Variety of HP Paper for different needs

HP Professional Paper 120, Matte

Ideal for presentations, proposals, reports and newsletters

- Impressive image quality for vibrant colours and graphics
- Coated on both sides for double-sided printing
- Professional weight – heavier and more opaque

HP Premium Plus Photo Paper 280gsm, High-gloss

Studio-quality photos that last for more than 100 years[1]

- Bright, vibrant colours for stunning studio quality photos
- Minimises scratches and fingerprints with durable coating
- High-gloss finish with weight and thickness that matches that of lab-processed photos

HP 75 series Photo Pack[2]

Affordable, all-in-one ink and paper value pack

- HP 75 Tri-colour Inkjet Print Cartridge x 1
- 35 sheets of HP Advanced Photo Paper (4 x 6-inch)
- Free photo-imaging software and guidebook to help achieve the best quality prints

HP Photo Books[2]

Celebrate life – make a professional-quality photo book easily, for home or a gift

- Get everything you need to make a unique photo book – HP Advanced Photo Paper, a hardcover book with vellum accent, and easy-to-use software
- Included software features a choice of easy layouts and distinctive themes that transform your digital photos into a lasting keepsake

Why buy Original HP print cartridges

Exceptional value

Original HP print cartridges produce over twice as many printed pages as compared to remanufactured and refilled ink cartridges[3].

Exceptional quality

Over 20 years of research and development have gone into the design of Original HP print cartridges to ensure that you get impressive and consistent print and photo quality every time.

Exceptional reliability

In a recent study, more than 1 in 4 remanufactured and refilled cartridges are found dead on arrival or failed prematurely[3]. With Original HP print cartridges, you can expect consistent, reliable and flawless performance.

Environmental Commitment

HP's Planet Partners Program[4] ensures that Original HP print cartridges collected are recycled responsibly. All cartridges returned to the program go through a multi-phase recycling process, and various parts are reduced to raw materials that are used to make new metal and plastic products.

1. Display-permanence rating by Wilhelm Imaging Research, Inc., or HP Image Permanence Lab, using HP Premium Plus Photo Paper. For details: www.hp.com/apac/longlasting
2. Available in selected countries.
3. Results of 3rd party testing, commissioned by HP done by TÜV SÜD PSB Ltd – 2007 Reliability Comparison Study Asia Pacific. Ink cartridge tested 45, 78A, 56 & 57. Full report available at http://www.psbtest.com/testreports.shtml
4. HP ink cartridge return and recycling is available in 42 countries and territories around the world, covering 88% of the addressable market; see www.hp.com/recycle for details.

HP Photosmart C4480 All-in-One

1.5″ colour display

Memory card slots

Functions	Print, scan, copy
Print	**Colour:** Up to 4800 x 1200-optimised dpi[1] **Black text:** Up to 1200-rendered dpi[2] **Duty cycle (monthly):** Up to 1,000 pages **Speed[3]:** Black text (A4): Up to 30 ppm Colour graphics (A4): Up to 23 ppm 4x6-inch photo: As fast as 25 seconds
Scan	**Optical:** Up to 1200-dpi[4] **Hardware:** Up to 1200 x 2400-dpi[4]
Copy	**Copy speed[3]:** Black: Up to 30 cpm Colour: Up to 23 cpm **Colour copy resolution:** Up to 4800 x 1200 optimised dpi[5] **Reduction/enlargement:** 50 to 400% **Maximum copies:** Up to 50 copies **Copier settings:** Stand-alone copying: fit to page, 100% (with software: photo-size choices and reduce/enlarge)
Image display	1.5-inch colour graphics display
Interface and connectivity	1 USB, 2 Memory card slots
Memory card compatibility	Memory Stick®, Memory Stick® Duo, Secure Digital™/MultiMediaCard™, Secure Digital™ High Capacity Card, xD-Picture Card™
Paper handling	**Input:** A4 – Up to 100-sheets **Output:** Up to 50-sheets
Media size	**Paper:** A4, A5, A6, B5, Panorama **Envelopes:** C6, DL
Software included	HP Photosmart Essential software
Product Dimension (W x D x H)/Weight	434 x 290 x 162 mm/5.06 kg
Operating system	Windows Vista® (32 and 64-bit); Windows XP Home and Professional (32 and 64-bit); Mac OS X v 10.3.9, v 10.4, v 10.5
Operating environment	**Recommended:** 15 to 35°C, 15 to 85% RH **Maximum:** 5 to 40°C **Storage temperature:** -40 to 60°C, 20 to 80% RH
Power features[6]	**Input voltage:** 100 to 240 VAC (+/– 10%) **Input frequency:** 50/60 Hz (+/– 3 Hz) **Consumption:** Ready: 7.5 watts; Max: 70 watts

[1] Up to 4800 x 1200-optimised dpi colour when printing from a computer and 1200-input dpi.

[2] When printing from a computer.

[3] Print and copy speeds may vary according to the complexity of the document and type of output.

[4] Maximum resolution may be limited by scan size, available computer memory and disk space, file format and other system factors.

[5] On HP Premium Photo Paper and 1200 scan dpi.

[6] Power requirements are based on the country/region where the product is sold. Do not convert operating voltages or use with other voltages. Doing so might cause damage that would not be covered under HP's product warranty.

Rely on HP –
PC Magazine's Readers' Choice for service and reliability for 16 straight years.

September 18, 2007 – HP Printers

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Ordering information

Number	Description
Q8388A	HP Photosmart C4480 All-in-One
HP Inkjet print cartridges	
CB335WA*	HP 74 Black Inkjet Print Cartridge
CB336WA*	HP 74XL Black Inkjet Print Cartridge
CB337WA*	HP 75 Tri-colour Inkjet Print Cartridge
CB338WA*	HP 75XL Tri-colour Inkjet Print Cartridge
C9369WA*	HP 99 Photo Inkjet Print Cartridge

* This printer and its replacement cartridges are designated for sale in Asia-Pacific except for China, India and Japan.

For information on reference page output, please log on to http://www.hp.com/go/pageyield

To order HP accessories, contact your local HP sales office or nearest HP authorised dealer.

For more information, visit us at http://www.hp.com/apac/homeandoffice

Hewlett-Packard offices

Australia	: 13 23 47
Hong Kong	: 800 93 8833
India	: 1800 425 4999 / 3030 4499
Indonesia	: 0800 1111 222
Korea	: 080 703 0700
Malaysia	: 1800 88 9886
New Zealand	: 0800 733 547
Philippines	: 1800 1441 6688
PRC	: 800 820 2255
Singapore	: 1800 278 0182
Taiwan	: 0800 236 686
Thailand	: (66-2) 353 9000
Vietnam	: Fax (848) 823 4158
Bangladesh, Bhutan, Brunei, Cambodia, Maldives, Nepal, Pakistan, Sri Lanka	: Fax (65) 6275 6707

HP Customer Care

HP Customer Care's award-winning support, reliability and the exciting solutions are available via phone, Customer Care Centre and also online at www.hp.com/support.

To start enjoying all the benefits provided for you, log on to www.hp.com/apac/register to register your HP product online.

Dealer's stamp

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Printed on 06/2008
P/N: 20080010

HP Photosmart C4480 All-in-One
Printer, Scanner, Copier

Easily print, scan and copy – all from one compact and versatile machine.

WHAT DO YOU HAVE TO SAY?

Print, scan or copy with ease

HP Photosmart C4480 All-in-One

Enjoy the versatility of a compact all-in-one that's ideal for everyday and photo printing, as well as scanning and copying. Generate laser-quality text and vivid graphics with every printout. You can enjoy beautiful lab-quality photos that last for generations[1] with optional 6-ink colour printing[2]. What's more, convenient features such as a built-in 1.5-inch colour graphics display, HP Smart Web Printing[3], one touch buttons for scanning/copying, and a flatbed scanner, help you get more done with ease. All this from one compact and versatile all-in-one.

1. Display-permanence rating by Wilhelm Imaging Research, Inc., or HP Image Permanence Lab, using HP Premium Plus Photo Paper. For details: www.hp.com/apac/longlasting
2. 6-ink colour printing available with purchase of HP 99 Photo Inkjet Cartridge; not included; sold separately.
3. Requires Internet Explorer 6.0 or higher.
4. Compatible with Memory Stick®, Memory Stick® Duo, Secure Digital™/MultiMediaCard™, Secure Digital™ High Capacity Card, xD-Picture Card™.
5. Available in selected countries.
6. High-capacity cartridges not included; sold separately.
7. Compared to HP 74 Black and HP 75 Tri-colour Inkjet Cartridges.

HP – chosen by consumers as the easiest to use printers.*

* Based on an HP commissioned worldwide consumer research in 2006 by Millward Brown

One-touch buttons and a flatbed scanner for easy scanning or copying

Easy scanning and copying

Make beautiful photo reprints, and crisp copies in colour or black-and-white. Convenient one-touch buttons make it easy to start a scan, or copy without turning on your computer.

Built-in 1.5-inch colour graphics display

Easily print your photos without a PC, using the 1.5-inch colour graphics display and memory card slots[4]. Simply insert a compatible memory card into the card slot, then view, select and print your images using the colour graphics display.

HP Smart Web Printing saves paper and prevents cut-off edges

HP Smart Web Printing[3]

Get more usable web pages – without cutoff edges. Select and organise text and graphics from multiple web pages, then edit and print exactly what's onscreen.

HP Photosmart Essential software

HP Photosmart Essential software makes editing, printing, organising and sharing photos from your PC effortless. What's more, it enables you to easily create your own personalised photo albums using HP Photo Book kits[5].

Print directly from memory cards using the built-in memory card reader

Automatic paper-type detection

Save paper, ink and time with HP's automatic paper-type detection. This feature identifies the type of papers in the in-tray to deliver the best possible print results – automatically.

Fast printing

Print a 4 x 6-inch photo in just 25 seconds, or documents at up to 30 ppm black, 23 ppm colour.

Better value with high-capacity cartridges

Print more photos and text when you choose an HP 74XL Black or HP 75XL Tri-colour cartridge[6], giving you three times more black and colour printed pages[7].

Ink compatibility & key benefits

HP 75 Tri-colour Inkjet Print Cartridge (CB337WA)

HP 74 Black Inkjet Print Cartridge (CB335WA)

Standard
Reliable ink for precise, everyday printing

HP 75XL Tri-colour Inkjet Print Cartridge (CB338WA)

HP 74XL Black Inkjet Print Cartridge (CB336WA)

Value
Print more, save more with high-capacity cartridges

HP 99 Photo Inkjet Print Cartridge (C9369WA)

Speciality
Enhanced performance for specific projects

- **Affordability** – Get 3 times more black and colour printed pages and better value, using high-capacity cartridges[1].
- **Lab-quality prints with optional 6-ink** – Get prints as good as professional lab-processed photos with optional 6-ink colour[2], plus, laser-quality text with HP Vivera inks.
- **Photos that last for generations** – Print rich and realistic photos that resist fading for generations using HP Premium Plus Photo Paper[3].
- **Environmental protection** – Enjoy free, convenient recycling through HP Planet Partners Program[4]

1. Compared to the HP 74 Black and 75 Tri-colour Ink Cartridges. High-capacity HP ink cartridges not included; please purchase separately.
2. 6-ink printing available with purchase of HP 99 Photo Inkjet Cartridge. Not included, sold separately.
3. Display-permanence rating by Wilhelm Imaging Research, Inc., or HP Image Permanence Lab, using HP Premium Plus Photo Paper. For details: www.hp.com/apac/longlasting
4. HP ink cartridge return and recycling is available in 42 countries and territories around the world, covering 88% of the addressable market; see www.hp.com/recycle for details.

HP Order-a-Cartridge*

Call these numbers to order ink supplies for your HP printer, and have them delivered directly to your doorstep.

Hong Kong: 800 938 833
India: 1800 425 4999/3030 4499
Indonesia: 0800 1111 222
Korea: 080 703 0700
Malaysia: 1800 88 9886
Philippines: 1800 425 4999
China: 800 820 0851/400 820 0851
Singapore: 1800 278 8863
Taiwan: 0800 236 686
Thailand: 0 2 353 9000
Vietnam: 08 930 2814

HP Order-a-Cartridge
fast doorstep delivery
Dial
Click

To order online, please visit **www.hp.com/apac/oac** for more details.

* Available in selected countries only.

Precise. Reliable. Original HP Inks.

vivera
HP INKS
Brilliant, Enduring Colour.