



HP and The Landscape Group Turn Students into Digital Artists with Print-on-Demand Solution

BRACKNELL, UK, 06 December, 2007 – HP and The Landscape Group today announced a collaboration to create EduPrint, a revolutionary new print-on-demand resource that allows schools to bring many of their previously outsourced printing requirements in-house and at the same time, promote the digital artists of tomorrow.

EduPrint provides one of the best working environments and tools to help students develop and apply their creative and artistic business skills while enabling schools to reduce their external printing costs.

Editorial contacts:

Vicky Anderson
+44 (0)7720 277 201
vanderson@hp.com

Claire Mylchreest
Porter Novelli for HP
+44 207 853 2223
claire.mylchreest@porternovelli.co.uk

Hewlett-Packard
Amen Corner
Cain Road
Bracknell
Berkshire
RG12 1HN
www.hp.com/uk

The solution combines the latest HP Z Series printers from the HP large format Designjet range with an automated software template, developed by The Landscape Group, which enables the creation of personalised content.

EduPrint offers schools, colleges and study centres the ability to produce high quality professional printing on demand with three key benefits.

Firstly, they are able to save on printing costs and eliminate wastage by bringing small print jobs in-house, such as school photos, calendars and newsletters, versus outsourcing to local print firms. In addition, a cost estimator enables students to gauge an approximate cost before any item is printed and allows the school to set up secure print job approvers so continued cost efficiencies can be achieved.

Secondly, EduPrint brings a rich selection of enterprise-based learning opportunities to a wide range of students – of particular benefit given the Government's increasing focus on encouraging young enterprise in school environments from ages eight to 18. For example, students using the EduPrint solution are able to design and print personalised content such as posters, photo montages of school trips, personalised calendars, booklets and certificates, up to 42 inches wide. These can fund an ongoing sustainable business, encouraging them to develop valuable entrepreneurial and creative skills.

Finally, EduPrint improves motivation and the development of creative skills through the ability to personalise print content. The EduPrint solution has already been successfully used in many educational environments and in schools for children with special needs where the digital colour quality and variety of media textures has been a driver for learning.

"Until recently, harnessing the power of digital images often required a sizeable



budget, the services of outside professionals, and significant production time,” said Nancy Janes, business manager, Graphic Arts, HP Imaging and Printing Group, UK. “Now, digital technology has enabled us to bring large format printing to a new market, putting these types of short-run materials within reach of even modest budgets and offering valuable life experiences to students.”

“Working with HP enables us to offer pupils the latest technology to fuel their creativity and give them a head start in understanding real-life marketing.” Said Nat Hart, managing director, The Landscape Group. “This is the first time technology has been used to encourage entrepreneurship in young people in this way and we would encourage all schools and study centres to consider this new approach to teaching.”

About the HP Designjet Z-series range

The 8-ink HP Designjet Z2100 and 12-ink Z3100 are available in 24- and 44-inch models. Both provide an automated colour management experience that enables customers to consistently print museum-quality colour and black and white photos up to 44 inches wide. The HP Designjet Z6100 Printer series is available in 42- and 60-inch models, and delivers prints at amazing speeds over 1,000sqft/hr on plain paper and 250sqft/hr on photo paper, and features new HP Double Swath Technology for HP Designjets.

Utilising HP Vivera pigment inks, the HP Designjet Z-series printers deliver vivid, water-resistant, exceptionally fade-resistant prints. Interior display prints produced on a range of HP media resist fading over one year un laminated and over three years laminated, while interior display prints, away from direct sunlight, resist fading over 200 years⁽¹⁾.

About The Landscape Group

The Landscape Group launched the EduPrint Solution together with its unique software at the 2007 Education Show, where they were selected as a finalist for Innovation in the Education Resource Awards.

EduPrint is currently being evaluated by BECTA and will have thirty completed installations by the end of November. This initial group of schools and Study Centres provides reference sites across the United Kingdom including the Specialist Schools and Academies Trust (SSAT) in Guildford, The Grace Academy in Solihull and St Cecilia’s College in Northern Ireland.

The success of EduPrint has enabled the Landscape Group to become the fastest growing HP Reseller of Z Series Large Format Printers in the United Kingdom. EduPrint has quickly established itself as a creative learning package in Schools and Study Centres, throughout the UK, bringing the WOW factor into education and provides a solution that is a real business that can sit within a School or College. More information about EduPrint is available at www.eduprint.com.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world’s largest IT companies, with revenue totaling \$104.3 billion for the four fiscal quarters ended Oct. 31, 2007. More information about HP (NYSE:



HPQ) is available at www.hp.com.

(1) Display permanence ratings: Water resistance and interior in-window display ratings by HP Image Permanence lab on a range of HP media. Hp interior in-window predictions based on test data under Xenon-Arc illuminant – for fine arts and photo papers data collected by Q-Lab Corp; for sign and banner media based on test data for similar ink/media combinations; calculation assumes 6,000 Lux/12 hr day. Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc on a range of HP media. For details: www.hp.com/go/supplies/printpermanence

EduPrint™ is a registered trademark of the Landscape Group.

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