

A vertical photograph on the left side of the page shows a person wearing a white lab coat. They are looking down at a clipboard they are holding. The background is dark and out of focus.

## *THE NATION'S CAPITAL AND HP*

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## The Ripple Effect of Green Jobs

Given the international focus on reducing carbon emissions and limiting waste, the nation has an enormous opportunity to become the worldwide leader in green technology. It's a rare synergistic moment where responsible environmental practices merge with economic development initiatives. HP is improving its environmental performance, proactively assisting both established and start-up businesses to study climate change, and providing data to corporations on how they can use less energy and produce less waste.

- HP's [Design for Environment](#) program impacts each aspect of its product lifecycle ranging from the materials and packaging of consumer and business products, to the manufacturing, distribution and energy use. HP's standards help businesses of all sorts lower their energy usage and minimize their carbon footprint through all aspects of IT.
- A [SmartWay](#) Partner since May 2007, HP was the first company to receive approval from the Environmental Protection Agency (EPA) to have the agency's SmartWay logo displayed on its product packaging. SmartWay Partner carriers conserve more than \$540 million gallons of diesel fuel per year, saving the trucking industry more than \$2 billion in annual fuel costs and eliminating over 6 million tons of carbon dioxide emissions.

But beyond energy efficiency and sustainability improvements, there are a host of new jobs on the horizon. Local businesses can help homes and local companies add distributed renewable generation on-site, then maintain those solar panels for optimal generation. IT technologies can improve the effectiveness of the nation's electric grids, to help nations use every last megawatt of wind power that is available. Battery and energy storage technologies, carbon sequestration, geologic modeling in support of geothermal power—these all depend on continued technology advances, creating more green jobs:

- HP is proactively assisting long-tenured organizations and new, start-up businesses to implement simple strategies that harness the power of IT to reduce the environmental impact of climate change.
- [Detroit Water and Sewerage Dept.](#), the third largest water and sewer utility in the United States, has implemented HP's Advanced Meter Infrastructure, providing accurate real-time insight into water consumption. This allows the department to provide the information to wholesale customers, who can limit the amount of water they purchase at times of high demand, saving energy resources and reducing costs simultaneously.

Moreover, initiatives to improve math and science education will create a positive feedback loop, accelerating the process of long-term technological advances that support the new green economy. HP has provided grants and worked with schools across the nation in support of specialized science, environmental and ecological curricula with a goal of bolstering the next generation of technology leaders.

The green economy is, itself, sustainable. Combining technology, education and smart environmental practices will help the United States become a worldwide leader in exporting these technologies, benefiting the rest of the world through sustainability.

## Highlights from the Davos World Economic Forum

[HP attended the World Economic Forum's \(WEF\) annual meeting in Davos, Switzerland](#), to discuss global issues surrounding the theme "Improve the State of the World: Rethink, Redesign, Rebuild." HP—a strategic partner with WEF for nearly a decade—joined more than 2,500 leaders from business, government, non-profit, academia, and the media for a dialogue on some of the most pressing issues, from climate change to the global economy.

HP hosted a breakfast to discuss the IT industry's key role in providing solutions to tackle the challenges facing society. Joined by businesses, nonprofits,



CNBC Europe's Ross Westgate [interviews Francesco Serafini](#).

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and the media, the breakfast discussion centered on education and how HP is helping to improve education through technology, including initiatives like the [HP Labs Innovation Research Program](#), which awards grants to universities and research institutes around the world for collaborative research with HP. In 2010, the third year of the program, grants will range from USD \$50,000 to \$75,000 for a year.

In addition, [HP has partnered with UNESCO](#) to help with the problem of “brain drain” in Africa. Many scholars and experts from Africa leave the continent to further their education and do not return. HP is working with UNESCO to provide grid technology to African universities to allow them to share information and provide technology to conduct research in their native Africa.

[Francesco Serafini, Senior Vice President of Europe, Middle East, and Africa for HP](#), appeared on CNBC Europe’s “Strictly Money” with Ross Westgate. When asked about the mood of the business community at Davos, Serafini said, “I think it is cautious. Compared to last year it’s much better.” Serafini pointed out that technology will help manage and transform the economy moving forward. “If you look at a company like HP, it is extremely focused and it’s leading in IT. [HP] can help support and make this transformation happen because no transformation will be done without the strong support of information technology.”



CNBC’s [Maria Bartiromo](#) interviews Bill DeLacy.

In an interview with CNBC’s Maria Bartiromo, [Bill DeLacy, Senior Vice President of Europe, Middle East, and Africa for HP](#), discussed the company’s MagCloud publishing-on-demand service and how innovation plays a key role in the publishing industry. When asked about Davos, DeLacy said, “We’re seeing that innovation and technology are going to play a critical role in all the problems that we’re talking about.” When asked what else is happening in terms of innovation and where he thinks the next big thing is, DeLacy added, “Specific to the agenda at Davos, we’re focused

on education, the environment, and energy” and talked about HP’s partnership with UNESCO and African universities.

The interview also focused on the “Davos Diary,” a magazine that was created and published in real-time using HP’s MagCloud service. “We’ve developed a technology called MagCloud. And it’s a Web site that allows both publishers and consumers to customize their print and print what they want, when they want, how they want,” DeLacy said.

## Did You Know?

There are about 3.2 billion magazines printed every year, and more than 62% of those are never purchased from newsstands. This is enough wasted paper to wrap the world 18 times.

## MagCloud Revolutionizes Digital Publishing, Reduces Waste

In the U.S. alone, approximately 3.2 billion magazines are printed every year, and more than 62% of those are never purchased from newsstands. This is enough wasted paper to wrap the world 18 times. But with [MagCloud](#) HP has developed a technology that takes a new look at digital publishing.

Invented by HP Labs, MagCloud takes on all the heavy lifting of magazine publishing by providing automated ordering and print management services. The user is able to upload personalized content and design a magazine that is customized for his or her needs. In addition, you only order the number of magazines that you want. All magazine issues are printed to order using HP Indigo technology, so they not only look fantastic but there’s no waste or overruns, reducing the impact on the environment. In a world where so many magazines are printed only to go unread, MagCloud provides a way for consumers to order only those publications they want to read, cutting down on paper use and printing.

HP, along with CNBC, put this technology to use at the World Economic Forum to produce the [“Davos Diary.”](#) CNBC producers uploaded content to the MagCloud site on a Thursday night. HP’s print partner in Zurich printed out the magazine and they were delivered for distribution by noon on the next day. In addition, participants can order the “Davos Diary” on the MagCloud site. The “Davos Diary” is a great example of how HP’s MagCloud technology can be used for specialized publications that are printed on-demand for quick and cost-effective distribution.

## March Dialog on the Smart Grid

HP has worked with utilities to deploy IT systems that reduce costs, improve services and strengthen internal controls. By providing more data and more flexibility to utilities, HP can help companies reduce inefficiencies in the smart grid and better utilize existing transmission and distribution lines.

With the rapid installation of advanced meters in many cities, utilities and consumers have more access to usage information than ever before. An effective IT platform will allow utilities and consumers to work in concert to reduce peak demand by encouraging usage during off-peak periods—ultimately leading to less needed electric generation and more home automation.

In March in D.C., HP will host the IMAGINE/INNOVATE Dialog: The Smart Grid, to describe how IT and the electric industry are working together to revolutionize the way we use power.

## HP Social Investment: NBA Digital Assist

In partnership with the NBA, [HP's Digital Assist Education Grant competition](#) brought more than \$80,000 worth of HP equipment to the Charles Carroll Middle School in New Carrollton, Maryland. Washington Wizards forward Antawn Jamison joined the awards ceremony, which honored eighth-graders Raynal Bell and Amber Booth, and seventh-graders Phyllis Arthur-Williams and Marquette Freeman for their video demonstrating kinetic energy through basketball.



Washington Wizards star Antawn Jamison poses for a picture with first-place HP Digital Assist winners from Charles Carroll Middle School students (L-R) Raynai Bell, 13, Amber Booth, 13, Marquette Freeman, 12 and Phyllis Arthur Williams, 12 during the HP Digital Assist education grant competition winner presentation on January 21, 2010. (Ned Dishman/ NBAE via Getty Images).

## HP Adding Jobs in New Mexico

In support of its new technical support and customer service center in Rio Rancho, New Mexico, HP held a Career Fair on February 11. This marked HP's fifth Career Fair in support of the facility, helping HP meet its commitment to bring more than 1,300 employees to New Mexico by 2012.



New facility in Rio Rancho, NM that will bring more than 1,300 jobs to the area.

HP also held a Community, Friends and Family Open house at the new Rio Rancho Facility on February 9. Guests toured the facility and learned about the "green" building and sales and support activities at the Customer Care Center.