The Art of Possibilities with HP Digital Printing
Hypercustomization

Leave conventional printing in the past.

HP Digital Printing is the future.

Mass

Mass   Strategic   Variable   Random   Hyper Custom   Personal

Turn standard print runs with a single design…

…into a celebration of detail and individuality.

HP Digital Printing +
HP SmartStream Designer

Mass Production	Use a single design for conventional product uniformity.
Strategic Production	Short-runs of customized designs – perfect for localization.
Variable Content Production	Create customizable design elements on every product.
Randomized Production	Produce several versions of a single SKU.
Hyper-Custom Production	Create totally unique designs for every unit.
Personalized Production	Design consumer-specific versions for a single unit.

HP digital printing technology puts your brand ahead of the game with the ability to create distinct differentiation in the marketplace. HP Indigo Technology is the only variable imaging printing technology that exceeds the quality of conventional offset lithographic and flexographic printing, delivering a vast number of ways to customize each and every print in high-quality color.

Turn any idea into a reality with HP Smart-Stream Designer, part of the SmartStream workflow solutions suite optimized for digital presses. HP SmartStream Designer is a design software plug-in that enables personalization of every element on the page – text, images, layers, colors and more – a bold way to connect with people and create moments that matter.

HP SmartStream Mosaic

Let your imagination wander straight to the shelf. With HP SmartStream Mosaic, every print can tell a different story, and every story can connect with people in a powerful way. A component of the HP SmartStream Designer suite, Mosaic automatically generates millions of unique graphics from a fixed number of base patterns, using scaling, transposition, and rotation. Mosaic color shuffle creates different versions of the same seed file, providing endless possibilities for a unique consumer experience on every product.

❶ Projects with Potential

Serve the People.
What's the nature of the consumer relationship? Whether they're highly engaged with an existing product or being introduced to new innovation, create and celebrate moments of truth in their purchase process by inflecting unexpected vibrancy in a traditionally uniform shopping experience.
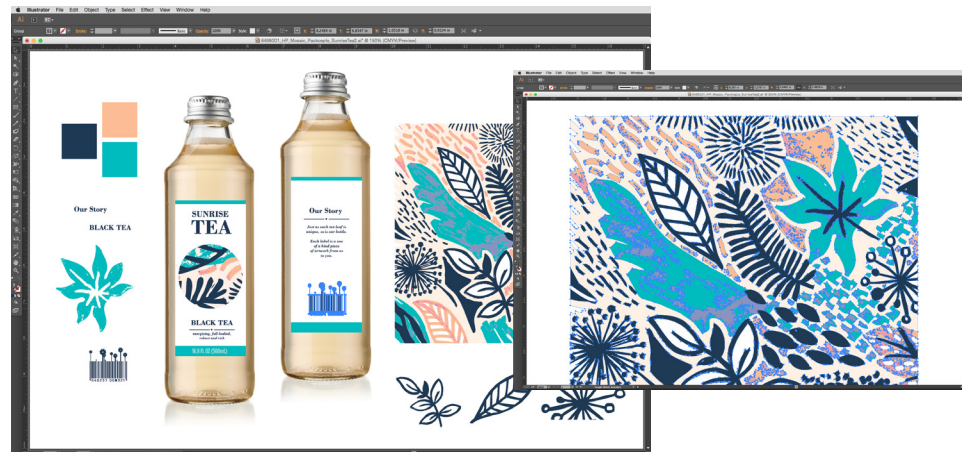
Elevate the Brand.
What's your product, and how is it packaged? Mosaic technology works on all applications. Whether it's a carton, label, flex pack or shrink wrap, your packaging is the perfect canvas to elevate the essence of your product line. Color inside the lines, outside the lines, or completely off the standard grid, and bring your consumers into the fun. Traditional boundaries are a thing of the past.

Own the Space.
In a sea of sameness, only the bold and beautiful stand out from the crowd. Move beyond step and repeat to create a powerful presence that begs to be noticed. Large shelf sets provide big opportunities to activate the brand and drive disruption that catches people.

❷ System Capabilities

Expand your capabilities like never before.
The HP SmartStream Designer plug-in for Adobe InDesign CC 2015, InDesign CS6, and InDesign CS6 enables your brand to create complex and sophisticated designs with fixed data or variable text and image elements on any HP digital printing press. Create jobs and templates that can be merged with data lists and job assets, with support for optimized PDF and PDF/VT output formats.

Impose multiple layouts, automate imposition of multiple-sized pages, simplify or enhance rules for personalization, and improve your workflow with the easy-to-use interface. Integrate HP Photo Smart Fit for variable images, HP Photo Enhancement software for automated correction of variable images, and additional third-party solutions for personalized images, URLs, barcodes, charts and graphics.

❸ Planting the Seed

Every project begins with the seed file – a visual expression of your brand story. Seed files are vectors ideally with vibrant, contrasting colors, chaotic patterns and non-linear designs. HP SmartStream Mosaic goes beyond step-and-repeat pattern techniques with dynamic scaling capabilities, allowing unique elements of a composition to be isolated and reimagined.

Explore existing images from a fresh perspective, work with artists and designers to create fantastic collaborations, or ask your consumers to help you create new content with inspiring ideas and personal submissions. Open your brand to limitless possibilities.

❹ Design Considerations

Don't compromise.
Communication is top priority.

Stand out.
Give seed files a prominent spotlight.

Follow the rules.
Adhere to legal and nutrition requirements.

Respect the brand.
Elevate and celebrate iconic assets.

Reinforce product cues.
Include established names, colors and varieties.

SUNRISE TEA

BLACK TEA

energizing, full-bodied, robust and rich

16.9 FL OZ (500mL)

Digital technology is transforming the packaging industry.

Receive your free trial edition today.
To obtain your free edition of HP SmartStream Designer and produce an unlimited number of jobs for 90 days, visit www.hp.com/go/SmartStreamDesigner. When the trial period expires, you will be limited to producing up to 20 records at a time. If you require additional records, our Desktop edition could be your perfect solution.

For more inspiration go to