



HP teams up with the BFI to revolutionise access to the nation's greatest film and TV archive

LONDON, UK, 22nd February, 2007 – HP (Hewlett-Packard) and the BFI (British Film Institute) today announced a two year partnership that will result in greater public access to the collections in the BFI National Archive through digital technology.

Containing over 230,000 films and 675,000 TV programmes, the BFI National Archive is the greatest and most diverse collection of moving images in the world. It goes back to the very earliest days of film and chronicles the cultural, social, political and economic history of Britain over the last two centuries, containing images from a whole range of significant events such as:

- Coronation of Queen Elizabeth II
- The VE Day procession
- England's victory in the World Cup final in 1966
- The Beatles returning to the UK following their first major US tour
- Roger Bannister running the four minute mile
- Neil Armstrong landing on the moon
- The first ever episode of Blue Peter
- The first pint pulled in Coronation Street at the Rovers Return

Editorial contacts:

Rachel Cameron, HP,
+44 7920726894
Rachel.cameron1@hp.com

Aimee Anderson, Porter
Novelli for HP,
+44 207 853 2224
aimee.anderson@porternovelli.co.uk

Helen Ross, Porter Novelli
for HP,
+44 1295 224481
helen.ross@porternovelli.co.uk

Nick Mason Pearson,
BFI
+44 207 957 8901
nick.pearson@bfi.org.uk

Using digital technology, HP will help the BFI make many of these treasures and others available for the enjoyment of current and future generations.

A cornerstone of this project is the new Mediatheque at BFI Southbank in London. HP is providing the technology so that visitors will have their very own personal viewing experience, allowing them to choose from initially hundreds and eventually thousands of films and TV programmes that have never or rarely been seen since they were originally made. This service will be free to all visitors.

Shaun Woodward, Minister for Creative Industries and Tourism comments; "This is an exciting time for the BFI. This is a great partnership and will bring greater access to the BFI National Archive collection at the BFI Southbank."

Steve Gill, vice president and managing director, HP UK and Ireland says; "We are very excited about this partnership. HP is at the forefront of digital technology development and we have a track record of working with Hollywood film creators like Dreamworks to revolutionise the way in which movies can be made."

"As the principal technology partner to the BFI, HP will help move the National Archive into the digital world. We will work with the archivists to

develop a digital strategy that enables them to manage the amazing treasures contained in this unique cultural asset and provide exciting new opportunities for the public to view them on demand.”

Amanda Nevill, Director of the BFI says; “This partnership represents another important first step in the long-term investment we are making in the care of and access to the BFI National Archive. It is a great example of culture and commerce working together innovatively to increase public value. One of Britain's richest cultural treasures is its film heritage and together the BFI and HP are making sure it can be enjoyed and appreciated by a broader, more diverse audience. With the opening of BFI Southbank imminent, we look forward to throwing open the doors to visitors from all over the UK, from around the world and from the local community and welcoming them to a day-long destination where, thanks to HP's technology, they can experience the wonders of the archive and enjoy and explore film in new ways.”

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$91.7 billion for the four fiscal quarters ended Oct. 31, 2006. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

About the BFI

There's more to discover about film and television through the BFI. Our world-renowned archival collections, cinemas, festivals, films, publications and learning resources are here to inspire you.

www.bfi.org.uk

© 2006 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.

08/2006

