



HP In-House Marketing Resource Center Software

Overview

HP In-House Marketing Resource Center software is a free tool that provides small and mid-sized businesses more choice and flexibility for developing marketing materials. With convenient desktop access, the HP In-House Marketing Resource Center serves as a “central-hub” for specialized tools and resources that can help businesses save time and money when creating and printing professional-looking marketing materials in-house.

With its enhanced HP Print Cost Estimator,⁽¹⁾ users also enjoy a custom cost evaluation for their printing needs to determine whether outsourcing or printing in-house is most cost-effective for the job at hand. For all in-house printing needs, the new HP Print View Software⁽¹⁾ allows users to experiment with different print settings to immediately view how those changes will affect marketing materials.

The software offers a complete portfolio of marketing tools and resources and is available for download directly from the HP Color Printing Center. It can also be accessed through a link to the HP Color Printing Center on the install CD of HP’s newest Color LaserJet device, the HP Color LaserJet CP3505 Printer series. Users can take advantage of the HP Color Printing Center’s free resources, including templates and step-by-step guides, to help users create professional-quality marketing materials. Additionally, the portal gives users special access to leading design service firms to provide professional services at reduced costs.

Key features and benefits

- Easily access marketing tools and resources through a central desktop icon
- Instantly analyze the cost advantages of printing in-house versus outsourcing for specific jobs using the HP Print Cost Estimator⁽¹⁾
- Dynamically view the actual output of marketing collateral before hitting “print” with HP Print View Software⁽¹⁾

Additional features

- Download hundreds of Microsoft® Word, Microsoft Publisher, CorelDRAW, QuarkXPress and Microsoft PowerPoint business templates and images from the HP Color Printing Center
- Sharpen marketing skills with free how-to guides and instructor-led courses from the HP Color Printing Center on a variety of topics, including:⁽²⁾
 - How to use Microsoft Word, Microsoft Publisher, CorelDRAW, Adobe Photoshop® and QuarkXPress 6 to create professional-quality marketing

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materials

- How to create a high-impact brand, identity and logo
 - How to run a direct mail campaign
 - How to design business documents
- Learn to create effective marketing collateral including brochures, fliers and newsletters through a series of step-by-step how-to guides, found on the HP Color Printing Center

Other technical specifications

The HP In-House Marketing Resource Center software will only work on networked printers and requires a standard Internet connection and web browser. The downloadable templates can be found on the HP Color Printing Center and require Microsoft Word, Microsoft Publisher or CorelDRAW.

Pricing and availability

The HP In-House Marketing Resource Center is free and is available for download on the HP Color Printing Center (www.hp.com/go/color). It can also be accessed through a link to the HP Color Printing Center on the install CD provided with the HP Color LaserJet CP3505 Printer series. It is expected to be available June 1, 2007 worldwide.

⁽¹⁾ HP Print View Software and HP Print Cost Estimator currently support the following printers: HP Color LaserJet CP3505, HP Color LaserJet 3800, HP Color LaserJet 4005, HP Color LaserJet 4700, HP Color LaserJet 5550, HP Color LaserJet 9500 and HP Color LaserJet 9500 MFP.

⁽²⁾ Available in North America, Europe, the Middle East and Africa.

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5/2007