



Personal Systems Distributor Update

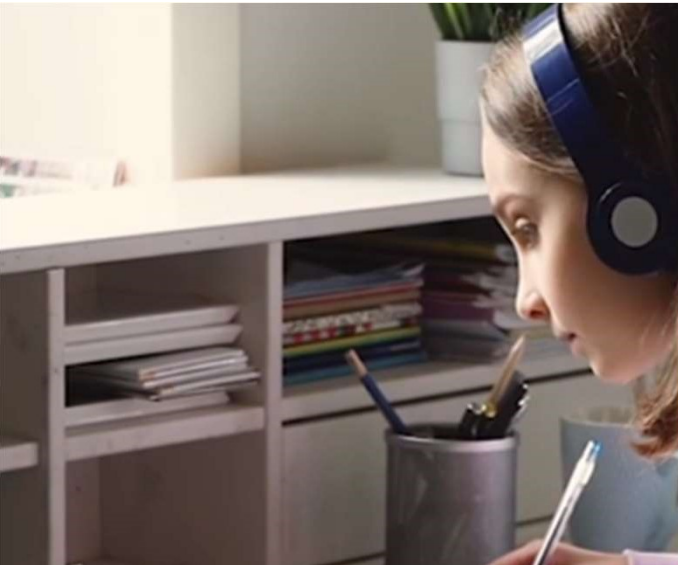
Agenda

- 15 min – Consumer PC
- 10 min – Commercial AMD Product Initiatives
- 20 min – Premium Product Update
- 15 min - Workstations





HP STRATEGY



VISION

Create technology
that makes life
better for everyone
everywhere



MISSION

Engineer
experiences that
amaze



BRAND

Keep reinventing



HP is Committed to Creating Positive, Lasting Change

PLANET



Transforming our business for a circular and low-carbon future.

Enable our customers to invent the future with the World's Most Sustainable PC Portfolio.

PEOPLE



Championing dignity, respect, and empowerment for all people with whom we work.

Embed diversity and inclusion in everything we do.

COMMUNITY



Catalyzing positive change in the communities where we live, work, and do business.

Improve the vitality and resilience of our local communities.

PC IS ESSENTIAL

“PC usage has increased significantly for people who were often collaborating in person.”

+50%

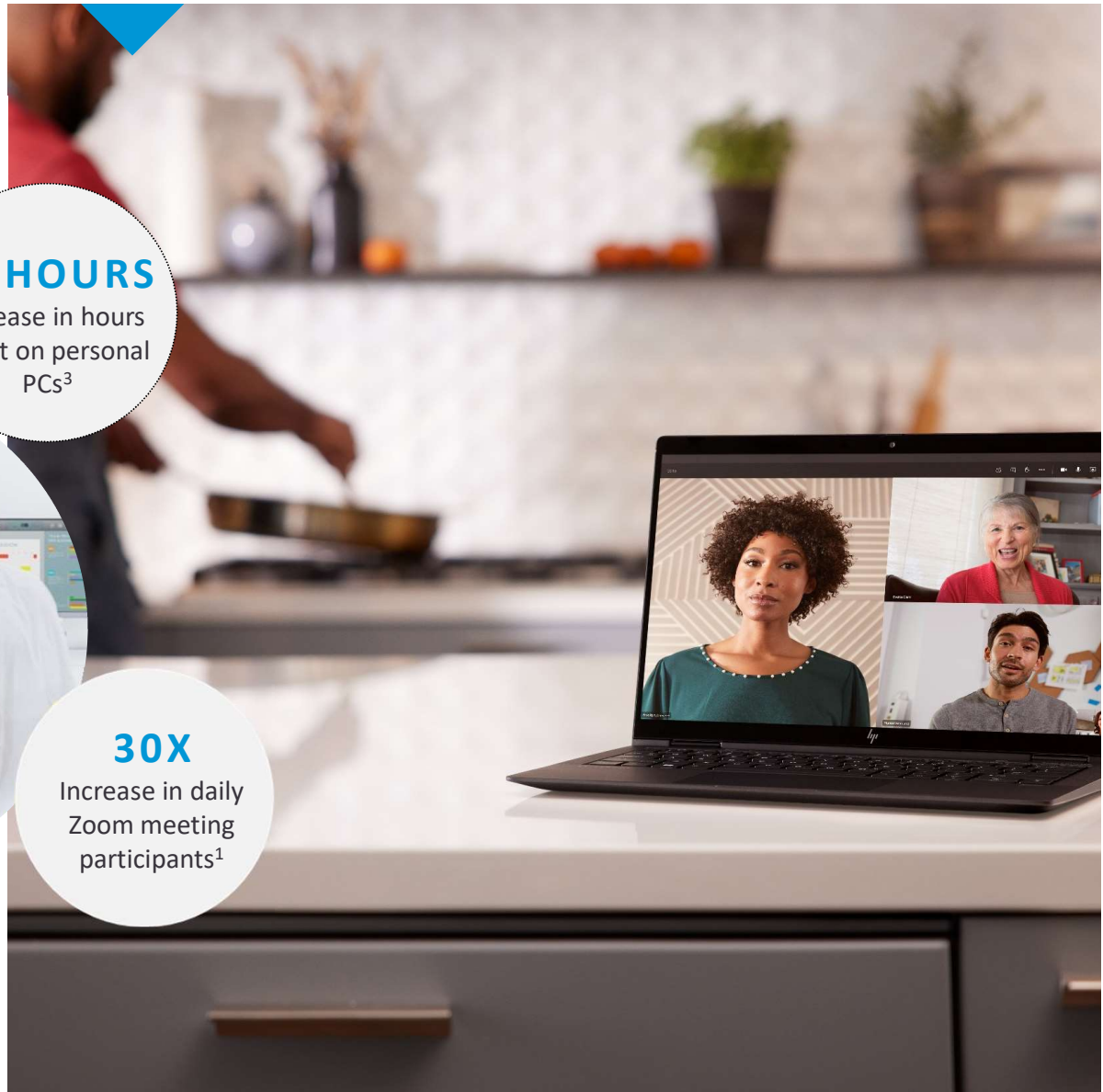
Of people experience noise during meetings²

+7 HOURS

Increase in hours spent on personal PCs³

30X

Increase in daily Zoom meeting participants¹





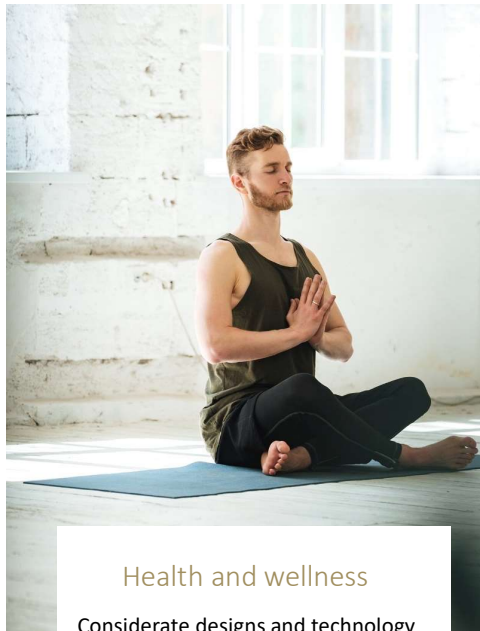
THE FOUNDATION OF WHERE WE START

TRENDS & INSIGHTS



Improve User Experience

Immersive / ambient features



Health and wellness

Considerate designs and technology



Peace of Mind

Keep your data private and safe



Sustainable Impact

Climate action, Human rights, social justice and digital equity for all

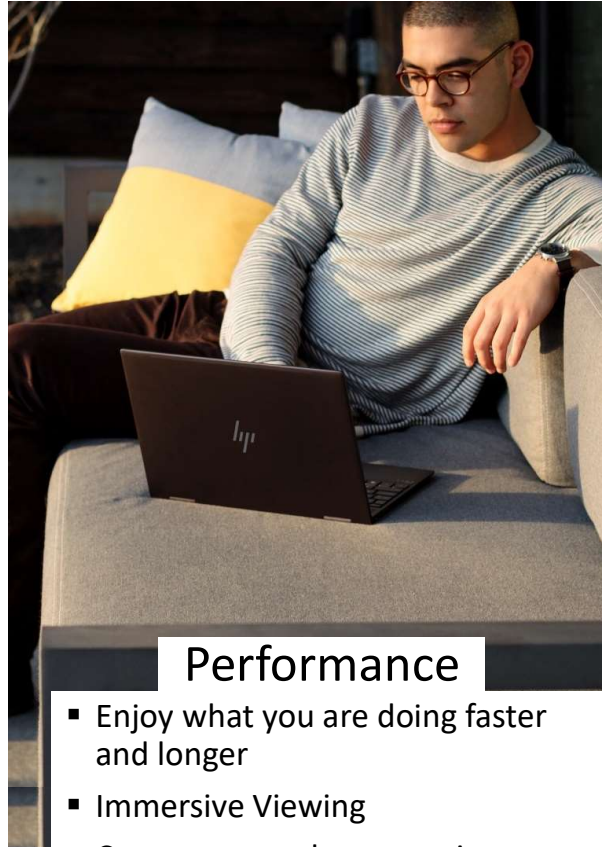


HP CONSUMER PRODUCT STRATEGY



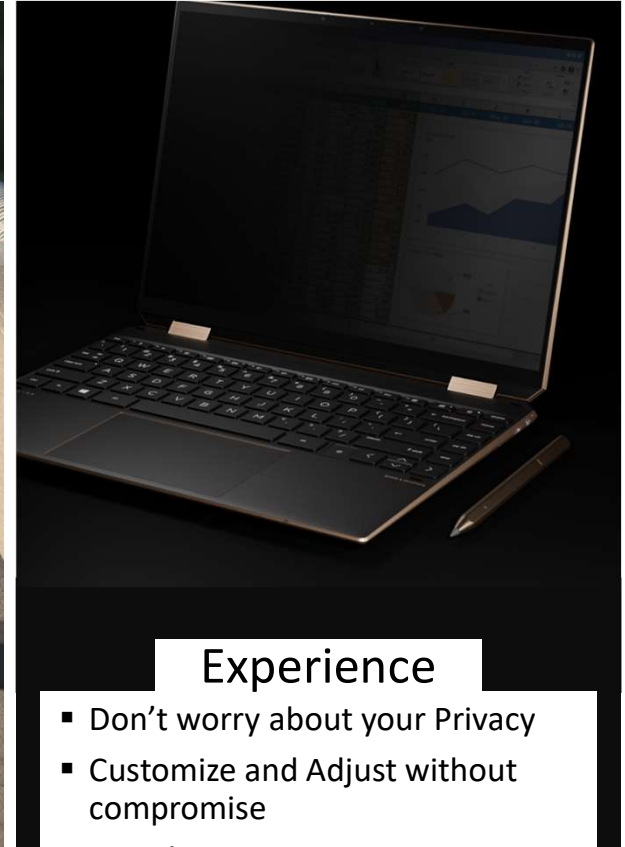
Design

- Whatever the style or size there's a model:
 - To meet your needs
 - Reflect your personality
- Bringing sustainability to you



Performance

- Enjoy what you are doing faster and longer
- Immersive Viewing
- Compute anywhere, anytime



Experience

- Don't worry about your Privacy
- Customize and Adjust without compromise
- Seamless across ecosystems

WE PUT OUR PLANET **F**IRST

**BEFORE
USE**

**DURING
USE**

**AFTER
USE**



OCEAN-BOUND
PLASTICS



RECYCLED
MATERIALS



SUSTAINABLE
PACKAGING



EPEAT®
CERTIFICATION



ENERGY
EFFICIENCY



SAFER
MATERIALS



RESPONSIBLE RECYCLING
PROGRAMS





Who do we target?

Design development and aspiration 2021-22



HP

—



HP Pavilion

—



HP ENVY

—



HP SPECTRE

PRODUCTIVITY

•

ENTERTAINMENT

•

CREATING

•

IMPRESSING



Victus by HP

—



OMEN by HP

—



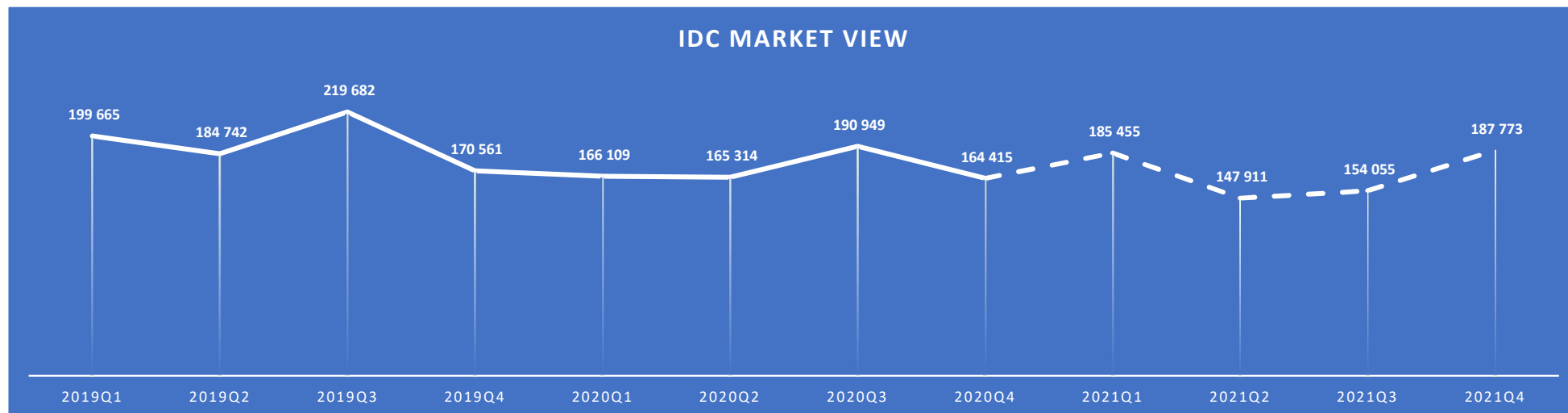
HP Chrome

GAMING

•

LEARNING

Consumer PC



prosumer

/prəʊ'su:mə/

- 1.a person who buys electronic goods that are of a standard between those aimed at consumers and professionals.
"the prosumer market"
- 2.a consumer who becomes involved with designing or customizing products for their own needs.

**Definition from Oxford Languages*



A person is holding an HP tablet, using a stylus to write on the screen. The screen shows the OneNote application with a green background and the handwritten text "Saw northern lights!". The OneNote interface includes a ribbon with tabs for Home, Insert, Draw, and View. The Draw tab is active, showing options for pen, highlighter, eraser, and eraser size. The View tab shows options for Thickness and Full Screen Drawing. The HP logo is visible in the bottom right corner of the tablet screen.

SMB Product Initiatives

Siyanda Mvimbeli
01/04/2021



WORK WILL NEVER BE THE SAME

ABILITY TO WORK EVERYWHERE IS A NECESSITY, NOT A LUXURY



MORE DISTRIBUTED

52%

employees will WFH
some or all the time,
according to HR²¹



LESS BIZ TRAVEL

51%

Fortune CEOs never
expect travel to return
to pre-pandemic levels²²



MORE THREATS

77%

ITDMs agree more
remote work means
more vulnerabilities²³



UNPREPARED

45%

ITDMs are not fully
set up to support
remote work²⁴



EMPOWERING PEOPLE TO BE AT THEIR BEST

EXPERIENCES FOR THE FUTURE OF WORK

WORKFORCE



ENGAGED & HEALTHY
To do our best
and to be our best

WORKPLACE



CONNECTED & PROTECTED
Peace of mind
protected everywhere

WORKSTYLES



PRODUCTIVE & COLLABORATIVE
Barriers eliminated
to work seamlessly

CONVERTIBLE DESIGN FOR VERSATILITY

ADAPTS FOR THE WAY YOU WORK.



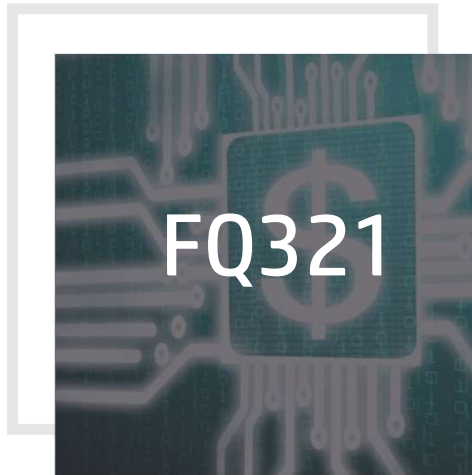
HP PROBOOK
x360 435 G8



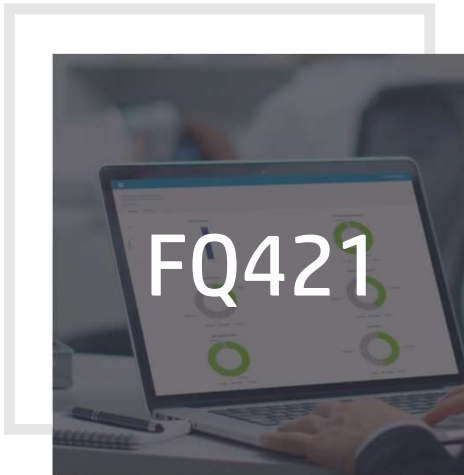
The versatile ultraslim HP ProBook x360 435 adapts throughout the day, with four use modes that enable you to create, present, and collaborate in a comfortable way.



SHIFTING PRIORITIES



Create Awareness



Drive Content



Convert Leads, Retain
and Expand



New Experiences

For the Future of Work

John Geypen
ACM

INTRODUCING
AERO

LIGHT.
STRONG.
FAST.
ELEGANT.



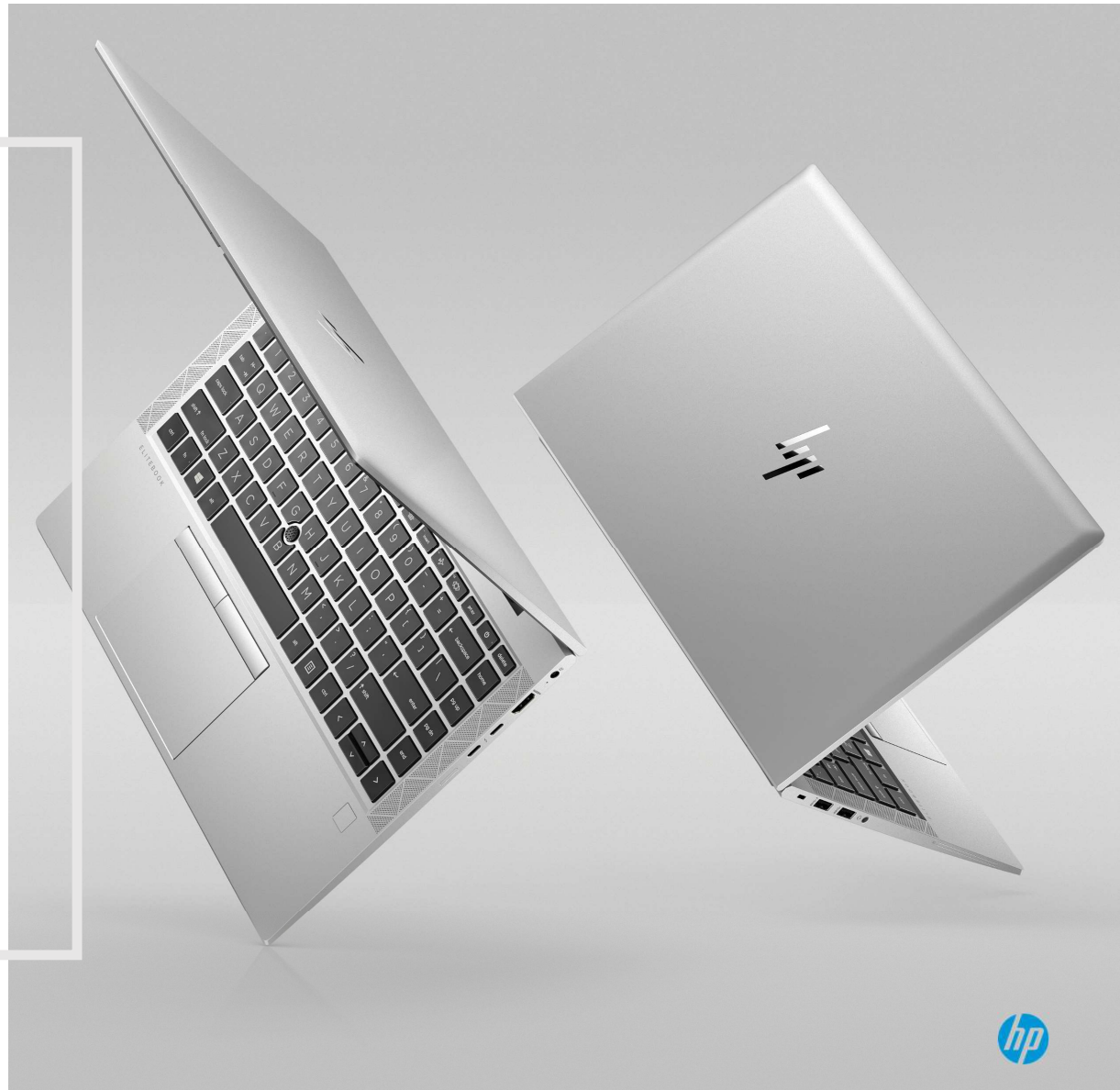
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HP EliteBook 840 Aero G8

LIGHTWEIGHT,
HEAVY LIFTING.



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UNCOMPROMISED MICRO-MOBILITY

HP ELITEBOOK 840 AERO G8



EMPOWERING THE FREEDOM TO MOVE

Starting **weight at 1.133kg**, **Integrated Tile™²²** capability, **Wi-Fi 6³⁰** and **5G³¹ LTE connectivity** options.



WORK TOGETHER EVEN WHEN APART

Integrated 720p HD camera, world-facing 3rd mic, top-firing speakers and **AI-based audio**.



POWERHOUSE PRODUCTIVITY

Powered with the **latest 11th Gen Intel® Core³² vPro®³³** processors. Long battery life.



KEEPING YOU PROTECTED AND SECURE

HP Essential Security³⁴, **HP Sure View Reflect³⁵**, touch fingerprint sensor, HP Privacy Camera. **Sanitizable with household wipes.³⁶**



WORLD'S LIGHTEST
14" MAINSTREAM BUSINESS LAPTOP²³

LESS TO
CARRY AT
1/2 lb
LIGHTER
THAN 840 G8³⁷



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DRAGONFLY

JUST GOT BETTER

THE FUTURE DEMANDS

THE BEST OF
TODAY &
TOMORROW



ELITE
DRAGONFLY
G2



ELITE
DRAGONFLY
MAX

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MOBILITY BEYOND EXPECTATIONS

HP ELITE DRAGONFLY G2



DO MORE, SEE MORE - LONGER

Ink with the optional HP Rechargeable Active Pen on a narrow bezel display device with **Intel® 11th gen processors**³² and long battery life.



CONNECT & COLLABORATE FROM ANYWHERE, ANY TIME

Up to 5G³¹ class speeds, Wi-Fi 6³⁰, AI-Based HP Dynamic Audio¹⁸, HP Sound Calibration¹⁹ and Noise Reduction and starting under 1 kg⁴¹.



STAY SECURE & PROTECTED

Worry less with HP Essential Security³⁴, HP Sure View Reflect³⁵, HP Privacy Camera with **HP Sure Shutter**, Tile™²² built in, Sanitizable with household wipes.³⁶



WORK ON A PC THAT'S MEANINGFUL TO YOU & THE ENVIRONMENT

Made with ocean-bound plastics⁵⁴ in the speaker enclosure and display bezel on the HP Elite Dragonfly and the outer box packaging is 100-percent sustainably sourced.⁵⁵

STILL LIGHTER
THAN AIR
UNDER
1kg³⁹
STARTING
WEIGHT



WORLD'S LIGHTEST
COMPACT BUSINESS
CONVERTIBLE²⁴



HP 635 Multi-Device
Wireless Mouse

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HP ELITE DRAGONFLY MAX PRODUCT EXPERIENCES



SPECTACULAR DESIGN. EXCEPTIONALLY CRAFTED.

Versatile x360 design

13.3" diagonal FHD touch screen with
narrow borders for maximum screen space

Striking Sparkling Black finish with
diamond-cut accents

Magnesium for lightweight and
precise construction



EXPERIENCE IMMERSIVE, PREMIUM AUDIO



SOUND TAILORED TO YOU

HP Sound Calibration⁶ uses AI-based technology to tune headphones for an immersive sound experience



HEAR WHAT'S IMPORTANT

HP Dynamic Audio⁷ tunes audio to speech, music, and movies while suppressing background noise.



ROBUST AUDIO EXPERIENCE

Audio by Bang & Olufsen, HP Noise Cancellation, four top-firing speakers, and four discrete amps work together to create an immersive sound



BE HEARD CLEARLY

Innovative world-facing fourth mic improves inbound ambient noise cancellation while 360° mic pick-up allows to clearly hear and be heard



LOOK YOUR BEST
IN ANY LIGHT WITH
**5MP
CAMERA**

SEEING IS BELIEVING

THE NEXT BEST THING TO BEING THERE IN PERSON

Get noise & brightness quality improvement in lowlight conditions

Lowlight Improvement

Experience brighter and crisp picture in backlit environments

Wide Dynamic Range

Improved image quality

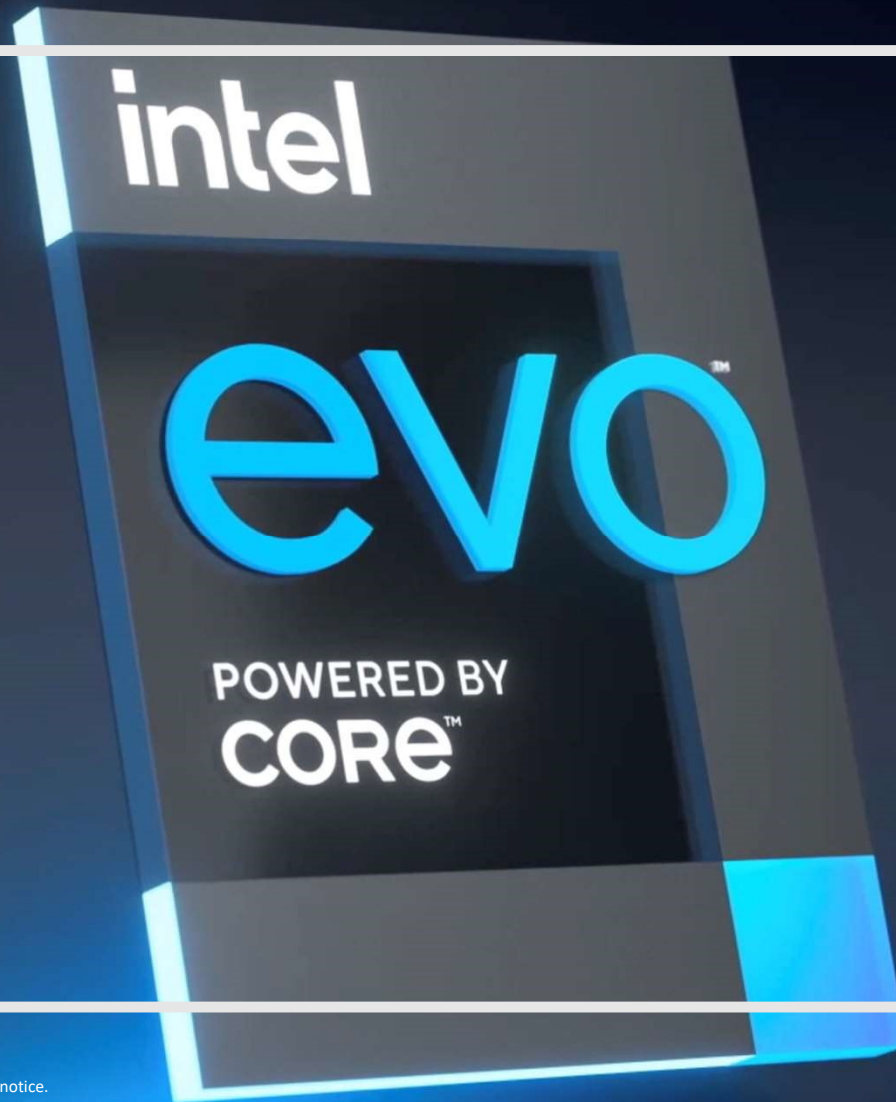
Higher resolution camera with larger sensor provides better image quality for video

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THE ALL NEW INTEL® EVO™³⁷

Designed for people that always find a way to get work done, select configurations of the HP EliteBook G8 Series meet the high-performance, responsiveness, long battery life, and stunning visual standards for the Intel® Evo™ Platform⁸³.





INNOVATING ULTIMATE FLUIDITY IN A CLASS OF ITS OWN



WORLD'S
FIRST
PULL-FORWARD
BUSINESS
CONVERTIBLE PC²⁶

WORLD'S
FIRST INTEGRATED
PRIVACY SCREEN IN A
PULL-FORWARD BUSINESS
CONVERTIBLE PC⁴³

WORLD'S
FIRST BUSINESS CONVERTIBLE
WITH **AES PEN**
SUPPORTING
APPLICATION LAUNCH
ON PICKUP⁴⁴

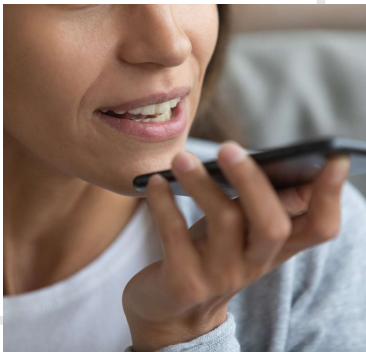
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EVERYTHING YOU LOVE ABOUT YOUR PHONE, TABLET & PC IN A SINGLE DEVICE



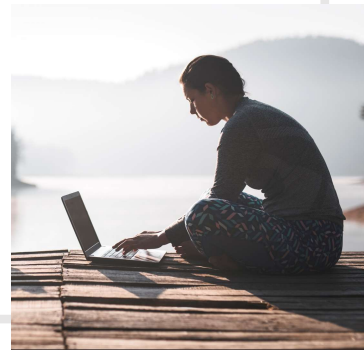
CLEAR CONFERENCING & INSTANT ON

Quickly take a conference call and capture ideas with Instant On and the rechargeable pen



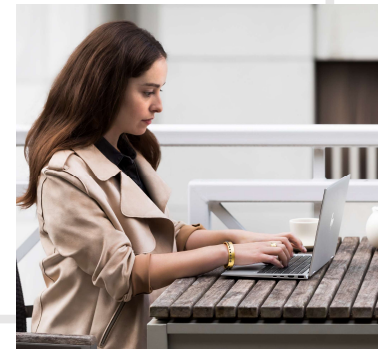
DESIGNED TO BEHAVE LIKE ME

Pull forward form factor bridges the gap from “need to be mobile” and “feels awkward”



5G/LTE & LIBERATING CORD-CUTTING BATTERY

Take your connection for granted. Don't consider battery or location



PROTECTS MY PRIVACY AND KEEPS MY DATA SAFE

Help keep your personal life private and work life secure wherever you work



QUALCOMM® SNAPDRAGON™ 8CX Gen 2 5G PROCESSOR⁴⁵ & WINDOWS 10 PRO⁴⁶

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LIMITLESS MICRO-MOBILITY AND PRODUCTIVITY

STAY CONNECTED TO WHAT MATTERS WITH 5G³¹, Wi-Fi 6³⁰ & BLUETOOTH^{®47, 48}



Get up, move around without missing a beat with 76° FOV webcam, dual mic array and premium audio by Bang & Olufsen



Scrambling to find the mute button is a thing of the past with HP AI Noise Reduction



Keep your data and your life private with the integrated privacy screen and HP Privacy Camera

WORK

SWITCH MODES

SEAMLESSLY
WITHOUT
UNDOCKING



HP Elite Wireless
Earbuds

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THE PERFECT MOVIE WATCHING DEVICE

HP ELITE FOLIO

DESIGNED FOR WORK AND
FUN WITH MEDIA MODE



Weight-balanced, long battery life and adjustable multi-mode design lets you enjoy your favorite movie or video **comfortably, on the counter, coffee table or on your lap without risk of tipping over.**

WATCH

KEEP WATCHING
WITH UP TO
24.5 hrs
OF LOCAL VIDEO
PLAYBACK⁴⁹

HP Elite Wireless
Earbuds

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CAPTURE WITHOUT BOUNDARIES

HP ELITE FOLIO

ANNOTATE THOUGHTS IN A NATURAL WAY



Launch an app and respond in the moment with a quick lift of the pen from the **integrated charging cradle.**



Work in comfort with an adaptable tablet design that hides your keyboard, leaving no keys exposed

WRITE



The **World's first** business convertible with **AES pen supporting application launch on pickup⁴⁴**

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STREAMLINE YOUR DIGITAL LIFE



HP

22

QuickDrop

Gone are the days of emailing yourself photos to edit or view on your PC. Pair your Android or Apple mobile device with your PC to **wirelessly transfer files, photos, links, and more between devices.**

PHOTO EDITING IN A SNAP

Take a photo on your phone and edit it on your PC

SEAMLESS FILE TRANSFER

View the file someone texted you on your PC's large screen

83%

OF EMPLOYEES SAY THEY
WASTE TIME TRACKING
AND SHARING FILES²³



KEEP IT CLEAN

Your device can be wiped down repeatedly with common household cleaning wipes.¹²

HP EASY CLEAN¹³

Disables the touchscreen, keyboard, and clickpad at the touch of a button to clean without powering off.





Thank You!



RODGER GREEN

1ST APRIL 2021

Z IS TRANSFORMING WORKFLOWS IN TRADITIONAL AND



PRODUCT DEV.



M&E



ARCHITECTURE



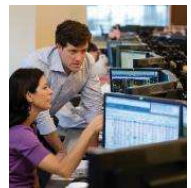
HEALTHCARE



OEM



EDUCATION



FINANCE



OIL & GAS



AEROSPACE

NEW SEGMENTS



CREATIVE PROS



VIRTUAL REALITY

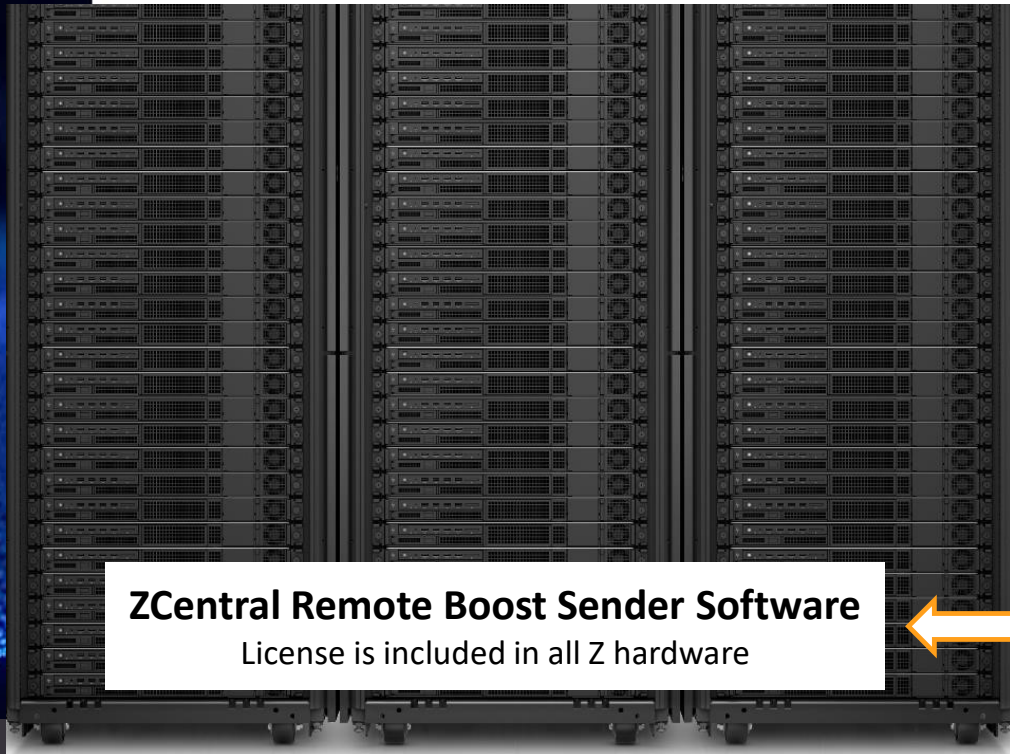


DATA SCIENCE



GAME DEV.





ZCentral Remote Boost Sender Software
License is included in all Z hardware

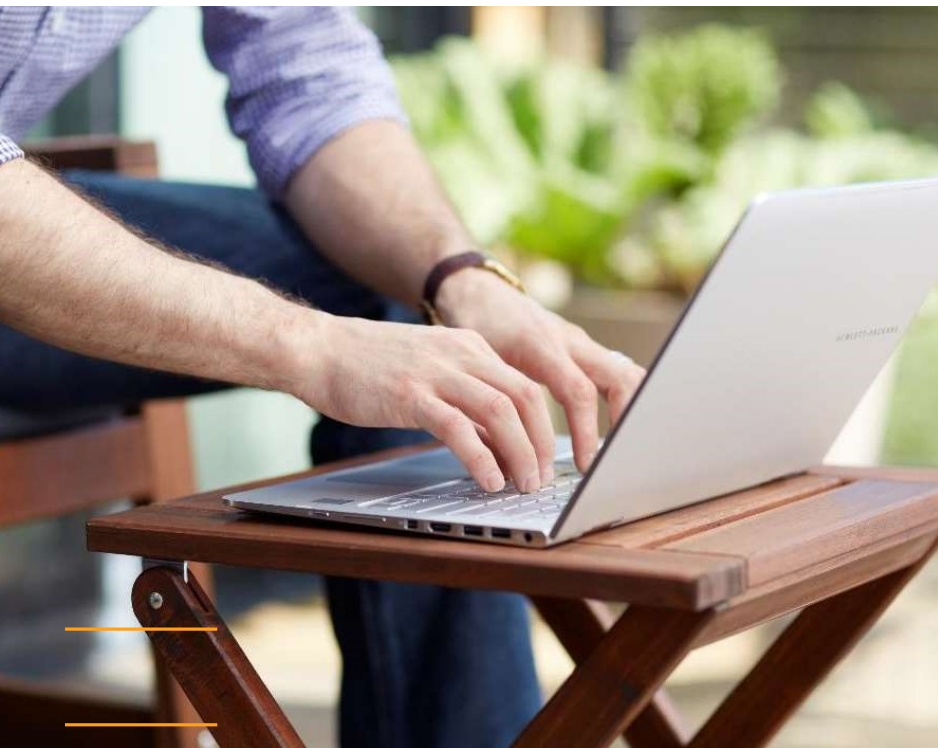


ZCentral Remote Boost Receiver Software
Available for Windows, Mac OS, & Linux for free



THE POWER OF **ZCentral Remote Boost Software** (Formerly known as RGS)





WORKSTATION ACCESS
FROM ANYWHERE⁵

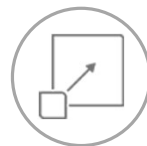
ZCentral Remote Boost Software

(Formerly known as RGS)

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Full Support for Wacom Tablets enabling artists and engineers a natural inking input experience REMOTELY as if they are local to the machine!



Adaptive Resolution



Touch Gestures¹²



4K¹¹ & Multi-Display Support



Remote USB



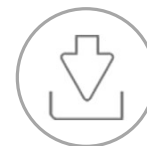
Graphics Hardware Acceleration



Operating Systems

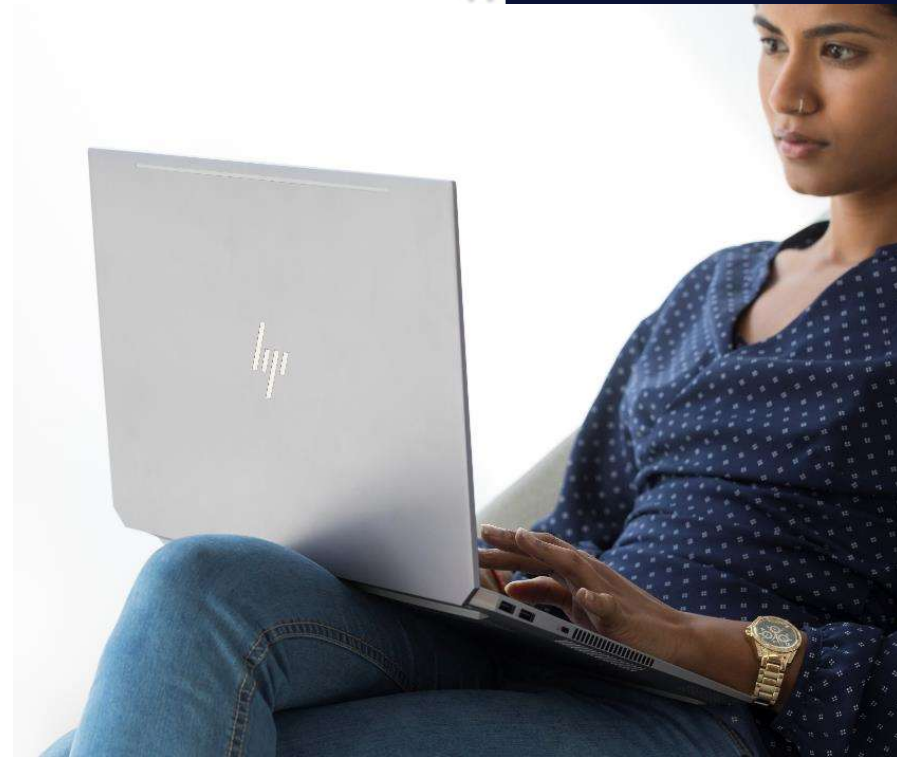


HP Velocity



Software Included¹³





CENTRALIZED WORKSTATION
MANAGEMENT MADE EASY

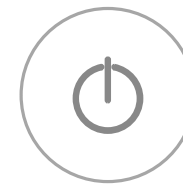
ZCentral Connect Software¹⁵



Hardware
Alerts for Z2 to
Z8 Desktops



One-Click
Access



Centralized
Power On/Off



Manage
Connections
Remotely



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ZCentral vs Virtualized Workstations (Servers)

ZCentral Solutions offer up to 16% - 33% higher performance, at 59% - 72% of the cost of virtualized workstations⁷.



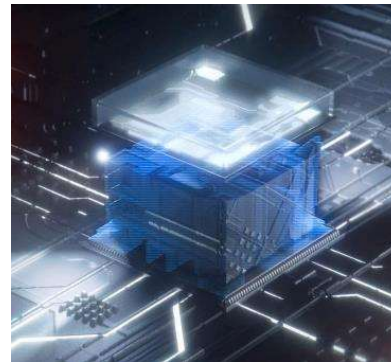
Dedicated Performance

For accelerating each workflow & work load vs shared variable performance of VDI solutions



Lower Cost Alternative

Servers are traditionally more expensive than Workstations and carry additional hardware and software costs.



Simple Set Up

The workstation is simple to set up and co-locate next to the data repository, plus the data never leaves the workstation.



ZCentral vs Cloud Workstation

PREDICTABLE COST

Considerably lower total cost of ownership compared to workstation in the cloud solutions. Plus, standard ISV licensing and costs.

TURNKEY SOLUTION

One vendor for all hardware, software, support and services.

PROTECTED LOCATION

Critical data stays inside the company for the best security.



WORKSTATION POWER

ACCESSIBLE FROM ALMOST ANY THIN & LIGHT NOTEBOOK⁵

Intel® Xeon®

W

Power through multi-threaded applications

NVIDIA® Quadro® RTX 8000

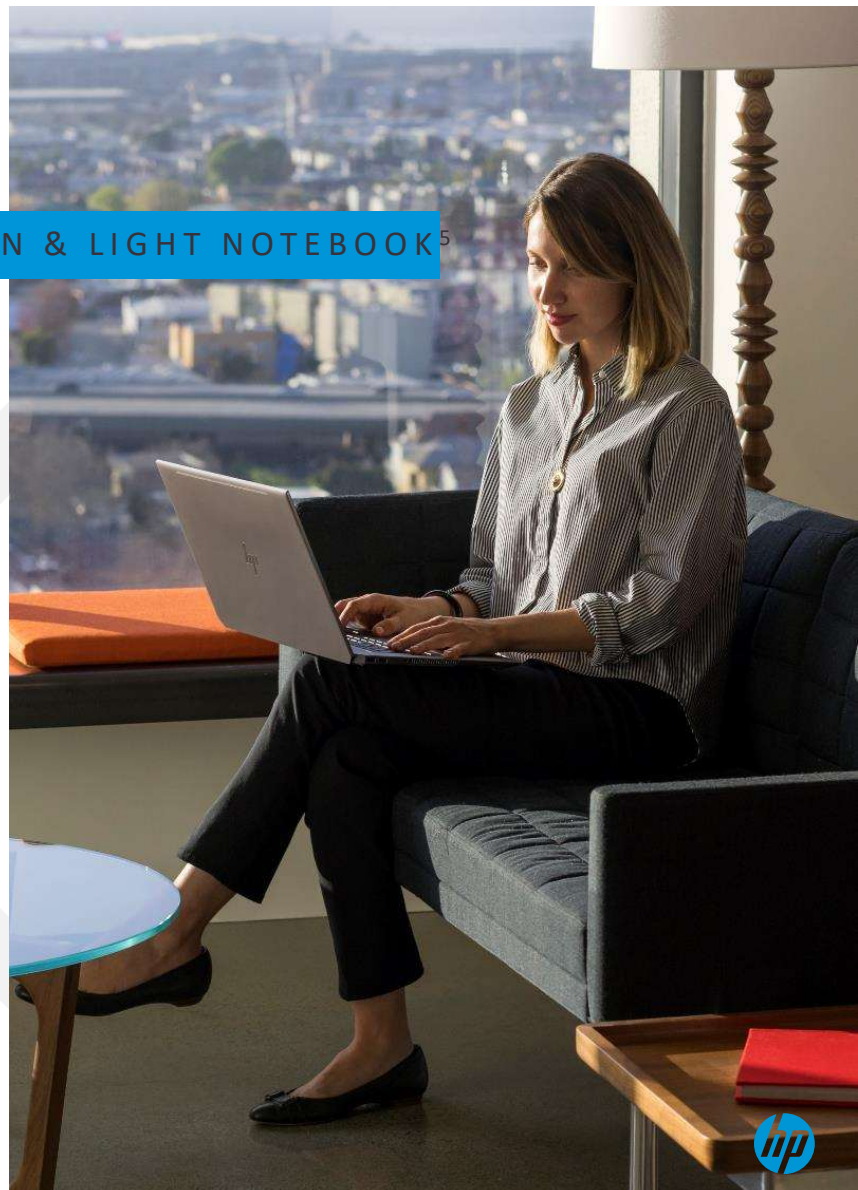
Push the limits of your GPU accelerated work with the world's most powerful graphics in a 1U rack workstation¹⁴

Aggregated Power

World's only 1U workstation with 2 x 675W of power⁶

75% less space

Compared to a Z4 with more power total



KEY NEW EXPERIENCES ON THE ZBOOK POWER G8

Peace of Mind Wherever You Go

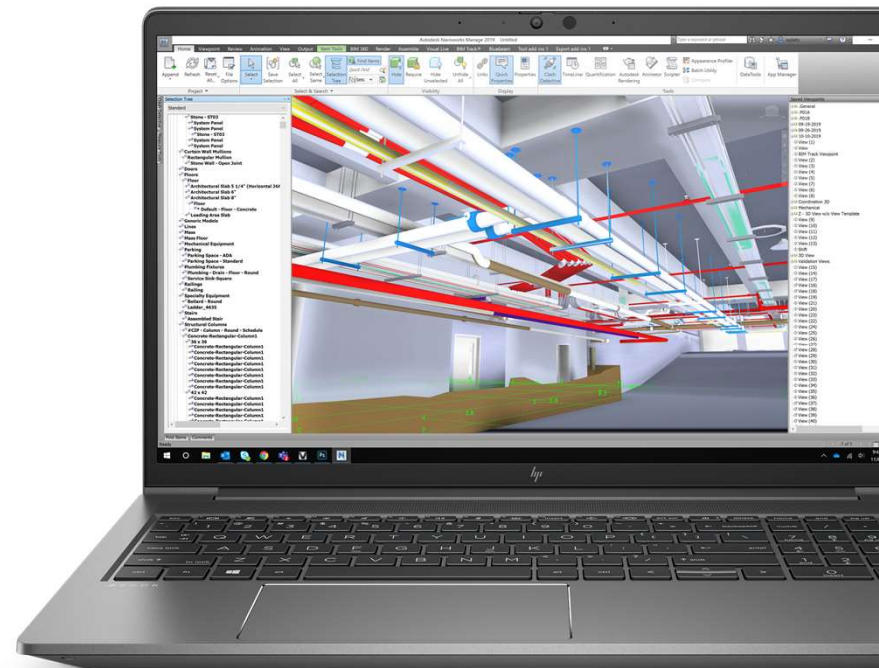
A more secure system no matter if it's at the office, home or anywhere in-between. Now with Tile™ location.³²

Stay In The Flow

PCIe Gen 4 comes standard in slot one, allowing for greater bandwidth.

Mainstream Performance But Affordable

Breakthrough performance with Intel 11th gen processors and up to 64GB of memory that operates at 3200MHz speed³



KEY NEW EXPERIENCES ON THE ZBOOK STUDIO G8

Do What You Want, When You Want

Don't have to wait hours for a render my 3D work —it now only takes minutes.

Real Gaming On The Same Device

When taking a break from work, there is no need for a 2nd device

Carry & Use Anywhere

Not constrained by battery life or heavy weight.



THANK
YOU

