



HP Image Store

Overview

The HP Image Store is a one-of-a-kind online marketplace for enthusiasts that enables them to access, create and order customized licensed consumer merchandise – including posters, calendars and greeting cards – using images, logos and other popular content featuring kids, music and art brands in the world of entertainment, sports and publishing.

Available exclusively at the Image Store website at www.YouNeekFanShop.com, as well as select co-branded sites powered by HP, licensed merchandise can be ordered for convenient home delivery by mail or pickup at retail. Select products are available directly through retail partner stores and are typically made on-demand.

The HP Image Store combines HP's web, PSP-based and retail on-demand publishing technology with licensed content from recognized brand powerhouses, enabling retail partners to diversify their offerings with new types of creative output to achieve growth and success in their photo center operations.

Benefits

- Drives transactional retailer revenue by tapping into the \$30 billion printable licensed merchandise market⁽¹⁾ with new publishing opportunities.
- Provides retailers the opportunity to offer customers a convenient way to order new, compelling printed merchandise from popular brands, including CBS/Star Trek, Curtis Publishing (featuring Norman Rockwell's famous The Saturday Evening Post illustrations), Dr. Seuss, Marvel Entertainment, National Basketball Association, Nickelodeon and Weekly World News, and in the future, the ability to order and create custom printed merchandise during in-store visits.
- Fuels personal creativity for enthusiasts by offering unique merchandise spanning the widest range of interest areas, including kids, sports, music and art at launch, and food, travel and home related merchandise later in 2009.
- Provides a truly customized, on-demand experience to create a range of products, beginning with posters and greeting cards, and soon to extend to hard and soft cover photo craft albums, calendars, mouse pads, mugs, apparel, address labels, postage stamps, gift tags, stationery, CD/DVD covers, skins and holiday ornaments – all with recycled media types as available – featuring content from popular brands in the world of entertainment, sports, music and art.
- Promotes customization with different designs, characters and imagery from consumers' favorite brands as well as personalized text and photographs.
- Allows consumers the freedom to shop and create merchandise by product, brand,

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subject or occasion.

- Alleviates retailers' issues around inventory and stocking and reduces unnecessary waste, as no products are produced until ordered and paid for by consumers.

Featured licensing and marketing partners

Consumers can select from an ever expanding range of unique merchandise or create their own customized products based on creative templates and imagery provided by HP through licensing relationships with the partners listed below.

Customers can choose from mail delivery or convenient retail pickup, beginning with select Meijer locations in the Midwest, for product merchandise ordered through the HP Image Store and co-branded partner versions of the store beginning with www.druessshop.com, powered by HP. Online experiences are quick and easy, and provide free standard shipping for most products, as well as express shipping options.

Over the next few months, consumers will be able to create ready-to-order and customizable merchandise from the following partner brands:

- CBS/Star Trek: Based on the complete Star Trek imagery collection from every TV series and movie beginning with the iconic 1960s television show and Captain Kirk, Spock, to each series from the 1980s through the 2000s, and all movies in between.
- Curtis Publishing: Features Norman Rockwell's famous The Saturday Evening Post cover illustrations, which recall a simpler, more nostalgic time in the American experience.
- Dr. Seuss: Currently available, the collection includes nine different posters as well as a wide range of unique posters and greeting cards, all customizable, based on beloved Dr. Seuss characters including, the Grinch, Cat in the Hat, Horton, and Yertle the Turtle. Posters are available in 16- x 20-inch and 20 x 30-inch sizes.
- Marvel Entertainment: Features imagery from Marvel's iconic comic imagery catalog of superheroes and villains ranging from Spider-man, The Hulk and Iron Man, to X-Men's Wolverine and many more. Imagery includes Marvel's three different core collections, with thousands of images, including classic comic characters, contemporary kids' characters' imagery and edgier artistic imagery.
- National Basketball Association (NBA): HP has extended its technology alliance with the NBA to include on-demand customized publishing offerings for consumers. HP will offer a wide range of unique ready-to-order and customizable merchandise covering all NBA teams and players.
- Nickelodeon: Based on popular properties SpongeBob SquarePants, iCarly, Avatar, Dora The Explorer, Ni Hao Kai-Lan, The Backyardigans, Go Diego Go!, WonderPets and NeoPets.
- Weekly World News: Consumers will be able to put themselves (or anyone else) into the iconic and wacky tabloid designs, featuring Bat Boy and other characters.

⁽¹⁾ Source: analysis from Licensing Letter, Global License!, LIMA and HP Analysis.



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