



Progressive Profitable Printing



HP SmartStream Production Pro Print Server

High Performance. Streamlined Automation. Advanced Production.

Looking for a highly efficient production solution, which is both flexible and reliable?

Searching for a system that easily manages large volumes and produces high colour quality?

The new HP SmartStream Production Pro Print Server is a smart, high performance Raster Image Processor (RIP) and press controller for HP Indigo digital presses. It's a powerful solution for managing large job volumes, as well as complex variable data jobs.

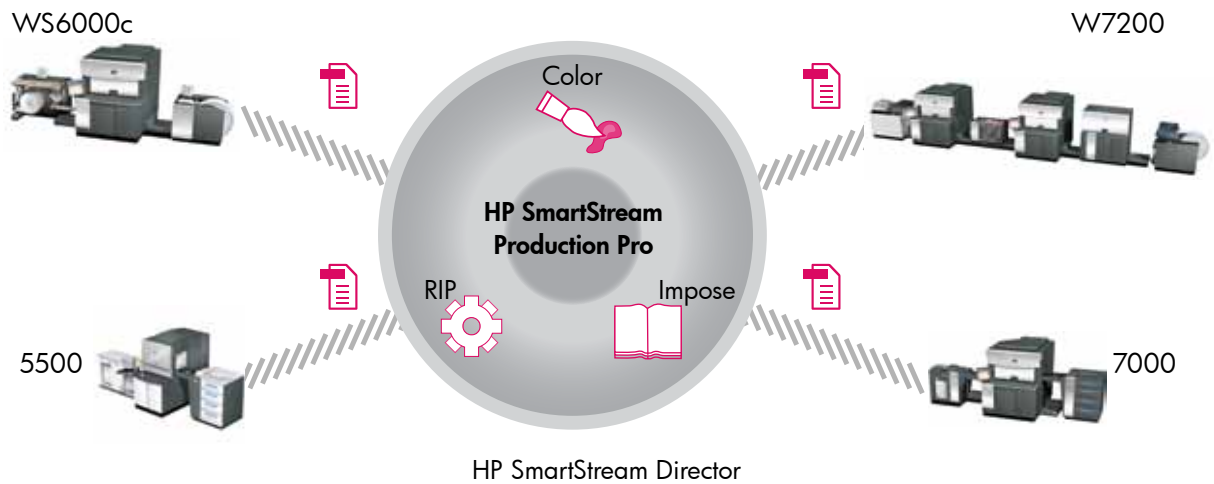
HP SmartStream Production Pro increases your productivity with automated job routing and processing, as well as detailed job and production floor tracking. Adding to your productivity, its unique Variable Data Printing (VDP) framework assures optimised processing for variable data to produce personalised, one-to-one print communications. It also serves as a single point of management for multiple HP Indigo digital presses and features strong JDF connectivity.

Featuring advanced HP Professional Colour technologies, HP SmartStream Production Pro delivers unsurpassed, consistent colour quality.

With a very flexible, high performance architecture, the Production Pro scales to grow with your business. You can start with a base configuration, and, as your workload increases, add storage capacity or RIP and press control power as needed. The two base configurations— IN050 and IN100 drive the HP Indigo 7000 and W7200 digital presses, as well as existing HP Indigo commercial digital presses.

The Production Pro management and automation abilities help you to take advantage of profitable digital print applications such as web-to-print marketing collateral, personalised direct marketing, photo specialty products and publications such as books, journals and magazines.

Automate your production



Superior Management enables handling your resources for maximum productivity

Central point of control reduces management tasks

By centralising your resources for production, (including jobs, colour profiles, fonts and impositions), HP SmartStream Production Pro helps you minimise job management costs. A remote user interface allows production floor monitoring and management of your HP Indigo digital presses from anywhere, while all prepress functions can be operated from the prepress department. Locating a job in production is easy using its extensive search capabilities.

Production Queue simplifies management operations

Production Queue provides a single interface to view status and manage jobs in production at any given point of time. Production managers can change a job's priority in production, and set up job tickets for distinct workflows.

Streamlined Automation of workflow assures efficient, high volume production

Maximise production with automatic processes

HP SmartStream Production Pro is built for automation. Load balancing algorithms allow jobs to stream automatically across RIP processors and presses, and splits jobs when appropriate for the most efficient operation. The Production Pro uses hot folders or JDF to submit files for high volume automatic workflows. First In First Out (FIFO) capabilities and job grouping enable the creation of ordered job streams.

Connect seamlessly with workflow and MIS systems

To assure end-to-end automation, the HP SmartStream Production Pro provides JDF connectivity with many workflow systems, such as Agfa ApogeeX, Heidelberg Prinect, Press-Sense iWay™, PageFlex Storefront™, Printable PrintOne Store™ and other leading 3rd party workflow solutions and tools. MIS systems, such as Avanti and HP SmartStream Director are also easily connected.

Advanced Production abilities help create profitable applications with unsurpassed colour quality

Exceptional performance assured with advanced HP servers

The Production Pro is designed with high productivity in mind. It uses the latest HP high performance servers which are scaled appropriately as your business grows. Parallel processing and job splitting abilities create the most powerful print server in the industry.

Produce complex, variable data jobs for personalised applications

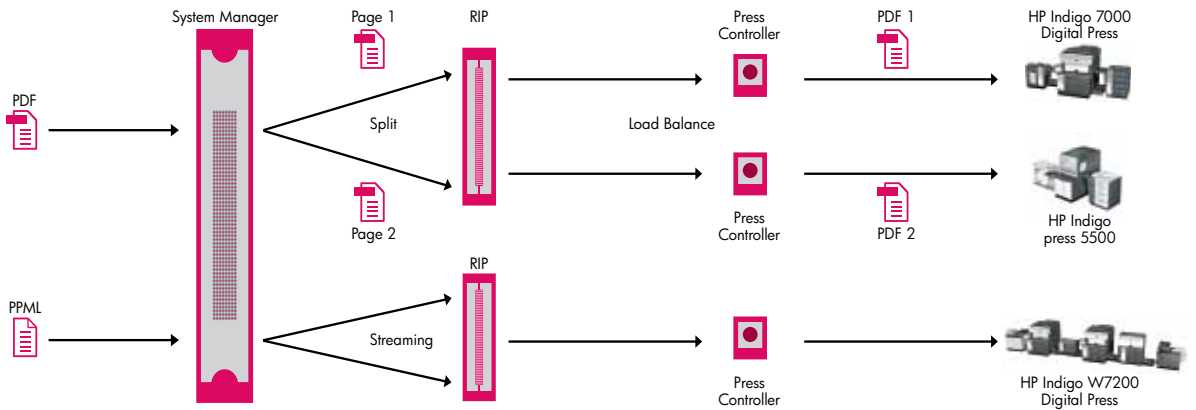
The Production Pro drives the most demanding and complex variable data applications. Scalability and unique architecture also enable it to extend to variable data streams, adding processor power and storage as needed for higher volumes. The Production Pro supports all major industry and HP VDP formats, including PPML 2.2, PPML-T, optimised PDF, and HP's unique JLYT/SNAP format which provides extremely high VDP performance. The print server is also validated with HP SmartStream Designer and many third-party VDP software producers, such as Printable FusionPro®, GMC PrintNet-T, and Pageflex Persona.

Advanced colour management delivers exceptional quality

HP Indigo digital presses have superior colour quality abilities, and the Production Pro helps you realise their full potential. The HP SmartStream Production Pro provides advanced colour management tools to deliver unsurpassed, consistent colour quality, including:

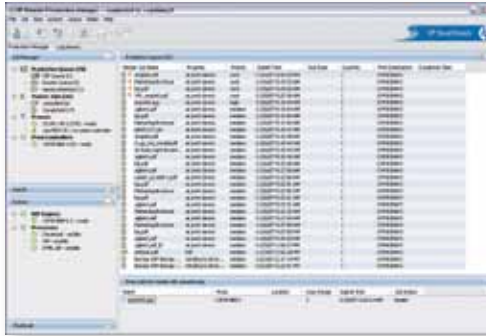
- ICC v.4 and device-link profile support, enabling site colour characterisation and workflow
- HP Professional PANTONE emulation, providing great Pantone spot colours match
- Support for Pantone® PMS, as well as Pantone® Goe™—the new colour system from Pantone
- Advanced half-toning
- Supports CMYK OVG

1. Scalable Automated Production



1. Production Pro utilises all available resources in the most efficient manner by load balancing and streaming jobs across RIPs and presses.
2. Production Queue allows managers to control the priority of production across all their HP Indigo digital presses.
3. Just in time imposition produces bound products as well as step & repeat applications with VDP formatting.
4. View a high-resolution preview of the job from a remote station.
5. Facilitating an efficient production workflow by connecting to other workflow, MIS, and CTP workflow (Hybrid) systems.

2. Production Queue



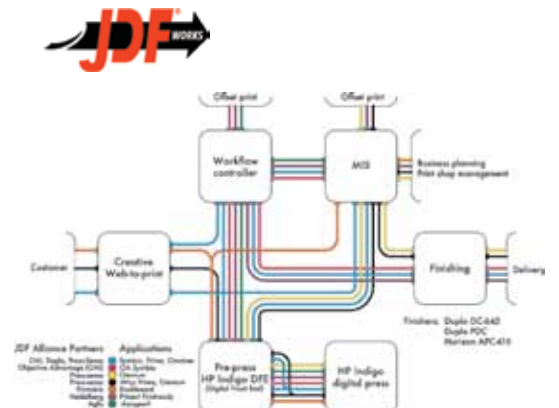
3. Optimized Imposition Tools



4. Remote Previews



5. Workflow Connectivity



HP SmartStream Production Pro— 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 Indigo digital presses supported	HP Indigo 7000, W7200, 5500, 5000, ws4500, ws4050, ws4050VP, 3500, 3050, 3000, w3250, w3200, Ultrastream, WS6000 commercial
Input file formats	Postscript 1,2,3, PDF 1.7, PDF (Including optimized PDF)/x-1a: 2001, PDF/X-1a:2003, PDF /x-3:2002, PDF/X-3:2003, PDF / X-4, PPML 2.2, PPML-T, JLYT/SNAP, EPS, GIF, JPEG, TIFF 6, Microsoft XPS 1.0 including HD photo assets, DCS, DCS 2
Operating system	Microsoft Windows 2003 server R2
Client OS versions	Windows® XP, Vista, 2003, and 2000. MacOS® 10.4 and 10.5
UI Languages	English, French, Italian, German, Spanish, Japanese, Simplified Chinese, Russian
JDF version	Digital ICS version 1.3
RIP core	Global Graphics Harlequin 8.0
Colour & Quality	ICC version 4.0, device link profiles, CMYK+3 spots, CMYKOV + 1 spot, Pantone emulations, Pantone PMS Goe™, Advanced half-toning, CMYKOVG, CMYKOG, CMYKVG
Hardware	HP Proliant DL360/380 G5 Servers; Quad Core 3.16 GHz CPU's; 4 GB RAM; Up to 2.4 terra-bytes of storage per press controller, HP ProCurve. Switching hubs - some items depend on the specific product configuration



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