



HP Helps Small and Medium Businesses Cut Costs, Maximize Energy Savings with New Printing and Imaging Portfolio

PALO ALTO, Calif., March 4, 2009 – HP today unveiled three new families of [HP Officejet](#) inkjet printers that allow small and medium businesses (SMBs) to create professional-quality color documents for up to 50 percent lower cost per page than competitive laser printers.⁽¹⁾

In addition to offering print-shop quality results, the [HP Officejet Pro 8500 All-in-One series](#), [HP Officejet Pro 8000 Printer series](#) and [HP Officejet 6500 All-in-One series](#) offer small businesses laser-comparable print speeds⁽²⁾ with as little as half the energy as competitive laser printers.⁽¹⁾

New, water-resistant [HP 940 Officejet Inkjet Cartridges](#) are pigment-based and provide professional print quality with premium durability to stand up to rain and water spills.⁽³⁾

Additionally, HP expanded its small business portfolio with new scanners and a fax machine to help customers maximize their office productivity.

“HP doesn’t have a ‘cookie cutter’ approach to small and medium businesses,” said Stephen Nigro, senior vice president, Inkjet and Web Solutions Business, Imaging and Printing Group, HP. “Our goal is to be a true technology partner to our customers, helping them manage, protect and grow their business every step of the way – with innovative products and software and unmatched support and services, all designed for their unique needs.”

Significant savings with new HP Officejet printers

Helping customers save up to 50 percent versus competitive laser printers,⁽¹⁾ the three new HP Officejet series were recently classified as Highly Reliable by Buyers Laboratory Inc. Additionally, a recent report from QualityLogic noted that HP inkjet cartridges consistently outperformed remanufactured cartridges, producing 65 percent more pages while experiencing zero reliability issues.⁽⁴⁾ HP Officejet Pro inkjet printers offer small businesses the best combination of features among inkjets in their class, printing at the fastest color speeds⁽⁵⁾ and lowest cost per page when using the highest-yield supplies.⁽⁶⁾

- The HP Officejet Pro 8500 All-in-One series (\$299-\$499) and HP Officejet Pro 8000 Printer series (\$149-\$179) are based on HP Scalable Printing Technology and deliver a lower cost per page and energy use compared to competitive lasers.⁽¹⁾
⁷⁾ The ENERGY STAR® qualified printers feature laser-comparable print speeds of up to 15 pages per minute (ppm) in black and up to 11 ppm in color,⁽²⁾ embedded wired and wireless networking options, and device management software.
- The newly formulated HP 940 Officejet Inkjet Cartridges for the HP Officejet Pro

Editorial contacts:

Cherie Britt, HP
 +1 209 551 1027
cherie.britt@hp.com

Adrienne Leong
 Porter Novelli for HP
 +1 415 975 3316
adrienne.leong@porternovelli.com

Hewlett-Packard Company
 3000 Hanover Street
 Palo Alto, CA 94304
www.hp.com

8500 All-in-One and 8000 Printer series are like liquid laser toner, providing premium print durability and archive-quality, water-resistant documents.⁽³⁾ The entire HP Officejet Printing System – from hardware to ink and media – is designed to provide small businesses with more affordable solutions to produce high-impact materials. When paired with [ColorLok® technology-based papers](#), the cartridges deliver deep, sharp blacks and brilliant colors for professional-looking print projects that resist smudging.

- Based on HP Scalable Printing Technology and featuring individual ink cartridges, the HP Officejet 6500 All-in-One series (\$149-\$199)⁽⁷⁾ offers a multitude of features including automatic two-sided printing,⁽⁸⁾ laser-comparable print speeds of up to 7 ppm black and color,⁽²⁾ wireless networking options and up to 40 percent lower cost per page and energy use than competitive lasers.⁽¹⁾

As part of HP's Eco Solutions program, all of the new HP Officejet series use up to 50 percent less energy than competitive laser printers⁽¹⁾ and include environmental features to help small businesses save money and resources, including automatic two-sided printing, [HP Smart Web Printing](#)⁽⁹⁾ and easy cartridge recycling through [HP Planet Partners](#).⁽¹⁰⁾ Additionally, they come with a one-year limited warranty and [HP Total Care](#) advice and support.

The printers are expected to be available for purchase worldwide later this month and feature a new package design with slick, black boxes, vibrant images and easy-to-reference icons to complement existing HP notebook and desktop packaging.

Special offer for small businesses

The [HP Trade-in and Save](#) offering gives SMBs up to \$1,000 cash back when purchasing a new HP LaserJet or HP Officejet printer.⁽¹¹⁾ Customers will receive free recycling of their old printer and are eligible for a free Total Care Access Card (\$49 value), while supplies last.

Enhanced online resource for small business marketing

HP also has expanded the [HP Creative Studio for Business](#) – a comprehensive online resource designed to help customers grow their businesses – to include an online community focused on small business marketing. The community, called [Small Business Marketing Guide](#), will provide free advice on do-it-yourself brand marketing strategies and feature a series of free webinars and articles by prominent small business experts, including John Jantsch, Guy Kawasaki and Anita Campbell.

Expanded portfolio to help small businesses maximize productivity

HP also unveiled new products and tools to help SMBs work smarter and manage their businesses:

- The [HP Scanjet 5000 Sheet-feed Scanner](#) (\$799)⁽⁷⁾ offers fast, reliable scanning with advanced paper handling capabilities and simple controls.
- Designed for easy sharing in an office without IT support, the HP Scanjet N6350 Networked Flatbed Document Scanner (\$899)⁽⁷⁾ includes versatile capturing options that allow users to send scans to email or a network file quickly and efficiently.
- The [HP Scanjet 7000 Sheet-feed Scanner](#) (\$999)⁽⁷⁾ is a dependable scanner that delivers advanced scanning features with HP Precision Feed Technology⁽¹²⁾ and convenient manageability through HP Web Jetadmin.
- To enhance productivity, the [HP 2140 Fax](#) (\$100)⁽⁷⁾ delivers fast, reliable faxing and walk-up copying in one compact device.



More information about HP's new printing and imaging portfolio, including videos and images, is available in an online press kit at www.hp.com/go/HPSMBEvent.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

⁽¹⁾ Cost-per-page (CPP) and energy-savings claims for HP Officejet Pro 8500 All-in-One (AiO) series are based, as of June 2008, on the majority of color laser AiOs less than \$600 when using HP Officejet Pro products with high-capacity cartridges. CPP and energy-savings claims for HP Officejet Pro 8000 Printer series are based, as of June 2008, on the majority of color lasers less than \$300 when using HP Officejet Pro products with high-capacity cartridges. CPP and energy-savings claims for HP Officejet 6500 AiO series are based, as of June 2008, on the majority of color laser all-in-ones less than \$300 when using HP Officejet Pro products with high-capacity cartridges. Energy use is also based on the manufacturers' stated power consumption when printing. Test methods may vary. Details are available at www.hp.com/go/officejet.

⁽²⁾ Based on pages per minute measured using FDIS ISO/IEC 24734. Standard applies to inkjet and laser products and excludes first set of test documents.

⁽³⁾ Based on HP internal testing, using papers with the ColorLok logo.

⁽⁴⁾ A 2009 independent study ("Page Yield/Reliability Comparison Study: HP Inkjet Print Cartridges vs. North American Refilled Cartridges"), performed by QualityLogic Inc. and commissioned by HP, compared Original HP Officejet Inkjet cartridges with nine brands of remanufactured inkjet cartridges sold in North America for the HP Deskjet 6988 (CB055A) and HP Officejet J3680 All-in-One (CB071A). More details are available at www.qualitylogic.com.

⁽⁵⁾ Color print speeds are based, as of Q2 2008, on the majority of inkjet printers less than \$200 and inkjet all-in-ones less than \$500 from major vendors. More information is available at www.hp.com/go/officejet.

⁽⁶⁾ Compared to inkjet printers less than \$200 and AiOs with fax less than \$500 from major vendors as of Q208. Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. For details visit www.hp.com/go/learnaboutequipment. Based on products offered by manufacturers as of March 2009.

⁽⁷⁾ U.S. estimated street price, actual prices may vary. Availability varies by region.

⁽⁸⁾ Automatic two-sided printing only available on the HP Officejet 6500 Wireless All-in-One.

⁽⁹⁾ Requires Microsoft® Internet Explorer 6.0 or higher.

⁽¹⁰⁾ HP ink cartridge return and recycling is available in 42 countries and territories around the world, covering 88 percent of the addressable market; details are available at www.hp.com/recycle.

⁽¹¹⁾ A list of eligible printers is available at www.hp.com/go/tradeandsave.

⁽¹²⁾ HP Precision Feed Technology is a suite of technologies that ensure reliable paper feeding including multi-phase pick process, advanced separation technology, automatic picking technology, mixed stack handling and ultrasonic double feed detection.

Microsoft and Windows are U.S. registered trademarks of Microsoft Corporation. ENERGY STAR is a U.S. registered mark of the United States Environmental Protection Agency.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the execution and performance of contracts by HP and its customers, suppliers and



partners; the achievement of expected operational and financial results; and other risks that are described in HP's filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2008. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2009 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

