



HP Wins 11 Awards Across Imaging and Printing Portfolio from Buyers Laboratory Inc.

SINGAPORE, Asia Pacific, January, 2009 – HP today announced it garnered multiple top award wins from independent imaging authority Buyers Laboratory Inc. (BLI) in 2008. In addition to the prestigious “Color Printer Line of the Year” award, HP received recognition in 10 product and solution categories for commercial, enterprise and graphic arts customer segments, testament to the company’s commitment to providing customer value and product innovation across its imaging and printing portfolio.

The leading global independent tester of imaging and printing products, BLI recognizes outstanding individual products with its semi-annual “Pick of the Year” and annual “Line of the Year” awards. BLI awards are given to recipients for outstanding performance through proprietary lab tests against a wide range of evaluation criteria, including reliability, ease of use, quality, productivity and value.

“BLI award recipients are chosen after months of intensive, rigorous testing and represent the best all-around machines that enter our labs,” said John Donnelly, Managing Director of BLI International Ltd. “HP performed exceptionally well in our exhaustive tests, garnering 11 awards across its comprehensive portfolio that provide outstanding quality and cost-effectiveness.”

“HP is honored to receive these multiple awards from Buyers Laboratory, recognition of our continued commitment to innovation and in delivering customer value,” said Ivy Liang, Vice-President, Marketing, Imaging and Printing Group, Hewlett-Packard Asia Pacific. “The string of accolades is a tremendous encouragement and we look forward to raising the bar of excellence and to continue offering the most robust portfolio of imaging and printing products to our customers.”

Pushing the boundaries in extracting value from color

In BLI’s in-depth evaluation of color devices, HP came out tops in multiple categories across its comprehensive product line ranging from business-class inkjets and mid-size workgroup color laser multifunction devices to large workgroup color printers and tabloid-size workgroup models, earning HP the prestigious [“Color Printer Line of the Year” award](#). HP also received the [“Outstanding Achievement Award”](#) for innovation in the [HP CM8060 Color Multifunction Printer \(MFP\)](#).

Additionally, HP received accolades for the following products in their respective categories:

- HP Colour LaserJet CM3530 MFP Series for [Outstanding Mid-Size Workgroup](#)

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Colour Multifunction Printer

- HP Colour LaserJet CP3525n for Outstanding Mid-Size Workgroup Colour Multifunction Printer
- HP Colour LaserJet CM6040f for Outstanding Large Workgroup Colour Printer MFP
- HP Colour LaserJet CP6015dn for Outstanding Large Workgroup Colour Printer
- HP Officejet Pro K5400dtn for Outstanding Inkjet Printer (A4-Size)
- HP Designjet Z6100ps for Outstanding Wide-Format Colour Inkjet Multipurpose Printer

With the increased need for professional, high quality, color printing, HP continues to drive innovation, offering exceptional color enhancement qualities, productivity, network sharing, and streamlined efficiencies that benefit any office environment. HP color printing devices also include color access controls that make it easy for administrators to monitor and limit the type and amount of color output allowed from network printers, making them a cost-effective choice for color deployment.

Outstanding quality and value with monochrome line-up

HP also received awards for its robust monochrome printer line-up. The HP LaserJet P4515x was awarded Outstanding Departmental Monochrome Printer while the HP LaserJet P1005 was recognized as Outstanding Non-Networked Personal Monochrome Printer.

Offering outstanding quality and value, the A3-size HP LaserJet P4515x was chosen for its robust feature set and excellent performance and was noted for demonstrating some of the fastest results and for providing sharp text, clean lines and dense, dark solids. The HP LaserJet P1005 was selected as BLI's "Pick" winner in the personal monochrome printer category for its dark, crisp text and better overall image quality than competitive products.

Unrivaled network management for outstanding fleet management

In addition to multiple accolades for its hardware offerings, HP received the Outstanding Network Device Management Solution award for HP Web Jetadmin 10. Web Jetadmin 10 earned a Five-Star rating overall as well as Five Stars in most individual categories BLI evaluated, including ease of use, device discovery, device monitoring, device management and user management. In its evaluation, BLI noted that HP Web Jetadmin goes further than competing solutions in allowing administrators to control access to color printing and other MFP functions. The ability to let administrators enforce policies, such as setting duplex and toner-saving modes as defaults and power-saving sleep mode, was also noted for helping companies save money and achieve "green" initiatives.

About Buyers Laboratory Inc.

Since 1961, Buyers Lab has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories,



the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products. The company's databases cover over 10,000 products and have a long-standing reputation for being the industry's most trustworthy and complete source for global competitive intelligence. They are available to BLI subscribers online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, and BLI-produced articles.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

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