



HP Strengthens Digital Entertainment PC Portfolio at 60th Cannes Film Festival

CANNES, France, May 23, 2007 – HP today further increased its links with the film industry and the digital entertainment arena by choosing the Cannes Film Festival as the platform from which to announce its new home server technology in Europe and an extension of its partnership with Petra Nemcova, top international model and philanthropist.

The annual Film Festival in Cannes, celebrating its 60th year, is the perfect platform to develop the historical links HP has with the film industry and to share its vision for the digital lifestyle, the technology being use to drive its evolution and the developing role this technology will have within the home.

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The HP MediaSmart Server: the hub of a managed home

The HP MediaSmart Server, powered by Microsoft Windows® Home Server, is a home server for households and families with multiple PCs on a home network who want to manage and simplify their digital lifestyle. As digital content in the home diversifies, increases in volume and becomes more accessible to every member of the family, there is a need to effectively manage this multitude of media.

From centralised data management to music play list and TV programme sharing across the family network, the HP MediaSmart Server responds to the digital media explosion, giving users a simple way to share content inside and outside the home. Using a secure internet connection, consumers can access their files and applications remotely wherever they are, whilst an automatic back-up protects all digital content. Analysts estimate that by 2010, consumers will store 4.5 terabytes of content in the home⁽¹⁾, in the form of digital photographs, home movies, video downloads and music files. The MediaSmart Server is HP's answer to helping people to store, share, enjoy and protect this digital content.

HP Pavilion HDX Entertainment Notebook PC : big, bold home theater

Building on its position as the number one notebook vendor,⁽²⁾ HP showcased the company's new 20.1-inch HP Pavilion HDX Entertainment Notebook PC. This new notebook fuses advanced digital entertainment and multimedia technology with all the power and performance of a desktop PC, in a sleek, elegant design.

Featuring an exclusive HP Imprint design called "the Dragon," a unique, adjustable widescreen display, as well as the very latest graphics, audio technology and high performance Intel® dual-core processors, the notebook is a multimedia enthusiast's dream – perfect for watching movies, editing video or gaming. The integrated HP Digital

TV tuner converts the PC into a mobile TV or PVR allowing users to watch, record and pause live TV from anywhere in the house. HP's largest widescreen notebook PC also includes four stereo speakers and an integrated HP Triple Bass Reflex Subwoofer, providing excellent audio performance for a complete home theater experience.

A biometric integrated fingerprint scanner gives users quick and easy access to the PC and makes remembering passwords a thing of the past. When the PC is shared with others, an unlimited number of fingerprint passwords can be assigned to personal files, emails and preset preferences.

"HP has always been an innovative and pioneering company within the PC market and has once again illustrated this with the extension of its consumer notebook range this year," says Andy Brown, Program Manager, EMEA Mobile Computing and Mobile Devices, IDC. "Sleek designs packaged around user friendly systems that respond directly to consumer demands, in tandem with an excellent go-to-market strategy, will no doubt enable HP to maintain and even extend their leadership in this market sector."

HP and Petra Nemcova's Happy Hearts Fund: a partnership of merit

Following their combined efforts in March 2007 to bring digital technology to Khao Lak children affected by the 2004 tsunami, HP and international philanthropist and model Petra Nemcova announced today the opening of a school in Petra's home country, the Czech Republic.

The partnership is an extension of Nemcova's Happy Hearts Fund (HHF), created in early 2005, with a mission to aid children that are victims of natural disasters as well as health and economic calamities. This initiative is yet another example of how technology used to develop social interaction across borders, be they geographically, politically or even socially entrenched, can be a federating and educational tool.

"HP is committed to spreading the benefits of its state-of-the-art technologies to countries around the world, particularly in critical areas of development such as education," said Eric Cador, Senior Vice President, Personal Systems Group, HP Europe, Middle East and Africa (EMEA). "We laud the selfless endeavours of Petra Nemcova and are delighted to provide these students access to the digital age."

Further extending their relationship, HP is announcing that Petra Nemcova is the latest global achiever to join the company's award-winning marketing campaign, "The Computer is Personal Again." Recognized globally for both her beauty and philanthropic efforts, Petra Nemcova embodies the achiever spirit and technology savvy that the HP campaign strives to honor.

Bringing "The Computer Is Personal Again" to life

HP's award-winning "Personal Again" marketing campaign celebrates innovation, personal achievement and making connecting a fun and interactive experience. The blurring lines between the corporate and consumer worlds have already led to a number of innovations and mini revolutions in the digital world.

"The challenge now is to collect, manage, rationalise and simplify this content into useable and useful information for the family and or the business as a whole. We at HP are taking solid steps towards embracing this challenge and bringing the digital lifestyle to the masses," said Cador.

HP's "Personal Again" campaign emphasises the vision of a highly individual and personal relationship with the computer, empowering users and enterprises. Debuting in Europe at Cannes, the Proteus embodies the spirit of the campaign – blending personal drive with entrepreneurial skill. Proteus is the first full-size WAM-V™ (Wave Adaptive Modular Vessel). Aptly named after an early sea-god capable of changing shape and assuming many forms, the name also suggest that Proteus is the first of its kind.

Pricing and availability

The HP Pavilion HDX Entertainment Notebook PC will from available in August 2007, priced from €1899.⁽³⁾

The HP MediaSmart Server will be available from October 2007 and pricing will be confirmed at that time.

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 totaling \$97.1 billion for the four fiscal quarters ended April 30, 2007. 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⁾ Coughlin Associates, 2006.

⁽²⁾ IDC, Worldwide Quarterly PC Tracker, March 5, 2007.

⁽³⁾ Pricing may vary by country.

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5/2007

