



Media

HP Showcases the World's Fastest Desktop Color Printer¹ and an App That Brings Pictures to Life at Macworld / iWorld 2013

HP was front-and-center at the 2013 Macworld / iWorld Expo, showcasing the latest Apple-compatible peripherals and mobile solutions for the commercial and consumer audience, including an inkjet printer that can print up to 70 pages per minute and a mobile app that uses augmented reality.

For those who weren't able to make The Ultimate iFan event, we invite you to take a video booth tour on www.hp.com/go/mac or read on for more information.

HP Officejet Pro X Series – Up to two times the speed and up to half the printing cost of comparable laser printers, the HP Officejet Pro X Series delivers professional color documents using HP PageWide technology^{2,3}. That's up to 70 pages per minute in General Office mode! This feat is made possible by a printhead that spans the width of a page and delivers four colors of Original HP pigment ink. Ideal for small to medium-size businesses and offices that need a workgroup printer for producing professional quality documents, these devices can save customers time and money.



The Officejet Pro X Series features two paper trays, an accessory tray that can hold up to 1,050 sheets and a single ink cartridge that can print up to 9,200 pages³. The Officejet Pro X Series also allows users to print from an iPad®, iPhone® or iPod touch® through AirPrint™⁴. Connect wirelessly and print from a smartphone or tablet from virtually anywhere with HP ePrint⁵.



HP ENVY¹²⁰ e-All-in-One Printer – Designed with the living room in mind, the HP ENVY120 e-All-in-One is a sleek web-connected printer featuring a slim and compact design. Multitasker? No problem. This printer features a slew of functionalities to help boost productivity – print lab-quality photos and everyday documents, scan directly to email⁶ previewing scans with the

convenient see-through lid, and access web apps like recipes and games from the printer's touchscreen⁷. Customers can now also charge their USB compatible mobile devices (like an iPhone) from the easy-access front USB port.

The ENVY120 features ePrint technology and is also AirPrint™ compatible so users can print wirelessly from an iPad®, iPhone® or iPod touch®⁵.

HP Live Photo⁷ – Using Aurasma technology, HP Live Photo brings photos to life by turning them into a video. With this free iOS app, users can capture and relive special moments, like a toddler's first steps or wedding engagement, create unique invitations and send personalized messages to share with Facebook friends.



HP Live Photo is compatible with iPhone 3GS, 4, 4S and 5 on iOS 5.1 and later.

Footnotes:

1. Guinness World Record for fastest time to print 500 sheets by an office color desktop printer, April 2012. Record set on HP X551dw and X576dw models. Details at guinnessworldrecords.com. Record supervised and verified by WirthConsulting.org. Test documents ISO 24734 from sample 4-page category test file printed in fastest available color mode for all products. Competitive set includes laser and inkjet color desktop MFPs <\$1000 USD MSRP and printers <\$800 USD MSRP.
2. Comparison based on manufacturers' published specifications of fastest-available color mode (as of March 2012) and includes color laser MFPs <\$1,000 and color laser printers <\$800 available March 2012 based on market share as reported by IDC as of Q1 2012 and HP internal testing of printer in fastest available color mode (sample four-page category documents tested from ISO 24734).
3. Cost per page (CPP) claim is based on the majority of color laser MFPs <\$1000 USD and color laser printers <\$800 USD 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. For more information, see www.hp.com/go/learnaboutsups.
4. Supports the following devices running iOS 4.2 or later: iPad®, iPhone® (3GS or later), iPod touch® (3rd generation or later). Works with HP's AirPrint™-enabled printers and requires the printer be connected to the same network as your iOS device. Wireless performance is dependent upon physical environment and distance from the access point. AirPrint™, the AirPrint™ Logo, iPad®, iPhone®, and iPod touch® are trademarks of Apple® Inc., registered in the U.S. and other countries.
5. 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.hp.com/go/eprintcenter). 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.
6. Compatible with most popular email services. Check www.hp.com/go/eprintcenter for more information.
7. Requires a wireless access point and an Internet connection to the printer. Services require registration. App availability varies by country, language, and agreements, and requires a firmware upgrade. For details, www.hp.com/go/eprintcenter.
8. Supports iOS 5.1 and later, iPhone 4®, 4S, 5 and the iPad® (in 2X view). Use of app requires Internet connection and Facebook account/registration. Separately purchased data plans or usage fees may apply. Facebook recipient is required to have the app to view photos. Wireless performance is dependent upon physical environment and distance from access point. Printer must be AirPrint-and web-enabled. Print times and connection speeds may vary.