

YOU ARE THE KIND OF BUSY PROFESSIONAL WHO IS OFTEN IN MEETINGS, TRAVELING OR WORKING FROM HOME. YOU KNOW HOW INCONVENIENT AND TIME-CONSUMING IT CAN BE TO ACCESS AND PRINT DOCUMENTS ON THE GO. IMAGINE NOT HAVING TO LUG YOUR LAPTOP TO YOUR MEETING DESTINATION, LOCATE WI-FI AND PRINT SERVICES, FIND AN IT SECURITY ADMINISTRATOR, OR ASK PERMISSION TO USE SOMEONE ELSE'S PC IN WHATEVER PRECIOUS TIME YOU MAY HAVE TO SPARE BEFORE YOUR NEXT APPOINTMENT.

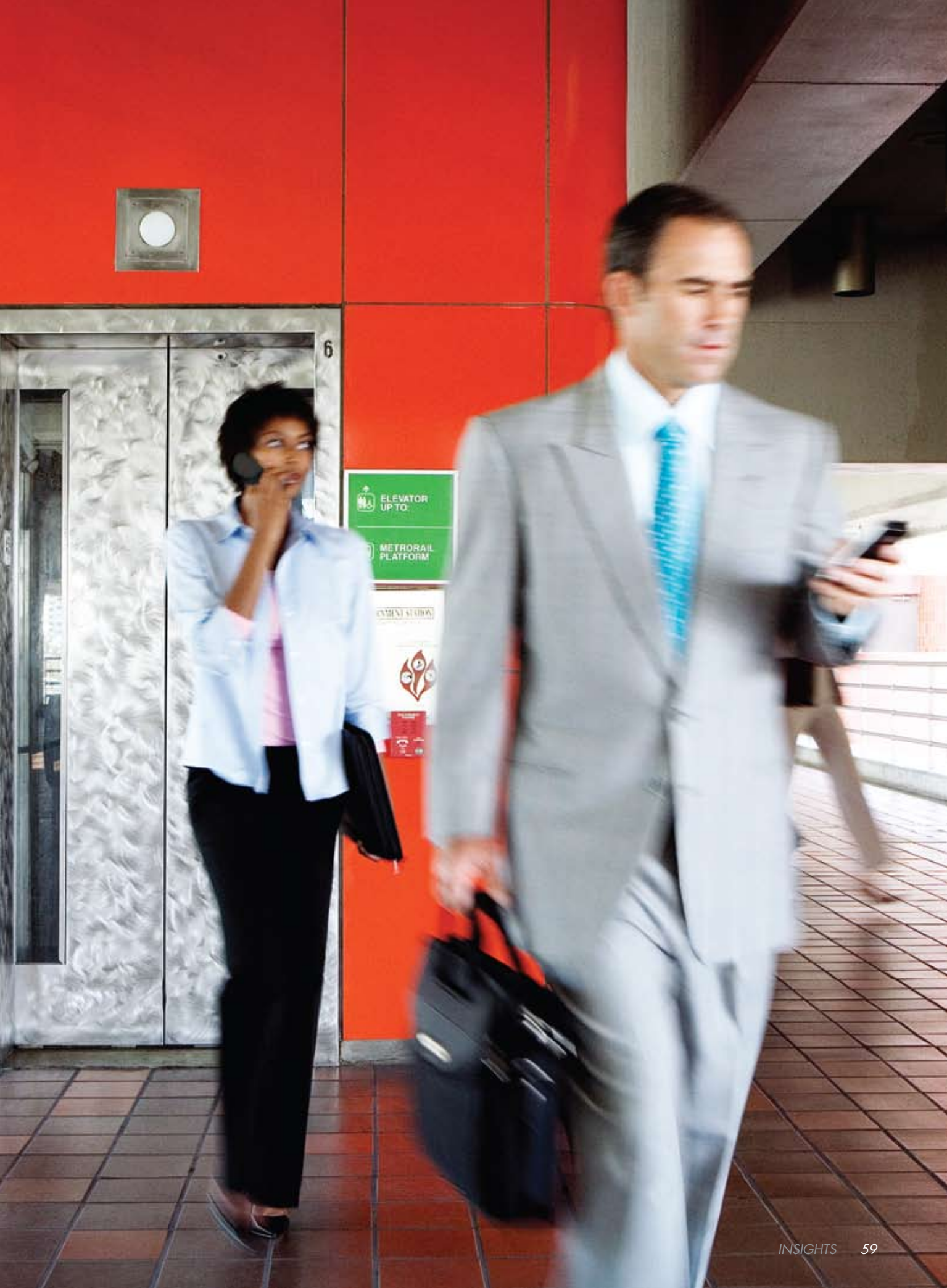
BLUE SKIES AHEAD FOR HP CLOUD PRINTING

Cloud technology could soon eliminate such hassles from mobile printing. Companies are already using Internet-based applications services delivered through the cloud for software as a service, utility computing, commerce and other web services. Soon, business users will be able to benefit by printing through the cloud. HP is developing a cloud printing solution that will simplify the way people work and print – whether at one of their company locations or on the go.

Here's how it will work. Let's say you're on the way to one of your company locations and receive a message that a meeting has been moved to an earlier time. You still need to print out the latest presentation from your email, but won't have time to print it when you get to the office. With HP cloud printing, you'll be able to open the presentation in an email, and, in just a few clicks – through a private intranet cloud application – use the geo-locating feature to find and print from the office printer closest to your meeting room.

If you were at a corporate customer's facility, hotel or convention center, you might also print from your mobile device via an Internet-based public version of HP cloud printing. In all of these situations, you would be able to avoid dealing with Wi-Fi services and other inconveniences.





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ELEVATOR
UP TO
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PLATFORM

COMMUNITY



THE MISSING LINK IN THE MOBILE WORKFLOW

HP is designing its cloud printing solution to allow web-enabled mobile phone users to print anytime, anywhere to a network printer. In May 2009, HP announced it had formed a strategic alliance with Research In Motion to deliver a portfolio of solutions for business mobility on the BlackBerry® smartphone. By downloading the new application, BlackBerry users will be able to print a document, presentation or photo with a few simple clicks.

The new cloud solution from HP has the potential to revolutionize printing. In recent years, notebooks and cell phones have become smaller, faster and feature-packed. But the real breakthrough occurred more than a decade ago, when BlackBerry offered users access to email. Immediately, cell phones became smartphones – powerful productivity tools that enable busy professionals to work on the move.

HP CLOUD PRINTING ADDRESSES THE REALITY THAT PEOPLE ARE MOBILE, DEVICES ARE MOBILE, BUT PRINTERS FOR THE MOST PART ARE NOT

Since then, smartphones and handheld devices have gained tremendous popularity, and people have become accustomed to holding the power of communicating and computing in the palms of their hands, ready to respond at any time. Yet even with the most advanced smartphones, the ability to print remotely has been the missing link in the mobile workflow.

HP Labs is well-positioned to provide that missing link. Sridhar Solur, director of Mobile Printing for HP, led a group that developed the cloud mobile printing application from early prototypes created by Bernardo Huberman, director of the HP Social Computing Lab.

Solur believes HP cloud printing is the answer: “HP cloud printing addresses the reality that people are mobile, devices are mobile, but printers for the most part are not. Cloud printing delivers on HP’s Print 2.0 vision, enabling people to print wherever and however they choose. As the print technology market leader, HP aims to deliver the richest user experience and believes that ubiquitous printing meets the needs of a global customer base.”

BRINGING THE CLOUD DOWN TO EARTH

Cloud printing fits into HP’s expansive approach to offering cloud technology to its customers, led by a major push from HP Labs. HP seeks to collaborate with cloud users and providers to offer its own cloud services and cloud-enabled products.

HP cloud mobile printing will offer solutions for business mobility based on the BlackBerry platform, with its 30 million active users. HP cloud printing for enterprise customers will unleash documents from a user’s mobile device, enabling them to print their documents wherever business happens. The service is printer agnostic and driverless, requiring only simple Internet access via a BlackBerry smartphone.

HP cloud printing will overcome VPN hassles – eliminating the need to track down security codes and log in – and frees the print process from drivers, cables and operating systems. No special software or hardware is required.

IMPROVING PRODUCTIVITY THROUGHOUT THE ENTERPRISE

HP anticipates cloud printing will drive productivity by allowing enterprise users to share printers and documents more efficiently, print ahead from remote locations (making documents available on arrival) and convert mobile content into hard copy for easy reading, markup and sharing.

Solur reports high interest from participants in an HP cloud printing pilot program as well as IT managers and C-level executives: “We’ve piqued customers’ interest across a wide spectrum of enterprises that have used the service or heard about it. The need and demand for this kind of service has been bottlenecked for quite some time.” 75% of large enterprise users in the pilot program said they had recommended HP’s cloud printing solution to peers, and an even greater percentage continued using the solution after the pilot program.

BRINGING MOBILE PRINTING TO NEW MARKETS

With last year’s announcement of CloudPrint technology by HP Labs, the company’s central research arm, HP has established a leadership position, demonstrating innovation in mobile printing. HP anticipates the technology will extend the benefits of printing on the go to entirely new markets, such as in developing countries, where more people have cell phones than computers.

Solur describes the global implications of the unprecedented technology: “By fundamentally changing the way people and businesses connect with each other and with information, the cloud will enable us to extend the reach of technology to new markets and make it more relevant in those it already serves. Cloud printing will transform traditional industries and redefine the way we use technology in business, classrooms, the home and on the road.” ●