



## **SITEX SUPPLEMENT - HP to feature the latest range of printers at SITEX 2011**

Dear Editor / Journalist,

Thank you for considering HP printers in your upcoming SITEX supplement.

We have chosen four star printers from HP– the sleek and cutting-edge designed **HP ENVY 110 e-All-in-One**, the family-friendly **HP Photosmart 7510 e-All-in-One** that were both launched this month in November and the must-have for all SMEs the **HP Officejet Pro 8500A Plus e-All-in-One** and the **HP LaserJet Pro 100 color MFP M175nw**.

We would like to highlight some of the new mobile printing solutions that HP has developed to enhance the printing experience.

For consumers - HP ENVY 110 e-All-in-One & HP Photosmart 7510 e-All-in-One:

- The **HP Printer Control mobile app** transforms the screen on a mobile device into the HP printer display to provide wireless control over printing, copying and scanning.
- The new **HP ePrint Home & Biz mobile app** unifies the ePrint experience with a free tool for Android, iOS, and Symbian smartphones, making it easy to locate a printer and print simply from anywhere in the world.
- With **Social ID**, HP is making it even easier for customers to print from virtually anywhere using HP ePrint. New and existing customers around the world can now customize their ePrint email address, making it as much a part of their “social ID” as their email address.
- HP’s web-connected printers can also be programmed to automatically print selected content from **Scheduled Delivery** print apps. For example, news feeds from apps like Yahoo! Daily Digest can be printed automatically at a designated time each day or week. A variety of content is available from Scheduled Delivery print apps, such as business information from Manager Tools and puzzles from Lovatts.

For the SME business – HP Officejet Pro 8500A Plus e-All-in-One:

- It features apps from **GoogleDocs** and **Box.net** that allow SMBs and micro businesses to store content and documents online for easy access, allowing companies to focus on maximizing business impact.

For more information / HP management interview or quote opportunities, kindly contact:

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## INFORMATION FOR SITEX 2011 “Star Products”

### 1 Name of Star Product:

HP ENVY<sup>110</sup> e-All-in-One printer

### 2 Key features and selling points:

Enjoy cutting edge design and premium printing experience with the sleek and chic HP ENVY<sup>110</sup> e-All-in-One. This lifestyle printer adds a touch of elegance to any study or living room. Get impressive and lab quality photos and daily documents in a touch. The printer also features the revolutionary HP ePrint<sup>4</sup> technology that lets users email print jobs directly to the printer – from anywhere in the world. Go green with this beauty as it is the planet's first PVC-free printer<sup>8</sup> that is Energy Star<sup>®</sup> qualified and features automatic two-sided printing to reduce environmental impact.



### Key features and benefits:

#### **Stylish innovation with a premium print experience**

- An innovative complement to your home — touch the high-resolution display to print in an entirely new way.
- Keep the peace in any room—low-noise acoustics minimise printer sounds for quiet print performance.
- No visible paper tray, no problem—the tray extends and retracts so your printer maintains its sleek style.
- Conveniently connect to your wireless network using HP Auto Wireless Connect.<sup>1</sup>

#### **Complete versatility and photo printing in one**

- Print vivid photos, make colour copies, scan photo reprints and produce prints from the web.
- Produce long-lasting photo results—print durable, lab-quality photos, using Original HP inks.<sup>2</sup>
- Save time and paper by printing two-sided documents automatically.
- Choose high-capacity ink cartridges or HP Photo Value Packs for a better value with frequent printing.<sup>3</sup>

#### **Print on the go with HP ePrint and enjoy web-connected convenience**

- Easily print photos and documents while on the go. With HP ePrint, if you can email it, you can print it.<sup>4</sup>
- Now with AirPrint™. Simply print wirelessly from your iPad®, iPhone® or iPod touch®.<sup>5</sup>
- Use free lifestyle apps such as Facebook Photos, Yahoo! Daily Digest and My Recipes on the touchscreen to print without a PC—even control your printer from a mobile device.<sup>6</sup>
- Easily print from your smartphone while away from home, using HP mobile print applications.<sup>7</sup>
- With “Social ID”, customise your ePrint email to make it more memorable and a part of you

1. HP Auto Wireless Connect may not be available for all system configurations. Wireless performance is dependent upon physical environment and distance from access point. For information on compatibility, visit [hp.com/go/autowirelessconnect](http://hp.com/go/autowirelessconnect).
2. Display-permanence rating by Wilhelm Imaging Research, Inc., or HP Image Permanence Lab. For details, see [www.hp.com/go/printpermanence](http://www.hp.com/go/printpermanence).
3. Compared with the HP 60 Black and Tri-colour Ink Cartridges. For more information, see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies). High-capacity cartridges not included; please purchase separately.
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 [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).
5. Supports iOS 4.2 and later devices (iPad®, iPhone® 4, iPhone® 3GS, and 3rd and 4th generation iPod touch®) that support multitasking. Works with HP ePrint-enabled printers and all-in-ones. AirPrint™ and iOS 4.2 and later devices require an 802.11 “wireless network” connection to the printer. Wireless performance is dependent upon physical environment and distance from the access point. AirPrint and the AirPrint Logo are trademarks of Apple® Inc. iPad, iPhone, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries.
6. Requires a wireless access point and an Internet connection to the printer. Services may require registration. App availability varies by country, language and agreements. For details, [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).
7. Requires access to third-party app stores. See [www.hp.com/go/mobile-printing-solutions](http://www.hp.com/go/mobile-printing-solutions) for details on compatible devices.
8. HP Envy 110 e-All-in-One is polyvinyl chloride-free (PVC free); meeting the evolving definition of PVC free as set forth in the “iNEMI Position Statement on the ‘Definition of Low-Halogen Electronics (BFR-/CFR-/PVC-free).’” Plastic parts contain < 1000 ppm (0.1%) of chlorine [if the Cl source is from CFRs or PVC or PVC copolymers]. USB cable and power cord are not PVC free.

### 3 SITEX Show Price: **\$399**

### 4 Special bundles or extra goodies for this product: **\$50 NTUC vouchers + Trolley (worth \$19.90)**

### 5 Booth Number(s): **Singapore Expo 6B01**



## INFORMATION FOR SITEX 2011 "Star Products"



### 1 Name of Star Product:

HP Photosmart 7510 e-All-in-One Printer

### 2 Key features and selling points:

The HP Photosmart 7510 e-All-in-One is a family friendly printer that allows you to do more. Enjoy convenient features such as automatic document feeder (ADF), and duplexer and boost your home printer capabilities. Print lab quality photos and web content without a PC. Indulge your kids with coloring pages and activity sheets from HP Print apps such as Easy HP Games and Craft, DreamWorks® Animation Printables and puzzles by Lovatts. With the revolutionary HP ePrint<sup>1</sup> technology, users can print anytime, anywhere and from any mobile device.

#### Key features and benefits:

##### **Premium versatility meets lab-quality photos.**

- Print sharp photos and make copies, scans and more, using the large colour touchscreen with gesturing.
- Scan and copy unattended, using the automatic document feeder.
- Print lab-quality photos and documents, make copies, scan photos, access the web—without your PC.<sup>3</sup>

##### **Wireless and web-connected<sup>2</sup>—plus print from virtually anywhere with HP ePrint<sup>1</sup>**

- Easily print photos and documents while on the go. With HP ePrint—now you can print from virtually anywhere.<sup>1</sup>
- Print and share wirelessly, automatically connect to a wireless network, and easily print from a mobile device.<sup>2</sup>
- Print coupons, recipes, activity sheets and coloring pages from kids friendly apps such as Sesame Street Printables or Kids' Activities by Crayola and photos from the web—without a PC, plus get useful templates with HP Quick Forms.<sup>3</sup>
- Now with AirPrint™. Simply print wirelessly from your iPad®, iPhone® or iPod touch®.<sup>4</sup>
- Conveniently connect to your wireless network using HP Auto Wireless Connect.<sup>1</sup>

##### **Everyday printing made easy**

- Access photos online, or use memory card slots to print and share easily—without turning on your PC.<sup>3</sup>
- With "Social ID", customise your ePrint email to make it more memorable and a part of you
- Print with ease with HP ePrint Home & Biz app which allows printing from mobile devices through the Internet and HP PrinterControl where users can control their HP e-All-in-One printer from their iPhone, iPad or iPod Touch.

##### **ENERGY STAR® Qualified**

- Save paper by up to 50% using automatic two-sided printing.
- Uses less than 1 watt of energy while in Off mode.

1. Requires an Internet connection to the printer. Feature works with any connected Internet- and email-capable device. Print times may vary. For a list of supported documents, and image types, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter). And for additional solutions see [www.hp.com/go/mobile-printing-solutions](http://www.hp.com/go/mobile-printing-solutions).
2. Wireless performance is dependent upon physical environment and distance from access point. Wireless operations compatible with 2.4GHz routers only.
3. Requires a wireless access point and an Internet connection to the printer. Services may require registration. App availability varies by country, language and agreements. For details, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).
4. Supports iOS 4.2 and later devices (iPad®, iPhone® 4, iPhone® 3GS, and 3rd- and 4th-generation iPod touch®) that support multitasking. Works with HP ePrint-enabled printers and all-in-ones. AirPrint™ and iOS 4.2 and later devices require an 802.11 "wireless network" connection to the printer. Wireless performance is dependent upon physical environment and distance from the access point. AirPrint and the AirPrint Logo are trademarks of Apple® Inc. iPad, iPhone, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries.
5. Not included; please purchase separately.
6. See [www.hp.com/go/mobile-printing-solutions](http://www.hp.com/go/mobile-printing-solutions) for details on compatible devices. Supports iOS 4.2 devices (iPad®, iPhone®4, iPhone

### 3 Usual price: \$339

**SITEX Show Price: \$319**

### 4 Special bundles or extra goodies for this product: **\$30 NTUC vouchers + Trolley (worth \$19.90)**

### 5 Booth Number(s): Singapore Expo 6B01



## INFORMATION FOR SITEX 2011 “Star Products”

### 1 **Name of Star Product:**

HP Officejet Pro 8500A Plus e-All-in-One Printer

### 2 **Key features and selling points:**

Drive business growth with the HP Officejet Pro 8500A Plus e-All-in-One Printer. It allows small businesses to get professional-quality color prints, marketing materials or other business documents for up to 50% lower cost per page and energy usage than laser printers<sup>1</sup>. Increase productivity with the revolutionary HP ePrint which allows users to print from anywhere using any email-capable devices like smartphones, desktops, laptops or netbooks.<sup>1</sup> Perfect for SMEs or SOHOs, this business-friendly printer also features a 4.3inch colour touchscreen, automated two-sided printing ability with a 250-sheet paper tray and an automatic document feeder.

### **Key features and benefits:**

#### **Professional colour for a lower cost than lasers<sup>2</sup>**

- Print professional colour for up to 50% lower cost per page than lasers,<sup>2</sup> and get a better value for frequent printing with high-capacity individual ink cartridges.<sup>3</sup>
- Print documents that resist fading and water using HP Officejet inks.

#### **Gain efficiency with wireless productivity<sup>4</sup>**

- Print from a variety of mobile devices on the go. With HP ePrint—now you can print from virtually anywhere.<sup>5</sup>
- Use the large touchscreen with gesturing to quickly print and store files and access business apps such as Google Docs and Box.net.
- Easily view and print documents and photos from a USB drive and memory cards.
- Improve your workflow. Send quick digital faxes, or use HP Direct Digital Filing that provides versatile document management capabilities for scanning directly to network folders. .

#### **Save energy and conserve resources**

- Use up to 50% less energy than lasers with this ENERGY STAR® qualified all-in-one.<sup>6</sup>
- Consume up to 50% less paper with automatic two-sided printing and robust digital faxing options.
- Use up to 80% less supplies and packaging by weight compared with colour laser.<sup>7</sup>

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](http://www.hp.com/go/eprintcenter).
2. Most industry leading colour laser AiOs < US\$600 March 2010; for details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). OJ Pro ISO yield with highest-capacity cartridges based on continuous printing; see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies).
3. Not included. Please purchase separately.
4. Wireless performance depends upon physical environment and distance from access point.
5. 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](http://www.hp.com/go/ePrintCenter).
6. Most industry leading colour laser all-in-ones < US\$600 March 2010; for details, [www.hp.com/go/officejet](http://www.hp.com/go/officejet). Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.
7. Compared with most industry leading colour laser all-in-ones < US\$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.

### 3 **Usual price: \$599**

**SITEX Show Price: \$499**

### 4 **Special bundles or extra goodies for this product: HP 940XL Officejet Value Pack (worth \$99) + Trolley (worth \$19.90)**

### 5 **Booth Number(s): Singapore Expo 6B01**



## **INFORMATION FOR SITEX 2011 “Star Products”**

### **1 Name of Star Product:**

HP LaserJet Pro 100 Color MFP M175nw

### **2 Key features and selling points:**

Copy, scan and print impressive professional-quality color at the office with HP's smallest color laser multifunction printer.. Stay productive anywhere with the revolutionary HP ePrint technology, which allows users to print from virtually anywhere. Users can also minimize environmental impact with the Instant-on Technology and Instant-on Copy<sup>7</sup> and save space and resources with its compact size.



### **Key features and benefits:**

#### **Professional colour from HP's smallest colour MFP**

- Print professional-quality colour documents from HP's smallest colour laser MFP.
- Improve the quality of your copied images, text and graphics with automatic copy optimisation.
- Easily copy both sides of an ID card onto a single-sided document. Get outstanding colour – use HP ImageREt 2400 and Original HP cartridges with HP ColorSphere toner technology.
- Print black text affordably – at the same cost per page as a black-and-white HP LaserJet printer<sup>4</sup>.

#### **Print from any device, and get quick and easy setup<sup>1</sup>**

- Stay productive on the go, using HP ePrint, and print from mobile devices directly to your printer<sup>1</sup>.
- Install your MFP in only a few minutes, and easily print and share with built-in wireless and Ethernet ports<sup>2</sup>.
- Produce one-sided copies of two-sided IDs with ease, using ID copy. Plus, scan instantly to a PC, email, and more.

#### **Reduce your environmental impact**

- Get up to 50% energy savings, using an HP LaserJet with HP Auto-Off Technology<sup>3</sup>.
- Reduce energy use with Instant-on Technology and Instant-on Copy<sup>7</sup>.
- Take advantage of free, easy recycling – cartridges returned through HP Planet Partners are recycled responsibly<sup>8</sup>.
- Save space and resources compared with larger-sized products – use a compact colour laser MFP.

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](http://www.hp.com/go/eprintcenter).
2. HP ePrint, wireless connectivity, built-in Ethernet networking and wireless direct printing are available on the HP LaserJet Pro 100 colour MFP M175nw only.
3. HP Auto-Off capabilities subject to printer and settings. Compares energy consumption of HP LaserJets with HP Auto-Off Technology to top competing models based on market share as of September 2010. Energy consumption based on HP internal testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) method or TEC value found at [energystar.gov/eu-energystar.org](http://energystar.gov/eu-energystar.org) using greatest TEC value reported. Actual power usage may vary.
4. 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 colour with content similar to the colour ISO/IEC19798 test suite ([www.iso.org/jtc1/sc28](http://www.iso.org/jtc1/sc28)) and overall average job length of three pages. Yields established using ISO/IEC test standards. Actual yields and costs vary considerably depending on images printed, number of colour pages printed, and other factors.
5. Mobile device must be wireless-enabled and within wireless range of the printer. Printer must be HP ePrint-enabled. Feature may require the download of driver or apps to mobile device, available at [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).
6. Compatible with a range of HP LaserJet printers and MFPs. For more information, see, [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies).
7. Compared with products that use traditional fusing and cold cathode fluorescent lamp (CCFL) copying.
8. Program availability varies. HP print cartridge return and recycling is currently available in more than 50 countries and territories around the world through the HP Planet Partners program. For more information, or to request return envelopes and bulk collection boxes, visit [www.hp.com/recycle](http://www.hp.com/recycle).

### **3 Usual price: \$629**

**SITEX Show Price: \$589**

### **4 Special bundles or extra goodies for this product: \$50 NTUC vouchers + Trolley (worth \$19.90)**

### **5 Booth Number(s): Singapore Expo 6B01**