HP SimpleSave Photo – An Easy-to-use, Affordable, Automatic Photo Backup Solution

LAS VEGAS, Jan. 31, 2008 – HP today introduced HP SimpleSave Photo, an easy-to-use and automated solution for finding and backing up precious photo memories on a PC.

With only four percent of consumers regularly backing up PC files,[1] HP SimpleSave Photo represents a breakthrough for all who desire a hassle-free and affordable way to protect their most valuable photos. HP announced the new solution at PMA '08, the photography industry's largest annual event.

HP SimpleSave Photo automatically searches a computer for all photos and stores them on a special DVD disc. The consumer simply drops the DVD into a PC's DVD burner tray and the back up automatically starts, without requiring consumers to install or learn software.

Since many digital cameras also record video, SimpleSave Photo also will back up most common video files. In fact, HP SimpleSave Photo works with approximately 100 photo, video and image formats including JPEG and others commonly used to store digital photos.

Each SimpleSave DVD will store up to 2,000 photos in minutes. At $14.99 for a pack of five SimpleSave DVDs, the solution is an affordable and convenient way for consumers to store up to 10,000 photos per pack[2] and protect their digital pictures from a PC crash or accidental loss.

"HP SimpleSave Photo aligns with HP's commitment to enrich consumers' digital experiences by offering a variety of features that enable them to enjoy and get the most out of their digital content," said Debra Lucero, director, Aftermarket Accessories, Personal Systems Group, HP.

HP SimpleSave Photo is compatible with Windows Vista®, XP and Windows 2000.

Pricing and availability
A pack of five HP SimpleSave Photo discs starts at an estimated U.S. street price of $14.99.[3] HP SimpleSave Photo is expected to be available at U.S. retailers starting in April, with worldwide availability later in spring.

More information regarding HP's presence at PMA '08 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,

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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.

[1] Harris Research, May 2006.
[2] Photo capacity based on average JPEG size of 2 MB per photo or up to 2,000 photos per disc. Actual results may very depending on photo size.
[3] Actual pricing may vary.

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