HP DesignJet Z6800 Photo Production Printer

Fastest 60-in graphics production printer with unrivaled print quality

Designed for speed and productivity

• Print as fast as 1500 ft²/hr (140 m²/hr) in fast mode and 212 ft²/hr (20 m²/hr) in high-quality mode
• Cut turnaround times and effortlessly handle large data loads thanks to high file-processing power
• Create quality prints at top speed with HP Double Swath Technology and the HP Optical Media Advance Sensor
• Confidently print unattended thanks to long media rolls, 775-ml HP ink cartridges, and a built-in take-up reel

Unrivaled color and black-and-white image quality

• Print exceptional colors—HP Vivid Photo Inks with a chromatic red offer a wide color gamut and uniform gloss
• Create unique black-and-white prints—three shades of black HP ink deliver rich density and smooth transitions
• Offer your customers durable prints that last up to 200 years, using HP Vivid Photo Inks
• Produce posters, photos, canvas prints, backlit signs, POP displays, and maps with unrivaled image quality

Advanced color management backed by HP reliability

• Create custom ICC profiles and achieve color accuracy with the embedded spectrophotometer and color center
• Achieve color accuracy — complete coverage of SWOP, ISO, GRACOL, 3DAP, EUROSCALE, TOYO, and FOGRA gamuts
• Choose how you want to print—send jobs right from your preferred design applications or through third-party RIPs
• Gain color reliability with HP Professional PANTONE® color emulation and embedded Adobe® PostScript®/PDF

Eco Highlights

• Breakthrough color consistency can help reduce unnecessary reprints
• Free, convenient HP ink cartridge and printhead recycling
• FSC®-certified papers, range of recyclable HP media with a take-back program
• ENERGY STAR® qualified and EPEAT Bronze registered

Please recycle large-format printing hardware and printing supplies.
Find out how at our website: hp.com/ecosolutions

1 Program availability varies. Please check hp.com/recycle for details.
2 BMG trademark license code FSC®-C115319, see fsc.og. HP trademark license code FSC®-C017543, see fsc.og. Not all FSC®-certified products are available in all regions.
3 EPEAT registered where applicable/supported. See epeat.net for registration status by country.
4 Embedded in this HP DesignJet Printer is a spectrophotometer with i1 color technology from X-Rite. Close collaboration between HP and X-Rite ensures a reliable solution that’s been thoroughly tested to meet customer demands for ease, quality, and dependability.
5 HP Professional PANTONE color emulation and embedded Adobe PostScript/PDF upgrade kit sold separately.

1. With Aurasma installed, please go to the HP DesignJet channel at http://auras.ma/s/ke25m
2. Without Aurasma installed, please download it:
3. Once done, go to the HP DesignJet channel at http://auras.ma/s/ke25m
4. Open the application and point to the image to view the HP DesignJet video
The HP DesignJet printing system

Turn orders in record time with the fastest 60-inch production printer for graphics. Offer exceptional color and black-and-white prints on many substrates with 8 HP Vivid Photo Inks. Count on advanced color management features backed by HP reliability and easy operation.

Outstanding speed

**HP Double Swath Technology** provides breakthrough speed and performance. The HP DesignJet Z6800 Photo Production Printer includes two sets of four HP 771 DesignJet Printheads, creating a wide print swath—up to 1.67-inches/42.5 mm—and a high firing frequency to deliver prints with amazing speed. Eight bi-color printheads feature 1,056 nozzles per color, 1,200 nozzles per inch, and small drop volumes for top photo quality.

The **HP Optical Media Advance Sensor (OMAS)** allows you to print at top speeds and still get great output results. This breakthrough technology improves paper-advance control and accuracy, so the printer can print at higher speeds across multiple environmental conditions without impairing image quality.

High productivity

Meet demanding requests and deliver high-impact prints. Fast speeds and high processing power help cut turnaround times. Achieve excellent image quality at production speeds. Confidently print unattended with large ink cartridges and a take-up reel.

Amazing color

Consistently achieve accurate colors using advanced HP technologies with complete coverage of FOGRA gamuts. Generate custom ICC profiles with the embedded spectrophotometer with i1 color technology from X-Rite. Print from your favorite design applications or through RIPs.

The **HP DesignJet Utility** lets you easily navigate through color-management, printing, and job-management workflows, and the HP Color Center provides easy-to-use, step-by-step instructions on how to add new media and calibrate the printer. Plus, the HP DesignJet Z6800 printer’s accounting tool allows you to easily track supplies use by job, while the job submitter tool lets you submit your HP-RTL, HP-GL/2, CALS G4, PostScript®, PDF, TIFF, EPS, and JPEG files directly to the printer.

HP Vivid Photo Inks

**Three shades of black** HP ink produce outstanding optical density and smooth transitions. Deliver durable prints that stand the test of time. HP 771 Printheads are designed to achieve precise, accurate placement of smaller drops at high speed. Each printhead prints two colors of ink with 1,056 nozzles per color.

Using **HP chromatic red ink**, your HP DesignJet printing system provides the broad color gamut needed to produce vibrant color and deep, rich blacks and to achieve true photo-realistic image quality.

High, **uniform gloss** provides the professional finish. With a wide range of blacks and grays with smooth, subtle transitions, true gray neutrality, and rich black density, you can produce remarkable black-and-white prints. And these prints provide lasting results with exceptional print permanence indoors in-window and away from direct sun.

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6 Compared with large-format inkjet printers under $25,000 USD for graphic applications. Based on the fastest-rated color speeds as published by manufacturers as of October 2013. Test methods vary.

7 Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see HPLFMedia.com.
Exceptional image quality that increases your offering

Retail POP/POS
Create appealing advertising posters, displays, window graphics and backlits, that can influence shoppers' decisions. High-quality printing on a wide variety of media can help you gain a competitive edge.

Exhibition and Event Graphics
Grab attention at exhibitions and events with eye-catching top-quality graphics. Print a variety of applications, from roll-up banners and pop-up banners to backlit signs and posters, with outstanding print quality.

Professional Photography and Digital Fine Art
Produce dazzling fine art reproductions for galleries and artists with high-quality digital printing. Long lifespan and fade resistance keep prints in top viewing condition on a range of printing materials from canvas to high-end professional photo and fine art papers.

Maps and Orthophotos
Communicate clearly with excellent image and line quality on all your prints from drawings to satellite and aerial photos, maps, and more.

Renderings, Posters and Presentations
Print large-format drawings, schematics, renderings, and presentations with great ease, speed, sharp details and vibrant quality—all at low running costs.

Line Drawings
Print anything from simple CAD drawings to complex color documents with high speed and outstanding image quality. Bring your vision to life with drawings full of fine detail, enabled by precise line accuracy.

HP-certified RIP solutions
The HP DesignJet Z6600 Production Printer and the HP DesignJet Z6800 Photo Production Printer offer an exceptional range of HP-certified third-party RIP solutions and workflow products whatever your application needs that will help you meet to your essential performance expectations. Learn more at hp.com/go/DesignJetRIPs.

Trust HP Services
HP DesignJet Support Services offer solutions for business critical environments — installation, extended support and maintenance, as well as variety of value-added services. For more information, please visit hp.com/go/DesignJetSupport.

HP Vivid Photo Inks
Use HP Vivid Photo Inks and printheads to experience consistent high-quality and reliable performance that enable less downtime and increased productivity. These critical printing system components are designed and engineered together to provide optimized efficiency, a wide color gamut, and prints with over 200 years fade resistance. For more information, visit hp.com/go/OriginalHPinks.

For the entire HP Large Format Printing Materials portfolio, please see HPLFMedia.com.

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8 Display permanence rating for interior displays/away from direct sunlight, under glass by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. on a range of HP media. See HPLFMedia.com.
For more information, please visit hp.com/go/DesignJetZ6800