HP Recognized with Eight Digital Imaging Marketing Association Awards

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LAS VEGAS, Jan. 31, 2008 – HP today announced that it has received eight Digital Imaging Marketing Association (DIMA) awards in conjunction with the 2008 Photo Marketing Association (PMA) trade show, including five DIMA Digital Printer Shoot-Out Awards and three DIMA Innovative Digital Product Awards in multiple imaging and printing categories.

DIMA Innovative Digital Product Awards
The DIMA Innovative Digital Product Awards recognize products or services utilizing new technologies or applications that make the product either distinct or the first of its kind. Of the 13 products selected by a panel of digital imaging editors, HP received the prestigious DIMA Innovative Digital Product Awards for three products, including two printers from HP's newly announced retail photofinishing lineup and a recently announced photo printer for the advanced amateur photography market.

Award-winning products include:

- HP Photosmart ml1000 Minilab printer – the fastest and most versatile dry inkjet retail photo printing system on the market today

- HP Photosmart pm2000e Microlab printer – compact, simple-to-operate system delivering fast, lab-quality photos in both 4 x 6- and 5 x 7-inch sizes in glossy and matte finishes

- HP Photosmart Pro B8850 Photo Printer – enables photographers to create and publish professional-quality materials on a wide assortment of media up to 0.7-mm thick – an exclusive at this price point

DIMA Digital Printer Shoot-Out Awards
The DIMA Digital Printer Shoot-Out Awards test digital printers, ink, media and RIPs using a challenging target image. Participants were asked to provide specific information pertaining to the equipment and consumables used as well as the production timing. A panel of expert judges voted on the entries, evaluating neutral gray balance reproduction, saturation, shadow detail and quality, overall tonality, hue shift and color accuracy as compared to a target print provided by PMA.

HP received five awards in the following categories:

- "Black and White, Best creative B&W" category award presented for the HP Designjet Z6100 Photo Printer, 60-inch using HP Premium Vivid Color Backlit Film and HP 91 Vivera Pigment inks

- "Digital Press" category award presented for the HP Indigo press 5500

- "Creative Application, Textile" category award presented for HP's Professional Matte Canvas using the HP Designjet Z3100 Photo Printer, 44-inch and HP 70 Vivera pigment inks

- "Inkjet, 8.5 inches wide or less – $200 or more" category award presented for the HP Photosmart C7280 All-in-One Printer

- "Black and White, Best B&W with grayscale inks" category award presented for HP 70 Vivera pigment inks

Other awards generating excitement

HP was honored with *Professional Photographer* magazine's 2008 "Hot One" Award for the HP Designjet Z3100ps GP Photo Printer in the "Inkjet Printer More Than $5,000" category. The *Professional Photographer* "Hot One" Awards provide the magazine's readers with a definitive list of the newest, most innovative products available.

This January 2008 at the Macworld Conference & Expo, HP received a MacsimumNews "Best of Show" Award for the HP Photosmart Pro B8850 Photo Printer. The MacsimumNews "Best of Show" Awards are given to products either making their public debut at the Macworld Conference & Expo or recently introduced that generate excitement on the show floor.

Additionally, *Macworld* magazine presented HP with a 23rd annual "Editor's Choice" Award for the HP Designjet Z3100 Photo Printer, along with a five out of five rating for the device's print quality, usability and versatility.

HP provides a complete portfolio of imaging and printing solutions ranging from consumer to professional products that enable customers to express their creative vision.

More information on the professional HP Designjet and HP Indigo photo output solutions in the HP Graphic Arts portfolio is available at www.hp.com/go/graphicarts. More information on the HP Photosmart and HP Photosmart Pro photo printing solutions in the consumer and prosumer portfolios is available at www.hp.com/go/photo.

More information regarding HP's announcements at PMA is available in an online press kit at www.hp.com/go/pma2008.

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 $104.3 billion for the four fiscal quarters ended Oct. 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.