News Advisory

HP Expands Printing Solutions for Business Customers

Delivers Increased Productivity, Reduced Costs

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PALO ALTO, Calif., May 6, 2013 — HP today announced it is expanding its printing and imaging portfolio to help SMBs and Enterprises improve efficiency and reduce costs without sacrificing quality.

These new solutions include:

- The HP LaserJet Pro MFP M521 offers print, scan, copy and fax capabilities to help customers maximize their print investment by getting more functionality from one device;
- A new enterprise class device in the HP LaserJet Enterprise M725 that offers secure, large-volume printing and imaging capabilities at a low price;
- HP Scanjet Pro 3000 s2 Sheet-feed Scanner offers fast, easy scanning capabilities to help organizations incorporate paper documents into digital workflows and more easily search for information;
- The HP Officejet Pro 200 series that offers professional, reliable printing for up to 50 percent lower cost per page than laser printers [1];
- A new wide-format printing solution in the HP Officejet 7610 Wide Format e-All-in-One that helps customers cost-effectively bring print shop jobs such as flyers and brochures in house;
- And, enhancements to HP Exstream Delivery Manager that offer assured digital delivery and tracking capabilities for electronic customer communications.

"Organizations are constantly looking for new ways to increase workforce productivity without exceeding their budget," said Pradeep Jotwani, senior vice president, LaserJet and Enterprise Solutions, HP. "HP's newest printing and software technologies empower business customers to build a connected, virtual workspace at greater cost savings than ever before."

Print and imaging devices improve SMB and enterprise workgroup efficiency

For SMBs and enterprises that need to efficiently manage their printing environment and budget, HP is introducing six new devices that easily integrate into existing IT environments.

Offering the leading printing speed and paper capacity in its segment [2], the HP LaserJet Pro MFP M521 provides reliable, affordable print, scan, copy and fax capabilities for business efficiency and quality. Using the HP LaserJet Pro MFP 521's color touchscreen control panel, users can easily pull in content from HP Connected [3] applications and originate jobs directly from the device. A dual-headed scanner allows for faster processing of duplex jobs, and scan-to-cloud capabilities ensure that customers can easily capture and route key documents.

The HP LaserJet Enterprise M725 provides enterprise workgroups secure, large-volume printing and imaging capabilities at a low price. Customers also will streamline workflows by incorporating paper documents into digital workflows using the device's 8-inch, color touchscreen to preview, edit and digitally send documents. The HP LaserJet Enterprise M725 is scalable and easily managed by corporate IT via central printing policies and fleet-level security solutions.

The HP Officejet Pro 251dw Printer and HP Officejet Pro 276dw MFP provide professional, reliable printing for up to 50 percent lower cost per page than laser printers.[1] Customers can keep tasks moving by accessing device features and time-saving business apps directly from the device's color touch screen. The printers also offer enterprise manageability features such as Web Jetadmin, which have previously only been available in HP LaserJet products.

For organizations looking for a cost-effective solution to bring wide-format printing in-house, the HP Officejet 7610 Wide Format e-All-in-One offers print, scan, fax and copy capabilities across versatile media formats, for less cost than a print shop. The printer enables customers to print high-impact color documents such as borderless flyers and brochures in a range of sizes including 3x5 inches to 13x19 inches.

These devices are easily managed and maintained using onboard enterprise-ready manageability solutions, including HP Universal Print Drivers, HP Managed Print Services and HP Web Jetadmin software. Customers also can print directly to the device while on the go from a multitude of devices and locations via HP ePrint [4], AirPrint and DirectPrint.

And with HP SureSupply and the HP SureSupply app, customers can easily find the right cartridges, manage ink and toner levels and order new Original HP supplies. New SureSupply updates include simplified ordering features allowing customers to select and remember preferred resellers.

Finally, the HP Scanjet Pro 3000 s2 Sheet-feed Scanner is designed for SMBs that need an easy-to-use, intuitive scanner with a small footprint. The HP Scanjet Pro 3000 makes scanning fast and simple for organizations with one-pass duplex scanning and HP EveryPage Ultrasonic multifeed detection to prevent more than one page from being scanned at a time. The device's scan-to-cloud [1] support for applications like HP Flow CM Professional makes it easy for organizations to incorporate paper into digital workflows.

Ensure Customers Receive All Electronic Communications

For organizations that want to provide communications like utility bills or credit card statements via multiple channels, HP today introduced new enhancements to HP Exstream Delivery Manager that will ensure that content is received by customers.

HP Exstream Delivery Manager, in the case that an electronic customer communication isn't received, now automatically sends it to a secondary channel (i.e. SMS) an unlimited amount of times until the customer receives it.

Additionally, new integration with interactive marketing firm ExactTarget allows companies to track electronic customer communications and compile data on messages that were opened, not opened, forwarded, deleted or caught by spam filters.

Additional information about new HP imaging and printing devices and software solutions is available at www.hp.com/go/mfp.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1) Cost per page (CPP) claim is based on the majority of color laser MFPs <$1,000 USD MSRP and color laser printers <$800 USD MSRP as of March 2012, ISO yield based on continuous printing in default mode based on market share as reported by IDC as of Q1 2012. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest capacity cartridges. CPP based on HP 970XL/971XL ink cartridges estimated street price. Additional information is available at www.hp.com/go/learnaboutsupplies.

(2) Printing speed measured using ISO/IEC 24734 and excludes first set of test documents. Additional information is available at hp.com/go/printerclaims. Exact speed varies depending on the system configuration, software application, driver and document complexity. First page out exact speed varies depending on the system configuration, software program, document complexity, network, media width, media weight, environment and job size.

(3) Requires an Internet connection to the printer. Services may require registration. App availability varies by country, language, and agreements. For details, see www.hpconnected.com.

(4) Requires an Internet connection to HP web-enabled printer and HP ePrint account registration (for a list of eligible printers, supported documents and image types, and other HP ePrint details, see www.hpconnected.com). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary. Some HP LaserJet printers may require firmware upgrades.

(5) Requires an Internet connection to the scanner through a PC and HP Easy Scan software (included) and driver installation.

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