



## HP Searches for Unique Macworld Moments with HP iPrint “Make Your Mark” Contest

Company showcases new HP iPrint Photo application, first Mac-compatible Windows Home Server at 2009 Macworld Conference & Expo

SAN FRANCISCO, Jan. 6, 2009 – In conjunction with the recent introduction of [HP iPrint Photo](#), the first free photo printing application of its kind<sup>(1)</sup> for iPhone and iPod touch customers, HP today announced a special sweepstakes for Macworld attendees with the HP iPrint “Make Your Mark” contest.

Also new at the show this year, HP is showcasing the first Mac-compatible Windows® Home Server – the [HP MediaSmart Server ex485/ex487](#).

The HP iPrint “Make Your Mark” contest seeks unique moments caught on attendees’ iPhones or stored on their iPod touch devices. To enter, attendees need to download [HP iPrint Photo](#), which provides customers the freedom and flexibility to wirelessly<sup>(2)</sup> print photos that have been captured on their iPhones or loaded on their iPod touch devices, and visit the HP iPrint Gallery, an interactive photo installation located at HP booth 1502 in the South Hall. At the gallery, customers can print and display their photo for a chance to win \$1,000 and an HP Photosmart C6380 All-in-One Printer.

The contest is open to all Macworld attendees and exhibitors 18 years of age or older. Attendee and exhibitor badges will be scanned for entry and one winner will be selected at random following the show.

### **New Mac-compatible Home Server**

HP also showcased its latest Mac-supported product – the [HP MediaSmart Server ex485/ex487](#) – which adds to one of the industry’s largest portfolios of Mac-compatible peripherals.

The [HP MediaSmart Server ex485/ex487](#) is the first Windows Home Server designed for use with Mac and Windows computers. It manages a household’s digital content and serves as a central repository for storing and sharing digital photos, music, videos and files from networked computers.

The HP MediaSmart Server can be pre-ordered beginning on Jan. 5, from Amazon, BestBuy.com, Buy.com, Fry’s.com and NewEgg.com; it is expected to ship in February.

The first 200 consumers who visit HP Home & Home Office ([www.hpshopping.com](#)) or call +1 888 271 2982 between Jan. 6 - 11, 2009, to reserve a MediaSmart Server and use coupon code “AC5674” will receive a \$50 savings off their purchase.<sup>(4)</sup>

More information about HP’s new Mac-compatible solutions is available in an online

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press kit at <http://www.hp.com/go/2009Macworld>.

## About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

(1) HP iPrint Photo is the first application available on the Apple App store to print photos directly from an iPhone or iPod touch without using a desktop/laptop computer.

(2) A list of compatible products is available at [www.hp.com/go/iprintphoto](http://www.hp.com/go/iprintphoto).

(3) Wireless performance is dependent upon physical environment and distance from access point.

(4) Valid for HP Home & Home Office ([www.hpshopping.com](http://www.hpshopping.com)) internet and call center purchases only.

Coupon valid on first 200 redemptions, or while supplies last. Any unused portion will be forfeited. Each coupon code is limited to one usage per customer; one coupon code per checkout. Offer void where prohibited, taxed or restricted by law. Non-transferable. Not valid retroactively on previously purchased items. Not valid for any resale activity as defined by HP Home & Home Office Store. Coupons may not be used to purchase gift cards. Not valid on instant rebates or clearance sales. May not be permitted with certain bundle offers. Not valid on: Academic and Employee purchase programs, HP Employee purchase program, Refurbished products, Extended Service Plans, Compaq Presario and HP Pavilion desktops with Intel Celeron or AMD Sempron processors or Compaq Presario CQ50Z customizable notebooks. For complete coupon conditions, see "Coupon Information" in the "Customer Service" section at [www.hpshopping.com](http://www.hpshopping.com). Valid for HP Home & Home Office ([www.hpshopping.com](http://www.hpshopping.com)) internet and call center purchases only. Coupon valid on first 200 redemptions, or while supplies last. Any unused portion will be forfeited. Each coupon code is limited to one usage per customer; one coupon code per checkout. Offer void where prohibited, taxed or restricted by law. Non-transferable. Not valid retroactively on previously purchased items. Not valid for any resale activity as defined by HP Home & Home Office Store. Coupons may not be used to purchase gift cards. Not valid on instant rebates or clearance sales. May not be permitted with certain bundle offers. Not valid on: Academic and Employee purchase programs, HP Employee purchase program, Refurbished products, Extended Service Plans, Compaq Presario and HP Pavilion desktops with Intel Celeron or AMD Sempron processors or Compaq Presario CQ50Z customizable notebooks. For complete coupon conditions, see "Coupon Information" in the "Customer Service" section at [www.hpshopping.com](http://www.hpshopping.com).

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