

News release



HP Streamlines Flow of Digital Entertainment from Content Creators to Consumers

LAS VEGAS, April 24, 2006 – HP today announced new solutions that help companies and consumers benefit from the historic transition to digital entertainment.

The company introduced the HP Digital Media Solution, standards-based technology that automates the workflow for broadcasters and network operators, as well as a new workstation lineup with enhancements in performance and mobility for video editors and animators.

In addition to the product offerings, HP announced deployment successes with HP partners Time Broadband and Siemens Business Services. For Time Broadband, HP will act as the systems integrator for India's first commercial IPTV service, to be launched by MTNL, the state-owned telecom operator. As part of a Siemens solution for the BBC in the United Kingdom, HP will deploy a multi-petabyte data storage system designed to allow the broadcaster to efficiently store, transport and share digital content.

The announcements were made at the National Association of Broadcasters (NAB) show, where HP is demonstrating solutions from across its digital media portfolio in booth No. SL3744 in the South Hall of the Las Vegas Convention Center.

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"HP is one of the few companies that contributes at every point in the digital media supply chain," said Sebastiano Tevarotto, vice president and general manager, Network and Service Provider Business, HP. "With our solutions and services – plus our understanding of the consumer experience – HP is driving the digital transformation, from the way entertainment is created and distributed to the way it is consumed and enjoyed."

HP automates digital workflow for broadcasters and network operators

The HP Digital Media Solution enables broadcasters and network operators to automate every aspect of the digital workflow, from ingestion or creation of new content, through editing, processing and storage, to archiving and retrieval.

Drawing on the HP Digital Media Platform, which enables media companies to create content once to distribute many times in any format, the HP Digital Media Solution includes four application-specific "editions" that are optimized for specialized business and operational needs. They are: the Syndicate Edition and IPTV Live Edition, available now, and the Mobile Edition and Archive Edition, expected to be available later this year.



HP named integrator for India IPTV service by Time Broadband

MTNL, the state-owned telecom operator, has selected Time Broadband Services Limited as its first broadband content partner for a new IPTV service. Time Broadband in turn chose HP to act as systems integrator for the IPTV deployments.

The new commercial IPTV service, India's first, will be launched initially in New Delhi and Mumbai, targeting 200,000 MTNL broadband subscribers in the first year.

"Time Broadband selected HP as its system integrator for this project due to its worldwide experience," said Sujata Dev, managing director, Time Broadband. "We needed an IT partner that we could rely upon in this exciting new project and who could act as an advisor and a partner to us."

The HP IPTV offerings include tools and processes to streamline IPTV service creation, configuration and management. HP and its partners provide a standards-based platform that enables service providers to integrate, deploy and manage a high-quality video delivery service for their subscribers.

New HP workstations for content creation

HP introduced four high-performance workstations for video editors, engineers, designers and animators.

The new desk-side HP xw6400 and xw8400 Workstations, based on dual-core Intel® Xeon™ processors, feature greater expandability, while the HP Compaq nw8440 and nw9440 Mobile Workstations offer the power of a workstation with the convenience of a notebook. The nw9440 Mobile Workstation is HP's most powerful mobile workstation to date.

HP also provides major movie studios and entertainment companies with high-performance, standards-based server platforms for creating or adapting digital content.

HP supports Siemens' comprehensive digital solution for the BBC

HP technology is an integral part of a comprehensive Siemens Business Services' solution for the BBC, as announced today by Siemens in a separate press release.

The HP Media Storage solution is designed for the specific needs of the broadcast and media industries. As a centralized storage repository for digital content, especially large media files, it reduces duplication, enhances collaboration, provides more cost-effective data lifecycle management, and enables higher throughput and faster time-to-market.

The solution uses HP StorageWorks XP, EVA and MSA SAN arrays, HP Virtual Tape Library and ESL/E tape libraries, and it features the policy-based data management software from HP partner, ADIC.

HP executive at NAB: "Digital Media – Hollywood Meets Silicon Valley"

Willem de Zoete, vice president and general manager of the Digital Entertainment Services business at HP, will deliver an address that describes how digital content management solutions and services can accelerate the strategies of video content publishers, post-production companies, distributors and retailers.

Part of the NAB Multimedia World Super Session series, the address is scheduled for

Monday, April 24, from 5-6 p.m. in room S222 of the Las Vegas Convention Center. A panel discussion of industry leaders will follow de Zoete's address.

More information on HP's offerings and presence at NAB is available in an online press kit at www.hp.com/go/NAB.

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Jan. 31, 2006, HP revenue totaled \$87.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

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