



HP Extends Support for Complex Interactive and On-demand Customer Communications with HP Exstream 7.0

PALO ALTO, Calif., Sept. 10, 2009 – HP today announced the latest version of its HP Exstream enterprise software, a single solution for streamlined design through delivery of customer communications across the enterprise, regardless of complexity, variability or output channel – including high-volume, on-demand and interactive document applications.

HP Exstream 7.0 includes more than 250 enhancements and emerges from a development cycle that included testing and deployment by more than 50 HP Exstream customers worldwide. The new release is already in production at several customer sites.

“We selected HP Exstream to replace our legacy document automation solution,” said Jim Lucanish, general manager of O’Neil Data Systems, a Los Angeles-based technology-driven publishing company. “With HP Exstream 7.0 and the high-speed HP Inkjet Web Press we have a single solution to provide more robust personalized communications for our wide range of customers – whether they want statements, welcome packets, personalized newspapers or election ballots.”

Improved support for interactive document applications

Enhancements such as the ability to automate sections and paragraphs and the inclusion of bar codes can be used for complex interactive document applications, including fully personalized transactional documents and contracts, agreements, policies, letters and business forms.

Rich content can now be retrieved by the HP Exstream LiveEditor directly from enterprise content management (ECM) and business process management (BPM) systems, web applications, and SharePoint, and then sent back to these sources for updates after editing.

Other significant capabilities include security features such as confidential masking of information, role-based editing and expiration certificates, as well as many new user productivity tools, including custom dictionaries in multiple languages and extended workflow and repository capabilities.

Significant enhancements for on-demand communications

The new web services interface eliminates the need to program Simple Object Access Protocol (SOAP) connectivity, and support for PDF digital signatures and 128-bit encryption ensures secure and credible delivery of documents.

This release also includes new connectors for delivery of on-demand communications through email and cell phone (SMS) channels, as well as other significant enhancements

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for .NET and J2EE deployments.

Fully enhanced remote collaboration

The completely upgraded remote collaboration capability in HP Exstream 7.0 makes it easier, faster and more cost-effective for marketing and business users to incorporate fully personalized messages into documents at run time using a web browser.

The new console allows customers to fully customize the interface to support their brands, including color, text and images. Additionally, this release improves productivity for document Smart Proofing and provides users the ability to customize documents with text and images, add inserter bar codes to control production processes, and gain control over campaign message timing.

Extended support for global document applications and U.S. section 508 compliance

HP Exstream 7.0 expands support for multilingual customer communications, including PDF enhancements for region-specific font subsetting, reference fonts and Asian font packs, as well as multilingual tagging.

Double-byte character set (DBCS) support has been extended for Linux and SISO data viewing, and now enables PowerPoint, RTF and single-file HTML output. Additionally, this release adds reading tools for the visually impaired, ensuring PDF output is compliant with section 508 of the U.S. Rehabilitation Act.⁽¹⁾

Expanded design and production capabilities further reduce costs

HP Exstream 7.0 includes numerous enhancements that allow enterprises to further improve overall productivity and reduce total cost of ownership, including:

- New conversion utilities for migrating from legacy document composition systems such as DocuMerge, DocuMaker and Top Down
- Extended support for QuarkXpress and RTF designs
- Improved output compare tools for testing
- Ability to embed bar codes into automated tables
- Wizard-based charting and new chart types
- Advanced Function Presentation (AFP) output improvements for color support, outline fonts and DBCS

“Today’s announcement strengthens HP’s unmatched integrated workflow solutions portfolio and continues our commitment to delivering market-leading innovations in enterprise document automation technology for companies around the world,” said Jon Firooz, senior director, Enterprise Software Strategy and Market Management, HP. “Our goal is to continue providing high-quality, global technology leadership so our customers can meet their complex business challenges today and in the future.”

HP Exstream is currently deployed at more than 500 customer sites worldwide in a variety of industries, including financial services, banking, insurance, utilities, government, telecommunications, service provider, travel and hospitality, and retail. Now being offered through the HP Managed Print Services portfolio, HP Exstream will be offered to an even broader base of enterprise customers. The combining of these capabilities further extends the customer support for mission-critical solutions.



More information is available at www.hpexstream.com. HP also will be demonstrating HP Exstream 7.0 at PRINT 09 in Chicago in booth No. 6658.

About HP

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

⁽¹⁾ More information on Section 508 of the U.S. Rehabilitation Act is available at www.section508.gov/.

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