



**from creation to print
with
hp publishing solutions**





imagine ...



... you are in the car business and your customer is interested in a sports convertible in wouldn't you like to be able to give him a catalogue that contains nothing than sports convertibles on offer right away, while you are still in the sales conversation?

... you run a real estate agency and your customer would like to buy an apartment with 4 rooms near the city center - wouldn't it be great if you could instantly print a few offers with photos and a detailed description for him to take home and think about it?

... you just received an extra amount of goods on special offer - wouldn't it be handy to have some sales fliers for distribution when the shop opens tomorrow?

database-driven publishing on hp colour printers

As the pace of doing business and the pressure on people's time increase, so does the necessity of producing your own customer specific materials: right on the spot, with the latest information, often just as one tailor-made document.

Providing a customer instantly with relevant information supports their decision making process. This information, in combination with your corporate identity layed out in professional quality brochure or sell sheet will reinforce your image as a competent supplier.

With the new hp line-up of fast and cost effective office colour printers, you can now produce impressive marketing documents easily.

Together with JetCAPS Portfolio Publishing Suite they form a powerful and affordable end to end publishing solution from creation to final output without the need to involve a graphics artist or print service provider.

This all adds up to the elimination of storage, wastage and distribution of pre-published material, and enhanced profitability through an increased response from targeted messaging.

**example application*

load images and text...



...search for suitable content...



...choose an output style...



...and publish automatically...



...with JetCAPS Portfolio Publishing and hp colour printers



target

produce relevant material for each individual customer

Portfolio is completely customisable, allowing you to profile and catalog your items under your own menu choices and classifications. Just search and select the items you want to include in your publication.



impress

add a personal touch to all your communications

Captivate your audience with pertinent information professionally output on hp colour printers. Get the power of one-to-one marketing by adding one-off statements or merging output with customer lists.



example application

select

preserve company identity but vary the content in a flash

Portfolio acts as a library for all approved publishing content. No more searching for data sheets or ad-hoc collages - just tick the required items and a document is formatted in your company style.



example application

organise

manage and publish digital photographs

Digital photography unlocks a whole new world of communication. Use Portfolio to catalog pictures, then output automatically into galleries and photo sheets for print, email and archive.



example application

share

use the power of instant, low-cost email marketing

Besides as hardcopy production, Portfolio also generates PDF publications, ready for instant distribution via email. Imagine the impact of sending a caller a personal brochure while they are still on the phone.





everything under your control

That's all there is to creating or retrieving highly relevant marketing material for your customer's enquiry.

The Portfolio Publishing Suite puts all the information about your offering at your fingertips, ready for professional quality output on hp colour printers - at the touch of a button.



example applications



Please contact your reseller or the local JetCAPS partner for more information on web-based and face-to-face demonstrations or financing options. www.JetCAPS.com



hp colour printers emphasise your message

What the Portfolio Publishing Suite prepares, hp colour printers present, offering fast high quality colour with a range of media options, making them ideal for business creatives wanting to enhance their communications and sell their ideas, products and services.

From business inkjet printers to A3 duplex colour laser models, there's an hp colour printer to suit every business.



hp business inkjet 3000 series

the economical one: Fast, reliable, high-quality colour printing up to A4 with a low running cost.

- Print speed: 8 ppm colour /14 ppm b/w
- 400 MHz Processor
- Up to 3 input trays
- Monthly volume: 30,000 pages
- Holds up to 1100 sheets



hp color laserjet 2500 series

the entry level: A4 color laser printer for small businesses, branch offices and small work teams.

- Print speed: 4 ppm colour /16 ppm b/w
- 300 MHz Processor
- Up to 3 input trays
- Monthly volume: 30,000 pages
- Holds up to 875 sheets



hp color laserjet 4600 series

simple and reliable: high-speed colour laser printing up to A4 for professional looking flyers and sell sheets

- Print speed: 16 ppm colour /16 ppm b/w
- 400 MHz Processor
- Up to 3 input trays
- Monthly volume: 85,000 pages
- Holds up to 1100 sheets

hp color laserjet 5500 series

the workhorse: high-speed, A3 colour laser printing for center-fold brochures, flyers and posters at a breakthrough price

- Print speed: 22 ppm colour /22 ppm b/w
- 400 MHz Processor
- Up to 4 input trays
- Monthly volume: 120,000 pages
- Holds up to 1600 sheets



From concept to creation, the complete solution from hp

hp offers the ideal selection of products that allows you to effectively create and manage your image and collateral database.

With digital cameras and scanners in cooperation with a wide range of PCs, countless possibilities are at your fingertips.



hp Compaq EVO D310

These desktop models deliver industry-leading value with the performance you need to manage image libraries and instantly create graphic intensive documents.

- 2.0GHz, 2.4GHz, 2.53GHz, 2.66GHz Intel Pentium 4 or 1.8GHz Intel Celeron
- 128 256 MB of DDR SDRAM PC2100 at 266 MHz
- Industry-standard 40-GB or 80-GB Removable harddisk drive
- 7200 rpm SMART III Ultra ATA/100
- CD-ROM 48X, DVD-ROM 24X, CDRW 48X, Combo drive DVD/CDRW 32X.
- Choice of operating systems:
Windows XP HE, Windows 2000 Sp2, Windows XP Professional



hp scanjet 5500C

Include photos, graphics, text, 3D objects in digital format with 2400 dpi and 48-bit colour.

- Automatic photo feeder can scan a stack of 3x5 or 4x6-inch photos
- No warm up time, preview scans in about 7 seconds
- Scan 35-mm negatives and slides using the included lighted adapter
- Scan and post photos to the Web using included share-to-Web software
- Convert documents to electronic text with included OCR software
- Scan up to 35 pages and save to CD as one document using the scan-to-CD feature



hp photosmart 850

Instantly add new images into your library, with this high-resolution, 4 megapixel digital camera.

- 56x total zoom with 8x optical, 7x digital
- Select on your camera where photos should go up to 14 destinations including e-mail addresses, printers and more.
- Direct printing
- User friendly, automatic or manual controls to select camera settings
- 5 cm colour display
- Capture sound and motion





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For more information visit our web site at:

www.hp.com

 **PORTFOLIO
PUBLISHING SUITE**

JeCAPS Portfolio Publishing Suite is an approved hp printing solution.
www.vipamedia.com



For ordering information please contact your local HP JetCAPS partner at
www.jetcaps.com/partner.htm

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