



## The “Printable Web”

### Overview

In May 2007, HP announced its vision for the future of printing – Print 2.0 – to make printing relevant and empowering. As digital printing increases, and both personal and professional content moves from the desktop to the web, HP’s business goal is to capture a significant share of the 53 trillion digital pages estimated by 2010, an opportunity valued at more than \$220 billion.

To reach that goal, HP is delivering on three key focus areas:

- Making it easier to print from the web by enhancing print functionality for websites and bringing new printing capabilities to online properties;
- Extending the company’s web-based services platform across all customer segments, including consumer, small and medium businesses, graphic artists and enterprises;
- Delivering a next-generation digital printing platform designed to increase print speeds and lower the cost of printing for high-volume commercial markets.

### First steps: Tabblo Print Toolkit

Within its Supplies business, HP is accelerating and improving the “printable web” by offering technology that can transform a company’s digital content into printable assets.

The Tabblo Print Toolkit (TPT), now available at <http://developer.tabblo.com>, helps website developers embed printing capabilities to improve their customers’ Internet experience and deliver new products and services. In addition to providing users printed content that looks good, this new technology has the potential to foster customer loyalty.

The positive reaction to TPT’s first beta release reinforced HP’s focus on the “printable web” and confirmed what the company already knew: there is a growing demand for simple, well-formatted web printing capabilities. Additionally, discussions with more than a dozen partners with sites in gaming, retail, travel, social networking and news segments have helped shape HP’s vision for further enhancing the Tabblo Print Toolkit.

Over the next few months, HP will deliver the next set of TPT features by increasing the variety and number of print-format templates as well as allowing users to gather web content from multiple pages and assemble it in a single document.

### “Printable Web” milestones

- In conjunction with the launch of its new marketing campaign on Aug. 28, HP embedded Tabblo technology into its own website that allows visitors to combine their own photos and text with exclusive, licensed photos and designs from Gwen Stefani. The final product is a photo book that features the users own personal photos

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alongside pictures of Gwen from her Sweet Escape tour. (<http://hp.com/gwen>)

- Flickr, a leading online photo sharing community, plans to integrate HP's Tabblo technology with the Flickr website later this fall, allowing members to create uniquely personal photo journals, posters and other printed products. The relationship between HP and Flickr will deliver a high-quality printing experience both at home and through print service providers.
- The release of a blog-printing plug-in with leading weblog software and services companies SixApart Ltd. and WordPress. SixApart is the creator of Movable Type, the world's most advanced blogging platform; WordPress is the third-leading blogging platform, drawing more than 8 million unique visitors a month to its site.<sup>(1)</sup> The plug-ins enable bloggers to add a "print" button to their blogs. HP's work with these platforms has enabled popular blogs such as BoingBoing, Dooce, LeftLaneNews, MoCoLoco, TechCrunch and UnCrate to include printing. The new blog-printing "widget" on these sites allows readers to pick and choose the posts they want to print and skip those they don't. With dozens of blogs now including the print feature, there were more than 15 million page views of HP web-to-print-enabled blogs in June 2007 alone.
- Enhanced web-based printing functionality for ViaMichelin – the second leading online map provider in all of Europe – powered by Tabblo technology. HP has helped the more than 25 million monthly visitors to ViaMichelin's mapping service by aligning what the user sees onscreen with what's printed on the page, making the printouts easier to read while in the car and improving the overall customer experience.
- The HP Print It! Button, which allows partner websites to embed technologies that provide nicely formatted pages. Users will know that when they visit their favorite sites and see this button, they will get a great printing experience.
- The release of Tabblo Print Toolkit, an embeddable website widget and corresponding web service enabling web designers to incorporate print functionality when creating new websites.

<sup>(1)</sup> Source: comScore MediaMetrix – June 2007 data

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