



HP INDIGO W7200 DIGITAL PRESS

Application-focused,
offset quality with
high-volume digital
productivity



The dual-engine, continuous feed HP Indigo W7200 Digital Press is the premier digital solution for large volume, highly variable “every page is different” runs. It gives you high digital productivity and offset quality to grow your business with profitable applications such as:

- On-demand, short-run books, journals, manuals, yearbooks, and magazines with unmatched print quality
- High-impact, high-volume, personalized direct-marketing campaigns in full color
- Revenue-attention-grabbing TransPromo statements
- High-value, high-volume photo specialty products with unmatched production automation and efficiency.*

Unsurpassed offset quality. With the exclusive HP ElectroInk liquid ink, the press delivers high quality offset look and feel. You can produce CMYK process color jobs with an extensive color gamut, and achieve almost total PANTONE® emulation with 4, 6, and 7 colors mixed on-press. You can even create special spot colors off-press to match branding and color requirements.

Fast throughput. At speeds of 240 full-color pages, 480 two-color pages, or 960 one-color pages per minute, the HP Indigo W7200 Digital Press produces more than 7.5 million or 30 million monochrome pages per month.

Automated end-to-end solutions. HP Indigo offers a range of end-to-end solutions, from pre-press through printing and finishing that reduce production steps and turnaround time. These include standard roll-to-roll and roll-to-stack sheet solutions, as well as customized solutions with optimized third-party hardware and software offerings.

Cost-effective, efficient image format. Supporting an image format up to 12.5 x 38.6 inches, the press enhances your ability to run more jobs with cost-effective, highly efficient page imposition and media use.

Powerful, automated print server. The scalable high-performance HP SmartStream Production Pro Print Server manages high-volume, highly complex variable data jobs at the same speed as the press. This powerful Digital Front End (DFE) manages multi-press sites with the ability to balance print loads among them.

Enhance graphic and artistic creativity. The HP Indigo W7200 Digital Press eliminates design and production barriers to user creativity by supporting:

- A wide range of coverage and paper types — with fine detail, color consistency and offset print quality.
- Substrates with thicknesses from 27 lb text to 130 lb cover, including coated, uncoated, and recycled stock, without any compromise in productivity or quality.
- The demands of monochrome to 7-color jobs, from spot to highlight color during a single run, without stopping or changing settings.

Inline priming reduces costs. Your media costs remain low with an inline priming system on the HP Indigo W7200 Digital Press that allows you to order standard, affordable substrates of all kinds.

Low total cost of ownership = increased profits. HP Indigo offers extremely attractive programs that lower click charges as your volumes increase—and special pricing for low coverage applications. Pricing for monochrome printing is highly competitive as well, helping to further control your costs.

* Support for photo applications planned for 2010

To learn more, visit www.hp.com/go/graphic-arts or www.hp.com/go/myhpindigoweb



Technical specifications

Printing speed	14,400 4-color pages per hour 28,800 2-color pages per hour 57,600 1-color pages per hour
Image quality	812 and 1219 dpi at 8 bit 2,438 x 2,438 dpi addressability HDI (High Definition Imaging) Line screen: 144, 175, 180
Image size	12.48 x 38.58 in max.
Paper format	Max. web width: 13.4 in Min. repeat length: 18.9 in (in 4-color print mode) Max. repeat length: 38.6 in
Paper weight	Roll-to-roll: 27 lb text–130 lb cover (subject to paper stiffness) Roll-to-sheet: 27 lb text–110 lb cover (subject to paper stiffness)
Paper input system	Input roll max. diameter: 51.2 in Input roll inner core diameter: <ul style="list-style-type: none">• Standard: 3 in• Optional: 6 in
Press dimensions (including in-line priming and unwinder)	Length: 38 ft 8 in Width: 7 ft 6 in Height: 6 ft 10 in
Press weight (including in-line priming and unwinder)	15,653 lb

Optional equipment/configuration:

Expanded color capabilities	5-, 6-, and 7-color printing HP IndiChrome Ink Mixing System
Paper output system	Rewinder: Hunkeler Rewind RW6 Cutting and offset stacking: Hunkeler POPP6 Combination line available Or other customized solutions according to the customer's need

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