

News release



HP Garners Top Honors for Digital Photography Products at PMA 2005

PALO ALTO, Calif., Feb. 28, 2005 – HP today announced that it received more awards than any other competitor – a total of 12 top honors for its digital photography products – in the recent Digital Imaging Marketing Association (DIMA) Camera and Printer Shoot-Out competitions.

Held in conjunction with last week's Photo Marketing Association (PMA) show in Orlando, Fla., the DIMA competitions submit a cross-section of digital photography products to tests that replicate real-world environments and push the devices to their limits. The results are then judged by panels of experts.

Four different HP digital cameras swept the awards categorized by prices ranging from \$100 to \$499, while HP picked up eight other awards for a variety of its innovative photo printers, specialty papers and ink.

"We're very pleased to be awarded with these honors, which validate HP's continued efforts in the area of digital photography," said Vyomesh Joshi, executive vice president, Imaging and Personal Systems Group, HP. "Our goal is to deliver best-in-class products and solutions that allow any photographer – beginner or pro – to easily capture, share and print high-quality photos, affordably. These awards demonstrate that we're delivering on this."

Four HP Photosmart digital cameras were named winners in the 2005 DIMA Digital Camera Shoot-Out, in which participants submitted images taken in live-model studios at the show. Conditions are designed to replicate the environment in which digital cameras are typically used.

Within that environment, DIMA attempts to push the digital cameras to their natural limits. Entries were chosen by a panel of experts based on the overall quality of the digital print and the accuracy of color as compared to samples of fabric worn by the studio models. The following HP Photosmart digital cameras were selected as winners:

- HP Photosmart M22 Digital Camera (\$100 to \$199 category)
- HP Photosmart R707 Digital Camera (\$200 to \$299 category)
- HP Photosmart R717 Digital Camera (\$300 to \$399 category)
- HP Photosmart 945 Digital Camera (\$400 to \$499 category)

In addition, several of HP's printers, photo paper and ink were named winners in various categories as part of the 2005 DIMA Digital Printer Shoot-Out.

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Photo entries were produced from pre-selected target files and participants were asked to provide specific information pertaining to the printer, photo and ink used, while also reporting on production timing.

A panel of expert judges voted on the entries based on the overall quality of the digital print and the accuracy of the color as compared to the target print. The list of HP winning printers, photo paper and ink include:

- HP Designjet 130 Printer (18-inch to 35-inch wide printer category)
- HP Photosmart 8750 Professional Photo Printer (9-inch to 17-inch wide printer category)
- HP Photosmart 8450 Photo Printer (8.5-inch wide or less -- \$200 or more and 4 x 6-inch printer categories)
- HP Photosmart 8150 Photo Printer (8.5-inch wide or less -- \$100 to \$199 printer category)
- HP Photosmart 7450 Photo Printer (8.5-inch wide or less -- \$99 or less printer category)
- HP Premium Plus Photo & Proofing Gloss (24-inch wide or larger media category)
- HP 97 Tri-color Inkjet Print Cartridge with Vivera Inks (less than 20-inch printer ink category)

Joshi himself was honored by the International Imaging Industry Association (I3A) as the recipient of the organization's annual Leadership Award. This prestigious award recognizes those individuals in the international imaging community who have exhibited the exemplary qualities and innovative vision of a leader.

"This award recognizes Vyomesh Joshi as a true innovator, who has helped transform the consumer and commercial digital imaging markets," said Lisa Walker, president, International Imaging Industry Association. "From his R&D roots, through his years directing HP's digital imaging strategy, he has driven initiatives leveraging HP's technology in inkjet, laser and LEP printing, while nurturing innovation in new areas for HP's digital imaging appliances, infrastructure and services."

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Jan. 31, 2005, HP revenue totaled \$81.8 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.



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