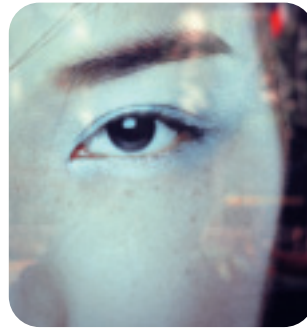




technology



leadership

about hp



“At HP, we recognize that technology itself is not an end, but the means to an end of something far greater.”

Carly Fiorina, Chairman and CEO

the new power of invention

Innovation is powerful. At HP, innovation drives business value, creates social value and improves the lives of our customers.

HP is a global technology market leader, and our merger with Compaq has made us a more complete partner capable of serving any institution, consumer or community.

HP's innovation and investment in products, technologies and solutions that solve real human and business problems is stronger than it has ever been. Our \$4 billion annual R&D investment is vital to keeping the wheels of innovation in motion. With three new patents generated every working day and more than 16,000 patents already issued, we take our commitment to innovation seriously.

Backed by 60 years of world-class engineering, HP is the undisputed printing market leader. *PC Magazine's* annual Service and Reliability Survey gives HP an A+, saying that HP continues to lead the printer market on every cost, quality and reliability metric for the 11th consecutive year.

not all supplies are created equal

Long-term value is the name of the game. Your investment in technology isn't different than any other business investment. So why compromise on printing supplies? HP's complete printing solutions are engineered to work together, seamlessly, for optimum results.

Printers, paper and cartridges—each component of the system is tested and will give you reliable, quality results. Since nearly 70 percent of the HP LaserJet printer imaging system's critical components come from the print cartridge, if you're not using HP supplies, you're not getting HP printing.

According to a 2002 Gartner study, lost productivity equates to lost profits. So don't take a chance on non-HP printing supplies. The quality and dependability of your printing supplies impacts your bottom line. Consider the long-term value of your purchase decisions and know that you can count on genuine HP inks and printing materials to deliver unsurpassed reliability.

hp is everywhere

More than a billion people around the world use HP technology every day.

Globally, HP's technology powers 95 percent of the world's security transactions and helps control 65 percent of the world's energy infrastructure. HP also supports more than 100 stock and commodity exchanges, including 14 of the world's largest. We help process two out of every three credit card transactions worldwide, and three out of every four electronic funds transfers.

We thrive on our ability to continue to innovate for our customers, and with 35,000 pre-sales and sales representatives and 65,000 service and support professionals, we have more feet on the street than ever before.



hp facts

- HP's corporate headquarters are located in Palo Alto, California
- Carly Fiorina is Chairman and Chief Executive Officer
- HP has approximately 145,000 employees worldwide
- HP conducts business in more than 160 countries, on five continents



hp's global technology leadership

- #1 in Windows®, Linux and UNIX® servers
- #1 in enterprise storage
- #1 in imaging and printing
- #1 in personal computers
- #1 in management software
- #3 IT services in the industry

sharing the benefits of the digital age

Since 1939, HP has been committed to contributing to the communities where we do business. Over the last 20 years, HP has contributed more than \$1 billion in cash and equipment to schools and other nonprofits around the world. In 2001 alone, HP contributed more than \$54 million to nonprofit agencies and educational institutions worldwide. As a global technology leader, HP is committed to seeing the benefits of the digital age reach an ever-increasing number of people.

for more information, visit www.hp.com/go/printsupplies

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"HP is a company that has never thought conventionally about its role in the world. We have always believed that with global reach comes global responsibility."

Carly Fiorina