

What is Digital?...What is Indigo?



Offset look & feel

but without plates nor setup time

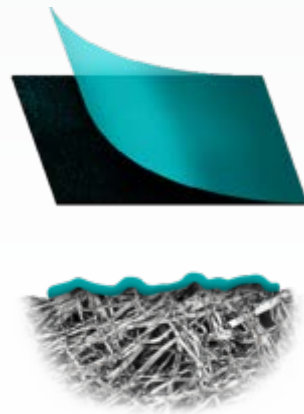
Offset like print quality

HP Indigo print quality is comparable and sometimes even better

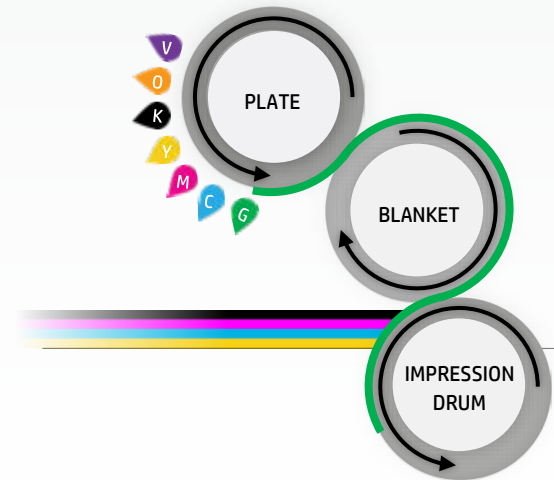


Offset like ink

- Thin, liquid ink
- Translucent ink
- Primaries match offset ISO
- Uniform gloss (offset look)
- Captures media (offset feel)
- Ink dry at end of process



Offset like printing process



Digital Printing Advantages

- No plates
- No Makeready
- Minimal waste
- Pantone colors
- Every sheet can be different
- Sheets ready for finishing



Brands love Indigo Print



Color is a huge factor for Brand Recognition

- Color can increase brand recognition by 80%
- Color is the most influential parameter, followed by shapes, symbols and finally words.
- 85% of purchasing decisions are based on color

**If you get it right
you get it very right!**

Source: Study: "Impact of Color on Marketing"
University of Loyola, Maryland Study

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).The YAHOO! logo, featuring the word "YAHOO!" in a purple, serif font.The Coca-Cola logo, featuring the word "Coca-Cola" in its iconic white script font on a red background.The Pepsi logo, featuring a circular globe icon with red, white, and blue segments, followed by the word "pepsi" in a white, lowercase, sans-serif font on a dark blue background.The Subway logo, featuring the word "SUBWAY" in a bold, italicized, yellow font with a green outline, and "eat fresh." in a smaller, green, lowercase font below it.The McDonald's logo, featuring the golden arches symbol above the word "McDonald's" in a white, sans-serif font on a red background.

[view in presentation mode to see animated GIF]

Spot Colors

Accurate brand colors outside the CMYK OVG Gamut

A unique ability in digital printing – HP Indigo exclusive

- Secure and satisfy the most demanding Brand Managers with accurate, smooth and consistent look.
- Match up to **97%** of the PANTONE® color range, using up to 11-color process.
- Match across printing platforms and technologies.

HP Indigo
Exclusive
in Digital
Printing



Efficiency and Effectiveness

How the internet helps you drive both





20%

**Annual growth in
web submitted
jobs**

Efficiency and Effectiveness

Utilizing the internet to drive both

Efficiency

- Standardizing commonly used forms
- Placing templates in an online portal for easy ordering and tracking
- Eliminates traditional waste in net new creation, storage and obsolescence commonly associated with longer run offset

Effectiveness

- Templating allows for “extreme” versioning
- Specific contact and location information
- Targeting can take place based on multiple customer personas
- Branding and corporate messaging stays protected

Having a Better Conversation

Timely, relevant conversations that last and have impact



PRINTING WITH VARIABLE DATA

WHAT IS VARIABLE DATA PRINTING?

Variable Data Printing (VDP) is a form of digital printing in which elements such as text, graphics, and images can be changed from one printed piece to the next using key data points to create a personal experience for the recipient.

HOW DOES VARIABLE DATA PRINTING WORK?

- 1 COLLECT YOUR DATA. SOURCES MAY INCLUDE: DEMOGRAPHICS, SOCIAL PRESENCE, PURCHASE HISTORY, BROWSING HISTORY
- 2 CREATE A DESIGN AND DETERMINE VARIABLE ELEMENTS:

THE Ice Cream PARLOR

[Name],
Stop in today and try one of our [flavors].

Special Offer!
[Offer]

Nearest Parlor
[Address]

[Map image]

- 3 CREATE A SPREADSHEET OF KEY DATA POINTS AS THEY RELATE TO THE DESIGN:

NAME	GENDER	AGE	INCOME	LOCATION
JAMES	MALE	58	\$45,000	DENVER, CO
AMELIA	FEMALE	29	\$120,000	DALLAS, TX
MIKE	MALE	34	\$70,000	BOSTON, MA
KATHY	FEMALE	42	\$185,000	MIAMI, FL

- 4 PROVIDE VENDOR WITH DESIGN FILE, SPREADSHEET, AND PLACEMENT OF VARIABLE ELEMENTS:



- 5 ITEMS ARE PRINTED DIGITALLY, ALLOWING FOR INFINITE VARIATIONS:

THE Ice Cream PARLOR

James,
Stop in today and try one of our classic flavors like french vanilla, butter pecan, blue moon or mint chocolate chip.

Special Offer!
Buy one regular priced waffle cone, get 50% off the second!

Nearest Parlor
223 Tech Square
Denver, Colorado

[Map image]



THE Ice Cream PARLOR

Amelia,
Stop in today and try one of our unique new flavors like PB&J, chocolate covered pretzel or strawberry cheesecake.

Special Offer!
20% off one waffle cone

Nearest Parlor
545 Pacific Street
Dallas, Texas

[Map image]



GO RELEVANT using images and text that resonate




Trinity College maintains it's top 10 status for alumni giving participation through sophisticated personalization



Personalized Message

Personalized Imagery

Trinity College maintains it's top 10 status for alumni giving participation through sophisticated personalization



Trinity College maintains it's top 10 status for alumni giving participation through sophisticated personalization



Trinity College maintains it's top 10 status for alumni giving participation through sophisticated personalization



Trinity College maintains it's top 10 status for alumni giving participation through sophisticated personalization



Industry: Education
Application: Commercial Print
Solution: HP Indigo 7600, 10000

Gretchen,
Last year, with your help, Trinity reached the Top 10 in alumni participation.

\$4,000,000

This year's challenge is all about participation. Every gift - your gift - will make it possible for Trinity to achieve this all-or-nothing bonus.

TOP 10 CHALLENGE

We need 5,158 more alumni donors by **June 30, 2011.**
Donate online and check our Top Ten Challenge Pride-O-Meter!

www.trincoll.edu/givingtotrinity • (800) 771-6184

I want to keep Trinity in the Top 10!
<Name>-<classmate>

I have enclosed my gift of \$ _____ to Trinity through the Trinity College Fund.

Please charge \$ _____ to my/our
 MasterCard Visa American Express

Card Number: _____ Exp: _____
Signature: _____

Please notify if I'm eligible for a corporate match.
Company Name: _____

Please send me info about:
 Gifts that return income Bequests
 I have named Trinity in my estate plan and would like to join The First Society.

Designative Categories
Please allocate my gift to Trinity through the Trinity College Fund for the following use:
 Unrestricted
 Discretionary Faculty
 in honor of _____
 Student Life (includes Financial Aid)
 Academic Programs
 Athletics

Please contact me regarding Trinity College Fund volunteer opportunities.

You, please send me a Trinity T-shirt:
 Yes No

Minimum gift \$10. For gifts under \$10, the \$10 amount of the premium will be deducted from the gift amount as received by the donor.

If you prefer to charge your gift to a phone, call Trinity's 24-hour Call Line at (800) 771-6184.

To make a gift online, visit www.trincoll.edu/givingtotrinity

TRINITY

WBA Football Club Personalized Direct Mail



Direct Mail

PSP: Precision Printing, UK
Application: Direct Mail Poster
Segment: General Commercial Printing
Press: HP Indigo 10000

To remind soccer fans to renew their club membership, season ticket holders at the West Bromwich Albion Football Club were sent posters with their names personalized on the back of a team jersey, as part of a loyalty direct mail campaign. In a job only an HP Indigo 10000 Digital Press can do, 30,000 personalized fan posters were sent across the UK, including the recipients name starring as a key team player and including the season's agenda and schedule.

Did you know? [Produced 30,000 personalized 50cm x 70cm mailers in just 3 weeks](#)



Thank you!

