



## HP Expands Total Care Offerings for Small Businesses, Introduces Three Affordably Priced Notebooks

NEW YORK, Sept. 5, 2007 – HP today expanded its HP Total Care for Small Business portfolio to include new services, financing and resources as well as products designed specifically with small businesses in mind.

HP Total Care for Small Businesses, available in the United States, includes a range of free and premium support, services and programs<sup>(1)</sup> to help ensure customers receive personalized services for every stage of their computer's life: from choosing, configuring and protecting it, to tuning and, ultimately, recycling it.

Announced during HP's "[Your Life is the Show](#)" event, the portfolio additions build upon the services introduced in March during the company's "[The Art of Small Business](#)" event in San Francisco.

"With Total Care, HP is providing small businesses with more than just support when you buy a product. The intent is to give small businesses a better customer experience from the time they begin shopping for a product, all the way through setting it up, using it, supporting it and transitioning it," said John Dayan, vice president of marketing and business development, Personal Systems Group – Americas, HP. "This complete portfolio of services, tools and resources allows small businesses to feel secure in their technology decisions so they can focus on their business itself."

According to a second quarter 2007 report by the market research firm IDC, HP is the overall worldwide leader in unit shipments in the PC, x86 servers and hard copy peripherals markets for small and medium-size businesses.<sup>(2)</sup>

### Services designed for small businesses

At the new Total Care web portal, [www.hp.com/us/totalcare](http://www.hp.com/us/totalcare), small businesses are able to learn about the products, services and solutions available to them, including new services announced today such as:

- The HP Accidental Damage Protection with Computrace Professional Care Pack Service,<sup>(3)</sup> available as an option<sup>(1)</sup> on commercial notebook PCs and tablet PCs, provides small business owners protection from physical damage, theft and loss.
- For small business customers that may need to replace a defective hard drive when getting warranty repairs, the Hardware Support with Disk Retention Service Care Pack allows them to keep their malfunctioning drive. Small business owners do not have to pay full price for a replacement drive or deal with invoices and can maintain ownership of their classified, proprietary and confidential data stored on the old hard

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drive.

- Financing options for small businesses, such as the new 1.9 percent lease rate,<sup>(3)</sup> enable customers to reduce the cost of obtaining their technology. Through Jan. 31, 2008, customers can take advantage of this offer with a 36-month term across transactions that range \$25,000-\$150,000 and include an HP BladeSystem or HP ProLiant server. Additionally, a promotional zero percent lease rate offer with a 27-month term across all products has been extended through Oct. 31, 2007.
- With Pay As You Grow<sup>(3)</sup> financing, small and medium businesses can finance select HP products at a pace and price they can afford. On transactions starting at \$150,000, customers pay lower monthly payments for the first year that then increase at months 13 and 25. After returning the products at the end of the term of the lease, customers can easily upgrade to the newest products available. This offer is available through Jan. 31, 2008.

### **Advice for small businesses**

HP has added new features to the Small Business Connection website, [www.hp.com/go/sbc](http://www.hp.com/go/sbc), which includes information and resources to help small business owners grow and market their businesses.

- The Learning Center within Small Business Connection has been expanded in the United States to include new free online courses such as “Understanding Microsoft Windows Vista® Business Edition,” “Microsoft® Word 2007: introduction” and “PC Troubleshooting.” These and other classes cover key small business topics in areas such as software and technology, networking and data management, in-house marketing and business skills. Classes are instructor led, and small businesses can take them at their own pace 24 hours a day, seven days a week.
- HP and SCORE “Counselors to America’s Small Business” are providing advice to small businesses on disaster planning via a series of disaster recovery workshops titled “Plan, Prepare, Recover – Keeping Your Business Safe.” The events are being held throughout the United States, with the next event in Los Angeles on Sept. 11. More details on the workshop series are available at [www.hp.com/go/sbc](http://www.hp.com/go/sbc)

In addition, HP has won the Excellence in Service Operations certification from the Service and Support Professionals Association (SSPA), which recognizes the company’s industry support operations standards within the Total Care portfolio.

### **Products for small businesses**

Three new notebooks designed to keep small business users productive and connected at an affordable price were also introduced.

The HP Compaq notebook PCs feature widescreen displays, the latest Intel® Core™ 2 Duo processors,<sup>(4)</sup> multiple wireless technologies – including Wi-Fi certified WLAN<sup>(5)</sup> and integrated Bluetooth® wireless technology – and optional integrated DVD+/-RW<sup>(1,6)</sup> drive optical drive in a competitively priced package.

The notebooks also offer security technologies such as Device Access Manager for HP ProtectTools, which helps prevent unauthorized users from transferring or removing data, as well as ease-of-use features such as an integrated Secure Digital (SD) card reader, an ExpressCard 54 slot and three USB ports.

HP Drive Guard helps alleviate the risk of data corruption and protects the notebooks from system failures caused by operational shock.

The notebooks include:

- HP Compaq 6520s Notebook PC<sup>(7)</sup> – A low-profile 14.1-inch diagonal widescreen display offers 30 percent more viewing content than standard 15-inch displays.
- HP Compaq 6720s Notebook PC – A 15.4-inch diagonal widescreen display offers a more desktop-like view. As with the other notebooks, users can select an anti-glare display or an HP BrightView display for a more vivid image similar to an LCD television screen.
- HP Compaq 6820s Notebook PC – Features a roomy 17-inch diagonal widescreen display and full-sized keyboard with integrated numeric keypad. ATI's Mobility Radeon X1350 delivers dedicated graphics for Windows Vista®-Ready productivity and multi-media performance.

Small business customer Factory Five Racing will also be featured at the "Your Life is the Show" event, showcasing their GTM Supercar and the HP workstations used to design their custom car kits. HP workstations provide a robust solution for Factory Five Racing and make the design process faster and more efficient.

An online press kit with more information on the "Your Life is the Show" event is available at [www.hp.com/go/yourlifeistheshow](http://www.hp.com/go/yourlifeistheshow).

### **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).

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

<sup>(1)</sup> Purchased as an additional add-on or separately.

<sup>(2)</sup> IDC Worldwide Quarterly PC Tracker, IDC Worldwide Quarterly Hardcopy Peripheral Tracker, Q2 2007.

<sup>(3)</sup> Available in the United States only.

<sup>(4)</sup> Dual Core is a new technology designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture-enabled BIOS. Performance will vary depending on hardware and software configurations. See [www.intel.com/info/em64t](http://www.intel.com/info/em64t) for more information.

<sup>(5)</sup> Wireless access point required and is not included. Availability of public wireless access points limited. Wireless Internet use requires separately purchased Internet service contract.

<sup>(6)</sup> Double Layer discs can store more data than single layer discs. However, double-layer discs burned with this drive may not be compatible with many existing single-layer DVD drives and players. Note that DVD-RAM cannot read or write to 2.6 GB Single Sided/5.2 GB Double Sided – Version 1.0 media. Does not permit copying of commercially available DVD movies or other copyright materials. Intended for creation

and storage of original material and other lawful uses

(7) Not available in North America and Europe, the Middle East and Africa..

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