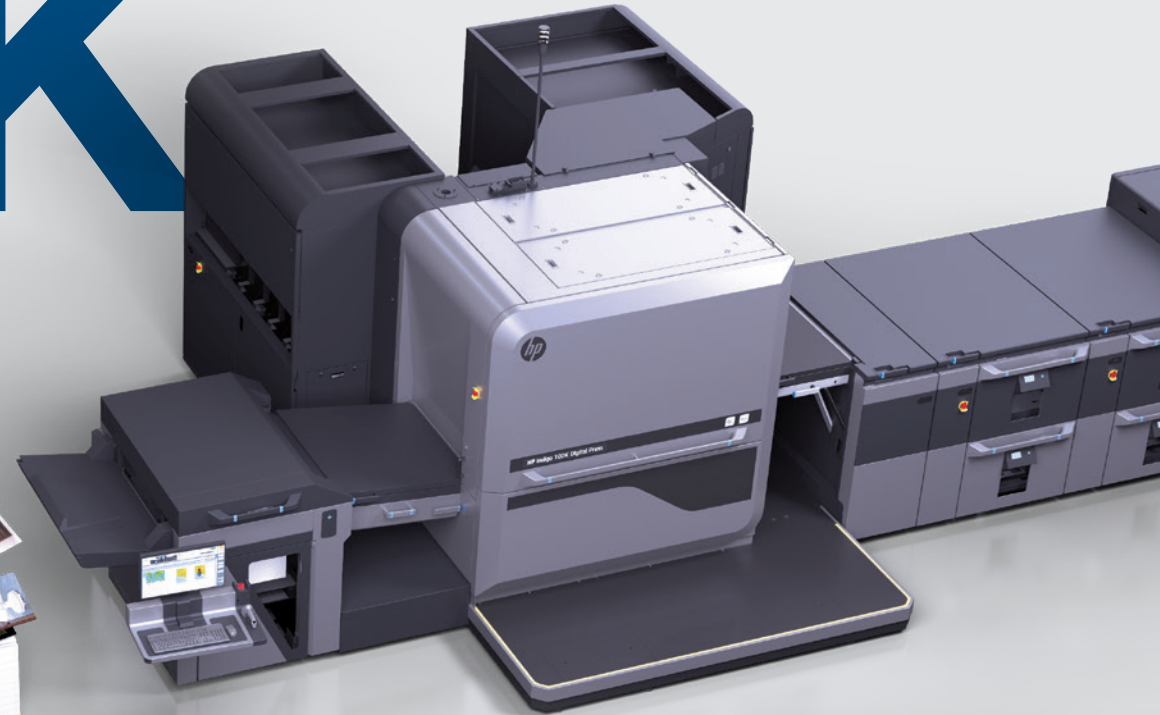


**HP**  
**INDIGO**  
DIGITAL PRESS

# 100K

Exploit the best of both worlds through an optimal coexistence of analog and digital technologies, driving profitable growth.



## Transform

- Produce short runs more economically due to elimination of makeready and plate costs
- Move the right jobs to digital where they are more efficient (time) and economical (cost)

## Optimize

- Optimize existing digital work leveraging larger sheet sizes
- Reduce the number of sheets and impressions required per job by maximizing imposition efficiencies

## Augment

- Seize new business opportunities with digital value; for example, large data-driven programs with variable data and personalization applications
- Bring in new revenue and profit streams

# The HP Indigo 100K Digital Press releases 46% of conventional press hours

## OVERALL OFFSET PRESS EFFICIENCY

(1.15:1)



## SHORT RUN JOBS CONVERTED TO THE INDIGO 100K

(2.74:1)



## FREEING UP CAPACITY ON THE OFFSET PRESS DUE TO JOBS CONVERSION TO THE INDIGO 100K

(0.59:1)



## NEW OFFSET PRESS EFFICIENCY

(0.59:1)



Offset press efficiency doubles after moving the short run jobs

<sup>1</sup>compared to a typical/average B2 offset press in the marketplace. Industry standard/average parameters

Makeready Hours
  Run Hours
  Hours Released



# HP Indigo 100K Digital Press

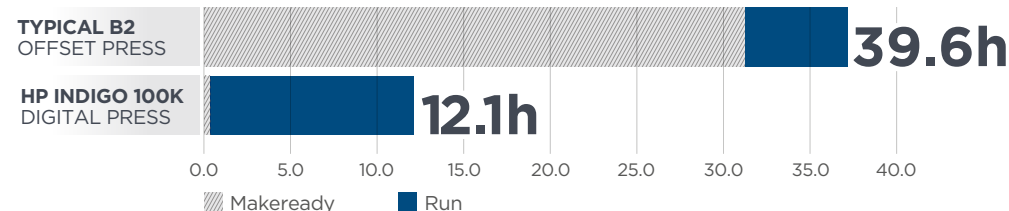
## TOWER OF PRODUCTION

### A typical job basket in any given day

Job ID

	Jobs per Day	Order Quantity	Finished Prod. # of Pages	Product Specs	Substrate GSM	# CMYK Front/Back
<b>Flyer A4</b> 4/4 135 gsm	3	5,000	2	210 x 297 x 2	135	4/4
<b>Flyer A5</b> 4/0 135 gsm	3	7,500	1	146 x 210 x 1	135	4/0
<b>Poster A2</b> 4/0 100 gsm	3	500	1	420 x 594 x 1	100	4/0
<b>Postcard A6</b> 4/4 300 gsm	3	10,000	2	148 x 105 x 2	300	4/4
<b>Brochure</b> saddle-stitched A4 16pp 4/4 135 gsm	3	1,000	8	420 x 297 x 8	135	4/4
<b>Catalog</b> perfect bound A4 128pp 130 gsm	1	350	128	210 x 297 x 128	130	4/4
<b>Calendar A4</b> duplex 250 gsm	2	500	26	850x550x260	250	4/4
<b>Calendar A3</b> simplex 250 gsm	3	400	13	630 x 297 x 13	250	4/0
TOTAL NUMBER OF JOBS PER DAY: 21						

### A truly game-changing time difference on every job basket.



# 3.3X

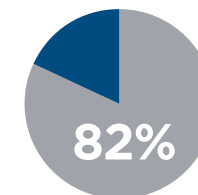
MORE EFFICIENT  
ON HP INDIGO 100K  
DIGITAL PRESS  
(TIME SAVINGS)

# ONLY 2%

WASTE COMPARED  
TO 43% ON OFFSET

# 18%

COST SAVINGS



■ Cost Savings  
■ Total Cost

Typical/average B2 offset press in marketplace. Industry Standard/Average Parameters for a two shift operation



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