



New Finishing Partners for HP Inkjet Web Press Solutions Enable Complete Workflows

DÜSSELDORF, Germany, May 29, 2008 – HP today announced a set of relationships with leading finishing and mailing technology providers that will enable high-value production operations for the printing and publishing markets.

The new HP Inkjet Web Press is a 762-mm (30-inch) wide, four-color press that is expected to be commercially available in 2009 and can produce as many as 2,600 letter-size pages per minute or print full-broadsheet newspaper pages at 400 feet per minute.

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"From the very beginning stages of planning for the HP Inkjet Web Press, we have been focused on developing end-to-end solutions," said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. "These partnerships enable us to achieve that goal."

The following companies are exhibiting the real-world possibilities with their solutions and high-speed inkjet technology from HP at the drupa tradeshow.

CMC

CMC is an Italian company established in 1980 that designs and produces film wrappers, traditional envelope inserters and paper wrapping systems while managing related marketing, sales and after-sales assistance activities. CMC provides its clients with record-breaking performance along with unprecedented reliability, producing envelope inserting equipment and film and paper wrapping systems that operate at speeds in excess of 40,000 copies per hour.

The CMC JWR paper wrapper shown with the HP Inkjet Web Press at drupa takes full advantage of the press's three-up configuration and provides an integrated finishing solution for dynamic, transpromotional document processing. Following printing, the CMC JWR creates envelopes, wrapping the HP-printed documents with paper from a separate web at high speeds. Together, the CMC JWR and the HP Inkjet Web Press can turn the mail piece into a real marketing tool with efficient production in a workflow where messages are printed on both documents and envelopes.

EMT International, Inc.

EMT manufactures and engineers web-processing consumables, tooling, sections and finishing lines for the digital, direct mail, commercial and transactional printing markets. EMT International integrates 45 years of conventional high-speed web processing experience into its Chameleon 2000 web processing and finishing lines. Punching, perfining, sheeting, coating, stacking and batching, and unwinds and rewinds are

included in the Chameleon 2000 family of equipment.

EMT web processing sections utilize tight-web registration in a durable framework consisting of heavy-duty machined steel sideframes, suitable for any printing environment. Built for web widths up to 762 mm, the EMT Chameleon 2000 may be integrated inline or nearline with an HP digital press as a modular solution or combined to form complete web processing and finishing lines at tight-web speeds to 500 feet (152 meters) per minute. Chameleon 2000 tight-web processing and finishing solutions are engineered to provide specific, application-driven solutions partnered with the flexibility of an HP Inkjet Web Press.

Hunkeler

Since its founding in 1922, Hunkeler has specialized in the development and manufacture of machines and systems for the paper processing industry. Hunkeler's digital business unit incorporates pre- and post-solutions for digital production lines in computer centers and lettershops, in print on demand, and in the production of mailings and forms.

The Hunkeler POPP7 system shown in the HP booth allows the production of newspapers during the evening hours and book signatures during the day. Digitally printed newspapers can be produced in the well-known broadsheet format without any shrinkage of the image. As an industry first, this solution offers publishers the opportunity to produce as few or as many newspapers as needed, with as few or as many pages of locally relevant content needed, anywhere in the world.

MBO

MBO decisively determines the pace of innovation in folding technology. MBO solutions create added value that is measurable. MBO's unique, often-patented technologies are designed to drastically reduce set-up times and optimize production processes. Ehret-Control, a member of the MBO Group since Jan. 1, is focused on web-finishing modules.

The MBO/Ehret Control UW-52/770 Unwinder (optional with Web Guide for a perfect sidewise register) has been specially developed to unwind a 762-mm (30-inch) wide web roll and includes an electric paper lift, de-curling unit and splice table, and features adjustable and constant web tension through a maintenance-free drive with dancer-controlled servo motor. The MBO/Ehret Control VC-770 C High-Speed Fully Electronic Sheeter (with variable format and chip-out size) can be operated off-line or in-line and uses a patented shear-cut method for high-quality results regardless of grain direction. Both MBO/Ehret devices have the throughput capacity to meet the HP Inkjet Web Press' speed of 400 feet per minute, eliminating potential bottlenecks in high-speed, high-volume production.

To achieve consistently high productivity and quality of finish, including postpress operations, the near-line solution presented by HP at drupa employs two MBO folding units based on a T 700 buckle folding machine, as well as an MBO mobile stream delivery unit. These solutions address the severe demands newsprint makes on postpress operations and on folding machines in particular. The folding solution takes advantage of the productivity available in the HP Inkjet Web Press' width.

Muller Martini

For over half a century the Muller Martini Group, based in Zofingen, Switzerland, has



manufactured a broad range of systems for the graphics industry. Muller Martini automates the entire production process of newspaper printing plants, print shops and finishing operations. Muller Martini's SigmaLine stands out with its concentration of technical expertise, offering consistent integration of pre-press, digital printing and finishing sub-processes; industrial-strength design for multishift operation; a high level of automation; and industrial quality of the finished end product.

SigmaLine's in-line book production – digital printing, cutting, folding, gathering, perfect binding and trimming – is based on JDF/JMF workflow and is controlled by an integrated, end-to-end line control system. SigmaLine offers consistent integration of all sub-processes into a unique total solution, and its fully automated single-operation production sequence, from PDF to the finished book, makes it possible to produce small runs quickly and economically. The SigmaLine is also designed to manage a 737-mm (29-inch) web, matching the format for the HP Inkjet Web Press.

Pitney Bowes/MCS

Pitney Bowes provides the world's most comprehensive suite of mailstream software, hardware, services and solutions to help manage the flow of information, mail documents and packages for organizations of all sizes. MCS, a provider of industrial inkjet imaging solutions for the mailing and industrial markets, offers imaging software and hardware that provides the integration cornerstone for high-speed mailing and hybrid inkjet printing.

Several Pitney Bowes solutions are used in HP's transpromotional/transactional printing demonstration at drupa, including the DOC1 Series 5 document composition solution with Content Author for variable transpromotional messaging; VIP/VDE for document transformation, barcoding and output management; and an APS Edge high-speed inserter with an EFS Envelope Finishing System, which features the MCS GIS4250 mail addressing system. The Pitney Bowes and MCS systems are featured with the HP Specialty Printing Systems CMYK Scalable Printing Technology imager.

This demonstration, available only from HP and its partners, is designed to ensure a perfect match between the personalized envelopes and personalized letters and statements, offering the unique capability to have full-color, completely matched content on both the inside and outside of the envelope.

To see the finishing partners and their technologies on display working with the HP Inkjet Web press, visit the HP booth at drupa in Hall 8A.

More information on the HP Inkjet Web Press is available at www.hp.com/go/inkjetwebpress.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$110.4 billion for the four fiscal quarters ended April 30, 2008. More information about HP (NYSE: HPQ) is available at www.hp.com.

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