

HP Trade-In Program

Your old technology never looked so good!

ADVANCE

With HP Trade-In, you can

- Lower the cost to upgrade to HP products
- Maximize the value of your aging technology
- Feel secure knowing that sensitive data is removed
- Easily handle the entire trade-in using the intuitive online procedure
- Participate in our award-winning environmentally-sound programs

Any brand. Any product. Any quantity.

HP Trade-In provides a seamless way to make HP products more affordable, simplify the removal of sensitive data and preserve the environment.

Learn more at
www.hp.com/go/tradein.



Program overview

HP and Market Velocity, Inc. (MVI) have partnered to offer participants a seamless, innovative way to make buying new HP technology more affordable and simplify the disposal of aging technology.

Anyone can participate.

A wide range of eligible trade-in product categories

- Copiers
- Desktop computers
- Digital cameras
- Monitors
- Networking
- Notebooks
- PDAs
- Plotters
- Printers
- Projectors
- Servers
- Storage products
- Tablet PCs
- Workstations

It's as simple as 1, 2, 3

- Get an instant, online quote for trade-in product(s).
- Purchase new HP product(s).
- Ship trade-in product(s).

You will receive a cash-back check within 6–8 weeks after all documents and products have been received.

For additional details and more information, please visit www.hp.com/go/tradein.

A safe alternative

If your products—such as hard drives—contain stored, sensitive data, we ask that you remove this content yourself prior to shipping; if not the HP Trade-In Program will scrub the data once at no charge.

If more extensive security measures are needed, Department of Defense (DOD) 5220-22M Forensic Data Scrub services are available upon request for a nominal fee. A DOD scrub overwrites and erases drives multiple times, permanently removing personal or sensitive data, to provide for maximum data sanitation.

A responsible alternative

HP Trade-In, along with our HP Donate and Recycle Programs, constitutes a cornerstone of HP's commitment to leadership for global citizenship.

HP's global citizenship program is designed to provide products and services that are environmentally sound throughout their life cycles.

Our commitment focuses on four priority areas:

- Reducing the environmental impact of our—and others'—products
- Raising social and environmental responsibility standards
- Increasing access to information technology in underserved communities
- Extending the useful life of products through remarketing

Additional features

- The HP Custom Trade-In process is designed for high-volume (greater than 50 units), multiple location and extended rollout transactions. Visit www.hp.com/go/customtradein for information.
- Access the Trade-In Program for federal, state and local government, as well as healthcare and educational organizations at www.hp.com/go/ghetradein.
- View current promotions at www.hp.com/go/tradeinpromos.
- Access the enhanced, ongoing HP Proliant server program at www.hp.com/go/servertradein.
- Access the enhanced, ongoing HP storage program at www.hp.com/go/storageintradein.
- For more information on the Donation program visit www.hp.tradeups.com/hpdonations.asp.
- For more information on the HP Recycle Program visit www.hp.com/recycle.

Get a trade-in quote today by visiting www.hp.com/go/tradein or contact HP Trade-In Support at **1.888.593.3835**.

