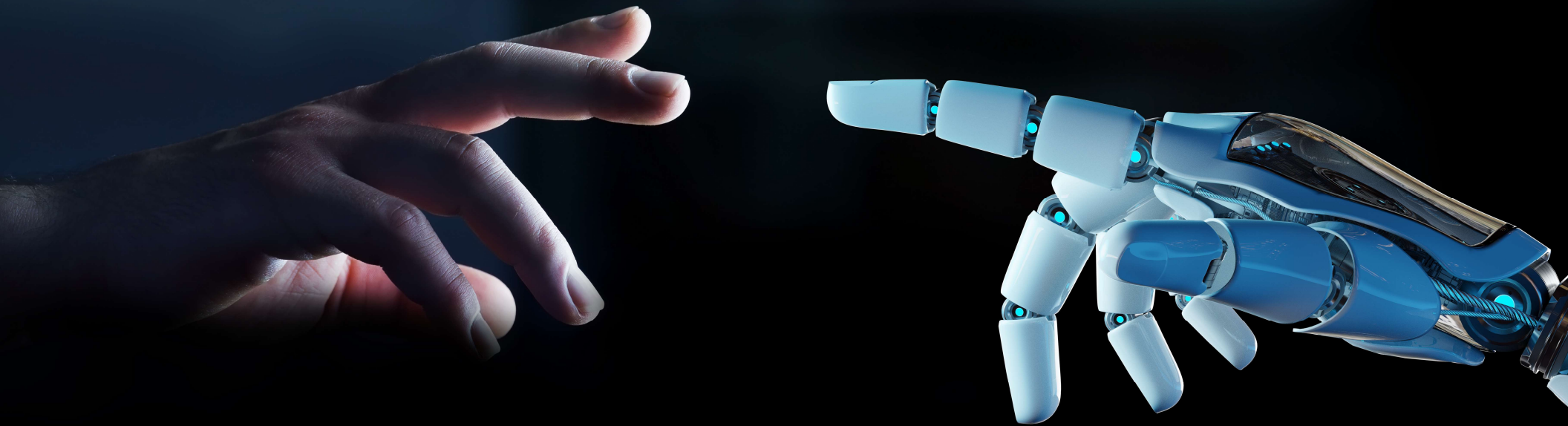


Welcome



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HP Business Personal Systems: Positioned to Win!

John Geypen
Area Category Manager, Business Personal Systems



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Mega Trends

66% of ITDMs say enabling “anywhere work” is a high priority during the next 12 months

74% of end-users believe that AI tools will increase productivity “significantly”⁵



Digital equality is a pain point in hybrid work

50%

of current meetings are mixed remote/in-person⁴



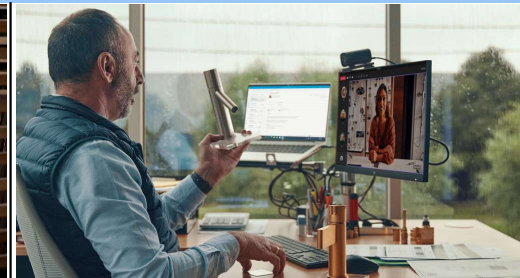
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More Power Is Needed

70%

is the average CPU & memory utilization; growing from 50%



More Devices Are Used

8-10

devices across multiple workspaces, making transitions challenging¹



Security & manageability are top priorities

66%

of ITDMs say the greatest weakness is the potential of hybrid employees to be compromised⁴

In 2025, we believe in

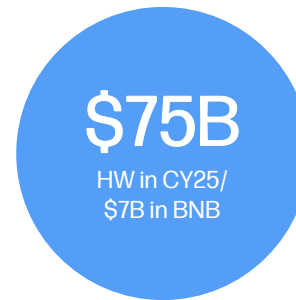
Cautiously Optimistic

External Dynamics



Strong Momentum

Business Spend on IT



Transformational Force

Artificial Intelligence



Easing inflation & interest rate cuts

Post-election political stability

Continued global conflicts & climate change

400M+ old PCs: Win 10 EOL & aged EDU refresh

Accelerated hybrid work demands

New AI PC demand – Improved Performance

New Experiences: Transcription, Text to Video

New Silicon: ARM, Intel / AMD NPU, GPUs

New Apps & Services: Co-pilot, AI assistants

Source: MAP Mar-24 PC Market Outlook

Source: IDC Blackbook & Gartner, Devices: Printers, phones, desktops, laptops & tablets, NB PC Rev MAP March 24 (; Old PCs: ≥ 4 years

Source: MAP AI Impact on PC Market (Mar 24)+ estimations

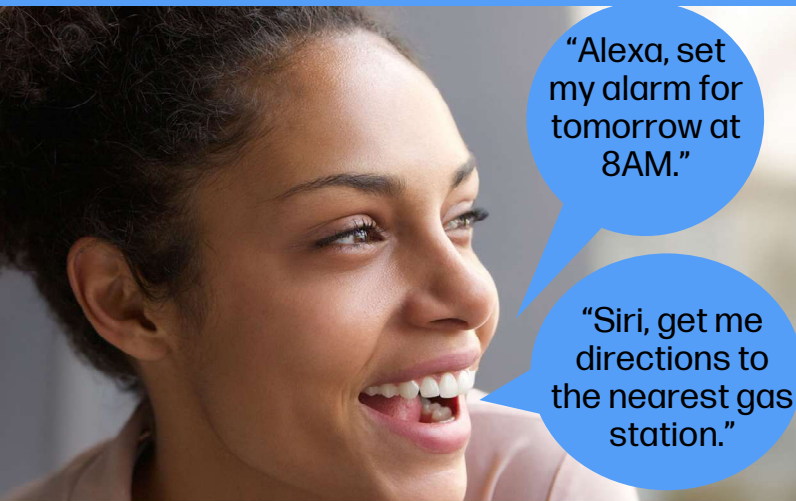


AI is changing the way humans interact with computing



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We already use AI every day to make life easier and better



HP AI-driven PCs & experiences available today



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-  Smart Sense
-  Auto Camera Select
-  AI Noise Reduction
-  Privacy Alert
-  Intelligent Hibernate



HP EliteOne 800 G9 AIO Desktop



Poly AI for
meeting rooms



HP Dragonfly G4

AI simplified



Big Data

Generative AI

Using raw data to generate content, creating images, music, speech, code, video or text

Examples:

Content Generation:
Chat GPT, Image
Generation: Dall-e

Deep learning

Processes complex and nuanced data by learning on its own

Examples:

Alexa, Google Nest,
driverless vehicles: Tesla,
Facial Recognition:
Windows Hello

Machine learning

Intelligent data-based decision making with the help of human training

Examples:

Streaming suggestions:
Netflix, Traffic Predictions:
Google Maps, Waze



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Artificial Intelligence is Radically re-shaping the world around us



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Chip Makers

- New silicon

Markets

- Increase in TAM
- Accelerated PC refresh cycles

Industries

- Smart manufacturing
- Accelerated development

Everyday Life

- Simplifying life with instant access to curated information to make better decisions at work, school, healthcare and home

Technology

- Elevated PC designs

Power

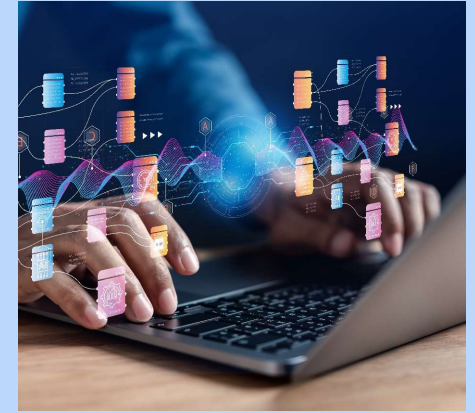
- Better performance
- Increased efficiency

The Planet

- Improved research
Reliable weather forecasting

Raise the bar with on-device AI inferencing

Made possible with next-gen AI PCs



Accelerate Speed

On device processing
faster than cloud

Power & Cost Efficient

Low power use with NPU;
Less dependent on cloud
subscriptions

Secure & Private

Using AI locally **keeps**
sensitive data private

Untethered Access

Leverage the power of AI
locally, **without Internet**



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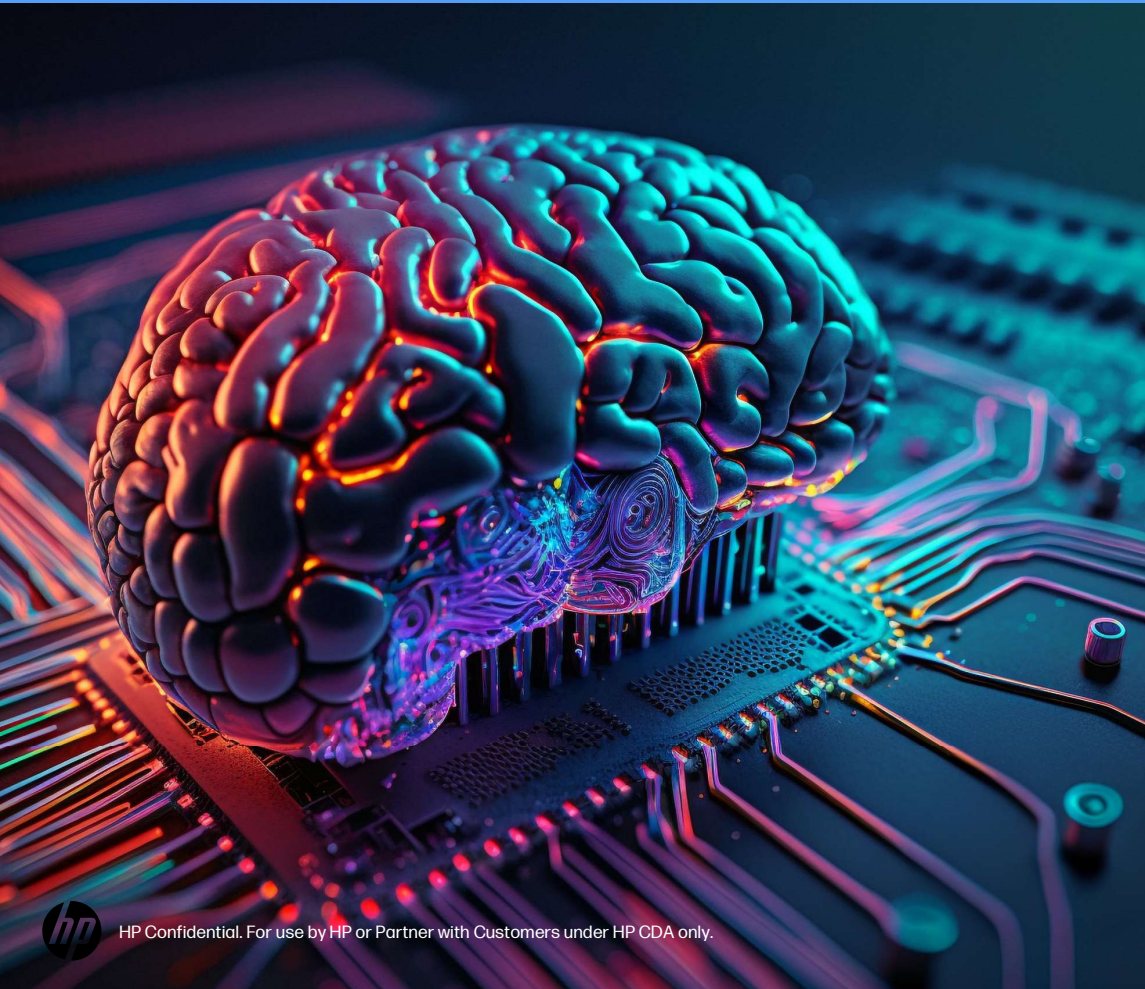


AI driving new accelerators

CPU Central Processing Unit	GPU Graphics Processing Unit	NPU Neural Processing Unit	VPU Vision Processing Unit
<ul style="list-style-type: none">• Smaller number of cores• Broad compute capabilities• Optimized for different tasks in parallel	<ul style="list-style-type: none">• Large number of cores• Optimized for performing specialized math very quickly• Sometimes integrated with CPU, sometimes discrete	<ul style="list-style-type: none">• Large number of AI cores• Specialized derivative of GPU further optimized for neural networks and AI	<ul style="list-style-type: none">• Large number of visual AI cores• Another derivative of GPU optimized specifically for image processing and image recognition
<ul style="list-style-type: none">• Runs OS and applications• Gets many different processes done quickly	<ul style="list-style-type: none">• Originally developed to accelerate 3D graphics• Already adapted for use in AI workloads	<ul style="list-style-type: none">• Can be up to 10,000X faster than CPU for AI workloads• Allows CPU and GPU to perform optimally on their dedicated tasks by offloading AI processing	<ul style="list-style-type: none">• Even faster than NPU for AI workloads involving images and video• Optimized for high performance per watt, versus GPU which is optimized for absolute performance



Why TOPS matter?



Tops 101

TOPS is an acronym for **Tera Operations Per Second**, which is a measure of the **computational speed** of an NPU (Neural Processing Unit), a specialized hardware device for performing neural network operations.

The higher the TOPs, the faster the response, the better the experience



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AI PC today

- Any NPU
- Copilot Key¹¹

AI PCs today have been defined by IDC⁵⁶ as any PC with a CPU, GPU and an NPU with less than 40 TOPS.



Next-Gen AI PC¹

- 40-60 TOPS NPU⁴⁹
- Purpose-built for knowledge creators to do more with local AI
- Meets Microsoft Copilot+ PC standards⁹⁶

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Companies are gearing up for the future

Rapid growth is expected in 2024

5% AI investment is less than of IT budgets today¹

61% of ITDMs say their AI investment will increase up to¹

25%



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AI promises to accelerate productivity for knowledge workers

by optimizing workflows and allowing employees to concentrate on more strategic, value-added tasks.

Widespread adoption of AI could potentially **increase** (labor) **productivity** and **boost global GDP by 7%** annually over a 10-year period.⁴

AI is expected to **increase the productivity** for **knowledge workers** more than 4-fold by 2030²

Generative AI like ChatGPT can **increase workforce productivity** by an average of **14%**¹



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How AI empowers work

Knowledge management



Find what you need when you need it

Translation



Enable real-time translations

Innovation & Creativity



Spark creativity and approach problems in different ways

Research



Get up-to-speed faster

Automation



Reduce time on mundane and repetitive tasks

Prediction



Identify patterns and detect trends



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Microsoft 365 Copilot¹ delivers a whole new way to work

An application using modern AI to assist you with complex cognitive tasks



Focused on
uninterrupted workflows



Extended functionality from plug-ins that
add new knowledge and new actions



Always present “where you work”
Augmenting the user experience with
integrated AI to assist work.

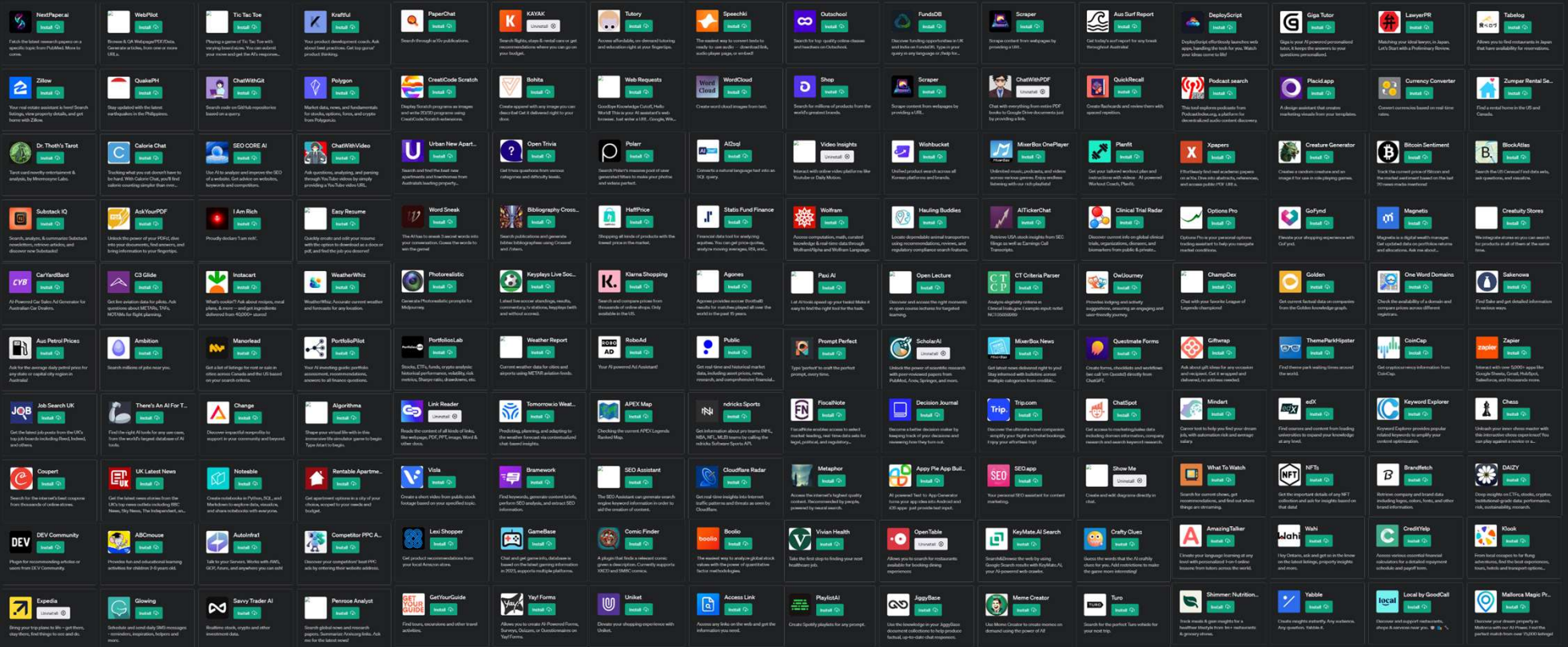


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Here come the Copilot Plugins ...

Developing ... at a rapid ... pace



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ISVs focus using NPU



DEEP RENDER



With AI-acceleration built into every processor, you now have access to a variety of experiences – enhanced collaboration, productivity, and creativity—right at your desktop, without having to rely on help from a distant server. Use AI-accelerated ISV features locally.

CPU—Fast response

You can rely on the central processor for smaller workloads at low latency.

GPU—High throughput

The graphics processing unit is ideal for large workloads that require parallel throughput.

NPU—Power efficiency

The neural processing unit handles sustained, heavily used AI workloads at low power for greater efficiency.



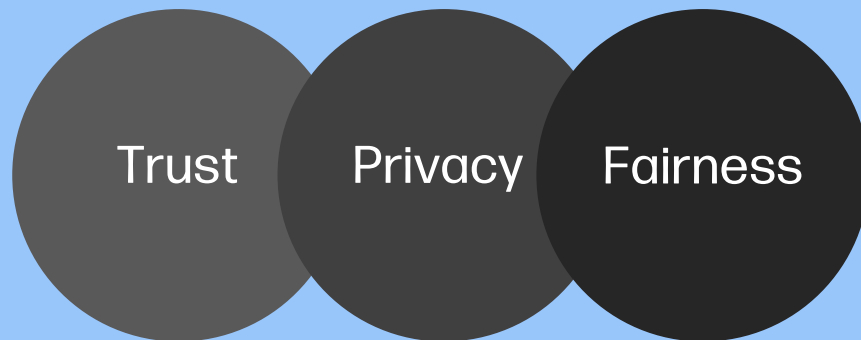
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Building AI Responsibly

“Value and Policies”

The rules that governs planet, nations, states, counties, and cities.

Responsibility



Management

- Security
- Safety
- Societal impact
- Sustainability
- Accountability



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HP's approach to AI

3 focus areas

1

Internal
operational
efficiency

2

Enable customer
services and
support

3

Enable new and
differentiated
solutions

3 Enable new and differentiated solutions

'70s to '80s

Command Line



First access to personal computing

'90s to Today

Graphical User Interface



PC became easier to use

Now into the Future










Personal & Natural



PC becomes an extension of you

We identified 9 Personas at work; IT groups them into 4 big types

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ROUTINE WORKER				KNOWLEDGE WORKER			MODERN LEADERS		TECH EXPERTS													
JTBD – low complexity/tactical				JTBD – medium complexity/strategic			JTBD – high complexity		JTBD – high complexity													
<div></div> <div>Frontline pros</div> <div>11%</div>				<div></div> <div>Office independents</div> <div>14%</div>				<div></div> <div>Support pros</div> <div>6%</div>		<div></div> <div>Office collaborators</div> <div>26%</div>			<div></div> <div>Remote collaborators</div> <div>7%</div>		<div></div> <div>Road warriors</div> <div>6%</div>		<div></div> <div>Executives, Managers</div> <div>11%</div>		<div></div> <div>IT, Developers</div> <div>11%</div>		<div></div> <div>Creative experts</div> <div>8%</div>	
WHY - needs	Ease of use / Peace of mind			+ Efficiency, control			+ Portability; Professional image, social connection		+ Specific needs (e.g., demanding tasks), Self-expression													
/ job responsibilities	<ul style="list-style-type: none">• Customer interaction, training, education, Manual work• Supporting / Admin Work• Work with physical documents• Focus work			<ul style="list-style-type: none">• Conceptual/Analytical Work• Managing tasks• Collaboration with internal stakeholders and business partners• Internal stakeholder collaboration, Conceptual/analytical work, Focus work			<ul style="list-style-type: none">• Customer interaction• Conceptual/Analytical Work		<ul style="list-style-type: none">• Strategic tasks, customer interaction, but also hands-on on several tasks		<ul style="list-style-type: none">• Software development, data analytics, engineering• Graphic design• Conceptual/analytical work											
WHERE - mobility	On-the-go		Desk centric	Office	WFH	On-the-go	Flex	Office & WFH														
Tech choice autonomy	Low	Very low	Very low	Medium	Low	Medium-Low	Very high	High	Very high													

How will these personas use AI?

Modern leaders



Portability, Professional image, social connection

Specialists



Specific & demanding tasks, self-expression

Frontline and back-office workers



Ease of use / peace of mind

Knowledge workers



Efficiency, control

Needs

Primary uses for AI



Remove unproductive work
Breakthrough efficiencies

Remove communication barriers (e.g. real time translation)

Discover New superpowers



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Solution driven portfolio offering by Persona

Frontline Mobile	Support Pro	Office Collaborator	Remote Collaborator	Road Warrior	Modern Leader	Tech Expert	Creative Expert
Detachable Elite x2	EliteDesk 800 Mini	EliteBook 840/845 640/645	EliteBook Clamshell 830, 840, 860 EliteDesk 800 Mini	EliteBook 830 x360	EliteBook 1040 x360	Dragonfly	EliteBook X G1a ZBook with dGPU 14" & 16"

Display							
HP Series 7 Pro 27" 4K Conferencing and Thunderbolt 4 Monitors - 727pm & 727pk	HP E27u G5 FHD Monitor	HP E34m G4 WQHD Curved USB-C Conferencing Monitor	HP Series 7 Pro 27" 4K Conferencing and Thunderbolt 4 Monitors - 727pm & 727pk	HP Series 7 Pro 24" WUXGA USB-C - 724pu and 724pn HP E14 G4 Portable Monitor	HP Series 7 Pro 34" WQHD Conferencing Monitor - 734pm	HP Series 7 Pro 31.5" 4K Thunderbolt 4 Monitor - 732pk	HP Series 7 Pro 37.5" WQHD+ Thunderbolt 4 Monitor - 738pu

Collaboration							
Poly Voyager 5200 UC	Savi 8400HP 435 FHD Webcam	Poly Voyager Focus 2 with universal stand HP 625 FHD Webcam	Poly Voyager 4300 UC, HP 965 \$K Webcam	Poly Voyager 5200 UC, Voyager Free 60 + UC, HP 435 FHD Webcam	Poly Voyager Free 60+ UC, HP 965 4K Webcam	Poly Voyager Focus 2, HP 965 \$K Webcam	Poly Voyager Surround 80, HP 965 4K Streaming Webcam



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Business Notebook Portfolio



HP Series	ProBook	EliteBook				
200 Series 240R/250R G9, 240/250 G10 245/255 G10	400 Series 440 / 460 G11 445 / 465 G11	600 Series 630 / 640 / 660 G11 645 / 665 G11	800 Series 830 / x360 830 / 840 / 860 G11 835 / 845 / 865 G11	1000 Series 1040 / x360 1040 G11	X G1a	Ultra G1q & G1q8
Compact and reliable, value-packed notebooks with essential business features to help you excel in hybrid work	Power, style and value for growing companies	Build the right configuration for your business with a wide range of configurable features that allow for easy standardization within existing IT environments.	The enterprise notebook that's anything but ordinary with the power, security, and collaboration tools that high-performing, global teams need.	Highly secure, ultra-light and responsibly crafted with AI acceleration to anticipate and adjust to your workstyle to deliver ultimate performance, comfort and battery life .	Be the visionary. Unleash your genius with speed and stealth via AI on the edge.	Intentionally and intelligently designed to optimize the use of AI , delivering a work experience that breaks through the boundaries of what's possible.
intel. 14" / 15" diagonal AMD 14" / 15" diagonal	intel. 14" / 16" diagonal AMD 14" / 16" diagonal	intel. 13" / 14" / 16" diagonal AMD 14" / 16" diagonal	intel. 13" / x360 13" / 14" / 16" diagonal AMD 13" / 14" / 16" diagonal	intel. 14" diagonal clamshell / 14" diagonal x360	AMD 14" diagonal	Qualcomm 14" diagonal clamshell Copilot+PC
Microsoft Copilot key ¹¹						

Notebook images not shown to scale.



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NPU²³ available on select configurations









Next-gen AI PC with NPU,⁸ 40+ TOPS

Z by HP mobile workstation portfolio

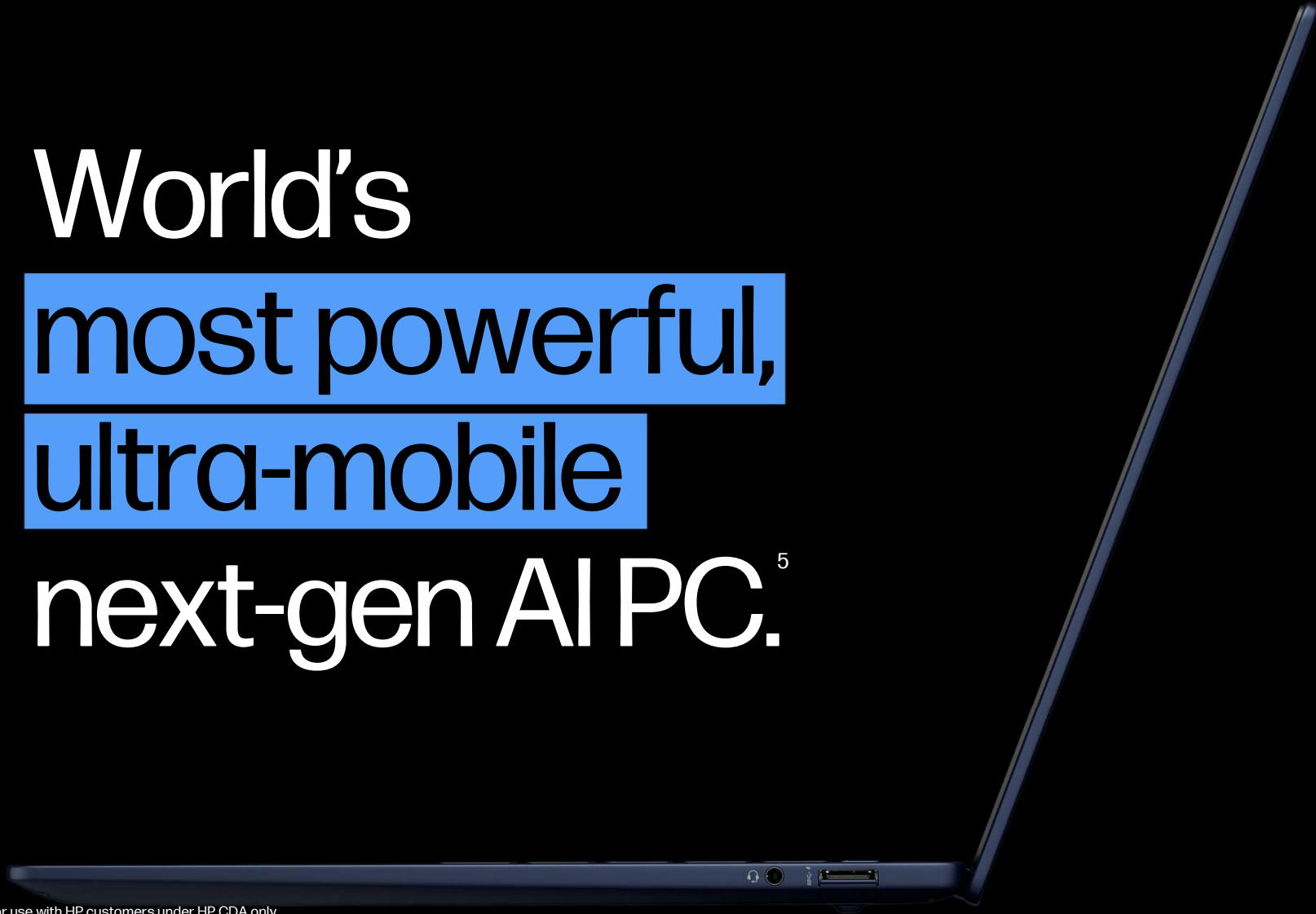


ZBook Mobile Workstations

Firefly 14 G11 A	Firefly 14" & 16" G11	Power 16 G11A	Power 16G10	Studio 16 G11	Fury 16 G11
Up level performance. Not Size.		Pro-grade performance within reach.		Powerfully immersive. Perfectly sized.	So powerful you'll forget it's a laptop.
Up to					
<ul style="list-style-type: none">▪ AMD Ryzen™ 9 7940HS PRO CPU³▪ Integrated AMD Radeon™ graphics▪ 64GB DDR5 5600⁵ SODIMM▪ 2TB NVMe SSD⁶	<ul style="list-style-type: none">▪ Intel vPro® with 14th Gen Intel® Core™ U7 processor^{1,2}▪ NVIDIA RTX™ A500⁴▪ 64GB DDR5 5200 SODIMM⁵▪ 2TB NVMe SSD⁶	<ul style="list-style-type: none">▪ AMD Ryzen™ 9 7940HS PRO CPU³▪ NVIDIA RTX™ 2000 Ada⁴▪ 64 GB DDR5 5600 SODIMM⁵▪ 8TB NVMe SSD⁶	<ul style="list-style-type: none">▪ Intel vPro® with 14th Gen Intel® Core™ U7 processor^{1,2}▪ NVIDIA RTX™ 3000 Ada⁴▪ 64 GB DDR5 5200 SODIMM⁷▪ 8TB NVMe SSD⁶	<ul style="list-style-type: none">▪ Intel vPro® with 14th Gen Intel® Core™ U9 processo r^{1,2}▪ NVIDIA RTX™ 4000 Ada or GeForce RTX™ 4080⁴▪ 64 GB DDR5 5600 SODIMM⁵▪ 4TB NVMe SSD⁶	<ul style="list-style-type: none">▪ Intel vPro® with 14th Gen Intel® Core™ U9 processor^{1,2}▪ NVIDIA RTX™ 5000 Ada⁴▪ 128 GB DDR5 5600 SODIMM⁵▪ 12TB NVMe SSD⁶
					



World's
most powerful,
ultra-mobile
next-gen AI PC.⁵



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Introducing HP's Next-Gen AI PCs

EliteBook Ultra series

Designed to optimize the potential of AI

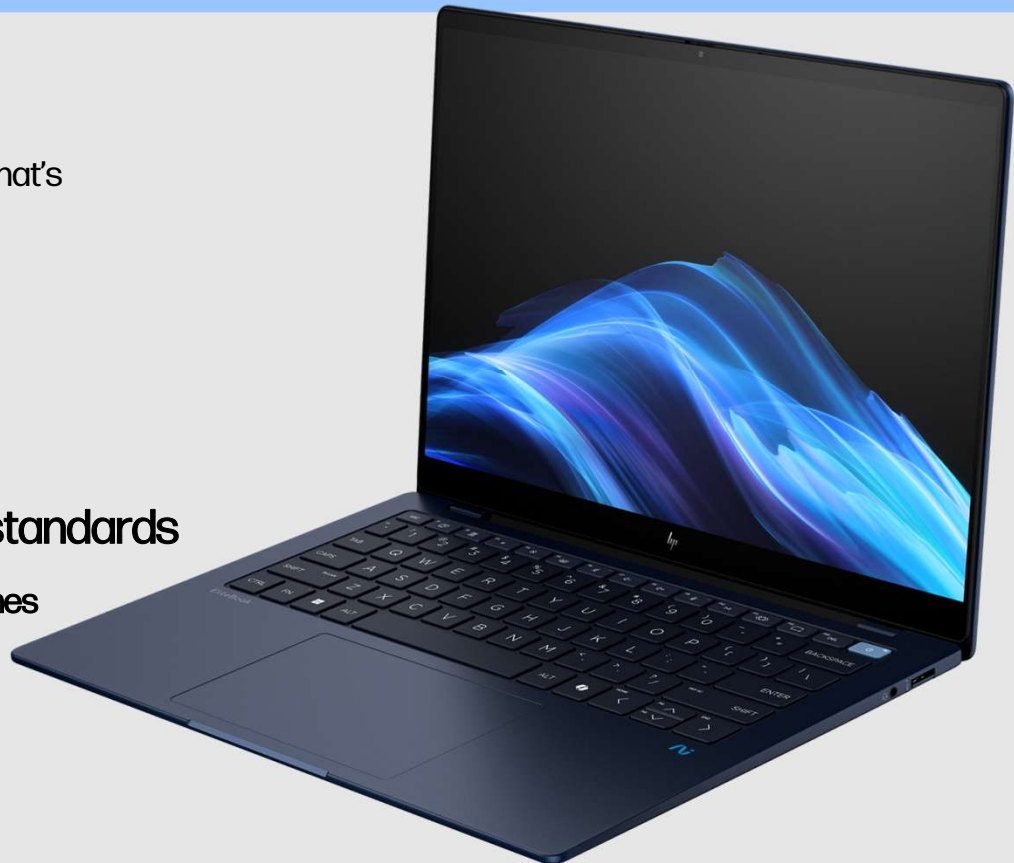
Includes a **45 TOPs NPU²³** (trillions of operations per second) that's powerful enough to help AI think & act fast

Built with the future of AI in mind

Architected to support the use of **AI locally** on the device

Meets Microsoft's Windows Next-Gen AI PC standards

Built to meet performance, memory, security & design guidelines



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HP's First Next-Gen AI PC¹



Power to use AI locally with Qualcomm® Snapdragon® X Elite and Plus Platform processors³ with 45 TOPS NPU²³



Explore the capabilities of this Copilot+ PC⁸



Ultra thin. Ultra light. Ultra mobile.



Freedom to work on the go with long battery life

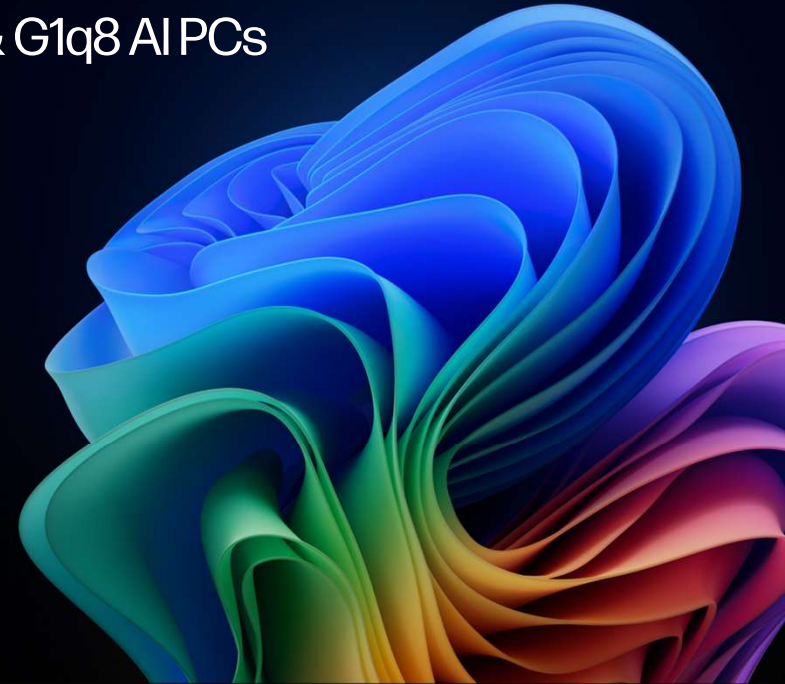
polycamerapro

Optimal conferencing experience with Poly Camera Pro⁴² and audio tuned by Poly Studio¹¹



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HP EliteBook Ultra
G1q & G1q8 AI PCs



hp



EliteBook

AMD
RYZEN AI

Copilot+PC⁹⁶

Actual product may vary from product depicted.

World's most
powerful Next Gen AI
business notebook⁹⁸

HP EliteBook X G1a



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Joining forces with AMD
to deliver the most
powerful EliteBook X

Ryzen AI 9 PRO

HX 375 (55 TOPS)*

*HP/AMD exclusive



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HP EliteBook X G1a Next Gen AI PC

AI Performance to higher levels



Power to use AI locally with AMD Ryzen AI processor and up to 55 TOPS NPU (HP exclusive)



High compute and graphics performance in a business notebook



Cool & quiet experience enabled by HP Smart Sense and dual turbo high density fans



HP AI Companion, your built-in AI assistant automates everyday tasks to keep you running at your best.



Optimal conferencing experience with Poly Camera Pro and audio tuned by Poly Studio



Power & performance for Copilot+ experiences



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Designed for
Modern Leaders & Tech Experts

who are power multi-taskers, generate insights,
need to project their best image with elevated
audio and video and all-day battery life

(Role examples: Management, Consultants, Data Analysts, developers)

What's New



HP EliteBook X G1a Next Gen AI PC

REDEFINE THE PERFORMANCE IN
HYBRID WORK



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Productivity & Performance



- Next Gen AI APU with **55 TOPs** (AMD/HP exclusive), able to support Copilot + AI and **HP AI Companion**.
- Unprecedented power in a thin and light premium device with **40W Thermal Design Power** for better responsiveness and smoother multi-tasking.
- **Larger battery + efficient processing** to deliver long battery life
- Improved cool & quiet experience enabled by **HP Smart Sense**

Design



- New premium design with Glacier Silver in a thinner & smaller chassis
- Up to **90.84%** Screen to Body Ratio
- **GS Mark** compliant keyboard for a safe and ergonomic typing experience

Collaboration



- **Poly Cam Pro** to manage all video and audio-conferencing experiences in single place for built-in & external cameras.
- **Onlooker Detection w/screen blur** Receive a notification when another person is looking at your screen and screen will blur
- **High Dynamic Range video** Enhances video clarity, contrast, and vividness

Sustainability & Security



- **100%** sustainable packaging materials
- **Next Gen secured storage** eliminate ITDM security concerns on AI and ensure the safety and protection of the data.
- Monitor and offset carbon footprint with **power consumption**

Actual product may vary from product depicted.



HP EliteBook X G1a 14 inch Next Gen AI PC

Productivity experiences



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Introducing

Intelligent presence detection

The HP EliteBook X G1a features a new, AI-enhanced webcam sensor to enable more accurate presence detection experiences.



NEW Onlooker detection

Notifies you when an onlooker is detected behind you and allows you to blur your screen for privacy.

[Click here to learn more.](#)



NEW Adaptive dimming

To help conserve your PC's battery, your screen will automatically dim if it detects that you are not attentive.



Auto lock and awake

To keep your data secure, your PC automatically locks when you walk away and wakes when you return.

[Click here to learn more.](#)



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PC experiences that make AI work for you

ITDM

feedback

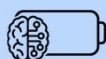
"I like the idea that AI would dynamically adapt my computer's settings to enhance battery life, improve display, and [improve] the camera image during video meetings." ¹⁰²



An accelerometer uses AI to learn your motion patterns

[On Table/On Lap detection](#)¹⁰¹
intelligently **cools your device**

Wake Up on Pick Up enables
instant productivity



AI that tailors your PC
performance to you

[Smart Sense v3](#)⁵
[Battery Manager](#)¹⁰⁰
[OLED Power Saving Mode](#)
[Power Consumption Measurement](#)⁹⁹
[Intelligent Workload Classification](#)



Show your true colors with
AI that senses light conditions

The new AI-enhanced webcam sensor (ISP+ camera) enables more accurate **HDR video streaming** so you look your best during video calls.



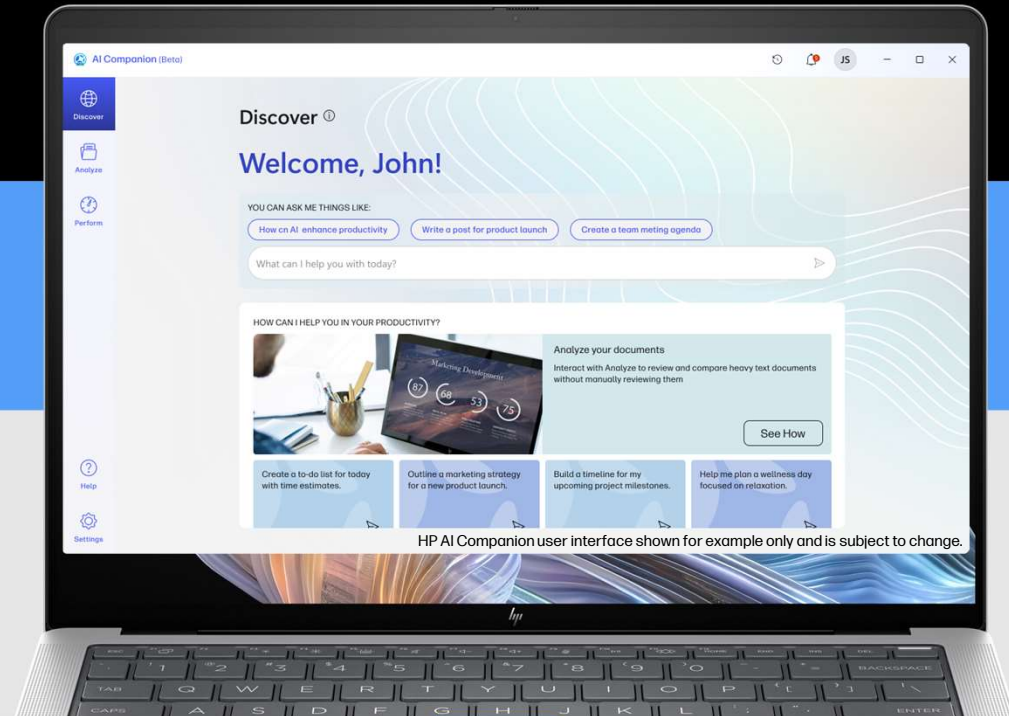
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AI Companion

AI at your fingertips

Your personal built-in AI Companion² elevates everyday tasks to keep you performing your best.



HP AI Companion user interface shown for example only and is subject to change.



Discover

Ask, **discover**, and get intelligent assistance



Analyze

Analyze and query your personal files



Perform

NEW

Perform at your best with an HP settings and support assistant⁷⁶



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AI Companion



Enhanced by cloud-based AI

Ask, discover, and get intelligent assistance

Experience the power of
knowledge at your fingertips.

Learning made easy with AI

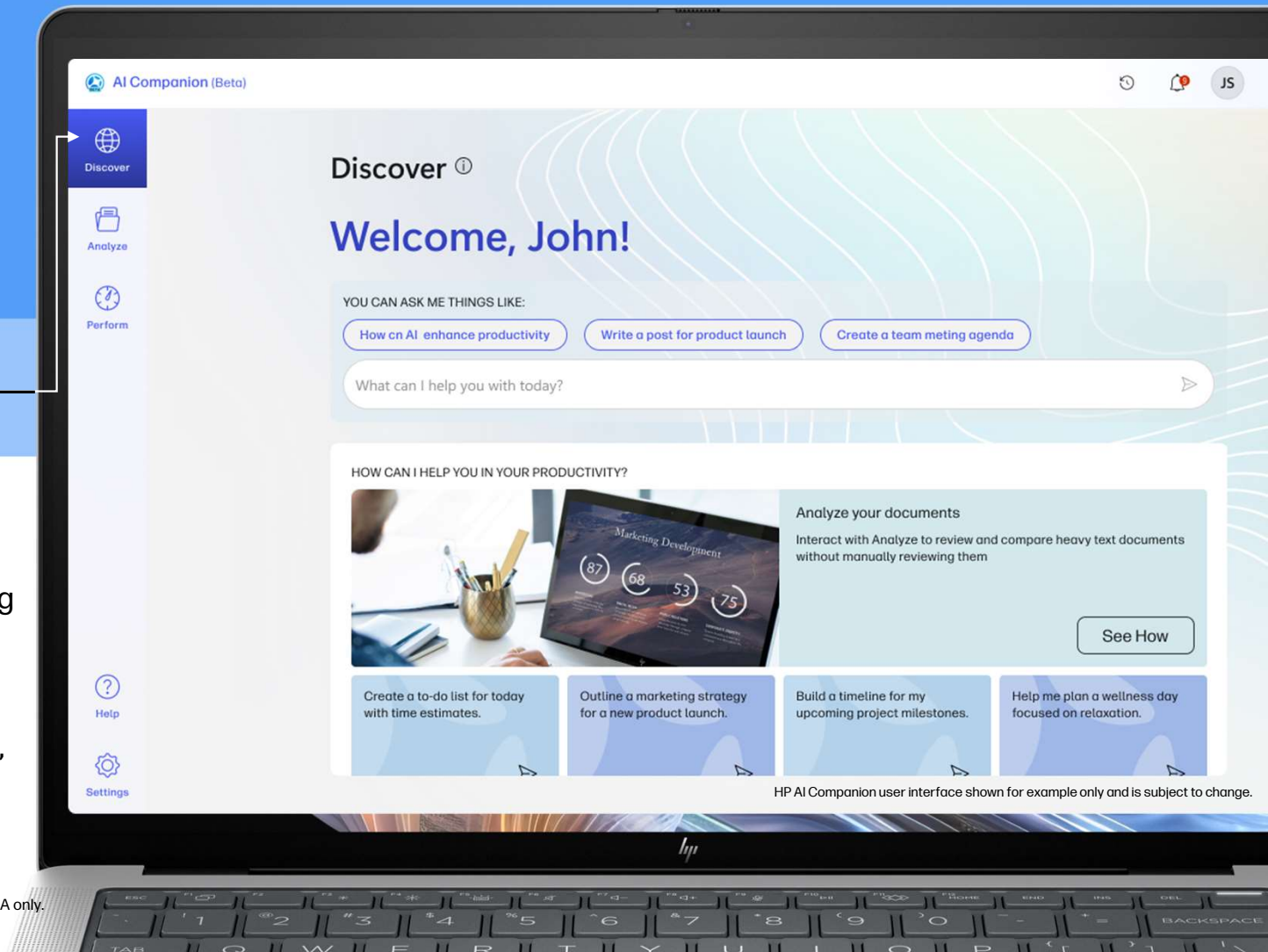
Seamlessly explore new topics and find answers to anything you need, leveraging web content.

Boost your AI-first mindset

Try asking AI Companion for information, advice, creative ideas or simply start a conversation to learn more about AI.



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HP AI Companion user interface shown for example only and is subject to change.



AI Companion



Enhanced by cloud-based AI

Analyze and query your personal files

Take CTRL+F to the next level.
Interact with your documents.

Secure & personal⁷⁸

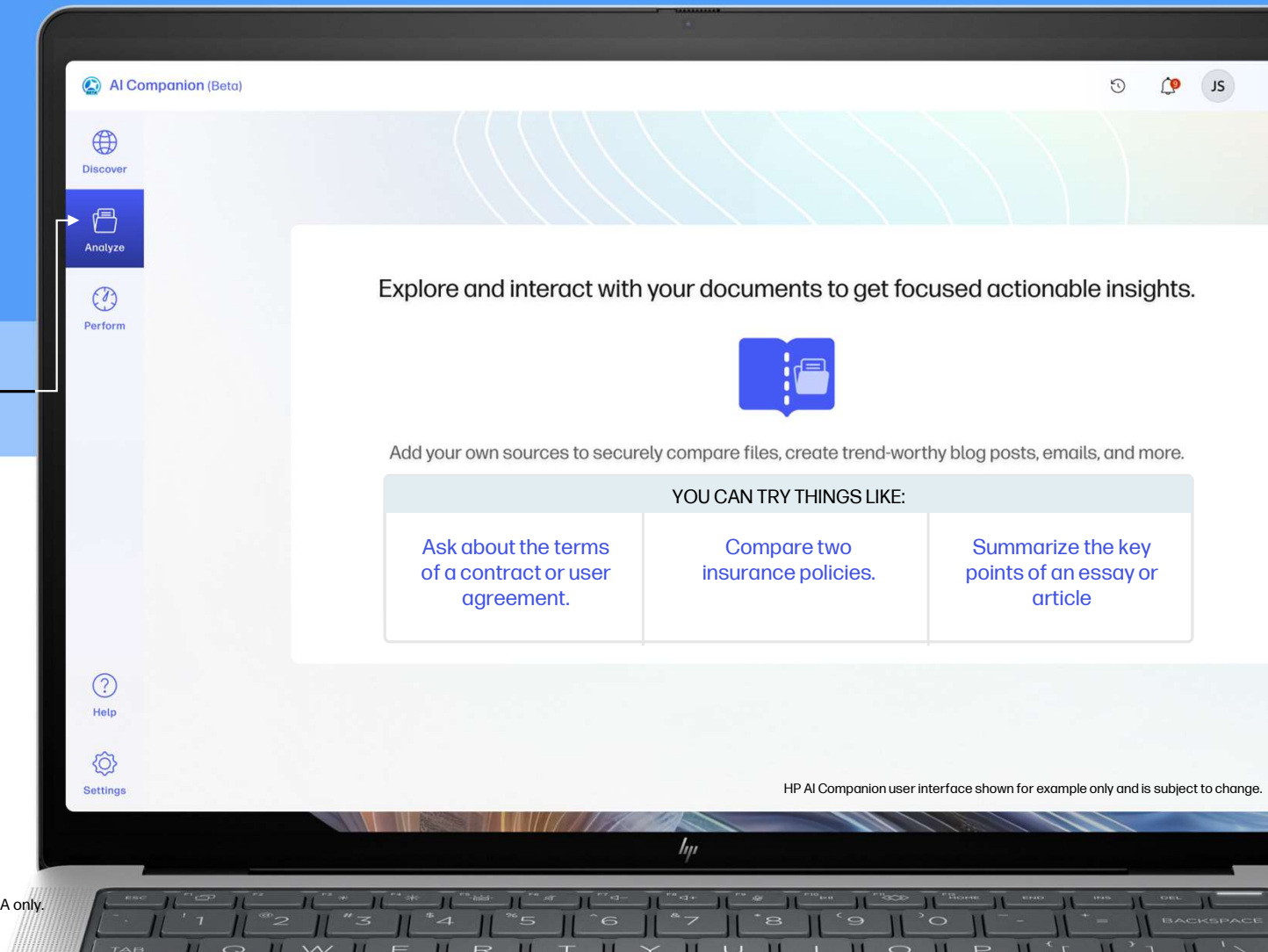
Compare information, summarize key points, and filter specific data from documents within your private file library.

NEW Now analyze more file types

Analyze your images, diagrams, PDFs, PPT slides and more.⁷⁶



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HP AI Companion user interface shown for example only and is subject to change.



AI Companion



Enhanced by cloud-based AI



Planned availability in early 2025

AI-powered HP settings and support assistant

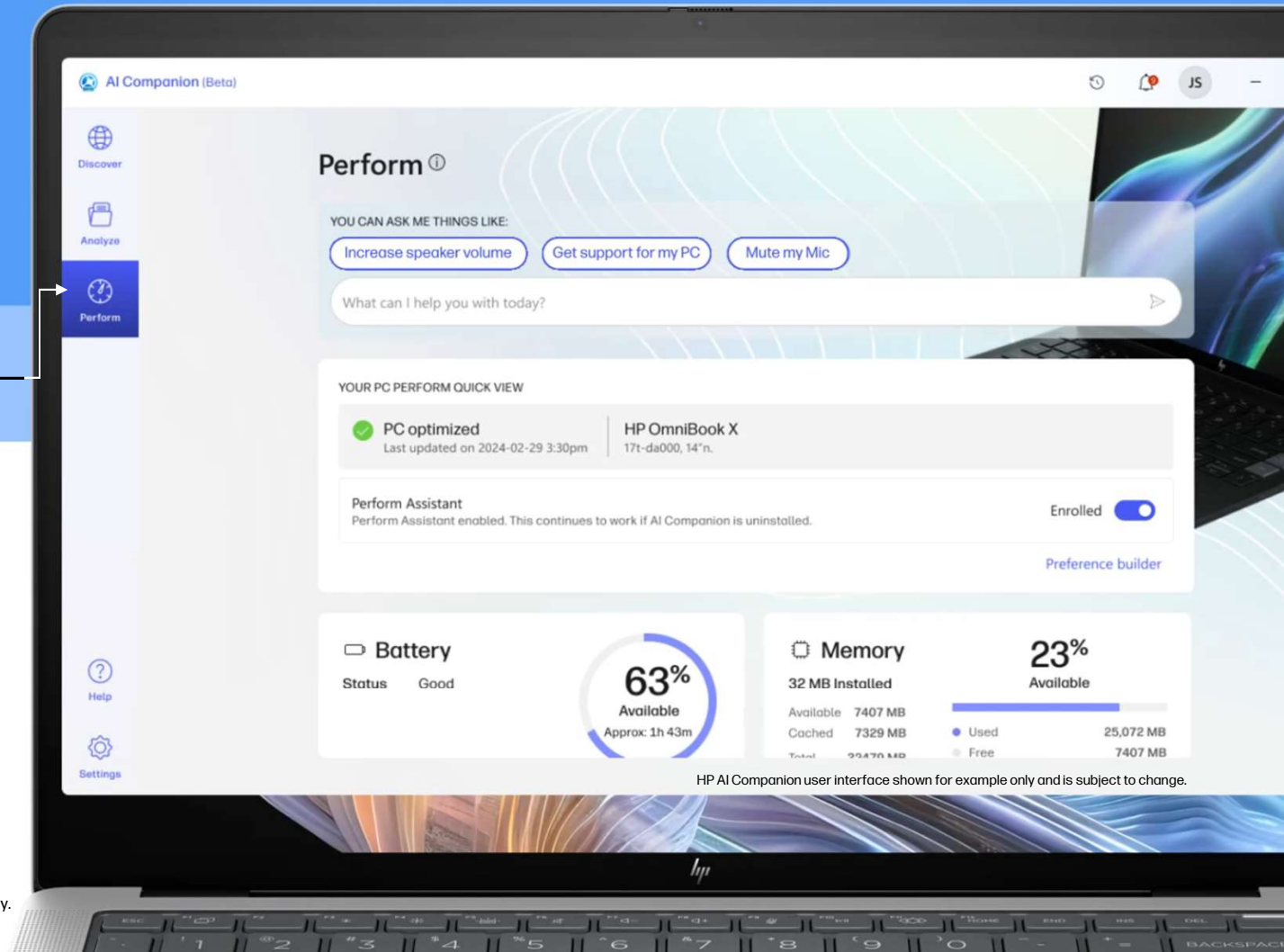
Explore the **NEW** Perform⁷⁶ tab in HP AI Companion

Settings

Type a command to adjust your PC's settings

Support

Get conversational help for all your HP products with a support assistant that scours more than 100,000 product manuals



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One-touch access to your AI assistant⁸

Offload tasks to Microsoft Copilot so you can be more productive



Microsoft Copilot¹¹

C



Microsoft Copilot¹¹ key opens the prompt window so your AI assistant is at your fingertips.



Click here to learn more about Copilot⁸



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Easy connectivity from your hybrid workspace



Fast and efficient Wi-Fi 7

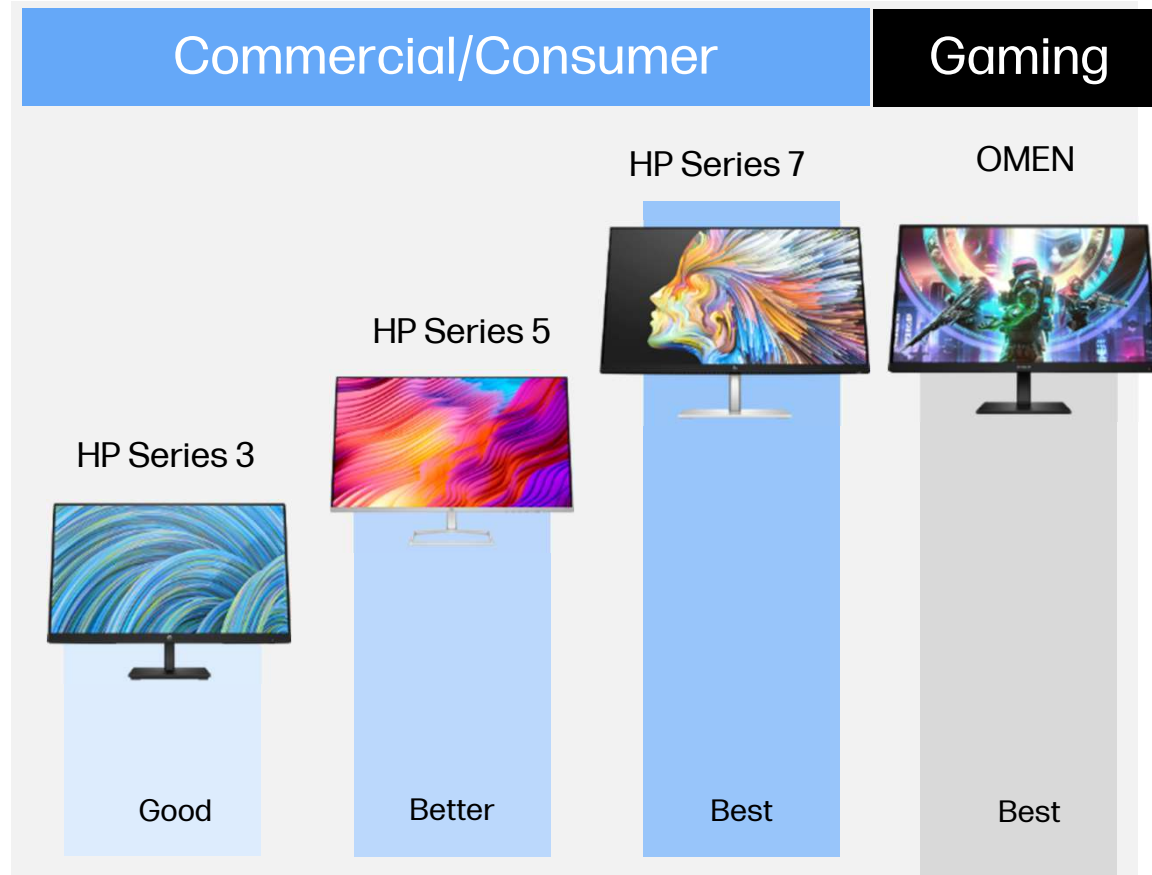
The portability of your PC and the reliability of a fast connection determines where you can work. Get a fast and reliable connection in dense wireless environments with gigabit data rate Wi-Fi 7.^{13, 57}













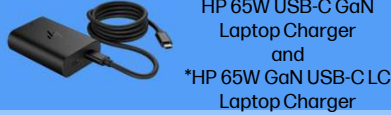































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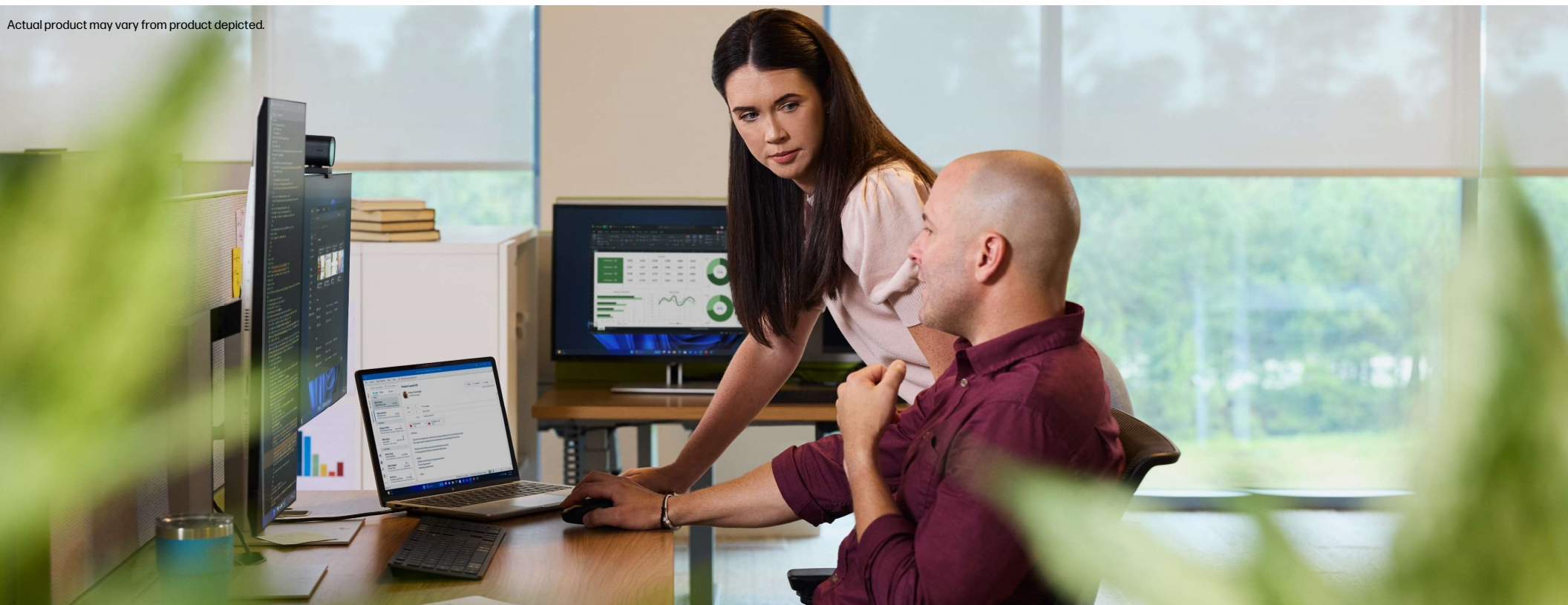
Displays Portfolio



HP Branded Peripherals Portfolio

	Keyboards and Mice	Bags	Power/Hubs/Docks	Pens
PREMIUM	 <p>HP 975 Dual-Mode Wireless Keyboard</p>  <p>HP 965 Ergonomic Wireless Keyboard</p>  <p>HP 715 Programmable Multi-Device</p>  <p>HP 925 Ergonomic Vertical Mouse</p>  <p>HP 935 Wireless Creator Mouse</p>	 <p>HP Renew Executive Series</p>  <p>HP Travel Plus Series*</p>  <p>HP Modular Series*</p>  <p>HP Convertible Series*</p>	 <p>HP Thunderbolt Dock</p>  <p>HP 65W USB-C GaN Laptop Charger and *HP 65W GaN USB-C LC Laptop Charger</p>	 <p>HP Rechargeable Active Pen G3</p>  <p>HP 705 Rechargeable Multi Pen</p>
MAINSTREAM	 <p>HP 655 Wireless KB & Mouse Combo</p>  <p>HP 405 Backlit Wired Keyboard</p>  <p>HP 685 Comfort Dual-Mode Keyboard and Mouse Combo</p>  <p>HP 435 Multi-Device Wireless Mouse</p>  <p>HP 695 Rechargeable Wireless Mouse</p>  <p>HP 355 Compact Multi-Device Bluetooth® KB</p>  <p>HP 475 Dual Mode Wireless Keyboard</p>  <p>HP 425 Programmable BT Mouse</p>	 <p>HP Renew Business Series</p>  <p>HP Travel Series</p>  <p>HP Prelude Pro Series</p>  <p>HP Campus Series XL</p>	 <p>USB-C DOCK</p>  <p>HP Universal USB-C Hub and Laptop Charger Combo</p>	 <p>HP Slim Rechargeable Pen</p>
ENTRY	 <p>HP 235 WL Keyboard and Mouse</p>  <p>HP 235 Slim Wireless Mouse</p>  <p>HP WIRED DESKTOP 320MK MOUSE AND KEYBOARD</p>  <p>HP 225 Wired KB and Mouse Combo</p>  <p>HP 125 Wired Mouse</p>  <p>HP 155 Wired Mouse and Keyboard Combo</p>	 <p>HP Prelude Series</p>  <p>HP Campus Series</p>  <p>HP Everyday Series</p>  <p>HP Mobility Laptop Case</p>	 <p>HP 4K Universal Multiport Hub</p>  <p>HP Universal USB-C Multiport Hub</p>  <p>HP USB-C Travel Hub G3</p>	 <p>HP USI Garaged Pen*</p>  <p>HP Rechargeable Slim Pen Charger</p> <p>HP Confidential. For HP use with Channel Partners under HP CDA only</p> 

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Collaboration experiences



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poly camera pro⁸⁰



Click here to learn more about Poly Camera Pro

A conferencing experience that
makes you want to
turn on your camera

Powered by  via NPU

Spotlight

Background Blur & Replace

Filters

Auto Framing⁸²

Customizable Scenes
& Watermarks

Image Adjustments

Recording Mode



Apply your video effects across
all collaboration & streaming apps.⁸¹



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streamlabs

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Enhanced by AI

poly studio

Audio tuning by Poly Studio



For those times when you need to record a podcast or video, [Studio Mode²⁷](#) provides **optimal frequency range** for high-quality stereo recording.



[HP Dynamic Voice Leveling²⁷](#) automatically enhances microphone gain to optimize voice clarity within 3-meters of the PC.

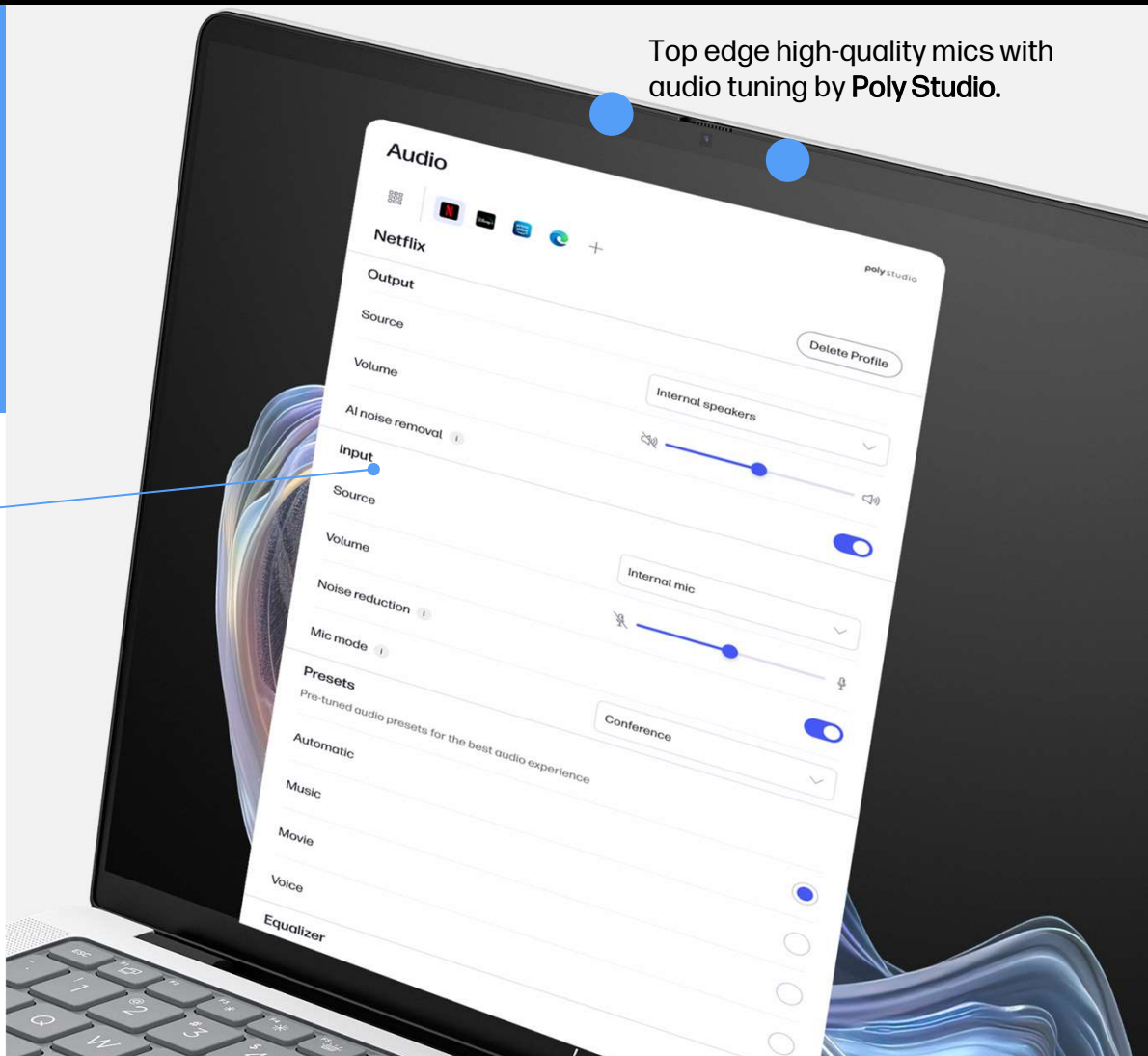


[AI-Based Noise Reduction²⁷](#) filters both inbound and outbound background noise – like dogs barking, paper rustling, sirens, and lawn noise – for an enhanced conference call experience.



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Top edge high-quality mics with audio tuning by Poly Studio.



Bring authenticity to every meeting



Control when you're seen

With the added peace-of-mind of HP Privacy Camera that physically blocks your webcam with a simple slide.⁸²



Look sharp

With the high-resolution 5MP AI ISP camera



Your PC recognizes you

A new **AI-enhanced webcam sensor** is used for more accurate presence detection experiences such as onlooker detection and adaptive dimming.

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Supports Windows Studio Effects

Creative filters

Portrait Light

Eye Contact

Voice Focus

Portrait Blur

Learn
more
here

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HP EliteBook X G1a 14 inch Next Gen AI PC

Privacy & Security



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World's most secure
next-gen AI PC ¹⁸



First next-gen AI PC with
quantum hack protection¹⁹

Think safe.

Security without compromise

EliteBook



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HP WOLF SECURITY



Enabled in myHP



Enhanced by AI

Help protect your sensitive information

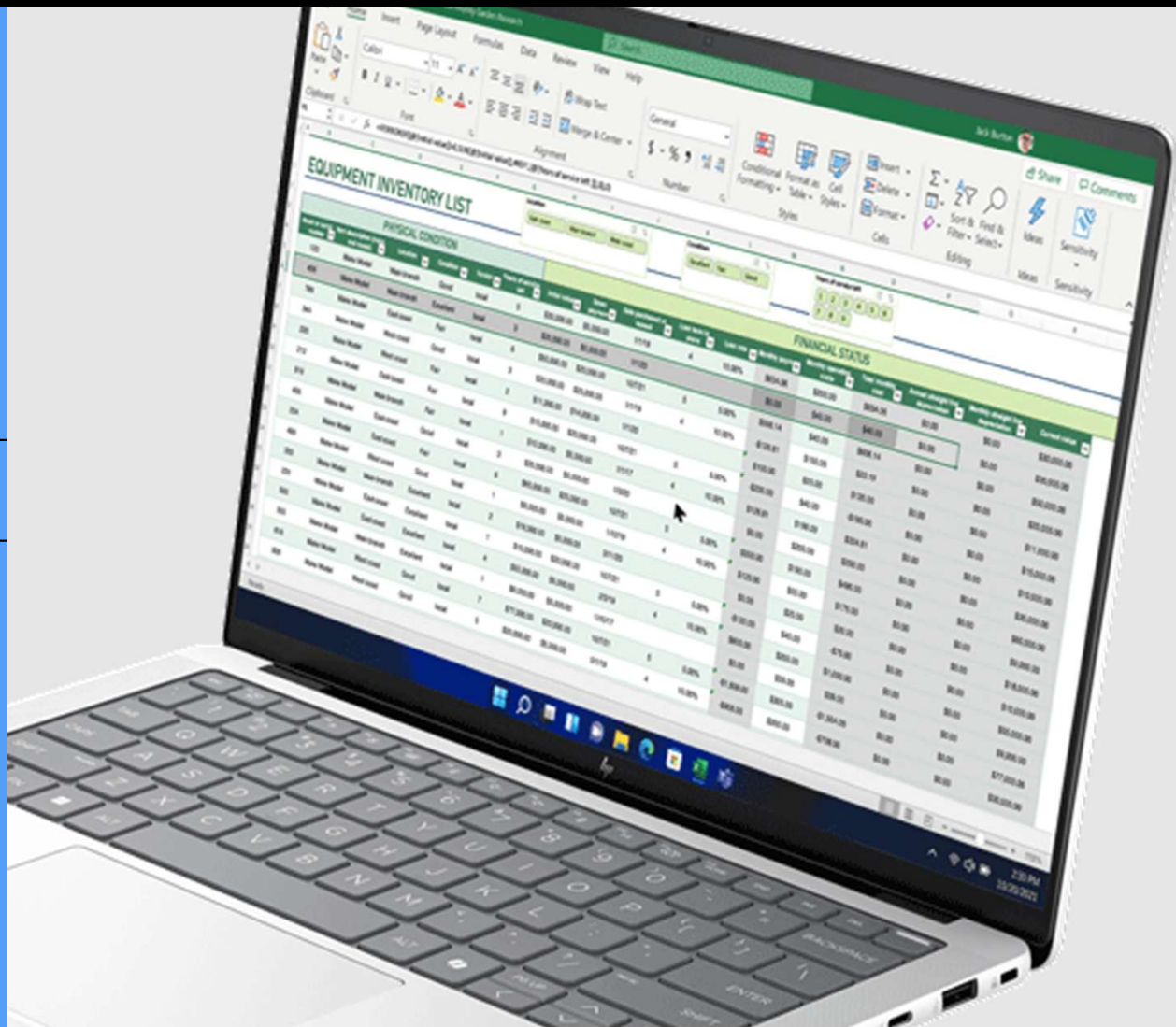
NEW Onlooker Detection²⁷ with Screen Blur



Utilizing a new AI-enhanced webcam sensor, your PC will notify you when an onlooker is detected behind you and automatically blurs your screen if needed.



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Remain unseen, no matter what

HP Privacy Camera⁸² physically blocks
your webcam with a simple slide



Peace of mind

Stop webcam hackers from seeing anything²⁷



Avoid webcam slip ups

Ensure you are off camera on a web call



Easy-to-use

Turn on and off with a single swipe



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Protected by HP Wolf Security⁸³

Part of the world's most secure and manageable PC portfolio⁷⁷



HP WOLF SECURITY



NEW Reinforced endpoint security controller future-proofs your device and protects against evolving threats.

Above
the OS

HP Management Integration Kit³⁵
HP Privacy Camera

In the OS

HP Client Security Manager⁸⁷
HP Sure Sense⁸⁸
HP Sure Click⁸⁹

Advanced security options
HP Wolf Pro Security Edition⁹²
HP Wolf Enterprise Security⁹³
HP Protect and Trace⁸⁴

Below
the OS

HP BIOSphere³⁰
HP Sure Start⁸⁵
HP Sure Admin⁹¹
HP Sure Run⁹⁰
HP Tamper Lock³²
HP Sure Recover⁸⁶



**First next-gen AI PC with
quantum hack protection.**⁹⁵



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Sustainability & durability



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The world's most sustainable PC portfolio welcomes Next Gen AI PCs.⁶³

HP EliteBook X G1a 14 inch Next Gen AI PC



NEW Recycled material innovation



Heat plate made with at least
50% recycled
copper¹⁷



Covers made with up to
80% recycled
aluminum¹⁷



Keycaps made with up to
65% recycled
plastic⁶⁰



Speakerbox made with
30% ocean-
bound plastic⁵²



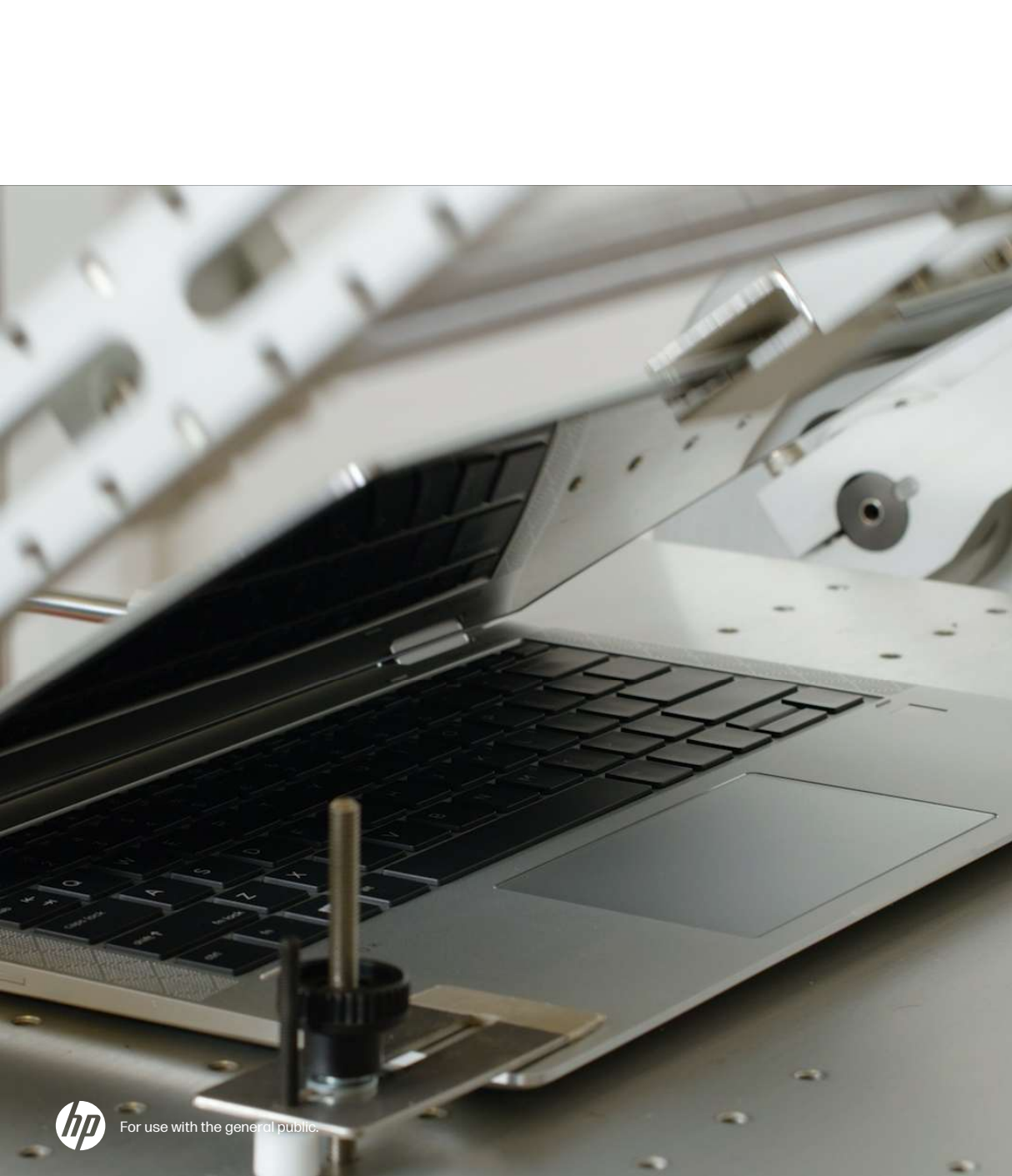
Bezels made with at least
20% recycled
cooking oil⁵⁹



100%
sustainably
sourced
packaging¹⁶



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Durable construction

Built to last

Undergoes
19

MIL-STD 810H tests³⁶

120k
Hours

HP Total Test Process⁵⁵

The real challenge of building thin, light, and powerful is to remember where this device will be used: in a mobile environment.



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We believe HP will deliver what no one else can E2E

Strength of HP + Poly technology delivering E2E solutions from PC to meeting room

The world's most secure PC portfolio

Providing robust experiences in terms of thermals, performance, acoustics and battery life

Strength of ecosystem technology partnerships across the industry

The most sustainable and just company helping customers achieve their sustainability goals

Engineering purpose-built hardware and sensor placements for AI workloads

Hardware and software innovations designed to enable the future of work with AI

AI-driven services and support that help customers be at their best – always



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The background of the slide features a person's hand in a dark suit jacket pointing at a tablet. The tablet displays a bar chart. Overlaid on the entire scene is a complex, futuristic digital interface with various icons, arrows, and data visualizations in shades of blue and white. The overall aesthetic is high-tech and professional.

Thank you



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