



HP Takes Aim at Office Printing with Targeted Portfolio for Business Users

BUDAPEST, April 8, 2008 – HP today announced an expanded portfolio of solutions, services, and devices for the office printing market in Europe, Middle East and Africa (EMEA).

The company's latest offerings help businesses of all sizes manage, secure and simplify imaging and printing environments to improve workflows, reduce costs and enhance productivity.

"Business printing is a dynamic market due to the explosion of web-based content and services, movement of printers to the network and improvements in paper-based workflows. It's critical that businesses have the right devices, infrastructure and services to get the most of their printing environment," said Bill DeLacy, senior vice president & general manager, HP IPG EMEA. "HP's legacy as the market leader in printing and IT management positions us well to lead the next evolution of commercial printing."

New Solutions Help Small and Medium Businesses Print Smarter

The new tools, announced today, enable customers to produce personalised business documents and collateral easily by using website content more effectively:

- **HP Smart Template Printing** is a new HP solution that enables users to store multiple, ready-made templates in the memory of select new HP LaserJet printers. Users can easily produce personalised letterhead, invoices, postcards and other business and marketing collateral, saving time and money that would be spent on pre-printed stationary or collateral. HP Smart Template Printing ensures compliance with a company's corporate identity and delivers a user experience similar to a conventional printer that has pre-printed material loaded in the trays.
- **HP Smart Web Printing** helps SMB customers to clip, print, store and reuse information from the internet more efficiently. The application, available with the latest HP printers and downloadable from the HP website (www.hp.com/go/smartwebprinting), is a highly intuitive tool that selects and isolates only the parts of the web that users want, cutting out all unnecessary ads, text and images and saving information for later use.

Extended Portfolio Allows Enterprises to Manage, Secure and Simplify

HP has designed a four step approach to help customers identify opportunities to improve the efficiency of their imaging and printing infrastructure and workflows.

The four assessment services include:

- The **HP Industry Benchmark Assessment** evaluates the health of an organization's output environment, allowing comparisons between a company's estimated imaging and printing environment against a series of specific industry benchmarks

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- The **HP Optimisation Assessment** provides expert advice on how an organization can establish, control and manage its output environment. It provides cost recommendations for a future state fleet design and longer term strategies
- The **HP Managed Environment Assessment** measures printing impact on a business and provides a holistic and clearly defined picture of the potential savings and improvements by engaging HP Managed Print Services
- **HP Workflow Discovery** is a customized workflow analysis designed to streamline and improve business processes

HP also announced HP Access Control Printing Solutions, a set of solutions designed to help mitigate security and compliance risks, prevent fraud, protect data privacy, and enhance data management. The HP Access Control Printing Solutions include:

- The **HP Access Control Secure Printing Solution** delivers enhanced print security through authentication, authorisation and auditing to track printer usage by device, user, project, department or cost centre and forecasts future printing needs
- The **HP Access Control Secure Pull Printing Solution** helps mitigate security and compliance risks, reduces paper waste and prevents the misplacement of documents allowing print jobs to be encrypted, stored and retrieved until the user is ready to print
- The **HP Access Control Job Accounting Solution** provides the ability to track detailed print, scan, copy and email usage by device, user, department or cost centre. This solution helps manage print jobs and aids in forecasting, internal billing and cost recovery

HP is adding to its solutions partner programme with the new **HP Solutions Business Partner Accreditation, Certification and Test Program (ACT)**. As the industry's first partner programme to offer a total solution, the ACT programme ensures a complete, HP-certified, go-to-market programme that enhances customer confidence, improves solution scalability in the marketplace, strengthens HP's solutions by industry and reduces support cost for HP and partners.

Through the ACT programme, HP ensures that developers are pre-qualified using HP's stringent criteria and applications have been rigorously tested to work with HP devices and with other partner solutions. Partners in the programme will demonstrate a consistent, high-quality delivery of specific solutions built on HP's Software Development Kits (SDK) and the HP Open Extensibility Platform.

Ten partners, including Assentis, Capella Technologies, Captaris, Equitrac, Jetmobile, Kofax, MPI, Omtool, ReadSoft and Pharos Systems are now accredited and have specific solutions in the certification process.

Enhanced Device and Document Capture Portfolio for Businesses of All Sizes

To support new service, partner and software introductions, HP has released a new portfolio of commercial products, which include:

- **HP Color LaserJet CP1215 Printer:** HP's lowest-priced Color LaserJet makes high-quality colour printing for individual users in home offices and growing small businesses more affordable than ever before. Users will enjoy fast print speeds and built-in LaserJet reliability combined with a sleek, ultra-compact design that

saves desktop space. Prices start at €199⁽¹⁾.

- **HP Color LaserJet CP1515n Printer:** Designed for individuals and workgroups in small offices as well as home office users who need a fast and affordable desktop colour printer, this easy-to-use and reliable printer produces outstanding colour intensity, high gloss, photo quality images and sharp text for professional marketing collateral. The CP1515n uses the new improved HP ColorSphere toner and HP ImageREt 3600. Prices start at €249⁽¹⁾.
- **HP Color LaserJet CM1312 MFP series:** HP's lowest-priced colour laser, offering print, copy, scan and fax capabilities in one single device. Featuring the improved HP ColorSphere toner, this reliable and easy-to-use MFP produces print-shop quality documents with a wide range of colours, high gloss and improved photo resolutions for micro and small businesses. Pricing available mid-April 2008.
- **HP LaserJet M1319f MFP:** HP's lowest priced monochrome laser multifunction printers (MFPs) with four-in-one capabilities combines high-quality laser printing with efficient copy, scan and enhanced fax capabilities. With a compact design that includes a built-in handset for making phone calls, this easy-to-use and reliable MFP helps micro and small business users to improve productivity and maximise desk space. Prices start at €299⁽¹⁾.
- **HP LaserJet P4014 Printer series:** Designed to meet the needs of workgroups of five to 10 users in SMB environments, the customisable HP LaserJet P4014 printer series provides great productivity at an affordable price. With print speeds of up to 43 ppm and Instant-on Technology for a first page out in 8.5 seconds from Ready mode, the reliable and easy-to-use printer saves time and increases performance while new HP low-melt toner technology ensures optimal performance with each document. Prices start at €579⁽²⁾.
- **HP LaserJet P4015 Printer series:** This high performance device is designed for workgroups of 10 to 20 users in managed SMB and enterprise environments that are seeking a secure and productive printing infrastructure. Offering fast print speeds of up to 50 ppm and Instant-on Technology for a fast first page out in 8.5 seconds from Ready mode and automatic two-sided printing, the value-packed printer series improves user productivity. Prices start from €939⁽²⁾.
- **HP LaserJet P4510 Printer series:** HP's fastest single-function black-and-white laser printers reach print speeds of up to 60 ppm and a first page out in 8.5 seconds from Ready mode with Instant-on Technology. It is ideal for workgroups of 15 to 25 users in managed SMB and enterprise environments needing a fast, secure, high-quality black-and-white laser printer that offers a wide range of customisation options. Prices start from €1,299⁽²⁾.
- **HP Color LaserJet CP6015 Printer series:** HP's most powerful, productive and cost effective printer series delivers fast printing speeds of up to 41 ppm, a first page out in less than 11 seconds and automatic two-sided printing to enhance user productivity. The A3-capable LaserJet features the improved HP ColorSphere toner to create exceptional colour collateral. Prices start at: €3,658⁽²⁾.
- **HP Color LaserJet CM6040/CM6030 MFP series:** HP's top of-the-line colour laser MFP is designed to maximise office workgroup productivity with a feature-rich

package including A3 printing, advanced finishing options, robust security and the HP Easy Select Control Panel. Prices start at: €7,800⁽³⁾.

- **HP LaserJet M9040/9050 MFP series:** Designed for demanding workgroups of 30 to 50 users in medium-sized and large businesses, the series improves business processes with high-volume, cost-effective printing, copying, digital sending, automatic two-sided and A3 printing capabilities. Prices start at: €11,975⁽³⁾.

In addition, HP is bolstering its document management portfolio by introducing the **HP Scanjet N9120 Document Flatbed Scanner**. As HP's first A3 dedicated enterprise departmental class scanner, this fast flatbed device offers up to 50 ppm/100 ipm and versatile paper handling with the automatic document feeder. Featuring ISIS[®] and TWAIN drivers, the HP Scanjet N9120 easily integrates into environments that use document management systems. Prices start at: €3,300⁽²⁾.

HP closes acquisition of Exstream Software

HP recently closed the acquisition of [Exstream Software LLC](#). Exstream software solutions streamline the creation and delivery of personalized documents and other communications materials. The acquisition allows HP to help businesses design, manage and publish content in a fully personalized manner via multiple channels, including print and online.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totalling \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. More information about HP (NYSE: HPQ) is available at www.hp.com.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

⁽¹⁾ Prices stated are average EMEA Manufacturer's Recommended Selling Prices (MRSPs) including VAT and are subject to change – actual prices may vary by country.

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