



HP Creative Studio for Business

The [HP Creative Studio](#) is a comprehensive online resource that provides small businesses a convenient single entry point to the vast array of web solutions and offerings from HP and third parties to market their business. A recent recipient of the Webby award for best IT Hardware/Software site, the HP Creative Studio enables small businesses to access a wide range of affordable, easy-to-use, do-it-yourself (DIY) products and custom services, along with special offers for everything from marketing material templates and custom logos, to software solutions and web site design.

Through the HP Creative Studio, customers can print personalized projects virtually anytime, anywhere. Projects can easily be printed at home or in the office or through a print service provider that uses industry-leading [HP Indigo](#) digital press technology for delivery via mail.

To date, customers in Australia, Canada, India, New Zealand, Singapore, the United Kingdom and the United States can access a wide variety of marketing templates, including free business identity kits, in local languages through the HP Creative Studio. Additional offers and promotions will vary by region, and the site will continue to expand to countries in Asia and Latin America in 2010.

HP web services

[MarketSplash by HP](#) provides small businesses affordable brand marketing services in a single, easy-to-use interface. Customers have the choice of hiring a top-notch design team or designing marketing materials themselves using simple online design tools and exclusive, professionally created templates for brochures, flyers and newsletters. They can then choose a print option to best meet their needs – in-house, local pickup or mail delivery.

Featured partners

- Customers can use free Booksmart software from [Blurb](#) to create customized, bookstore-quality books – such as portfolios for photographers, architects, wedding planners and artists – that are shipped directly to their business in approximately one week for prices starting at \$12.95 in the United States, and £6.95 in the United Kingdom.
- [Intuit Inc.](#) is a leading provider of business and financial management solutions. Its flagship products and services, including QuickBooks, Quicken and TurboTax software, simplify small business management, payroll processing,



personal finance, and tax preparation and filing. Through the HP Creative Studio, customers can receive a free version of Intuit QuickBooks Simple Start Online Free.

- iStockphoto is the internet's original member-generated image and design community, and offers more than three million photographs, vector illustrations, video footage and Flash files. Through the HP Creative Studio, customers can download 30 images for free.
- Martin Yale Industries is a U.S. manufacturer of office and mailroom equipment. Through the HP Creative Studio, customers can download a \$50 mail-in rebate for the Martin Yale P7200 RapidFold Automatic Desktop Folder, which enables customers to produce quality tri-fold, half fold or z-fold mailers, flyers and brochures.
- McAfee Inc. is the world's largest dedicated security technology company and delivers proactive and proven solutions and services that secure systems and networks around the world, allowing users to browse and shop the web securely. Through the HP Creative Studio, customers can receive a 50 percent discount off the McAfee VirusScan Plus software.
- Stocklayouts' agency-quality templates make it easy to create great looking marketing materials affordably and quickly. Through the HP Creative Studio, customers can receive 50 percent off any template. This is a one-time offer per customer, and is applied to one template only.
- Stamps.com is a leading provider of internet-based postage services and enables small businesses, enterprises and consumers to print U.S. Postal Service-approved postage with just a PC, printer and internet connection, right from their home or office. Through the HP Creative Studio, customers receive a no-risk four-week trial, which includes a special \$120 starter kit. The starter kit includes \$55 in postage, a digital scale (worth \$50) and a supplies kit (worth \$5).

More information is available at www.hp.com/print.

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