



Fall 2009

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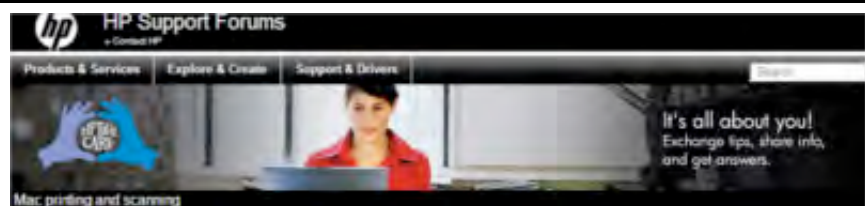


## Introduction

In this edition of the HP Mac-connect newsletter, we'll share a special sneak peek at what HP has in store for Macworld Conference and Expo 2010, provide the latest on Snow Leopard, and jumpstart your holiday shopping with HP's sizzling suite of new products.

Questions or comments about HP's Mac-connect program? Browse HP's Web page for Mac users at <http://www.hp.com/go/mac> or e-mail Annamaria Pardini at [annamaria.pardini@hp.com](mailto:annamaria.pardini@hp.com).

## Get the Latest Snow Leopard Support Updates on the HP Mac Printing & Scanning Board



On September 9<sup>th</sup>, HP provided real-time support for the new Mac OS X v10.6 Snow Leopard on the **HP Mac Printing & Scanning Board**. For an entire day, HP Mac-connect experts live-monitored the HP Support Forums and replied to more than 200 worldwide customer posts.

"This is an excellent opportunity to get your Snow Leopard/HP problems sorted," said Adrian Kingsley-Hughes of ZDNet.com. "Well done HP for taking a proactive approach to support – I hope to see other vendors follow suit following the release of new OSes."

We hope you found the real-time support helpful and are enjoying the full functionality of your HP peripheral with Snow Leopard. Be sure to check the **HP Mac Printing & Scanning Board** for

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Get the inside scoop from HP employees, too!

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HP's social media maven

### [@Thom\\_SoCal\\_HP](#)

HP's ink, paper & toner guru

### [@GarenTatHP](#)

HP's customer support superstar

### [@iizLiz](#)

HP's multi-tasking mom

### [@roncoughlinhp](#)

HP's marketing master

## More information

[HP Home Page](#)

[HP Mac-connect Page](#)

[HP Mac-connect Reseller Page](#)

[HP Rebate Center](#)

[HP Post Sales Customer Support](#)  
1-800-HP-INVENT

[HP Graphic Arts Web Site](#)

[HP Cartridge Page and Photo Yields](#)

additional updates, tips, support and advice from the HP Mac-connect team.

For Snow Leopard compatibility information, software updates and more information on your specific printer, please visit [www.hp.com/support](http://www.hp.com/support). A list of HP peripherals with print drivers included in Mac OS X v10.6 Snow Leopard can be found [here](#).

## Upgrade to the New HP iPrint Photo App

An enhanced version of HP iPrint Photo, the free downloadable software application that allows you to quickly and easily print 4" x 6" photos, will be available via the App Store in November.

The enhanced version of HP iPrint Photo offers a variety of cool new features, including support for different types of paper, an array of photo print sizes and an innovative photo pinch cropping tool.



## Check Out What's New for Macs on the HP MediaSmart Server

The **HP MediaSmart Server EX490/EX495** introduced several new features with Mac users in mind!

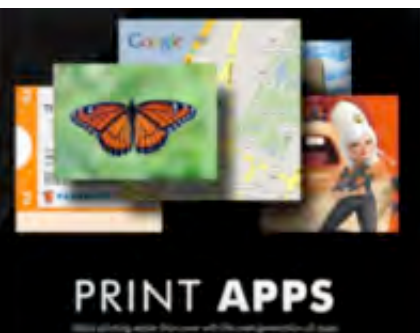
New for this entertainment powerhouse, the HP Media Collector will automatically copy and organize media files, including iPhoto, iTunes, and iMovie libraries.

Plus, users can utilize Photo Publishing and Photo Viewing applications, as well as backup digital content to the Server using Time Machine.



In addition, iPhone and iPod touch users can stream media from the HP MediaSmart Server EX490/EX495 thanks to the **HP MediaSmart Server iStream application** – available as a free download from the App Store.

## The #1 Gift on Everyone's List Is Now Shipping: The World's First Web Connected Home Printer



[HP Large Format Printing Knowledge Center](#)

[HP Partner Portal](#)

[HP Printing Supplies Home Page](#)

[HP Product Recycling](#)

HP Public Sector Federal Government  
1-800-727-5472

Higher Education  
1-877-480-HIED

K-12 Education  
1-800-88-TEACH

State & Local Government  
1-888-202-GOV2

[How to Become a Reseller or Partner](#)

[HP PR/Media—HP Newsroom](#)  
1-888-370-6095

*Print directly from the Web, no computer necessary<sup>(1)</sup>*

The **HP Photosmart Premium with TouchSmart Web**, the world's first Web-connected home printer, is the gift that keeps on giving! This revolutionary, Snow Leopard-compatible all-in-one printer offers one-touch, wireless, on-demand access to popular Web content via HP Print Apps such as Google Maps, Coupons.com, Fandango, Snapfish, DreamWorks and so much more. These and other apps can be found on the **HP App Studio** accessible from the extra-large HP TouchSmart screen.

The HP Photosmart Premium with TouchSmart Web is available in the United States for \$399.<sup>(2)</sup>

For a demo of this ground-breaking printer in action, please click [here](#).

### Find Something for Everyone on Your Holiday List with HP's Mac compatible Holiday Gift Guide



*'Tis the season for Snow Leopard!*

Just in time for the holidays, HP launched a comprehensive suite of new, Snow Leopard compatible products! From sleek, touch-enabled printers to eco-friendly options and affordable, personalized gifts, HP has something for every Mac user on your shopping list!

*Send your student back to school in style with these eco-friendly, budget-conscious printers...*

#### HP Deskjet D2600 Printer Series

Going green and saving green are top priorities for students of every age! Check their gift off your list with this affordable, easy-to-use, energy-efficient printer made from 50 percent recycled plastic. The HP Deskjet D2600 Printer series is complete with packaging that is 100 percent recyclable, and delivers quality, reliable prints for everyday projects!



Estimated U.S. retail price: \$49<sup>(2)</sup>  
For more information, click [here](#).

#### HP Deskjet F2400 All-in-One Series

Protect the planet and your wallet with the HP Deskjet F2400 All-in-One! Great for college students, families and first-time printer owners, this series is ENERGY STAR® certified and designed



to help save resources when printing.

This affordable all-in-one solution makes printing, scanning and copying easy with convenient features such as a four-button panel for easy operation and an option that allows users to print multiple pages onto each side of the paper.

Estimated U.S. retail price: \$59<sup>(2)</sup>

For more information, click [here](#).

*For the busy multi-taskers on your list who want to print, copy and scan...*

### **The HP Photosmart Plus All-in-One Printer Series**

Deck the halls of their home, office or classroom this season with the HP Photosmart Plus All-in-One printer series.

From printing photos to business materials to homework assignments, a variety of people on your shopping list will enjoy the easy-to-use print, scan, copy and wireless connectivity capabilities<sup>(3)</sup> of this multi-tasking machine!



Estimated U.S. retail price: \$149<sup>(2)</sup>

For more information, click [here](#).

### **HP Photosmart Premium All-in-One Printer Series**

Offering multiple functions for the multi-tasker, the HP Photosmart Premium All-in-One printer has something for everyone on your shopping list. Users will revel in the printer's large touchscreen control panel, which allows them to view, edit and print lab-quality photos from online albums at [Snapfish](#)<sup>(4)</sup>, as well as print wirelessly

from an iPhone or iPod touch using [HP iPrint Photo](#).<sup>(5)</sup>



Estimated U.S. retail price: \$199<sup>(2)</sup>

For more information, click [here](#).

*For the scrapbookers and social butterflies on your list...*

### **HP Photosmart A640 Compact Printer**

With more than 300 creative elements to choose from, including borders, clipart, album pages and photo captions, the HP Photosmart A640 Compact Printer series is a portable, lightweight printer that makes personalizing and printing photos at home easy and fun. Make photos look their best with 30 editing options from the HP Design Gallery, including pet-eye fix, slimming feature and blemish removal – all without connecting to a PC.



Estimated U.S. retail price: \$149<sup>(2)</sup>

For more information, click [here](#).

*Boost productivity for the entrepreneur on your list with...*

### **HP Photosmart Premium Fax All-in-One**

Direct printing to DVDs or CDs<sup>(7)</sup>, multiple connectivity options including built-in Wi-Fi<sup>(3)</sup>, Bluetooth® and Ethernet port – as well as easy wireless set-up makes the HP Photosmart Premium Fax All-in-One ideal for home or office. This season's ticket to increased productivity makes for easy double-sided printing, faxing, scanning and copying up to 50 pages unattended, using the auto document feeder, plus instant photo fix with HP Auto Sense technology<sup>(6)</sup>, an auto-engaging photo tray.



Estimated U.S. retail price: \$299<sup>(2)</sup>  
For more information, click [here](#).

*For a gift that the whole office can enjoy...*

### **HP Color LaserJet Enterprise CP4520 Printer Series**

Give the gift of efficiency with this performance-oriented machine. Easy to manage and ideal for sharing across large workgroups, the HP Color LaserJet Enterprise CP4520 Printer series features advanced media sensing and a four-line color control panel with auto-navigational help. Armed to increase productivity, the series also includes HP Instant-on Technology to print the first page in as little as 9.5 seconds from



Sleep mode,<sup>(9)</sup> and offers a maximum input capacity of up to 2,100 sheets.<sup>(10)</sup>

Available in November 2009 for an estimated U.S. retail price of \$1,349<sup>(2)</sup>  
For more information, click [here](#).

### **HP Color LaserJet Enterprise CP4020 Printer Series**

Experience high-end performance features and professional color prints packed into a reliable, easy-to-use laser printer designed to keep small workgroups productive. The HP Color LaserJet Enterprise CP4020 Printer series is the ideal printing solution for a variety of business printing needs. The printer allows for efficient, color printing through a full slate of performance features, including easy paper handling and simplified controls. In addition, the HP Universal Print Driver with HP EasyColor makes color printing consistent with every document.<sup>(11)</sup>



Available in November 2009 for estimated U.S. retail price:  
\$1,099<sup>(2)</sup>

For more information, click [here](#).

## HP Mac connect Expert Spotlight: Rick Spillers

**Name:** Rick Spillers

**Title:** Worldwide Product Marketing  
Manager, HP Mac-connect



**Tell us about your history with HP.  
Have you always worked with the HP  
Mac-connect team?**

Everything I've done at HP over the past 16 years has been Mac-related. Fresh out of graduate school in 1993, I accepted a position within HP Boise's customer satisfaction and tech support division for HP Macintosh customers. In 2000, I moved to HP Vancouver to manage current and future Mac-compatible products. My career has been centered on enabling the best Mac customer experience with HP products.

**How has the HP Mac-connect program evolved since you  
joined the company sixteen years ago?**

HP has always worked very closely with Apple to provide our customers with the best user experience, but the HP Mac-connect team saw a need to expand our offerings as both HP and Apple continued to grow. Ten years ago, HP had 15-20 Mac-compatible solutions – today, HP is the largest provider of Macintosh-compatible products. What might really surprise you is that we offer more than just Mac-compatible printers - we have monitors, storage and servers as well, for a total of nearly 200 Mac-compatible solutions!

Since we first introduced HP iPrint Photo last year, we've added several new apps to the App Store, including three HP Calculator apps and the HP MediaSmart Home Server app. We have several more exciting apps on the way. Stay tuned!

**In addition to the HP iPhone Apps, what other projects have  
kept you busy lately?**

Snow Leopard, Snow Leopard, Snow Leopard! Since its launch in late August, we've continued to work closely with Apple to ensure that our mutual customers who use Snow Leopard enjoy full functionality of their current and future HP Mac-compatible peripherals. We're constantly working with the HP.com and R&D teams to provide customers with driver updates and support for HP solutions with the Apple OS. I also recently attended the Santa Fe Workshops which gave me great insight into the needs of photographers and what they're looking for in a printer.

**What is your favorite part about working with the HP Mac-  
connect team?**

The passion, enthusiasm and dedication of the people that work on

the HP Mac-connect business. From R&D to testing and marketing, the team is comprised of Mac experts who continually strive to deliver the best solutions for our customers. It's been an honor to be a part of the incredible innovation and teamwork with HP and Apple over the years.

### Sneak Peek: HP at Macworld Conference & Expo 2010

The HP Mac-connect team is excited to share the latest products with you at Macworld 2010!



During the Expo, scheduled for Feb. 11-13, 2010 in San Francisco, the HP Mac-connect team invites you to stop by our booth for a demo of our latest Mac-compatible products. We'll have special sections dedicated to our iPhone apps, Eco Solutions and HP Total Care. Whether you're a creative professional, photographer, consumer, educator or business owner, stop by and say hello to your HP Mac-connect team!

### Color4Creatives QuickTips Podcast: Left Hand Man Provides 10 Tips to Perfect Color

On November 1st, join Brent Haley from Left-Hand-Man productions as he guides you with 10 helpful tips on managing your color workflow today. From your input settings on your digital SLR camera to the correct print settings in Photoshop CS4 & Apple Aperture, Color4Creatives QuickTips points you in the right direction to color accuracy. The first of 10 podcasts airs on November 1, and a new one will go up weekly.

Register and subscribe to receive updates automatically through RSS feed.

Perfect color starts [here](#).

### Get Yours Now: HP's Latest Mac connect Product Guide

Get the latest copy of the comprehensive HP Mac-connect product guide. The summer 2009 guide includes information on nearly 200 HP Mac-compatible products – complete with specifications in handy chart form, OS compatibility chart and details on topics you often ask about, such as compatibility with Apple Airport Extreme and Bonjour. The latest product guide is available [here](#).

## Media Buzz for HP Mac compatible Products

### Accolades Aplenty for HP Officejet 6000 Wireless from PCMag.com

The HP Officejet 6000 Wireless Printer received an editor's choice award and the GreenTech seal of approval from PCMag.com. In addition to praising its "green" functions, reviewer David Stone applauded the unit's office-centric features, highlighting its fast speeds, superior print quality, low cost per page and paper handling capabilities.



### CNET Honors HP Officejet Pro 8500 Wireless All-in-One With Coveted Editors' Choice Award

The HP Officejet Pro 8500 Wireless All-in-One printer received a CNET Editors' Choice Award for its "near-perfect solution for small businesses and home offices" that "makes a convincing inkjet argument for offices with a high volume of prints." Reviewer Justin Yu also praised the printer's excellent print quality and ease of use.



## Treat Yourself to Special Holiday Savings from HP



HP wants to add a little more jingle to your pockets this holiday season! Now through November 14, 2009, save \$60 off the HP Photosmart Premium TouchSmart Web All-in-One or \$40 off the HP Photosmart Plus All-in-One when you purchase from [www.hpshopping.com](http://www.hpshopping.com). Plus, save up to 50 percent off select HP printers from [www.hpdirect.com](http://www.hpdirect.com) starting Thanksgiving Day!

For more information, click [here](#).

### Trade-in and Save Up to \$1,000 before the New Year!

Purchase or lease a select HP printer from [www.hp.com](http://www.hp.com) or an authorized HP reseller and save up to \$1,000 when you trade in

your old desktop laser or ink printer – any brand, any condition. From now until December 31, 2009, you can take advantage of this offer by completing the online claim form, providing a proof of purchase and trading in an old desktop laser or ink printer for recycling. Purchases and invoices dated prior to or after this timeframe will not be eligible for this promotion.

For more information, click [here](#).

- (1) Requires an internet connection to the printer.
- (2) Estimated U.S. retail price. Actual price may vary.
- (3) Wireless performance is dependent upon physical environment and distance from access point.
- (4) Requires a Snapfish.com account and an internet connection to the printer.
- (5) Using HP iPrint Photo software. Free download available from Apple's App Store; details available at [www.hp.com/go/iPrintphoto](http://www.hp.com/go/iPrintphoto).
- (6) When using HP Advanced Photo Paper.
- (7) Requires printable CDs/DVDs: not included, sold separately.
- (8) Instant-on Technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of low power mode so print jobs are done sooner.
- (9) Based on third-party testing from Quality Logic, commissioned by HP. Full reports available at [here](#).
- (10) Based on third-party testing from Quality Logic, commissioned by HP. Full reports available [here](#).
- (11) HP EasyColor is available on HP Universal Print Drivers; available for free download at [www.hp.com/go/upd](http://www.hp.com/go/upd).