



HP Broadcast 1:

9:00 am PDT
(Americas)

VIDEO	AUDIO
FADE IN	
Breaking News Graphic	SFX: BREAKING NEWS THEME
CHYRON: HP News Now Goes Live!	ANCHOR: This just in to our newsroom. HP News Now has gone live. This breakthrough in employee communications makes it possible for employees across the company to plug into the news they need.
Video of huge crowd gathered for an event	Anticipation has been building for days as employees anxiously awaited word on the official launch.
Crowd erupts in wild cheers.	Enthusiasm was not damped when rumors that free jet skis were being given to all employees was quickly dispelled.
CUT TO: HP Spokesperson Standing In Front Of Press Conference Backdrop	A spokesperson for HP explained why there was so much excitement surrounding today's announcement.
Spokesperson Holds Up Smartphone	SPOKESPERSON: HP News Now is truly groundbreaking. Employees can learn about company news and information -- virtually anywhere...
ZOOM IN: On Smartphone Which Has Video of Spokesperson Talking.	Even on mobile devices outside HP's firewall.
CUT TO: Anchorperson in Studio	ON PHONE SCREEN: HP News Now allows employees to create a personalized news experience. This is all part of HP's commitment to raising the bar on employee communications.
	ANCHOR: For more on this developing story we go to Palo Alto, California.



VIDEO	AUDIO
<p>CUT TO: Reporter in HP Headquarters Building lobby</p>	<p>ON-THE-GROUND REPORTER: Thanks, Pat. Here at HP’s worldwide headquarters, the excitement is truly palpable. HP News Now is literally a game changer when it comes to employee communications.</p>
<p>Scrolling Ticker with Reviews:</p> <p>“TechSpot.net says: ‘Quite simply, HPNN redefines what it means to communicate to employees.’”</p> <p>“GeekNet.org says: ‘The ability to access HPNN via mobile devices, outside the firewall is a game-changer.’”</p>	<p>This state-of-the-art news portal lets employees connect with HP in a whole new way by selecting customized news feeds, so they can personalize their news choices. Users can even include their own personal social channels, such as Facebook, Twitter and LinkedIn, on their homepage.</p> <p>HP News Now offers engaging content that includes video, graphics and photos.</p> <p>And this wealth of news and information can easily be accessed by employees on their smartphones simply by using HP credentials.</p>
<p>Reporter Holds up Smartphone and Reads off Screen</p>	<p>Employees can hear about news first, straight from the source. Breaking news alerts keep everyone informed as news happens...</p>
<p>As the Reporter Reads, he/she Trips Over a Chair</p>	<p>SFX: SMARTPHONE BUZZES</p>
<p>CUT TO: Anchorperson in Studio</p>	<p>Here’s an alert now. HPNN reports: “Local news reporter trips over chair at HP headquarters.”</p>
<p>Scrolling Ticker with Reviews:</p> <p>“Bizmodo.net says: ‘HPNN is off da hizzy, yo!’”</p>	<p>HP News Now. Timely and accurate.</p> <p>ANCHOR: It seems HP News Now is hitting it big in Palo Alto.</p> <p>This unique news delivery service is literally redefining the way people think about news at HP.</p>



“D/NET.com says: ‘HPNN plugs employees into everything that’s happening at HP.’”

DISSOLVE TO COMMERCIAL

Let’s take a look at what HP has to say about HP News Now in this just released commercial.