



# Forward looking statements

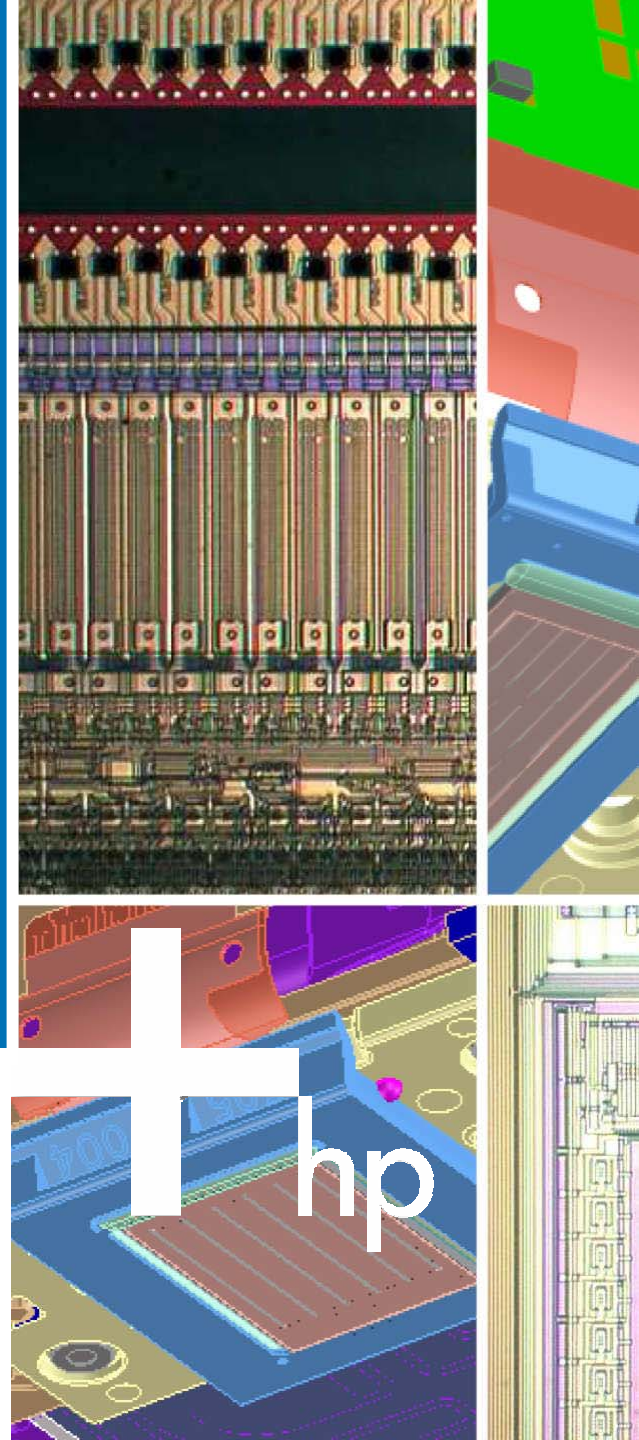
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# Radical breakthrough in printing industry

## Investor highlights

Vyomesh Joshi  
Executive Vice President  
HP Imaging and Printing Group



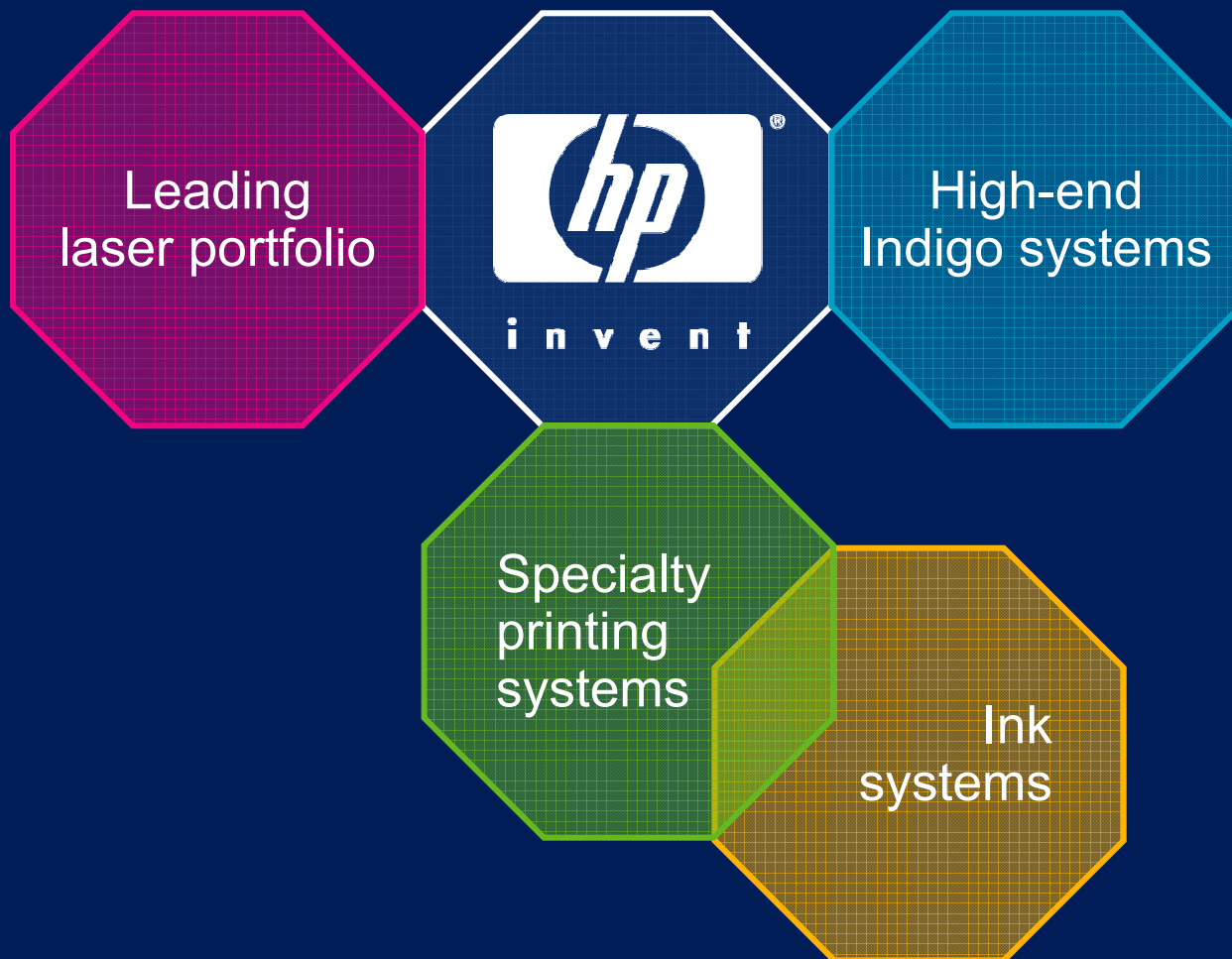
# Resetting the printing agenda

- Accelerating our strategy
- Leading and creating meaningful innovation for customers
- Radical breakthrough in the printing industry
- Introducing our consumer line-up!  
Back-to-school and holiday selling season...



# Rich printing portfolio

HP innovation reaches broad set of customers





# HP introduces Scalable Printing Technology

## Robust platform

Designed for leadership in current markets  
and scaling to new markets

World's fastest  
print speeds

\$1.4 billion strategic investment



# Delivering today and in the future

Home photo  
printing

SMB

Enterprise

Retail  
application

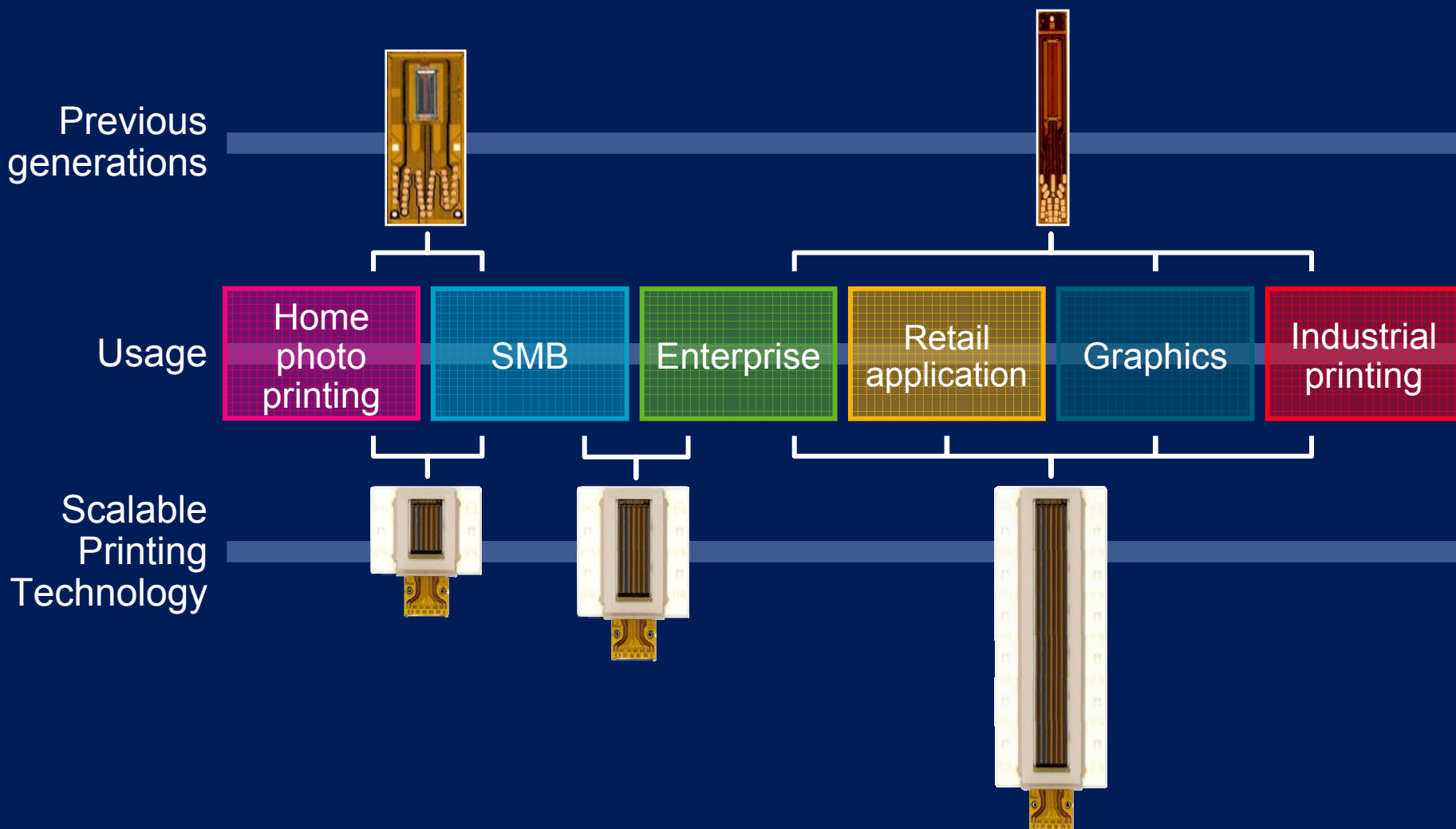
Graphics

Industrial  
printing

← Scalable architecture for performance printing →



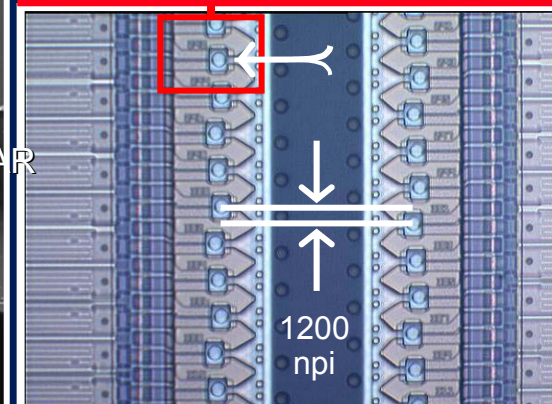
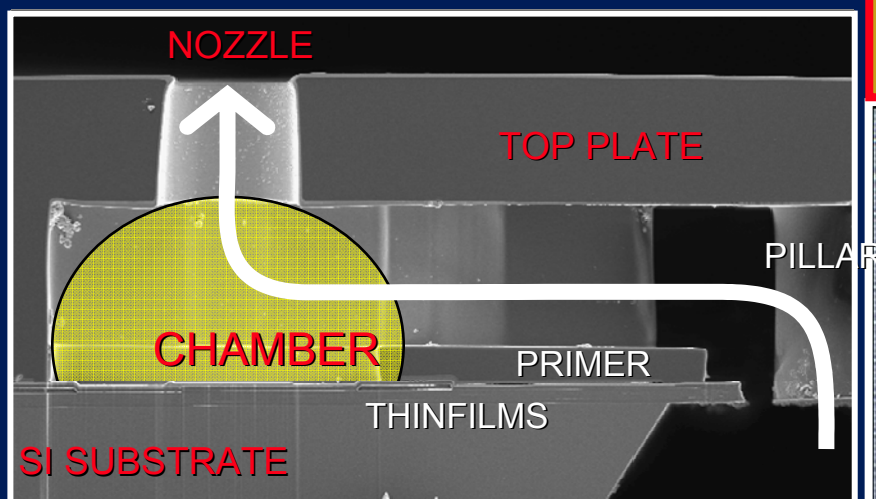
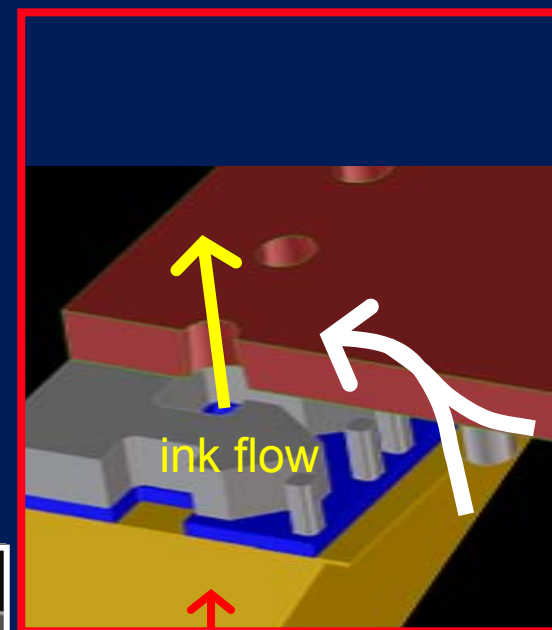
# Scalable Printing Technology



# HP Scalable Printing Technology

A breakthrough in printhead architecture

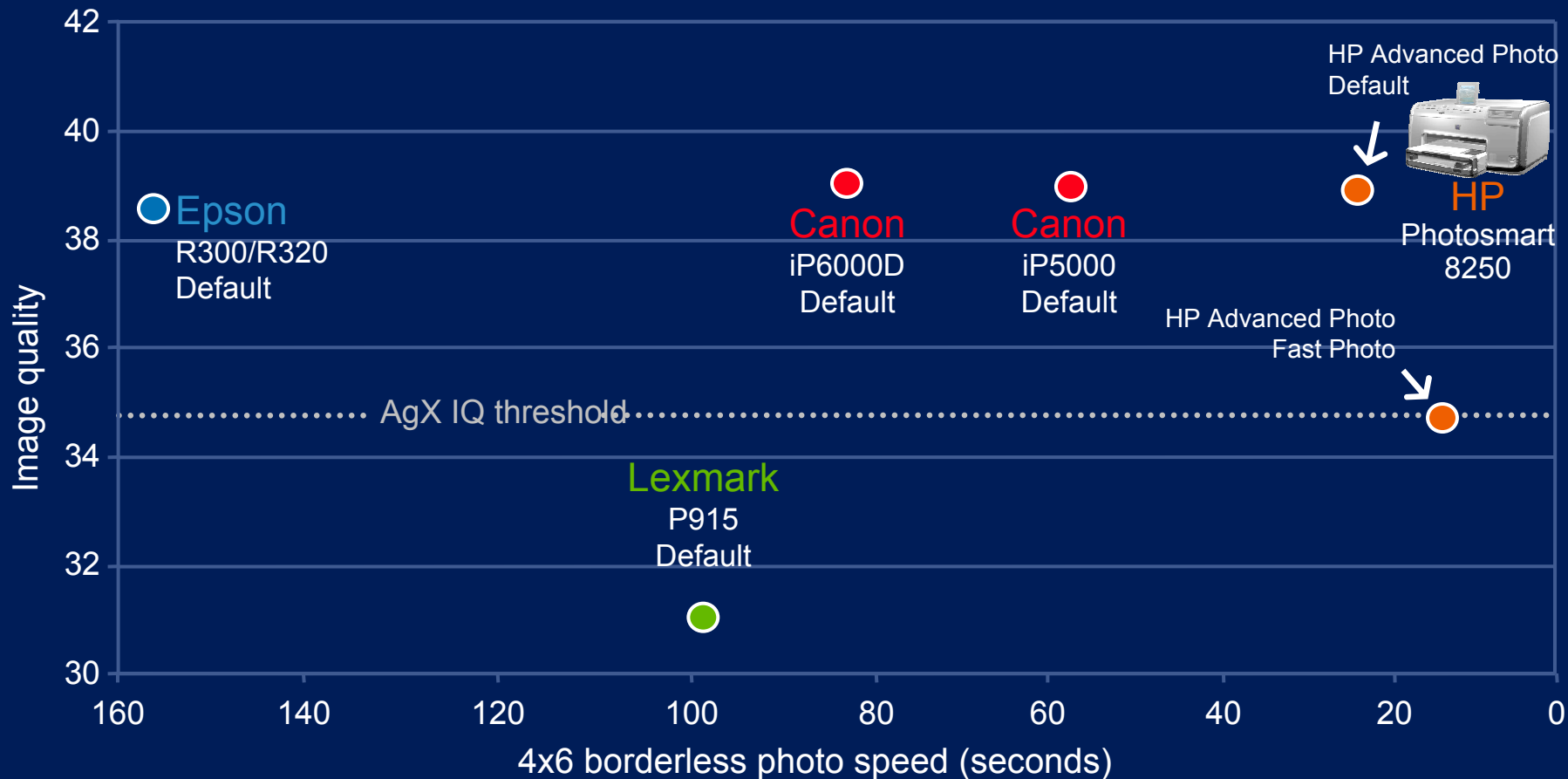
- Entire printhead created photolithographically
  - Precision alignment of chamber and nozzles to heater improves drop placement accuracy
- High nozzle density for fast productivity and photo printing
- New material enables broad ink latitude and printhead life





# World's fastest photo printer

Offers best combinations of speed and image quality



**Notes:** Speeds are in default mode from clicking “print” to completion of printing; image quality is average across 5 images; scored by a panel in blind tests. Horizontal lines represent perceivable differences in IQ. Second print (bordered 4X6) out **as fast as 14 seconds** for HP PS 8250 in Fast Draft

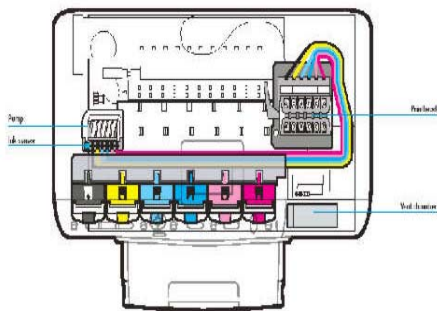
# New Vivera inks overview

- World's fastest home photo printer
  - 6 dye-based inks for the home
    - 90+ years fade resistance on new HP Premium Plus
    - Versatile black: excellent photo IQ and document PQ with one black ink
    - Affordable: as low as 24¢ per photo, with 6-ink quality
    - New dye-based black ink — truly versatile for high-quality photos and plain paper documents
- World's fastest desktop business printer with the world's lowest cost per page
  - 4 inks optimized for the office
    - Dye-based CMY inks, Pigment Black
    - Fast-drying, water-resistant documents on HP Advanced multi-use paper
    - Just 1.5¢ mono CPP, up to 30% lower than personal mono laser printers

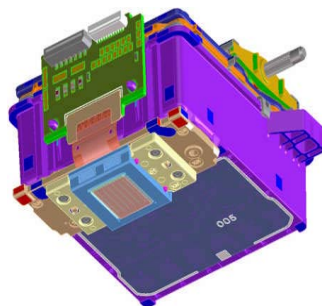


# Redesigned supplies and system for the ultimate printing experience

## High efficient ink delivery system



## Printhead technology



## Breakthrough HP Vivera™ ink cartridges



## New advancements

- Ink delivery system superior to current market offerings
- Permanent printhead that lasts for the life of the printer
- Full-page completion (no wasted pages)
- New HP Vivera inks deliver excellent image quality and permanence
- Auto paper sensing

# Leading and changing the printing field

Only HP can satisfy diverse customer segments

Low to moderate  
print volume customer

High print  
volume customer



- Exceptional print and photo quality
- Improved ease of use
- Unsurpassed reliability



- Versatile printing
- Low cartridge replacement costs

- Fast printing speeds
- Lower operating costs

Innovative integrated printhead

Breakthrough scalable  
printing technology





# World's fastest home photo printers

- HP Photosmart 8250 (\$199)
- HP Photosmart 3310 AiO (\$399)
- Unmatched benefits for consumers
  - 14-second photos
  - Making it easy for you to print photos
  - Quality - resists fading for generations
  - Affordably priced at 24 cents (4X6)
  - Economical, individual 6 inks
    - Ideal for high volume photo printing



Photosmart 8250



Photosmart 3310 AiO



# World's fastest desktop color business printer with the lowest cost per page



- Quality of a laser printer at half the price
  - Superior color and laser-like quality black text
  - Twice as fast as competitive color lasers
  - Water-resistant prints
- Easy-to-use
- Affordable
  - Lower total cost of ownership
  - Lower cost per page than laser
  - Network compatible
- HP Advanced Paper
  - Fast drying - less smearing
  - Superior water resistance
- HP Officejet Pro K550 (released in Fall)

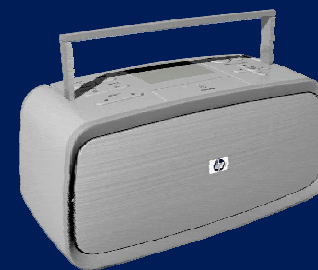


OfficeJet Pro K550

**Unmatched benefits for small businesses!**

# Introducing HP Photosmart GoGo photo printers

- Photosmart 475 photo printer (\$279)
  - First compact printer to deliver 5X7, 4X6 and 4X12 (panoramic) photos
  - First compact printer to store a year's worth of photos (more than 1,000)
- Photosmart 420 series (\$299–\$349)
- New improvements for back-to-school and holiday season
  - Entire line-up of compact printers starting at \$149
  - HP Real Life technologies, including automatic red-eye removal in the printer!!!



Photosmart 475



Photosmart 420



# New cameras in time for back-to-school invent

Camera line-up ranges from \$149–\$399

- HP Photosmart R817 digital camera (\$349)
  - Use 5X optical zoom — up to 70% more zoom than 3X cameras
  - New HP Real Life technologies, including in-camera panorama stitching
- HP Photosmart M517 digital camera (\$229)
  - Sold separately or with HP Photosmart 428 GoGo photo studio (starting at \$299)
  - Snap, dock and print!
  - 5.2 megapixel, 3X optical zoom



Photosmart R817



Photosmart M517



Photosmart 428



i n v e n t