



HP Empowers Small Businesses to Access and Print Content Anytime, Anywhere

New portfolio meets the evolving needs of SMBs

Overview

With the explosion of web-connected devices like smartphones, netbooks and iDevices, HP recognizes the increased need for intuitive solutions that make conducting business easier.

With an innovative portfolio of wireless and web-enabled printers that helps meet the needs of customers in this changing digital landscape, HP's new products and solutions are making it simple for small to mid-size businesses (SMB) to conduct business anytime and anywhere.

HP ePrint technology

HP ePrint technology provides SMB customers with the ability to print from any mobile device by simply sending their desired prints – such as emails, contracts and photos – directly to any ePrint-enabled HP printer.⁽¹⁾ HP ePrint is available on six new HP LaserJet printers and three new HP Officejet printer series, and enables SMBs to print anywhere business happens.

Every HP ePrint-enabled printer has a unique email address that allows the sender to deliver a print in the same way they would send a message. Customers can send any document to print to any HP ePrint-enabled printer, whether it's to home or the office.

Web-connectivity and HP Business Apps

Select printers in HP's new SMB portfolio also feature an internet connection to enable users to access and print content from the web without a PC through print apps.⁽²⁾ Using the touchscreen display of the printer, customers can access a number of solutions that increase productivity and enhance workflow, including marketing materials, business forms and online document sharing. SMBs can explore new services and customize their printing experience on the [HP ePrintCenter](#), an online hub for users to register and configure their products and receive updates according to their preferences, track ePrint jobs, and browse new print apps.

Newly available HP Business Apps include:

- Marketsplash by HP for a shortcut to print customized marketing materials such

Editorial Contacts

Cherie Britt, HP
+1 209 551 1027
cherie.britt@hp.com

Nathan Michel
Porter Novelli for HP
+1 617 897 8244
nathan.michel@porternovelli.com

Jenna Skidmore
Porter Novelli for HP
+1 415 975 2263
jenna.skidmore@porternovelli.com

HP Media Hotline
+1 866 266 7272
www.hp.com/go/newsroom
Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



as brochures and flyers;

- QuickBooks by Intuit for easily scanning, storing, managing and printing financial materials from the printer's touchscreen;
- Google Docs for easy document scanning to the web for printing at a later time;
- Box.net to scan, share, manage and access business content online;
- Portfolio.com and Reuters for the latest news articles;
- Daily Brief for business essentials in one place including calendar, to-do list and news from American City Business Journals; and
- DocStoc and Biztree for immediate access to business forms such as invoices, contracts, receipts, legal agreements and checklists.

For small offices with unmanaged IT environments, HP's new portfolio of web-connected color printers with HP ePrint technology include:

- HP Officejet Pro 8500A e-All-in-One series – Allows small businesses to make their best impression with professional-quality color prints, marketing materials or other business documents for up to 50 percent lower cost per page compared with laser printers while using up to 50 percent less energy than color laser printers.⁽³⁾ Enhance productivity with Ethernet and wireless connectivity and automatic two-sided printing.⁽⁴⁾ Includes large 4.3-inch color touchscreen on Plus and Premium models. Available now starting at \$299.⁽⁵⁾
- HP Officejet 6500A e-All-in-One series – Produce professional-quality, lowest-cost-in-class color documents,⁽⁶⁾ plus fax, copy and scan with this wired and wireless⁽⁷⁾ e-All-in-One. Uses up to 40 percent less energy than comparable laser printers.⁽¹⁴⁾ Includes 2.36-inch color touchscreen. Available now starting at \$149.⁽⁵⁾
- HP Officejet 7500A Wide Format e-All-in-One – Produce professional-quality color documents for the lowest cost per page compared with in-class, wide-format inkjet all-in-ones on a range of paper types and sizes from 3 x 5 to 13 x 19 inches.⁽⁹⁾ A wide-format tray and automatic document feeder help you increase productivity. Use the integrated wired and wireless networking to share with multiple PCs.⁽⁴⁾ Includes 2.36-inch color touchscreen. Available now for \$299.⁽⁵⁾
- HP LaserJet Pro CM1415fnw Color MFP – The first HP LaserJet that prints from the web and mobile devices,^(1,2) with an easy-to-use 3.5-inch color touchscreen control panel that allows business users at home or in the office to leverage its complete print, scan, copy and fax capabilities. Wireless and wired networking included. Available now for \$449.⁽⁵⁾ HP ePrint and print app support available winter 2010.⁽¹⁰⁾



Additionally, HP introduced an expanded portfolio of color and monochrome printers with HP ePrint technology and a compact scanner to increase office productivity.

- HP LaserJet Pro CP1025nw Color Printer – The world’s smallest color laser printer⁽¹¹⁾ and one of the world’s most energy efficient color laser printers.⁽¹²⁾ Helps users save both time and money with up to 50 percent in energy savings over competitive laser products.⁽¹³⁾ Available in November for \$229.⁽⁵⁾ HP ePrint support available winter 2010.⁽¹⁰⁾
- HP LaserJet Pro CP1525nw Color Printer– Delivers professional-quality printing from an easy-to-use, low-cost, compact printer. Features low energy consumption with Instant-on technology, reducing energy use up to 50 percent.⁽¹³⁾ Available in November for \$299.⁽⁵⁾ HP ePrint support available winter 2010.⁽¹⁰⁾
- HP LaserJet Pro M1536dnf MFP – Boosts efficiency with print, scan, copy and fax capabilities while protecting business assets through the fax lock-up feature. Helps users stay environmentally friendly with Instant-on technology, reducing energy use up to 50 percent.⁽¹³⁾ Available now for \$299.⁽⁵⁾ HP ePrint support available winter 2010.⁽¹⁰⁾
- HP Scanjet Pro 3000 Sheet-feed Scanner – Scan at the touch of a button through this compact, sheet-feed scanner. Comes with ultrasonic double-feed detection and can reliably scan laminated cards to legal size documents. Can scan two-sided documents at up to 20 pages per minute using the 50-page automatic document feeder. Available in November for \$449.⁽⁵⁾

For mid-sized business customers and those with a managed IT environment, HP’s new products and solutions include:

- HP FutureSmart Firmware and the latest version of HP Open Extensibility Platform (OXP), breakthrough innovation that provides unparalleled investment protection for enterprise and SMB customers. Together, they allow HP and solution partners to develop new advanced applications making HP multi-function printers (MFP) a document workflow kiosk for multiple business processes that enhance productivity.
- The new printing products released today and all future networked, office-class HP LaserJet printers are based on the same common HP FutureSmart firmware which provides a common user experience across all devices, significantly simplifies upgrades and management of printer fleets, and opens the door to a new era of web-service applications available for printers and MFPs.
- The latest version of the HP Open Extensibility Platform (OXP) continues to improve how document workflow and management solutions integrate with HP printers and MFPs. This release adds new web services capabilities to OXP-enabled devices dating back to 2005,⁽¹⁵⁾ allowing them to interact with server based applications. This enables solution developers to move resource heavy processes out of the printer and onto a server while



improving the user experience from the device.

- HP Color LaserJet Enterprise CM4540 Multifunction Printer series – Workgroups and SMB customers can easily print, copy, scan, digitally send and fax with this intuitive color MFP series. Brilliant color plus robust paper handling, management, security and extensibility features make this MFP a productivity powerhouse. The series features web-connectivity with HP ePrint mobile printing functionality available winter 2010⁽¹⁰⁾ for \$3,799 to \$5,549.⁽⁵⁾
- HP Color LaserJet Enterprise CP5520 Printer series – Facilitates large-volume, professional-quality color printing for both enterprises and SMBs on a wide range of paper sizes. Provides ease and efficiency with intuitive integration and management tools. It also features HP FutureSmart Firmware and web-connectivity with HP ePrint mobile printing functionality available winter 2010⁽¹⁰⁾ for \$2,499 to \$4,399.⁽⁵⁾
- HP Scanjet Enterprise 7500 Flatbed Scanner – A high-capacity scanner designed with workgroups in mind, featuring precise paper handling, fast speeds, seamless integration, a legal-size flatbed and a suite of scanning software. Available winter 2010⁽¹⁰⁾ for \$1,399.⁽⁵⁾

- (1) Requires an internet connection to the printer. Feature works with any internet- and email-capable device. Details at www.hp.com/go/ePrintCenter.
- (2) Requires an internet connection to the printer. Services may require registration. Apps availability varies by country and language. Details at www.hp.com/go/ePrintcenter.
- (3) Majority of color laser all-in-ones less than \$600, March 2010; details at www.hp.com/go/officejet. HP Officejet Pro ISO yield with highest-capacity cartridges based on continuous printing; details at www.hp.com/go/learnaboutsupplies. Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.
- (4) Letter cost per page comparisons for B-size inkjet all-in-ones with fax <\$300 from major vendors as of March 2010. For details, see www.hp.com/go/officejet. OJ ISO yield with highest-capacity cartridges based on continuous printing. Details at www.hp.com/go/learnaboutsupplies.
- (5) Estimated U.S. street price. Actual price may vary.
- (6) Compared to inkjet AiOs with fax <\$200 from major vendors as of March 2010. Details at www.hp.com/go/officejet. Excludes HP Officejet Pro AiOs. OJ CPP based on ISO yield of products offered as of September 2010 with highest-capacity cartridges based on continuous printing. Details at www.hp.com/go/learnaboutsupplies.
- (7) Available only in the HP Officejet 6500A Plus e-All-in-One. Wireless performance depends upon physical environment and distance from access point.
- (8) Compared with B-size/A3+ inkjet all-in-ones with fax less than \$300 from major vendors as of Sept. 3, 2010. Details at www.hp.com/go/officejet.
- (9) Based on personal color printers as defined by IDC and shipping as of June 2010 as measured by volume (WXDXH) using manufacturers' specifications or as measured by operational "A4" size.
- (10) Estimated timing. Actual timing may vary.
- (11) Based on personal color printers as defined by IDC and shipping as of June 2010 as measured by volume (WXDXH) using manufacturers' specifications or as measured by operational "A4" size.
- (12) Energy consumed based on competitive TEC measurement results found at energystar.gov and eu-energystar.org for single-function color laser printers as of June 2010. TEC based on mono pages in mono print speed. Individual product configuration and usage will affect



- power consumption.
- (13) When compared with fluorescent tubes, Instant-on technology with LED technology reduces energy use up to 50 percent, and Instant-on Copy with LED technology drops energy use by 4 times in idle mode and 1.4 times in copy mode. Fax capability may be purchased separately for the CM4540 model.
 - (14) Compared to inkjet AiOs with fax <\$200 from major vendors as of March 2010. Details at www.hp.com/go/officejet. Excludes HP Officejet Pro AiOs. OJ CPP based on ISO yield of products offered as of September 2010 with highest-capacity cartridges based on continuous printing. Details at www.hp.com/go/learnaboutsupplies.
 - (15) OXP-supported devices include: HP LaserJet M3035MFP, M4345MFP, M5035MFP, M9040/9050MFP; HP Color LaserJet CM3530MFP, CM4540MFP, CM4730MFP, CM6030MFP, CM6040MFP; HP 9250C Digital Sender; HP Scanjet 7000n.

ENERGY STAR is a registered mark owned by the U.S. government.

© 2010 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.