



## HP Brings Print 2.0 to Life in Commercial and Industrial Markets

“Power of Print” shown in new technologies and growing market applications that extend digital content creation and publishing platforms

NEW YORK, Aug. 28, 2007 – HP today announced new graphic arts solutions and real-world, emerging digital printing applications designed to extend digital content creation and publishing platforms.

Demonstrating digital printing’s ability to bring the world to life by elevating the power of printing, the new HP Graphic Arts offerings, presented today and tomorrow at an experience center and in presentations during the HP Print 2.0: Extending the Power of Print Conference, include:

### Editorial contacts:

Kristine Snyder, HP  
+1 949 548 4995  
kristine.snyder@hp.com

David Lindsay  
Porter Novelli for HP  
+1 404 995 4577  
david.lindsay  
@porternovelli.com

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
www.hp.com

- Two HP large-format printing (LFP) solutions – the new HP Designjet T1100 MFP and HP Scitex X2 technology – that offer higher functionality, productivity and quality to technically demanding professionals and print service providers (PSPs).
- The HP Smart Labels and Packaging Solution, which leverages market-leading HP Indigo industrial press technology and HP IT systems in a comprehensive, cost-effective application designed to help customers meet pharmaceutical ePedigree serialization requirements.
- Emerging, fast-growth books-on-demand, transpromotional and professional photo applications for digital color printing on HP Indigo presses.

“HP is uniquely positioned to help customers create their digital difference throughout the commercial and industrial graphic markets,” said Stephen Nigro, senior vice president, Graphics and Imaging Business, HP. “Not only do we offer the broadest portfolio of digital solutions, but HP is the only company with the IT infrastructure, R&D expertise and partnerships needed to help customers capture business success.”

### Extending the power of print in LFP

The new HP Designjet T1100 MFP is an integrated multi-function solution that adds complete scan and copy functionality to the HP Designjet T Printer series. The device is designed for copy shops, small and medium-size businesses, government agencies specializing in geographic information systems, and architecture, engineering and construction professionals looking for versatile in-house printing. The solutions allows users to quickly and intuitively copy, scan and print a wide range of high-quality applications, including line drawings, maps, renderings, images and posters.

HP also announced that it has established a manufacturing and development center for X2 technology in the same Corvallis, Ore., factory that makes HP Scalable Print

Technology. The new center leverages the company's portfolio expertise to provide an economic advantage for customers.

X2 technology, the first HP-developed piezoelectric printing platform, is key to the HP Graphic Arts Organization taking a proactive, progressive role in the further conversion of analog pages to digital in the large-format space. It combines existing HP Scitex piezoelectric technology with proven, silicon-based MicroElectro-MechanicalSystems (MEMS) technology used in semiconductor manufacturing. This new inkjet head technology is highly durable and reliable and delivers the high ink flows needed for industrial high-speed printing, with outstanding print quality from every drop.

### **HP Indigo: Continued growth through new digital press applications**

To help meet emerging regulatory demands such as 2009 California "ePedigree" serialization requirements, the HP Smart Labels and Packaging Solution, which is expected to be available in March 2008, is the first release in the HP Product Tracking and Authentication Solution Portfolio.

The new end-to-end label and packaging offering includes HP Trust, Track and Trace solutions for internal registry and operational database systems, streamlined label, carton and blister pack production using the HP Indigo press ws4500, and full integration with radio frequency ID (RFID) systems. The technology in these offerings was initially developed by HP Labs, the company's central research arm, as part of its advanced research in the area of digital imaging and printing.

"Printing labels and packages with 2D barcodes on HP Indigo presses is the easiest way for brand owners to get up and running with ePedigree serialization requirements," said Joe Tenhagen, vice president of marketing of Nosco, an HP Smart Labels and Packaging beta customer based in Gurnee, Ill. "Most of our customers are interested in solutions that integrate RFID tags for the pallet and case level of the supply chain, complemented by the HP Smart Labels and Packaging Solution at the item level."

Serialization in pharmaceutical label and packaging production is the first digital printing application to fully leverage the variable-data print capabilities of HP Indigo industrial presses. It joins other applications – such as books on demand, transpromotional printing and photo books – that are expected to help maintain HP Indigo's market share lead in high-volume digital production press technology.

HP today unveiled its "What Do You Have To Say" marketing campaign, which will have specific Graphic Arts components in the first quarter. In keeping with the campaign's theme of self-expression is a new book enabled by digital print technology. Author Mark Hoog's "Letters from Katrina," a full-color, self-published book printed by a customer, Lightning Source, on HP Indigo presses, features the full-color original artwork of children affected by Hurricane Katrina, along with first-hand accounts of the 2005 natural disaster in the form of their real-life pen-pal correspondence.

The book, completed from concept to final product in a matter of months, showcases how color books-on-demand capabilities provide an avenue for authors and contributors that would not have immediate access to the mainstream book publishing community. Lightning Source on-demand solutions allowed quick turnaround on a special paperback version of this incredible book.

HP Indigo presses are also part of a new, emerging market for commerce in the form of transpromotional printing. This new application, enabled by the offset-quality color, speed and reliability available with the latest-generation digital press technologies, gives marketers the potential to outperform traditional direct mail response by combining data-driven, personalized marketing and promotional offers with “must-read” statement and billing documents.

HP has announced its first full-scale customer application in this market – the production of 8 million monthly credit card transpromotional statements on six HP Indigo press w3250’s installed at direct-mail firm Oniya Shapira in Asseret, Israel.

HP also presented the continued success of digital press applications in the photography industry, where the near-silver halide quality possible with HP Indigo presses and liquid HP ElectroInk are establishing a high-end photo book market. At today’s event, professional photography publishing firm Couture Book, Phoenix, Ariz., is launching its new product offering, selling one-of-a-kind wedding and special-event photobooks produced by Phoenix-based PSP R and R Images on the new HP Indigo press 5500.

Additional information about the announcements above is available in an online press kit at [www.hp.com/go/2007/powerofprint](http://www.hp.com/go/2007/powerofprint). More information about HP Graphic Arts solutions for large-format, industrial label and packaging and commercial printing is available at [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts).

### **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](http://www.hp.com).

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