



HP Invites People to Express Themselves on YouTube

"You on You" contest offers winners HP Artist Edition notebook PCs and more than \$300,000 in prizes

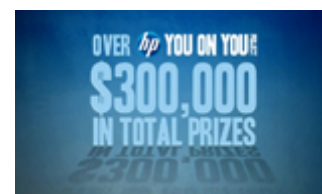
PALO ALTO, Calif., July 24, 2009 – HP today announced the [HP You on You project](#), a contest on YouTube that invites entrants from around the world to create and share videos that express who they are – without showing their faces.

The contest uses new video creation tools on YouTube, including improved video remixing and webcam video tools, to allow people of all skill levels to submit videos that run the gamut from comedies to mini-biographies and documentaries, and showcase their individual passions, causes and creative gifts.

Running through Aug. 30, the contest offers the opportunity for contestants to win more than \$300,000 in cash and prizes from HP. The contest is an extension of HP's award-winning "The PC Is Personal Again" campaign, which features achievers including Shaun White, Serena Williams and Fergie discussing what they do with their HP PCs in a series of "Hands" commercials that don't show their faces.

"HP hopes to inspire and foster creativity. Combining personal passions, digital remixing tools and the YouTube stage means we'll be able to gather, celebrate and reward expressions of originality like never before."--David Roman, vice president, Marketing Communications, Personal Systems Group, HP

You on You Project



[Enter to win](#)

Kenna's video



[See it here](#)

You on You Project

The project celebrates products that are designed by and for consumers, and this extends to

the prizes offered, which include the newly released [HP Pavilion dv6z Artist Edition 2 notebook PC](#). The Artist Edition notebook features a stunning design inspired by the sea and sky in Okinawa, Japan, which earned 27-year-old Hisako Sakihama first place in the 2008 HP MTV “Engine Room” Notebook Design Contest.

The Artist Edition notebook brings together a rich set of options, including a Blu-ray optical drive and AMD Turion™ processors as well as powerful graphics from ATI. Advanced yet intuitive software applications – including Corel® VideoStudio X2, Corel Painter Sketch Pad, Corel Paint Shop Pro Photo X2 and Magix Music Maker 14 – allow users to explore new levels of creativity and fun with pictures, music and video. The notebook is currently available for a starting list price of \$749 from www.hpdirect.com and consumer electronics retailers worldwide.

“We are really excited about the global scope, accessibility and social aspects of the HP You on You project,” said Jamie Byrne, head of Marketing Programs, YouTube. “This is one of the first programs where we have integrated tools for users to share their videos as broadly as possible across the web and other social platforms.”

Contest details

This is the broadest worldwide YouTube contest to date – open globally and localized for 21 YouTube English and non-English countries – and features technology to make it easy for participants to express who they are and share their creations. The contest is hosted by Grammy-nominated artist [Kenna](#).

Beginning today, contestants can submit their videos on the contest’s website. Each week a panel of experts will select the top 20 videos as semifinalists. YouTube users will then vote to select the top four videos, which will then be in the running to win the grand prize of \$40,000 along with recognition of the video on the YouTube homepage.

After six weeks, each of the 100 semifinalists selected by YouTube will receive an HP Artist Edition notebook PC, and the 20 finalists selected by YouTube viewers also will each receive \$2,500. The first-, second- and third-place winners will receive \$40,000, \$20,000 and \$15,000 prizes, respectively.

Additionally, all submitted videos will be eligible for the Community Award. Participants will be able to share videos and enlist voters through a variety of social platforms. The 100 contestants whose videos receive the most votes will win an HP Artist Edition notebook PC and cash prizes. The first-, second- and third-place videos in the Community Award will win \$15,000, \$7,500 and \$2,500 prizes, respectively.

“HP is encouraging creativity and innovation through the You on You project,” said Kenna. “It is exactly what I am about, and I am happy to be a part of that vision.”

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