

A Pleasant Helicopter Rides For The HP End-users

Computer Jagat Report : On January 12th 2011, HP's Imaging and Printing Group set A Pleasant helicopter ride at Nandan park in Dhaka the capital, city of Bangladesh. World's number #1 printer manufacturer HP offered this Helicopter Ride for their valuable customers during "HP

New Year Promotion". This promotion was valid for HP DeskJet Printers, OfficeJet Printers, All-in-Ones, Laser Printers and HP Ink and Toner Cartridges. The lucky end users who got the chance for helicopter riding are: Shamsul Islam, Khorshed Alam, Mithun, Mizanur Rahman, Mozammel Hossain, Kawsarul Haq, Shafiqur Rahman, Rafiqul Islam, Ali Shahriar, Shabidul Ahsan, Jahangir Alam, Monohor Alam, Shalun, Mahtuzul Haq, Ali, Taktir Alam, Shahadat Hossain and Zahidur Rahman.

In this magnificent event HP had with them journalists from different mass media and the visitors of Nandan park. Two helicopters started flying from Hazrat Shahjalal International Airport and landed at Nandan park with the high officials of HP's Imaging and Printing Group Bangladesh and the representatives of Flora and Multilink. Eminent magician Razib Hoshak hosted the event and also presented his magic in this day long program.

HP also introduced HP ePrinters and eAIO (all-in-ones, multi-function printers) during this promotion. With these ePrint capable printers, users can print business documents from any mobile device when and where they need them. Users can send print jobs to any HP ePrint-enabled printer or MFP-whether they are in the office, at home, or at any place-then simply collect the printed pages. Make printing more accessible to clients and mobile workers by allowing them to print to their office's HP ePrint-enabled device. With the easy portability and ever-expanding capabilities, mobile devices give instant access to all kinds of information and content. However, larger documents, presentations, and PDF files can be difficult to read on small, handheld device screens. With HP ePrint, users can easily print these documents from their mobile device to read or take with them. Users can manage their HP ePrint settings at the HP ePrintCenter website. They can check the status of their jobs, set default print settings, and enable additional security by

specifying who is allowed to print to their printer. For more information, visit www.hp.com/go/ePrintCenter.

HP introduced industry-first plug and print technology that allows customers to begin printing in as little as two minutes with HP Smart Install Technology. Users can begin printing in as little

as two minutes by simply connecting a netbook, notebook or desktop PC to the printer with a USB cable - no CD required. HP Smart Install eliminates the need for CD drivers and also provides an intuitive interface for users to connect printers to PCs via a USB cable. Just plug-in the USB cable to the printer, connect to Windows and installation will begin automatically.

HP also incorporated industry-first HP Auto-On/Auto-Off technology in HP LaserJet P1102, LaserJet P1566 and LaserJet P1606 series printers that uses up to three times less energy versus sleep mode. HP Auto-On technology intelligently senses activity - such as when a print job is sent to the printer - and awakens the device automatically from "off" mode complements HP Auto-Off technology, which automatically adjusts the power settings and turns the printer off when there is no print activity. With this innovative technology, users can configure their device to automatically turn off either when it senses there is no activity after a set interval or at a predetermined time each day to help save energy, using less than one watt of power consumption in Auto-Off mode.

This is to mention that with HP's new imaging and printing portfolio, HP continues to solidify its leadership position and continues to pursue real, energy-efficient solutions worldwide. HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. HP is committed to providing customers with inventive, high quality products and services that are environmentally sound and conducts operations in environmentally responsible manner. That commitment continues to be one of the guiding principles that are deeply ingrained in HP values. It is from this history and these values that HP has become a leader in delivery of environmentally sustainable solutions for the common good. ■

