



HP Exstream Receives Top Ranking in Market Presence in Document Output for Customer Communications Management from Independent Research Firm

PALO ALTO, Calif., June 29, 2009 – HP today announced it was among the select companies that independent research firm Forrester invited to participate in its report, “The Forrester Wave™: Document Output For Customer Communications Management, Q2 2009.”

HP Exstream received the top score in market presence, was cited as a leader in the structured output segment, and was evaluated as a strong performer overall and in the interactive output customer communication market categories.

According to the report, “HP Exstream leads high-volume, structured applications. Exstream leads the structured segment with top numbers in authoring, post composition, output and productions management support, as well as support for high-volume applications.”

Document Output for Customer Communications Management (DOCCM) is defined as software used to compose, format, personalize and distribute content to support physical and electronic customer communications and improve the customer experience. The independent research firm places these vendors into four “waves”: leaders, strong performers, contenders and risky bets. The DOCCM product landscape includes enterprise-level solutions that can potentially support structured, interactive and on-demand segments of customer communications.

“At HP we strive to revolutionize the way companies think about customer communications,” said Scott Draeger, product manager, Exstream, HP. “This evaluation reflects HP Exstream’s top position in market presence and as one of the only software solutions to provide the full breadth of customer communications management in a single platform.”

The independent research firm also highlighted HP’s comprehensive portfolio for the imaging and printing industry. The report states HP has “complete coverage: Exstream for on- and off-premise digital printing, HP Output Server for on-demand delivery and secure printing, and Web Jetadmin for distributed output. Exstream’s core engine, well suited for batch structured output, complements HP Output Server, particularly for the on-demand segment.”

HP Exstream enables businesses and agencies around the world to streamline document creation processes and produce more effective, relevant communications of all types for

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delivery through print, mail and online channels.

Additional information regarding HP Exstream is available at www.hpexstream.com.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

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