



## HP Expands Retail Photofinishing Portfolio with Scalable, Dry Solutions, Plus New Software and Services

LAS VEGAS, Jan. 31, 2008 – Today at the Photo Marketing Association (PMA) tradeshow, HP unveiled several new additions to its line of retail photo printing solutions – all designed to empower consumers with the inspiration and tools to personalize their photos and publish customized creative output while helping retailers maintain peak efficiency.

Highlighting the news is the launch of the [HP Photo Center](#) – a versatile, scalable and space-efficient digital print solution designed to allow retailers to augment their existing lab infrastructure. The HP Photo Center offers retailers the flexibility to plug one of the HP Photo Center modules into their existing lab or create a complete end-to-end HP Photo Center-based solution.

The system incorporates the new [HP Photosmart ml1000 Minilab](#) and [HP Photosmart pm2000e Microlab printers](#) – both winners of the [DIMA 2008 Innovative Digital Product Awards](#) – along with the [HP Photosmart cl2000 Creative printer](#) and a new 17-inch consumer order station.

The HP Photo Center features an innovative suite of new software designed to help retailers with back office services, such as device configuration, billing and reporting. The system also offers order management functionality to help with job fulfillment and a remote management system that ensures systems are consistently available for customer use.

Highlights of the new [HP Photo Center](#) include:

- The [HP Photosmart ml1000 Minilab printer](#) is designed to be the fastest and most versatile dry inkjet retail photo printing system on the market, delivering lab-quality 4 x 6-inch photos in as fast as 1,500 prints per hour.<sup>(1)</sup> The printer offers prints in up to 16 different sizes, ranging from 3.5 x 5 inches up to 12 x 18 inches. Using durable, pigment-based HP Vivera Pigment inks, the [HP Photosmart ml1000 Minilab printer](#) produces prints in glossy and matte finishes that are proven to be the longest-lasting 4 x 6-inch prints at retail.<sup>(2)</sup>

Engineered as a closed system without chemicals found in traditional silver halide systems, the printer requires minimal operator intervention helping to lower labor costs.

- The [HP Photosmart pm2000e Microlab printer](#) quickly delivers lab-quality 4 x 6- and 5 x 7-inch prints in both glossy and matte finishes. This compact, simple-to-operate printer includes a new order sorting system capable of holding up to 18 customer

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orders. With an integrated display, bar code reader and secure vending option for instant delivery of prints, the [HP Photosmart pm2000e Microlab printer](#) has the versatility to handle both back-of-counter and front-of-counter applications.

- At only four square feet, the versatile [HP Photosmart cl2000 Creative printer](#) is a scalable, space-efficient instant digital print solution that enables retailers to increase revenue streams by offering expanded creative publishing options. Leveraging HP ColorSphere technology, the printer offers increased gloss and improved image contrast for impressive photo books, calendars and greeting cards. The high-capacity, four-toner system delivers duplex printing in multiple sizes, including 12 x 12-inch, 8.5 x 11-inch, 5 x 7-inch and more.
- With the introduction of the HP Retail Management System, retailers can maximize the day-to-day operations of their photo centers, knowing that HP Service & Support is remotely monitoring their HP systems to ensure availability for consumer use.

In addition to the new HP Photo Center, HP has enhanced the [HP Photosmart pe1000 Express station](#) – the industry’s most advanced standalone, self-serve kiosk. Using HP’s Edgeline scalable printing technology, the kiosk produced 4 x 6-inch prints quickly – in as fast as five seconds.

Key enhancements of the HP Photosmart Express station include new software upgrades, the ability to support 15 languages and additional PIN-based payment options. HP also is offering enhancements to the kiosk’s management dashboard system, including easy-to-use configuration tools and security reports – allowing retailers to easily monitor their Photosmart Express station.

### **HP DreamColor Technologies deliver beautiful, consistent photos**

HP printers in the Photo Center, along with the HP Photosmart Express station, feature HP DreamColor Technologies, a customizable color management system that helps retailers deliver beautiful and consistent photos to their customers. With HP DreamColor Technologies, retailers can ensure all prints will look just like the first.

HP helps retailers easily configure their HP retail photo printers with color preferences at installation to deliver color-consistent photos and photo creations from print to print, across different stores in their chain.

### **New creative products offer consumers added choice, convenience**

The HP Photo Center helps retailers increase revenue, enabling them to offer a broad portfolio of unique creative products that give their customers an easy way to create and publish professional-looking products in minutes, using their personal images.

HP has expanded its creative output offerings with the introduction of new themes and covers for HP Photo Books, leveraging new worldwide and regional style trends. These trends cascade through the lineup of new themes for photo greeting cards, posters, calendars and canvas prints to help consumers personalize their photos and share their memories.

Now available for 4 x 6- and 5 x 7-inch prints, HP’s proprietary, dry-assembly photo books do not use glue in the binding system, and instead use a tension binder to secure the photos in the book. This allows store associates to assemble a professional-quality book in minutes without glues or special equipment, while helping consumers make less

wasteful and chemically intensive choices when sharing and saving their photos.

HP also makes it easy for customers to design these creative photo products from the comfort of home, with the ability to place orders through [Snapfish](#) for convenient retail pickup.

### **Dry printing solutions eliminate environmental burdens of silver halide**

HP's dry printing solutions for retail eliminate the traditional environmental burdens of silver halide (AgX) systems and the need for operators to interact with and handle potentially hazardous chemicals.

Replacing traditional photo print processing with digital photo printing allows retailers to eliminate the overflow of developer, fixer and wash water to municipal or private waste treatment facilities. The new [HP Photosmart Minilab](#) and [Microlab](#) printers are self contained and do not require a water source or drains; to operate, they simply need an electrical source.

Additionally, HP supplies used with retail photo solutions can be easily recycled after use. The HP Planet Partners program offers free shipping materials and postage to help retailers return used supplies for recycling.<sup>(3)</sup>

More information regarding HP's retail photo solutions and other announcements at PMA, including new product pricing and availability, is available in an online press kit at [www.hp.com/go/pma2008](http://www.hp.com/go/pma2008).

### **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 \$104.3 billion for the four fiscal quarters ended Oct. 31, 2007. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

<sup>(1)</sup> Based upon manufacturers' dry retail lab printer published specifications as of December 2007.

<sup>(2)</sup> Based on preliminary display-permanence testing under glass by Wilhelm Imaging Research. More details are available at <http://hp.com/go/printpermanence>.

<sup>(3)</sup> Currently available in the United States only for retail photo printing. HP's ink cartridge return and recycling is available in 42 countries and territories around the world, covering 88 percent of the addressable market; details are available at [www.hp.com/recycle](http://www.hp.com/recycle).

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