



HP Instant Print Solution

The HP Instant Print Solution is a scalable, front-of-counter, in-store photo solution that enables retailers to increase revenues by offering new and innovative in-store creative photo products without adding dedicated photo department labor.

The HP Instant Print Solution produces vibrant, lab-quality 4 × 6- and 5 × 7-inch prints using the fast and versatile HP Photosmart PM2000e Microlab printer. It allows consumers to place their orders and return in minutes or at a later time to claim their items using a secure order storage and release feature – saving them time while they shop in the store.

Consumers can also order 8 × 10-inch prints and creative products such as collage prints, cards, year-on-a-page calendars, CD or DVD archives, and professional-looking, single-sided photo books that can be assembled in seconds by a retail associate in a nearby department.

The Instant Print Solution brings to the retail environment new high-margin prints and photo products intended to drive both increased traffic and profits while decreasing labor costs.

Benefits

- Offers retailers the ability to install up to six input stations without adding dedicated labor – for either a small photo department or large photo center feel.
- Features an intuitive touch screen interface that guides consumers through each step of the ordering process including quick image selection, product choice, image editing, theme selection and final product preview.
- Boasts non-intrusive up-sell screens to encourage additional purchase behavior at appropriate moments along the ordering process.
- Offers a secure order and retrieval process – 4 × 6- and 5 × 7-inch products print immediately in one or more of the HP PM2000e bins behind a security door; and once printed, await the consumer's scan of a claim ticket.
- Enables retailers to offer licensed content for use in more than 18 in-store creative photo products in more than 200 themes using content from Dr. Seuss,

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Norman Rockwell, Marvel Comics, Star Trek and Nickelodeon.

- Features visual alerts so store associates in nearby departments can easily monitor what is happening in the remote photo department and attend to any servicing needs.
- Includes high-capacity cut-sheet media trays that can be topped off at the convenience of store associates.
- Offers retailers the ability to feature promotional pricing and discounts via a promotions engine, which is then tracked by the HP Retail Management System so the retailer can measure the success of each promotional campaign.
- Equips retailers with HP's Retail Management System (RMS) to monitor the health of each Photo Center component, remotely upgrade firmware and software, configure products, pricing and settings, and get online reporting of sales, order and usage data. RMS also enables HP to remotely fix many support issues often before retail performance is affected.
- The HP Photosmart Microlabs and Minilabs deliver consistent image quality using specially designed inks and papers to create smudge-, water- and fade-resistant prints that retain vivid, accurate colors for more than 200 years.⁽¹⁾

Additionally, HP Photosmart Microlabs and Minilabs supplies can be easily recycled at no additional cost through [HP Planet Partners](#).⁽²⁾

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)

- 17-inch Input Station
 - Dimensions: 21.5 (h) x 13.5 (w) x 12 inches (d) (55 x 34 x 31 cm)
 - Weight: 40 pounds (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
- HP Photosmart PM2000e Microlab Printer
 - Dimensions: 33 x 30 x 32 inches
 - Weight: 480 pounds
 - Power Requirements: 120 volt power / 15 amp
 - Standard Components: 8-inch touchscreen 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
 - Secure vending door
 - Order sorting: 18-bin capacity / 80 prints per bin
- 8 x 10 enlargement printer
 - Configurable with different media to produce 4x8, 8x10 or 8x12 prints and print products
 - 280 8x10 prints per roll of media



- Enlargement printer is mounted on the main base unit with pull out glides for easy media reloading and it is secured in a locked housing
- CD/DVD Dispenser/Writer
 - Comes standard with every system and is securely mounted on the main base unit also with locking housing
 - Securely stores 35 CDs or DVDs onboard for easy unattended operation
- (1) The images will last for 100+ years in the open and 200+ years under glass before any discernible light-fade, according to Wilhelm Imaging Research, Inc. Fade results are achieved only with the genuine HP paper and ink that come with the system. See wilhelm-research.com for details.
- (2) 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.

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