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Exstream Software by HP Announces First Offering of PANTONE Color Systems in its Enterprise Document Automation Software

Düsseldorf, Germany, May 29, 2008—Exstream™ Software by HP today announced it has signed an agreement with Pantone®, Inc., a leading provider of professional color standards for the graphics, fashion, interior, and industrial design industries, to offer PANTONE MATCHING SYSTEM® and PANTONE Goe™ System capabilities with its enterprise documentation automation software.

Exstream's Dialogue™ 7.0, scheduled for general availability in early 2009, will be the first enterprise document automation software to incorporate PANTONE® color capabilities in a digital environment, answering the demand for access to a wider range of precise colors on variable data business communications. Dialogue will work on PANTONE-licensed digital color devices including [HP Indigo presses](#), which are capable of reproducing 97 percent of the PANTONE MATCHING SYSTEM and PANTONE Goe System colors.

"PANTONE Color Systems are the definitive international reference for selecting, specifying, matching, and controlling ink colors," said Andy Hatkoff, vice president of Pantone's Advanced Color Technologies. "This licensing agreement will enable business communications created using Dialogue to provide color control that enables print providers to match corporate logo and brand identity colors specified by print buyers."

"Increased confidence in color capabilities helps to reduce reliance on expensive color-critical pre-printed forms in a range of business applications," said Scott Draeger,

Electronic Document Professional, senior product manager for Exstream Software by HP.

“With the incorporation of the PANTONE MATCHING SYSTEM and PANTONE Goe System colors, Dialogue’s already robust color capabilities will bring managed color to more personalized business communications, significantly reducing the amount of time wasted on manual color adjustments at both the software and machine levels.”

Pantone, Inc., a wholly owned subsidiary of X-Rite, Incorporated, has been the world’s color authority for 45 years, providing design professional with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone now offers designer-inspired products and services for consumers.

About Exstream Software by HP

Exstream Software by HP provides enterprise software solutions for businesses around the world to streamline document creation processes and produce more effective, relevant communications of all types for delivery through print/mail and online channels.

Customers in many industries benefit by getting communications to market as much as 85 per cent faster, reducing document production costs up to 80 per cent, and as much as tripling customer response. Visit Exstream at www.exstream.com or contact us at +1 (859) 296-0600 or dialogue.info@hp.com for more information.

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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