



HP Indigo press 3500

Advanced on-demand printing technology,
made affordable





The new route to success in the printing industry

Your clients today demand faster turnaround, affordable short runs and greater customization—all, of course, without sacrificing print quality. You can meet the new needs of the marketplace, such as print-on-demand, marketing collateral and 1:1 direct mail—and grow your business—with the HP Indigo press 3500.



The HP Indigo press 3500—top digital quality at an affordable price

HP has solved the challenges of today's market demands by delivering an affordable, offset quality digital printing solution—the HP Indigo press 3500. Combining HP Indigo's legendary quality and features with unsurpassed durability and capability, the HP Indigo press 3500 is the perfect solution for those looking to enter into the color digital production space.

Offset look and feel delivers the quality you demand

HP ElectroInk technology delivers excellent offset quality printing, with such features as:

- A wide color gamut with up to 7-color printing
- Special, spot and brand color capabilities
- State-of-the-art color management, with HP Professional PANTONE® emulation and ICC profiles
- Best-in-class color accuracy and consistency
- Superior fine linework with HP adaptive half-toning

Superior versatility and ease of use puts you ahead of the pack

Designed for easy operation and operator maintenance, the HP Indigo press 3500 offers the following:

- Production rates of 68 ppm color and 136 ppm monochrome in one press, regardless of media type
- Adjustment-free, minimum-touch paper handling
- An easy-to-use HP Press Production Manager Digital Front End (DFE)
- Support for a wide substrate range, including specialty media
- A comprehensive workflow and finishing partner program

Maximum profitability builds your bottom line

The HP Indigo press 3500 offers a fast payback on your investment, driven by:

- Affordable acquisition and operating costs
- Remote service and support assuring high availability rate
- Flexible consumable and service pricing plans
- Superb reliability based on proven HP Indigo digital press technology
- Add-on RIP solution with optional HP RIP Expansion Rack

HP Indigo press 3500

An inside look

Laser imager (writing head)

Photo imaging cylinder
(PIP drum)

Scorotron

Blanket cylinder
(ITM drum)

Inking rollers (BIDs)

Proof tray exit

In-line densitometer
(ILD) color adjustment

Exit guide

Perfector

Output stacker

Ink cans

Impression
cylinder

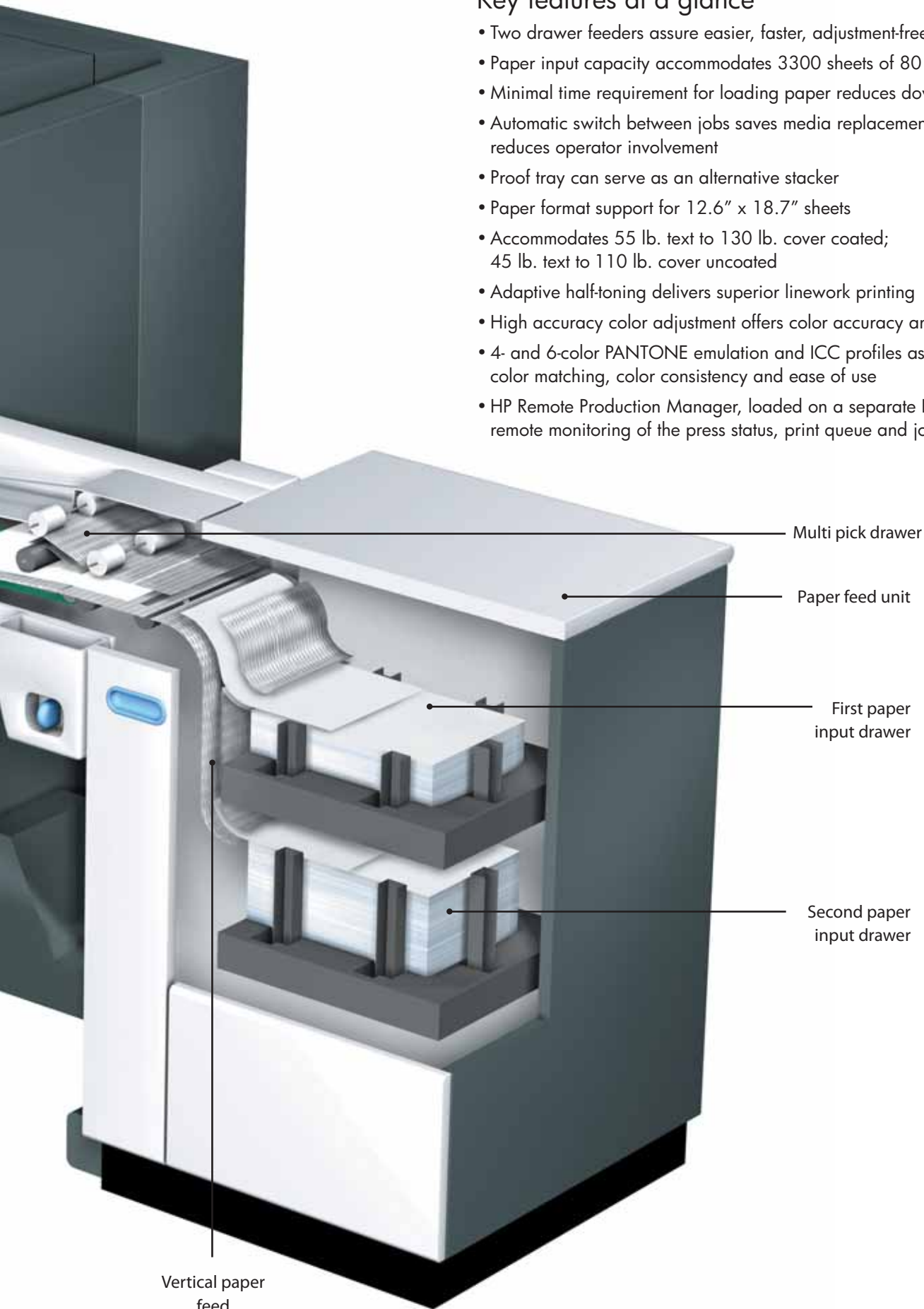
Duplex
conveyor

Paper feed
bridge



HP Indigo press 3500: Key features at a glance

- Two drawer feeders assure easier, faster, adjustment-free media loading
- Paper input capacity accommodates 3300 sheets of 80 lb. text
- Minimal time requirement for loading paper reduces downtime
- Automatic switch between jobs saves media replacements and reduces operator involvement
- Proof tray can serve as an alternative stacker
- Paper format support for 12.6" x 18.7" sheets
- Accommodates 55 lb. text to 130 lb. cover coated;
45 lb. text to 110 lb. cover uncoated
- Adaptive half-toning delivers superior linework printing
- High accuracy color adjustment offers color accuracy and consistency
- 4- and 6-color PANTONE emulation and ICC profiles assure accurate color matching, color consistency and ease of use
- HP Remote Production Manager, loaded on a separate PC to enable remote monitoring of the press status, print queue and job status





A dependable solution for new business opportunities

Engineered to help you grow your business with applications such as marketing collateral, 1:1 direct mail, books and manuals, the HP Indigo press 3500 is the right solution for the job. And, because it's from HP, the HP Indigo press 3500 comes with the high level support that makes ownership trouble-free as well as profitable.

The HP Indigo press 3500 continues a rich tradition of reliability. It's engineered with the most advanced hardware, software, paper transport technology, workflow automation and color consistency. As a result, you get maximum uptime and productivity for leveraging new market opportunities.

Now's the time to invest

Though digital printing may be a prerequisite in the marketplace today, the cost of being competitive need not be prohibitive. While the acquisition cost of the HP Indigo press 3500 is extremely attractive, a flexible materials and service buying program further extends budgets by allowing owners to tailor these industry-standard HP offerings to their needs. HP's "no commitment" consumables pricing enables you to buy when you need and hedge against business fluctuation.

Third party partnerships complete the picture

HP Indigo has forged solid partnerships in the digital printing industry with the most innovative providers of hardware and software solutions—for e-commerce, workflow applications and finishing as well as substrates. Optimized to support the HP Indigo press 3500, comprehensive solutions enable production automation that reduces costs and increases profitability. Workflow solutions are based on industry standards and subject to customer specific requirements.

Full support and service gives you peace of mind

HP's "Total Customer Experience" approach focuses on the most important areas of customer satisfaction: issue prevention; fast response times; rapid, accurate issue resolution; efficient installation and superior customer care.

Set-up and maintenance services include site preparation, workflow set-up, remote diagnostics, expert training for operations and maintenance, on-site field service, fast parts delivery, as well as hotline help desks.

HP—a worldwide leader and trusted partner

The HP Indigo community

The global HP Indigo digital press community is linked via "My HP Indigo"—a secure online portal providing access to vital tools, training and development materials. www.hp.com/go/myhpindigoweb

The Digital Solutions Cooperative

An exclusive opportunity for HP Indigo owners and sponsored by HP, this user-driven network of HP Indigo digital press owners, HP industry experts and partner companies share ideas and knowledge to drive success. www.dscoop.org

HP Indigo Capture program

HP is committed to helping you capture business success. Grow your business with HP's innovative business development tools, training and programs. www.hp.com/go/capture

HP Indigo is a leader in the world of digital print production and is fully committed to providing you with top-value capabilities and results in return for your investment in the HP Indigo press 3500. Call today to find out how HP Indigo can help you grow your business.

Technical specifications

HP Indigo press 3500

Print engine specifications:

Printing speed	4,000 4-color 8.5" x 11" images per hour (two-up); 8,000 2-color and monochrome 8.5" x 11" images per hour (two-up)
Image quality	Resolution: 800 dpi at 8 bit, 800 x 1600 dpi in High Definition Imaging
Line screens	144, 160, 175, 180, 230 lpi
Paper format	12.6" x 18.7"
Image format	12.1" x 17.7"
Paper weight	Coated: 55 lb. text – 130 lb. cover; thickness: 3-16 points Uncoated: 45 lb. text – 110 lb. cover; thickness: 3-16 points
Printing technology	HP ElectroInk technology
HP Indigo Inks	
Standard 4 color printing	Cyan, Magenta, Yellow and Black
HP IndiChrome 6 color printing	Cyan, Magenta, Yellow, Black, Orange and Violet
PANTONE color	<ul style="list-style-type: none">• PANTONE-licensed HP IndiChrome on-press 6-color printing using CMYK as well as orange and violet• PANTONE-licensed HP IndiChrome off-press Ink Mixing System, for spot color creation, using CMYK as well as orange, violet, red, green, blue, bright yellow and transparent• HP Professional PANTONE Emulation Technology (PANTONE-licensed CMYK values for 4-color PANTONE simulation, utilizing ICC profiles to provide optimized simulation values for the specific press and media combination)
HP Indigo special effect inks	HP Indigo digital matte ink
Paper input system	Two drawers: One with 9.37" paper capacity (2,400 sheets of 80 lb. text); second drawer with 3.46" paper capacity (900 sheets of 80 lb. text) A total of 3,300 sheets of 80 lb. text All paper drawers support full range of substrates
Paper output system	Autoduplex/autoperfecting standard One stacker with 23.6" stack height (6,000 sheet capacity 80 lb.) Proof tray with 1" stack height (250 sheet capacity 80 lb.)
Dimensions of print engine	Height: 81.7"; Width: 156.5"; Depth: 87.9"
Weight	5,538 lbs.

Digital Front End specifications:

Architecture	HP Press Production Manager with integrated Global Graphics Harlequin® on-press RIP with optional expansion capability for additional RIPs that provide scalable RIP power
Software platform	Microsoft Windows XP professional
Hardware platform	2.8 GHz Pentium 4 processor, 17" flat screen monitor, DVD-RW/CD-RW, 160 GB system HD 1GB base memory, Image memory disks—two 160 GB drives which provide 320 GB of image memory
Supported formats and standards	Postscript Level 1,2,3, PDF 1.6, PDF/X-1a:2001, PDF/X-1a:2003, PDF/X-3:2002, PDF/X-3:2003, TIFF 6.0, JPEG, EPS, PPML 2.1, JLT

Optional equipment/configurations:

Expanded color capabilities	5 th , 6 th and 7 th color printing; HP Indigo Ink Mixing System
HP RIP Expansion Rack	Add up to four additional Harlequin® RIPs for use in parallel processing of all job types
Digital Front Ends	HP Indigo Production Stream Server, Powered by Creo
HP Indigo Yours Truly Designer	Full-color personalization application; 90 day trial version
HP Indigo Photo Enhancement Server	Fast, automated image sharpening, smoothing, contrast improvement and shadow enhancement



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