



HP Unveils Six-color Photo Scanning for Superior Color Accuracy

LAS VEGAS, Jan. 7, 2007 – HP today announced two new photo scanners, the HP Scanjet G4050 and G4010, which provide 6-color photo scanning for photos, slides and negatives to provide customers with superior color accuracy.

Both photo scanners also offer a built-in transparent materials adapter. For scanning multiple images at once, the HP Scanjet G4050 Photo Scanner can hold up to sixteen 35-mm slides or 30 negative frames, with precise hardware dust and scratch removal; while the HP Scanjet G4010 Photo Scanner can hold up to five 35-mm slides or six negative frames.

Editorial contacts:

Frank Fellows, HP
+1 281 518 5440
frank.fellows@hp.com

Lindsay Sheppard
Porter Novelli for HP
+1 408 369 4600
lindsay.sheppard@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

The new, 6-color photo scanning technology gives consumers the power of a photo lab in their own home or office. The technology, developed by HP Labs, addresses the industry-wide issue of image noise and film grain in photo scans, which results in inaccurate color reproduction.

HP's technology uses an additional light source that provides the scanner with three more samples for every pixel. Unlike the traditional three-color scanner which uses only three samples, HP's latest scanners use six samples and can more accurately determine which color is present in the pixel. As a result, people can automatically produce photo scans with exceptional color accuracy from a variety of originals. More information on this technology, including a technical background, is available at www.hp.com/go/ces2007.

Also announced today, the HP Scanjet G3010 Photo Scanner provides photo, film and document scanning with one of the highest resolutions available at this scanner's price, making it one of the most competitive home scanning solutions worldwide.

Key features and benefits

The HP Scanjet G4050 and G4010 Photo Scanners enable users to create high-definition scans with superior 6-color/96-bit scanning and 4,800 x 9,600-dpi resolution.⁽¹⁾ With included HP Real Life technologies, users can easily restore old or damaged photos, slides and negatives by removing dust and scratches, restoring faded color, automatically removing red-eye and enhancing detail in dark areas of photos.

Both scanners feature four 1-touch task buttons to quickly organize, edit, share and save scans. At the touch of a button, users can also easily save images to PDF. The HP Scanjet G4050 Photo Scanner enables the effortless scanning of stacks of film with an additional infrared LED for precise hardware dust and scratch removal.

The HP Scanjet G3010 Photo Scanner is ideal for people who want to share images

with friends and family by making it easy to quickly preserve and restore memories. This scanner also features a built-in transparent materials adapter, which allows for the simple conversion of 35-mm slides and negatives to digital files to be printed, shared and saved.

With high-definition scanning at 4,800 x 9,600-dpi resolution and 48-bit color,⁽²⁾ users enjoy exceptional photo, film and document scans with true-to-life color and detail. This scanner also features four 1-touch scanning buttons on the front-panel and HP Real Life technologies.

All three scanners announced today can quickly scan multiple 4 x 6-inch photos and automatically save them as individual files, in addition to producing high-quality scans of various paper sizes and 3D objects such as books, memorabilia, framed photos, special craft projects, slides and jewelry. Bundled with HP Photosmart software, these scanners let users easily bring old or damaged photos, slides and negatives back to life by removing dust and scratches and restoring faded color.

Pricing⁽³⁾ and availability

The HP Scanjet G4050 is priced at \$199; the HP Scanjet G4010 is priced at \$149; and the HP Scanjet G3010 is priced at \$99. All photo scanners are expected to be available in February.

Backed by HP Total Care

In the United States, the HP Scanjet G3010 Photo Scanner includes a 90-day limited hardware warranty. In Canada, Latin America, EMEA (Europe, the Middle East and Africa) and Asia Pacific, there is a one-year limited hardware warranty.

In the United States, Canada, Latin America, EMEA and Asia Pacific, the HP Scanjet G4050 Photo Scanner and HP Scanjet G4010 Photo Scanner include a 90-day limited hardware warranty.

Phone support varies within each region and more information is available at www.hp.com/support.

HP Customer Care, a program that provides assistance with installation and ongoing user support to ensure a great experience with HP products, extends to the HP Scanjet G4050, HP Scanjet G4010, and HP Scanjet G3010 Photo Scanners. More information about HP Customer Care and how it applies to these scanners is available at www.hp.com/cposupport.

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⁾ Not available for scanning negatives in 6-color; maximum resolutions may be affected by PC system factors.

⁽²⁾ Maximum resolution may be affected by PC system factors.

⁽³⁾ Estimated U.S. street prices. Actual prices may vary.

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