

HP Marketing Resources Software

Frequently Asked Questions



What is HP Marketing Resources software?

HP Marketing Resources software is a suite of tools that can help you produce professional-quality marketing material by using your own HP Color LaserJet product. Often, producing marketing material “in-house” is faster and less expensive than sending the job to an external print-service provider.

- Gives you flexibility – You control the schedule, the quantity, and, most importantly, the output. You can update your marketing material whenever you want.
- Saves time – You no longer need to work around the print shop’s schedule. Nor do you need to spend time going to the print shop to drop off and pick up your print job.
- Saves money – By using your own HP Color LaserJet product for smaller print jobs instead of sending them to an external print shop, you can often save money. You are in complete control over the document, and you can decide which options to use. Ultimately, you save money and prevent waste.

What Tools Are Installed with HP Marketing Resources software?

- HP Marketing Resource Center – This is the central hub for all your marketing-material publishing needs. This tool provides links to several resources that can help you design and publish professional-quality documents.
- HP Print Cost Estimator – For Macintosh only, this tool helps you estimate the cost of printing a document “in-house” using your HP Color LaserJet product. This tool also provides information that helps you compare that estimated cost to the estimated cost for printing a similar document at an external print-service provider. You provide information about the document and the cost of the supplies you are using, and HP Print Cost Estimator does the rest.

Note: HP Print Cost Estimator is designed to work with 1 or 2 page documents only.

Note: The estimated costs vary according to your country/region.

- HP Print View Software (including an HP postscript level 3 emulation print driver) – Use HP Print View Software to produce the results you want. This tool combines the capabilities of a print driver with a real-time, 3-D, print-preview of the printing options you select for your document. After you install the HP Marketing Resources software, HP Print View Software appears in the list of available printers on your computer. Using the tool, you can change various print settings and see immediately how those changes affect your document. When you are satisfied with the print settings, you print the job directly from HP Print View Software. For Windows only, HP Print View Software also provides the functionality of HP Print Cost Estimator, but is not limited to 1 or 2 page documents.
- HP Update – For Windows only, this tool proactively notifies you of driver and software updates so you will always have the latest version available.

Can I use HP Print View Software with all of my HP Color LaserJet products?

For an up-to-date list of supported products, go to www.hp.com/go/IHM.

Does HP Marketing Resources software work only with printers on a network or also with printers connected via USB or parallel?

The HP Marketing Resources software only works with printers on a network (that are TCP/IP connected). The software does not work with printers connected via USB or parallel at this time.

Can I use HP Print View Software with non-HP printers?

HP Print View Software is not supported with non-HP printers.

What Operating Systems are supported?

HP Marketing Resources software is supported on both Windows and Macintosh computers. The supported operating systems are shown at www.hp.com/go/IHM (see the Specifications tab or the Data sheet).

What applications does HP Marketing Resources software work with?

The latest versions of nearly all applications work well with HP Marketing Resources. For best results, select all printing features or settings in HP Print View Software rather than in the application's print dialog. Additionally, set copies to 1 and "N-up" or "Pages per sheet" to 1 in the application's print dialog.

A list of tested and supported browsers is shown at www.hp.com/go/IHM (see the Specifications tab or the Data sheet).

How do I install HP Marketing Resources software?

For supported Windows and Macintosh operating systems go to www.hp.com/go/IHM, click "Download software", and then follow the instructions.

- For Windows, a "Hewlett-Packard" program group will be created (or used) along with an "HP Marketing Resources" folder. This folder will contain applications called: "HP Marketing Resource Center" and "HP Print Cost Estimator". The directory for the installed software is: C:\Program Files\Hewlett-Packard\HP Marketing Resources.
- For Macintosh, applications are installed in this folder: /Applications/Hewlett-Packard/HP Marketing Resources.

How do I remove HP Marketing Resources software?

- For Windows, select Start, Control Panel, and then select Add or Remove Programs. Select "HP Marketing Resources Software" on the list of "Currently installed programs" and click Remove. NOTE: this will remove HP Marketing Resource Center, HP Print Cost Estimator, and HP Print View Software.
- For Macintosh, launch Uninstall HP Marketing Resources in the /Library/Printers/hp/Utilities folder.

Do I need to remove my current version, prior to installing a new version of HP Marketing Resources software?

No.

How do I remove HP Update?

HP Update is installed in an “HP” programs group on the Windows computer. The directory is: C:\Program Files\HP\HP Software Update. To remove it:

- Select Start, then Control Panel, and select Add or Remove Programs. Select “HP Update” on the list of “Currently installed programs” and choose Remove.

NOTE: HP Update may be in use by other HP programs that run on your computer.

How do I check my current software version?

- In HP Print View Software for Windows, select “Help”, “About HP Print View Software...”
- In HP Print View Software for Macintosh, select “HP Print View Software”, “About HP Print View Software”
- In HP Print Cost Estimator, click on the HP logo
- In HP Marketing Resource Center, click on the HP logo

Does HP Print View Software work with each of my HP drivers (for the supported printers), even the HP Universal Print Driver?

Yes. HP Print View Software works with the HP Universal Print Driver when it is installed in either Static or Dynamic mode. HP Print View Software determines the IP address of the Dynamic mode printer (the last printer accessed via the UPD) then determines whether it is supported from the true identity of that printer.

For more information on installing the Universal Print Driver see: www.hp.com/go/upd.

Does HP Print Cost Estimator software work with the HP Universal Print Driver?

No, not at this time.

Does HP Marketing Resources software work with shared printers?

For example:

- Through a network sharing device... Computer → Ethernet cable → USB sharing device (such as an HP external Jetdirect product) → USB cable → Printer
- Through a network Print Server (similar to a file server)
- Through a Point-and-Print Server installation
- Through a share on an individual computer

No, not at this time for the given examples. HP Print View Software works with direct IP printing over the network, where each computer is configured to print directly to the printer over the network.

Does HP Marketing Resources software work with Macintosh networks?

- HP Marketing Resources software works on Bonjour networks with Mac OS X v10.4.
- HP Marketing Resources software works on Rendezvous networks with Mac OS X v10.3.
- HP Marketing Resources software does not work on AppleTalk networks.

Does HP Marketing Resources software work in a Citrix/Cluster server environment?

No, not at this time.

Is there a limit to the size of job I can use with HP Print View Software and HP Print Cost Estimator?

HP Print View Software consumes temporary disk space on your computer in proportion to the size of the job. HP Print View Software is only constrained by the amount of free disk space available and therefore most users will likely never see a limit.

Note: For Macintosh only, HP Print Cost Estimator is designed to work with 1 or 2 page documents only.

If I install an updated print driver, do I need to get new versions or re-install HP Print View Software or HP Print Cost Estimator?

No.

Once I open HP Print View Software, how long should I expect it to take before I see my file previewed?

For small, 1-2 page graphics-enriched print jobs, your job should normally preview within 5 seconds. For jobs with extensive graphics and more than 5 pages long, your preview could take 15 seconds or more to fully render on the screen.

Will I see better performance from HP Print View Software if I add more RAM to my computer?

Not unless your computer is already memory constrained. HP Print View Software has a limit to how much RAM it uses.

In HP Print View Software, how does scaling on custom size paper work?

Custom takes on the page size attribute from the application file – such as 12" x 19" (305mm x 229mm) or 3" x 6" (76mm x 152mm). Whenever you select Custom size paper in HP Print View Software, it is set to the size originally specified by your application. NOTE: The custom size is not set-able in HP Print View Software, it is an input from the application or, it will default to the minimum supported size for the printer.

How do I make collation work correctly with HP Print View Software?

When selecting Collate from within some versions of some applications, the job won't be collated correctly. For best results, always set Copies to 1 in the application's print dialog and select your multiple Copies and Collate in HP Print View Software (under Copies and Pages).

I use the Windows Magnifier application, how do I set it so I can navigate through the whole HP Marketing Resource Center and HP Print Cost Estimator?

- The preferred solution is to drag the magnifier window away from the edge of the screen so it is not docked. It can then be resized and placed over the HP Marketing Resources software as desired.
- Alternatively, set your computer's screen resolution to 1152 x 864 or greater.

I use Windows, how do I select my paper size when using Microsoft PowerPoint or CorelDRAW with HP Print View Software?

Open HP Print View Software and select Scaling, Print document on:, and select the desired paper size.

My application preview in HP Print View Software is upside down, how do I fix it?

Applications which send the image upside down to HP Print View Software also have a rotate feature. Rotate the image 180 degrees in the application. The file will print correctly in either case.

Where do I go for more information?

www.hp.com/go/IHM; www.hp.com/support/IHM; www.hp.com/go/inhouse (aka www.hp.com/go/doityourself); www.hp.com/go/ihm_software

HP LaserJet In-house Marketing Blog:

<http://h20325.www2.hp.com/blogs/laserjet/archive/2006/12/15/2085.html>