



HP Marketing Resources Software

Overview

HP Marketing Resources software is a suite of free tools that helps small and medium businesses produce professional-quality marketing materials in-house. These tools allow users to stretch their marketing dollars for print runs up to 1,000⁽¹⁾ and offer the flexibility to alter marketing materials instantly to meet changing customer needs and take advantage of business opportunities. Featuring convenient desktop access and a new, graphical user interface that drastically improves the user experience, the HP Marketing Resources software serves as a “central-hub” for various in-house marketing needs.

With an enhanced HP Print Cost Estimator⁽²⁾ that is now compatible with HP’s Universal Print Driver, users can 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 HP Print View Software⁽²⁾ allows users to experiment with different print settings to immediately view how those changes will affect marketing materials.

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Key features and benefits

- Enjoy an enhanced interface that features a new, user-friendly design;
- 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,⁽²⁾ which is now compatible with HP’s Universal Print Driver;
- Dynamically view the actual output of marketing collateral before hitting “print” with HP Print View Software.⁽²⁾

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:⁽³⁾
 - How to use Microsoft Word, Microsoft Publisher, CorelDRAW, Adobe Photoshop® and QuarkXPress 6 to create professional-quality marketing materials;
 - How to create a high-impact brand, identity and logo;
 - How to run a direct mail campaign; and

- 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 Marketing Resources 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 Marketing Resources software is free and available for download at www.hp.com/go/i hm and on the HP Color Printing Center (www.hp.com/go/color). The software is currently available for download, and the enhanced version is expected to be available November 2007 worldwide.

⁽¹⁾ The 2007 InfoTrends “Cost of Print” research study was conducted across seven countries worldwide. For a single-sided newsletter, print runs up to 1,000 were cheaper to print in-house than at an outsourced print shop across the following countries: the United States, Canada, the United Kingdom, Germany, Sweden, Brazil and China.

⁽²⁾ 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.

⁽³⁾ Available in North America, Europe, the Middle East and Africa.

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8/2007