



HP Delivers New Printers and Tools for Consumers

PALO ALTO, Calif., Aug. 28, 2007 – HP today introduced several imaging and printing solutions – including five compact photo printers, five Photosmart single-function and all-in-one printers, two Deskjet printer models and a variety of unique photo books – all designed to make it easier for consumers to print, create and share their content in new ways.

The new products are part of the company's Print 2.0 strategy, which focuses on three key areas: to deliver a next-generation printing platform digital printing platform that increases print speeds and lowers the cost of printing for high-volume commercial markets; extend HP's digital content creation and publishing platforms across all customer segments; and make it easier to print from the web.

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Highlights of the products include:

- Three new touchscreen products, including two compact photo printers with the largest touchscreen displays of any compact printer in the industry;
- Seven printer models that offer wired and wireless networking⁽¹⁾;
- Smart Web Printing⁽²⁾ software available across the HP consumer printer portfolio and via the web in a free download for simple, predictable web printing; and
- Distinctive photo books that allow consumers to add and remove pages for a truly personalized book.

Create personalized memories using touchscreen technology

HP's three new touchscreen photography products make it easy to create and share photos and documents. They include two industry-first compact photo printers with large touchscreens and included styluses for easy editing and personalization of photos, album pages and greeting cards with frames, captions and creative graphics.

The [HP Photosmart A826 Home Photo Center](#) fits into any room in the house with ease and features a large 7.0-inch color touchscreen especially designed for the creation of personalized photos. Users can also print up to 100 photos at a time with the A826's 100-sheet internal paper tray, allowing for easy, unattended printing.

The [HP Photosmart A626 Compact Photo Printer](#) is an ideal printer for those on the go. It features all of the creative offerings of the A826, a 4.8-inch color touchscreen, plus a built-in handle and space for an optional battery for complete portability.⁽³⁾ In addition to being the only touchscreen compact photo printers on the market, both products allow consumers to create lab-quality, smudge-resistant photos that last for generations.⁽⁴⁾

The HP Photosmart A826 Home Photo Center and HP Photosmart A626 Compact Photo

Printer are expected to be available for \$249⁽⁵⁾ and \$179,⁽⁵⁾ respectively. The [HP Photosmart A526 Compact Photo Printer](#) is expected to be available for \$99.⁽⁵⁾ All three photo printers are expected to be available for purchase in September.

Tackle unique printing projects with HP's latest all-in-one printers

The [HP Photosmart C8180 All-in-One Printer](#) delivers the fastest and easiest way to print photos at home.⁽⁶⁾ The ultimate printer for photo archiving, the C8180 features a 3.5-inch touchscreen for easy navigation and built-in wireless⁽¹⁾ for network compatibility. This feature-packed printer also includes LightScribe technology⁽⁷⁾ for etching labels on the surface of LightScribe CDs/DVDs. The new \$99 HP Photosmart D5360 Printer features the ability to print personal photos, designs and text directly on CDs and DVDs.⁽⁸⁾

Delivering wireless⁽¹⁾ capability at an affordable price, along with HP quality and reliability, the new HP Photosmart C4385 All-in-One is expected to be available for \$139.⁽⁵⁾ The [HP Photosmart C6280 All-in-One Printer](#) is expected to be available for \$199,⁽⁵⁾ the [HP Photosmart C7280 All-in-One Printer](#) for \$299⁽⁵⁾ and the HP Photosmart C8180 All-in-One Printer for \$399.⁽⁵⁾ These printers are expected to be available in September and October.

Print smarter with HP Smart Web Printing

One of latest features available across HP's consumer printing portfolio is HP Smart Web Printing,⁽²⁾ which makes it easy to select, preview and modify web content prior to printing. This software saves paper, ink and frustration by allowing people to print only the content they want from web pages without clipped pages or useless data. Customers can obtain predictable web printing with the latest HP Smart Web Printing software available as a free download at www.hp.com/go/smartwebprinting.

Customize memories with HP's innovative photo books

In contrast to competing photo books, [HP Photo Books](#) eliminate the need for gluing or binding pages thanks to an innovative binding system that lets consumers replace or rearrange pages. The kit contains everything needed to make an affordable and unique book of personal memories, including a two-toned linen photo book, HP Photosmart Essential software and HP Advanced Photo Paper.⁽⁹⁾ Expected to be available in October, these 5 x 7-inch and 8.5 x 11-inch books will come in five classic colors, starting at \$14.99.⁽⁵⁾

Increase productivity with the latest HP Deskjet printers

The [HP Deskjet 6988 Printer Series](#) are ideal for the home and small business customer. The HP Deskjet 6988 Printer features built-in wired and wireless⁽¹⁾ printing, print sharing and a built-in media sensor to detect the paper type ensuring optimal results every time. The HP Deskjet 6988dt Printer additionally includes auto two-sided printing and an additional 250-sheet paper tray for greater productivity.⁽¹⁰⁾ The HP Deskjet 6988 Printer and HP Deskjet 6988dt Printer are expected to be available in September for \$129⁽⁵⁾ and \$179,⁽⁵⁾ respectively.

More information about HP's launch of printing solutions is available in an online press kit at www.hp.com/go/2007/powerofprint.

Get help from HP consumer service and support

HP offers an array of service and support options for consumers who want to get the most out of their photo printers and other digital photography products. HP support is



available 24x7 by phone, email and real-time chat, or on HP's award-winning website loaded with diagnostic tools, software updates, security tips and troubleshooting hints.

To take your digital photography experience to the next level, HP is currently offering online classes such as "Beginner's guide to saving, printing and sharing your digital photos." With HP Instant Care, tech support agents can connect to a customer's PC over the Internet and provide help with software issues, setting up printers or checking connections with peripheral products.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$100.5 billion for the four fiscal quarters ended July 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

¹ Wireless performance is dependent upon physical environment and distance from access point.

² Requires Internet Explorer 6.0 or higher.

³ HP Internal Battery for HP Compact Photo Printers not included. Purchase separately.

⁴ Display permanence rating by Wilhelm Imaging Research, Inc. or HP Image Permanence Lab using the HP 110 Tri-color Inkjet Print Cartridge with HP Vivera inks on HP Advanced Photo Paper. For details, visit www.hp.com/go/printpermanence.

⁵ Estimated US street price. Actual price may vary.

⁶ Printing process research by Doxus, 2007. Details and a list of tested printers are available at www.doxus.com.

⁷ Requires LightScribe CD/DVDs. Not included, sold separately.

⁸ Requires printable CD/DVD media. Not included, sold separately.

⁹ Expands up to 100 photos with purchase of additional sheets of HP Advanced Photo Paper, Glossy, purchased separately.

¹⁰ HP Automatic Two-Sided Printing Accessory and HP 250-sheet Plain Paper Tray are included only on the HP Deskjet 6988dt Printer, optional with the HP Deskjet 6988 Printer. Purchase separately.

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8/2007

