



HP Simplifies European Consumers' Digital Dilemmas

BERLIN, June 10, 2008 – HP today announced that it has expanded the availability of its personal digital storage portfolio into Europe with two pioneering products that enable consumers to easily access, safely share and enjoy digital music, photos, video and files from multiple PCs around the home, as well as on the go.

The HP MediaSmart Server, based on the Windows® Home Server software from Microsoft, enables consumers to back up, access and share digital entertainment, memories and information through one centralized location. Consumers can access the content from their MediaSmart Server from any other computer⁽¹⁾ in the house – even a connected TV⁽²⁾ – as well as provide access to friends, family or on-the-go household members through the Internet.⁽³⁾

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The HP Media Vault offers easy-to-use settings that help consumers determine how to organize and store their information, as well as an automatic backup function that can be set to update and save users' important digital media as often as desired.

"HP's goal is to demystify technology for the consumer," said Carlos Montalvo, vice president of marketing, Connected Entertainment Business, HP. "With the HP MediaSmart Server and HP Media Vault, we are helping make the digital lifestyle a convenient and enjoyable reality for consumers across Europe."

The HP MediaSmart Server and HP Media Vault were showcased at HP's Connecting Your World event in Berlin.

"HP continues to offer useful innovations and choices in the home storage area," said Tom Coughlin of Coughlin Associates and author of *Digital Storage in Consumer Applications*. "By creating two products that hit the sweet spots in the market, HP covers many of the needs of consumers asking for a storage appliance and those wanting a growth platform for serving, sharing and protecting digital assets."

Enjoy and share digital experiences with the advanced HP MediaSmart Server

With the HP MediaSmart Server, consumers can know their personal digital content is protected and always available to access and share, whether in the home or on the go. The system's HP Photo Webshare software allows digital enthusiasts to invite friends and family around the world to view and share photos. The device also features iTunes server software, which makes it easy to share iTunes music from any PC in the home.⁽¹⁾

The HP MediaSmart Server uses the AMD Live! 1.8-GHz 64-bit Sempron™⁽⁴⁾ processor, allowing protected, fast access to data and files through any Internet-connected computer, whether at home or away.⁽¹⁾ The device ships in 500 gigabyte⁽⁵⁾ and 1 terabyte⁽⁵⁾ capacities and, with a total of four drive bays, can be expanded to up to 10

terabytes.⁽⁵⁾ The package includes a trial copy and one free update of anti-virus software from McAfee.⁽⁶⁾

Automatically protect and easily access digital files with the reliable HP Media Vault

The HP Media Vault is Linux based, features a Marvell processor and incorporates PacketVideo technologies for enhanced digital video storing and streaming performance. The product also offers some of the innovative features found in the HP MediaSmart Server, including Photo Webshare, the iTunes server and remote access to important files on the network from any Internet-connected computer.

The HP Media Vault offers a storage capacity of 500 gigabytes⁽⁵⁾ between two internal hard drives, or two 750-gigabyte⁽⁵⁾ internal SATAII, 3.5-inch, 7,200-rpm hard drives, both of which provide consumers with an alternative, cost-effective option to meet their needs. The Media Vault also has exceptionally low-power consumption and a smart, energy-saving hard drive “spin-down” feature to help consume less power.

Pricing, availability and support

The HP MediaSmart Server and Media Vault are currently available in the United States online at the [HP Home and Home Office Store](#). HP MediaSmart Server is available in Denmark, Finland, Norway and Sweden, and soon will be available in Germany. Both products also will be available in France and Spain in 2008.

Consumers also can enjoy a worry-free digital entertainment experience with HP’s award-winning product help and support. Direct, knowledgeable assistance is available online and by phone for all HP MediaSmart and Media Vault consumers.

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 \$110.4 billion for the four fiscal quarters ended April 30, 2008. 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⁾ PCs must be running Windows XP Professional, Media Center Edition 2005, or Windows Vista® Ultimate or Business to enable remote access.

⁽²⁾ Requires Digital Media Adapter (UPnP). Certain copy-protected files may not stream properly.

⁽³⁾ Internet service required and not included.

⁽⁴⁾ This system requires a separately purchased 64-bit operating system and 64-bit software products to take advantage of the 64-bit processing capabilities of AMD technology. Dual-/quad-/triple-core processing available with AMD technology is designed to improve performance of this system. Given the wide range of software applications available, performance of a system including a 64-bit operating system and a dual-core processor will vary.

⁽⁵⁾ For hard drives, 1 gigabyte = 1 billion bytes. Actual formatted capacity is less.

⁽⁶⁾ Seven month trial period. Internet access required to receive updates. First update included. Subscription required for updates thereafter. This McAfee Total Protection for Small Business software is licensed by McAfee under the terms of the McAfee end user license agreement. More information is available at <http://us.mcafee.com/root/aboutUs.asp?id=eula>.



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