



## HP Photo Center 5 Premier Solution

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### Overview

The HP Photo Center 5 is the newest version of the award-winning HP Photo Center retail publishing solution that integrates HP Microlab, Minilab and Photosmart Studio systems. Versatile, scalable and space-efficient, the HP Photo Center can be plugged into a retailer's existing lab infrastructure or serve as a complete digital print solution to transform traditional photo departments into dynamic publishing centers.

Incorporating advancements developed by HP Labs, the company's central research arm, the HP Photo Center helps retailers increase revenue with high-margin, high-value photo products, including photo books, calendars, greeting cards and posters, in addition to vibrant, lab-quality photos within a one-hour service environment.

Additionally, the HP Photo Center can connect to Snapfish by HP to offer consumers the comfort of at-home ordering with the speed and convenience of in-store pickup.

With the HP Photo Center, retailers can drive additional profit opportunities by offering customized printed merchandise using licensed content from a variety of HP partner brand powerhouses. Consumers can order more than 168 products in 30 product categories, featuring more than 200 themes – including posters, calendars and greeting cards – right in the store, at home or online at [youneek.com](http://youneek.com) powered by HP and at HP retailer and content partner co-branded websites.<sup>(1)</sup>

### Benefits

- Boasts a scalable, flexible architecture allows retailers to add additional equipment within their existing store environments or replace their current offerings with a complete HP Photo Center solution.
- Can be installed in a hub-and-spoke layout with one or several unattended locations that offer standard 4 × 6, 5 × 7, and 8 × 10-inch prints and related print products, tied into a central attended location that fulfills all other photo products (posters, photo books, etc.). These spoke-ordered, hub-created products are then shipped to the hub location by the retailer for later pickup.
- Helps retailers increase revenue by offering a range of creative products such as photo books, flip books, posters, canvas prints, DVD slideshows, calendars,

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banners, photo cards and folded greeting cards.

- Features an easy-to-use touchscreen interface on the consumer Input Station that intuitively guides customers through each step of the ordering process – for quick image selection, product choice, image editing, theme selection and final product preview.
- Features advanced collage creation experience that enables consumers to more quickly and easily assign multiple images to a specific page in a multipage collage for bound calendars and photo books.
- Helps retailers drive additional revenue using personalized up-sell screens coupled with HP's unique shopping cart experience that moves the consumer through up-sell opportunities at multiple points of the customer ordering process.
- Equips retailers with HP Retail Management System to monitor the health of each Photo Center component, remotely upgrade firmware and software, configure products, pricing and settings, and get online reporting of sales, order and usage data. The system also enables HP to remotely fix many support issues often before retail performance is affected.
- The HP Photosmart Microlabs and Minilabs deliver consistent image quality using specially designed inks and papers to create smudge-, water- and fade-resistant prints that retain vivid, accurate colors for more than 200 years.<sup>(2)</sup>
- Additionally, HP Photosmart Microlabs and Minilabs supplies can be easily recycled at no additional cost through [HP Planet Partners](#).<sup>(3)</sup>

### Technical specifications

Supported formats:

- Still-image formats:
  - BMP, GIF, JPEG (standard and progressive format), JPEG (EXIF 2.1 and 2.2), PNG, TIFF (only the first page of multipage TIFFs)
  - Supports digital images with embedded «Exif Still+Audio» audio; the annotations stay with the image when burned to an archive CD or DVD; on these archive CD and DVD discs, the audio files can be played back as part of the «PC Playback»
  - Maximum image size: 60 megapixels
  - Maximum of 1,000 images per project, though the software will let the user choose from any number of images on user's memory card or disk.
- Video formats:
  - MPEG (MPEG -1 video), AVI (Audio Video Interleaved) with Motion, JPEG, MPG1 embedded within the AVI
  - Video files can be archived on CD and DVD archives; Photo Center can



create 15 still images from a video file using 15 evenly spaced frames within the file (first frame, last frame, 13 intermediate frames)

Photo Center components:

- 19-inch Input Station
  - Dimensions: 21.5 (h) × 18 (w) × 16 inches (d) (55 × 46 × 41 cm)
  - Weight: 90 pounds (41 kg)
  - Power requirements: 110-240V auto ranging, 10A
  - Standard components: 19-inch touchscreen with PC, CD/DVD reader, digital media drive, receipt printer
  - Digital input: Compact Flash Type I/II, Memory Stick/Memory Stick PRO, Memory-Stick PRO Duo, SmartMedia, xD-Picture Card, SD, MiniSD, MMC, RS MMC, USB Flash, CD
  - Bluetooth™ wireless connectivity USB dongle
  - Optional floor stand available
  - Additional order stations optional; up to five additional consumer order stations can be added to one base configuration
- 17-inch Input Station
  - Dimensions: 21.5 (h) × 13.5 (w) × 12 inches (d) (55 × 34 × 31 cm)
  - Weight: 40 pounds (18.1 kg)
  - Power requirements: 110-240V auto ranging, 7.3A
  - Standard components: 17-inch touchscreen PC, CD/DVD reader, digital media drive, receipt printer
  - Digital input: SD (includes SDHC), miniSD, microSD, CF/MD, xD, MMC (includes v4.x), RS-MMC, MS/PRO/DUO, USB2
  - Bluetooth wireless connectivity using USB dongle
  - Optional floor stand available
  - Additional order stations optional; up to five additional consumer order stations can be added to one base configuration
- Fulfillment station
  - Dimensions: 21.5 × 20.5 × 21.5 inches (56 × 53.5 × 55.75 cm) rack



case

- Weight: 93 pounds (42.25 kg) rack case includes:
  - HP z400 PC, HP ProCurve switch and router
- Power requirements: 110 volt power / 12.5 amp

#### HP Photosmart PM2000e Microlab Printer

- Dimensions: 33 × 30 × 32 inches
- Weight: 480 pounds
- Power Requirements: 120 volt power / 15 amp
- Standard Components: 8-in touch-screen color display, three configurable high-capacity trays (two 4 × 6-inch trays and one 5 × 7-inch tray holding 1,100 prints each)
- Configurable print sizes: 4 × 6 inches and 5 × 7 inches
- Extendable configuration to front of counter use cases with secure vending door option
- Order sorting: 18-bin capacity / 80 prints per bin

#### HP Photosmart ML1000D Minilab Printer

- Dimensions: 30 inches (h) × 70 inches (w)
- Power requirements: 220 volt / 20 amp
- Integrated display for status, service and alerts
- Back printing: 2 × 40 characters
- Order sorting: 16 100-print trays
- Individual 5 × 7-inch, 8 × 10-inch and 8 × 12-inch trays
- High-capacity 3,000 sheet 4 × 6-inch tray
- Bypass tray for larger sizes
- Overflow and mixed order bins
- Dry benefits, simple startup and shutdown



- Up to 16 print sizes ranging from 3.5 × 5 inches to 12 × 18 inches

#### HP Photosmart CP6015 Creative Printer

- Size: 22.8 × 25 × 27.7 inches (580 × 635 × 704 mm)
- Speed: 20 prints per minute (letter)
- First page out: <12 seconds
- Capacity 17k KCMY cartridges, 35k drums
- 5 Input trays:
  - Tray 1: 99 × 140 mm to 320 × 915 mm; 64 g/m<sup>2</sup> to 220 g/m<sup>2</sup>
  - Tray 2-5: 148 × 210 mm to 297 × 432 mm; 64 g/m<sup>2</sup> to 220 g/m<sup>2</sup>
- Connectivity: USB 2.0, Embedded Gigabit, IPv6, 2 EOI
- Consumables: 2-part cartridges (8); image transfer, T2 roller and fuser kits
- Print quality: ImageREt 4,800, 1,200 × 600 dpi, highest color and black gloss

#### Creative output options:

- Photo books
  - Three sizes; many themes, colors and styles such as teen, outdoor, furry friends, special occasion
  - Easily assembled in moments with HP exclusive dry-binding technology
  - Format: A hardbound photo book with a single image showing through a window on the front cover, followed with multiple pages of single images or collaged images
  - Optional vellum sheet available as first page and CD or DVD disk storage back page
  - Themes are designed to enhance all pages
  - Details:
    - 8.5 × 11-inch model is approximately 9 × 11.5 inches and 3.5-inch thick at the spine with a front-cover window size of approximately 3 7/8 × 2 7/8 inches (w × h)
    - 12 × 12-inch model is approximately 12 × 12.5 (w × h) and 0.5-inch thick at the spine with a front-cover window size of



approximately 4 × 4 inches

- A minimum-sized photo book has six sheets (12 pages) total
- A maximum-sized 8.5 × 11-inch photo book has 22 sheets (44 pages) total
- A maximum-sized 12 × 12-inch photo book has 16 sheets (32 pages) total

#### Photo booklets

- Photo booklet has a customized cover with a consumer-selected photo and title
- Themes are designed to enhance all pages
- Saddle-stitch stapled
- 9.5 × 7-inch open, 4 3/4 × 7-inch closed
- Up to 5 photos per page
- A minimum-sized photo booklet has two sheets (8 pages) total
- A maximum-sized photo booklet has five sheets (20 pages) total

#### Flip books

- Use 4 × 6-inch and 5 × 7-inch prints
- Grommet bound with transparent plastic covers

#### Photo cards

- Available in many themes, solid colors and text designs
- Collage and multi-image photo card option
- Available in 4 × 6-, 4 × 8-, 5 × 7- and 8 × 10-inch sizes

#### DVD slideshows

- Showcase up to 40 photos set to music
- Choose music from several soundtracks
- Includes personalized printed case cover and thumbnail insert
- Supports .mpg and .avi video files



## Prints and enlargements:

- Print sizes with the HP PM2000e Microlab printer: 4 × 6, 5 × 7-inch
  - Passport prints
  - Wallets (two 3.5 × 2.5 per print or four 2 × 3 per print)
  - Index prints with 40 thumbnail images
- Print sizes with the HP ML1000D Minilab printer: 4 × 6, 4 × 5.33, 3.5 × 5, 4 × 7, 5 × 7, 8 × 10, 8 × 12, 4 × 10, 4 × 8, 6 × 8, 4 × 15, 6 × 15, 10 × 15, 11 × 14, 12 × 12, 12 × 18-inch
  - Two print value packs are available for HP ML1000D Minilab printer
    - Basic: four 4 × 6, two 5 × 7 and one 8 × 10
    - Premium: 20 4 × 6, three 5 × 7, three 8 × 10, and 20 wallets
    - Passport prints
    - Wallets (two 3.5 × 2.5-inch per print or four 2 × 3 per print)
    - Index prints with 40 thumbnail images
- Super-panorama 8 × 20-inch prints are produced on poster printers (HP DesignJet 130 and HP Designjet Z3100 (discontinued) and Z3200)
- Prints can be bordered or borderless, with 26 different styles and colors of borders

## CD/DVD archives

- High-capacity CD and DVD archives
- Three versions:
  - Basic: HP-labeled disk created on the Fulfillment Station
  - Photo: Personalized disk created on the Rimage CD/DVD burner
  - Premium photo DVD: Personalized disk with case, index print created on the Rimage CD/DVD burner
- Photo CD/DVD archives also are available with front-of-counter 4 × 6 and 5 × 7-inch instant prints

## Posters

- Posters are available in single-image (plain or themed), collage (straight and tilt-



it, plain or themed), and canvas (all sizes except 2 × 36 inches include a 3-inch wrapping border). Sizes are 11 × 14, 12 × 18, 16 × 20, 18 × 24, 20 × 30, 24 × 36, 8 × 20 (school locker size), 40 × 60 cm, 60 × 80 cm (metric sizes) in bordered and borderless

### Calendars

- Twelve-month, multipage calendar available in 8.5 × 11 and 12 × 12-inch sizes
- Year-on-a-page calendar prints available in 4 × 6-, 5 × 7-, 8 × 10-, and 12 × 18-inch sizes using a single image; available in solid colors and with background themes
- Year-on-a-page calendar posters available in all seven poster sizes (11 × 14, 12 × 18, 16 × 20, 18 × 24, 20 × 30, 24 × 36, 8 × 20) using a single image; available in solid colors and with background themes

### Banners

- Available in 18 × 54- and 24 × 72-inch sizes in a variety of colored backgrounds and themes for celebrations, events and business use
  - Can be single image or collage; bordered and borderless with full text capabilities
  - Text can be added to all photo print sizes, posters and other photo products
    - Multiple text blocks per product
    - 12 font styles
    - 12 font colors
- (1) Select products are available directly through select retail partner stores.
  - (2) The images will last for 100+ years in the open and 200+ years under glass before any discernible light-fade, according to Wilhelm Imaging Research, Inc. Fade results are achieved only with the genuine HP paper and ink that come with the system. See [wilhelm-research.com](http://wilhelm-research.com) for details.
  - (3) HP ink cartridge return and recycling is available in 47 countries and territories around the world, covering almost 90 percent of the addressable market; details are available at [www.hp.com/recycle](http://www.hp.com/recycle).



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