



HP Announces Robust Range of Consumer Education Tools for New Line of MediaSmart TVs

DENVER, Sept. 5, 2007 – HP today announced that nationwide retail availability of its new line of MediaSmart TVs will be accompanied by a broad range of educational tools.

Designed to help consumers and retail partners understand this new category of connected entertainment, the educational tools include customized in-store TV demos, online education resources and a first-of-its-kind design tool that helps consumers build their own digital living room.

The HP MediaSmart TV is an integrated solution that combines exceptional clarity and advanced wireless technology for streaming and displaying movies, music, photos and online media to the TV.⁽¹⁾ HP was the first company to launch such a device to market in 2006 and, following customer feedback and market insights, has now launched its next generation of connected TVs.

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MediaSmart retail and consumer education tools

Helping people understand new technologies and educating them on how to make informed purchase decisions is critical for retailers when launching new product categories. To support channel partners, HP has created new end-cap video demonstrations that highlight key product benefits presented by different members of a family.

For example, for mom – the memory keeper of the family – there is an emphasis on viewing, via the TV, photos and home movies stored on PCs around the home. For dad, the 1080p resolution with stunning color, clarity and contrast is critical, as well as the connectivity options that allow him to attach other devices such as a cable box or next-generation game console.

In addition to educating consumers in the retail environment, HP is offering a variety of online resources, including:

- “Design the Ultimate TV Experience” – an online tool, the first of its kind from any TV manufacturer on the market, which helps people choose the appropriate HDTV and accessories for their needs. The interactive tool engages people in a series of questions and removes all the technical jargon associated with HDTV. The online tool is expected to be available in October.
- Interactive demonstrations, available at www.hp.com/go/mediasmarttv, which guide consumers through the MediaSmart interface navigation step by step to show the

simple user experience.

- Free online education via multi-lesson courses and educational briefs. The courses are led by industry-experts and cover a range of digital entertainment topics, from basic to advanced levels.

HP has also launched a marketing initiative for the MediaSmart TV to help reach new audiences. www.unleashtv.com introduces the consumer to HP's MediaSmart TV through interactive features such as fun, light-hearted viral videos.

New features on HP's connected TVs

The new HP MediaSmart TV can connect to multiple PCs on the home network wired or wirelessly so users can access and aggregate digital content and enjoy it all on a stunning 1080p high-definition display.⁽²⁾

The 42- and 47-inch diagonal MediaSmart TVs also provide access to online services such as CinemaNow (www.cinemanow.com), an online destination for downloadable Hollywood movies and TV shows, which allows consumers to rent or purchase more than 5,000 videos.⁽³⁾ After ordering, the download experience is quick and simple to ensure customers can begin watching a video shortly after the download begins – all without leaving the couch. Other services that will be available to consumers include Snapfish for photo sharing and Live365 for Internet radio.

The MediaSmart TV interface has been updated with high-end animated graphics and simple functionality to enrich the user-experience. The TVs also have enhanced network connectivity options, including 802.11 a, b, g and n WLAN⁽⁴⁾ with new software so that the device can talk to multiple PCs at once and aggregate content from around the home. Additionally, the HP MediaSmart TVs are compatible with the most popular file formats, including AAC (unprotected) and DIVX, to help ensure interoperability across digital devices.

Pricing and availability

The HP MediaSmart TV is available in Best Buy stores nationwide, and through a wide range of AV specialty stores throughout the country, including BrandSmart, Magnolia AV and Pro Group dealers as well as at www.hpshopping.com.

The MediaSmart TV is priced at \$2,099 (42-inch model) and \$2,499 (47-inch model).⁽⁵⁾

HP consumer service and support

HP provides an array of service and support options to help customers get the most out of their HP MediaSmart TVs. In addition to 24x7 tech support by phone and email, HP tech support agents can make virtual house calls with HP Instant Care. With the customer's permission, an agent can connect to the PC associated with the TV and provide help with questions ranging from connection issues to viewing a slideshow of summer vacation photos on the TV screen.

HP also offers in-home repair as part of the standard warranty. Once the need for in-home service has been identified by HP, a support technician will come to repair the TV within three days. For customers who want the added reassurance of service beyond the first year of ownership, HP offers extended service plans for one or two years.

HP introduces TVs to commercial sector

HP has extended its presence in the TV business to include two 1080p and two 720p

LCD models specifically for the commercial sector. The new TVs have rich connectivity to accommodate business requirements and stylish black design to fit within any corporate environment. The long-lasting LCD panels and special anti-reflective coating make these TVs well-suited for office use, digital signage, education, conference rooms and lobbies. The new models are:

- HP LT4200 42-inch 1080p LCD TV
- HP LT4700 47-inch 1080p LCD TV
- HP LT3200 32-inch 720p LCD TV
- HP LT3700 37-inch 720p LCD TV

For more information about these products, visit: www.yourlifeistheshow.com.

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.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

- (1) Internet access required for connection to online services. Internet use requires separately purchased internet service contract.
- (2) UPnP devices only.
- (3) Wired or wireless network required - for optimum video streaming results a wired network is recommended.
- (4) The specifications for the 802.11n WLAN are draft specifications and are not final. If the final specifications differ from the draft specifications, it may affect the ability to communicate with other 802.11n WLAN devices.
- (5) Suggested retail price – actual pricing may vary.

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