



## HP Home & Home Office Store Customer Ratings and Reviews

*"We believe in the quality of HP products, and we believe our customers will be more interested in purchasing our products after they read other customers' opinions."*

- Sam Taylor, senior vice president, Consumer Direct, HP.

### **Overview**

Beginning in 2006, the HP Home & Home Office Store ([www.hpshopping.com](http://www.hpshopping.com)) was the first leading technology manufacturer to offer unedited customer ratings and reviews of its flagship products on its direct sales site. Visitors to the HP Home Store are presented with these user-generated opinions as part of the HP Home Store's commitment to providing first-hand insight into HP products from actual product owners so customers have the most relevant and credible information available.

Customers have the option to rate HP products from zero to five stars and, if they desire, include a written a review. HP encourages customers to write reviews of products they are familiar with, focusing on the specific features and benefits they like or dislike. Reviews – positive or negative – that meet the publishing guidelines available online are posted.

The ratings and reviews feature is offered by the HP Home Store in an effort to provide consumers with an easier way to make informed purchasing decisions and to select the products that best fit their personal preferences. Customers have the option to sort products to view top-ranked products. They can also sort reviews of a particular product by date, rating and helpfulness (as rated by other customers). Customers can also sort by "featured review." Reviews are flagged as a "featured review" when they contain a superior level of understanding and knowledge of a given product.

Currently, customers may submit reviews for HP imaging and printing products, including printers, scanners, all-in-ones and digital cameras; additional product lines may be added over time.

Customers may participate simply by clicking on the "write a review" option on the product detail page of the product they wish to review. Reviews posted at the HP Home Store are monitored for feedback and suggestions for use by product developers for future HP products. Customers may learn more or utilize the ratings and reviews feature at [www.hpshopping.com](http://www.hpshopping.com).

## 1. HP Photosmart C4180 All-in-One

**'Windows Vista Ready'** – Written by 'GrandDaddy' on March 14, 2007

'I needed a new scanner/ printer/copier since my old one (by another company not HP) would not scan any more after upgrading my computer to Windows Vista. So I got the C4180 through HP sales. IT arrived at my home a day earlier than the expected delivery day which was great, I hooked it up according to the directions, but did not use the enclosed CD because windows Vista was not listed on the CD. I'm thinking here we go this is probably not going to work with Vista. But I went to the HP website that was with the printer and downloaded the drivers for my system. What do you know, the thing really works. IT prints beautiful copys of my files, It scans my documents and pictures. This printer for the money is going to be hard to beat.'

'Thanks HP, HP store sales and shipping, You people are OK.'

Overall Rating: 5/5  
Features: 5/5  
Performance: 5/5  
Print Quality: 5/5

## 2. HP Color LaserJet 2600n Printer

**'Great Printer'** – Written by 'Spartagus' on October 23, 2006

'I never thought a color laser could be so affordable. Now, due to the number of copies I can get per cartridge, my kids can print all their school projects instead of me screening everything and deciding what should be black and white. I have a 4 station network and plugged the printer right into the router and the CD included did the rest. Unbelievably easy. I would recommend it to anyone looking for looking for a home color printer!'

Overall Rating: 5/5  
Features: 5/5  
Performance: 4/5  
Print Quality: 5/5

## 3. HP Photosmart R967 Digital Camera

**'The Best Compact Digital Camera on the Market'** – Written by 'EARYOU' on April 20, 2007

'This is by far the best compact digital camera I have purchased. It has many features that other brands do not have on their cameras. Despite these features, the camera is very easy to use and the display menu makes taking the right pictures easy with no fuss. Additional features allow you to get in touch with your creative side and are unique to this camera. Use it with a HP photosmart printer and receive outstanding quality photo prints from the comfort of your home. I have had a couple of my friends buy the camera after seeing mine and they are equally as satisfied with their purchase.'

Overall Rating: 5/5

Features: 5/5  
Performance: 5/5  
Ease Of Use: 5/5

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