



HP Teams with Adobe and NVIDIA to Offer Productivity Gains for Digital Pros

PALO ALTO, Calif., April 20, 2009 – HP today announced it has teamed with Adobe and NVIDIA to combine technologies, delivering greater power and productivity for digital professionals.

The companies are offering value bundles featuring a choice of HP [Workstation](#) with built-in, latest-generation NVIDIA Quadro GPU and a license of Adobe® Creative Suite 4 (CS4) Product Premium software. The value bundles will be available beginning May 4 from HP and authorized resellers starting at a U.S. list price of \$2,899.⁽¹⁾

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Customers may select from the award-winning new HP Z600 or HP Z400 workstations, as well as any of the previous generation of HP Workstations such as the xw8600, xw6600 and xw4600 models.

“The HP Workstation, NVIDIA Quadro cards and Adobe Creative Suite 4 were designed to be highly tuned tools for digital pros at the top of their games,” said Jeff Wood, director, Worldwide Marketing, Workstations, HP. “These bundles create a powerful bang for the buck, maximizing power and productivity to levels that will delight our customers and allow them to accomplish more, faster.”

Adobe Creative Suite 4 software features radical workflow breakthroughs and hundreds of innovations to advance the creative process across print, web, mobile, interactive, film and video production. Adobe recently announced a return on investment (ROI) study that shows productivity as the new killer feature of CS4, with tests confirming its users can save thousands of dollars through productivity gains in everyday tasks. More information about the study is available at www.adobe.com/products/creativesuite/productivity/.

“Combining the new HP Z Series workstations and the NVIDIA Quadro GPUs with the new timesaving features of Adobe Creative Suite 4 Production Premium enables video professionals to maximize their speed, creativity and productivity,” said Simon Hayhurst, senior director, Product Management, Adobe. “We expect these high-performance systems will make our Creative Suite 4 customers more productive than ever, from the post-production house with 2K and 4K workflows, right down to the individual videographer.”

NVIDIA Quadro GPUs are built, tested and certified to offer Adobe CS4 professionals with optimal application performance. With advanced features and capabilities such as NVIDIA CUDA parallel computing architecture, and up to 240 parallel computing cores, Quadro GPUs provide creative professionals with a faster, better, more reliable way

maximize creativity.

“Today’s creative professionals expect the perfect balance of performance and affordability from their workstations,” said Jeff Brown, general manager, Professional Solutions, NVIDIA. “Our close collaboration with Adobe and HP over the years has resulted in powerful graphics workstation system designed with the creative professional in mind.”

Designed to deliver value and peak performance, early studies show the new HP Z Workstation may offer a surprisingly short ROI based on its performance and productivity gains. The new HP Z Workstation series is a reinvention of the product category from the core outward that offers customers unprecedented performance, value and serviceability in a sleek new design. The HP Z Workstations are the culmination of more than 20 HP design innovations and are based on the new Intel® Xeon® processor.

HP is a leader in reducing the environmental impact of its products, including workstations, often acting first to adopt new solutions designed with the environment in mind. For example, only the HP Z Workstation line includes a new HP-exclusive WattSaver⁽²⁾ feature that manages power in the “off” state at less than one watt.

In addition, the HP Z Workstations include 85 percent efficient power supplies – the HP Z800 Workstation has an option for an 89 percent efficient power supply – reducing both overall energy usage and the amount of waste heat released. The HP Z line already is ENERGY STAR® 5.0 qualified, ahead of the ENERGY STAR scheduled deadline of July.

All HP workstations are more than 90 percent⁽³⁾ recyclable by weight, and the HP Z line is registered as Electronics Products Environmental Assessment Tool (EPEAT™) Gold, the highest rating available.

Companies use HP workstations to design everything from running shoes to race cars, animated characters to deep-sea submersibles, and to manage everything from billions of dollars of tradable securities to mission-critical IT environments.

More information on the value bundles is available at www.hp.com/go/adobe.

About HP

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⁽¹⁾ Estimated U.S. list price. Actual prices may vary.

⁽²⁾ Requires customer activation.

⁽³⁾ Recyclability determined using EU WEEE data.

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operational and financial results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2009 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2008. HP assumes no obligation and does not intend to update these forward-looking statements.

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