



## Wireless Handset Industry Leaders Join MIPC to Drive New Consumer Printing Solutions

San Diego, Calif, April. 29, 2004 –The Mobile Imaging and Printing Consortium (MIPC), an industry group founded to drive solutions and implementation guidelines for providing consumers with a simple and spontaneous experience when printing images taken with camera phones, today announced that mobile handset makers Nokia, Samsung, and Siemens have become strategic members of the consortium.

Consortium founders and printing industry leaders Canon, Epson and HP believe the MIPC is now strongly positioned to deliver guidelines enabling consumers to reliably and easily print camera phone images at home. The objective of the MIPC is to make these printing guidelines available during the second half of 2004. Existing connectivity technology standards and solutions such as Bluetooth™ wireless technology, printing from memory cards and PictBridge will be the underlying connectivity platforms for the consortium's work.

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"As camera phone resolution continues to improve, the demand to print photos at home will continue to increase and the MIPC wants to be at the forefront of providing consumers with the best possible solutions to simplify printing at home," said Ramon Garrido, Chairman of the MIPC and Program Director, Consumer Imaging and Printing, HP. "The mobile handset makers' contributions are critical to the consortium because of the collaboration required across the hardware, software and wireless technologies involved in creating mobile imaging and printing solutions."

"We project continued accelerated use of camera phones for the next decade and believe that the number of consumers who will want to print their images at home will increase significantly by 2008," said Jill Aldort, Senior Research Analyst, InfoTrends. "As camera resolution and features such as optical zoom improve, more images will be captured, shared, saved and printed. Work done by the MIPC will ensure that printing is as easy and reliable as possible."

According to a recent report by InfoTrends, camera phone users are expected to print over 5 billion of the total images taken in 2004 and that number is forecasted to grow to 37.2 billion by 2008, when 85% of all mobile phones sold is estimated to feature an embedded camera.(1)

"As a strong supporter of openness and industry-wide collaboration, we

welcome and recognize the need for initiatives such as the Mobile Imaging and Printing Consortium," said Mike Butler, Director of Business Strategy and Development, Imaging Business Unit, Nokia. "Our global presence, expertise in mobility and understanding of consumer behavior provides Nokia with a unique perspective to ensure easy-to-use and reliable wireless printing solutions for camera phone users."

"Our goal is to create a mobile world of digital convergence and we are always trying to develop new solutions for information and communication handsets through the use of advanced technology and design," said H. Woo Kim, VP of Business Strategy Team, Samsung Electronics. "A major component of that convergence is in digital imaging and we believe that users will increasingly want to print the images they capture from camera phones."

"Mobile Phones with integrated cameras are enjoying increasing demand globally. Intelligent applications enhancing the functionality of such mobiles and simplifying their usage are growing in importance. Bridging the gap between mobile digital imaging and printed copies are very much in our focus," cited Anders Unosson, Vice President Applications & Services, Siemens mobile phones.

#### About Canon

Canon Inc. (NYSE:CAJ), headquartered in Tokyo, Japan, is a leader in the field of professional and consumer imaging equipment and information systems. Canon's extensive range of products includes copiers, Bubble Jet and laser printers, cameras, video equipment, medical equipment and semiconductor-manufacturing equipment. Canon's consolidated net sales for fiscal 2003 (ended December 31, 2003) totaled \$29.9 billion (at an exchange rate of JPY107 = US\$1). Visit the Canon Inc. website at [www.canon.com/index.html](http://www.canon.com/index.html).

#### About Epson

Epson increases its corporate value through its innovative and creative culture. Dedicated to providing its customers with digital image innovation, its main product lines comprise information-related equipment, electronic devices, and precision products. The Epson Group is a network of 88,036 employees in 111 companies around the world and had consolidated sales of 1,322 billion yen in the fiscal year ended March 2003. More information can be found at <http://www.epson.co.jp/e/>.

#### About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing. For the fiscal year ending on Oct. 31, 2003, HP revenue totaled \$73.1 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at [www.hp.com](http://www.hp.com).

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(1) InfoTrends, 2004 Worldwide Camera Phone and Photo Messaging Forecast, March 2004