

# Redefine Your Business

## The Brilliance of Vivid Pink, Vivid Green and Extended Gamut HD Prints by HP Indigo

How do you make your photographic prints, or wedding coffee table books stand out, and true-to-life? HP Indigo has the answer with its very latest high definition printing technologies and special inks, tailored specially for India.

**W**edding photographers have a tremendous responsibility resting with them, to ensure that every important memories of that special day is captured meaningfully and beautifully for the families, for posterity. Over decades, these photographs will be viewed by friends and family, grandparents, parents, children, grandchildren and in all probability... by the great grandchildren as well! At HP, and with HP Indigo Digital Press, we take this as our responsibility to photographers, and to generations to come.

HP Indigo is at the forefront of printing

technologies today. The presses produce photographs and coffee-table book styled albums in varied sizes from 20 x 30 inches to pocket-sized albums that are rich, in high resolution, with selected media that is water resistant, and that can last up to 200 years without fading! More than this, HP Indigo Digital Press can accommodate special inks beyond the traditional CMYK. After several studies, we realised that there are many colours seen at every Indian wedding, that need special colours to reproduce accurately. HP Indigo is the only press to print extended gamuts with special Vivid Green and Vivid Pink inks. These allow accurate, brilliantly rich, smooth

The Vivid Pink special ink enhances the realism, gamut and tonality with reds, magentas, and pinks. The Vivid Green special ink works wonders with silk sarees, or anything in shades of teal, turquoise, blue-green, forest or lime green. These special inks enhance colours so often seen at Indian weddings.





Apart from Vivid Pink and Vivid Green, HP has developed other special inks for beautiful effects, Electroink Silver, for instance, adds shimmer across colours. Light Light Black allows beautifully resplendent tonality in black and white photographs.

rendition of tones, especially shades of greens, blues, magentas, reds and pink, including skin tones and the shine of silk. The revolutionary HD Imaging

system, with high definition printing by HP Indigo, makes wedding albums so realistic, it is as though the moment just occurred!



**AMEY DATE**  
Bollywood and regional language album and playback singer, and finalist at Indian Idol 2, Saregama, Music ka Mahamuqabla, and Rising Star.

## A FAMOUS CUSTOMER SPEAKS ABOUT HIS WEDDING ALBUM

My wedding took place in October. It happened during COVID-19 lockdown, and I was unable to call my relatives and friends on my wedding. There were just 25 close relatives & friends during the ceremony. Despite this, a wedding is the most important day in the life of any bride or groom in India. A wedding in India is normally like celebrating a festival for 3 days, and having so many ceremonies and functions. Unfortunately, with all the lockdowns and limitations on gatherings, a 3-day wedding was out of the question. And even finding a good photographer to capture these memories, with limited people in a wedding was quite difficult. We appointed a photographer, and it was clear that he did not have much experience in capturing pictures with such a low attendance, and creating a story in just 3-4 hours on the wedding day. At the end of my wedding when he shared the pictures, we found there were repeated shots and yet, many moments were missing. It seemed like a lost cause. It was a heart-breaking moment because these are one of the most beautiful memories of our life.

One of my cousin told me that he could contact someone at HP, and they have the solution and I wondered at that point about what HP could do, but I was happy that someone came forward to help. Not only this they shared the idea of sharing these beautiful memories with all my loved one's those who cannot be able to attend our wedding.

Sometime later, I was surprised to receive a big package from Printonica, a lab that used HP Indigo for printing. When I opened the package, I was absolutely thrilled—they sent me four different sizes of albums with a lot of innovative stuff coupled inside these albums. Typical wedding albums are available at local photo studios and on online platforms, but these albums have unique sizes and styles, like

18x30-inch coffee table book, or 12x18-inch lay-flat photo album designed like a magazine. My personal favorite was the huge, B2-sized album, making all the photographs come alive.

But to my surprise when we saw our wedding images in one of the Mini album, that brought a huge smile back on our faces. A smaller version was wonderfully handy and now we understood that this is the album which we can send to all our loved ones, to those how missed our wedding.

HP Indigo helped us in preserving these precious moments and paid a lot of attention to details also. For example, they designed it so well that the people in the albums looked like celebrities! The quality of the printing was so rich and detailed that we just keep looking at the photos for a long time. The colors immediately stood out- they are so beautiful and so fresh. Let me tell you, there are so many colors at a wedding and the colors in Photos matched the background & very close to real colors of our costumes. The shimmers of my wife's green saree, for example. I never thought that the photos would be so true-to-life, even including the shimmer.

With this, I came to know that they have used Vivid Green and Vivid Pink inks which are specially and largely used in Indian wedding albums by them. These inks were developed for India. Last but not the least a combination of different papers which are waterproof, non-tearable and can last for 200 years.

I know that there was a lot of work and some amazing & innovative printing technology though HP Indigo went into the creation of my albums. My family and I are very happy. I never thought my wedding albums look so fantastic and this brilliant idea of sharing the moments through mini albums really is a stunner. Thank you Printonica and HP.

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