

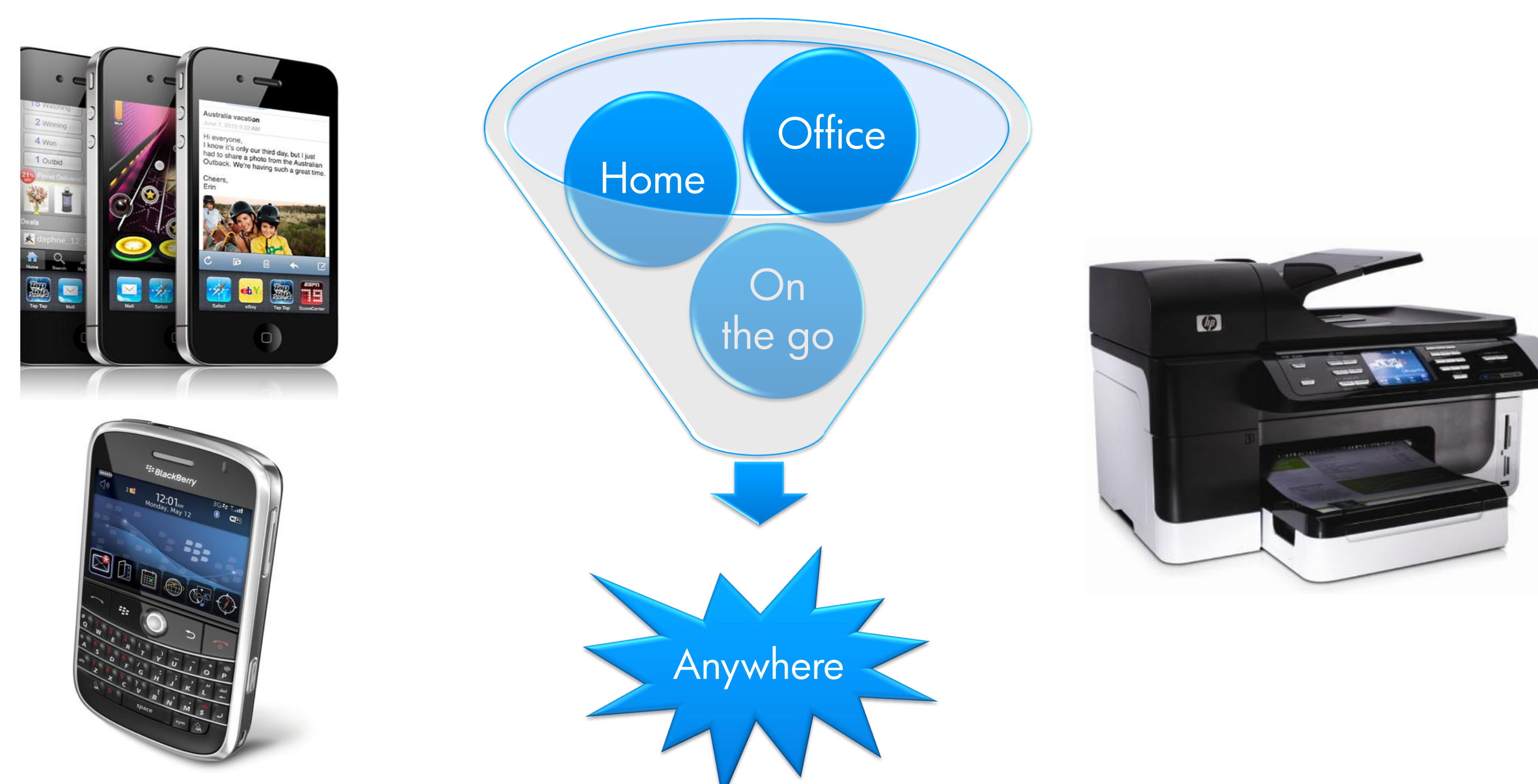
EPRINT SERVICE

PUBLIC PRINT LOCATIONS AND MOBILE APPLICATIONS

PROGRAM VISION

Deliver a ubiquitous and outstanding printing experience for mobile users.

Any mobile user should be able to print while on-the-go, and any business able to become a mobile printing location.

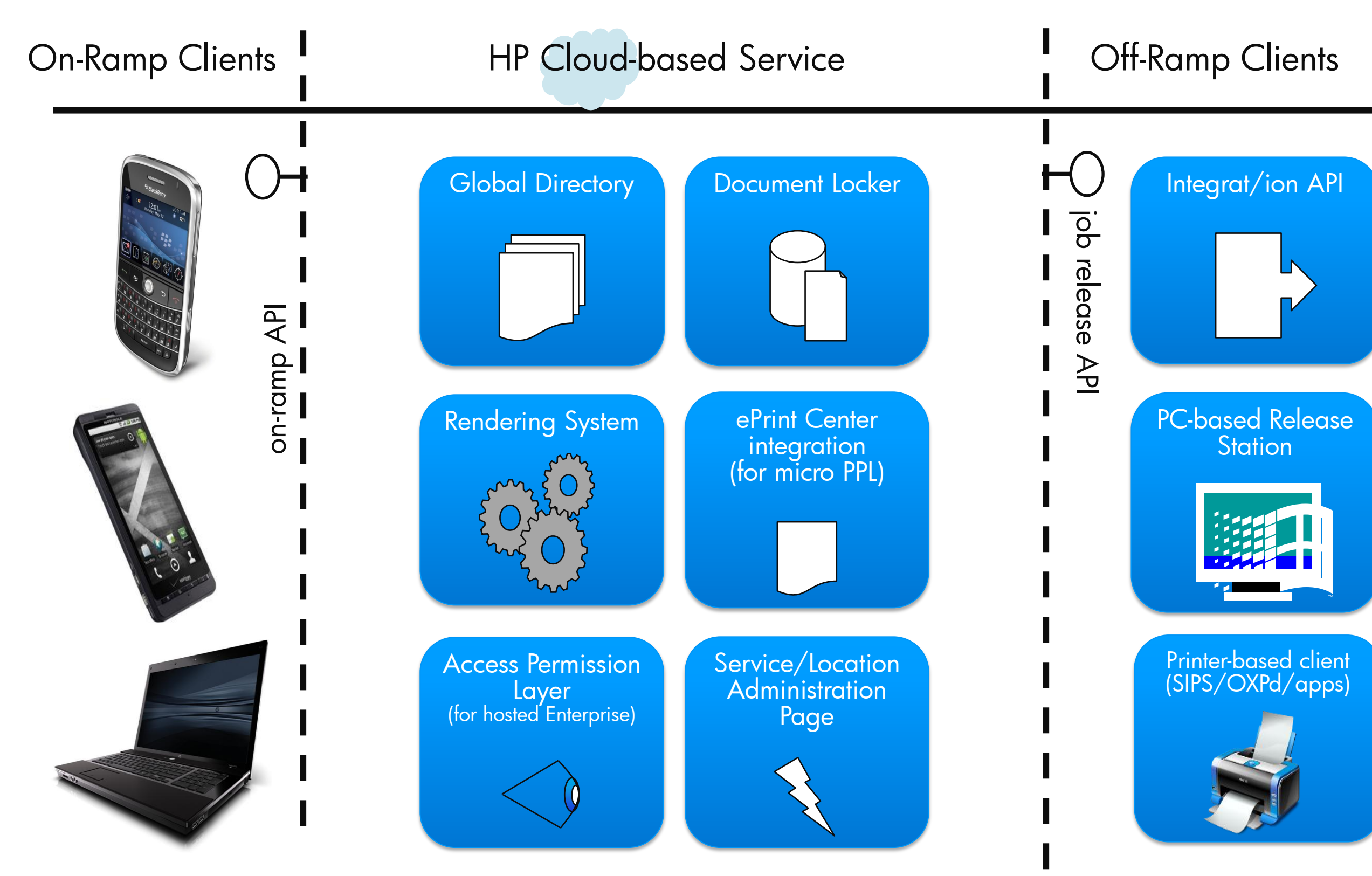


PUBLIC PRINT LOCATIONS (PPL)

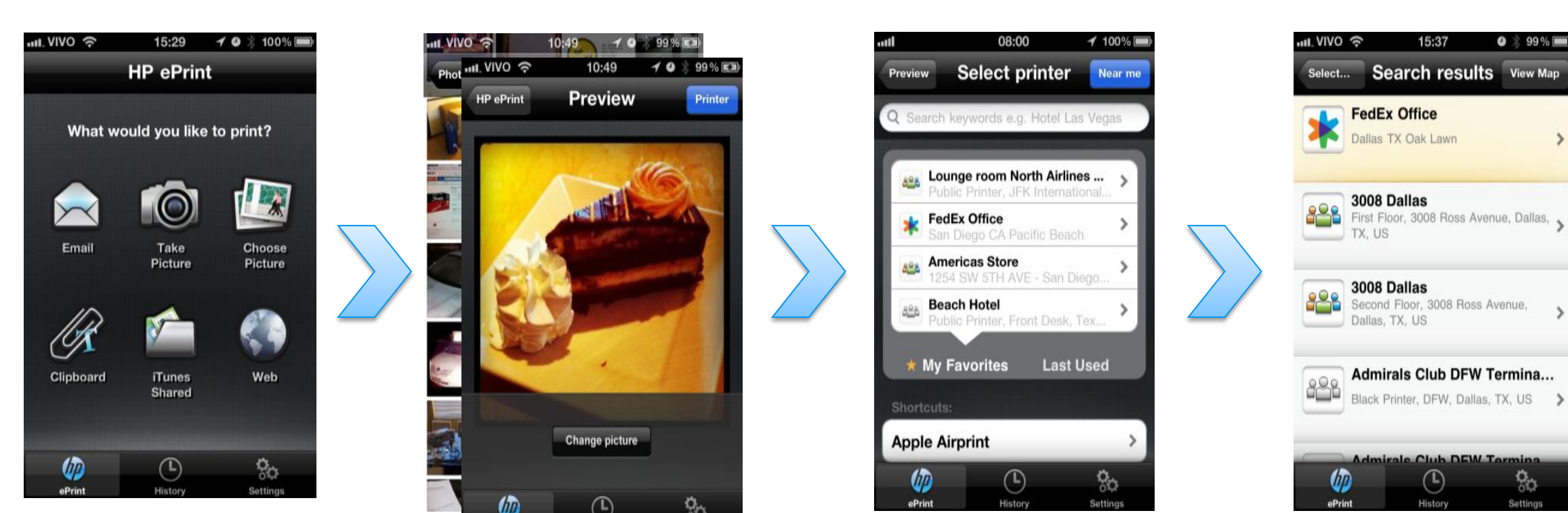
Critical Success Factors

- Support multiple on-ramp platforms (iPhone, Android, BlackBerry, PC, Mac, Windows Mobile 7, integration API...)
- Support multiple off-ramp alternatives (PC-based client, SIPS/OXPd app, integration API...)
- Remove barriers and friction points for users and businesses to adopt the solution (no setup fee)
- Enable customers to leverage existing non-HP installed-base, while adding incentives for use of HP devices and genuine supplies

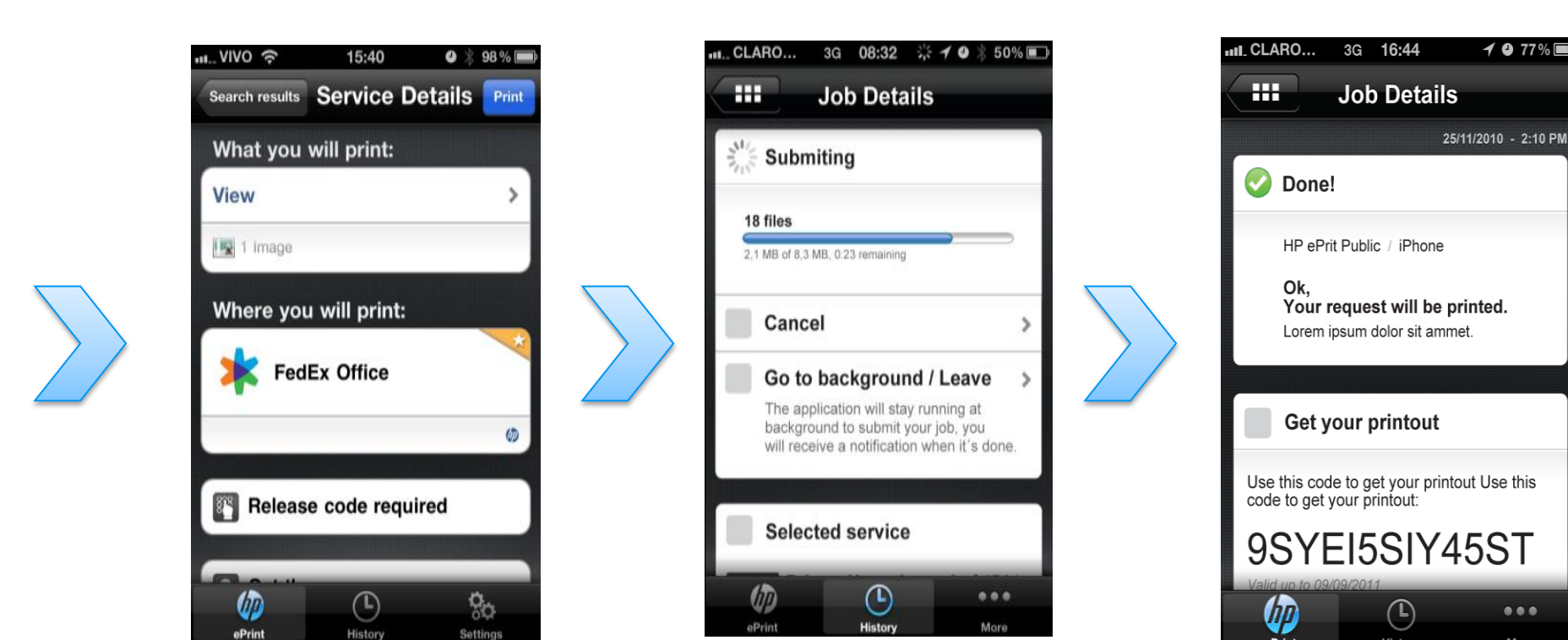
High Level Architecture



MOBILE APPS

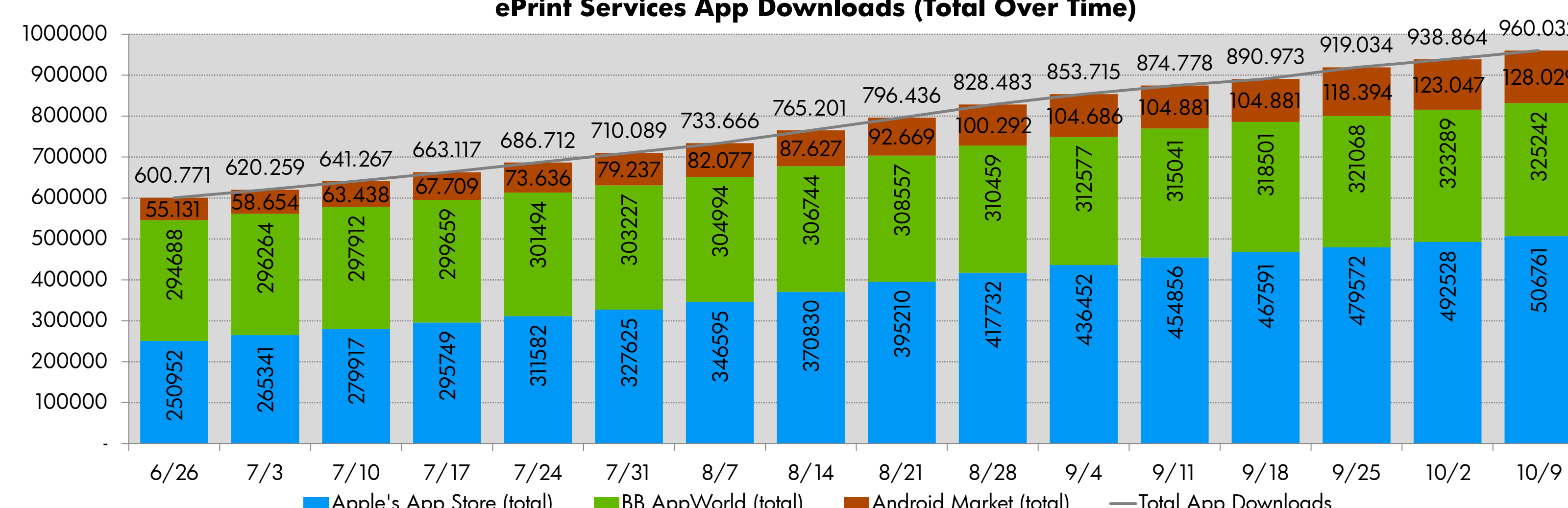


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ePrint Services App Downloads (Total Over Time)



ePrint PPL - Job Submissions per Mobile OS

