



# Plays music. Prints memories. HP AMP



## Smartphone-ready printer with built-in Bluetooth® speakers

Stream music, print photos, and scan on the go—all from your smartphone.<sup>1</sup> With built-in Bluetooth® speakers, Smart Amp technology, and the HP Smart app, you'll have everything you need to seamlessly play music and control your printer from your smartphone.<sup>2</sup> Even take phone calls on the printer.

### Why HP wins



Stream music from your printer



Enjoy outstanding audio with Smart Amp technology<sup>2</sup>



Print photos from your smartphone<sup>1</sup>



Scan and share from virtually anywhere<sup>1</sup>



Order ink easily<sup>1</sup>



Set up easily via Wi-Fi<sup>1</sup>



Receive phone calls on the printer



Charge your phone on the built-in USB charging port



### Overcoming objections

#### “My workspace is too small.”

That's exactly why HP AMP is the ideal choice. It combines the best features of a Bluetooth® portable speaker, a desktop speakerphone, and a multifunction printer for your desktop or laptop and your mobile devices. And a convenient USB port makes it a handy charging station as well. This one compact device can replace several peripherals, clearing space on your desk.

#### “I need a full-featured printer.”

HP AMP has you covered, with the convenience and quality that HP home printers are famous for. The HP Smart app makes it easy to scan documents and images with a smartphone, then share them digitally or print them wirelessly. It also helps you order replacement ink cartridges when you need them, delivered right to your door.<sup>1</sup>

#### “I need a printer that's compatible with my mobile devices.”

You can use almost any mobile device with the HP AMP. With HP Smart, HP ePrint, Apple AirPrint, Wireless Direct Printing, and Wi-Fi Direct, it's ready to print whatever you need, whenever you need it, from wherever you happen to be.

#### “A printer and a speaker? That's too weird.”

It's too smart. HP AMP was designed for creative, tech-savvy individuals looking for ways to integrate popular features and functionality into fewer devices. With HP AMP in your corner, you've got everything you need to make the most of your mobile devices.



# Competitive comparison<sup>3</sup>

	HP AMP	Canon PIXMA MG3620	Epson XP-430/434	JBL Clip 2 Portable Bluetooth Speaker	JBL Flip 4 Portable Bluetooth Speaker
Estimated retail price <sup>4</sup>	\$129	\$79	\$99	\$59	\$99
Print speed, black/colour (ISO) <sup>5</sup>	7.8/5.5ppm	149.9/5.7ppm	9.0/4.5ppm	—	—
Cost per page (CPP) <sup>6</sup>	HP Instant Ink subscription <sup>7</sup>	—	—	—	—
	High-capacity cartridges	K: \$0.087 CMYK: \$0.190	K: \$0.105 CMYK: \$0.244	K: \$0.062 CMYK: \$0.175	—
Mobile printing solutions <sup>8</sup>	AirPrint™, <sup>9</sup> Google Cloud Print™, HP ePrint, <sup>10</sup> HP AiO Printer Remote app <sup>11</sup>	AirPrint, Google Cloud Print, PIXMA Printing Solutions	Epson Connect, Epson Email Print, Epson iPrint Mobile App, Epson Remote Print, AirPrint, Google Cloud Print	—	—
Paper input capacity	60 pages	100 pages	100 pages	—	—
Dimensions (width x depth x height; volume)	40.3 x 17.7 x 14.1cm; 10,058cm <sup>3</sup> (15.8 x 6.9 x 5.5in; 599.6in <sup>3</sup> )	44.9 x 30.4 x 15.2cm; 20,747cm <sup>3</sup> (17.7 x 12.0 x 6.0in; 1,274in <sup>3</sup> )	39.1 x 52.8 x 27.9cm; 57,599cm <sup>3</sup> (15.4 x 20.8 x 11.0in; 3,523.52in <sup>3</sup> )	9.4 x 4.3 x 14.2cm; 577.2cm <sup>3</sup> (3.7 x 1.7 x 5.6in; 35.2in <sup>3</sup> )	17.5 x 7.1 x 6.9cm; 854.8cm <sup>3</sup> (6.9 x 2.8 x 2.7in; 52.2in <sup>3</sup> )
Icon display	Icon LCD display and buttons	—	6.3cm (2.7in) colour LCD with touch panel	—	—
Audio	Speaker and microphone	—	—	Speaker and microphone	Speaker and microphone
Bluetooth® profile	Bluetooth® 4.1 audio streaming	—	—	Yes	Yes
Frequency response	88Hz–16kHz	—	—	120Hz–20kHz	70Hz–20kHz
Sound pressure level	96dB(A)	—	—	80dB	80dB
Modulation	Multiple	—	—	—	—
USB device charging	USB 2.0	—	—	—	—

## ? Qualifying questions

- Do you need an affordable, compact printer for occasional printing?
- Are you looking for an all-in-one printer, ready to use out-of-the box?
- Are you interested in printing wirelessly from your smartphone or tablet?
- Would you like to connect mobile devices wirelessly to a quality sound system?
- Could you use a conferencing speakerphone at your desk?
- Would you like a convenient place to recharge your phone and other devices?
- Do you think technology should be stylish as well as functional?



## Target profiles and life-stage triggers

- Convenience-seeking young adults
- Students entering college or graduate school
- Young parents expecting a baby
- Parents with children entering a new school
- Young adults purchasing a first home
- Independent professionals working from home
- People moving to a new home or new city

Learn more at [hp.com/go/amp](http://hp.com/go/amp).

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1. Requires the HP Smart app download. Features controlled may vary by mobile device operating system. Full list of supported operating systems and details at <http://support.hp.com/us-en/document/c03561640>. For details on local printing requirements, see [hp.com/go/mobileprinting](http://hp.com/go/mobileprinting). 2. Smart Amp is a proprietary technology from Texas Instruments Incorporated and is used by HP Inc. under license. 3. Based on the manufacturers' published product specifications as of March 2016. 4. Estimated retail price. Actual price may vary. 5. Either after first page or after first set of ISO test pages. For details, see [hp.com/go/printerclaims](http://hp.com/go/printerclaims). 6. CPP is based on HP manufacturers' supplies pricing for the HP 65A and 65XL inks. 7. Savings claim is based on HP Instant Ink Service plan price for 12 months using all pages in plan without purchase of additional pages compared with the cost per page (CPP) of the majority of color inkjet printers <\$399 USD, market share reported by IDC CYQ3 2015. CPP comparisons for standard-capacity inkjet supplies are based on estimated street price and page yield as reported by gap intelligence AiO Weekly and IJP Weekly Report 12/13/15. Actual savings may vary depending on number of pages actually printed per month and content of pages printed. 8. Mobile device needs to be connected directly to the Wi-Fi Direct signal of a Wi-Fi Direct supported AiO or printer prior to printing. Depending on mobile device, an app or driver may also be required. For details, see [hp.com/go/mobileprinting](http://hp.com/go/mobileprinting). 9. Supports the following devices running iOS 4.2 or later: iPad, iPad 2, iPhone (3GS or later), iPod touch (3rd generation or later). Works with HP's AirPrint-enabled printers and requires the printer be connected to the same network as your iOS device. Wireless performance is dependent on physical environment and distance from the access point. 10. Printer requires ePrint account registration. App or software may be required. Wireless operations are compatible with 2.4GHz operations only. Learn more at [hp.com/go/mobileprinting](http://hp.com/go/mobileprinting). 11. Compatible with iPhone 4 and later, iPad 4th generation, iPad mini, iPad Air, iPod 5G using iOS 7 or later, and mobile devices using Android 4.0.3 or later. Features controlled may vary by mobile device operating system. For mobile scanning, device camera requires 5 megapixels or greater with autofocus capability.

