



You don't settle when you create the work,
why settle when you print it?



And now you don't have to. Upgrade now and get up to \$2,000 cash back* with the HP Designjet Cash In & Trade Up promotion!

Whether you are capturing an extraordinary image, creating a brilliant design, analyzing maps, bringing your engineering and architectural concepts to life or helping a small business promote their latest product with a point-of-purchase display, one thing holds true—the quality of what you print is a reflection of your work and anything less than incredible won't do.

Get up to \$2,000 cash back* when you trade up.

HP provides a diverse offering of affordable, large-format printing solutions that combine outstanding quality with timesaving operation and reliability. And for a limited time, with the HP Designjet Cash In & Trade Up promotion, you can deliver that incredible image quality at a great price! Just purchase or lease an HP Designjet T610, T1100, T1100 MFP, 4000, 4500,

4500mfp, Z2100, Z3100 or Z6100 series printer and then trade in your old HP or non-HP large-format printer, plotter or vinyl cutter and get up to \$2,000 cash back*. Plus, HP pays for the return shipping of your trade-in product. The promotion runs May 1, 2008 through July 31, 2008, so take advantage of this offer before it's too late!

More ways to save with a special leasing offer.

Get the latest HP Designjet printer for as low as a 1.9% lease rate with the option to spread the cost over 36 months.** Best of all, when your term is up, simply ship back the leased equipment and you're ready to explore your options to upgrade again.

For cash-back amounts, online claim form and an informative print sample packet visit www.hp.com/go/cashin4 today.

WHAT DO YOU HAVE TO SAY?

* U.S. residents only. Cash back provided by mail-in rebate available for eligible purchases made May 1, 2008 – July 31, 2008. Additional restrictions apply. Void where prohibited, taxed or restricted by law. For qualifying product options, terms and conditions, and claim form, visit www.hp.com/go/cashin4.
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