PRICES & BUNDLES TO BE EMBARGOED TILL 1 SEPTEMBER 2011

INFORMATION FOR Comex 2011 "Star Products"

1 **Name of Star Product:**
   HP Officejet 6500A Plus e-All-in-One Printer

2 **Key features and selling points:**
   The HP Officejet 6500A Plus e-All-in-One allows small businesses to get professional colour and laser performance at a low cost per page. Featuring HP ePrint, users can print anytime, anywhere using any mobile device[1]. The printer also features a 2.36-inch (5.99cm) color touchscreen display to easily copy, fax, print, scan and more.

   Key features and benefits:
   - **Achieve laser performance at a low cost per page**
     - o Connect to your network with built-in Ethernet, or to your PC with Hi-speed USB 2.0. HP Officejet 6500A Plus e-All-in-One includes built-in wireless networking[2].
     - o Stay productive with a 250-page tray and a 35-page automatic document feeder. HP Officejet 6500A Plus e-All-in-One includes automatic two-sided printing.
     - o Do more, faster, with fax and scan solutions – quickly fax files or scan to a PC or e-mail[3].
   - **Boost office productivity – print professional-quality colour documents fast**
     - o Print borderless documents with vivid colour graphics and sharp text, using HP Officejet inks[4].
     - o Print at up to 32 ppm black/31 ppm colour and at laser-comparable (ISO) speeds up to 10 ppm black / 7 ppm colour[5].
     - o Design high-impact marketing materials and print them affordably in-house.
   - **Save energy and converse resources**
     - o Use up to 40% less energy than comparable laser products, with an ENERGY STAR® qualified all-in-one[6].
     - o Save Paper. PC Fax Send enables paperless fax sending and archiving.
     - o A junk-fax blocker limits the amount of wasted paper.
     - o Automatic two-sided printing on HP Officejet 6500A Plus e-All-in-One cuts paper usage by up to 50%[7].

   (1) *Requires an Internet connection to the printer. Feature works with any Internet- and email-capable device. Print times may vary. For a list of supported documents and image types, see www.hp.com/go/ePrintCenter.*
   (2) *Built-in wireless networking and automatic two-sided printing is available on the HP Officejet 6500A Plus e-All-in-One only. Product is available in selected countries only.*
   (3) *Wireless performance depends upon physical environment and distance from access point.*
   (4) *On brochure and photo paper only.*
   (5) *Based on ppm measured using ISO/IEC 24734. Standard applies to inkjet and laser products and excludes first set of test documents. For details, see www.hp.com/go/inkjetprinter.*
   (6) *Most industry-leading colour laser AiOs <US$600, March 2010; for details, www.hp.com/go/officejet. Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.*
   (7) *Program availability varies. HP print cartridge return and recycling is currently available in more than 49 countries, territories and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit www.hp.com/recycle.*

3 **Price**
   Original Price: $399
   Comex Price: $299

4 **Special bundles or extra goodies for this product:** NTUC Vouchers (worth $30) and a trolley (worth $19.90)

5 **Company Name:** Hewlett-Packard Singapore

6 **Booth Number(s):** Suntec Convention Halls - Hall 401, Booth 8150/8335

7 **Name of Contact Person / Tel / HP / Email:**
   Jolynn Yeo / 6671 4704 / 9728 4008/ jolynn.yeo@porternovelli.com
   Aziemah Aziz / 6671 4706 / 9368 0573 / aziemah.aziz@porternovelli.com

INFORMATION FOR Comex 2011 "Star Products"

1   Name of Star Product:
HP Officejet 100 Mobile Printer

2   Key features and selling points:
Time-pressured mobile professionals such as insurance or property agents can print with confidence and increase efficiency while on the go with the HP Officejet 100 Mobile Printer. The HP Officejet 100 Mobile Printer is designed to be easy to use and requires minimal maintenance. Whether you are at your client's office, in a car, or at an airport, confidently print what, when and where you want, knowing that you will get the same quality you expect from desk-top printers.

Key features and benefits:
ENERGY STAR® qualified
• Automatically powers down when idle to save energy and extend battery life.
• Original HP 95/HP 98 cartridges contain up to 50% recycled material.
• Prints great on recycled paper.

Impressive features bundled in one mobile product
• Print at your convenience while on the go, using built-in Bluetooth® wireless technology.[1]
• Rely on a long-life, lithium ion battery—print up to 500 pages when the battery is fully charged.
• Produce professional-quality documents, using Original HP inks. Optional high-capacity ink cartridges offer better value for frequent printing[2].
• Print at up to 22 ppm black/18 ppm colour and ISO (laser-comparable) speeds up to 5 ppm black/3.5 ppm colour.[3]

Professional-quality documents from mobile devices[1]
• Use Bluetooth® technology to produce professional-quality documents from selected notebooks or netbooks.[1]
• Print high-quality documents from selected smartphones and mobile phones, using Bluetooth® technology.[1]
• Print directly from Windows Mobile® phones, BlackBerry, Palm OS® and Nokia Symbian smartphones.[1]

Reliable mobile printing made easy
• Expect great performance—this printer is tested to operate in tough conditions.
• Stay productive on the go with a 500-page monthly duty-cycle and a 50-sheet paper tray.
• Monitor battery life with an indicator light and disconnect quickly with the Bluetooth® on/off button.
• Power your printer without the hassle of multiple adapters.

High-quality documents from a compact printer
• Take advantage of convenient mobile printing from a reliable, compact printer.[1]
• Print documents with laser-quality black text and vivid colour graphics.[4] HP recommends ColorLok® paper for best printing results.[2]
• Produce lab-quality, borderless 4 x 6-inch photos on the go.[5]
• Connect to a PictBridge compatible device and print lab-quality photos on the go.[1]

[1] Notebook or netbook must be Bluetooth enabled. Includes Windows Mobile® phones. Additional fee required through 3rd party service provider for BlackBerry, Palm OS® and Nokia Symbian smartphones.
[2] High-capacity cartridges and ColorLok® paper not included. Please purchase separately.
[3] After first page or after first set of ISO test pages. For more information, see www.hp.com/go/printerclaims.
[4] Based on paper-industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.
[5] On photo paper only.

3   Price
Original Price: $499
Comex Price: $459

4   Special bundles or extra goodies for this product: NTUC Vouchers (worth $50)

5 **Company Name:** Hewlett-Packard Singapore

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PRICES & BUNDLES TO BE EMBARGOED TILL 1 SEPTEMBER 2011

INFORMATION FOR Comex 2011 "Star Products"

1 **Name of Star Product:**
HP Laserjet Pro CM1415FNW

2 **Key features and selling points:**
The HP LaserJet Pro CM 1415FNW is the first HP LaserJet printer that allows users to print from the Web and mobile devices[4]. Users can minimize environmental impact with the Instant-on Technology and Instant-on Copy[6] and save space and resources with its compact size. Featuring wireless and Ethernet connectivity, you can print from anywhere in the office via a shared network.

Key features and benefits:

Bring easy, touchscreen printing to your office
- Use business apps and the 3.5-inch (8.89 cm) color touchscreen to access and print information from the Web[5]
- Stay productive on the go, using HP ePrint—if you can e-mail it from a mobile device, you can print it[4]
- Spend more time on business and less time on setup and maintenance
- Easily copy both sides of an ID card onto a single-sided document.

Produce professional-quality marketing materials
- Make the most of your printed images, with HP ImageREt 3600
- Enhance the quality of your copied images, text and graphics with automatic copy optimization.
- Print crisp text and vivid color images—use Original HP LaserJet print cartridges with HP ColorSphere toner
- Print black text affordably—at the same cost per page as a black-and-white HP LaserJet printer[3]

Increase productivity—share the MFP on a network
- Print from anywhere in the office with integrated wireless[1, 2]. Share resources, using built-in Ethernet
- Start and finish printing sooner from Low-power or Ready modes, using Instant-on Technology
- Tackle multiple-page documents, using the 35-page automatic document feeder
- Print quickly and conveniently with a front-panel USB port

(1) Wireless performance is dependent upon physical environment and distance from access point, and may be limited during active VPN connections.
(2) Built-in wireless is available on the HP LaserJet Pro CM1415fnw Color MFP.
(3) Compared with HP LaserJet Pro P1566/ P1606dn printer (single function) and HP LaserJet Pro M1536dnf MFP. Assuming customer is printing at least 30 percent of total pages in color with content similar to the color ISO/IEC 19798 test suite (http://www.iso.org/jtc1/sc28) and overall average job length of three pages. Yields established using ISO/IEC tes standards. Actual yields and costs vary considerably depending on images printed, number of color pages printed, and other factors.
(4) Requires an internet connection to the printer. Feature works with any internet- and email-capable device. Print times may vary. For a list of supported documents and image types, see http://www.hp.com/go/eprintcenter.
(5) Requires a wireless access point and an Internet connection to the printer. Services may require registration. Availability varies by country, language and agreements, and requires a firmware upgrade. For details, http://www.hp.com/go/eprintcenter.
(6) Compared with products that use traditional fusing and cold cathode fluorescent lamp (CCFL) copying

3 **Price**
Comex Price: $949

4 **Special bundles or extra goodies for this product:** Delivery (worth $30), NTUC Vouchers (worth $80), Trend Micro Titanium Internet Security for one year (worth $39) and AUSLOGICS BoostSpeed (worth $59)

5 **Company Name:** Hewlett-Packard Singapore

6 **Booth Number(s):** Suntec Convention Halls - Hall 401, Booth 8150/8335

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<u>INFORMATION FOR COMEX 2011 "Star Products"</u>

1 **Name of Star Product:**
HP Photosmart Premium Fax e-All-in-One C410a

2 **<u>Key features and selling points:</u>**
The HP Photosmart Premium Fax e-All-in-One C410a is an all-in-one that allows you to do more. You can boost your home printer capabilities by easily faxing, scanning and copying with this 50-page automatic document feeder (ADF), and print photos and web content without a PC. With the revolutionary HP ePrint technology, users can print anytime, anywhere and from any mobile device[3]. Also, get lab-quality photos and documents and cut paper usage by up to 50% with the automatic two-sided printing.

<u>Key features and benefits:</u>
ENERGY STAR® Qualified
- Save paper by up to 50% using automatic two-sided printing.
- Reduces packaging waste by using an innovative, reusable bag.
- Uses less than 1 watt of energy while in Off mode.

Gain the versatility to tackle it all from home.
- Fax, scan and copy unattended, and handle two-sided documents, using the 50-page automatic document feeder.
- Print lab-quality photos directly from the all-in-one, using memory card slots and the colour display.
- Count on affordable, individual inks for long-lasting photos3, and get a better value for frequent printing.
- Have more fun with your photos with HP Photo Creations software, and get tools to make photo printing even easier

Print from anywhere, anytime, with any device[1]
- Print at your convenience—whether it's from across town or across the room—using HP ePrint[1]
- Print and share from multiple PCs, and stay connected, using integrated wireless and wired networking[2]
- Wirelessly print directly from a smartphone, using HP mobile printing applications[3]

(1) *Requires an Internet connection to the printer. Feature works with any Internet- and email-capable device. Print times may vary. For a list of supported documents and image types, see www.hp.com/go/ePrintCenter.*
(2) *Wireless performance is dependent upon physical environment and distance from access point.*
(3) *See www.hp.com/go/mobile-printing-solutions for details on compatible devices. Supports iOS 4.2 devices (iPad®, iPhone®4, iPhone®*

3 **Price**
Original Price: $469
Comex Price: $369

4 **Special bundles or extra goodies for this product:** NTUC Vouchers (worth $50), HP Ink Cartridge 564 Value Pack (worth $49.80) and a trolley (worth $19.90)

5 **Company Name:** Hewlett-Packard Singapore

6 **Booth Number(s):** Suntec Convention Halls - Hall 401, Booth 8150/8335

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