

Try our newly expanded HP-Microsoft in-house publishing solution



Today's printing and publishing tools offer new opportunities to create and produce an impressive range of documents. That's why HP and Microsoft have teamed up to bring you exciting new in-house publishing solutions.

The newest HP color printers and media offer superb, cost-saving results—whether you're printing your own direct-mail postcards, multi-page newsletters or color brochures. Microsoft® Office 2003 Small Business Edition—including Microsoft® Office Publisher 2003—makes it easy to design your marketing materials using one of the existing templates customized for your business.

The result? In-house publishing has never been so simple, cost-effective and powerful for marketing your business.

Powerful, affordable, remarkable in-house production.

With the power of HP color printing combined with Office Small Business Edition 2003, you have everything you

need for simple, effective start-to-finish color production. **Inform** with memos, forms and spreadsheets. **Persuade** with presentations, proposals and reports. **Promote** with brochures, flyers, and other sales and marketing materials. And create document sets that use the same design across all document types for a consistent look and feel across all your communications.

Fast and easy—HP color printers and media give you impressively fast color output in a variety of formats so you can quickly and easily produce the range of documents you create using Publisher.

Impactful—HP color printers provide impressive levels of vibrant color, crisp images and sharp text for in-house publishing with the professional impact you need.

Cost-saving—in-house publishing offers a proven cost-saving alternative to outsourcing—especially with the latest printers, media and Publisher tools and templates designed to work together very efficiently.

Easy, impressive publishing with a wealth of new design choices.

Office Small Business Edition 2003 helps you easily create impressive sales, marketing and communication materials. Its powerful design tools, customizable templates, and familiar Office environment help you



create, design and publish—and get a great finished product using your HP color printer and a variety of HP media. As an added enhancement, you now get a special collection of new professionally designed templates to make a standout impression.

Compelling publications—create brochures, newsletters, postcards, and many other types of publications and print them on your HP Color LaserJet printer—change or update and print on demand as needed.

Work smarter—use a simplified start screen and the familiar Office menus, toolbars and features to be productive immediately, and use additional compatible tools to set up and print your own mailings using your HP Color LaserJet printer.

Professional design—Whether you start from a template or design from scratch, powerful new tools like Baseline Alignment and Multiple Master Pages give you extra control to create polished publications ready for simple, cost-effective in-house output on your HP printer.

Combining HP color printers and Office Small Business Edition 2003 gives your business a complete in-house solution that increases your control and reduces your overall printing costs. You'll also improve productivity with familiar tools and the ability to create and update materials quickly and easily. Finally, you'll increase the effectiveness of your marketing with customized materials that can be responsively created and produced, along with lots of new options to create personalized, one-to-one materials.

Put this new, complete in-house publishing solution from HP and Microsoft to work for you. Try out the new version of Office Small Business Edition 2003 using your HP color printer, and check out the variety of other color printers and media at the HP office color printing center: www.hp.com/go/color.

For more Microsoft templates and to make your business communications more effective, visit: <http://office.microsoft.com/publisher>.

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For more information visit www.hp.com/go/color

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