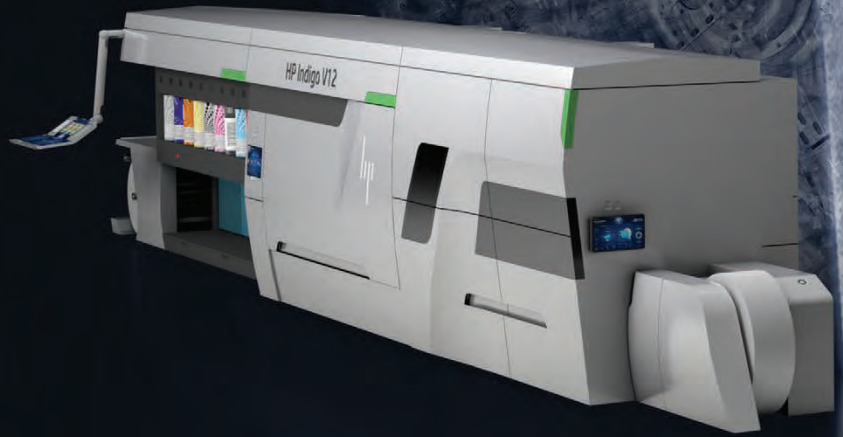
HP INDIGO V12 DIGITAL PRESS




POWERED BY HP INDIGO LEPx

## It started with a winning formula

The success of the HP Indigo Liquid Electrophotography (LEP) technology has been proven by

**8K**
Presses Installed

In **120**
Countries all over the world

Since **1993**


> The next decade of print will pack even more excitement than the last. We invested and innovated to achieve a quantum leap in the performance of our field-proven print technology. HP Indigo LEP$^{X}$ is here to power your print factory of the future.
>
> –Alon Bar-Shany
> General Manager, HP Indigo


...and there's no end in sight


# You helped us perfect it

For more than two decades, we have worked with our customers to continuously refine, improve and perfect HP Indigo LEP technology in the most demanding markets around the world.


# Now, we're multiplying it

*Mission:*
Achieve a quantum leap in speed, without compromising the quality and performance you have come to trust from HP Indigo.

*Solution:*
Develop a brilliantly simple architecture to achieve an exponential increase in speed, without changing the fundamental physics and chemistry of our proven HP Indigo LEP technology.

## We're creating a new way of doing business

That will change how you view your job basket and introduce new economics for your entire operation.

### The digital label factory of the future

We've maximized efficiency, minimized waste and made you unstoppable with non-stop production. Business as usual is a thing of the past.

### Rooted in an industry-winning formula

It took a press with 100% HP Indigo technology, for Indigo to outdo itself — pushing the limits of label printing yet again. New cutting-edge LEP$^{X}$ technology elevates your entire operation with breakthrough efficiencies, built on the proven HP Indigo capabilities you've grown to love.

### Predictable profitability

Run a lean production floor, boasting cost efficiencies like lower labor and overhead costs. Remove the anxiety of imprecise cost estimations with predictable HP Indigo end-to-end solutions.


## Start Your Imaging Engines (All 6 of Them)

See what you can do in a single shift with the HP Indigo V12 Digital Press.

# MATH

of label printing

HP INDIGO
ELECTROINKS

12

6

IMAGING ENGINES

The

# NEW

Indigo

# The New Math of Label Printing

HP Indigo introduces the new math of label printing with the HP Indigo V12 Digital Press, the first press to utilize the industry-altering LEP$^{X}$ technology.

**INTUITIVE USER INTERFACES**
Newly designed physical and software interfaces

**12 HP ELECTROINK STATIONS**

**LEP$^{X}$ ARCHITECTURE**
Multi-Imaging Engine architecture – LEP$^{X}$ technology incorporates six Imaging Engines, each making its own color separation on the Blanket Belt simultaneously

**LEP$^{X}$ BUILDING BLOCKS**
New Photo Imaging Drum (PID) and Blanket Belt

**LED WRITING HEAD**
New LEP$^{X}$ writing heads featuring thousands of LEDs to compose an image as an electrostatic field at 1600 DPI resolution

**IN-LINE PRIMING UNIT**
Fully integrated priming operating at the full speed of the press

HP INDIGO

V12

DIGITAL PRESS

POWERED BY LEP$^{X}$

## The powershift...

See how all the numbers of the new math of label printing add up, in a single production powershift.

**1** 8-hour shift (Including a 1-hour lunch break)

**2** Different self-adhesive substrates GPA White Bopp and Wausau semigloss paper

Over **37,551** Total linear meters

Up to **120** Meters per minute

**21** SKUs

**851,282** Labels

**6** Different jobs

**And use a single design to create 174,240 unique Mosaic labels, made possible by HP SmartStream Designer**

# The HP Indigo V12 Digital Press process

Press print and the LED writing head composes your image as an invisible electrostatic field on the Photo Imaging Drum (PID)

This process provides the roadmap for electrically charged HP ElectroInk particles to be drawn directly to specific locations within the electrostatic field on the Photo Imaging Drum (PID)

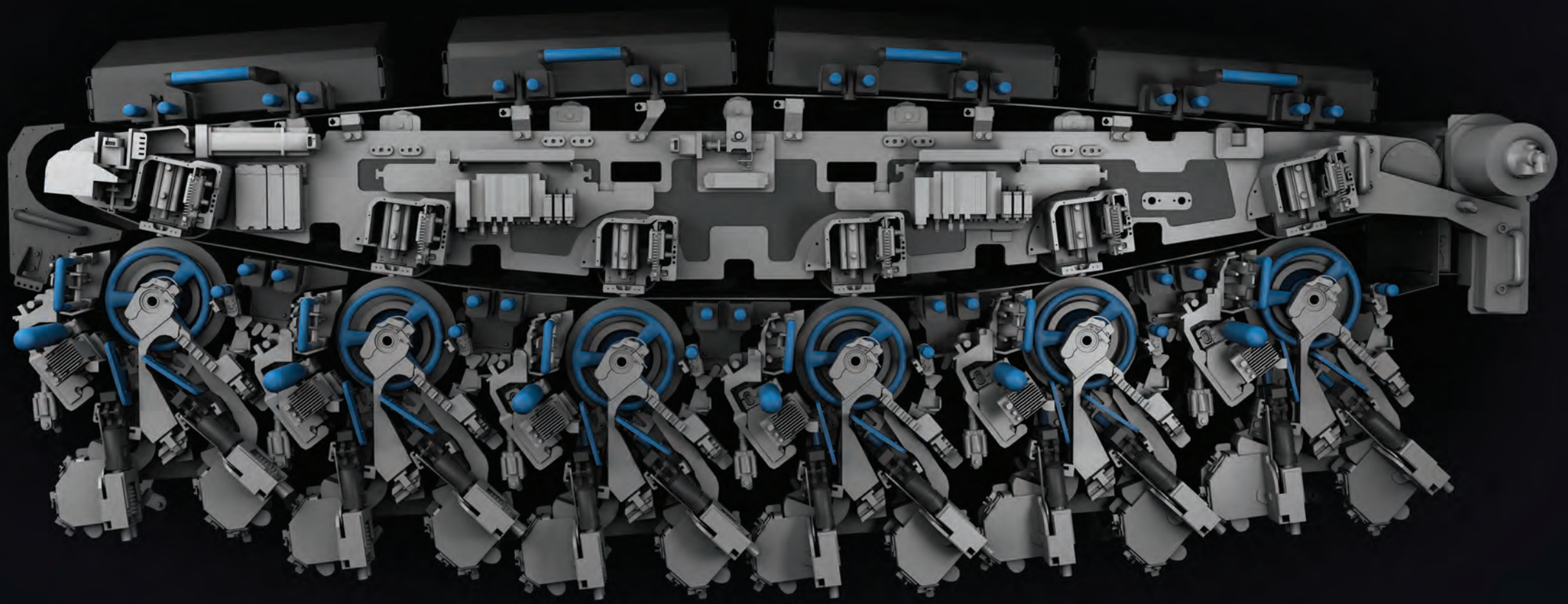
Each separation is generated by an LEP$^{N}$ Imaging Engine, consisting of an LED writing head, a Photo Imaging Drum (PID) and two HP ElectroInk sources

Six LEP$^{N}$ Imaging Engines work simultaneously to apply each precise color separation and create a complete image on the Blanket Belt

A perfectly registered image is applied from the Blanket Belt to the substrate in one shot for consistent quality and accuracy

LEP$^{N}$ is a self-surpassing leap forward for the HP Indigo LEP technology that already powers thousands of presses around the world. It multiplies the speed of the technology you already trust, while automating your workflow and simplifying operations


- Powered by the new industry-altering HP Indigo LEP$^{N}$ technology
- Delivering high quality and digital breakthroughs at 120 Linear meters per minute
- Achieve up to 4x higher throughput per operator than flexography print
- Using up to 12 ElectroInks interchangeable on the fly
- The proven performance of HP Indigo reimagined for decades to come
- Giving you much more than speed and quality; creating a new math of label printing





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Printed on HP Indigo Digital Press