



## Move up to HP's Retail Photo Solutions

HP Financial Services



Are you looking for a way to differentiate your stores, increase foot traffic and protect your business from outdated retail photo solutions?

HP and HP Financial Services can help.

HP Financial Services is a finance partner who facilitates the move to HP's Retail Photo Solutions by making it easy to acquire — with no down payment, the flexibility to choose terms, a predictable payment schedule, and the ability to upgrade during the term.

If you are looking for a way to transition to digital photo printing technology to expand your retail photo services and improve profitability you will want to consider the industry leading technology from the #1 brand in digital pricing – HP. However, you may have concerns about committing to such a large investment because the constant evolution in digital printing outdates technology so quickly.

HP Financial Services is part of HP and can make transitioning to HP's Retail Photo Solutions a financial reality by enabling larger scale installations and regular refresh cycles. Here's how:

- Acquire your HP Retail Photo Solution now and spread payments out over time with predictable monthly invoicing and without an upfront payment, alleviating pressure on cash flow.
- Facilitate your move to additional HP Photosmart Express kiosks and upgrade to the HP Photosmart Studio as business needs grow.
- Enjoy flexible contract terms and end-of-term options.
- Investment protection: avoid the risk of owning outdated equipment with available trade-ins and upgrades, and minimize the costs associated with disposition.
- Preserve existing credit lines: HP Financial Services provides a new source of cost-effective credit for present and future business needs.

- 100% financing: Leasing lets you finance the entire cost of your HP Retail Photo Solution, including soft costs such as taxes and installation charges, and roll it up into one monthly or quarterly payment.
- End of term transition: At the end of the lease term, you may simply return the equipment to us and we will manage disposition safely and in accordance with applicable environmental laws.
- Align payments with benefits: Leasing enables you to align the monthly cost with the revenue that the HP's Retail Photo Solution generates.

#### **How the program works**

Your HP Financial Services Account Manager will help develop a financing solution tailored to your business needs.

- Choose from 24, 36, 48 and 60-month lease terms.
- Choose the end-of-term option.

At the end of the term, you may extend the lease or return the equipment — freeing you to take advantage of the latest HP's Retail Photo Solutions. You also have the option to purchase the equipment outright for a price that saves you significant money vs. buying new.

#### **About Us**

HP Financial Services helps customers manage to the lowest total cost of ownership – from planning and acquiring technology all the way to retiring and replacing it. We make it easy and economical for customers to deploy world-class technology on terms tailored to their unique needs. And we help customers manage the risk of dealing with obsolete or unneeded IT equipment.

As a wholly owned subsidiary of HP, Hewlett-Packard Financial Services Company is unmatched in the world, for both the capability and flexibility to deliver financial services that work the way you want to work, worldwide.

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