



HP Celebrates 60 Years of the Cannes Film Festival

CANNES, France, May 21, 2007 – At the 60th Cannes Film Festival, HP will demonstrate how it is driving innovation in the digital entertainment and movie industries by showcasing technologies that will transform the way entertainment is created and enjoyed.

The breadth of HP's business makes it well positioned to contribute to the entire creative spectrum of the entertainment industry – from the consumer enjoyment of digital technologies to Hollywood cinematic productions screened at the film festival.

This is the third consecutive year that HP has been the official sponsor and partner of Cannes in Digital Entertainment and Graphic Arts. As a primary sponsor of the film festival, HP is hosting an array of activities at the event including a 60th Anniversary Photography Exhibition, a limited edition photo album, an interactive website and executive panel discussions.

"HP is dedicated to continuing innovation in digital entertainment," said Gabriele Zedlmayer, head of corporate marketing, Europe, the Middle East and Africa, HP. "We are looking to inspire and empower the science and art of digital expression by applying new thinking and ideas to create more enjoyable experiences."

Printing and premieres, celebrities and supercomputing

HP marks its ongoing relationship with the film festival through a photography exhibition of black and white and colour images capturing the glamour and excitement of 60 years of the film festival. Seventy selected photos will be printed on HP Designjet photo printers and will be displayed in the Croisette Gardens and the Cannes Railway station using specially designed display cases.

HP has also produced 500 fully personalised photo albums containing the exhibition images which will be presented to film festival VIPs including Stephen Frears, president of the jury, all other jury members and more than 100 industry luminaries attending the festival.

HP's Scitex technologies have been used to print 500 square metres of iconic banners for the Palais des Festivals above the red carpet, and ultra-large format photos which will decorate the central railway station.

HP will also be celebrating its latest work with DreamWorks Animation. On May 18, DreamWorks will release "Shrek the Third," created using HP workstations, servers and DreamColor technology. These technologies allowed animators to create unprecedented, detail-rich visuals that stretch a viewer's imagination.

The latest digital entertainment consumer products and solutions made by HP will be

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showcased at the HP Studio on the Cannes beachfront, and the HP Digital Lounge in the renowned Majestic Barriere hotel. This will include the latest notebooks, desktop PCs, handhelds, workstations and digital imaging and printing solutions, as well as a special preview into the future of HP's IT and product design activities.

Boosting consumer interaction with Web 2.0

As part of the partnership, HP supported the redesign of the official film festival website which utilises Web 2.0 technologies. The new site offers improved usability, and will act as an information hub during the film festival, as well as providing an archive of multimedia materials for film enthusiasts and industry professionals throughout the year.

More information about the Cannes Film Festival is available at www.festival-cannes.fr/index.php/en. Further information and images from HP are available in an online press kit at www.hp.com/go/cannes2007.

About HP

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