



HP 564 Photo Value Pack

Overview

The HP 564 Photo Value Pack includes enough ink and photo paper to affordably print 150 lab-quality photos from the convenience of home.⁽¹⁾ Matching the right ink with the right paper, this complete set includes 150 sheets of 4 x 6-inch HP Advanced Photo Paper and Original HP 564 cyan, magenta, yellow and photo black ink cartridges with HP Vivera inks. With this set, customers can print finely detailed, water-resistant photos that will last for generations to come.⁽²⁾

Customers who purchase the HP 564 Photo Value Pack can enjoy photos with a professional look and feel with all the convenience and control of home printing. For a per-print cost as low as 24 cents, this photo value pack delivers lab-quality photos that rival in-store and online processing.⁽³⁾

Editorial contacts:

Cherie Britt, HP
+1 408 873 5872
cherie.britt@hp.com

Amy Smith
Porter Novelli for HP
+1 206 770 7085
amy.smith@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

Key features and benefits

- Save time and ensure beautiful photos – HP photo value packs match the right ink with the right paper
- Print lab-quality photos at home for less than it costs to purchase ink and photo paper separately
- Enjoy glossy, vivid color photos for as low as 24 cents each⁽³⁾
- Use a thick, glossy paper to print durable photos that can be shared and enjoyed for generations⁽²⁾
- Print photos to be proud of – HP Vivera inks deliver brilliant, enduring color
- Enjoy photos that resist water, smudges and smearing and that dry instantly
- HP Advanced Photo Paper includes Auto Sense technology, which automatically optimizes print settings, ensuring high quality print after print and helping to avoid mistakes, saving ink and paper
- Enjoy easy recycling at no charge – cartridges returned via HP Planet Partners are recycled responsibly⁽⁴⁾

Technical specifications

- Includes Original HP 564 cyan, magenta, yellow and photo black ink cartridges with Vivera ink and 150 sheets of 4 x 6-inch HP Advanced Photo Paper
- Dual-drop-volume technology –included in the ink cartridge – delivers an extremely small drop size to create high-quality photos with smooth, even color and fine detail

Pricing and availability

The estimated U.S. street price of the HP 564 Photo Value Pack is \$35.99.⁽⁵⁾ It is expected to be available for purchase in September 2008 in the United States.

⁽¹⁾ Average based on HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. More information about page yield is available at www.hp.com/go/learnaboutsupplies. HP 564 Black Ink cartridge for text printing not included; installation necessary for printer operation.

⁽²⁾ Display permanence rating by Wilhelm Imaging Research Inc. or HP Image Permanence Lab. More information is available at www.hp.com/go/printpermanence.

⁽³⁾ Actual cost may vary based on the retail price, printer used, images printed and other factors.

⁽⁴⁾ More information about HP ink cartridge return and recycling, which is available in 42 countries and territories, covering 88 percent of the addressable market, is available at www.hp.com/recycle.

⁽⁵⁾ Actual prices may vary.

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

