

SMB Printing and Web Solutions

More Professional Results for Less Cost and Energy

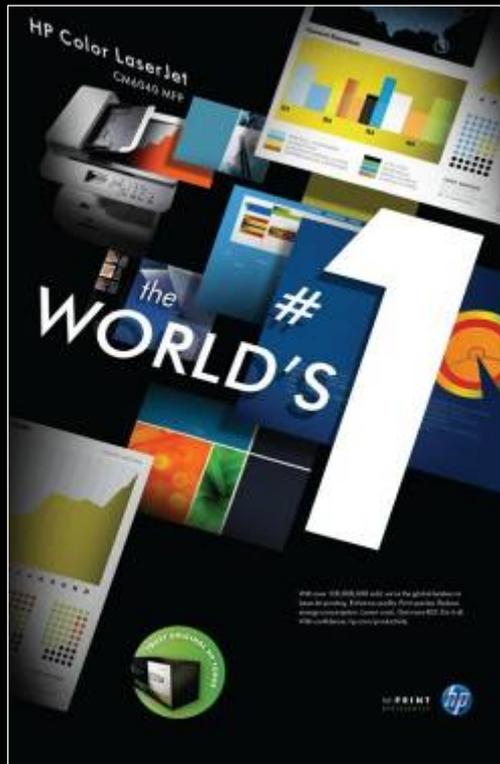
Stephen Nigro
Senior Vice President, Inkjet and Web Solutions

hit **PRINT**

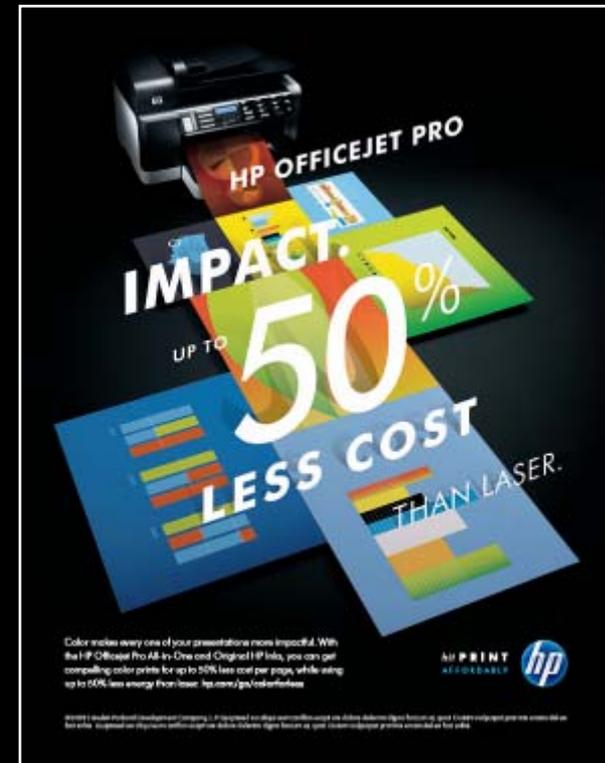


Two compelling value propositions

HP LaserJet
Uncompromising professional
quality print solutions



HP Officejet Pro
Professional color documents for
up to 50% less cost/energy than
laser



Introducing new Officejet Pro Series

Offers up to 50% CPP and energy savings over comparable lasers

HP Officejet Pro 8500 All-in-One



HP Officejet Pro 8000 Printer



Breakthrough combination of print speed, quality and advanced document-management features at half the operating cost of lasers

Officejet Pro 8500 features

- Industry's fastest laser-comparable speeds:
 - up to 15 ppm black and 11 ppm color
- Improved fade and water resistance with new pigment-based inks
- Highest yield supplies of up to 2,200 pages
- Digital fax archive and enhanced direct digital filing, including scan- and fax-to-email
- Intuitive touchscreen LCD and wireless networking
- Smaller overall size than previous models



New HP Officejet 6500 AiO Series

Offers up to 40% CPP and energy savings over comparable lasers



First entry-level Officejet Series with laser-comparable print speed and individual ink cartridges

HP Officejet delivers lowest cost per page

SF Printers:	HP inkjet	Samsung laser	Dell laser
			
Model	HP Officejet Pro 8000	CLP-315	1320C
Price – US \$	\$149	\$194	\$249
Cost per page US¢ K/CMYK*	1.6 ¢	3.8 ¢	3.0 ¢
	7.2 ¢	18.5 ¢	14.8 ¢

MFP/AiO Models:	HP inkjet	HP inkjet	Samsung laser	Dell laser
				
Model	HP Officejet Pro 8500	HP Officejet 6500	CLX-3175FN	2135dn
Price – US \$	\$299	\$149	\$393	\$384
Cost per page US¢ K/CMYK*	1.6 ¢	2.7 ¢	3.8 ¢	2.8 ¢
	7.2 ¢	9.1 ¢	18.5 ¢	14.2 ¢

Improved durability in inkjet

Previous SMB Inkjet

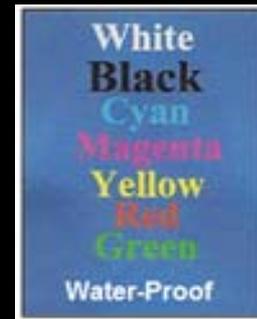
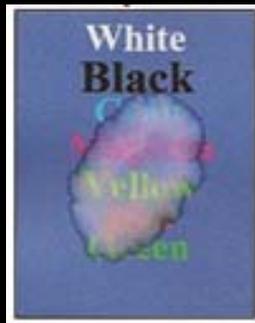
Current SMB Products

Stands up to handling and dries quickly

ng id quod mazim
cing elit, sed diam
isi enim ad minim
tation ullamcoper

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isi enim ad minim
tation ullamcoper

Water resistant documents with 940 ink



Source: HP testing; samples created on ColorLok ® media

ColorLok® paper program momentum

Available worldwide from 14 major companies



NOTE: Applies across all HP EDP products, except laser-specific products.

HP inkjet reliability rated "Excellent"

HP OfficeJet Pro 8000 and 8500 both perform flawlessly

Lab Test Data



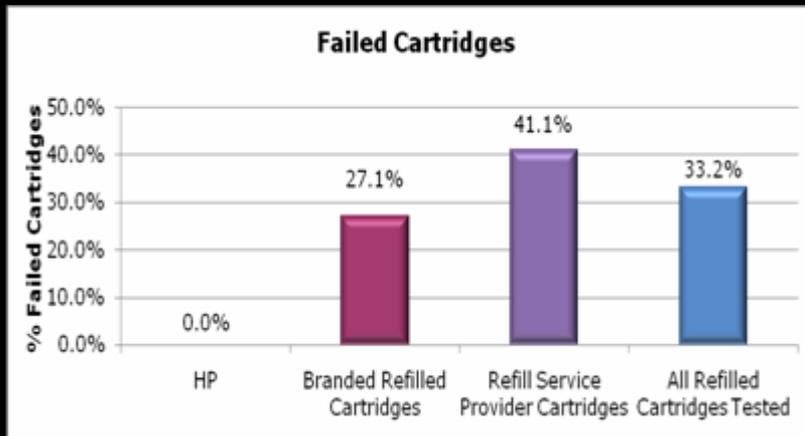
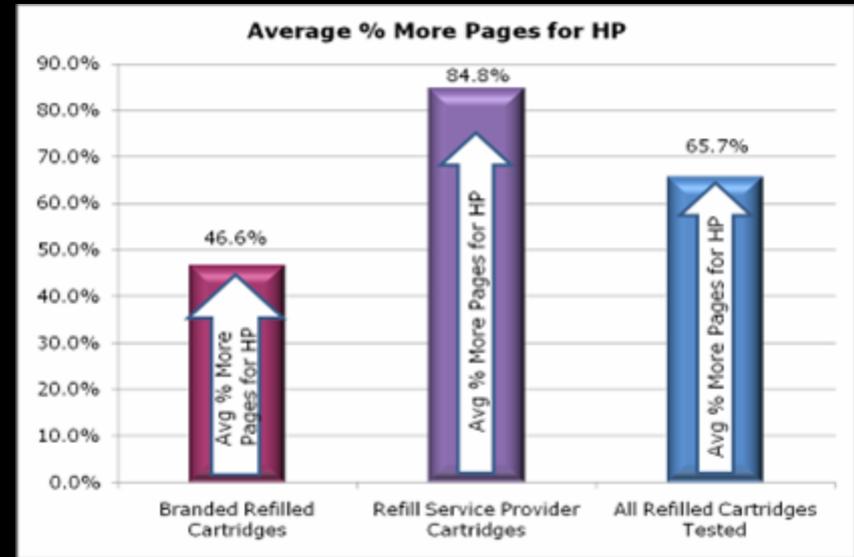
Total impressions printed: 15,000



Two units of each model tested for 15,000 impressions (pages) by Buyers Laboratory, Inc., Jan-Feb. 2009

Proven reliability in Original HP inks

HP cartridges on average, deliver more than **65%** additional pages than refilled cartridges tested.



A recent Quality Logic study shows more than **33%** of refilled ink cartridges tested failed during use or right out of the box.

New HP Scanjets and Fax

Maximize office productivity



HP 2140 Fax



HP Scanjet 5000
Sheet-feed Document
Scanner



HP Scanjet 7000
Sheet-feed Document
Scanner



HP Scanjet N6350 Networked
Flatbed Document Scanner

New scanners deliver fast, reliable scanning
with robust software suites

New fax machine provides improved memory,
powerful fax speeds and integrated phone

Celebrating 25 years of leadership

HP LaserJets continue to be the gold standard for business printing.

- More device uptime with fewer service interventions and consumables than competitive models
- Use up to 50% less power than competitive lasers
- 60% of HP LaserJets are ENERGY STAR® qualified



HP Trade-in and Save Event

- Purchase a qualified HP LaserJet or Officejet Pro 8500/8000 printer and HP will recycle your old printer and give you cash back
- Customers also get a free HP Total Care Access Card
- Available now through December 31st, US only



Web-based marketing services for SMBs

Create affordable, professional-quality materials

market splash by hp

Products Pricing & Print Learn Center Design Gallery

A professional image is now affordable.

1 2 3

100% FREE Business Cards
No hidden fees

START NOW
*FREE Business Cards

Products	Starting at
Business Cards	*FREE
Logos	\$49.00
Postcards	\$18.99
Websites	\$12.95
Rubber Stamps	\$21.99
Promotional Items	\$0.15
Loyalty Cards	\$9.99
Appointment Cards	\$9.99
Mailing Labels	\$9.99
Envelopes	\$39.99
Letterhead	\$27.99

*FREE Business Cards
Limited time offer

Three easy steps to design and print:

- 1 Choose a design
- 2 Personalize your design
- 3 Select a print option

*Free business cards are available for delivery by mail only.

MarketSplash by HP

hp HP Creative Studio For Home | For Business

Welcome to the Creative Studio for Business. Your company's source for marketing materials and business tools.

Make a Great Impression

» Save your business up to 50% by printing your own marketing materials.

Let's get to work:

- Create Marketing Materials
 - Business Cards & Identity Kits
 - Create a Logo
 - Postcards & Flyers
 - Brochures & Presentation Kits
 - Create a Website/Blog
- Materials by Industry & Partner
- Products & Resources
- Quick Browse

HP Creative Studio for Business

Environmental leadership

HP Eco Solutions program

In "Our" House

HP is committed to being **the** most environmentally responsible IT company in terms of:

- Energy efficiency
- Resource conservation
- End-of-life programs



"Our"
World

In "Your" House

HP helps SMBs **reduce** the environmental impact of printing through:

- Energy efficiency
- Resource conservation
- "Digitally green" alternatives
- Reuse & recycling

Together, we help SMBs save money and reduce the environmental impact of printing.

HP Total Care

The best overall customer experience



Web-based design/
printing services

PurchasEdge
rewards program

Financing
Programs

Care Packs
Service
& support

SMB-focused systems
and supplies



Total Care
Access Card



SureSupply
easy supplies
reordering

HP Trade-in &
Save Offer

Planet Partners
recycling

hit **PRINT**

