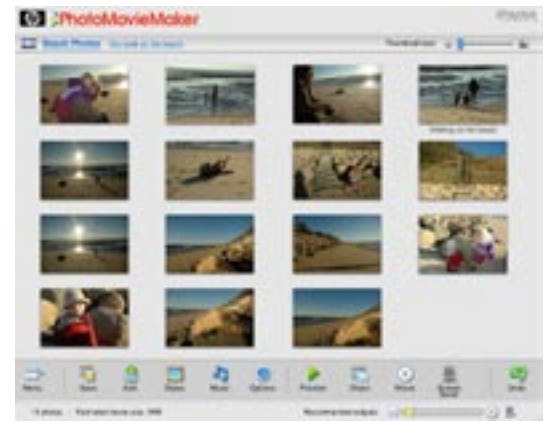


HP Photosmart Essential Plug-ins and Preclick



HP PhotoMovieMaker



HP Photosmart Essential Create tab



Create Cards

Why plug-ins?

Plug-ins let customers add new features to their basic software on-demand. All plug-ins offer free features. Some plug-ins offer paid features and upgrades. Plug-ins let us keep the basic software simple. Plug-ins allow the customer to grow with the software, increasing satisfaction and loyalty.

Plug-ins allow customers to add features and functionality to fill their needs.



HP PhotoBack

Available today for HP Photosmart Essential software and other Preclick-powered software.

PhotoBack® (Free) and Gold (\$19.95)

Automatic Backup with CD and DVD burning
www.photoback.com

Do you have all your photos backed up? PhotoBack lets you back up your entire collection or any portion. PhotoBack will remind you to back up every 100 photos (or any number you choose).

With the PhotoBack Free version, you can:

- Make CDs to share with friends and family
- Copy files to an extra hard drive, CD or DVD
- Include a free viewer on the CDs you share

With the PhotoBack Gold version, you can:

- Automatically back up your entire image collection
- Schedule backups and reminders
- Review your Backup history

Create Cards (Free)

Create Cards lets you add creative templates for photo cards and projects. HP and Preclick provide seasonal greeting cards and other photo creation projects.

Available spring 2006

HP PhotoMovieMaker - Instant Slide Shows (Free) and Gold (\$19.99)

www.photomoviemaker.com

PhotoMovieMaker Free enables you to create compelling slide shows. In just a few clicks, you can:

- Add music and auto time it to your movie
- Apply styles with transitions and effects
- Add stylized text titles and captions
- Make a screen saver

PhotoMovieMaker Gold adds the ability to burn movies you can play on any DVD player.

Available spring 2006

Preclick® PhotoSticky - Instant Photo Messenger (Free) and Gold (subscription service)

www.photosticky.com

PhotoSticky lets you create and share rich photo messages that play like movies, greeting cards, and more. PhotoSticky turns your PC screen into a movable photo frame that plays your favorite photos. PhotoSticky IPM lets you receive photos from your best friends and favorite photo sites. PhotoSticky is the easiest way to view and share photos with your friends and photo sites.

With PhotoSticky Free Instant Messenger, you can:

- Share over the web: www.photosticky.com/username
- Show up to five PhotoSticky Shows on your website
- Subscribe to friends' Photosticky messages
- Subscribe to and view Photo Casts
- Create beautiful photo messages
- Dedicate a portion of your PC screen as a magic picture frame
- Turn your loved ones' PC screens into picture frames

With PhotoSticky IPM Gold, you can post and share an almost unlimited number of PhotoSticky messages. (Users will have 2 Gigabytes of storage for \$3 per month or \$25.95 per year.)

To learn more about licensing HP Photosmart Essential or other Preclick-powered products, contact:

Don.Deliz@hp.com or Dan@preclick.com
www.hp.com/go/pse

To learn more about Preclick plug-ins, go to:

www.preclick.com/plug-in or contact Brian@preclick.com
Preclick is the official photo software of Costco, Adorama, DotPhoto, Sandisk and more.

