



HP Transforms Any HDTV into a Connected TV with the Power of MediaSmart

New MediaSmart Receiver, MediaSmart TVs and Media Vault further position HP to lead the connected entertainment market

PALO ALTO, Calif., Jan. 7, 2008 – HP today added the HP MediaSmart Receiver – a sleek new wireless digital media receiver (DMR) – to its family of MediaSmart Connected Entertainment solutions.

The new product turns any HDTV into a next-generation connected TV, allowing consumers to enjoy photos, music, movies and videos⁽¹⁾ – wired or wirelessly – from multiple PCs around the home to the “big screen” in the heart of the home.

The MediaSmart Receiver, which works with both Microsoft® XP and Vista® PCs, has a stylish, high-gloss, piano-black finish with HP’s exclusive “Zen” imprint pattern that fits perfectly with any home decor.

The product features advanced network connectivity, including 802.11 A, B, G and N,⁽²⁾ three embedded antennae and compatibility with other UPnP- and DLNA-compliant devices such as the HP MediaSmart Server. The device also is DivX certified, demonstrating interoperability across a range of digital devices.

Consumers can access and share content directly from any PC source by adding a Pocket Media Drive⁽³⁾ via a front-loading slot to enjoy their favorite music, photos and videos without turning on their PC.

HP also announced that Extender for Windows Media Center technology, unveiled at the 2007 Digital Life Show in September, is planned to be available in spring on both the HP MediaSmart TV and the MediaSmart Receiver. Extender for Windows Media Center functionality offers deep and rich control of the Media Center experience on Vista Premium and Vista Ultimate PCs. HP MediaSmart technology will automatically update all MediaSmart TVs over the Internet,⁽⁴⁾ delivering on the promise that MediaSmart products keep getting smarter.

Extender for Windows Media Center technology offers consumers increased personalization and interaction for an enriched TV experience. Added advantages include the ability to stream live or pre-recorded high-definition TV (for Vista-based systems with TV tuners) and to stream Internet content from a wide variety of content providers.

Enhanced MediaSmart TVs

HP also announced a new line of HP MediaSmart TVs, featuring an updated design, 1080p high definition,⁽⁵⁾ built-in Extender for Windows Media Center technology, three

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HDMI ports and wired and wireless network connectivity.⁽⁶⁾ The new HDTVs come with a stylish, backlit universal remote that can control up to four additional entertainment devices.

The MediaSmart solution provides access to a rich assortment of movies via CinemaNow, enabling consumers to rent or purchase premium Hollywood features. More than 18 other services are available through Microsoft's Online Media.⁽⁷⁾

HP Media Vault mv2100 and mv5100 series – affordable, expandable storage

The new HP Media Vault combines features found on the MediaSmart Server with affordability to create a new category HP has named "NAS Plus."

The new HP Media Vault mv2100 series is designed for homes and the mv5100 series is ideal for small businesses. Both combine innovative features from the MediaSmart Server, such as Photo Webshare and iTunes server, with basic storage requirements, for an affordable new category of advanced NAS products.

These expandable devices are based on the Linux platform and work to provide consumers PCs with continuous backup and a central location for storage and sharing of their digital media and files on their home network or remotely. Additionally, HP Media Vault incorporates a Marvel processor and PacketVideo for enhanced storing and streaming performance and ease of use.

The new Media Vault and Media Vault Pro help customers protect their most precious digital media. The devices can be set to automatically back up important media and digital files weekly, daily or continuously – as often as needed. They also can easily add an optional second hard drive for additional capacity and/or the added protection of an extra copy (Raid 1) of important media and files.

- The entry-level HP Media Vault mv2100 series will be available with a storage capacity of up to 500 GB⁽⁸⁾ to provide consumers with an alternative, cost-effective option to meet their needs.
- The HP Media Vault Pro mv5100 series, available in 1 TB and 1.5 TB versions, is best suited for small businesses. It has 2 GB of enterprise-class offsite online backup and is equipped with PC backup and restore capabilities in the event of hard drive failure, virus or spyware infection. The solution includes easy-to-use support software designed to require limited to no IT support.

The No. 1 selling HP MediaSmart Server gets better

The award-winning HP MediaSmart Server will continue to benefit from the extensibility of the platform with a robust independent software vendor program and three software enhancements scheduled for February 2008. All buyers of the 2007 MediaSmart Server will get this enhanced capability through an automatic upgrade delivered to their current servers via MediaSmart's Internet-based upgrade manager.

In response to customer feedback, HP will integrate server-side anti-virus software into the device. The software from McAfee will provide added security for customers both at home and remotely. This will allow for basic virus scans as well as deep scans at the operating system level. The software will be free for the first seven months after which there will be a minimal charge.⁽⁹⁾

HP is building upon the Windows Home Server platform and working with PacketVideo

to enhance the media streaming process from the server to other digital media devices in the home, such as the MediaSmart TV. Benefits to the user include advanced graphics such as thumbnails of photos in-menu browsing and album art.

The device also will support Vista 64-bit for the serious computer users who have advanced, high-performance needs.

All new products and enhancements are planned to be available in spring 2008.

About HP

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⁽¹⁾ DVD movies cannot be streamed.

⁽²⁾ Wireless access point and Internet service is required and is not included. 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 of the notebook to communicate with other 802.11n WLAN devices.

⁽³⁾ Pocket Media Drive sold separately.

⁽⁴⁾ Internet service required.

⁽⁵⁾ High-definition (HD) source content varies and will depend on source input, signal, aspect ratio and other factors. HD content may require separately purchased service contract or other fees. HD content may not be available in all service areas, check with service provider.

⁽⁶⁾ Wireless home network required.

⁽⁷⁾ Requires Internet access. Online content may require additional fees.

⁽⁸⁾ For hard drives, GB = 1 billion bytes. Actual formatted capacity is less.

⁽⁹⁾ Seven month trial period. Internet access required to receive updates. Subscription required for updates thereafter. This McAfee Total Protection for Small Business software is licensed to consumers by McAfee under the terms of the McAfee end user license agreement, which can be read at <http://us.mcafee.com/root/aboutUs.asp?id=eula>.

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