HP Introduces First HP Officejet Printers with Web Connectivity

HP ePrint and HP Print Apps enhance business productivity

PALO ALTO, Calif., Sept. 8, 2010 – HP today strengthened its award-winning HP Officejet portfolio with the company's first web-connected printers designed for small businesses – including the world's first wide-format all-in-one device with web connectivity.[1]

HP ePrint technology, incorporated into the new printers, provides customers with the freedom and convenience to print from any mobile device, wherever business happens.[2] Also, for the first time, HP business customers can print web content such as templates and stored documents without a PC by using HP print apps.[3]

The new HP Officejet Pro 8500A e-All-in-One series and HP Officejet 7500A Wide Format e-All-in-One were designed for businesses looking for a wired or wireless all-in-one that offers impressive results and efficiency savings. For example, the HP Officejet Pro 8500A e-All-in-One series provides 50 percent lower cost per page compared with laser printers.[4]

"We are making web-connected printing the new industry standard – first for consumers, and now for small business," said Hatem Mostafa, vice president, Inkjet Business Solutions, Imaging and Printing Group, HP. "With the addition of HP ePrint technology and HP print apps to these new HP business inkjet printers, small businesses can significantly improve their productivity – both in the office and on the go."

HP's first web-connected printers for business
HP ePrint technology gives each printer an email address that allows direct printing to the office while on the go, and convenient printing for clients or colleagues visiting the office – no drivers or software necessary.

To protect customer privacy and security, each ePrint email address is unique and will never be distributed unless a customer provides it to others. The email address also can be reset at any time. Plus, customers can set a "white list" to ensure they only receive prints from a select list of email addresses.

HP print apps enable HP business customers to print web content without a PC.[3] The print apps are accessible directly from the printer's touchscreen display,

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enabling them to enjoy services such as:

— [Marketsplash by HP](#) for a shortcut to print customized marketing materials such as brochures and flyers;

— Google Docs for easy document scanning to the web for printing at a later time;

— Box.net to scan, share, manage and access business content online;

— Portfolio.com and Reuters for the latest news articles;

— Daily Brief for business essentials in one place including calendar, to-do list and news from American City Business Journals; and

— DocStoc and Biztree for immediate access to business forms such as invoices, contracts, receipts, legal agreements and checklists.[3]

Additional information on HP print apps is available at www.hp.com/go/ePrintcenter.

The HP Officejet Pro 8500A e-All-in-One series
The HP Officejet Pro 8500A e-All-in-One series allows small businesses to make their best impression with professional-quality color prints, marketing materials or other business documents for up to 50 percent lower cost per page compared with laser printers.[4] Businesses also can use the integrated wired and wireless networking to share these web-connected all-in-ones with multiple PCs. With Original HP Officejet inks and [ColorLok office papers](#), businesses can create high-impact prints with vivid fade- and water-resistant results.

The HP Officejet Pro 8500A e-All-in-One series includes three models:

— HP Officejet Pro 8500A e-All-in-One – Users can quickly access print apps and print from the web using the 2.36-inch touchscreen display. This wireless device features laser-comparable speeds up to 15 pages per minute black and 11 pages per minute color[5] as well as a 250-sheet paper tray, 35-page automatic document feeder (simplex), USB port and memory card slots. The ability to scan and fax to PC and network folders, as well as copy a two-sided ID card onto one side of a page, also help users do more. Available now for purchase in Asia, Europe and Latin America for $299,[6] the HP Officejet Pro 8500A e-All-in-One is expected to be available by mid-September in North America.

— HP Officejet Pro 8500A Plus e-All-in-One – In addition to all features and capabilities available in the HP Officejet Pro 8500A e-All-in-One, this device includes a larger 4.3-inch touchscreen display, a 50-page two-sided automatic document feeder, legal-size glass, and scan and fax to email functionality. CopySmart solutions such as CopyFix correct flawed or off-center originals for high-quality results. Available now for purchase in Asia, Europe and Latin America for $399,[6] the HP Officejet Pro 8500A Plus e-All-

in-One is expected to be available by mid-September in North America.

— <u>HP Officejet Pro 8500A Premium e-All-in-One</u> – This top-of-the-line business inkjet printer includes all of the features and capabilities available in the HP Officejet Pro 8500A Plus e-All-in-One, plus an additional 250-sheet office paper tray, a second set of color ink cartridges, 50-sheet glossy brochure media and ReadIris Pro OCR software. The HP Officejet Pro 8500A Premium e-All-in-One is expected to be available by mid-September in North America for $499.[6]

An <u>HP Eco Solution</u>, the ENERGY STAR® qualified HP Officejet Pro 8500A e-All-in-One series uses up to 50 percent less energy than color laser printers[7] and up to 80 percent fewer supplies and packaging by weight compared with color laser printers.[8] Business users also can reference the Eco Tips section of the control panel for guidance on saving energy, recycling print cartridges and reducing paper use by up to 50 percent using automatic two-sided printing.

Additional information on the new HP Officejet Pro 8500A e-All-in-One series and HP's entire portfolio of HP Officejet printers is available at <u>www.hp.com/officejetpro</u>.

HP Officejet 7500A Wide Format e-All-in-One
For businesses looking for a wired or wireless all-in-one that enables them to print professional business materials from 3 x 5 inches to 13 x 19 inches, HP offers the HP Officejet 7500A Wide Format e-All-in-One – the world's first wide-format all-in-one with web-connectivity[1] and the lowest cost per page versus in-class, wide-format inkjet all-in-ones.[9]

In addition to fax, copy and scan functionality, this device features fast, laser-comparable speeds up to 10 pages per minute and 7 pages per minute color[5] as well as a 150-page wide-format tray, a 35-page automatic document feeder (simplex), USB port, memory card slots, 2.36-inch touchscreen display and CopySmart solutions.

Users of the new HP Officejet 7500A Wide Format e-All-in-One can realize great value, professional color graphics, laser-quality black text and photo quality prints by using individual HP Officejet inks and high-capacity cartridges designed for the office.[10] The wireless, wide-format device uses up to 40 percent less energy than comparable laser products.[11] Available now for purchase in Asia and Europe for $299,[6] the HP Officejet 7500A Wide Format e-All-in-One is expected to be available by late-September in Latin America and North America.

More information on the HP Officejet 7500A Wide Format e-All-in-One is available at <u>http://wwnpi.com/HP/Demos/7500A.html</u>.

About HP
HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <u>http://www.hp.com</u>.

(1) Compared with B-size/A3+ inkjet all-in-ones with fax less than $300 from major vendors as of September 3, 2010. Details at www.hp.com/go/officejet.

(2) Requires an internet connection to the printer. Feature works with any internet- and email-capable device. Details at www.hp.com/go/ePrintcenter.

(3) Requires an internet connection to the printer. Services may require registration. Apps availability varies by country and language. Details at www.hp.com/go/ePrintcenter.

(4) Majority of color laser all-in-ones less than $600, March 2010; details at www.hp.com/go/officejet. HP Officejet Pro ISO yield with highest-capacity cartridges based on continuous printing; details at www.hp.com/go/learnaboutsupplies.

(5) After first set of ISO test pages. Details at www.hp.com/go/printerclaims.

(6) Estimated U.S. street prices. Actual prices and available models may vary by region.

(7) Majority of color laser all-in-ones less than $600, March 2010; details at www.hp.com/go/officejet. Energy use based on HP testing using the ENERGY STAR program's TEC test method criteria.

(8) Compared with the majority of color laser all-in-ones less than $600, March 2010. Calculation compares weight of supplies and cartridge packaging needed for the same amount of pages based on ISO yield and continuous printing.

(9) Compared with B-size/A3+ inkjet all-in-ones with fax less than $300 from major vendors as of March 2010. Details at www.hp.com/go/officejet. HP Officejet CPP based on ISO yield of products offered as of March 2010 with highest-capacity cartridges based on continuous printing. Details at www.hp.com/go/learnaboutsupplies.

(10) Not included. Please purchase separately.

(11) Majority of letter-size color laser all-in-ones less than $600 as of March 2010; details at www.hp.com/go/officejet. Energy use based on HP testing using the ENERGY STAR program's TEC test method criteria.

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