



i n v e n t



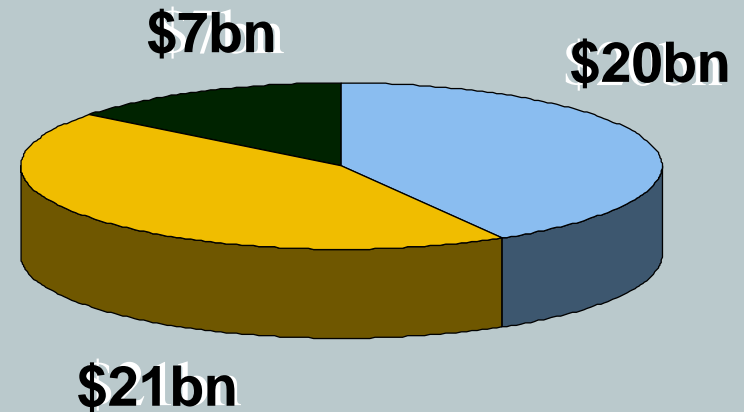
hp invent

michael buck

marketing category manager
imaging & printing systems
europe, middle east & africa

s.a.x. conference – september 14, 2001

hewlett-packard



\$21bn computing systems
and internet infrastructure
business

\$7bn IT & professional
services business

\$20bn printing & imaging
business



company information

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press release

HEWLETT-PACKARD AND COMPAQ AGREE TO MERGE, CREATING \$87 BILLION GLOBAL TECHNOLOGY LEADER

Will Offer Businesses And Consumers Most Complete Set Of Products And Services, With Commitment To Open Systems And Architectures

Will Have #1 Worldwide Positions In Servers, PCs and Hand-helds, and Imaging and Printing; Leading Positions In IT Services, Storage, Management Software

Companies Expect Annual Cost Synergies Of Approximately \$2.5 Billion; Transaction Expected To Be Substantially Accretive In Year One

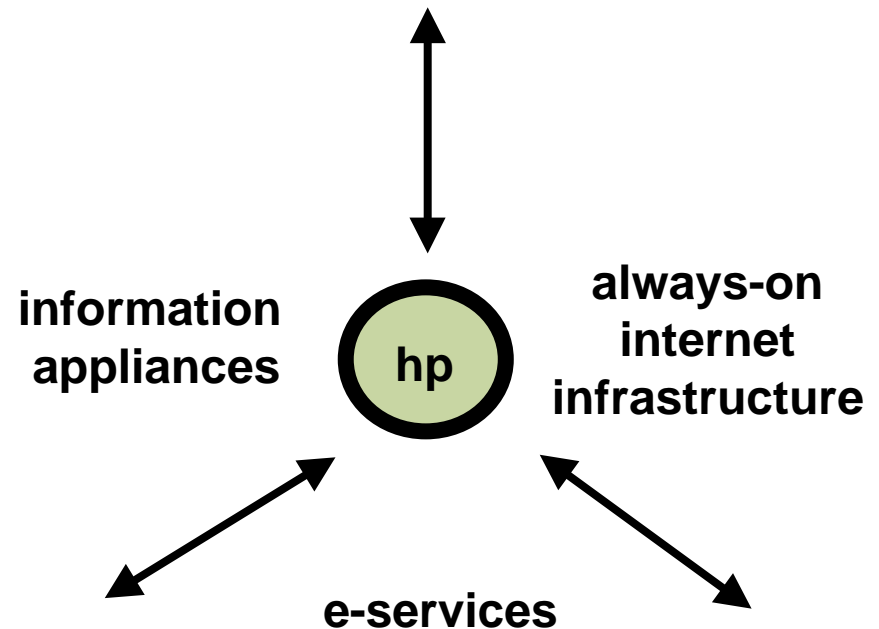
PALO ALTO, CA and HOUSTON, TX, September 3, 2001

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hp's vision

where simple, personal appliances let people access useful e-services of all kinds running on an always-on, always-secure internet infrastructure

where you don't have to work the web – the web works for you



**1984:
hp re-invents
how the world
communicates**



**first
revolution:**
hp LaserJet
changed the
office



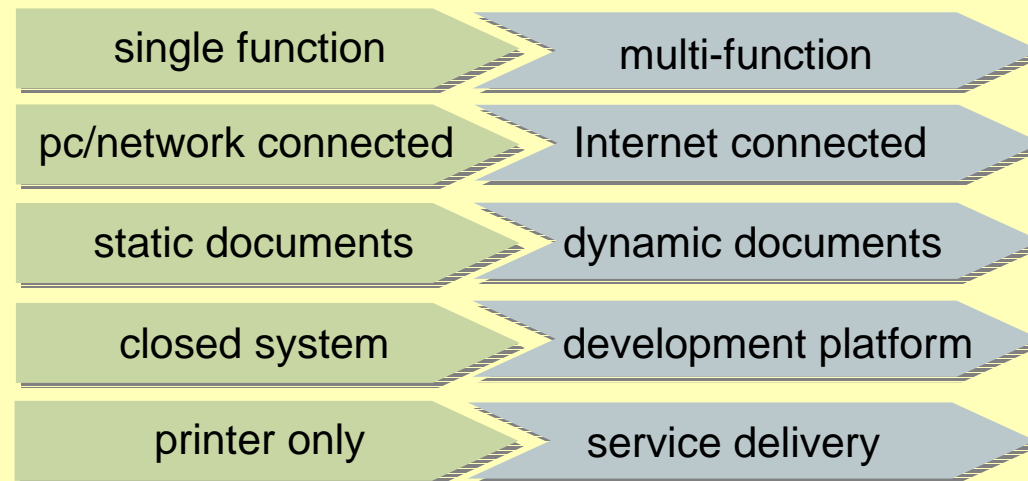
**second
revolution:**
hp deskjet
changed the
home



hewlett- packard imaging and printing

- a \$20 billion business
profitable ...
growing fast ...
- the world's largest
consumer IT company
- 150m inkjet & 50m LaserJet
printers shipped in 15 years

reinventing printing



web enablement

- “on- and off-” ramps to and from the digital highway
- web based support, printer park management and printing services
- embedded virtual machine (EVM) and embedded Web server (EWS) turn simple printers into e-service delivery platforms, e.g.
 - + internet enabled supplies
 - ordering
 - + maintenance alerts
 - + enhanced remote diagnostics
 - + install new capabilities later
 - + take on tasks from PCs

what configurable alerts can the customer set up?



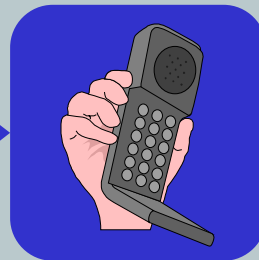
to: admin assistant “tray 3 paper out”

- avoid support calls
- IT manager chooses alerts & recipient(s)



to: facilities manager “toner is low”

- reduce downtime pro-actively
- in- or outside firewall to 3rd parties



to: service technician “maintenance kit required”

- more efficient service through scheduling & aggregation of visits
- compatible with e-mail systems that forward mail to cell phones or beepers

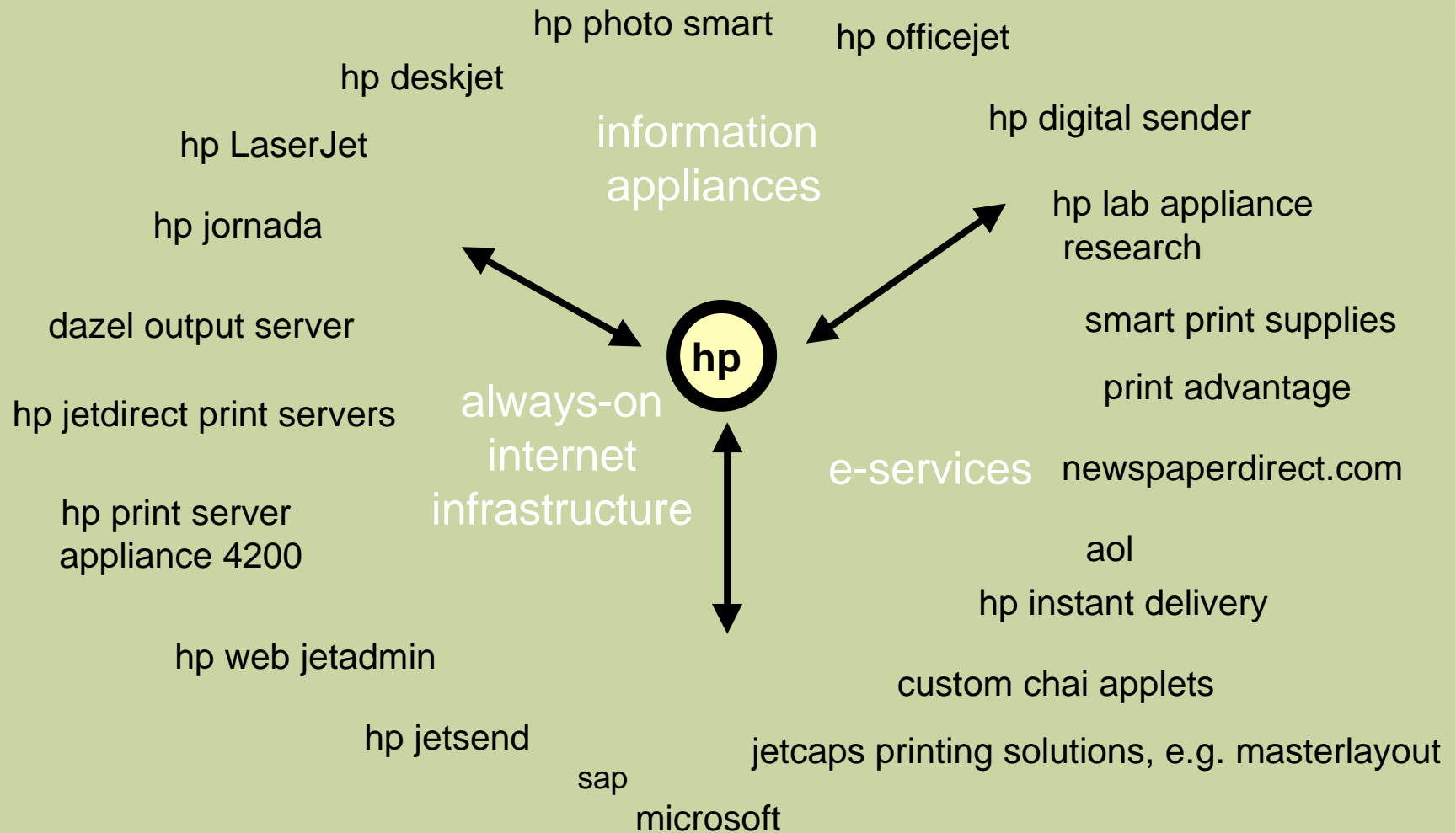
new sources for
printing



new locations to
print



today's solutions





Best Service & Support (Hardware)

Hewlett-Packard

2001



Best Home PC

hp pavilion series

2001



Best Removable Media

hp cd-writer plus CDRW series

1999, 2001



Best Personal Monochrome Printer

hp LaserJet series

1999, 2000, 2001



Best Personal Colour Printer

hp deskjet series

2000, 2001



Best Office Monochrome Printer

hp LaserJet series
1999,2000, 2001



Best Office Colour Printer

hp deskjet series
hp colour LaserJet series
2000, 2001



Best Multifunction Device

hp officejet series

2000, 2001



Best Scanner

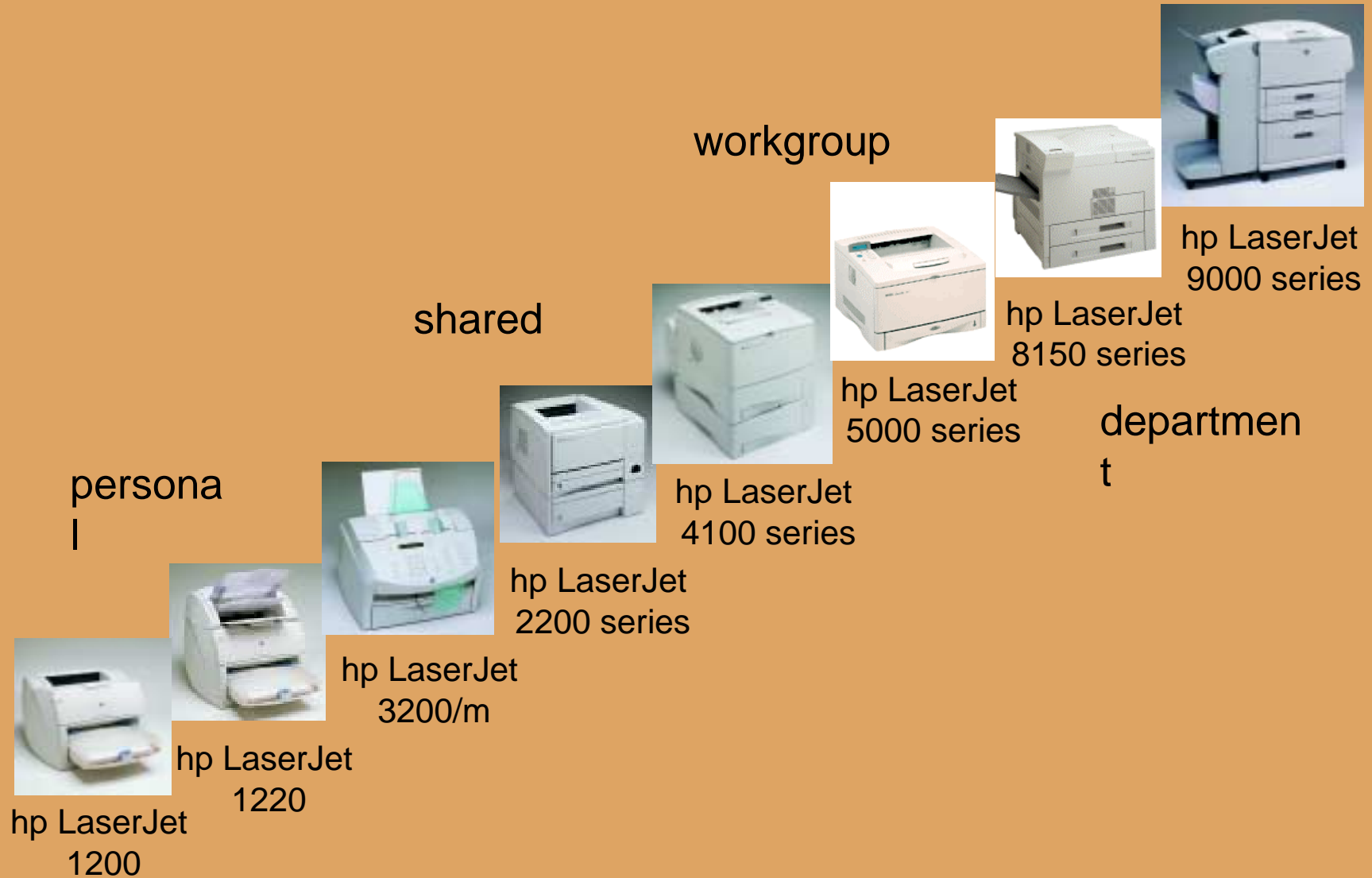
hp scanjet series

1999, 2000, 2001

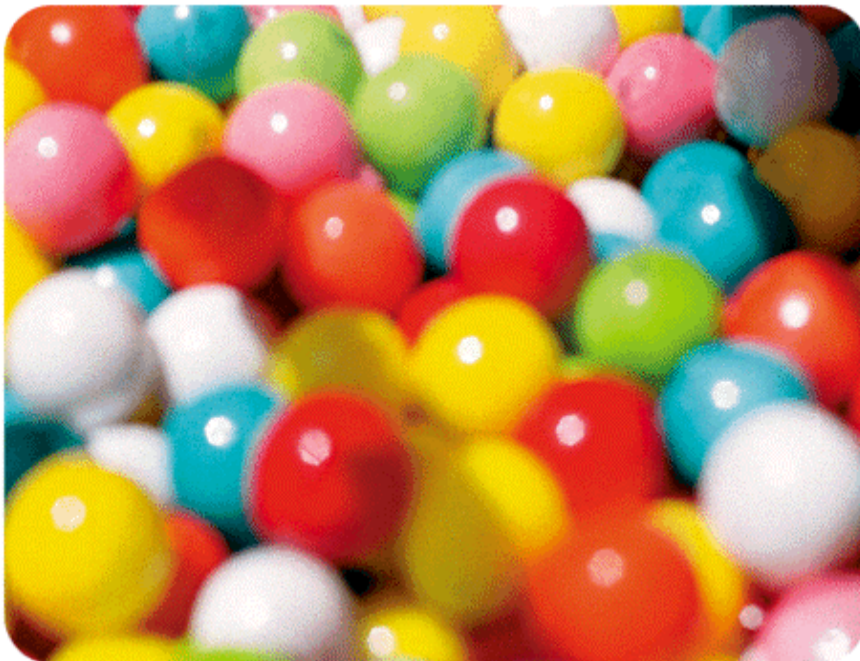
PC WEEK Awards



monochrome hp LaserJet printers



why colour?



- vibrantly communicates business advantages
- positively impact company perception
- improved business effectiveness and efficiency
- create professional-looking presentations and documents
- stay competitive in a global marketplace
- negates the need for expensive outsourcing

hp office colour printers



hp
deskjet
350c

personal



hp
deskjet
990cxi



hp
deskjet
1125c

work team



hp biz
inkjet
2200/ 2250



hp deskjet I series
1220c

workgroup



hp 2500c
professiona



hp color
LaserJet
4550

department



hp color
LaserJet
8550

a complete range - summer 2001

LaserJets - Mono						LJ - Colour		LJ - All-in-One			ScanJets				Color Copier	
1200	2200	4100	5000	8150	9000	4550C	8550C	1220	3150	3200	3400c	4300c	5300c/ 70	7400/ 50/90c	290	
Digital Sender		Business DeskJets						Personal DeskJets								
8100C	9100C	350C/Cbi	1125C	1220C/PS	2200/50tn	640C	840C	930C/CM	959C	970CXi	980Cxi	990CM	990Cxi			
All-in-One / OfficeJets				Designjets - Large Format Printers				PhotoSmart System								
sheetfeed		flatbed									Digital Camera		Scanner	Printer		
						ColorPro GA/CAD	430	500/ps/ 800/ps	1050c/ 1055cm	5000/ 5000ps						
K60	K80	R45	G55	G85	G95	ColorPro GA/CAD	430	500/ps/ 800/ps	1050c/ 1055cm	5000/ 5000ps	215	315	618	912	S20	P1000/ P1215/18
JetDirect Connectivity			JetDirect Printservers						Network Printer Management		Solutions		Printing Supplies			
			External			Internal										
USB/Ser/LT	AutoSwitch	170x	175x	300x	500x	Appliance 4200	400N / 600N	610N		www.hp.com/ go/webjetadmin						



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press release

HP to Acquire Outstanding Shares of Indigo NV

Move Strengthens HP's \$20 Billion Imaging and Printing Business and Propels HP to Forefront of Digital Commercial Printing Market

CHICAGO, Sept. 6, 2001

Hewlett-Packard Company (NYSE:HWP) and Indigo N.V. (NASDAQ: INDG) today announced that the companies have entered into an agreement for HP to acquire the remaining outstanding shares of Indigo, a leading commercial and industrial printing systems company. The acquisition of Indigo, which offers the broadest range of digital color printing presses in the industry, positions HP for a major thrust into commercial printing, a \$400 billion market ripe for digital transformation. The companies will discuss the new relationship at the Print 01 trade show, which opened here today.

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introduction to indigo

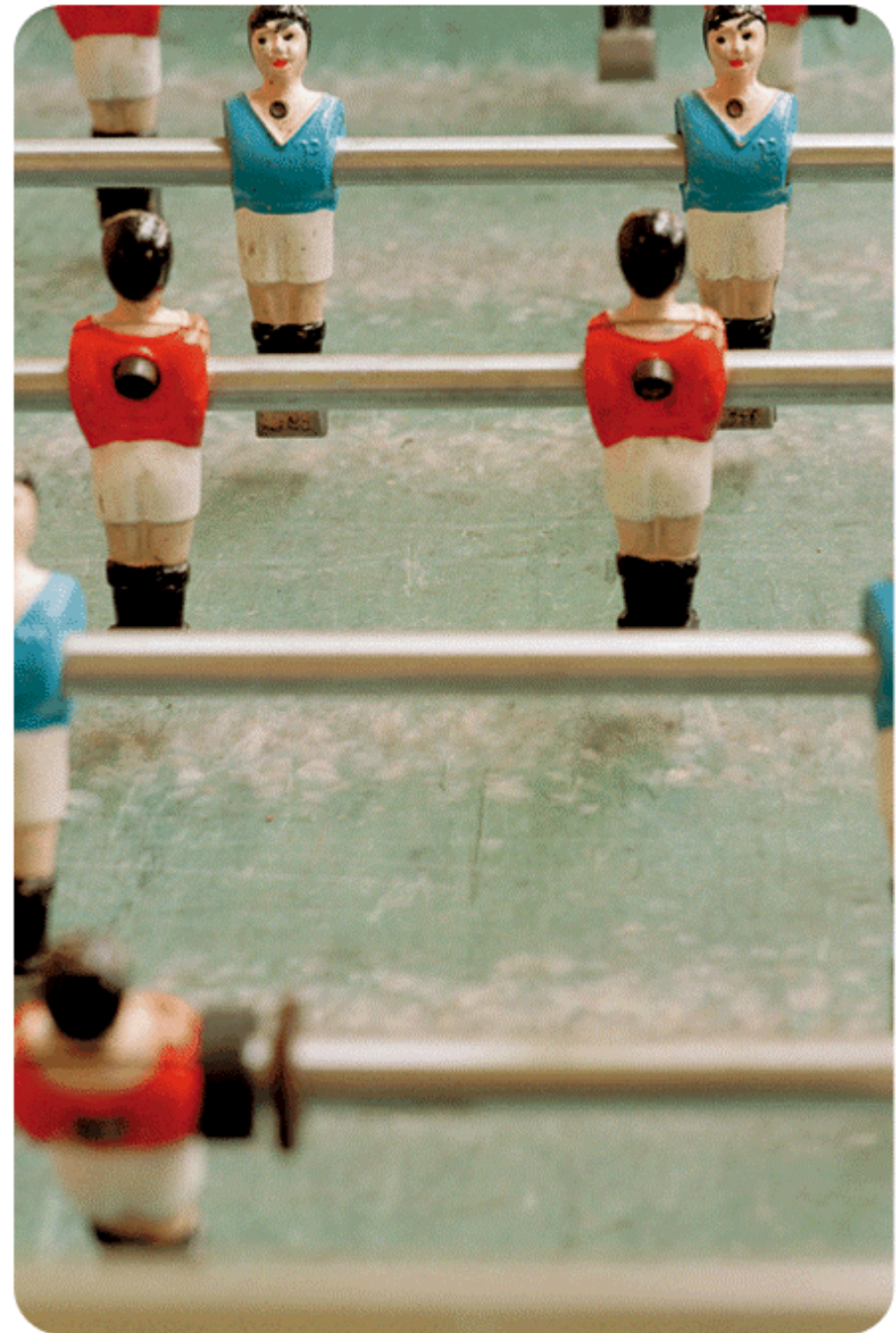
- Indigo N.V. (www.indigonet.com), is the leader in digital color printing systems. Indigo's Digital Offset Color technology combines the quality of ink-based offset printing with the performance advantages of electronic imaging. Its products, including its proprietary ElectroInk, provide solutions for the commercial, industrial and photographic printing markets. Indigo is headquartered in The Netherlands, with R&D and manufacturing operations in Israel. Indigo is a Hewlett-Packard (NYSE: HWP - news) affiliated company.

What Problems are End Users Trying to Solve?

- Making information available to the right *people* at the right *time* in the right *way*.
- Cutting document production and distribution costs.
- Using office equipment more effectively and reducing waste.
- Improving customer communication to increase retention and generate business
- Improving revenue, profits and competitiveness.

hp and s.a.x.

- strong partnership since introduction of first hp LaserJet printer in 1985
- s.a.x. masterlayout provides significant benefits to our combined customers
- even large organizations can easily create consistent, high quality documents
- s.a.x is the world's leading provider of high-quality document solutions





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