

Media release – March 13th, 2009

More awards for HP at PMA 2009

Steuart Meers of Photo Direct reports that two of the seventeen innovations chosen to receive a **DIMA Innovative Digital Product Award** were from **HP**.

The prestigious awards recognize products or services featuring new technologies and/or applications that make the product truly distinctive in the marketplace - they also have to be available within 90 days of PMA 09.

HP iPrint Photo is the first photo printing application of its kind that allows for quick and easy printing of 4x6 photos from an iPhone or iPod Touch to most HP inkjet printers connected to a local Wi-Fi network. **HP iPrint Photo** is fully compatible with Apple's Bonjour technology and features the innovative multi-touch interface for the easiest and fastest wireless iPhone or iPod Touch print experience.

HP Photo Center 4.0 is the latest version of the award-winning HP Photo Center solutions which helps retailers grow revenue with high-quality, high-margin photo products produced in store and makes it easier for consumers to enjoy and share digital photos.

Consumers can manage high volumes of digital images quickly and easily in this simple workflow. The easy-to-use touch screen interface intuitively guides consumers through each step of the ordering process: quick image selection, product choice, image editing, theme selection, and final product preview. Non-intrusive, up-sell screens encourage additional purchase behaviour at appropriate moments along the process. A built-in demo mode lets new consumers explore how easy it is to create all the photo products and prints.

In addition to vibrant, lab-quality photos, consumers can easily produce professional-looking photo creations such as photo books, calendars, greeting cards, posters, and more within a one-hour service environment.

For more information about the HP Photo Centre 4.0 software, kiosks and printer solutions, contact **Photo Direct** on 1300 364 817.

