



HP Introduces 2007 Lineup of Digital Entertainment Solutions

PALO ALTO, Calif., Jan 8, 2007 – HP today introduced its 2007 lineup of high-definition televisions, including service and technology updates to HP MediaSmart TVs, as well as HP's first-in-category home media server and a Blu-ray disc writer.

Introduced at CES 2007, the extensive new portfolio of digital entertainment solutions further enable consumers to access, share and enjoy digital content throughout their homes.

In addition, Best Buy For Business, HP and Exceptional Innovation (EI) will debut a digital home package that will be sold directly to consumers. Built on HP's Digital Entertainment Center and HDTVs in conjunction with EI's Life|ware home control software, the solution centralizes control of surveillance, lighting, heating/cooling and home entertainment.

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High-definition TVs

During 2007, HP plans to launch nine new high-definition TVs ranging from 32-inch to 50-inch diagonal models and featuring stunning design and innovative 1080p resolution technology. The lineup includes:

Two HP MediaSmart HDTVs

- HP 42-inch 1080p MediaSmart LCD HDTV – SL4278N
- HP 47-inch 1080p MediaSmart LCD HDTV – SL4778N

Two HP 1080p LCD HDTVs

- HP 42-inch 1080p LCD HDTV – LC4276N
- HP 47-inch 1080p LCD HDTV – LC4776N

Three HP 720p LCD HDTVs

- HP 32-inch 720p LCD HDTV – LC3272N
- HP 37-inch 720p LCD HDTV – LC3772N
- HP 42-inch 720p LCD HDTV – LC4272N

Two HP Plasma HDTVs

- HP 42-inch 720p Plasma HDTV – PL4272N
- HP 50-inch 720p Plasma HDTV – PL5072N

HP MediaSmart TVs: Connected entertainment

The award-winning, fully networked HP MediaSmart TV allows users to access their photos, music, videos and a range of Internet services⁽¹⁾ wired or wirelessly⁽⁴⁾ through their television. For 2007, the new larger LCD models feature stunning 1080p resolution.

The HP MediaSmart TV allows consumers to directly connect to web media services, now including CinemaNow,⁽²⁾ which offers consumers a digital library of thousands of movies that can be rented or bought directly. Consumers can even begin viewing their movie before the download is complete. These services,⁽¹⁾ which already include Snapfish photo service, Real Networks' Rhapsody music service and Live365 Radio, are expected to expand throughout the year.

The MediaSmart TVs have a fully integrated design with three antennas embedded into the bezel. The interface has been updated with high-end animated graphics and simple functionality to further enhance the user-experience. The new range of TVs also has enhanced network connectivity options, including 802.11 a, b, g and n WLAN⁽³⁾ with new software so that the device can talk to multiple PCs at once to aggregate content from around the home.⁽⁴⁾

The HP MediaSmart TVs are the first digital televisions to receive DivX certification, which is designed to help ensure interoperability across digital devices. The TVs are compatible with Microsoft Windows® XP and Vista™ operating systems, as well as other UPnP and DLNA-compliant devices such as the HP Media Vault and MediaSmart Server.

Innovation and design across the HP TV portfolio

All of the new HP TV models will feature HP Visual Fidelity technology, which enhances image quality and detail precision. For example, motion-adaptive noise reduction, photorealistic sharpness enhancement and 3D color enrichment combine to create exceptional image accuracy and vivid colors.

The HDTV line has addressed consumers' growing need for expanded connectivity. New models will incorporate three HDMI interfaces (all supporting 1080p), as well as PC inputs and RS232C with WSD bridging capabilities for custom integrators.

The company's latest plasma TVs have concealed stereo sound speakers for optimum audio and visual appeal.

HP MediaSmart Server – Maximizing the home network

Powered by Microsoft's new Windows® Home Server platform and an AMD processor, the HP MediaSmart server helps consumers maximize the value of their home network. Users can easily access, back up, share and enjoy digital music, home movies and photos from any computer or digital entertainment center on the home network. The HP MediaSmart Server also allows consumers to access files and PC applications from an Internet-connected computer anywhere in the world.

With capacity for up to four hard drives and with four USB ports, the server can grow with the needs of consumers. The device has been discretely designed as a black micro-tower to fit into an office or living space and the perforated steel covering ensures quiet and cool operation.

The HP MediaSmart Server is available for family and friends to upload photos for sharing via the unique HP Photo Webshare feature. Visitors can view photo albums through the server's secure personal web address and with permission from the host can add to the folder or send to the Snapfish by HP online photo service for printing.

The HP MediaSmart Server is expected to be available this fall.

HP Blu-ray Disc Writer



HP also introduced its first Blu-ray product, the HP bd135 Blu-ray Disc Writer. It will be the newest addition to HP's growing family of high-definition drives, which includes the HP HD DVD-ROM Drive.

The Blu-ray disc writer allows consumers to watch and record 1080p content with crystal-clear picture quality. It also offers the ability to save and store data, digital photos, music and camcorder footage. As Blu-ray Disc media has up to five times the storage capacity of a traditional DVD, up to 25 to 50 gigabytes (GB) can be stored on a single disc.

Features of the Blu-ray Disc Writer include the ability to access broadband Internet⁽⁵⁾ from a PC even while a movie is playing, chat online, view live broadcasts, and play games that are seamlessly integrated into the movie. The HP bd135 Blu-ray Disc writer is expected to be available this spring. Pricing is still to be confirmed.

HP will also offer Blu-ray Disc media. The HP BD-R and BD-RE media provides 25 GB of storage and features super hard-coat technology, providing data protection and resistance to fingerprints, marks, scratches and dust to preserve the discs for years to come.

ConnectedLife.Home Solution

On display at the CES NextGen Home, the Best Buy For Business ConnectedLife.Home solution is the first affordable, digital home package that can be easily installed into an existing or new home without rewiring. With 30 million U.S. homes expected to have a connected home entertainment network by 2010, HP, Best Buy For Business and EI are providing consumers with simple, compelling solutions to better serve a connected digital lifestyle.

The \$15,000 solution can be ordered through Best Buy by calling +1 866 597 8426 and is available for sale at www.bestbuybiz.com.

Trusted service

HP Total Care delivers 24x7 service and support both via telephone and online – in and out of warranty. The service is designed to enable telephone technicians to diagnose issues by phone. Once the need for in-home service has been identified by HP, a support technician will come within three days with the relevant parts to repair the product in just one visit, helping eliminate any downtime.⁽⁶⁾ Along with one year of free in-home service, consumers can enjoy a superior customer experience.

Indeed, HP has a longstanding reputation for innovation, quality, reliability and ease of use in the market for consumers. HP Total Care was recognized by J.D. Power and Associates for consistently providing "An Outstanding Customer Service Experience."⁽⁷⁾

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 Oct. 31, 2006, HP revenue totaled \$91.7 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

⁽¹⁾ Internet access required and sold separately.

(2) Additional fees may apply for some services.

(3) The specifications for the 802.11n WLAN are draft specifications and are not final. If the final specifications differ from the draft specifications, it may affect the ability of the notebook to communicate with other 802.11n WLAN devices.

(4) Wired or wireless network required.

(5) Internet access required and not included.

(6) Need will be determined by an HP support representative. Customer may be required to run system self-test programs or correct reported faults by following telephone advice. On-site services provided only if issue can't be corrected remotely. On-site service not available holidays and weekends.

(7) J.D. Power and Associates Certified Technology Service and Support ProgramSM, developed in conjunction with the Service & Support Professionals Association. For more information, visit www.jdpower.com or www.ihesspa.com

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