NEWS ADVISORY

HP Expands Capture Business Success Program to Help Print Service Providers Grow Their Digital Print Business

BIRMINGHAM, England, May 18, 2010 – HP has expanded its collection of business development offerings for print service provider (PSP) customers, assembling one of the graphic arts industry's most comprehensive offerings of customer education, tools and community features under the HP Capture Business Success banner.

The worldwide HP Capture program, which HP is highlighting at the IPEX 2010 exhibition, offers education, business development tools and networking communities to help users of HP Designjet, Indigo, Inkjet Web Press and Scitex products grow their businesses.

HP Capture Business Success offerings include:

— www.hp.com/go/capture, an easy-to-use HP Capture Business Success web interface for PSPs launching today

— Six new training courses delivered at venues worldwide on topics such as social media, avoiding commoditization and profiling PSP customers' trends

— The HP Direct Marketing Toolkit, a resource focused on the benefits of running targeted/digital direct mail campaigns that includes case studies, results data, and an ROI calculator to help compare targeted and traditional campaigns

— HP SmartPlanner, the cross-over point calculator addressing the profitable run length for digital printing that is now available in new versions for signage and labels and packaging markets

— HP's PSP locator, an easy-to-use online interface to connect print buyers with HP customers worldwide

— Marketing starter kits for new customers, offering an introduction to new and emerging digital applications, access to creative prints samples, useful tips and more.

"Beyond delivering innovative printing technology, HP also invests in helping our customers take advantage of digital solutions to pursue new applications and shift their businesses to more high-value pages and services," said Christopher Morgan, senior vice president, Graphics Solutions Business, HP. "Our expanded HP Capture Business Success program exemplifies the ways HP and its customers can benefit

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from smart, comprehensive business development offerings."

Face-to-face training with industry and HP experts
After surveying advisory councils, industry experts and its broader base of graphic arts customers, HP developed six new courses to meet customers' critical business development and marketing needs. Covered topics include vertical marketing, building variable-data solutions, and online and social media solutions.

The courses – presented in live seminars at locations worldwide – debuted in North America and Europe last December. They will expand to the Asia-Pacific region later this year.

Community networking offerings
HP Capture Business Success' focus on community networking for PSPs builds on the benefits businesses gain when sharing information and collaborating on ideas. Capture community offerings help HP customers share best practices and include HP graphic awards programs as well as HP's Asia-Pacific Digital Print Network. The Capture program's community offerings also include HP's executive sponsorship and support of the Digital Solutions Cooperative (Dscoop) HP users group.

Since its founding in 2005, Dscoop has expanded significantly throughout North America, Latin America and Asia. The independent, HP-supported users group serves more than 4,300 HP Graphic Solutions Business customers in 46 countries.

"With HP's support, PSPs have been able to use Dscoop to expand the market for digital printing while connecting to share, discuss and refine ideas that result in smarter go-to-market approaches," said Eric Hawkinson, executive director, Dscoop. "By ensuring that progressive-minded PSPs have a forum to work with and learn from one another, Dscoop continues to increase the positive effects digital printing has in the communications world."

More information on the expanded HP Capture Business Success program and other HP announcements from IPEX is available at www.hp.com/go/IPEX, at the www.hp.com/go/HPatIPEX2010 online press kit, or through the HP Graphic Arts Twitter feed.

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