

## HP IPG Celebrated this Bangla New Year



HP Imaging and Printing Group IPG celebrated this Bangla New Year for their valuable customers. HP offered Agora shopping voucher, Helvetia meal voucher and Ross sweet voucher with attractive Nabarashtra notebook and exclusive gift - Kay Kraft Fatua with purchase of selected models of HP Original Ink and LaserJet Print cartridges. After purchasing any of the selected cartridges, customers had the chance to get any of the gifts.

Road-shows were carried on throughout the country by branded Pick-Up trucks and in Multiplan Centre, one of the biggest IT markets in Bangladesh to aware customers to use original HP Cartridges because of the total benefits that it would provide to them. During the countrywide road-shows, the marketing representatives of HP had run sessions in colleges and IT Institutes to update students about latest IT products and news. Quiz contests had also done based on latest IT news and facts to encourage the future leaders of the country.

The program launched on the 11th April, 2011 and continued till 31st May, 2011.

## HP Color LaserJet CP1525n



HP Color LaserJet CP1525n Product Specifications : Print speed black (normal, A4) Up to 12 ppm Print speed color (normal, A4) Up to 8 ppm Print speed footnote. Measured using ISO/IEC 24734, excludes first set of test documents. Exact speed varies depending on the system configuration, software application, driver, and document complexity.

Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other HP LaserJet or HP Color LaserJet devices, and enables appropriate deployment of printers and MFPs to satisfy the demands of connected individuals or groups. Recommended monthly page volume 250 to 1000

HP recommends that the number of printed pages per month be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.

## HP Prize Giving Ceremony Held

A grand prize giving ceremony of "Ittefaq-HP ICC Cricket World Cup 2011". Quiz Winner was held at a local restaurant in Dhaka on April 21.



The program began with the welcome speech of Md. Abdul Munnaf, Market Development Manager, HP IPG, Sydur Rahman, Retail Account Manager and Asaduzzaman (Suzon), Commercial Account Manager, HP IPG. After that Muhibul Ahsan, Executive Director of Ittefaq gave her valuable speech. Zubaed Imam, Product Manager, Multilink Int., and Sarwar

## HP Officejet 7000 Wide Format Printer Color Ink-jet printer



The HP Officejet 7000 Wide Format Printer offers micro and small businesses fast and versatile wide-format printing. Print daily office documents, and marketing collateral up to 330 by 483 mm (13 by 19 in).

This affordable printer delivers the lowest cost per page in its class, stunning photo-quality prints, and networking for small workgroup - all with renowned HP reliability. The HP Officejet 7000 Wide Format Printer is ideal for work teams of three to five users in a wired network environment. These customers want to print standard business documents as well as wide-format documents and marketing collateral. They would also like to minimize their energy consumption and reduce the impact of printing on the environment.

Spend less time waiting for the output. The HP Officejet 7000 Wide Format Printer delivers high-quality output at fast print speeds. Print a range of business documents or photos quickly from one reliable printer. A better-performing product leads to higher productivity. Print office documents fast with speeds equivalent to a laser printer with up to 8 ppm black and 7 ppm color. When speed is critical, the device prints documents at a maximum print speed of up to 33 ppm black and 32 ppm color. In an effort to standardize print speeds industry-wide, HP and other manufacturers have worked with ISO to develop a standard method to measure print speed. Because no international standards for measuring speeds have existed, comparing print speeds between products or manufacturers has been challenging to customers. ISO standard print speed is measured using the same three files which represent three typical office documents-on each device. Each document is four pages long since the typical office print job is three to five pages long. The ISO print speed specification helps customers make performance comparisons.

Make an impression every time you print in color using HP Officejet Inks and up to 4800 by 1200 optimized-dpi. HP Officejet Inks for business are specifically developed for use with the HP printhead.

The HP Officejet 7000 Wide Format Printer's built-in networking capabilities allow one to easily share printing on a small network, including mixed environments of PCs and Macintosh computers. Connect to small-office and home-office networks and enable up to five network users to share printing.

Save resources and minimize the impact of printing on the environment across the entire lifecycle of the printer. It can easily recycle materials, save paper, and use fewer resources. The HP Officejet 7000 Wide Format Printer sets the standard for industry reliability, providing a worry-free printing solution.

Chowdhury, Product Manager, Florn Ltd. were present in the event. Famous former Bangladeshi cricketer Rakibul Hasan, Snobar Hossain and Hasanzaman Bhow were also present in the event. They jointly handed over the prestigious HP printer to the lucky quiz winners.

HP is the leading IT Manufacturer holding number #1 position in world-wide market-share for LaserJet Printers, InkJet Printers, All-In-One Multifunction Printers, Scanners, Wide-Format Printers and Printing Supplies. HP is also holding A+ rating for last 15 years in PC Magazine Service & Reliability Printer Survey Results. Till to date HP has shipped more than 600 million printers world-wide and invests US\$4 billion per year in Research and Development to ensure HP customers can get the best value for their money with the latest cutting-edge technology.