



Single Source Content Management Transforming Business Processes to Add Real Value

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Imaging & Printing Group

Hewlett Packard



IPG

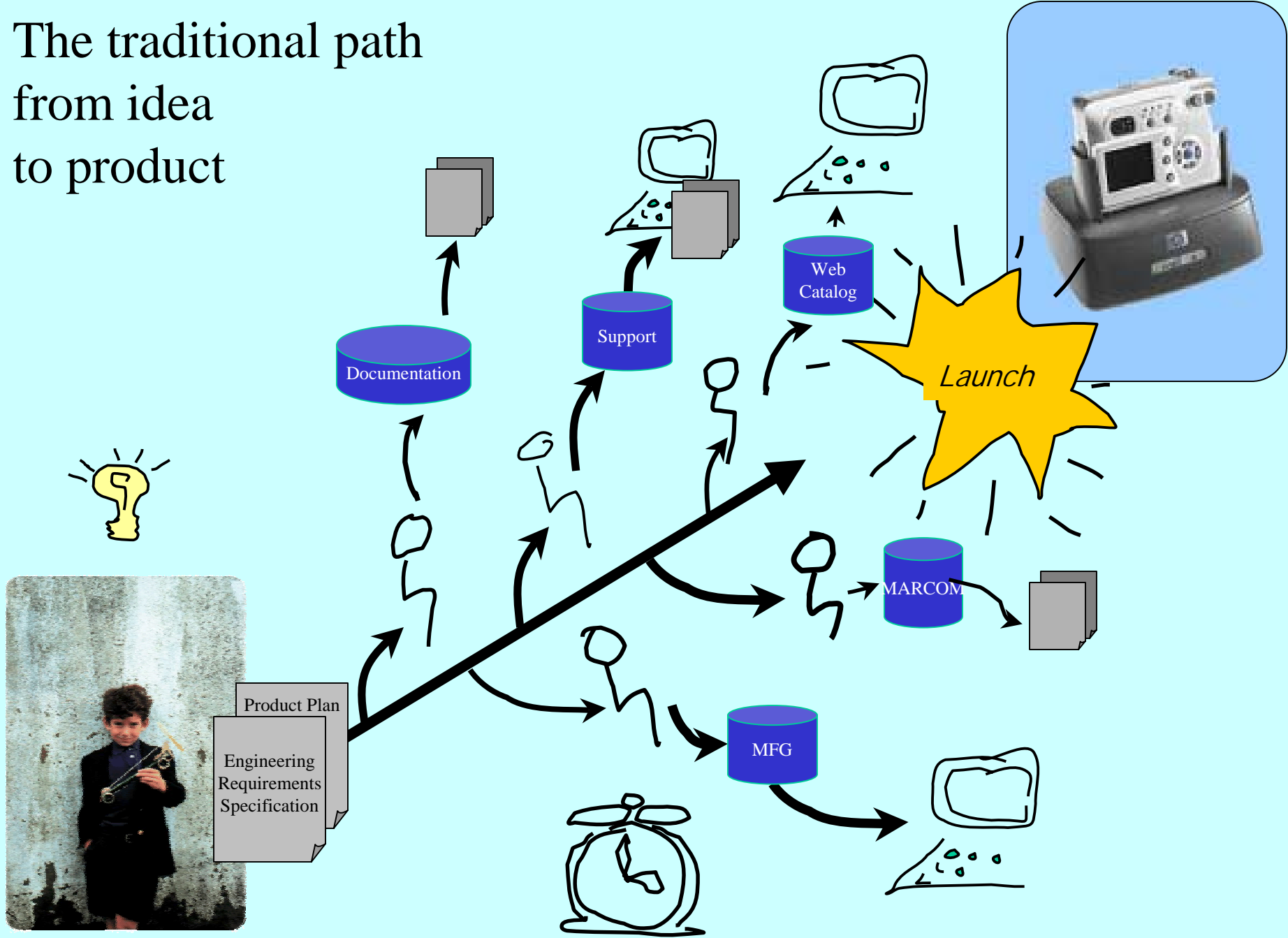


IPG

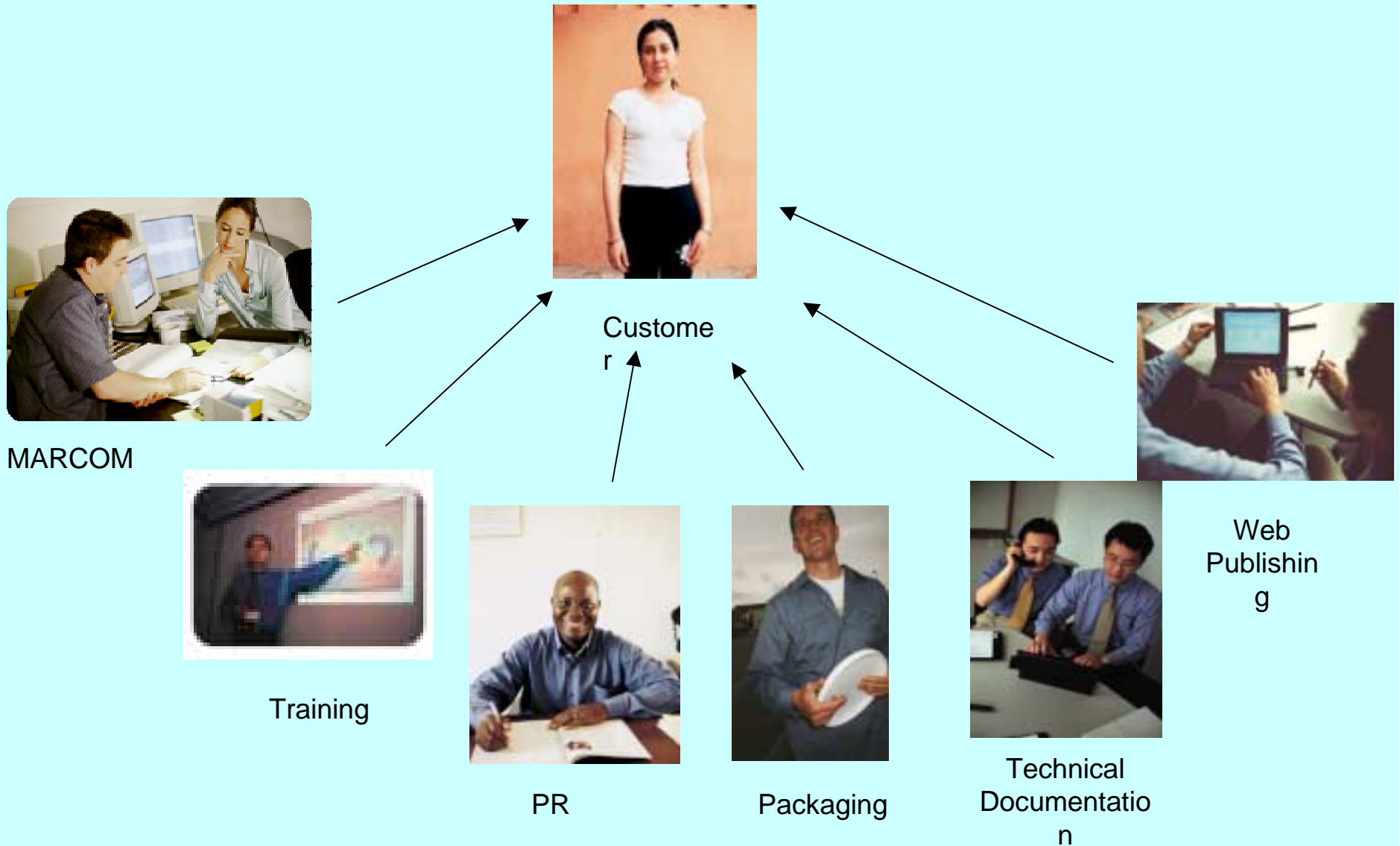


- Develop, Manufacture & Market from 12 locations in 7 countries world wide
- Approximately 10,000 SKU's
- Localize product in up to 54 languages
- Distribute through direct, single-tier & multi-tier channels
- Serve consumer, small & medium business & large/enterprise markets

The traditional path from idea to product



Speaking to the customer with many voices



From Idea



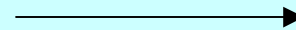
With one click
Stay connected to friends and family



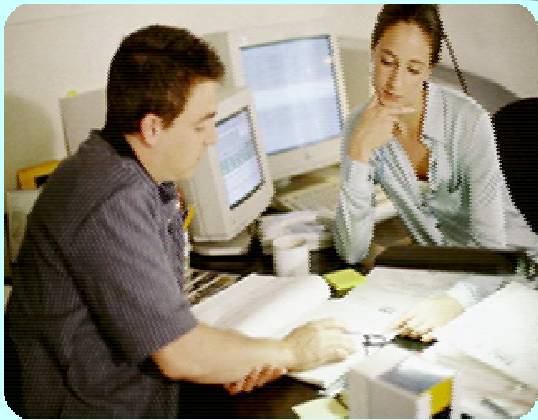
The hp photosmart 812 story



To reality



1. Org. Design



- R & D
- MFG
- Marketing Communications
- Finance



- Technical Documentation
- Packaging
- PR
- Training/Channel Development
- E Business/Web Publishing
- Support

2. Automated Work Flow



3. Data Model stored as Valid XML

Positioning: Create exceptional photos with the easy-to-use HP Photo smart 812 digital camera

Benefit Statement: Excellent photo quality

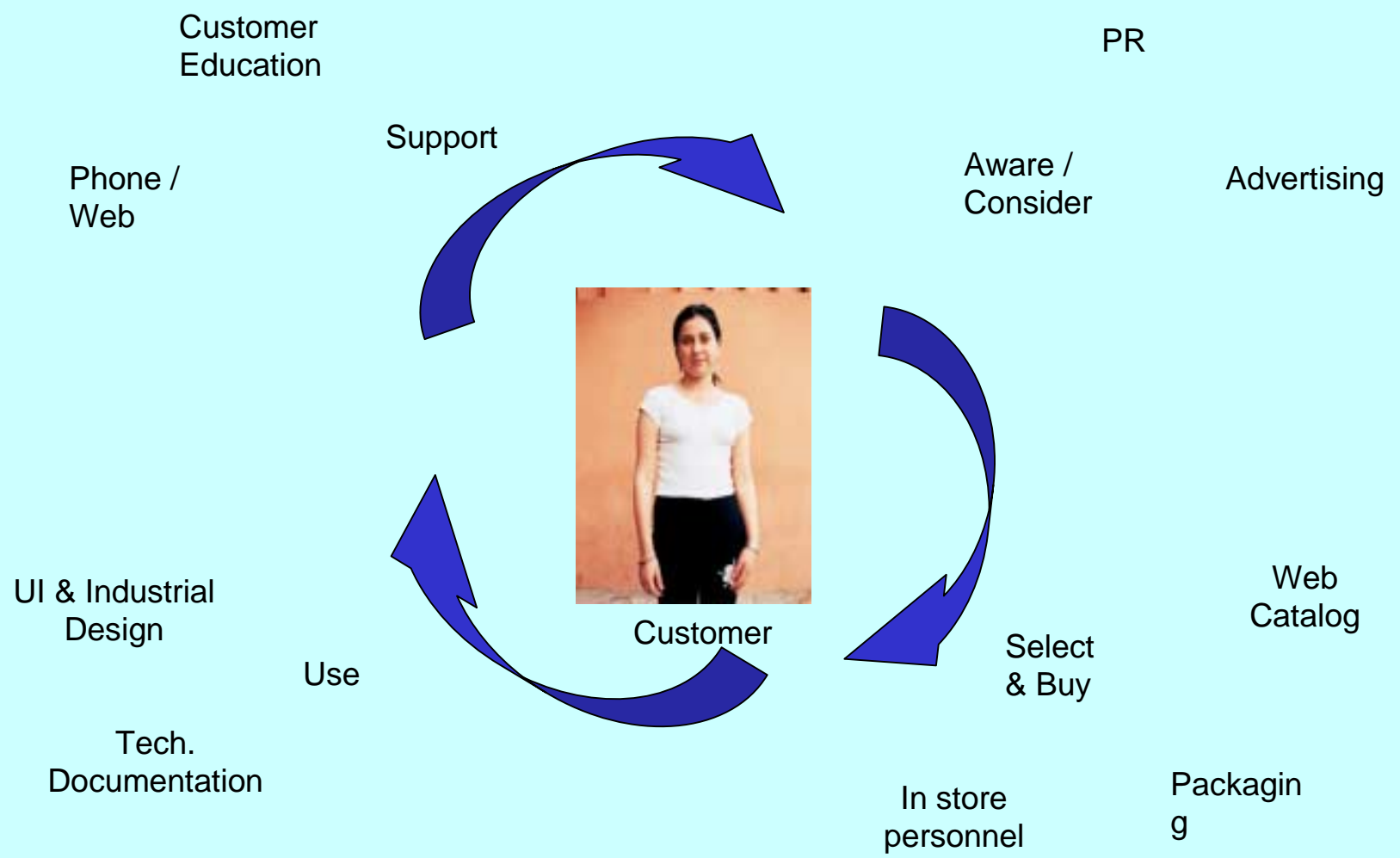
Supporting feature: Excellent photos and photo-quality enlargements with 4 MP total resolution

Supporting feature: 21X total zoom – 3Xoptical with Pentax lens, 7X digital zoom

Benefit Statement: HP instant share

Supporting Feature: Select on your camera where photos will go up to 14 destinations including e-mail addresses, printers, and more...

Additional elements:



Deliberate customer experience based on the promise

User Training



Company Information

- search
- contact hp
- company information home
- about hp
- hp in the community
- hp labs
- investor relations
- newsroom
- executive team

HP Shipping New Digital Camera that Makes Capturing and Sharing Photos Easier Than Ever

Camera's Exclusive HP Instant Share Technology Uniquely Focuses on Receiver's Experience

PALO ALTO, Calif., May 6, 2002

HP today announced the HP Photosmart 812 digital camera is available in three submodels. The camera is first and only on the market to feature breakthrough HP Instant Share Technology, which allows users to easily designate how an image will be used.

No longer burdened with a large file size, the benefit of an HP Instant Share e-mail message receive thumbnail images along with a link to the HP Instant Share Web page. By clicking on the link, recipients can easily view and access high-resolution photos without having to download any attachments.

"We've seen sustained demand for HP's entire line of digital imaging products including digital cameras, photo printers and scanners," said Chris Chiu, research analyst, IDC. "We anticipate consumers will be attracted to HP's newest camera with Instant Share technology because it makes digital photography simple and affordable."

"The recipient's experience is what makes the HP Photosmart 812 digital camera truly unique," said Karl Wardrop, digital imaging product manager, HP Consumer Business Organization. "Unlike other cameras on the market that only focus on the sender, this camera's use of HP Instant Share technology eliminates large photo attachments, making it easier to send and receive digital

Press Release

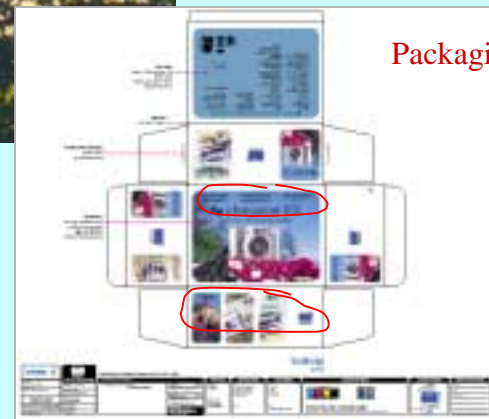


Documentation



OnLine Catalog

Packaging



hp photosmart 812 digital camera with direct printing capability

Create exceptional photos with the easy-to-use HP Photosmart 812 digital camera, with 4 MP resolution and 21x optical zoom—3x optical with Pentax lens and 7x digital zoom. Use HP Instant Share to select on your camera where photos will go the next time you connect to your PC or optional Photosmart 8881 digital camera dock (not included, purchase separately)—you can select up to 14 destinations, including e-mail addresses, printers, and more. Plus record memories in sound and motion using video clip capture with audio, and easily connect to your PC with the optional camera dock.

exceptional photo quality

- record photos and photosharing webpages with 4 MP resolution and 21x total zoom—3x optical with Pentax lens, 7x digital zoom

hp instant share

- select on your camera where photos will go up to 14 destinations including e-mail addresses, printers and more—the next time you connect to your PC using a USB cable or the optional HP Photosmart 8881 digital camera dock (not included, purchase separately)

capture sound and motion

- record memories in sound and motion using video clip capture with audio
- store photos using the included 16 MB Secure Digital memory card

docking capability

- connect your camera to the optional HP Photosmart 8881 digital camera dock (not included, purchase separately) to send your photos to your PC, recharge and backup and view photos on your TV
- connect charging with the optional Photosmart 8881 digital camera dock (not included, purchase separately) which includes a USB cable

direct printing

- easily print photos directly from your camera to HP Photosmart printers and Desktop printers with USB connectivity—no PC required

great photo features

- sleep/Photo immediately and Backlit which lets you take or delete using the 1.5 inch color LCD screen
- auto focus for close-up and panorama
- take groupshots photos without guesswork using auto exposure, red-eye reduction and auto flash
- capture audio with your photos
- use battery power when you use the optional AC adapter (not included, purchase separately)

support

- one year limited warranty backed by HP customer care
- 24-hour Web support at www.hp.com/go/customer

Data sheets

HP PC and Peripheral Catalogue - UK, Microsoft Internet Explorer provided by Hewlett-Packard

HP Photosmart 812

the hp photosmart 812: a compact, user-friendly camera that delivers superb-quality digital images.

with the hp photosmart 812 digital camera, you can capture superb-quality digital images with point-and-shoot simplicity. it combines a 4.3 megapixel sensor with 21x zoom (3x optical, 7x digital) for ultra-sharp close-ups and outstanding image quality. the 3.6 inch lcd display, hp instant share, and docking station compatibility guarantees all-round convenience. it comes complete with video clip & sound capture capabilities, and a 16 mb secure digital card with expandable photo storage capability.

target audience:

families and individuals who are looking to take, store, and share high-quality digital photographs simply and conveniently.

key selling points and benefits

- exceptional image quality and powerful, easy-to-use features.
- 4.3 megapixel sensor for high-resolution digital images which look great even when enlarged.
- 21x zoom (3x optical, 7x digital) for versatility and creativity.
- sophisticated video clip & audio capabilities let you record 60 seconds of video with audio to enhance stills with speech and ambient sound.
- expandable photo storage capability

Channel Training

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Camera's Exclusive HP Instant Share Technology Uniquely Focuses on Receiver's Experience

PALO ALTO, Calif., May 6, 2002

HP today announced the HP Photosmart 812 digital camera is available now at retail stores nationwide. The camera is first and only on the market to feature breakthrough HP Instant Share technology, which allows users to easily designate how an image will be shared.

No longer burdened with a large file attachment, recipients of an HP Instant Share e-mail message receive thumbnails of images along with a link to the HP Instant Share Web page. By simply clicking on the link, recipients can easily view and access high-resolution photos without having to download any attachments.

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HP's entire line of digital cameras, photo printers and scanners, said Steve Chan, president emeritus, IBC. "We anticipate consumers will be attracted to HP's newest camera with Instant Share technology because it makes digital photography simple and affordable."

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Press Release

hp photosmart 812 digital camera

user's manual

Documentation

OnLine Catalog



Packaging

hp photosmart 812 digital camera with direct printing capability

Auto shoot

Create exceptional photos with the easy-to-use HP Photosmart 812 digital camera, with 4 MP resolution and 21x total zoom—3x optical with Pentax lens and 7x digital zoom. Use HP Instant Share to select on your camera where photos will go the next time you connect to your PC or optional Photosmart 881 digital camera dock (not included, purchase separately)—you can select up to 14 destinations, including e-mail addresses, printers, and more. Plus record memories in sound and motion using video clip capture with audio, and easily connect to your PC with the optional camera dock.

excellent photo quality

- excellent photos and photographically enlargements with 4 MP resolution
- 21x total zoom—3x optical with Pentax lens, 7x digital zoom

hp instant share

- select on your camera where photos will go up to 14 destinations including e-mail addresses, printers and more—the next time you connect to your PC using a USB cable or the optional HP Photosmart 881 digital camera dock (not included, purchase separately)

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- sleep/Photo immediately and decide which to keep or delete using the 1.5 inch color LCD screen
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- take group/locking photos without guesswork using auto exposure reduction and auto flash capture mode with your photos
- save battery power when you use the optional AC adapter (not included, purchase separately)

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HP PC and Peripheral Catalogue : UK

Choose a Category: **scanners, digital imaging and photography**

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Channel Training