

HP integration products and services

Customized and private-label solutions to meet your particular needs

Connect people to prints

- HP Silverwire and HP Axiom software solutions connect your digital and film photographic and printing equipment to create a more efficient, robust workflow.
- HP provides kiosks, printers, in-store and online order and production management tools, industrial lab products and integration services.
- Kiosks and printers integrate smoothly into your existing environment, maximizing customer satisfaction and your ROI.
- Current HP Silverwire and HP Axiom kiosk software customers can easily add the HP Photosmart pm1000 Microlab Printer to their photo centers.
- Network multiple stations, local printers and central printers for maximum efficiency.

Customized solutions for your particular needs

- Meet your store's needs with our custom solutions, connecting your kiosks, online systems and printers into a remote-managed ecosystem.
- Control the entire photo process from a website, including pricing, promotions, customer help desk and reporting.
- From the HP Silverwire's modular transaction-based clients to the full universe of HP Snapfish share-and-store services, HP offers private-label solutions, customized to your needs.
- HP Silverwire solutions integrate with your current photo retail systems, including point-of-sale, customer relationship management and back-end equipment as well as payment and delivery options.

Draw customers from home into your store

- Maximize capital costs and store traffic—customers print from HP Silverwire home ordering solutions to your retail photo center.
- Use HP Silverwire solutions to create an online user interface specific to your store. Customers then order their prints online and go to your store to pick them up.
- Orders can be sent from a kiosk, PC or web browser to your in-store or regional labs.

Rely on the expertise of HP and Silverwire

- HP Silverwire has ten years of proven expertise and innovation in retail photo solutions, backed by HP's record of excellence.
- You'll benefit from HP Silverwire's digital integration experience, including 23,000 kiosk licenses for retail; 1,000 mini-lab and fast printer installations worldwide; 800 online photo services; and 16 mobile imaging projects in production or pilot.
- HP Silverwire systems are used in more than 30 countries by over 3 million customers ordering 120 million prints per month; by over 120,000 online customers generating 15 million prints per month

Note: Product options and system configurations may vary by region.



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In-store solutions

HP Silverwire creates in-store solutions to meet your photo lab needs.

We provide:

- Trusted photo kiosk software with a retailer-branded user interface
- Digital print order management for retailers
- The option to support an HP Photosmart pm1000 Microlab Printer
- An e-commerce platform supporting all online and retail usage scenarios
- Remote management and analysis
- Mini-lab, dye-sub and other printer integration

Components:

- HP Photosmart pm1000 Microlab Printer
 - HP Silverwire Kiosk software
 - HP Silverwire Order Manager
 - HP Axiom Foto Kiosk software
 - HP Axiom FotoControl
 - HP Axiom RKM (Remote Kiosk Management)
 - HP Silverwire CD Viewer
 - HP Silverwire ProPhoto
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Internet order, store and share

With HP Silverwire's Internet order, store and share capabilities, you can:

- Enable customers to order prints, gifts and photobooks with your retailer-branded website or software
- Access a management website for full control of photo products, services, promotions, pricing, a help desk and business stats
- Use an e-commerce platform to support all online and retail usage scenarios
- Create online photo-sharing album capability within your branded environment

Components:

- HP Silverwire IPS Business Home Page
 - HP Silverwire IPS Print Order PC app
 - HP Silverwire IPS Print Order Mac app
 - HP Silverwire IPS Print Order Web app
 - HP Silverwire IPS Photobook Order app
 - HP Silverwire IPS Web Album
 - HP Silverwire IPS Web Album Uploader tool
 - HP Silverwire IPS Order Backbone
 - HP Silverwire IPS Backoffice
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Industrial lab workflow solutions

Increase your efficiency in large-scale lab environments.

HP Silverwire solutions provide:

- Support for HP Indigo digital press
- Digital order management for retail to lab
- Digital print workflow optimization
- Application Programming Interfaces (APIs) for integration with in-house systems

Components

- HP Silverwire Wholesale Lab Manager System
- HP Silverwire Lab Print Server
- HP Silverwire Lab BMC
- HP Silverwire Lab Retriever
- HP Silverwire Lab Media Station
- HP Silverwire Lab Control Station
- HP Silverwire Lab PDF Processor
- HP Silverwire Lab Print Spooler
- HP Silverwire Lab CD Server
- HP Silverwire Lab Packaging Extension for School Photographers
- HP Silverwire Lab Uploader
- HP Silverwire Lab CD Converter

To learn more, visit www.hp.com/go/RPS
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