



myIPGpages Print 2.0 : Unlocking the POWER of PRINT



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"IPG's digital photography strategy is a great example of how content consumption can revitalize a declining industry. By concentrating on how the consumer uses photography to express and preserve their life stories, we've transformed the retailer/customer interaction from a transactional event, to an experience-based relationship. Our complete ecosystem allows the customer to enjoy that great HP experience anytime, anywhere (home, online or retail).

"Digital Entertainment Services is a logical extension of our ecosystem strategy, expanding our focus from prints to screens (TV, PC, cell phone, etc.)."

Favorite photo



Hey, who doesn't want a bobble head of themselves? Also pictured are my wife Kathleen and daughter Nicole. I'm the one in the suit. Digital Photography enables you to express yourself in many ways.

My links

- <http://snapfish.com>
- www.hp.com/go/digitalphotography
- <http://mediadownloads.walmart.com>
- <http://americanidol.com>

My interests

- **Family:** Wife Kathleen, Nicole, 20, Brandon, 22, (Brandon missed the trip when the bobble heads were made.)
- **Hobby:** Reading and collecting first-edition fiction books
- Top 5 book recommendations:
 - "The Brothers K" by David James Duncan; "Lonesome Dove" by Larry McMurtry; "Word of Honor" by Nelson DeMille; "The Fountainhead" by Ayn Rand; "Absolute Power" by David Baldacci
- **Favorite Movie:** Notting Hill
- **Favorite destination:** Family room of my Vancouver home. I get enough travel at work
- **Favorite sport:** Basketball

Firsts

- **First introduction to Web 2.0:** My daughter completely enamored with MySpace, Facebook and YouTube
- **First HP printer:** Original ThinkJet

My Digital Photography and Entertainment business

- HP is leveraging our complete portfolio of market-leading digital technologies to disrupt the photo industry. HP Inkjet technology offers better economics and the integrated home/on-line/retail solution introduces new revenue & profit streams for retailers.
- Snapfish and the internet are accelerators, enabling the consumer to do more with their images. This service also offers choice for fulfillment (home, mail order, or pick up at retail).
- WW digital prints will grow 9% annually, reaching 75B in 2012 with good growth in all regions. WW home digital prints will grow 3% yearly, while online to mail order will grow 13% and retail 12%.
- In 2009, US and EMEA consumers will spend \$213B on movie and television content consumption. The video download market is slowly taking off, with highest growth in episodic TV. DVD sales are expected to remain strong for many years.

My yearlong focus

- Improve market share and cost structure in traditional home photo business (cameras & printers).
- Scale and globalize the photo ecosystem (home, on-line & retail).
- Launch and scale the Digital Entertainment Services business.
- Drive Web 2.0 strategy across IPG

My customers

- Mom is at the center of our diverse customer base spanning B2B & B2C.
- Mom is the traditional photo taker and family historian, and ease-of-use improvements have enabled her to take back control of family photos.
- Every day matters, not just special occasions. From expressive prints to beautiful photo books, we enable our customers to use their photos to celebrate life in all of its richness.
- We are leveraging the B2B relationships already established with Snapfish to include the video distribution business. In many cases, it's the same merchandiser that manages both categories—photo and video.

Digital Photography and Entertainment achievements

- Strong printer hardware holiday sales, greatly outpacing the competition
- Topped 40M registered users on Snapfish
- Full Snapfish functionality in 20 countries by end of June
- Scalable photo center strategy resonating with retailers
- Launched Video Download service with Wal-Mart
- Manufactured on-demand DVD service coming later this year