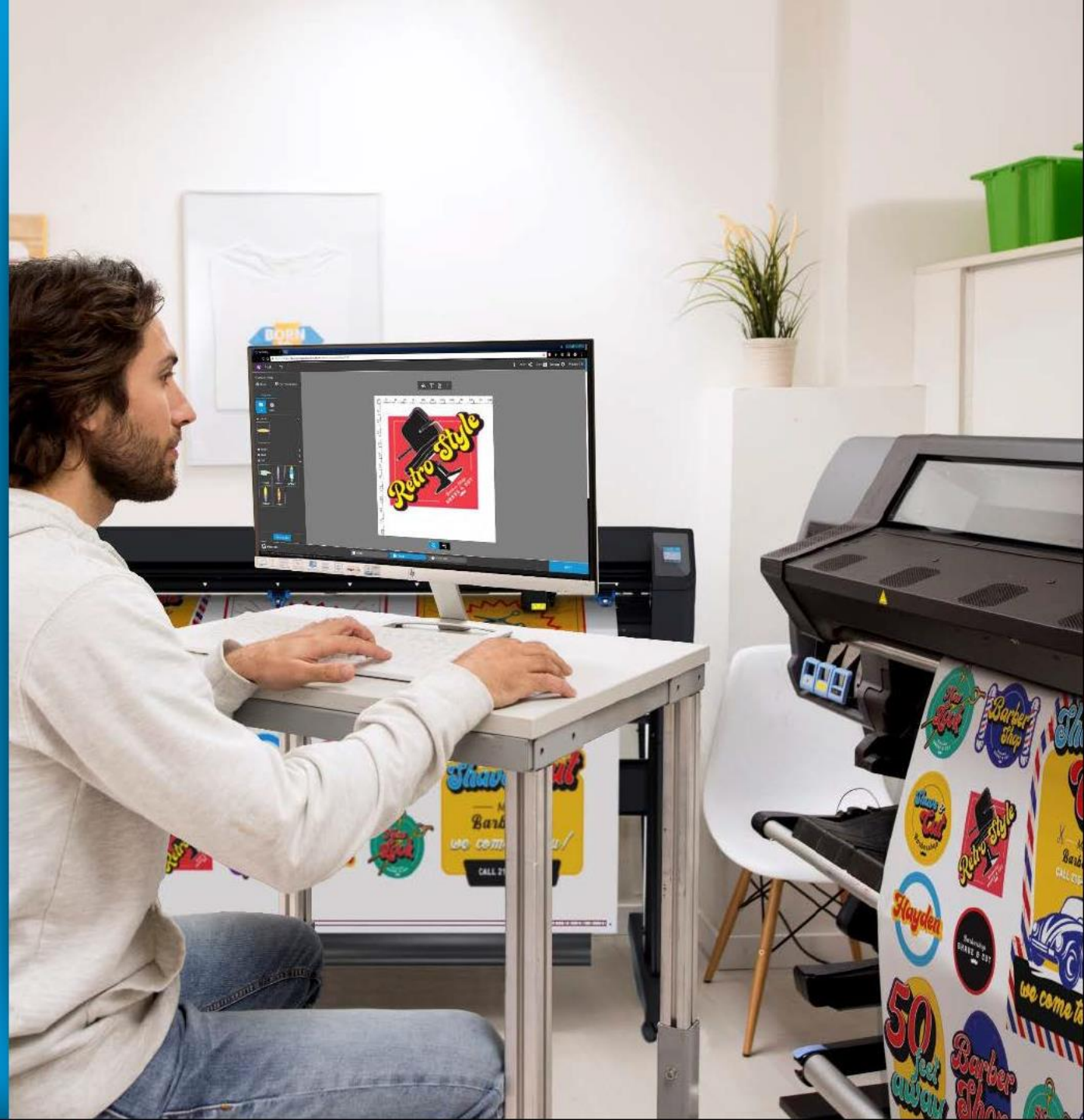




HP Latex Print and Cut Plus Solutions



HP Latex Print and Cut Plus Solutions



HP Latex Print and Cut Plus Solutions

New!



HP Latex 335 Print and Cut Plus Solution

Expand into wider applications with this 64-in true print and cut solution

New!



HP Latex 315 Print and Cut Plus Solution

Grow with this 54-inch business-ready print and cut solution

HP Latex Plus Cutting Solutions

New!



HP Latex 64 Plus Cutting Solution

Expand into wider applications with this 64-in cutting solution

New!



HP Latex 54 Plus Cutting Solution

Grow with this 54-inch business-ready cutting solution



What's new?

Current
HP
Cutter



New design, mechanics and electronics

OPTIMIZED CUTTING ACCURACY



New OPOS configurations

Optimize cutting accuracy on heat-sensitive SAV



New HP Barcode with frame

More accurate and error-free barcode identification



Down force up to 600 gr

Apply more pressure when cutting thick media

ENHANCED USABILITY



New touch screen

Elegant design and more intuitive menu



More accessible blade

Direct access to the blade and better visibility of the job while being cut



Easy-to-use Media Basket

Improved design and usability, requires less space when folded

New
HP Cutter



New Optical Position System (OPOS) configurations



HP cutter reads the black inner lines along the job and does additional measurements, which translates into **optimized cutting accuracy**

Recommended when working with **heat-sensitive vinyl**



New HP Barcode



New frame allows **more robust job identification**

New barcode requires **less black ink**



Down force up to 600gr



New HP Cutter downforce up to 600gr

Apply more pressure when cutting thick media



More accessible blade



Blade located on right side: more accessible when doing calibrations and increase visibility of jobs being cut

New touch screen



Digital Signage Systems



More elegant experience with **colored touch screen**

Improved menu with **more intuitive "Pause" option**

Highly responsive



Easy-to-use Media Basket



Improved media basket design

Easier to fold

Smaller footprint when folded

Better gathering of the media into the basket

Main specifications of new HP Latex cutters



	HP Latex 54 Plus Cutter	HP Latex 64 Plus Cutter
Cut type	Drag-knife technology	
Cut width	135cm	158cm
Pinch rollers	4 pinch rollers (9 positions)	
Cut speed	Up to 113 cm/sec diagonal	
Acceleration	Up to 3 G diagonal	
Accuracy	0.2% of movement or 0.25 mm, whichever is greater	
Repeatability	±0.1 mm	
Cut force	0 to 600 grams of downforce	
Cut thickness	0.05 to 0.25 mm; 0.6 mm with optional specialty blade	
Connectivity	USB and Ethernet (LAN)	
Media basket	Included	
Warranty	1 year limited hardware warranty	



Digital Signage Systems



Compatibility with HP Latex 700 & 800 Printer Series

Benefit from HP Latex P&C workflow combined with white ink

HP Latex 700 & 800 Series



HP Latex 700 Printer



HP Latex 700W Printer



HP Latex 800 Printer



HP Latex 800W Printer

Full compatibility

HP Latex Cutting Plus Solutions



- ✓ Available through reseller bundles (no HP bundle)
- ✓ All printers are compatible with HP Latex Cutting Solutions
 - HP Latex 700 Series connect directly (same as HP Latex 100 & 300 Printers)
 - HP Latex 800 Series require RIP upgrade +\$495 (same as HP Latex 500 Printers)

- ✓ Also compatible with current HP Latex Cutting Solutions



Print and Cut new stickers with white ink

Add white frame to barcode and OPOS marks to provide contrast for cutter to read



Stickers in transparent SAV



Stickers in colored SAV



Stickers in metallized SAV





Digital Signage Systems

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