



New HP Labs initiatives foster collaborative research and faster pace of technology transfer

As part of its new approach to research, HP Labs unveiled three initiatives to encourage a model of open innovation and technology transfer.

First, the company introduced HP IdeaLab, a web-based service that offers a peek into certain early-stage innovations emerging from HP Labs. Designed to encourage open feedback from consumers and the developer community, HP IdeaLab provides a rich web forum that actively involves and immerses users in HP Labs' technology development. The site – www.hp.com/ideallab – will initially feature six projects and be updated with new initiatives as they become available.

Second, HP Labs has established an Open Innovation Office responsible for deepening HP Labs' strategic collaborations with those in academia, government and the commercial sector. The office is designed to ensure joint research endeavors result in high-impact research that meets the scientific and business objectives of HP and its partners.

Under this initiative, HP Labs will issue formal requests for proposal (RFPs) through a new program that gives universities the opportunity to participate in joint research with HP Labs scientists. Known as the HP Labs Innovation Research Program, this will offer a number of HP Labs internships to Ph.D. candidates worldwide. Information on RFP themes and student awards will be available after April 15 at <http://www.hpl.hp.com/>.

HP has also established an Entrepreneur in Residence Program to give venture capital investors and their portfolio companies early access to HP Labs research. In return, HP will receive insight into emerging market trends and potential business development opportunities.

Foundation Capital, a Menlo Park, Calif.-based venture capital firm, will be the first to participate in the program. Beginning in the second half of 2008, a delegate from Foundation Capital will be based at HP Labs to facilitate this new mode of technology transfer between HP Labs and Foundation Capital's portfolio companies.

Third, HP Labs has established a Technology Transfer Office charged with speeding the transfer of research into products and services through multiple routes. The office will focus on three primary channels: product development within HP's business groups, intellectual property licensing agreements with third parties, and the venture capital community.

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Licensing intellectual property creates new HP revenue stream and channel to customers

As HP Labs transitions its research portfolio from smaller projects to fewer high-impact projects, it will seek to generate revenue from its non-productized intellectual property through increased collaboration with HP's [Intellectual Property Licensing program](#). This program offers companies of all sizes access via licensing agreements to HP technology and expertise in imaging, printing, mobility, software and data center infrastructure.

Starting today, a new set of HP Labs research projects will be available for licensing, including: MemorySpot, a wireless chip for storing and transmitting data; High-contrast Projection Screen, which improves image quality by rejecting ambient light; Nanowire solar cells, which use tiny, nanoscale wires to achieve efficient and low-cost solar cell technology; and Rainbow, a chemical dye that enables low-cost production of high-speed, high-definition recordable discs.

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