HP Latex 300 and 500 Printer Series

Tips & Tricks: Increasing red intensity and reaching more vivid colors

This document aims to give some Tips & Tricks in order to increase reds and reach more vivid colors enlarging your printer's color gamut.

Some of these recommendations are not valid for all the HP Latex low-volume printers (110, 310, 315, 330, 335, 360, 365, 370, 375, 560 and 570). Each recommendation will indicate which printers can follow it.

Increasing red intensity

There are several ways to increase red intensity:

Reaching more vivid colors (only for the HP Latex 500 Printer Series)

Please find all the details in the section below Reaching more vivid colors (only for Latex 500 Printer Series).

Setting new color calibration (CLC) references (for all the HP Latex 300 and 500 Printer Series)

There are some cases where color calibration is recommended in order to maintain a proper color management. One of these cases is when printheads are changed:

- Performing color calibration with brand new printheads will set up a color reference that the unit will intend to maintain along the printhead life, minimizing color output variations caused by printhead minimum degradations due to usage.

- Setting a color reference (i.e. performing color calibration) with new printheads will optimize color output intensity while setting a color reference with printheads at its half-life will optimize color consistency performance.

Setting RIP sliders in order to increase the presence (%) of a given color (for all the HP Latex 300 and 500 Printer Series)

RIPs have the option to increase the presence of a given color by setting up the percentage of the given color density. This way, setting a higher presence of Magenta will redefine the presence of each color and increase the red levels.

This will not lead to print with more red in absolute values, but to print more magenta in comparison with other colors, leading to more intense reds.

Reaching more vivid colors (only for the HP Latex 500 Printer Series)

Vivid modes are defined to allow an increased ink saturation while maintaining Color consistency, since the printer Color Management tools (i.e. Color calibration) are still available as defined.

Using **vivid modes** you will be able to increase the ink saturation to produce high-quality applications such as the Self-adhesive vinyls shown below:
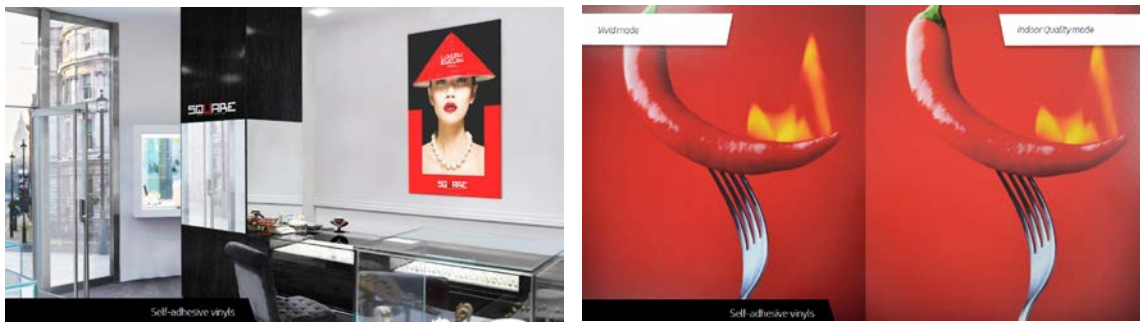
Vivid modes are specially designed for vinyls, banners and paper, and they provide a saturation 50% higher (compared to the HP Latex 360 Printer using the same print mode):

- Up to 150% ink saturation in 12 pass 6 color print mode.

- Up to 185% ink saturation in 16 pass 6 color print mode.

The reason why there are **vivid modes** on the HP Latex 500 series is the new curing module that provides higher curing efficiency and capacity.
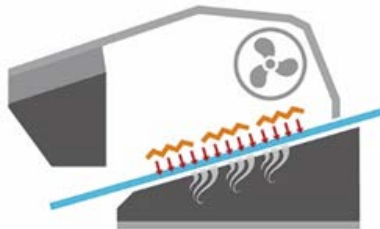
To sum up, the new curing module of the HP Latex 500 series brings these advantages:

1. **30% faster printing**. The Latex 500 series can print faster with the same ink density used in the 300 series.

2. **Up to 50% more saturation in frontlit prints**. The Latex 500 series can print at the same speed as the 300 series but laying down more ink density.

3. **Vivid prints.** The new curing system now allows to use improved color maps with larger saturation of ink, leading to more vivid colors and a larger color gamut.

In order to start using the vivid modes, please select the category and name of the desired substrate:

- Generic Self-Adhesive Vinyl Vivid

- Generic PVC Banner Vivid

- Generic Coated Paper Vivid

Find more details on how to select a substrate and use the vivid modes in the printer's User Guide.