



## HP Photo Books

### Overview

HP Photo Books are an easy and fun way for consumers to create customized, professional-quality photo books at home. Everything consumers need to make an affordable and unique photo book with any inkjet printer is included – a 12 sheet book, software, and photo paper. To create a photo book, customers simply load the software, select a design, choose their photos, add optional text, and print. After printing the photo book pages, customers fold back the photo book covers, slide in the pages, and close. This easy-to-use solution offers professional-quality results every time.

### Key Features and Benefits

- The package includes everything needed to easily make a professional-quality 5 x 7- or 8.5 x 11-inch photo book at home with an inkjet printer– a two-toned, linen photo book, HP Photosmart Essential software CD and HP Advanced Photo Paper, Glossy.
- The photo books make assembly, updating and personalization easy with an innovative binding system that lets consumers replace or rearrange pages – even add mementos like ticket stubs, cards and brochures.
- The included HP Photosmart Essential 2.5 software features a “create” tab which includes a unique color palette and a variety of professionally designed layouts to commemorate any occasion – from weddings and vacations to everyday celebrations.
- With the included software, photo book pages are automatically laid out, in groups of photos taken together – a first for consumer photo book software.
- Ability to re-arrange photos and add text enables consumers to personalize their book for any occasion.
- HP Advanced Photo Paper is a lab-quality, glossy photo paper that dries instantly for worry-free handling without smudging or smearing.
- The photo book design includes a journaling area on the back cover so customers can write special, handwritten notes.
- Choose from five classic book colors including Charcoal/Silver, Indigo/Sky, Mauve/Stone, Plum/Sage and Sea Foam/Stone – all with vellum inserts.
- Includes 12 sheets per book – expands up to 25 pages.<sup>(1)</sup>

### Pricing and Availability

HP Photo Books are available in two sizes:

- HP Photo Book 5 x 7-inch: \$14.99.<sup>(2)</sup>
- HP Photo Book 8.5 x 11-inch: \$24.99.<sup>(2)</sup>

Expected to be available for purchase in October 2007 in North America.

<sup>1</sup> Expands up to 100 photos with purchase of additional sheets of HP Advanced Photo Paper, Glossy, purchased separately.

#### Editorial Contacts:

Frank Fellows, HP  
+1 281 518 5440  
frank.fellows@hp.com

Melanie Wehrman  
Porter Novelli for HP  
+1 415 975 2264  
melanie.wehrman  
@porternovelli.com

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)

<sup>2</sup> Actual price may vary.

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

8/2007

