HP IdeaLab

HP IdeaLab offers a peek at early-stage innovations emerging from HP. Designed to encourage open feedback and community, it provides a rich, open web forum where smart people from outside of HP can also help shape future technologies and bring innovative products to market faster.

HP has long worked with customers and partners to solve problems and create new technologies. HP IdeaLab represents its first open, centralized access to ideas as they emerge from around the company. The interactive web environment offers an opportunity to help shape the product from idea to finished product and more closely connect users to the services they value.

HP IdeaLab is designed to aggregate talent and brings together the best minds to help bring innovative products to market faster. Current technologies and services in HP IdeaLab include:

- mscapes offers digital experiences directly related to where a person is – changes in location, for example, can trigger media files such as a new task. mscapes can be used for mobile games, stories and tours.
- Interactive Relighting is a way of capturing and viewing images of three-dimensional objects that can reveal hidden details. It does this by combining multiple photographs of subjects to create a single, composite image over which a virtual light can be moved to bring out surface details, such as a scratch or color that can't be seen in normal light.
- CloudPrint allows users to share and store images with a mobile phone and print to any CloudPrint-enabled printer. The service works in two ways: A person can print email attachments, data or web pages from a mobile device or a user can print documents stored on the CloudPrint virtual server.
- BookPrep is a long-tail publishing service that allows users to read and purchase out-of-print books on demand; eventually, BookPrep could give consumers the ability to create a personalized mash-up of content from print and digital media and publish it in any format they choose.
- Snapfish Lab lets users try out and provide feedback on the latest labs imaging tools. Tools include Poster Creator, Fisheye Visualization and Note Capture.
- Color is an online color thesaurus to explore color names, synonyms and antonyms and help create an easy-to-use language for color.

More information is available at www.hp.com/idealab.

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