



HP Photo Center

Overview

Integrating the HP Microlab, Minilab and Photosmart Studio systems, the HP Photo Center is a versatile, scalable and space-efficient instant digital print solution designed to easily plug into a retailer's existing lab infrastructure. The HP Photo Center offers retailers a complete photo solution that enables their customers to order prints and create a variety of unique, creative photo products to be printed and picked up in approximately one hour.

Benefits

- Scalable, flexible architecture allows retailers to add additional equipment within the existing store environment without replacing the entire photo center.
- Additional equipment can be added to produce instant prints, print scanning, film scanning and CD burning.
- Helps retailers increase revenue by offering unique creative products such as photo books, posters, canvas prints, calendars and greeting cards.
- Photo books feature HP's exclusive binding technology, allowing store associates to assemble a professional-quality book in minutes without messy glues or special equipment.
- Customers can easily order creative products from the comfort of their home for retail pickup via Snapfish by HP.
- The HP Photo Center produces vivid prints with HP Vivera Pigment inks, proven to be the longest-lasting 10 x 15 cm (4x6-inch) prints at retail. Instant and one-hour water-fast photos last more than 200 years in an album or under glass before any discernable light fade. ⁽¹⁾
- HP's Retail Management System monitors and maintains the HP Photo Center, allowing retailers to maximize uptime.
- HP Retail Photo Solutions supplies can be easily recycled after use. The HP Planet Partners program offers free shipping materials and postage to help you return your used supplies for recycling. ⁽²⁾

Technical specifications

- HP Photo Center Components (see individual Product Data Sheets)

Editorial Contacts:

Cherie Britt, HP
+ 209 551 1027
cherie.britt@hp.com

Lauren Stilwell
Porter Novelli for HP
+1 415 975 3339
lauren.stilwell
@porternovelli.com

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

- Creative Output Options:
 - Photo Books
 - Three sizes, many colors and styles
 - All easily assembled in moments with HP exclusive dry-binding technology
 - Optional vellum sheet available as first page
 - Format: A hardbound photo book with a single image showing through a window on the front cover, followed with multiple pages of single images or collaged images
 - Themes affect all pages
 - Details:
 - 22 x 28 cm (8.5 x 11-inch) model is approximately 23 x 29 cm (9 x 11.5 inches) and 1.3 cm (3.5-inch) thick at the spine with a front-cover window size of approximately 10 x 7 cm (37/8 x 27/8-inches) (w x h)
 - 30 x 30 cm (12x12-inch) model is approximately 30 x 32 cm (12 x 12.5 inches) (w x h) and 1.3 cm (3.5-inch) thick at the spine with a front-cover window size of approximately 10 x 10 cm (4 x 4-inches)
 - A minimum-sized photo book has 6 sheets (12 pages) total
 - A maximum-sized 22 x 28 cm (8.5x11-inch) photo book has 22 sheets (44 pages) total
 - A maximum-sized 30 x 30 cm (12x12-inch) photo book has 16 sheets (32 pages) total
 - Photo Booklets
 - Photo booklet has a customized cover with a consumer-selected photo and title
 - Themes affect all pages
 - A saddle-stitch stapled booklet
 - 24 x 18 cm (9.5 x 7-inch) open, 12 x 18 cm (43/4 x 7-inch) closed
 - Up to 5 photos per page
 - A minimum-sized photo booklet has 2 sheets (8 pages) total
 - A maximum-sized photo booklet has 5 sheets (20 pages) total
 - Prints and Enlargements:
 - Print sizes with the HP PM2000 Microlab printer: 10 x 15 cm, 13 x 18 cm (4x6, 5x7-inch)
 - Passport prints
 - Wallets (two 9 x 6.5 cm, 3.5x2.5 inch per print)
 - Index prints with 40 thumbnail images
 - Print sizes with the HP ML1000 Minilab printer: 10 x 15, 9 x 13, 10 x 18, 13 x 18, 20 x 25, 20 x 30, 10 x 25, 10 x 20, 15 x 20, 10 x

38, 25 x 38, 28 x 36, 30 x 30, 30 x 45, 30 x 45 (bordered) (4x6, 3.5x5, 4x7, 8x10, 8x12, 4x10, 4x8, 6x8, 4x15, 6x15, 10x15, 11x14, 12x12, 12x17.75, 12x18-inch).

- Passport prints
 - Wallets (two 9 x 6.5, 3.5x2.5-inch per print)
 - Index prints with 40 thumbnail images
- Print sizes: 13 x 18, 20 x 25 cm, (5x7, 8x10-inch) with HP Photosmart Pro B9180 printer

- Posters

- Four poster types: collage, tilted, single image and canvas (single image; no 60 x 90 cm (24x36-inch) canvas (on HP Designjet Z2100/Z3100 printers)
- Sizes: 28 x 35, 30 x 45, 40 x 50, 45 x 60, 50 x 75, 60 x 90 cm (11x14, 12x18, 16x20, 18x24, 20x30, 24x36 inches)
- Photo CDs and DVDs
- Disc only option, or disc plus preview booklet
- Included original images, edited images and viewing software
- The Photo CD with preview prints includes a custom index photo booklet (with consumer selected photo and title) and a jewel case

¹ "Best overall image permanence of any consumer 4x6 inch prints in the entire history of color photography." (Wilhelm Imaging Research, 2007). For details visit www.hp.com/go/printpermanence.

² HP ink cartridge return and recycling is available in 42 countries and territories around the world, covering 88% of the addressable market; see www.hp.com/recycle for details.

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

09/2008