HP Inkjet Web Press Installation Provides O'Neil Data Systems New Options in Multiple Markets

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DÜSSELDORF, Germany, May 29, 2008 – HP today announced that O'Neil Data Systems has signed an agreement to participate in a beta program for the HP Inkjet Web Press, a high-speed digital color device designed for very high print volumes.

O'Neil's intended uses for its installation showcase the variety of applications that the HP Inkjet Web Press can perform, printing on a wide range of uncoated media using reliable HP Scalable Print Technology printheads.

"We are excited to be at the forefront digital technology with the installation of the new HP Inkjet Web Press and are confident that the high speeds and width of the HP Inkjet Web Press will transform the printing industry and ultimately replace many traditional offset printing applications," said James Lucanish, president, O'Neil Data Systems.

A national provider of data-driven publishing and marketing communication services for major U.S. organizations, O'Neil will initially use the HP Inkjet Web Press for transpromotional and marketing communication documents. In transpromotional applications, "must-read" documents such as statements and bills gain marketing value with the addition of four-color quality and personalized promotional messages that can have much greater visibility than they do as stand-alone marketing pieces.

"As a result of this new technology, our clients will have the opportunity to present dynamic, personalized color communications to their audiences that otherwise would be produced in a static offset environment or that would be far too costly for digital color printing," said Mark Rosson, vice president, Sales and Marketing, O'Neil Data Systems.

Transpromotional projects planned for the press following its December 2008 installation include full-color health insurance explanation of benefits (EOB) documents. O'Neil also anticipates developing a new level of financial statement and direct mail communications based on the features and benefits of the HP Inkjet Web Press.

In addition, O'Neil will explore ways to leverage its variable-data management expertise in the production of digitally printed sections for a sister company, Investor's Business Daily. The digital newspaper application, made possible with the HP Inkjet Web Press's unique 762-mm format, could ultimately lead to more relevant and higher-value personalized editorial content and advertising.

"O'Neil Data Systems is making a landmark statement in print production by extending the digital platform and taking on new possibilities with the HP Inkjet Web Press," said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. "Our collaboration with O'Neil dates back to the earliest stage of

development of this technology."

Based in Los Angeles, O'Neil Data Systems has been recognized as a leader in technology-driven publishing services for more than 30 years, including high-speed digital printing, automated composition, offset printing, warehousing, fulfillment, electronic document delivery and web applications. The company's founder, William J. O'Neil, is one of Wall Street's most seasoned and successful veterans and owns two additional organizations that comprise the William O'Neil family of companies: William O'Neil and Co., Inc., a leading investment research firm, and Investor's Business Daily, one of the world's leading financial publications.

The new HP Inkjet Web press prints up to 762-mm (30-inches) wide using four-color process. The press 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.

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.