

# Fact sheet



## HP CD/DVD Tattoos

### Overview

HP's innovative, proprietary CD/DVD Tattoo is the world's glossiest disc label providing an attractive alternative for personalizing CDs and DVDs with any inkjet printer.<sup>(1)</sup> HP CD/DVD Tattoos offer consumers a more professional-looking label versus traditional paper labels. HP's CD/DVD Tattoos are ultra-thin, highly-durable plastic labels that provide a glossy, water-resistant finish that will not delaminate. Because of the outstanding image quality, HP CD/DVD Tattoos are ideal for labeling CD/DVDs for special events, gifts and private music collections.

### Key features and benefits

- Translucent, super-gloss technology provides consumers with attractive, durable glossy labels;
- Innovative anti-curl technology prevents labels from wrinkling or curling or warping disc, even after exposure to extreme temperature conditions – significantly better than traditional, paper labels;<sup>(2)</sup>
- Water, smudge and fade resistant labels are more durable than traditional paper labels;
- The built-in label applicator in the package makes bubble-free application easy;
- HP to provide free online design templates to enable fast, easy personalization.

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### Pricing and availability

Glossy, 5 x 7-inch, 15 sheets: \$9.99<sup>(3)</sup>

Expected to be available for purchase June 1, 2006 in North America.

<sup>(1)</sup> Among leading disc label competitors as of Nov. 1, 2005.

<sup>(2)</sup> HP third-party testing, December – February 2006

<sup>(3)</sup> Estimated U.S. street price. Actual price may vary.