The HP Indigo 7K Digital Press enables endless applications—and customer satisfaction—with the widest range of media and over 20 specialty inks. Simplify production with smart, automated tools while printing offset-matching quality and high volumes day in, day out with this truly robust press.
Dare to Imagine new business opportunities in commercial print

HP Indigo is redefining the role of digital with advances that blur the boundaries between all forms of print production. Digital isn’t just for short runs anymore, longer runs can now affordably utilize digital flexibility. You get the look, feel and operational familiarity of offset, and labor-saving automation, at speeds that are already leading the market. It’s your turn to thrive in a marketplace booming with new, high-margin ways to grow. With HP Indigo, you can start moving ahead of your competitors today.

Simple, smart production
Streamline operations with simple, smart, and automated tools that improve press availability and make using your press much easier. Simplify production and print hundreds of profitable jobs every day.

Step up to endless applications and opportunities
Expand your capabilities and open up unlimited new business opportunities with the virtually endless range of high-value applications you can produce using the widest range of specialty inks and media.

- Expand into new business opportunities with the widest substrate range in the industry[^1] from black and colored media to metalized substrates and synthetics.
- Deliver premium applications on thick media up to 550 microns.

- Increase productivity by using Enhanced Productivity Mode (EPM) and automated EPM decision tools on your cloud integrated DFE.
- Print continuously and easily with automatic print queue optimization and a press that lets you print and proof in parallel.
- Increase press availability and keep production moving with automatic detection of print-quality defects.
- Easily match colors across HP Indigo presses, sites, and between HP Indigo and offset with automatic color calibration algorithms.

Build your future on the best quality
Differentiate and future-ready your business with best-in-class image quality and robustness. Get the look and feel of offset and accommodate high volumes, and keep your press up and running well into the future.

- HP Indigo image quality with the look and feel of offset.
- Run high volumes day in and day out—and for years to come—with this press’s robust build and high duty cycle up to 5 million pages per month.
- Keep your press in top condition by identifying technical issues before they occur thanks to machine learning algorithms.

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[^1]: Compared to alternative SRA3 digital commercial solutions as of November, 2019.