



# TAKE BACK YOUR TIME WITH HP TOPSHOT SCANNING



Experience a new, amazingly simple way to scan. Just place a 3-D object or document on top of your MFP and hit Scan—for remarkable, ready-to-use digital images.

## WHAT IS HP TOPSHOT SCANNING?

HP TopShot Scanning is a revolutionary technology included with the HP TopShot LaserJet Pro M275. Now it's easy to quickly capture high-quality images of your documents—and even 3-D objects—for immediate use in your printed materials or on the web.

This new category of HP LaserJet MFP (multifunction product) features a camera embedded into a hinged arm that is elevated above the capture stage of the device. The camera uses a high-quality optical lens and a high-resolution sensor to capture an image of any document up to 216 by 297 mm, A4 (8.5 by 11 in, letter) or any small object. A total of six images are captured per scan or copy—three with flashes from different angles and three in ambient light conditions with different exposure levels—producing virtually glare-free and shadow-free images. These separate shots are then automatically combined into one seamless image of exceptional quality. With HP TopShot Scanning, you'll see images similar to or better than those captured by your hand-held digital still camera and with better depth-of-focus than images from a flatbed scanner.

## HOW DO I USE IT?

In the past, getting an image ready for use on the web or in marketing materials required a lot of time and effort. Now, HP TopShot Scanning does all the work for you. Just place a document or 3-D object on the device capture stage and hit Scan. It's that simple!

HP's proprietary image processing technology ensures uniformity and color accuracy every time you scan—regardless of ambient light conditions. And the included HP Scan software makes it easy to virtually eliminate the background from the scan, leaving only the image of the object itself. This means you can start using scanned images right away, without having to spend time making changes in photo editing software.

Manipulate or overlay images as elements in graphical designs or easily insert them into brochures or flyers for print.<sup>1</sup> Share your images via email or network folders or upload them to your blog, online store, or an online auctioning site—the possibilities are practically endless!

# SAVE TIME AND MONEY WITH HP TOP SHOT SCANNING AND FREE, CONVENIENT HP PRINT APPS

The HP TopShot LaserJet Pro M275 and free HP print apps make it easy to capture images of documents or objects and upload them directly to the web for convenient storage, management, sharing, and more!<sup>2</sup>

## RUN ONLINE SALES MORE EFFICIENTLY

Make a great investment for your small business and discover a faster, simpler way to get things online. With HP TopShot Scanning you can digitize objects and upload them to the web in one quick step. Whether you're selling jewelry, crafts and collectables, toys, or other small items—HP TopShot Scanning is ready for the job.

Selling on online auction sites just got easier. Getting your product out there quickly is the key to your success, so HP TopShot Scanning provides the fastest, easiest way to get professional looking photos of your products onto the web. No need to power on the PC or take photos with your hand-held camera—now you can scan directly from your printer to your online auction site account. Once you post your product to sell, simply let the bidding begin!

### Scan directly to your online store

Kate is a small business owner who creates her own jewelry and sells it online. She needs to capture high-quality images of her products and get them on the web, but she doesn't want to spend a lot of time doing it. HP TopShot Scanning has the answer.

In one easy step, Kate places a piece of her jewelry on the device capture stage, hits Scan, and uploads the image to her online store.

Now, Kate can make new product images available to her online customers faster than ever, meaning she's even more likely to make the sale. And by streamlining this part of her workflow, Kate can spend more time doing what she really loves—creating her jewelry.



## STORE DOCUMENTS AND IMAGES OF 3-D OBJECTS ONLINE

Use a convenient web app to easily scan books, spreadsheets, newspapers, images, and more to your Google Docs account to be viewed, shared, or printed any time, all without logging on to your PC. Simply place a document or object on the capture stage of the HP TopShot LaserJet Pro M275, use the HP Google Docs app to browse to your account, select the destination, and your document is uploaded. When you need a hard copy, simply print the document from your Google Docs account.

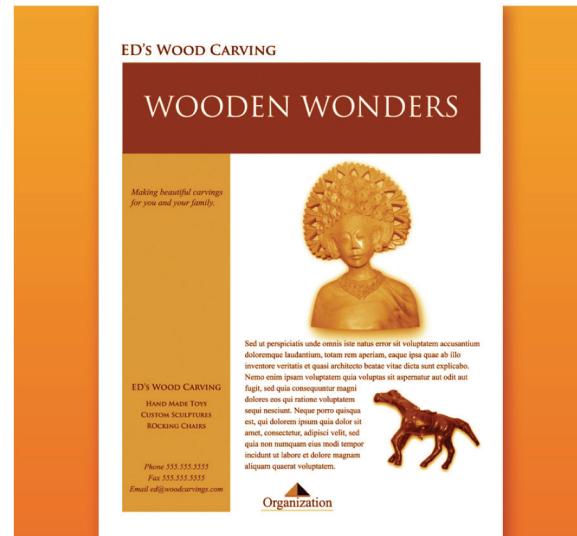
Help your business run more smoothly—scan and upload important business documents and forms directly from the device to the web. Or, you can create your own forms online, then download and print them.

### Scan and share business documents

Edward creates one-of-a-kind wooden toys and figurines that he sells online and at craft fairs. He needs a fast, efficient way to share images, promotional materials, and order forms with his graphic designer, who lives across the country.

In one quick step, Edward can use HP TopShot Scanning and the HP Google Docs app to capture professional-quality images of his products and documents and upload them to his Google Docs account.

Edward's graphic designer can then access, edit, and print the images and documents at any time. And when the graphic designer is done working on marketing flyers or other promotional materials, he can upload them to Google Docs for Edward to view, alter, or print.



## KEEP TRACK OF IMPORTANT CONTACT INFORMATION

With HP TopShot Scanning and the HP Shoeboxed business card app, you can quickly scan multiple cards at one time to your contact database. No more manually transferring contact information—all the information on the card including name, title, company information, and contact information is automatically saved into appropriate fields in your online contact list.

### Scan and organize business cards

Rosa owns a cupcake shop and creates her unique desserts for a variety of customers and special events in her area. With few personnel and even less time, she needs a quick and easy way to organize and access her customers' contact information.

HP TopShot Scanning and the HP Shoeboxed business card app make it a snap—Rosa simply launches the app, places her clients' business cards on the device's capture stage and hits Scan. She can scan multiple cards at one time and quickly upload them to her Outlook® contact list or other CRM database. Plus, when Rosa's ready to send out promotional materials about her company, she can capture professional-quality images of her cupcakes to insert into flyers and mailers, and print her contact list or merge it with mailing labels.



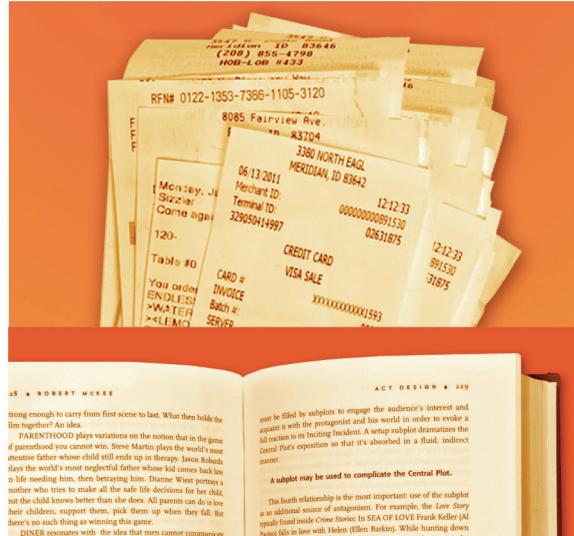
## EASILY TRACK YOUR SPENDING

Tired of saving receipts, or worse yet, losing them? Now you can easily store and manage your receipts—even track how much you are spending for entertainment, business supplies, equipment, or other items—with the HP TopShot Scanning and the HP Shoeboxed expense tracker app. Simply place your receipts face-up on the device's capture stage, select the expenditure category, and hit Save. The receipt amount is added to your online QuickBooks® account and a copy of your receipt is saved, so you can print it later or generate a report for expense reporting.

### Scan and manage receipts

Joe enjoys running his own business buying used books and selling them online, but he dreads the time-consuming task of tracking his expenses. And after a few days of shopping around at used bookstores and flea markets, Joe's stack of purchase receipts can start to look pretty daunting.

With HP TopShot Scanning and the HP Shoeboxed expense tracker app, Joe simply scans his receipts and selects the expenditure category—business supplies, shipping, etc.—and hits Save. The receipt amount is added to his online QuickBooks account for easy expense tracking and management.



### Learn more

To download HP print apps for free, visit [www.hp.com/go/apps](http://www.hp.com/go/apps).

<sup>1</sup> Requires the included HP Scanning software and external applications.

<sup>2</sup> Requires a wireless access point and an Internet connection to the printer. Services may require registration. App availability varies by country, language, and agreements. For details, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).