



HP Photo Center 4.0

Overview

Integrating HP's Microlab, Minilab and Photosmart Studio systems, the HP Photo Center is a versatile, scalable and space-efficient instant digital print solution that can either be plugged into a retailer's existing lab infrastructure, or can serve as a complete, end-to-end solution. The HP Photo Center can transform traditional photo centers into publishing centers that produce rich digital media, including creative photo products and new forms of output.

The HP Photo Center offers retailers a complete photo solution that enables their customers to order vibrant, lab-quality photos and create a variety of unique, creative photo products such as photo books, calendars, greeting cards, posters and more to be printed and picked up in approximately one hour. Additionally, the HP Photo Center can connect to Snapfish by HP to offer consumers the comfort of at-home ordering with the speed and convenience of in-store pickup.

With the HP Photo Center, retailers can also offer consumers customized printed merchandise – including posters, calendars and greeting cards – using licensed content such as images and logos from popular children's, sports, music and art-photography brand powerhouses. Consumers can order the products from the [HP Image Store](#) or select co-branded sites powered by HP for printing at retail outlets.⁽¹⁾

Benefits

- Scalable, flexible architecture allows retailers to add additional equipment within their existing store environment or replace their current offerings with a complete HP Photo Center solution.
- Helps retailers increase revenue by offering unique creative products such as photo books, flip books, posters, canvas prints, DVD slideshows, calendars, banners, photo cards and folded greeting cards.
- Additional equipment can be added to produce instant prints, print scanning, film scanning and CD burning.
- The easy-to-use touchscreen interface on the consumer order station intuitively guides customers through each step of the ordering process – for quick image selection, product choice, image editing, theme selection and final product preview.
- Retailers can drive additional revenue using personalized up-sell screens coupled with HP's unique shopping cart experience that moves the consumer through up-sell opportunities at multiple points of the customer ordering process.
- Enhanced software tools provide customers with more creative control during the

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ordering process such as the ability to assign specific images to a specific month and date on a calendar; select a special image to be the focus of a collage with one touch; easily add, delete, change and swap images within a collage with the touch of a button; or order multiple print sizes from a single screen.

- An innovative “image tray” makes the customer’s images instantly available through the design process, quickly speeding up the creation of photo products. The customer can do more and do it faster.
- Photo books feature HP’s exclusive binding technology, allowing store associates to assemble a professional-quality book in minutes without messy glues or special equipment.
- Customers can easily order creative products from the comfort of home for retail pickup via Snapfish by HP.
- The HP Photo Center produces vivid prints with Original HP inks, proven to be the longest-lasting 4 x 6-inch prints at retail. Instant and one-hour water-fast photos last more than 200 years in an album or under glass before any discernable light fade.⁽²⁾
- Retailers can maximize uptime with HP’s Retail Management System (RMS). RMS monitors the health of each Photo Center component and can remotely fix many problems – often before they affect retail performance – RMS can also remotely upgrade firmware and software. Using RMS, the retailer can remotely configure products, pricing and settings, and get online reporting of sales, order and usage data.
- HP Retail Publishing Solutions supplies can be easily recycled at no additional cost through HP Planet Partners.⁽³⁾

Technical specifications

- Supported formats:
 - Still-image formats:
 - BMP, GIF, JPEG (standard and progressive format), JPEG (EXIF 2.1 and 2.2), PNG, TIFF (only the first page of multi-page TIFFs)
 - Supports digital images with embedded «Exif Still+Audio» audio; the annotations stay with the image when burned to an archive CD or DVD; on these archive CD and DVD discs, the audio files can be played back as part of the «PC Playback»
 - Maximum image size: 60 megapixels
 - Maximum of 1,000 images per project, though the software will let the user choose from any number of images on user’s memory card or disk.
 - Video formats:
 - MPEG (MPEG -1 video), AVI (Audio Video Interleaved) with Motion, JPEG, MPG1 embedded within the AVI
 - Video files can be archived on CD and DVD archives; Photo Center can create 15 still images from a video file using 15 evenly spaced frames within the file (first frame, last frame, 13 intermediate frames)
- Photo Center components:
 - 19-inch Consumer Order Station



- Dimensions: 21.5 (h) x 18 (w) x 16 inches (d) (55 x 46 x 41 cm)
- Weight: 90 lbs. (41kg)
- Power requirements: 110–240V auto ranging, 10A
- Standard components: 19-inch touchscreen with PC, CD/DVD reader, digital media drive, receipt printer
- Digital input: Compact Flash Type I/II, Memory Stick/Memory Stick PRO, Memory-Stick PRO Duo, SmartMedia, xD-Picture Card, SD, MiniSD, MMC, RS MMC, USB Flash, CD
- Bluetooth wireless connectivity USB dongle
- Optional floor stand available
- Additional order stations optional; up to five additional consumer order stations can be added to one base configuration
- 17-inch Consumer Order Station
 - Dimensions: 21.5 (h) x 13.5 (w) x 12 inches (d) (55x 34x 31 cm)
 - Weight: 40 lbs. (18.1 kg)
 - Power requirements: 110–240V auto ranging, 7.3A
 - Standard components: 17-inch touchscreen PC, CD/DVD reader, digital media drive, receipt printer
 - Digital input: SD (includes SDHC), miniSD, microSD, CF/MD, xD, MMC (includes v4.x), RS-MMC, MS/PRO/DUO, USB2
 - Bluetooth wireless connectivity using USB dongle
 - Optional floor stand available
 - Additional order stations optional; up to five additional consumer order stations can be added to one base configuration
- Fulfillment station
 - Dimensions: 21.5 x 20.5 x 21.5 inches (56 x 53.5 x 55.75 cm) rack case
 - Weight: 93 lbs. (42.25 kg) rack case includes:
 - HP Xw4600 PC, HP ProCurve switch and router
 - Power requirements: 110 volt power/12.5 amp
- HP Photosmart pm2000e Microlab Printer
 - Dimensions: 33 x 30 x 32 inches
 - Weight: 480 lbs.
 - Power Requirements: 120 volt power /15 amp
 - Standard Components: 8-in touch-screen color display, three configurable high-capacity trays (two 4 x 6-inch trays and one 5 x 7-inch tray holding 1,100 prints each)
 - Configurable print sizes: 4 x 6 inches and 5 x 7 inches
 - Extendable configuration to front of counter use cases with secure vending door option
 - Order sorting: 18-bin capacity/80 prints per bin
- HP Photosmart ml1000 Minilab Printer
 - Dimensions: 30 inches (h) x 70 inches (w)
 - Power requirements: 220 volt/20amp
 - Integrated display for status, service and alerts
 - Back printing: 2 x 40 characters
 - Order sorting: 16 100-print trays



- Individual 5 × 7-in, 8 × 10-in and 8 × 12-in trays
 - High-capacity 3,000 sheet 4 × 6-in tray
 - Bypass tray for larger sizes
 - Overflow and mixed order bins
 - Dry benefits, simple startup and shutdown
 - Up to 16 print sizes ranging from 3.5 × 5 inches to 12 × 18 inches
- HP Photosmart cl2000 Creative Printer
 - Size: 22.8 × 25 × 27.7 inches (580 × 635 × 704 mm)
 - Speed: 20 prints per minute (letter)
 - First page out: <12 seconds
 - Capacity 17k KCMY cartridges, 35k drums
 - 5 Input trays:
 - Tray 1: 99 × 140 mm to 320 × 915 mm; 64 g/m² to 220 g/m²
 - Tray 2-5: 148 × 210 mm to 297 × 432 mm; 64 g/m² to 220 g/m²
 - Connectivity: USB 2.0, Embedded Gigabit, IPv6, 2 EOI
 - Consumables: 2-part cartridges (8); image transfer, T2 roller and fuser kits
 - Print quality: ImageREt 4,800, 1,200 × 600 dpi, highest color and black gloss
- Creative output options:
 - Photo books
 - Three sizes; many themes, colors and styles such as teen, outdoor, furry friends, special occasion
 - Easily assembled in moments with HP exclusive dry-binding technology
 - Format: A hardbound photo book with a single image showing through a window on the front cover, followed with multiple pages of single images or collaged images
 - Optional vellum sheet available as first page and CD or DVD disk storage back page
 - Themes are designed to enhance all pages
 - Details:
 - 8.5 × 11-inch model is approximately 9 × 11.5 inches and 3.5-inch thick at the spine with a front-cover window size of approximately 3 7/8 × 2 7/8 inches (w × h)
 - 12 × 12-inch model is approximately 12 × 12.5 (w × h) and 0.5-inch thick at the spine with a front-cover window size of approximately 4 × 4 inches
 - A minimum-sized photo book has six sheets (12 pages) total
 - A maximum-sized 8.5×11-inch photo book has 22 sheets (44 pages) total
 - A maximum-sized 12×12-inch photo book has 16 sheets (32 pages) total
 - Photo booklets
 - Photo booklet has a customized cover with a consumer-selected photo



- and title
 - Themes are designed to enhance all pages
 - Saddle-stitch stapled
 - 9.5 × 7-inch open, 4 3/4 × 7-inch closed
 - Up to 5 photos per page
 - A minimum-sized photo booklet has two sheets (8 pages) total
 - A maximum-sized photo booklet has five sheets (20 pages) total
- Flip books
 - Use 4 × 6-inch and 5 × 7-inch prints
 - Grommet bound with transparent plastic covers
- Photo cards
 - Available in many themes, solid colors and text designs
 - Collage and multi-image photo card option
 - Available in 4 × 6, 4 × 8, 5 × 7 and 8 × 10-inch sizes
- DVD slideshows
 - Showcase up to 40 photos set to music
 - Choose music from several soundtracks
 - Includes personalized printed case cover and thumbnail insert
 - Supports .mpg and .avi video files
- Prints and enlargements:
 - Print sizes with the HP pm2000e Microlab printer: 4 × 6, 5 × 7-inch
 - Passport prints
 - Wallets (two 3.5 × 2.5 per print or four 2 × 3 per print)
 - Index prints with 40 thumbnail images
 - Print sizes with the HP ML1000 Minilab printer: 4 × 6, 3.5 × 5, 4 × 7, 5 × 7, 8 × 10, 8 × 12, 4 × 10, 4 × 8, 6 × 8, 4 × 15, 6 × 15, 10 × 15, 11 × 14, 12 × 12, 12 × 17.75, 12 × 18-inch
 - Two print value packs are available for HP ML1000 Minilab printer
 - Basic: four 4 × 6s, two 5 × 7s and one 8 × 10
 - Premium: 20 4 × 6s, three 5 × 7s, three 8 × 10s, and 20 wallets
 - Passport prints
 - Wallets (two 3.5 × 2.5-inch per print or four 2 × 3 per print)
 - Index prints with 40 thumbnail images
 - Super-panorama 8 × 20-inch prints are produced on poster printers (HP DesignJet 130 and HP Designjet Z3100 (discontinued) and Z3200)
 - Prints can be bordered or borderless, with 26 different styles and colors of borders
- CD/DVD archives
 - High-capacity CD and DVD archives
 - Three versions:



- Basic: HP-labeled disk created on the Fulfillment Station
 - Photo: Personalized disk created on the Rimage CD/DVD burner
 - Premium photo DVD: Personalized disk with case, index print created on the Rimage CD/DVD burner
- Photo CD/DVD archives also are available with front-of-counter 4 × 6 and 5 × 7-inch instant prints
- Posters
 - Posters are available in single-image (plain or themed), collage (straight and tilt-it, plain or themed), and canvas (all sizes except 2 × 36 inches include a 3-inch wrapping border). Sizes are 11×14, 12 ×18, 16 × 20, 18 × 24, 20 × 30, 24 × 36, 8 × 20 (school locker size), 40 × 60 cm, 60 ×80 cm (metric sizes) in bordered and borderless
 - Calendars
 - Twelve-month, multi-page calendar available in 8.5 × 11 and 12 × 12-inch sizes
 - Year-at-a-glance calendar prints available in 4 × 6, 5 × 7, 8 × 10, and 12 × 18-inch sizes using a single image; available in solid colors and with background themes
 - Year-at-a-glance calendar posters available in all seven poster sizes (11 × 14, 12 × 18, 16 × 20, 18 × 24, 20 × 30, 24 × 36, 8 × 20) using a single image; available in solid colors and with background themes
 - Banners
 - Available in 18 × 54 and 24 × 72-inch sizes in a variety of colored backgrounds and themes for celebrations, events and business use
 - Can be single image or collage; bordered and borderless with full text capabilities
 - Text can be added to all photo print sizes, posters and other photo products
 - Multiple text blocks per product
 - 12 font styles
 - 12 font colors

⁽¹⁾ Select products are available directly through select retail partner stores.

⁽²⁾ “Best overall image permanence of any consumer 4 × 6-inch prints in the entire history of color photography,” according to Wilhelm Imaging Research, 2007. Details are available at www.hp.com/go/printpermanence.

⁽³⁾ HP ink cartridge return and recycling is available in 47 countries and territories around the world, covering almost 90 percent of the addressable market; details are available at www.hp.com/recycle.

