



HP SmartStream D4D at Adobe MAX 2018

Digital print is changing the way designers and brands create. It can take a core design and transform it with colors, copy, images, and composition from print to print.

HP SmartStream D4D (Design for Designers), a new plug-in for Adobe Illustrator® CC, is a suite of “light” design solutions to empower designers to customize and personalize any design using variable text, color, and images. This is a game-changing and uniquely creative tool powering the future of digital print and now available as a free download plug-in app, for both Mac and PC platforms, on Adobe Exchange.

At Adobe MAX 2018, HP will showcase this cutting-edge technology throughout the conference experience from HP’s booth (#601) to interactive sessions with leading creatives to Adobe’s PrintFest and more. To experience, HP SmartStream D4D, join us at the following activations and sessions at the show!

Events At-A-Glance:

- **Adobe PrintFest at Booth #301**
Experience and immerse yourself in the award-winning design content created using HP SmartStream D4D technology. Work with Adobe Illustrator and HP SmartStream D4D plug-in to create personalized or mosaic designed posters. Attendees can print their poster via the new HP DesignJet Z9 printers. Learn about the latest in HP ink innovations including HP Electroink.
- **Be Uniquely Creative**
When: Monday, Oct. 15th, 2018 at 8:00 p.m. PT
What: The agility of digital print is changing the way brands and designers are making the everyday unique. The Yarza Twins and Silas Amos will share how digital print technology has shaped their award-winning design collaborations with brands and artists using HP technology.
Where: MAX Community Theater Session
- **Adobe Live Stream Session with Adobe’s Michaël Chaize and Eva & Marta Yarza, The Yarza Twins**
When: Wednesday, Oct. 17th, 2018 at 10:00 – 11:00 a.m. PT
What: Keynote live stream where you can hear the latest on Creative Cloud and inspiring stories from creatives including the Yarza Twins.
[Listen here!](#)
- **New game, new rules, new toys: Escapades in digital print with Silas Amos and the Yarza Twins**
When: Wednesday, Oct. 17th, 2018 at 12:30 – 1:45 p.m. PT
What: The agility of digital print is changing the way brands and designers are making the everyday unique. Let designers the Yarza Twins and Silas Amos share what they brought back from playing with the tech in



award winning collaborations with brands, artists and HP technology, and how you can get the most out of it. An overview of the creative shift happening right now, full of practical and inspiring tips drawn that prove every-one can be the same, yet every-one can be different. Specifically, the Yarza's and Silas will share:

- How to access and use the software driving the revolution
- Creative best practice for successful outcomes
- Principles for forging your own innovative application of the tech
- Some lovely, colorful work that embodies 'purposeful play'.

Where: Regal Theater 5

About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at <http://www.hp.com>.

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