HP Launches In-store Publishing Tools for Affordable Printing in Retail

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BOEBLINGEN, Germany, March 3, 2009– At the Photo Marketing Association (PMA) tradeshow today, HP announced the availability of HP Photo Center 4.0 and the European availability of the recently announced HP Photosmart ML1000 Minilab printer.

The new solutions from HP offer existing and new customer segments affordable and meaningful printing in retail.

HP Photo Center 4.0
The new HP Photo Center 4.0 makes it quicker, more intuitive and even more fun for people to turn their pictures into vibrant, lab-quality prints and new types of creative products. This versatile and scalable digital print offering can supplement retailers' existing lab infrastructures or serve as a complete, end-to-end system.

Incorporating advancements developed by HP Labs, the HP Photo Center 4.0 offers users new themes, colours, and templates for photo books, posters, calendars and photo greeting cards, along with new types of output such as flip books and banners. While reducing the amount of time consumers spend during the creation and ordering process, the new HP Photo Center 4.0 enhances users' ability to tweak and arrange photos in each product in a visually engaging fashion.

Retailers can benefit from additional revenue opportunities, as small and micro businesses can use HP Photo Center 4.0 to quickly and cost-effectively produce on-demand, professional-quality marketing collateral.

The HP Photo Center 4.0 also has customized up-sell screens that encourage customers to create and purchase more at several stages of the ordering process. At the same time, the HP Retail Management System (RMS) improves retailers' efficiency by enabling them to remotely manage system performance, upgrade firmware and software, and configure products.

HP Photosmart ML1000 Minilab printer
HP is also announcing the European availability of the HP Photosmart ML1000 Minilab printer.

The versatile, scalable and space-efficient digital print solution is designed to both work alongside a retailer's existing lab infrastructure as well as completely replace traditional silver halide (Agx) chemistry based printing systems with new dry inkjet printing technology from HP. The HP Photosmart ML 1000 Minilab

printer helps retailers to be more ecological as water isn't required for operation. Power consumption is lower as the water doesn't have to be heated. The printer also negates the need for chemical disposal or chemical handling. It's easy to use interface also enables retailers to focus on customer service rather than printer operation.

The HP Photo Center 4.0 solution can scale to incorporate the HP Photosmart ML1000 Minilab printer, which prints 1,500 4 x 6-inch (10 x 15 cm) prints per hour and is designed to be the fastest and most versatile dry inkjet retail photo printing system on the market today.[1] From only 5 input sizes of cut-sheet media, it produces up to 16 different print sizes from 3.5x5 inch (9x13 cm) to 12x18 inch (30x45 cm) without the need to change media. It also features a redundant, high capacity 12-ink cartridge system for uninterrupted printing.

Price and availability

The HP Photo Center 4.0 will be available from June 2009.

The HP Photosmart ML1000 Minilab printer will be available: UK, Spain as of May; Finland as of June; September: Germany, France, Netherlands and Ireland.

For Pricing please check with your local HP RPS partner:

- Netherlands: Transcontinenta
- Spain: Access Ability
- France: Photo Digitale
- UK: Swains RPS
- Finland: Kupari Data
- Ireland: Hähnel
- Germany: Silverlab

About HP
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Note to editors: More news from HP, including links to RSS feeds, is available at http://www.hp.com/hpinfo/newsroom/.

[1] Based upon manufacturers' dry retail lab printer published specifications as of August 2008