

Venture

Nothing ventured, nothing gained

The power is in your hands

Put energy- and cost-efficiency at your fingertips
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Reduce, reuse, recycle

Reap the benefits of being more mindful of
the environment
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Go mobile, think global

See how using HP notebook PCs can help you
save energy
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HP recommends
Windows Vista®
Business



Energy efficiency: Use less, gain more

Find out why it's important to be energy efficient in your business **page 5**
HP makes it easy for you to be easy on the environment **page 8**

GET TOTAL SUPPORT



THAT MAKES A WORLD OF DIFFERENCE

HP TOTAL CARE

PROVIDES SERVICES AND SUPPORT THAT REDUCE THE IMPACT ON YOUR PLANET—AND YOUR BUDGET

Energy efficient HP PCs, coupled with HP Total Care services, help keep a focus on cost savings while maintaining an eye on the environment. Many HP PCs are EPEAT™ Gold registered and include 80% energy efficient power supplies that help save on energy usage and costs while meeting ENERGY STAR® regulations. New HP Power Manager software empowers you to see how your own energy usage impacts your business environmentally and economically. Plus, ongoing support from HP, including end-of-life options like Trade-In and Recycling, create a Total Care experience designed with the environment in mind.

Visit www.hp.com/go/green to learn more about how you can make a difference.



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This book was printed on 50% recycled paper.



Microsoft Vista required. Certain Windows Vista product features require advanced or additional hardware. Windows Vista Upgrade Advisor can help you determine which features of Windows Vista will run on your computer. To download the tool, visit www.windowsvista.com/upgradeadvisor. For Windows Vista system requirements, visit www.windowsvista.com/systemrequirements.

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4AA21650ENA, October 2008

Letter from the editor

Hello!

Welcome to the latest issue of Venture. In this edition, we aim to demonstrate how HP's commitment to the environment can help you stay committed without changing the way you work. As much progress as we've made, there is still work to do. This means getting the word out—about our products, services and solutions, designed to help you keep the environment in mind as you grow your business. By implementing our own environmentally conscious resources, we've lowered our impact on the earth and taken on the role of a global citizen, along with the responsibility of helping you do the same.

Our three global citizenship priorities—supply chain responsibility, climate and energy, and product reuse and recycling—are more critical than ever to our business success and yours. These are the areas that reflect growing customer demands and where we can make the greatest contribution.

Supply chain responsibility

We work closely with our suppliers in one of the largest global supply chains in the IT industry to promote improved social and environmental practices. Essentially, we believe in implementing better processes to bring you better products that are better for the environment. Our suppliers are asked to uphold the standards with which we operate, so everyone can leave a smaller impact.

Climate and energy

Climate change represents one of the most daunting challenges facing our planet. HP is at the forefront of providing products and solutions for an increasingly energy-efficient, low-carbon world. That starts with reducing our own impact on the environment as well as the impact of our products. For example, carbon reduction and energy efficiency are designed into our products and solutions, from the data center to the desktop.

Product reuse and recycling

By incorporating greater volumes of recycled materials in our products and offering convenient recycling programs, we've made a conscious effort to make our products easier to reuse and recycle. As of 2007, we've surpassed our goal of recycling 1 billion pounds of electronic products and supplies and expect to recover an additional 1 billion pounds by the end of 2010.

With our presence around the world, our history of responsible citizenship and our innovative products, we are in a rare position to help address some of the planet's most critical challenges, while helping you address your business challenges. You are not alone in the struggle to balance environmental responsibility with business ingenuity, and I'm confident that with a leader like HP behind you, you can leave a smaller impact on your world and make a bigger impact on your budget.

Best regards,

John Snaider
Vice President and General Manager
Americas Business PC
Hewlett Packard Company



Why be energy efficient?

Being energy efficient makes business sense



line? Now, that's just plain good for business.

It's too easy not to

Did you know that a single PC with enabled power settings saves enough energy to power a 75W light bulb continuously for over a year?² Most people don't realize that an act as small as using a PC with built-in energy efficient settings can make such a big difference.

That's why we make it easy for you to be energy efficient. All of our business desktop PCs and workstations are EPEAT™ Gold registered, which means they are rated the highest level in regards to environmental performance. Our monitors, printers and other equipment are designed with the environment in mind, so they consume less energy and use fewer hazardous materials, making them easier to recycle.

And, when you're ready to transition or upgrade your PC, we have convenient recycling, re-use and trade-in programs, so your equipment can be disposed of properly and conveniently.

It's expected of you

Pressure is increasing from the government, the business community and consumers, requiring businesses small and large alike to address energy conservation demands and operate with social responsibility. It's no longer just something businesses do to promote goodwill, it's become a requirement.

From using fewer hazardous materials, to ensuring that our products meet strict environmental guidelines, we've designed our equipment with compliance and efficiency in mind. We've found alternative materials to meet the Restriction of Hazardous Substances (RoHS) directives and made it easier for you to buy affordable products that comply with regulations put out by the Environmental Protection Agency (EPA).

With all the reasons you have to be energy efficient and all the resources HP has to help you do so, the choice is easy and a good one for your business.

Whether your goal is to save money, comply with environmental regulations or just leave a smaller impact on the earth's resources, HP is dedicated to helping you work responsibly. More than being told why you have to, there are so many reasons why you should want to.

When you take the steps toward creating a better world in which to live, you are taking a step in the right direction towards operating a more cost-effective and responsible workplace. Energy efficiency and environmental responsibility no longer have to compete. They work hand in hand to make sense for your business.

Better for the earth and better for your business

From hardware that is designed intelligently to use less energy and produce less

waste, to settings that let you monitor your energy use, conserving energy is not just good for the earth, it's good for your budget. At HP you won't pay a premium for products with energy efficient settings enabled, saving you more in the long run.

When you consume less energy, you save money. When you produce less waste, you help the earth. Start with HP business desktop PCs. See your potential energy savings with the Energy Savings Calculator,¹ and then monitor your usage by implementing simple software tools like HP Power Manager. This useful tool lets you see your impact by translating your energy savings into barrels of oil, miles driven or carbon dioxide emissions saved per year.

More options to make a positive impact on your bottom

1. For more information, please visit energycalc.verdiem.com.
2. See more energy saving tips at www.hp.com/hpinfo/globalcitizenship/environment/energytips.html

A global citizen with a social responsibility

From the moment we opened our doors in 1939, we've been working to promote social and global responsibility while providing efficient products and programs to help you do the same. Whether we are investing in R&D for intelligent design, teaming up with charity organizations or exercising our influence in the industry, we've made an effort to stay involved in what matters to our stakeholders, the community and to our world.

Walking the talk

In order to help others become energy efficient, we realized that first HP had to become energy efficient. Here's what we're doing to lead by example instead of just on paper.

- From the individual employee all the way up to our global operations, we've reduced our environmental impact by implementing the energy efficient products we've worked so hard to create.
- By reducing data centers from 85 to 6 worldwide, we reduced our energy consumption resulting in an annual cost savings of \$25 million—by 2010, our goal to reduce energy consumption of our own operations by 25% below 2005 levels will be two years ahead of schedule.
- By teaming up with the World Wildlife Fund-US, our goal to reduce carbon dioxide emissions to 15% below 2006 levels by 2010, from HP-owned and leased facilities, is becoming a reality.

Investing for innovation

We've put the time and money into creating products that meet your business and environmental standards. Each year, \$3.5 billion is invested on research and development. The innovating starts in our core research labs to help ensure that our designs are energy efficient and help lower environmental impact. But designing for the environment isn't a new concept for HP—we've been doing it for decades.

Global citizenship at HP

HP is part of a complex global business system through which thousands of companies and other organizations collaborate to provide high quality information technology products and services to millions of customers worldwide. Global citizenship is fundamental to every part of this system, as illustrated by HP's programs represented throughout the graphic to the right.

Promoting an industry standard

We expect of our suppliers what we expect of ourselves, requiring them to meet our own stringent environmental expectations. By continually working to make our products easier to reuse and recycle, and by incorporating more recycled materials in our products, we and our suppliers have increased efficiencies and reduced the footprint across our extensive supply chain.

Choosing HP means choosing to promote an industry-wide policy of progress and positive change, all with the goal of developing your business and your world.

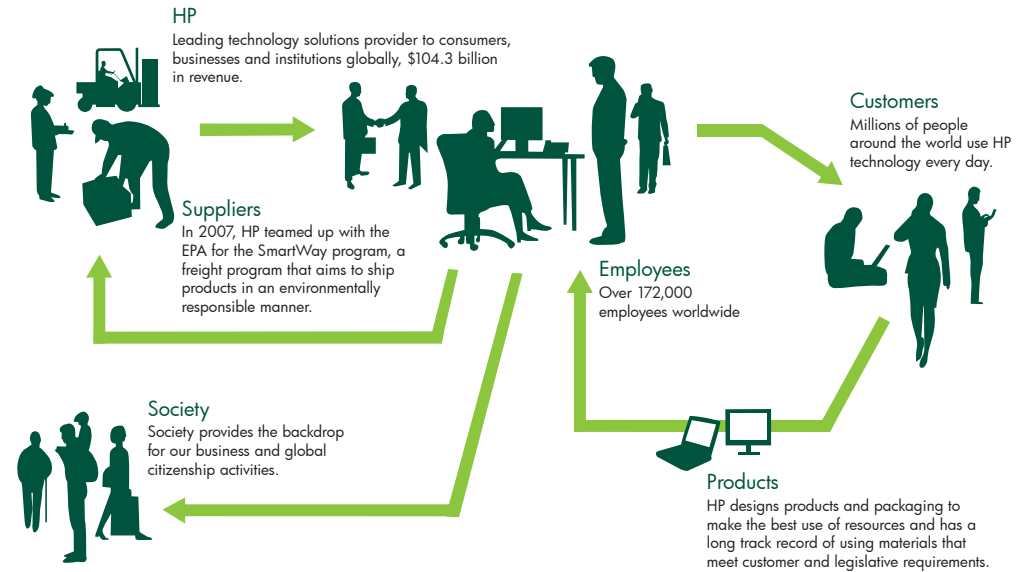
All information above was published in the HP FY07 Global Citizenship Report. For more on how HP has become a global leader, check out www.hp.com/go/globalcitizenship.

For over 20 years we've been advocating for the environment. As of June 2007, HP has recycled over 1 billion pounds of hardware and print cartridges worldwide, with a goal to reach 2 billion by 2010. You can help us reach this goal.

Priority Supply chain
HP is providing leadership to the electronics industry's efforts to raise labor and environmental standards in our supply chain through collaboration, supplier audits and capability building.

Priority Climate and energy
HP minimizes the impact of our operations and supply chain on climate change while innovating to develop products and solutions for a carbon-constrained world.

Priority Product reuse and recycling
HP provides customers efficient reuse and recycling options, and we collaborate with other leading organizations to develop common standards and solutions.



Social investment
HP supports communities wherever we operate, focusing on educational achievement, economic development and environmental sustainability.

Operations
HP uses an environmental management system to assess and reduce the environmental impacts of our global operations while enhancing the workplace and saving us money.

Employees
HP fosters a high-performing, diverse workforce and provides a safe, healthy and supportive environment.

Privacy
Using an accountability approach to privacy, HP reviews decisions not only for compliance with the law and our privacy policies, but also against our values and potential risks.

Ethics and compliance are foundational to all parts of HP's business. We continue to expand our governance, ethics and compliance efforts to demonstrate our commitment to uncompromising integrity.

Use less to gain more

Energy efficiency meets business prosperity

The task of keeping up with business demands while reducing your environmental impact may seem daunting. But consuming less energy is not a standalone effort. With HP on your side, you can work responsibly and start seeing the positive results on your bottom line.



Implement energy efficient products

Choosing sustainable products that conserve energy and let you work efficiently can help boost productivity and lower costs. HP offers products with energy efficient features built in, so you save energy right out of the box.

Built-in efficiency

- **80% efficient power supplies** can be configured on select HP business desktop PCs and workstations to help you effortlessly reduce energy usage and costs. A key requirement in meeting ENERGY STAR® standards, an 80% efficient power supply is inherently at least 80% efficient at 20%, 50%, and 100% loads, whereas commonly used power supplies range from 65–75% efficiency.*
- **HP BIOS** offers a range of configurable power management options in which all system devices are powered down except for computer memory. HP BIOS and thermal solutions help PCs achieve maximum performance and efficiency.*
- **HP Edgeline Technology** allows for faster printing speeds, better print quality for text and graphics and a lower cost per page. This breakthrough, ink-based printing engine is designed with stationary printheads, so the paper moves but the printhead does not. Ultimately, you use less energy and your printer can last longer.

Look for the ENERGY STAR® and EPEAT™ labels



Different products offer different levels of energy efficiency. By becoming familiar with the ENERGY STAR and EPEAT qualifications, you'll have the tools to choose equipment that is designed to lessen environmental impact.

ENERGY STAR is a widely used label signifying energy efficiency. According to the Environmental Protection Agency and Department of Energy, products that carry the ENERGY STAR label are required to:

- Yield less heat and reduce cooling loads
- Use about half as much electricity, saving on utility costs
- Automatically go into "sleep" mode after periods of inactivity (Monitors use between 20-60% less energy in "sleep" mode)

Be confident that you're meeting strict standards while saving on energy costs. All HP 5000 and 7000 series business desktop PCs and select HP Workstation configurations are ENERGY STAR qualified.

Choosing the right equipment is simple with EPEAT

The Electronic Product Environmental Assessment Tool (EPEAT) is a rating system that helps you evaluate, compare and select PCs and monitors based on their environmental attributes.

EPEAT Gold means PCs meet or exceed several voluntary environmental standards¹ involving:

- Energy conservation and reduced power consumption
- Reduction of environmentally sensitive materials
- Design for responsible end-of-life disposal or recycling

All HP desktops and workstations are EPEAT Gold registered. Additionally, HP business monitors are EPEAT Silver and Gold registered, meaning they feature low power consumption and LCD technology. LCD technology provides 70% power savings and up to twice the lifespan of CRT monitors.²

Take control of your power intake

Promote positive energy conservation habits with applications that let you quantify how much your energy consumption is affecting your bottom line.

- **HP Power Manager:** Select this application for your PC and see how your power settings are impacting your PCs energy consumption with this easy-to-use tool, available on most HP business desktop PCs.*
- **Verdiem SURVEYOR software agent:** Remotely qualify, measure and report energy savings on all your PCs. Simply purchase a license from Verdiem and activate. Verdiem SURVEYOR software agent comes preloaded on select HP business desktop PCs.
- **Energy Savings Calculator:** Estimate differences in energy and cost savings of PCs with or without an 80% efficient power supply and the Verdiem SURVEYOR software agent. It's easy and free when you visit energycalc.verdiem.com.

Reuse, recycle and reap the benefits

It's easy to practice good end-of-life habits. Once you're ready to transition your products, HP has many experienced programs to help you dispose of them conveniently and cost-effectively.

In just six months, EPEAT registered computers, when compared with non-EPEAT registered computers can avoid the disposal of 41,100 metric tons of hazardous waste—equivalent to the weight of 20.5 million bricks.¹

HP Trade-in: Reduce waste and secure the value of aging technology when you trade in your old technology for new, upgraded HP hardware in any category. You can then apply the value of your outdated technology toward the purchase of new HP products.

HP Recycling: Even after salvageable materials have been taken from your old systems, the toxic materials and mixed plastics can't be reused. We will pick up, recycle or dispose of your products and provide documentation of the process. It's easy for you and safer for the planet.

Learn more at www.hp.com/go/recycle.

HP Planet Partners provides a simple way to recycle ink cartridges, batteries and any brand of PC equipment.

The products are efficient and designed with the environment in mind, the steps are easy, and the programs are convenient with years of experience behind them. When you're ready to start being energy efficient, HP is ready to help you every step of the way.

* Available as an option on all HP 5000 and 7000 series business desktop PCs.
 1. <http://www.epeat.net/FASTBenefits.aspx>
 2. http://www.hp.com/sbsa/solutions/pc_expertise/energy-efficient-computing/five-steps.html

6 simple ways to save

Recent surveys show that around two thirds of businesses are paying more attention to energy efficiency than they were just a year ago.¹ Read on to find six easy ways to save a huge amount of energy at work. You can reduce your energy bill and help the environment.

HP recommends Windows Vista® Business

- 1 Simply unplug your appliances**
It is a common misconception that hardware uses no power when not switched on. Many appliances continue to draw a small amount of power when they are switched off—and that little bit can really add up. Studies have revealed that a shocking **75 percent of electricity is used by hardware that is turned off!** To avoid this costly power drain, simply unplug devices from the wall every time you finish using them.
- 2 Switch to power-saving settings**
You don't have to be an IT expert to improve your PC's energy efficiency. With any desktop PC or notebook PC running Microsoft Windows® you can quickly reset its energy-saving settings:

 - Just go to **"Start"** and click on **"Control Panel,"** then select the **"Power Options"** menu.
 - Reduce the power you use by changing your energy-saving settings from **"idle"** to **"standby."**
 - To save even more electricity, reduce the time delay before your PC switches to a powersaving mode. See your **"Power Options"** menu to make this quick change.

HP Power Manager works with these Windows settings to show you how your power saving options translate into real savings for you and the environment. **Learn more on page 14.**
- 3 Turn off your screen saver**
Studies have revealed that monitors using a screen saver eat up much more energy than those in standby mode. Also, the **HP Display LiteSaver** application helps increase monitor life and save energy—it allows you to set predefined times to initiate the low-power sleep mode.
- 4 Back up during the day**
If you schedule your computer's data backup during the workday—while you're in a meeting or at lunch—you won't have to leave your computer on overnight. Plus, it gives you an excuse to take a proper break during the day!
- 5 Buy energy-efficient products**
These days, ENERGY STAR® qualified office equipment is affordable and easy to find. It provides you with dramatic power savings, **as much as 90 percent,** for certain products.² HP designs its wide range of ENERGY STAR qualified PCs, servers and monitors to provide highest performance with lower energy usage. **Learn more on page 9.**
- 6 Complete the conservation cycle**
When you are finished with your hardware or printing supplies, recycle them. Learn more about HP's trade-in, donate and recycling options for your used computer or printing hardware, batteries and HP printing supplies **on page 18.**

1. From information found at www.doe.gov/applianceselectronics.htm.
2. From information found at www.energystar.gov.

Ruling the world

Government regulations regarding environmental practice are becoming stronger—for large businesses and small

It used to be that only large enterprises needed to be careful about their environmental impact—rulemakers, lobbyists, protection agencies and stakeholders all had a public view of their business practices. But now, with environmental laws becoming stronger and more pervasive, it's essential for all organizations to meet certain regulations—for the good of the business and the planet.

It's a small, small world
Even though it's nearly impossible to monitor the consumption habits of individuals, it's simple for agencies and lawmakers to examine all kinds of businesses—small or large, public or private.

At the same time, larger businesses are putting pressure on their small business vendors and suppliers to be more environmentally aware. Bottom line, all organizations now need to be aware of their impact in order to comply with current regulations.



Evolution, revolution
The environment is a continually evolving issue that is at the forefront of political discussions every day. To help you keep up with changing demands, HP keeps up by designing products that:

- **Can be recycled:** Sometimes, you are required to recycle certain percentages of waste. Intelligent design helps ensure more materials used in our products and packaging are recyclable. Plus, our programs facilitate this process and give you documentation as proof of your responsible disposal. **Learn more on page 18.**
- **Use alternative materials:** For over ten years, we've been investigating alternatives to the use of lead in our products and designing them for more efficient manufacturing processes. **Learn more on page 16.**
- **Use less energy:** When possible, our products feature 80% efficient power supplies that help our equipment meet ENERGY STAR® regulations and ensure registration on EPEAT product listings, giving you added assurance that your equipment is compliant to government policies. **Learn more on page 8.**

We are right there with you—just like your business needs to adapt to changing rules and regulations, ours does too. Together, we can make a difference.

As the world turns...

Government regulations are always being updated. Keep up with the latest by checking on these sites:

www.epa.gov: The Environmental Protection Agency is one of the driving forces behind government regulations. See which ones affect your organization.

www.epeat.net: Choose the products that are better for your business—and better for the planet.

Go mobile, think global

Mobile technology gives you the freedom to work from more places—while helping to preserve more places



It's becoming easier and easier to work away from the office. Notebook PCs, PDAs and easier telecommuting options have made mobility a new way of life. But using mobile devices doesn't just help make your life simple. It helps conserve energy, resources and the planet, too.

A notable alternative

Today, all HP PCs are designed to be especially energy efficient, helping you save on energy bills and meet government standards. However, notebooks simply require less by nature and, as such, give you a head start in conserving energy and resources.

According to ENERGY STAR® standards, notebooks consume **up to 78% less power** than desktops.¹ Indirectly, they produce less heat—reducing your facility cooling costs—and take up less valuable desk space—reducing the need for larger, more expensive facilities.

ENERGY STAR 4.0 Specifications ¹	Desktops (watts) ¹	Notebooks (watts) ¹	Change (watts) ¹	% Lower Power ¹
Standby (off mode)	2.00	1.70	0.30	15.00%
Sleep (S3 Mode)	4.00	2.40	1.60	40.00%
Idle state UMA	65.00	14.00	51.00	78.46%
Idle state Discrete	95.00	22.00	73.00	76.84%

HP notebooks, including the HP 2710p Business Notebook PC and the HP 2510p Business Notebook PC, have been EPEAT™ Gold registered. Both notebooks also meet ENERGY STAR qualifications.

Significant savers

Generally speaking, all notebooks use less energy than desktops. But, in addition to significantly reducing energy usage and, in turn, costs, HP notebooks include several environmentally-responsible features:

Safer, more efficient materials

- HP Illumi-Lite displays use mercury-free LED backlighting that gives you brightness but with fewer hazardous materials. This makes recycling easier while decreasing notebook weight.
- By using high percentages of recycled content in packaging, using less packaging overall and using easier-to-recycle materials, HP notebooks end up costing less—and producing less waste.

Recycling

- Recycling some plastics can be difficult and costly. HP's **highly-recyclable magnesium case** is lightweight and more durable than typical plastic casing.
- When HP notebooks do use plastics, they use some post consumer recycled plastics. This means that the plastic used is not virgin plastic (which is made from costly oil), helping conserve resources without compromising durability or quality. In the end, going mobile is not just a modern convenience. It can spark a global transformation.

¹. From information found at www.energystar.gov.

HP recommends
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Paper and pennies: the hidden cost of paper

Even in today's virtual world, we still depend on paper—and it's costing us all

It's no secret that our offices are becoming more virtual. But sometimes we still have to rely on paper, and it's actually costing us—and the planet—more than you think.

Paper costs: just the tip of the iceberg

According to Environmental Defense, Americans consume the most paper per-year, per-capita in the world: about 700 pounds each or 12 sheets per minute.¹

Research,² however, shows that if organizations in the US alone cut office paper use by just **ten percent** it could reduce:

- Energy use by 21 trillion BTUs—enough to provide power to 228,000 homes
- Greenhouse gas emissions by 1.6 million tons—the equivalent of taking 280,000 cars off the road
- Waste by 600, 000 tons—as much as 44,000 fully loaded garbage trucks

All this energy doesn't come just from using paper. According to the EPA, it takes **ten times** more energy to produce a sheet of paper than to print on it.³ And, estimates show that the real costs of office paper can be 10 to 30 times the purchase cost!⁴

So, while printing is not the only problem, per se, HP can help you significantly reduce the costs and impact.



HP multifunction printers (MFPs)

Handle scanning, image cleanup, data extraction and exporting to your PC or server for more secure—and paperless—storage and backup. They also feature:

- **Econo-mode options:** enable you to print up to 30% more pages per toner cartridge
- **Duplex option:** allows printing on both sides of the paper
- **Recycled paper-friendly:** accepts recycled paper qualified according to EN 12281:2002

HP software

HP embedded digital sending: Send files to e-mail and network folders with technology built into all HP LaserJet MFPs and digital senders.

HP digital sending software: Quickly integrate paper documents into the electronic workflow.

Copy us—without paper

As one of the largest companies worldwide, HP certainly uses a staggering amount of paper. But we are dedicated to making a change. We've implemented a company-wide initiative that's projected to save **\$6 million** and **750 million tons of paper** annually through duplex printing alone!

You, too, can make a positive impact on your business budget without really changing the way you work.

¹. Environmental Defense, www.environmentaldefense.org The State of the Paper Industry Monitoring the Indicators of Environmental Performance, The Environmental Paper Network, November 2007
². IDC White Paper sponsored by HP, The Information Lifecycle Management Imperative, Doc #201273, July 2006
³. Case Study: Copy This! Results of the Citigroup-Environmental Defense Partnership to Improve Office Paper Management
⁴. Report: Copy Paper: Hidden costs, real opportunities – Project update for the Citigroup Partnership

The whole world in your hands

How to take control and have a hand in your own environmental footprint

Implementing company-wide environmental initiatives can reduce both energy costs and environmental impact from an organizational level. But putting power—and power savings—into the hands of individuals can be a big step in helping everyone get on board with becoming more environmentally responsible.

Give individuals the power to develop good habits at work. Just like promoting paper recycling and turning off lights, you can help employees get used to setting and monitoring their everyday energy usage—for the good of the organization and the planet.

The power to impact savings

HP Power Manager is an easy-to-use desktop application that puts end users in control over each PC's energy usage and provides instant reporting of how their power settings impact energy consumed by the PC. They decide the optimal mix of performance and conservation that's right for them.

Users see potential savings as well as the savings impact on the environment in estimated dollar savings or in relatable terms like gallons of gas or number of trees saved by their choices.

HP Power Manager is an option on all 7000, 5000 and 2000 series business desktop PCs.



Take control and multiply your savings

Take power management to the next level by implementing an IT-wide power management policy. Verdiem SURVEYOR software solution provides IT administrators the ability to set power policy throughout your organization, helping you cut costs and decrease environmental impact.

Here's how it works:

- HP preloads the SURVEYOR agent onto all 7000 and 5000 series PCs to simplify implementation.¹
- To get started, you can simply purchase a license from Verdiem at www.verdiem.com—there is no need to install any additional software
- Network-wide settings can be set and edited—they can also be customized based on group, events, time and day of week.
- HP business PCs and Verdiem SURVEYOR can help you quantify, measure and report savings from implementing your new power policy throughout your environment.

But is it really making a difference?

See just how much—or how little—you're impacting the environment with power-saving choices. HP has worked with Verdiem to create an energy calculator that enables you to estimate savings of HP PCs with or without an 80% efficient power supply and Verdiem SURVEYOR software agent.²

Visit energycalc.verdiem.com to use the free energy calculator tool and see your potential savings!



HP Power Manager Info tab:

Promote good energy efficient habits in your environment with HP Power Manager.

- HP Power Manager allows easy access to pre-set conservation settings with the conveniently located slider bar control.
- Customize the reporting to reflect your local energy costs as reflected in kilowatt hours (kWh).
- Configurable PC power settings let you specify when to shift power states—shut down the display, go into standby mode and more.
- Your estimated annual energy savings are automatically calculated based on the power settings you select.



HP recommends Windows Vista® Business

Energy Calculator:

Visit energycalc.verdiem.com to realize that implementing energy efficient solutions can help to save you money.

- Compare energy costs of old product to newer generation.
- Compare with and without an 80% efficient power supply.
- Compare with and without Verdiem SURVEYOR software agent.
- See what is best for you and the potential savings.



¹ Verdiem SURVEYOR licenses must be purchased separately and are available as a third party option from HP.
² Power savings calculations shown were determined based on internal testing. The PCMark 05 benchmark was used to determine productivity and peak usage energy consumption. Customer results will vary, based on variables that include percentage of time PCs are in standby, idle, productivity, and peak usage. Component manufacturing variability and cost of electricity will also affect the savings a customer may see. HP advises customers to test PC systems with new power savings features in their environment to determine potential savings. Environmental comparisons were calculated based on factors from the World Resource Institute GHC Protocol and the U.S. Climate Technology Cooperation Gateway (U.S.-CTC).

Smart design for smart business

HP's Design for Environment program gives you products built to minimize global impact

HP's Design for Environment program was established in 1992 and is implemented by environmental professionals, known as product stewards, who participate on every HP print cartridge design team. Product stewards ensure environmental design goals are integrated into every product design, measuring HP product performance in such areas as energy and material efficiency, ease of recycling, packaging efficiency and reducing environmental impact.

Responsible design for added peace of mind

Intelligent design and proper materials play a significant role in the way your PCs and monitors impact your work and the environment. Our product designers identify, prioritize and recommend improvements through a company-wide Design for Environment program.

Since its inception, this program has strived to reduce environmental impact of our products. We make an effort to keep up with environmental regulations, so you don't have to.

We've considered every aspect of our products so they are designed with the environment in mind and help you get a better return on your investment.

Making a positive impact

By integrating environmental considerations into the design process, we are able to reduce materials costs, meet your demands for smaller and more efficient products and reduce recycling and disposal costs—ultimately reducing the amount of waste sent to landfills.

Additionally, there are endless indirect effects of intelligent product design:

Maximize space, minimize distractions: Fewer materials not only mean better conservation of resources but also more reliable systems. Fewer parts help maximize the mix between acoustics and cooling, decreasing fan noise and increasing processing power, which leads to better productivity.

Easier for you to be easy on the environment: Reduction of plastics and polymers, modular designs, snap-in features that eliminate the need for glues and adhesives, and molded-in colors and finishes instead of paint, coatings or plating all make recycling and disposal easier and less costly for you.

Alternative resources for exceptional success: For more than ten years, we've worked to stay compliant with the European Union's Restriction of Hazardous Substances (RoHS) Directives. By investigating alternatives to the use of lead in our products and designing more efficient manufacturing processes, we are able to give you quality products that are safer for the environment.

Better for us, better for you: Intelligent design helps everyone achieve their own environmental goals. In the end, by simply choosing products that have been carefully designed to minimize impact, you are already taking a significant step to positively impact the environment.

Paired with Planet Partners, HP's Design for Environment program extends throughout the entire lifecycle including design, manufacturing, packaging, customer use and recycling.

Design

- Design for Environment increases materials and energy efficiency
- Recycled content is used, where feasible
- Design for Recyclability (DfR) features facilitate disassembly and recycling

Raw materials

- Materials reduction and use of recycled materials decrease virgin materials use
- Reducing the number of different material types used can add value at end-of-life
- Reduction in product size uses fewer resources
- Restricted substances are reduced or eliminated

Manufacturing

- Supplier Code of Conduct helps suppliers address General Specification for the Environment (GSE)
- DfR features enable easier assembly
- Efficient operations reduce emissions and waste
- Global ISO 14001 certification

End-of-life

- HP offers a variety of take-back options, including asset recovery, donation, leasing, remarketing/refurbishment, trade-in and recycling
- Materials selection and identification increase value at end-of-life and facilitate recycling
- Design features increase ease of disassembly, recycling and material reuse

Use

- Efficient product design decreases energy consumption
- Multi-function products reduce energy and materials use
- HP printing products help reduce paper waste and cartridge use
- Long lifecycles help save IT rollover costs and reduce waste

Distribution

- Smaller, lighter products decrease CO2 emissions and transportation impacts
- Improved packaging designs increase the number of products per pallet
- Transportation by sea allows for more efficient shipments
- HP participation in Clean Cargo and Green Freight Groups



Reduce, reuse, recycle—and reap the benefits

Disposing of aged technology is easy with HP's responsible programs

Once you're ready to upgrade to more efficient products, what do you do with your old equipment? Luckily, the answer is easy. HP doesn't just design energy efficient products—we do something equally important. We offer services that dispose of your aging technology in a way that is responsible to the environment and convenient to you.

Trade-in and trade up

Benefit from the products you no longer use when you trade them in for more efficiently technology. In the Standard Trade-In Program, HP will quote you the fair market value of your equipment, any product and any brand, which can be used towards the purchase of new and updated HP products. Get a free quote now at www.hp.com/united-states/tradein/get_quote.

Even if the size of the trade-in is large, the difficulty isn't. Processes are tailored to accommodate high volume trade-ins, extended roll-outs across multiple locations and DOD data scrubs are not a problem. Whether you want to trade in just one notebook or 100 servers, HP has a program that will fit your needs—no matter their size.

Cash back for your assets

Help yourself and help others in the process. HP Financial Services will pay your company for qualified computer equipment you no longer want or need. With HP Asset Recovery Services, your IT equipment will be refurbished and resold, and all information will be swept clean to better ensure the security of your data.



Good things come in recycled packages

Since the beginning, we've strived to design products that are energy efficient and leave a smaller imprint on the environment. This means not only creating sustainable products that contain less hazardous material and metal, but also making them easier to recycle.

Each month, HP's worldwide recycling centers process over 4 million pounds of computer-related products that have been returned by customers or generated by HP's own operations. This includes everything from PCs and monitors, to batteries and ink cartridges.

Through **HP Planet Partners** we've recycled more than 176 million pounds of HP LaserJet and inkjet print cartridges. Once you send us your cartridges in a postage-paid return envelope, we'll use or recycle the plastic from the inkjet cartridges, transforming it into a range of everyday new products.

When you work with HP, you can work confidently knowing that we will take care of pickup, responsible disposal and provide documentation of your recycling efforts. Learn more at www.hp.com/go/recycle.

Giving technology a second life

Bringing technology to those less fortunate is easy. In the US, this is made possible through a partnership with the **National Cristina Foundation (NCF)**. National Cristina Foundation provides computer technology and solutions to give people with disabilities, students at risk and economically disadvantaged people opportunity, through training, to lead more independent and productive lives. Your product's second life can give someone else a better life.

HP and the WWF's climate change project

HP's global environmental strategy addresses how technology and conservation can work together to reduce environmental impact and climate change. Here's how we've collaborated with the World Wildlife Federation (WWF) to do our part.

- By reducing our global energy use by 25 percent below the 2005 levels, by 2010.
- By reporting and verifying carbon dioxide emissions from our facilities.
- By developing energy efficiency measurements and environmental performance across all of our product categories.
- By educating key stakeholders about climate change and share best practices.
- By leveraging HP technology to advance the science and practice of combating climate change.

It's no longer acceptable to throw things away without another thought. When you partner with a company who cares about the planet and your work, just as much as you do, you'll be on your way to working responsibly throughout the entire lifecycle of your products.

Make your mark

Conserve energy and costs with innovative HP printing

Your business, no matter how large or small, can benefit from printers that can handle heavy workloads with ease and print professional quality documents. Whether your goal is to save on costs by saving energy and printing professional quality documents in house, or to help preserve natural resources, HP offers printers that will fit your budget and your needs.



It's what's inside that counts

A printer has to do more than just work. It also has to be efficient, reliable and easy to use so you can be more productive and cut costs. HP printers feature new and innovative technology to help ensure that our printers are just what you and the environment need.

HP Edgeline—The cutting edge of printing technology

Available only from HP, Edgeline Technology is a breakthrough printing technology designed exclusively for high-volume workloads. This sophisticated, ink-based printing engine features stationary printheads that span the width of a page. This means, when you print or copy a document, the paper moves but the printhead does not, boosting productivity and providing for less wear on your printer.

With HP Edgeline, you can manage your ink usage by employing different levels of color printing—helping you spend less on spot-color pages than on full-color pages. Essentially, HP Edgeline printing allows for:

- Faster printing speeds
- Professional print quality for text and graphics
- Lower cost per page

Save energy, save paper, save money

HP Web Jetadmin is a simple management software tool that helps you enhance the use of your printer while controlling color costs, and the level of your printer's security. With HP Web Jetadmin, you can remotely schedule sleep/wake-up modes or automatically turn off devices on nights and weekends. You can also set duplexing as a default via Web Jetadmin and HP Universal Print Driver to help consume up to 25 percent less paper.



Instant-on Technology (IOT) produces the first page faster when a printer is coming out of powersave mode, meaning your print job can be finished before other printers without IOT have even turned on. By using HP printers with Instant-on Technology, you can save up to half of the energy saved with traditional fusing technology.

Keeping the environment top of mind

When you purchase printers that are made to work responsibly, you can work responsibly too. HP is an original partner in the U.S. Environmental Protection Agency's (EPA) ENERGY STAR® program which strives to promote products that save energy while maintaining product performance. A vast majority of HP LaserJet imaging and printing products meet ENERGY STAR criteria.

End of life disposal

To show our commitment to helping you work efficiently, while keeping the environment in mind, we provide options that let you purchase or dispose of printing and imaging equipment in a way that's environmentally responsible and easy for you.

HP Planet Partners return and recycling program enables simple, convenient recycling of original HP inkjet and LaserJet supplies, any brand of computer hardware and rechargeable batteries. We ensure that returned products are recycled properly, processing them to recover valuable plastics and metals for new products and diverting millions of tons of waste from landfills.

It's easy to print for your business and to print for the environment when you have the right tools. HP gives you those tools through printers with innovative technology that are designed to conserve energy while helping you change the way you look at printing...for the better.



How energy efficient are you?

Everything you do, no matter how big or small, can affect your budget and your planet. Check off the things you're currently doing to see how positively you may be affecting your planet and what you can do to make an even bigger difference.



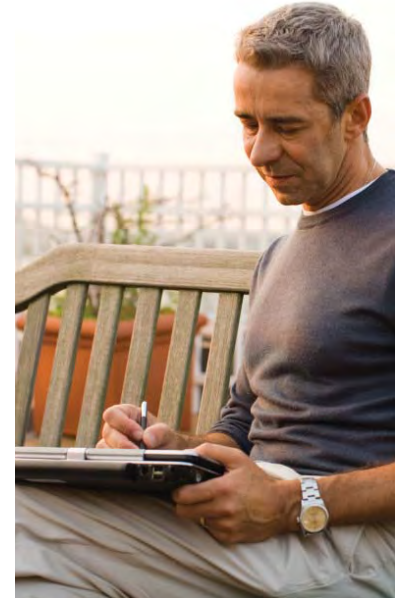
- Own or use ENERGY STAR® qualified products**
ENERGY STAR computers use about half as much electricity, reducing your utility costs.
- Enable energy savings settings on your PC**
A single PC with enabled power settings saves enough energy to power a 75W light bulb continuously for over a year.¹
- Print double-sided**
Estimates show that the real costs of office paper add up to 10 to 30 times the purchase costs.^{2,3}
- Own or use HP printers with Instant-on Technology (IOT)**
The savings enabled by IOT since 1993 is the equivalent of removing 1.1 million cars from the road for one year— more than 5.25 million tons of CO2.
- Use EPEAT™ registered computers—Gold, Bronze or Silver**
When purchased over conventional computers, EPEAT registered PCs can reduce use of toxic materials, including mercury, by 3,220 metric tons, equivalent to the weight of 1.6 million bricks.⁴
- Participate in the HP Planet Partners recycling program**
As of 2007, we've recycled more than 1 billion pounds (453,592 tons) of hardware and HP print cartridges globally with an aggressive goal to recycle an accumulative 2 billion pounds by the end of 2010.

- Use monitors with LCD Technology**
Replacing CRT monitors with LCD technology provides you with up to 70% power savings and up to twice the lifespan of CRT monitors.⁵
- Use HP energy efficient servers with smart cooling techniques**
A new HP ProLiant BladeSystem is 64 percent more power-efficient⁶ than any other blade on the market helping you reduce power, cooling and space costs.
- Have traded in my old equipment for equipment with upgraded technology or plan to**
Trading in your older, less efficient equipment, is easy and convenient and can help you save on your bottom line, down the line.
- Recycle!**
No matter where you are, you can practice good end-of-life habits. HP's recycling programs are now available in 45 countries and territories around the world.

1. See www.hp.com/hpinfo/globalcitizenship/environment/energytips.html for more energy saving tips.
 2. Case Study—Copy This! Results of the Citigroup-Environmental Defense Partnership to Improve Office Paper Management.
 3. Report – Copy Paper: Hidden costs, real opportunities – Project update for the Citigroup Partnership.
 4. www.epeat.net/FastBenefits.aspx
 5. www.hp.com/sbs/solutions/pc_expertise/energyefficient-computing/five-steps.html
 6. Based on HP internal benchmarks. See: www7.hp.com/enterprise/downloads/HP_ProLiant_BL260_SFECjpb2005_032808a.pdf

How well do you know your working world?

Answer the questions below to see just how much you know about energy efficiency, and the little changes that can make big changes in the world around you. You may be surprised.



1. According to the EPA, what causes the most waste in the office?
 - a) Paper
 - b) Power consumption
 - c) Coffee grounds
2. What is the amount of energy you can save by using HP's WebJet Admin to turn off printer fleets on evenings and weekends?
 - a) 27%
 - b) 43%
 - c) 66%
3. On average, one non-HP monitor contains how many pounds of lead?
 - a) 2
 - b) 2-4
 - c) 4-8
4. How can you calculate and take control of the energy usage of your PCs?
 - a) Energy Calculator
 - b) Power Manager
 - c) Verdict Surveyor Software
 - d) All of the above
5. Look for products with the ENERGY STAR® label. This means they are
 - a) Part of HP's Planet Partners program
 - b) Energy efficient according to the EPA
 - c) Able to produce enough energy to power a rocket ship
6. All HP workstations have recently received what EPEAT™ status?
 - a) Bronze
 - b) Silver
 - c) Gold

Answer key.

1. c) It's easy to reduce paper waste just by recycling, printing double sided and sending documents electronically.
2. (Step)wake up mode can be scheduled remotely, so it's even easier to manage the energy usage of your printer.
3. c) (This is significantly more than other HP monitors and other HP products, which are designed with alternatives to lead.)
4. d) (Power manager puts energy usage into a new perspective by showing you how your energy usage translates into barrels of oil or miles driven.)
5. b) Products with the ENERGY STAR label not only reduce your energy usage, they also save you money.
6. c) (HP is ahead of the curve. Our HP R5700 Long Lifecycle Business Desktop PC was the first product to

A common misconception exists that it's either too complicated, costly or just inconvenient to take the environment into consideration. But when the statistics are boiled down to simple truths, it becomes easy to see why it's so easy to be green.

HP recommends Windows Vista® Business

WHEN IT COMES
TO EPEAT™
REGISTERED DESKTOPS,
GOLD
IS THE NEW
GREEN.



HP Compaq dc7800 Small Form Factor
Intel® Core™2 Duo3 Processor E65502
Genuine Windows Vista® Business¹
EPEAT Gold™

HP's broad range of EPEAT Gold registered computers makes it easier to meet your business's environmental responsibilities. And you'll have service at every step, from choosing the right technology to recycling it. With HP, you're not just good, you're golden.

Visit www.hp.com/go/desktops to learn more.

All offers available from HP Direct and participating resellers. Prices shown are HP Direct prices, are subject to change and do not include applicable state and local sales tax or shipping to recipient's destination. Photography may not accurately represent exact configurations priced. Associated values represent HP published list price. 1. Certain Windows Vista product features require advanced or additional hardware. See <http://www.microsoft.com/windowsvista/getready/hardwarereqs.mspx> and <http://www.microsoft.com/windowsvista/getready/capable.mspx> for details. Windows Vista Upgrade Advisor can help you determine which features of Windows Vista will run on your computer. To download the tool, visit www.windowsvista.com/upgradeadvisor. 2. Intel's numbering is not a measurement of higher performance. 3. Dual Core is a new technology designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture enabled BIOS. Performance will vary depending on your hardware and software configurations. See www.intel.com/info/em64t for more information. Intel, the Intel logo, Intel Core and Core Inside are trademarks of Intel Corporation and/or other countries. ©2008 Hewlett Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein shall be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

