



## HP Unveils Imaging and Printing Devices, Solutions and Services for Enterprises

Introduces industry's first comprehensive solutions business partner accreditation, certification and test program

PALO ALTO, Calif., April 8, 2008 – HP today announced a broad expansion of its imaging and printing portfolio for large businesses.

The company's latest offerings help enterprises manage, secure and simplify their imaging and printing environments and improve workflows to reduce costs and enhance productivity.

The new offerings include six HP LaserJet printers, an enterprise-class scanner for document capture, three access control printing solutions, four printing services and an accreditation, certification and test program for HP's software solution development partners.

HP also extended the reach of its \$300 million "What Do You Have To Say?" global interactive marketing campaign to target large businesses. In the expansion, print and online advertising and interactive tools will showcase how [3M](#) worked with HP to globally reduce its device count by 47 percent and save more than \$3 million in just two years.

"HP has cultivated three factors essential to the global enterprise business: people, partnerships and portfolio," said Vyomesh Joshi, executive vice president, Imaging and Printing Group, HP. "We have quadrupled the total contract value of HP Managed Print Services, bolstered our [Print 2.0 strategy](#) with the recent acquisition of Exstream Software and expanded our focus on imaging and printing solutions that help customers optimize their infrastructure, manage their environment and improve workflows."

### HP customer quality assurance for partner solutions

The new HP Solutions Business Partner Accreditation, Certification and Test program (ACT) is the industry's first to accredit partners' internal processes, review their designs and certify their solutions. The program gives customers confidence in the quality and feature richness of the solution, while reducing their implementation time and support costs.

Through the ACT program, HP ensures that the partner's internal development and support processes are pre-qualified using HP's stringent criteria and that applications have been tested to work with HP devices and software. Partners in the program must demonstrate consistent, high-quality delivery of specific solutions built on HP's software development kits and the [HP Open Extensibility Platform](#).

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Ten partners, including Assentis, Capella Technologies, Captaris, Equitrac, Jetmobile, Kofax, MPI, Omtool, Pharos Systems and ReadSoft, are now accredited and have specific solutions in the certification process.

### **Imaging and printing security**

The new HP Access Control Printing Solutions are designed to help mitigate security and compliance risks, prevent fraud, protect data privacy and enhance device fleet management. The solutions include:

- The [HP Access Control Secure Printing Solution](#) delivers enhanced print security through authentication, authorization and auditing to track printer usage by device and user. It includes a breadth of authentication options ranging from network log-in to card-based capabilities.
- The [HP Access Control Secure Pull Printing Solution](#) helps mitigate security and compliance risks and reduces paper waste by allowing print jobs to be encrypted and stored until the authorized user is ready to retrieve and print.
- The [HP Access Control Job Accounting Solution](#) is able to track detailed print, scan, copy and email usage by device, user, department or cost center. It accounts for print jobs effectively and aids in forecasting, internal billing and cost recovery.

### **Expanded device and document capture portfolio**

Customers using the six new HP LaserJet devices can improve their adherence to security and compliance regulations in addition to increasing productivity. The product rollout includes:

- The [HP Color LaserJet CM6040/6030 multifunction printer series](#) (MFP) is HP's top-of-the-line color laser MFP designed to maximize office workgroup productivity with a feature-rich package that includes A3 printing, advanced finishing options, robust security and the HP Easy Select Control Panel. Priced starting at \$6,999.<sup>(1)</sup>
- The [HP LaserJet P4510 Printer series](#) is HP's fastest single-function black-and-white laser printer. A new monochrome toner formulation enables lightning-fast print speeds of up to 62 pages per minute (ppm). Priced starting at \$1,599.<sup>(1)</sup>
- The [HP Color LaserJet CP6015 Printer series](#), HP's most powerful, productive and cost-effective color printer series to date, is designed for general office needs as well as the creation of exceptional color collateral with ColorSphere toner. The series provides the versatility of A3-size printing and supports the widest range of media. Priced starting at \$4,199.<sup>(1)</sup>
- The [HP LaserJet P4015/4014](#) is a value-packed, single-function black-and-white printer with security capabilities that include private printing options. The devices ensure fast, secure performance across the network. Priced starting at \$799.<sup>(1)</sup>
- The [HP LaserJet M9040/9050 MFP](#), designed for demanding departments of 30 to 50 users, improves business processes with high-volume, cost-effective printing with copying and digital sending from the HP Easy Select Control Panel. Priced starting at \$9,999.<sup>(1)</sup>

In addition, HP expanded its document capture portfolio by introducing the HP Scanjet N9120 Document Flatbed Scanner. As HP's first dedicated enterprise departmental-class

scanner, the fast A3 flatbed scanner offers 50 ppm and versatile paper handling with an automatic document feeder. The HP Scanjet N9120 easily integrates with HP Web Jetadmin print management software and includes Kofax Virtual ReScan Professional.

### **New toner formulation reduces energy consumption**

HP's newly enhanced low-melt toner formulation reduces energy consumption. The toner, available with the new HP LaserJet P4510 Printer Series and the HP LaserJet P4015/4014 is designed to melt at lower temperatures, yet deliver print quality consistency at faster print speeds.

As a result, it requires 15 percent less energy to reach fusing temperature – enabling a 10 to 15 percent improvement in printing system energy consumption per page.<sup>(2)</sup>

### **Boost business productivity with new services**

The four new services HP introduced help customers identify opportunities to improve the efficiency of their imaging and printing infrastructure and workflows.

The four assessment services include:

- The [HP Industry Benchmark Assessment](#) evaluates the health of an organization's output environment, allowing comparisons between a company's estimated imaging and printing environment against a series of specific industry benchmarks.
- The [HP Optimization Assessment](#) provides expert advice on how an organization can establish, control and manage its output environment. It provides cost recommendations for a future state fleet design and longer term strategies.
- The [HP Managed Environment Assessment](#) measures printing impact on a business and provides a holistic and clearly defined picture of the potential savings and improvements by engaging HP Managed Print Services.
- [HP Workflow Discovery](#) is a customized workflow analysis designed to streamline and improve business processes.

### **Marketing campaign**

Building upon HP's "What do you have to say?" campaign, which was introduced to the consumer and small to medium business market segments in August 2007, the new "Alternative Thinking About Printing" enterprise campaign is designed to inspire and empower customers to work with HP to optimize their imaging and printing infrastructures, manage their device environments and improve workflows.

The [Print 2.0 Planner](#), a component of the interactive campaign, helps enterprise customers optimize their imaging and printing infrastructures by revealing their potential to strategically achieve business goals by effectively managing their networks.

### **HP closes acquisition of Exstream Software**

HP recently closed the acquisition of [Exstream Software LLC](#). Exstream software solutions streamline the creation and delivery of personalized documents and other communications materials. The acquisition allows HP to help businesses design, manage and publish content in a fully personalized manner via multiple channels, including print and online.

More information is available at

[www.hp.com/hpinfo/newsroom/press\\_kits/2008/acceleratingenterprise/index.html](http://www.hp.com/hpinfo/newsroom/press_kits/2008/acceleratingenterprise/index.html).

## 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 \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. 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> Estimated U.S. street prices. Actual prices may vary and are subject to change without notice.

<sup>(2)</sup> Compared to its predecessor.

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