

Welcome



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HP Personal systems update

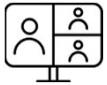
A man with grey hair and glasses, wearing a blue jacket over a light blue shirt, is sitting at a round wooden table. He is talking on a mobile phone held to his ear with his right hand. On the table in front of him is an open HP laptop, a closed notebook, and a small black device. A black HP briefcase sits on the floor next to his legs. The setting is a modern interior with a dark brick wall and a large window in the background showing a tree.

June 2024
John Geypen, ACM SAF

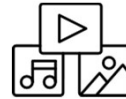


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Personal Systems Experience Focus Areas



Collaborate



Consume



Create



Security



Manageability



Sustainability

Work, learn
gaming, connect

Gaming, video
watching, learn

Design,
blogging



Commercial Desktop Portfolio



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2024 Portfolio overview

A desktop for every need



HP 200 G9 & G10 Series

Reliable entry-level desktops
for essential computing

- Latest processor technology
- Essential business features

HP Pro 400 G9 Series

Configurable desktops and all-in-ones
for your growing business

- Security and manageability for growing business (+HP Sure Start¹⁹)
- Manageability through Intel vPro[®] options²⁰
- Higher level of MIL-STD durability²¹

HP Elite 600 G9 Series

Essential enterprise features;
ready for versatile workspaces

- Enterprise Essentials
- Better expandability
- Global series

HP Elite 800/5 G9 Series

Innovative designs and powerful
experiences for hybrid work

- Enhanced collaboration features (AiO)
- Run Quiet Design 2.0
- Modern Stand-by
- HP Auto Lock and Awake²² (AiO)
- Most compute power (TWR)



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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

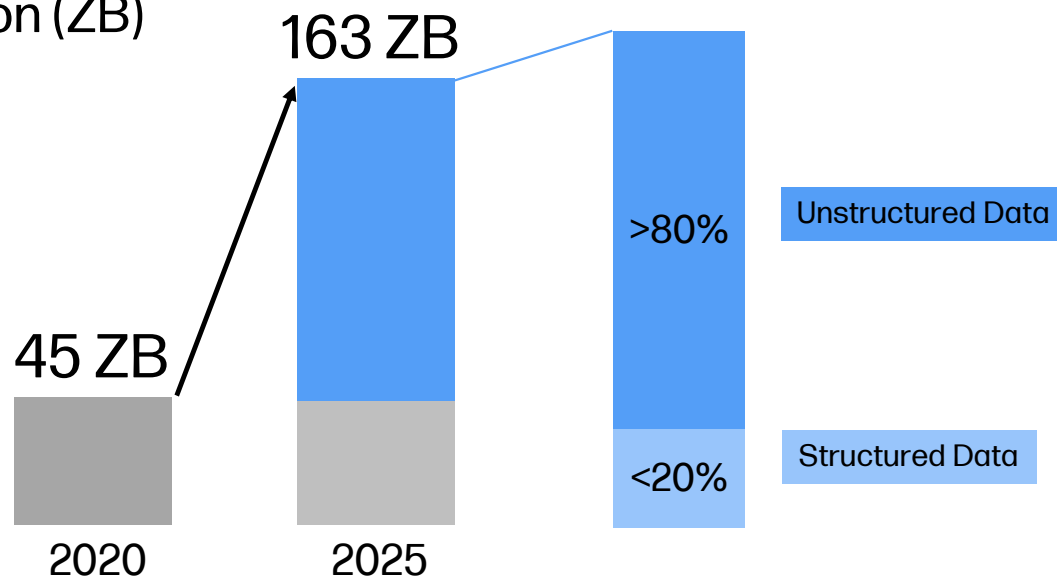


HP Dragonfly G4

Trends driving our next breakthroughs

Explosion of data is driving a rise of AI & data science

Total Annual
Data Generation (ZB)



Examples

GB to TB



KB to GB

Dates	Names	Numbers
09/07/12	David	538
05/20/13	Bill	1939
02/24/55	Steve	12
02/23/65	Michael	2713

SQL, XLS, PPT



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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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One size does NOT fit all

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Different sizes of models for different use cases

Cloud



Super Large Language Models

More than 1Tr
parameters

Example: OpenAI GPT4
(1.76 trillion parameters)

- Generative AI with natural language processing
- Analysis of medical records
- Software development

Network Edge



Large Language Models

1B-100B
parameters

parameters

Example: Google Brain T5
(11B parameters)

- Sentiment analysis
- Text summarization
- Q/A and support systems
- Personalized recommendations

Client (PC)



Quantized Language Models

<1B

parameters

Example: Google ELECTRA-Small
(14M parameters)

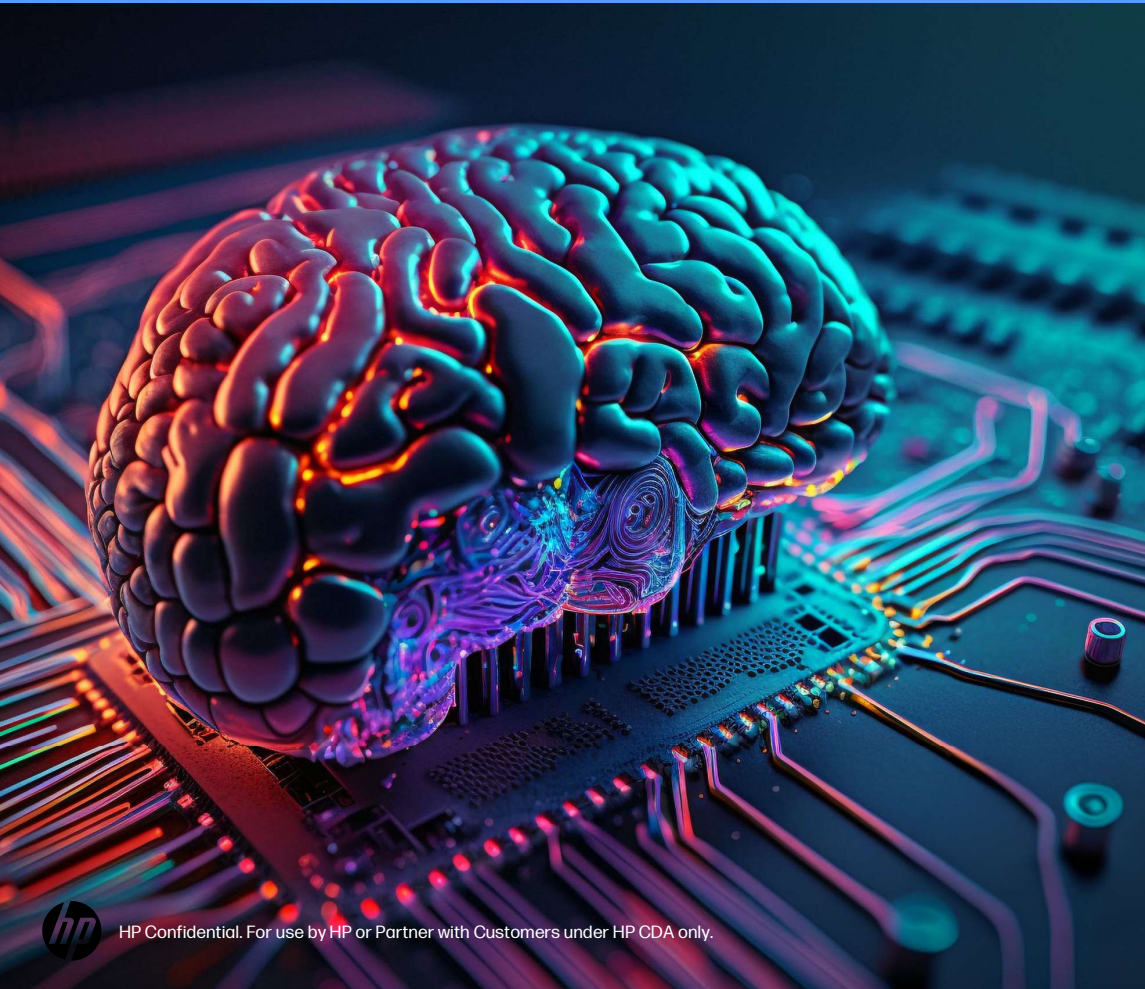
- Latency, Privacy, Cost, Predictability of Cost
- Smaller footprint, less capable
- Optimize PC settings, vision

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 defined

When referring to
PCs with an NPU
under 40 TOPS.



Enhanced by AI

Elevating your PC
experience for AI.

When referring to
PCs with an NPU
at 40+ TOPS.



Designed for AI

Engineered purpose
built AI PCs.

*For optimized local and hybrid AI
experiences*

When referring to
an AI feature.



[X] With Built-in AI

A specific AI feature
that improves a
computing experience.

e.g. Poly Studio

Why AI in the Future of Work?



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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



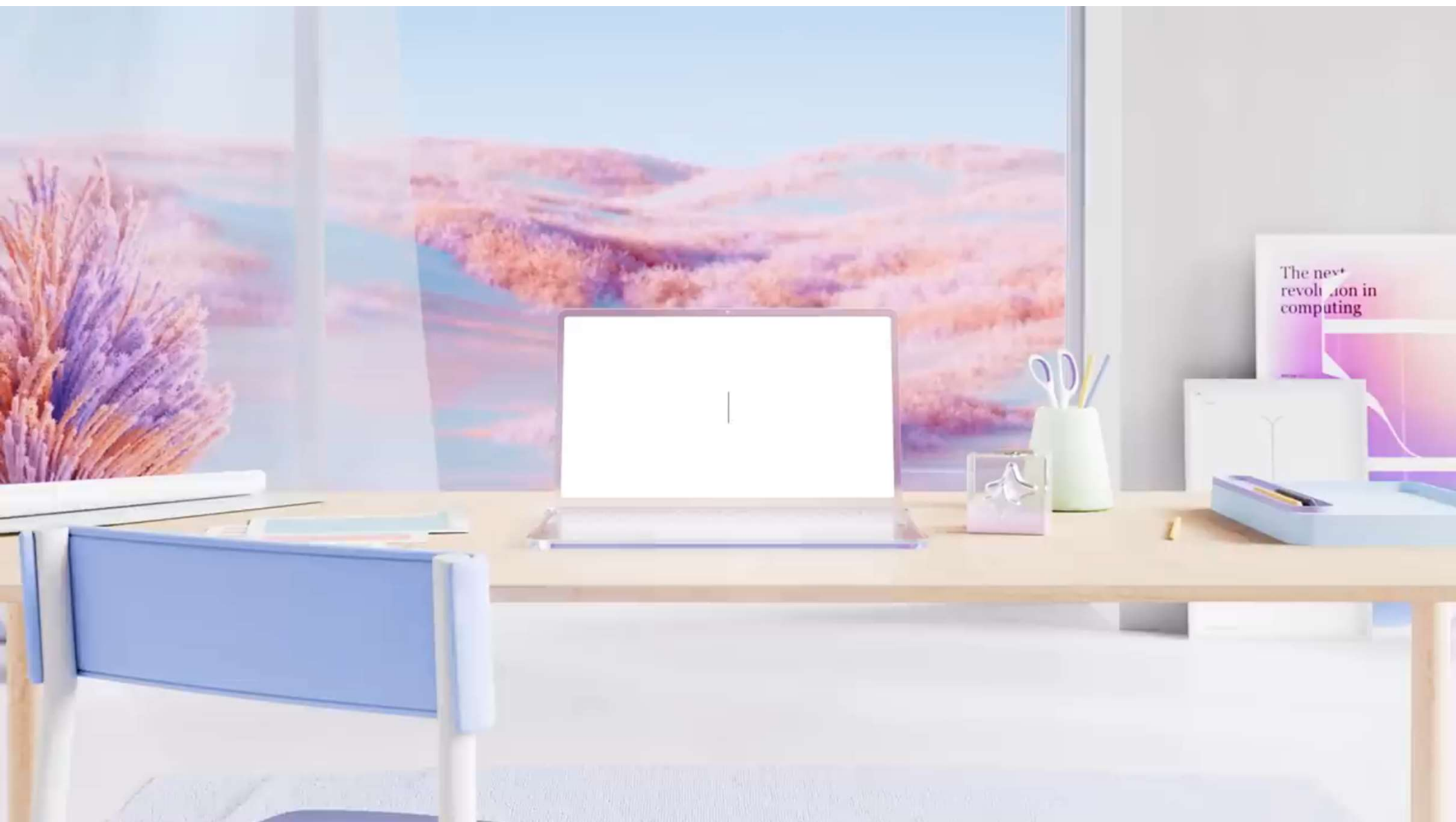
Extended functionality from plug-ins that
add new knowledge and new actions



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

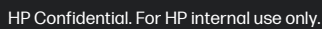
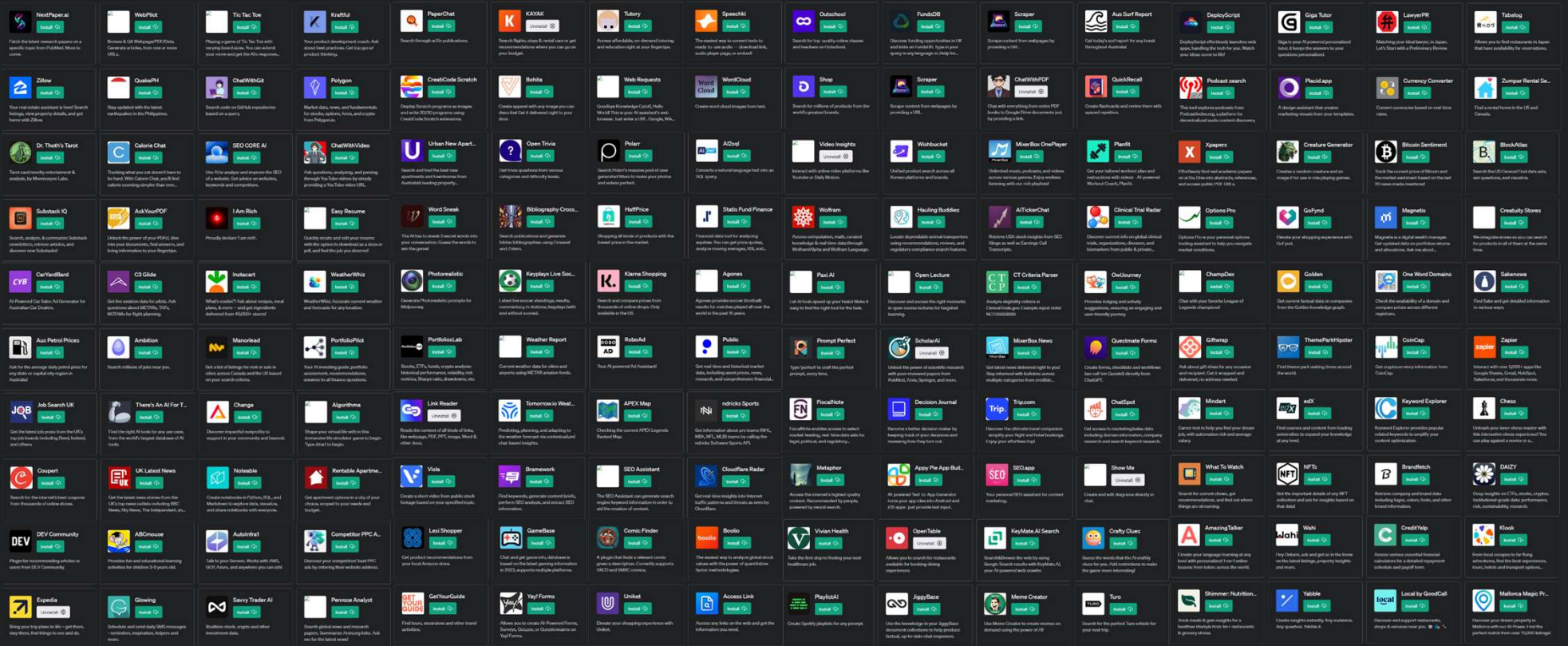


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Here come the Copilot Plugins ...

Developing ... at a rapid ... pace



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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Areas most impacted by AI/ machine learning so far¹

IT department

55%



IT help desk

48%



Customer
service

27%



Sales and
marketing

18%



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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

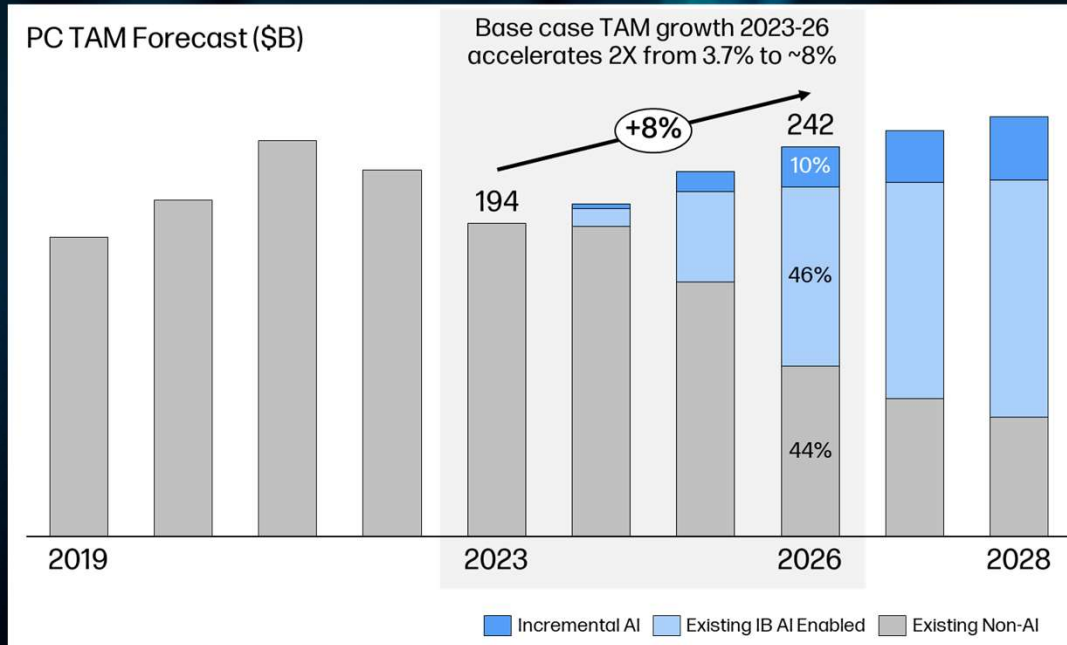
61% of ITDMs say their AI investment will increase up to¹

25%



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AI will create new sales, growth & expansion opportunities



The power of local PC:

PC market growth rate by 2x

Higher avg selling prices

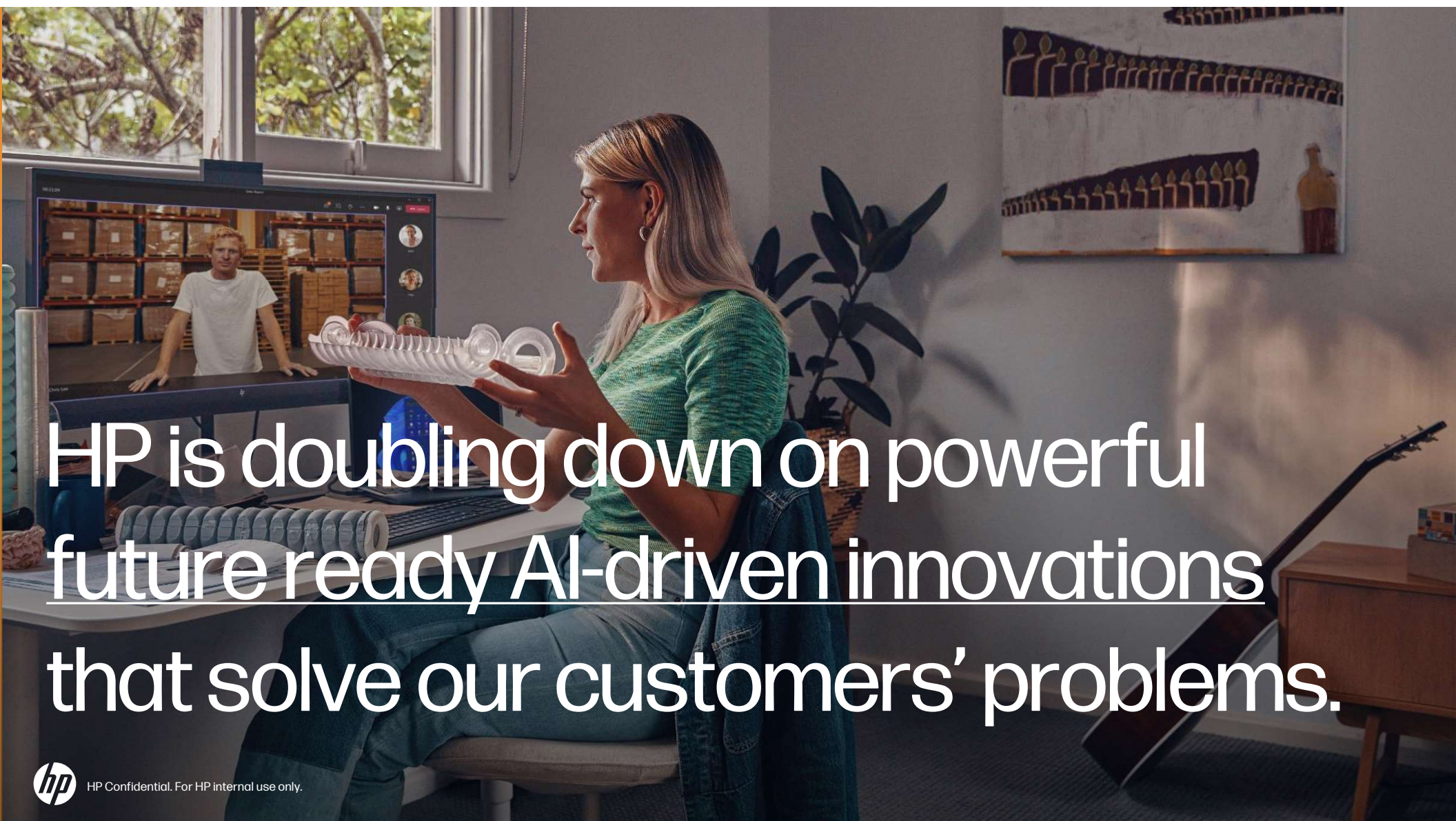
Accelerate PC refreshes (more units)

50% of PC TAM will be AI optimized by 2026

What is HP's AI strategy?



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HP is doubling down on powerful
future ready AI-driven innovations
that solve our customers' problems.



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2024 Business Notebook Portfolio



HP Series	ProBook	EliteBook			NEW	Dragonfly
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	Ultra G1q	Dragonfly G4
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 .	Intentionally and intelligently designed to optimize the use of AI , delivering a work experience that breaks through the boundaries of what's possible.	Best collaboration and productivity experiences in a lightweight, beautifully designed, secure device
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	Qualcomm 14" diagonal clamshell	intel. 13.5" diagonal clamshell
Microsoft Copilot key ⁸						

Notebook images not shown to scale.



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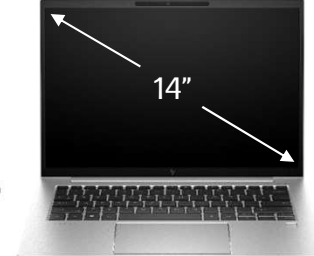
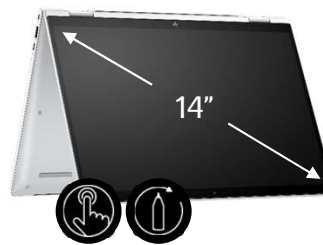
NPU²³ available on select configurations



Next-gen AI PC with NPU,⁸ 45+ TOPS

Something for everyone in a hybrid world

G11 offerings overview



intel

HP EliteBook 630 G11
HP Elite x360 830 G11 HP EliteBook 830 G11

HP ProBook 440 G11

HP EliteBook 640 G11

HP EliteBook 840 G11

HP Elite x360 1040 G11

HP EliteBook 1040 G11

HP ProBook 460 G11

HP EliteBook 660 G11

HP EliteBook 860 G11

AMD

HP EliteBook 835 G11

HP ProBook 445 G11

HP EliteBook 645 G11

HP EliteBook 845 G11

HP ProBook 465 G11

HP EliteBook 665 G11

HP EliteBook 865 G11

- ProBook 400 Series
- EliteBook 600 Series
- Elite 800 Series
- Elite 1000 Series

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Designed for the



AI revolution.

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 Platform processor³
and 40+ TOPS NPU²³



Ultra thin. Ultra light. Ultra mobile Next-Gen AI PC



Freedom to work on the go with long battery life

polycamerapro Optimal conferencing experience with Poly Studio¹¹

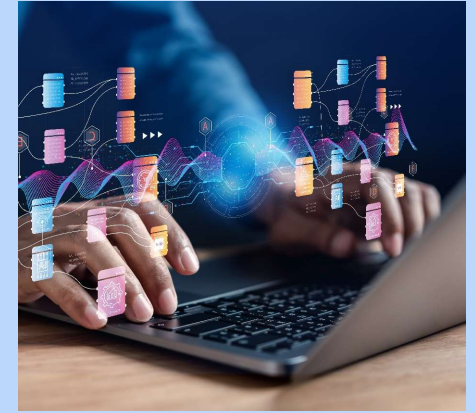


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Raise the bar with on-device AI inferencing

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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Product highlights

HP EliteBook Ultra G1q

Work inspired from anywhere with a PC designed to optimize the potential of AI.



Productivity

- Qualcomm® Snapdragon® X Elite Platform 12 core CPU^{3,23}
- **Take on AI workloads faster** with 40+ TOPS NPU²³
- **Personalize your AI experience** by asking it to use your personal files for quick answers and generative AI content with HP AI Companion³⁸
- **16GB LPDDR5x8400** Memory
- **Enjoy an ample view** with a 2.2k (2240x1400) WLED low blue light touch display⁵
- **Lower power consumption with max performance** in a 59Whr⁶ battery

Design

- **Built for mobility** at 14.4mm max height⁵² & under 3lbs⁷
- One-touch keyboard access to **Microsoft Copilot**⁸
- **Work with ease** on a large keyboard and clickpad
- New hinge design for **optimal thermal ventilation**
- From PC to packaging, **built with sustainability in mind**

Collaboration

- **Real time AI powered video optimization** with Poly Camera Pro^{11,40}
- **5MP + IR** camera that delivers a professionally tuned image to show true colors in high resolution
- **Fast internet speeds** with Wi-Fi 6E⁹ or Wi-Fi 7¹⁰

Security

- Chip-to-cloud security with a **Microsoft Secure Core PC**²⁴ that includes **Microsoft Pluton** Security
- **Seamlessly lock PC** when you walk away with Microsoft Presence Sensing³²



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Mobile Workstations

2024 ZBook Portfolio – Enhanced by AI

Designed for professional workflows

AI
PC

ZBook Firefly



2D & light 3D workflows, data science model building/AI

Firefly 14" intel | AMD
Firefly 16" intel

Up level performance. Not size.

Pro-level performance combines with true mobility in this sleek and powerful laptop. Stay productive wherever you're working with AI-accelerated performance¹ that dynamically anticipates and adjusts, delivering exceptional power efficiency and battery life to manage projects from anywhere.

AI
PC

ZBook Power



+Medium 3D workflows, 1080P video editing, light rendering/ simulation/data analysis

Power 16" intel | AMD

Pro-grade performance within reach.

Upgrade to professional, AI-enhanced¹ performance at an unbelievably affordable price.

Power up your productivity on this durable yet premium PC with pro-grade components to run pro apps for AI development, 3D modeling and conceptual design with exceptional power efficiency and battery life.

AI
PC

ZBook Studio



+Heavy 3D workflows, 4K+ video editing, medium rendering/ simulation/data analysis

Studio 16" intel

Powerfully immersive. Perfectly sized.

Be ready when inspiration strikes. Packed with professional, AI-enhanced¹ performance in a sleek PC that easily fits in your bag, ZBook Studio is designed to get you in the zone and help you stay focused.

Now you can build complex assemblies, render in real-time or visualize data—from anywhere.

ZBook Fury



+Multiple heavy workflows simultaneously, VFX & compositing

Fury 16" intel

So powerful you'll forget it's a laptop.

Tackle your most intense workflows with the ZBook Fury—offering a desktop class CPU in a laptop.

With pro-graphics, complete color accuracy, and enhanced collaboration features you can edit 8K videos, render in 3D or train machine learning models.

Experience extreme pro performance—all on the move.



ZBook Firefly 14" G11 A with next gen AMD Ryzen™ PRO¹

Up level performance. Not size.

Pro-level performance combines with true mobility in this sleek and powerful laptop.

Stay productive wherever you're working with AI-accelerated performance⁶ that dynamically anticipates and adjusts, delivering exceptional power efficiency and battery life to manage projects from anywhere.



Up to

- AMD Ryzen™ PRO processor with integrated Radeon™ PRO graphics and AMD Ryzen™ AI^{1,2}
- 64 GB SODIMM DDR5 5600³
- 2 TB SSD storage and PCIe® Gen4 x4 NVMe⁴
- HP DreamColor Display^{5,6}
- ISV certified for superb performance with leading software providers.



What's new on ZBook Firefly

with next gen AMD Ryzen® PRO
G10 A to G11 A

New AMD Ryzen® PRO

Ryzen Pro¹ HS processors (28W) enable users to allocate to VRAM up to 16GB* of shared memory rivaling a similar configuration with discrete graphics, strong battery life², and enables the next era of AI experiences.

Graphics Memory

Larger selectable graphics memory – up to **16 GB**.

WWAN 5G

With optional 4G for faster broadband connection.



Larger Starting Battery Size^{3,8}

New larger 56Whr⁷.

Smart Sense⁴ uses AI to adapt to performance needs and keeps your PC cool.

Brighter 300 nit Entry Panel

This AI feature with adaptive color is brighter than the previous generation for better experiences on the go.

2024 Software load that will support new collaboration, productivity, and power experiences.





ZBook Power 16" G11 A with next gen AMD Ryzen™ PRO¹

Pro-grade performance within reach

Upgrade to professional, AI-enhanced performance at an incredibly affordable price.

Power up your productivity on this durable yet premium PC with pro-grade components to run pro apps with exceptional power efficiency and battery life.

- AI development
- 3D modeling
- Conceptual design



Up to

- AMD Ryzen™ PRO processor with integrated Radeon™ PRO graphics and AMD Ryzen™ AI
- NVIDIA RTX™ 3000 Ada Laptop discrete GPU
- 64 GB 5600 SODIMM DDR5²
- 8TB PCIe® Gen4 x4 NVMe³
- ISV certified for superb performance with leading software providers.

What's new on ZBook Power

with next gen AMD Ryzen® PRO
G10 A to G11A

New AMD Ryzen® PRO

Latest generation AMD Ryzen Pro⁴ processors provide strong battery life² and enable the next era of AI experiences.

More from NVIDIA RTX™ Ada Laptop GPUs

New 1000 Ada and 3000 Ada Laptop GPUs unlock new levels of productivity.

Additional USB-C TBT Port

Improved connectivity, never run out of ports for your peripherals, now with 2 USB-C TBT ports.

New SD card slot

Easily access your data/photos.



Great conferencing experience with FHD Baseline camera
with option to 5MP + IR.

16" with 16:10 aspect ratio
See more do more.

Brighter 300 nit Entry Panel
This AI feature is bright than the previous generation for better experiences on the go.



Integrated Microsoft Copilot Key⁹
One touch access to your AI assistant.

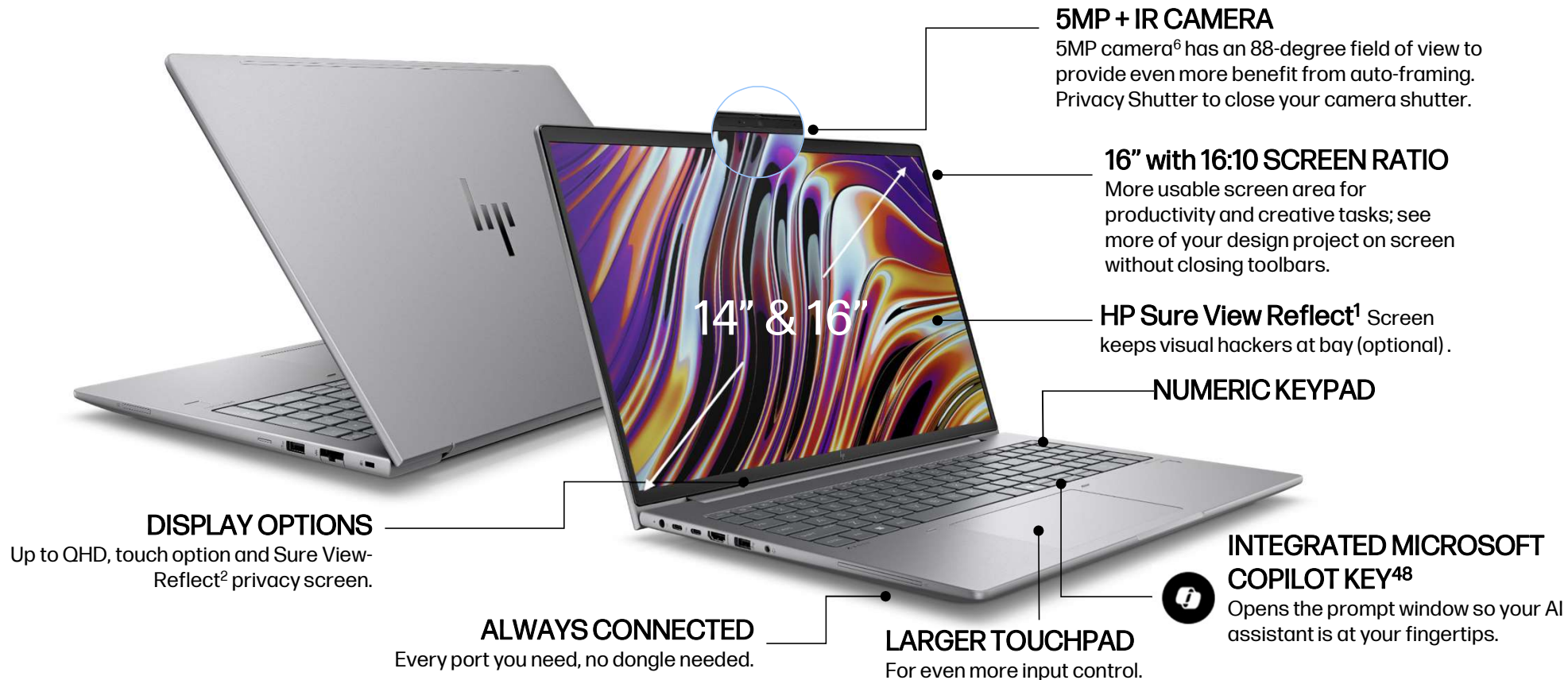
Optional WWAN
Always stay connected.

Smart Sense⁶ uses AI to adapt to performance needs and keeps your PC cool.



ZBook Power G11/G11 A

Product Walkaround





New Innovations Elevating Hybrid Work



Key Innovations in 2024

Hardware



New HW NPU⁴ offloads AI processing from CPU and enables real-time processing with less power

New ID for 400, 600 & 1000 series

16:10 panels and **DDR5 memory** offering extended to 400 & 600 series

Next generation **Sure View 5¹²** privacy display option with an improved and secure visual experience

AI Driven Intelligent Performance



HP Smart Sense¹ improvements; available on both Intel & AMD

Reduced battery draining with updates to Modern Standby and Intelligent Hibernate

Real time energy consumption monitoring and reporting with power usage tracking⁵

Audio & Video



AI enabled enhanced audio quality with **Poly technology** and **Microsoft Windows Studio²** video enhancements

Dynamic Color tuning⁶ automatically correct color shifts caused by ambient color sources (such as a monochrome background)

One click pairing experience with select Poly headsets without the need of a Bluetooth[®] adapter

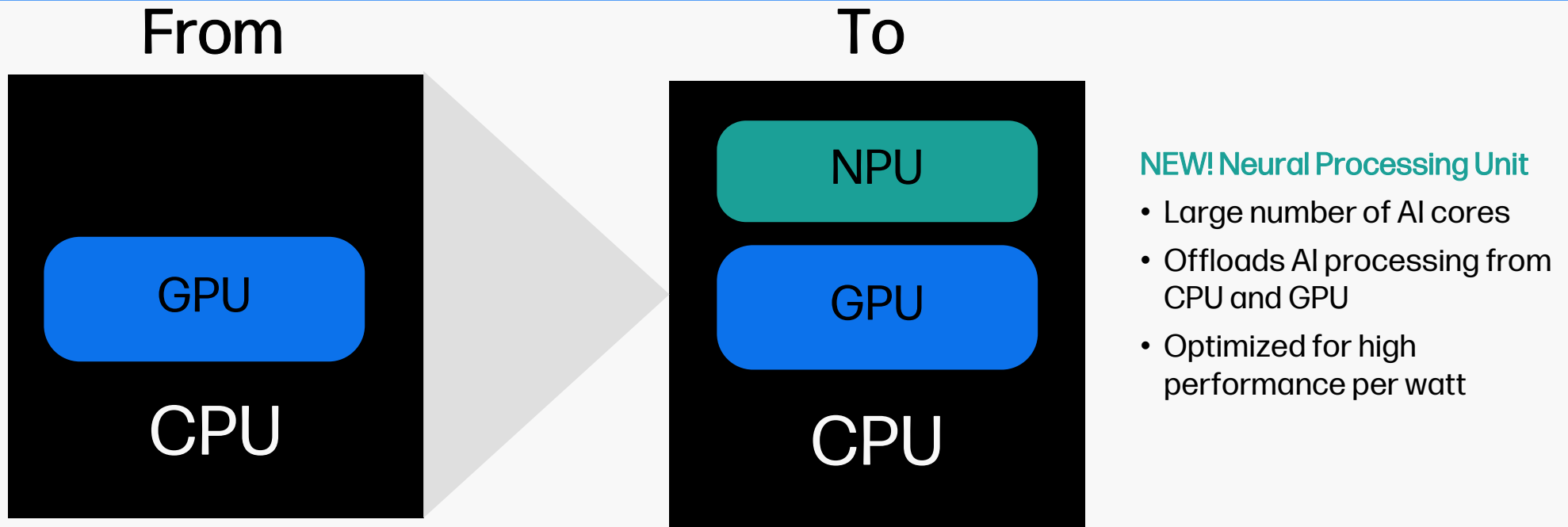
Augment the notebook experience with full ecosystem (Poly, displays, peripherals, & services)

Work & Collaborate Securely & Managed from Everywhere

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On Device inferencing is Driving New Silicon Accelerators

NPU best for sustained AI workload at low power



On-device inferencing is driving new silicon accelerators (NPU) for new operations at lower price/performance

Processors with NPU⁴ available on EliteBook 1000, 800/805, 600 & ProBook 400 Series

Powered by AI with Intel® Core™ Ultra



3 productivity engines:

CPU – ideal for light-weight, single inference low-latency AI workloads like applying photo filters in Photoshop

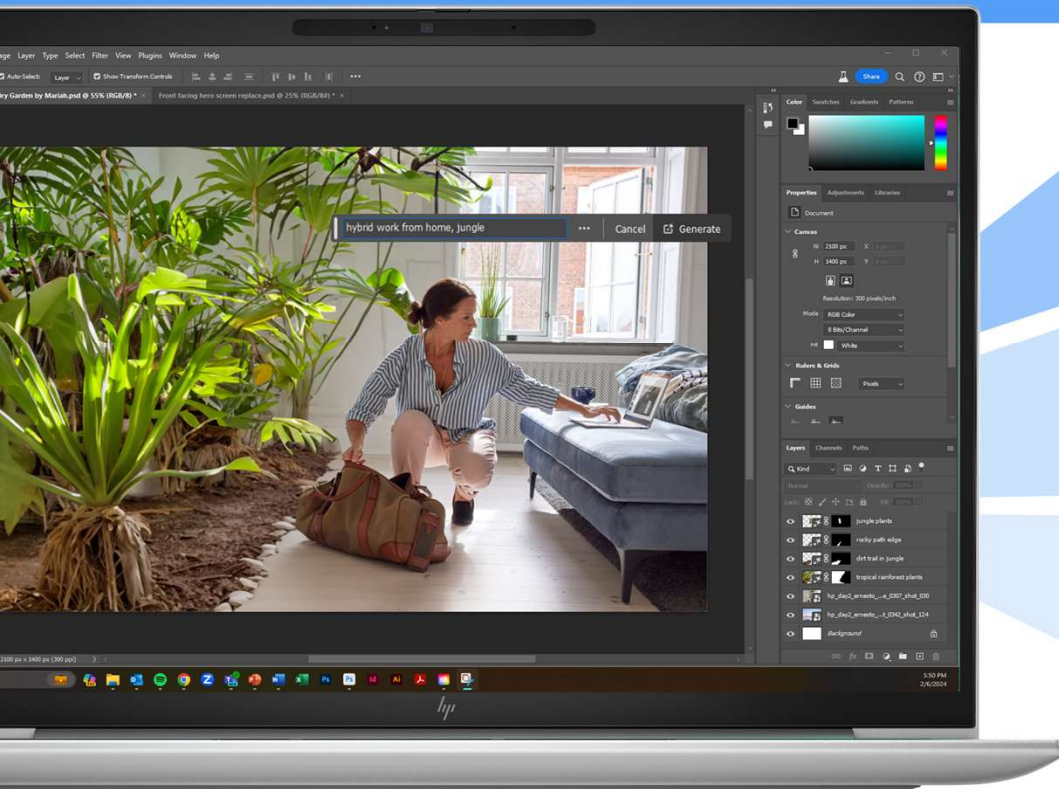
NPU⁶⁶ – dedicated low-power AI engine ideal for sustained AI tasks like using Windows Studio Effects background blur during a video call

GPU – ideal for AI-accelerated digital content creation where workload requires more power like Premiere Pro



Powered by AI with Next Generation AMD[®] Ryzen

AMD
RYZEN
PRO



3 productivity engines:

CPU – ideal for light-weight, single inference low-latency AI workloads like applying photo filters in Photoshop

NPU⁶⁶ – dedicated low power AI engine ideal for sustained AI tasks like using Windows Studio Effects background blur during a video call

GPU – ideal for AI-accelerated digital content creation where workload requires more power like Premiere Pro



AI experiences available now



AI Features Embedded
Throughout HP Portfolio

VIDEO

HP Presence multi-cam & framing experiences

AUDIO

Eliminating hybrid work noises through ML training
Dynamic Voice Leveling - Be heard around the room
Voice Clarity - Mask Detection

PRESENCE

Walk away lock & Wake on Approach
for security and power savings

DISPLAY POWER

Content, ambient, and usage-based power management
by adjusting refresh, contrast and brightness

MOTION AI

In/Out Bag Detection for power savings
On Lap/Table detection for skin temperatures
management

ALL DAY BATTERY

AI Power Management

PRIVACY & PRODUCTIVITY

Shoulder-surfing alert
Attention-based screen dimming



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New Modern Designs in 2024

Premium



Beauty meets performance with the redesigned EliteBook 1000 series

New premium color, **Glacier silver**

Matte finish that resists fingerprints and smudges

Larger keyboard and clickpad for easy typing and navigation

Ultra-light and responsibly crafted for ultimate portability

Mainstream



A new modern look with the latest technology in the redesigned EliteBook 600 and ProBook 400 series

Rounded edges and **finger recess** for a more comfortable hold

New 16:10 panel with more screen real estate (vs. G10)

Larger keyboard and clickpad for easy typing and navigation

New port layout for ease of use

One-touch access to your AI assistant

Offload tasks to Microsoft Copilot so you can be more productive

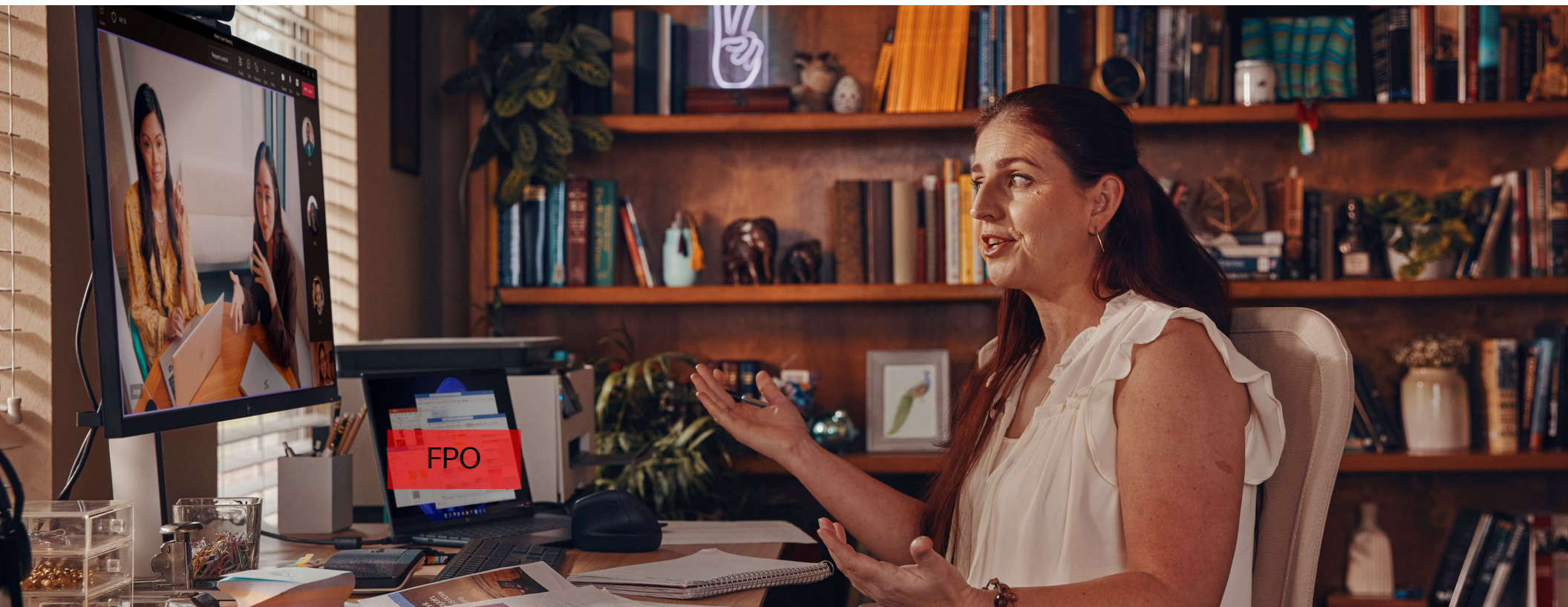


C



Microsoft Copilot⁵² key opens the prompt window so your AI assistant is at your fingertips.





Collaboration experiences



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Key Experiences in 2024

Enhanced Collaboration



Work together virtually like you're in the same room

Enable your workforce to engage and collaborate authentically from anywhere with immersive conferencing and collaboration experiences.

- Look and sound better
- More engaging and interactive conferencing
- Seamlessly share content

Seamless Performance



Tackle the toughest tasks with ease, from wherever you work

HP can provide the tools for a simple, frictionless work experience that allows your people to perform at their best in and out of the office.

- Ensure my PC runs smoothly
- Increase my comfort level
- All my settings in one place

Strong Endpoint Security



Let your PC worry about security risks so you can work from anywhere without worry

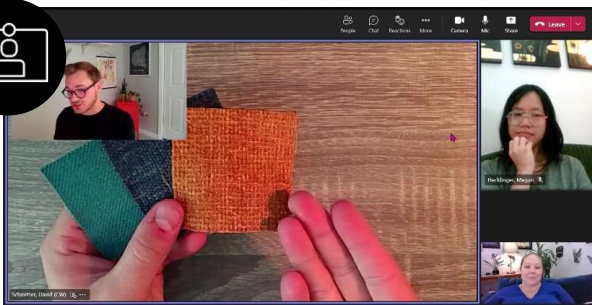
Work from anywhere without worry knowing your device, data, and identity is protected with the most comprehensive built in, hardware enforced full stack defense against evolving threats.

- Help protect your device
- Help protect your privacy
- Help protect your data

Augment the notebook experience with full ecosystem (Poly, displays, peripherals, & services)
Work & Collaborate Securely & Managed from Everywhere

Leveraging AI for better hybrid experience

Enhancing Collaboration, Power, and Productivity for the new way of working



Video Enhancements

Auto Camera Select^{1,3}

Uses intelligent face tracking with multiple cameras to put your best face forward.

Lowlight/Backlight Improvement

Be seen in your best light

Poly DirectorAI Smart Camera Technology

- Group & People Framing
- Speaker Framing
- Presenter Tracking

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Audio Enhancements

HP AI-based Noise Reduction 2.0³

Advanced filters inbound & outbound noise

AcousticFence

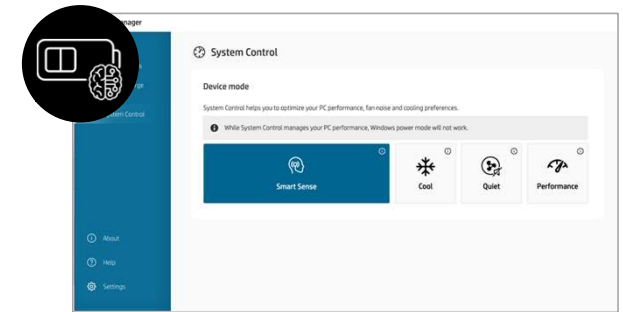
Filtering out noise or conversations outside a defined space

Poly NoiseBlockAI

Filtering non-human speech noise wherever you are



Controlled in **myHP** - Easily customize audio, video, keyboard and other settings from a single application



Power & Productivity

Smart Sense⁴

Intelligently optimizes your PC power and thermal performance based on your usage scenario.

Intelligent Hibernate⁷

As you move throughout your day, your PC learns your habits and conserves your battery's charge

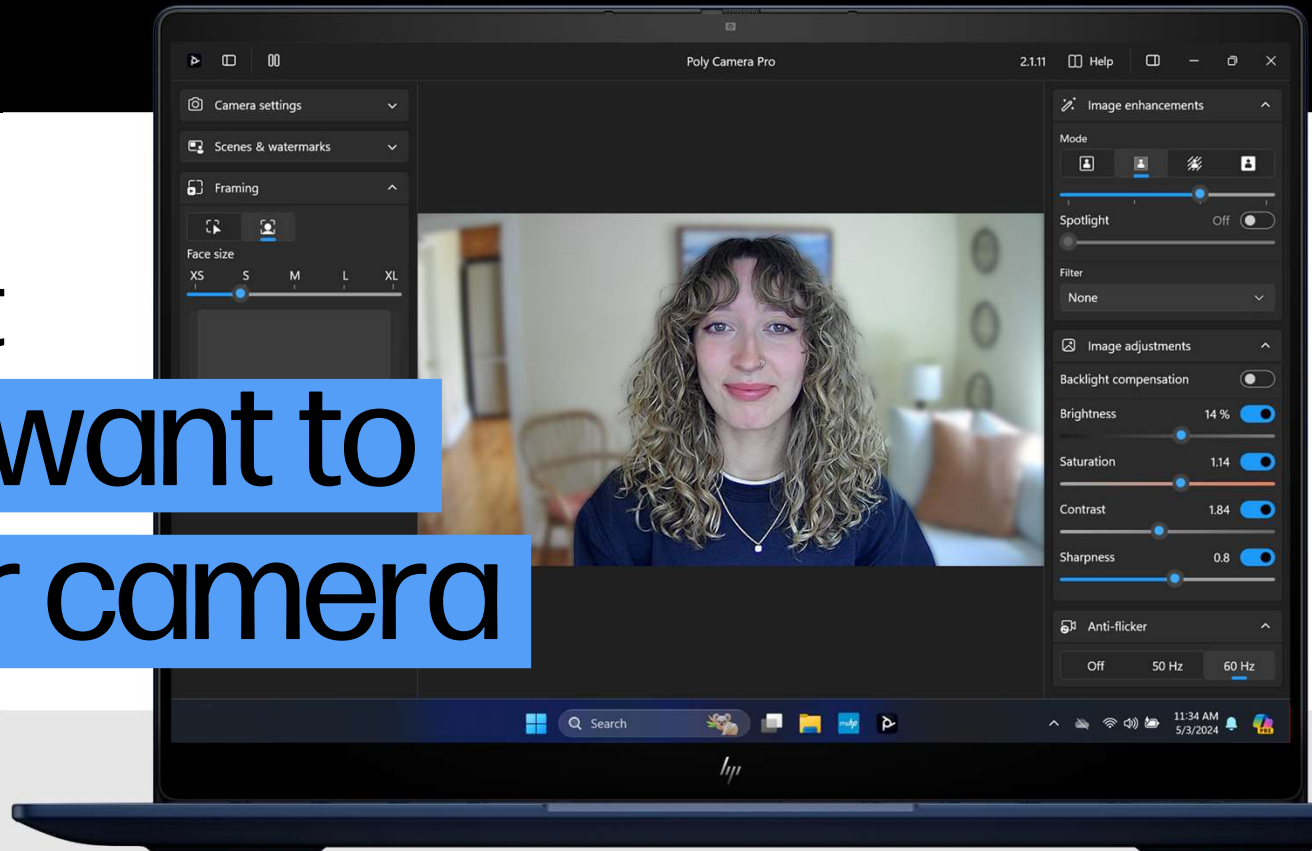


Controlled in **HP Power Manager** - Manage and monitor battery performance and customize charging options



poly camera pro⁴²

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



AI-based features

- Spotlight
- Background Blur & Replace
- Filters
- Auto Framing

Customizable Scenes
& Watermarks

Image Adjustments

Apply your video effects across
all collaboration & streaming apps.⁴³



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streamlabs

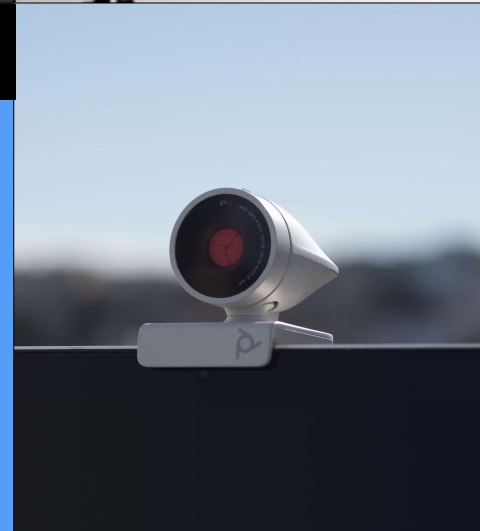
Third party logos are trademarks of their respective brands and may require paid subscriptions.



poly camera pro⁴²

A new AI-enabled collaboration app that lets you

Be authentically you on any camera

⁴¹



AI-based

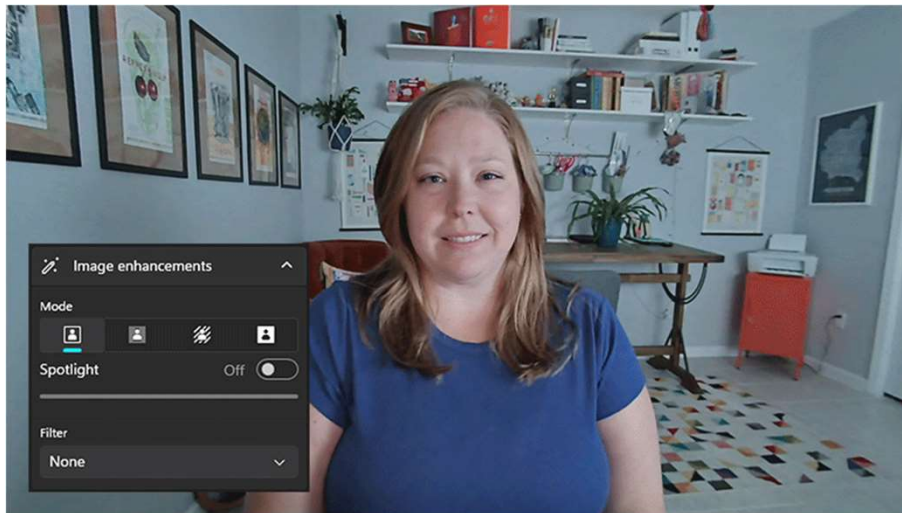
poly camera pro⁴²



Enabled in myHP

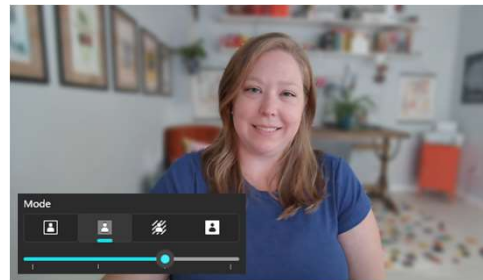
Make a lasting impression with AI

Help prevent battery drain on long video calls with AI-powered image enhancements.



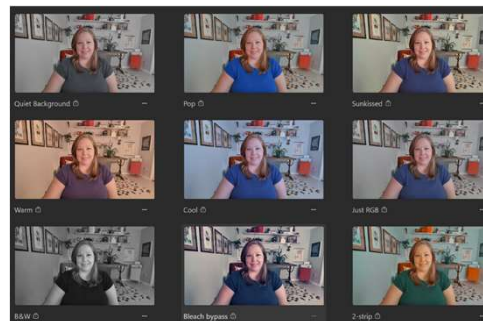
Spotlight

Keep the focus on you with an adjustable Spotlight that highlights the speaker by increasing the contrast between the speaker and the background.



Background blur & replacement

Adjustable background for improved privacy, or change your background to an image of your choice.



Filter gallery

Style your video stream to make a memorable impression with color grading through a variety of filters.



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Bring authenticity to every meeting



Control when you're seen

With the added peace-of-mind with HP Privacy Camera²⁷ that physically blocks your webcam with a simple slide.



Look sharp

With the high-resolution 5MP IR camera

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Fine tune your image

With Image Adjustments

Customize your video brightness, saturation, contrast, sharpness and backlight⁴⁴ to fine tune your image precisely how you want it.





AI-based

poly camera pro⁴²



Enabled in myHP

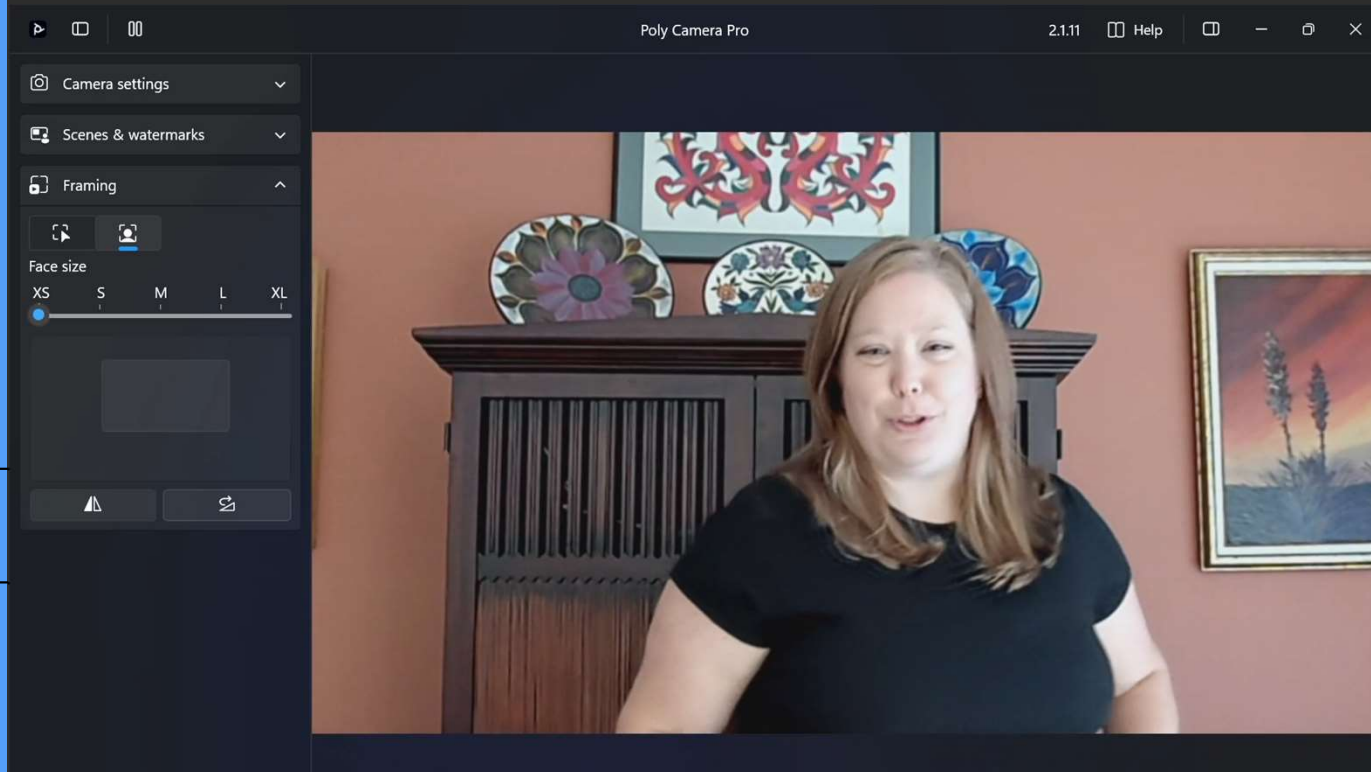
Move freely and be seen with AI framing

With Auto Framing & Panning

Stay centered in the frame, even
as you move around.

Select your preferred crop with
pan and zoom abilities.

Mirror or rotate your image.



No matter where or when you're working Be seen in your best light



Avoid overexposure

Backlight WDR⁹ detects if there is too much light coming into the camera lens and automatically adjusts to balance out the light.



Brighten dark rooms

Low light Improvement⁹ detects if the room is too dark and automatically brightens the image to give you vibrant image quality.

Your camera sees what's going on in the room and automatically adjusts for optimal video.



AI-based

Look better than ever

Windows Studio Effects⁹ utilizes the NPU (Neural Processing Unit)⁶⁶ to provide real-time AI enhancements and help preserve CPU resources.



Background effects such as background blur



Eye contact compensates for eyes looking at the screen instead of the camera



Automatic framing automatically zooms and crops the image as you move around



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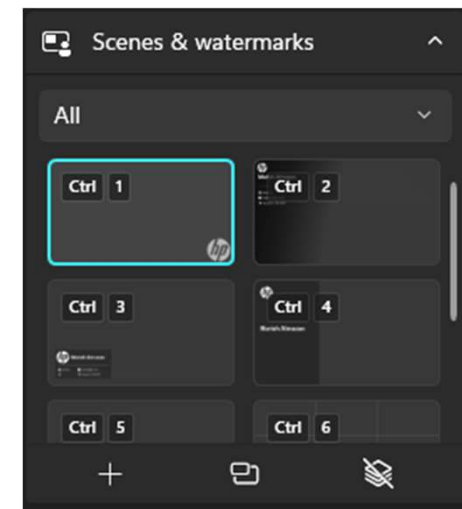
Showcase your hybrid work style



Personalize your image with custom graphic overlays

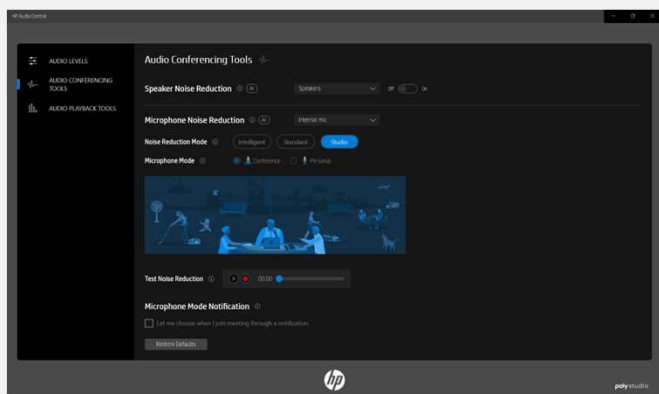
Represent your brand and company clearly on conference calls

Customize your video frame with a logo, name, email, social handles, and more



Next Generation of Collaboration

Audio tuning by Poly Studio



NEW - For those times when you need to record a podcast or video, **Studio Mode** provides optimal frequency range for high-quality stereo recording.



HP Dynamic Voice Leveling⁶ automatically **enhances microphone gain to optimize voice clarity** within 3-meters of the PC.



AI-Based Noise Reduction⁶ **filters both inbound and outbound background noise** like- like dogs barking, paper rustling, sirens, and lawn noise - for an enhanced conference call experience.

Windows Studios Effects



Touch-up your video with **Windows Studio Effects²** that utilize the NPU (Neural processing unit)⁴ to provide real-time AI enhancements and help preserve CPU resources.



Background effects—effects such as background blur



Eye contact—an effect to compensate for eyes looking at the screen instead of the camera



Automatic framing—an effect to automatically zoom and crop the image as you move around

Better Together with Poly Technology

Coming
Summer
2024

One Click Pairing



Seamlessly connect your Poly headset to your HP notebook

PC **automatically detects** your Poly headset once powered on and proactively asks to connect

Adapter Free



One click automatic headset pairing means you no longer need a Bluetooth® adapter, freeing up an additional USB port

Switch between **two simultaneous connected devices** (Notebook & Smartphone)

Making Hybrid Easier



Bluetooth® Direct from Poly will make hybrid work easier, supporting fast and simple pairing, in-call experiences, management, and analytics

Available on 400/405, 600/605, 800/805 & 1000 series with Poly Lens software preinstalled



AI-based

| poly studio

Audio tuning by Poly Studio



NEW - For those times when you need to **record a podcast or video**, **Studio Mode** provides optimal frequency range for high-quality stereo recording.



HP Dynamic Voice Leveling⁴ automatically **enhances microphone gain to optimize voice clarity** within 3-meters of the PC.

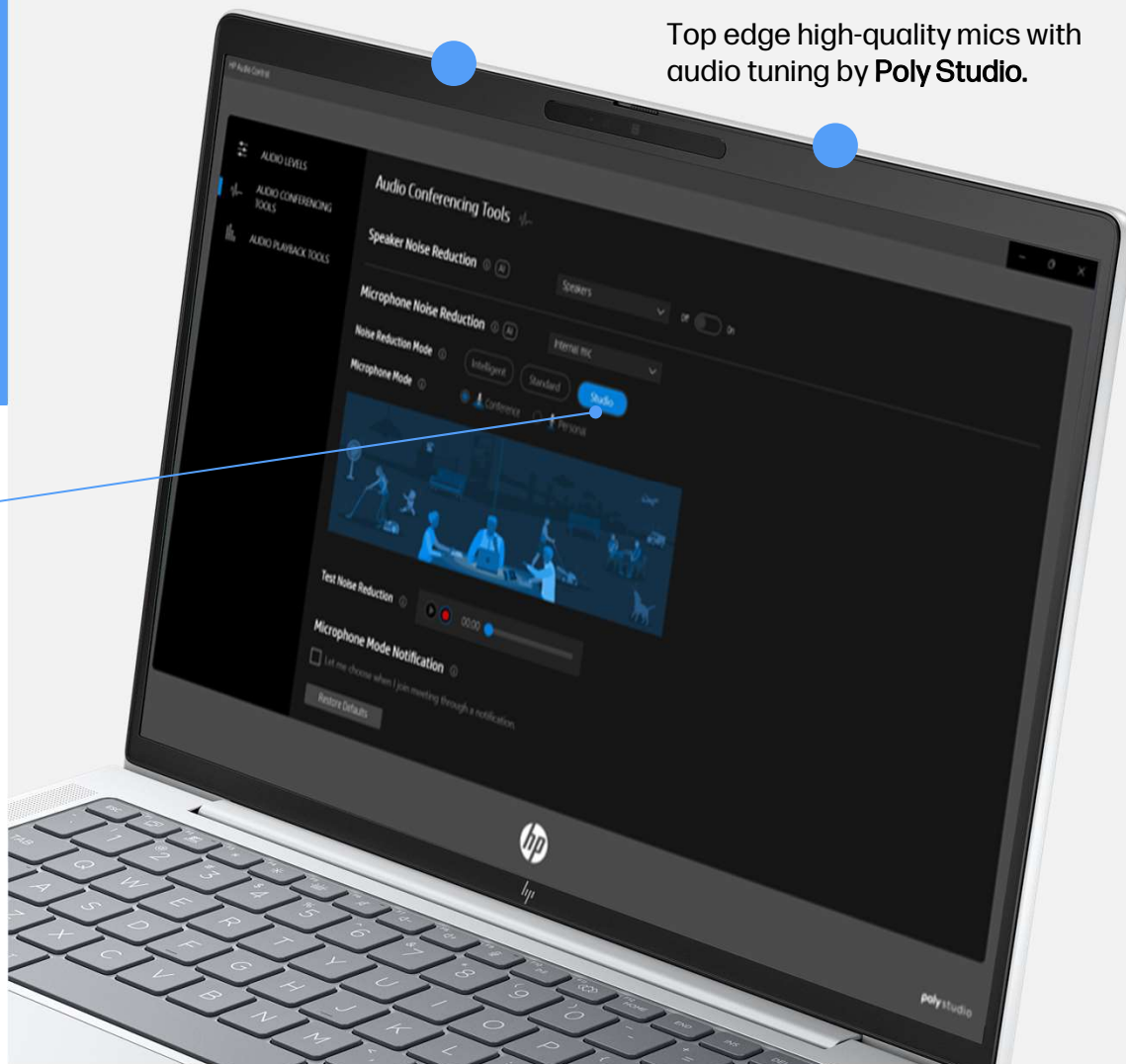


AI-Based Noise Reduction⁴ **filters both inbound and outbound background noise** like- like dogs barking, paper rustling, sirens, and lawn noise - for an enhanced conference call experience.



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



Focus on your connection, not connecting

Direct Bluetooth® connection from  poly



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Stand up and be heard

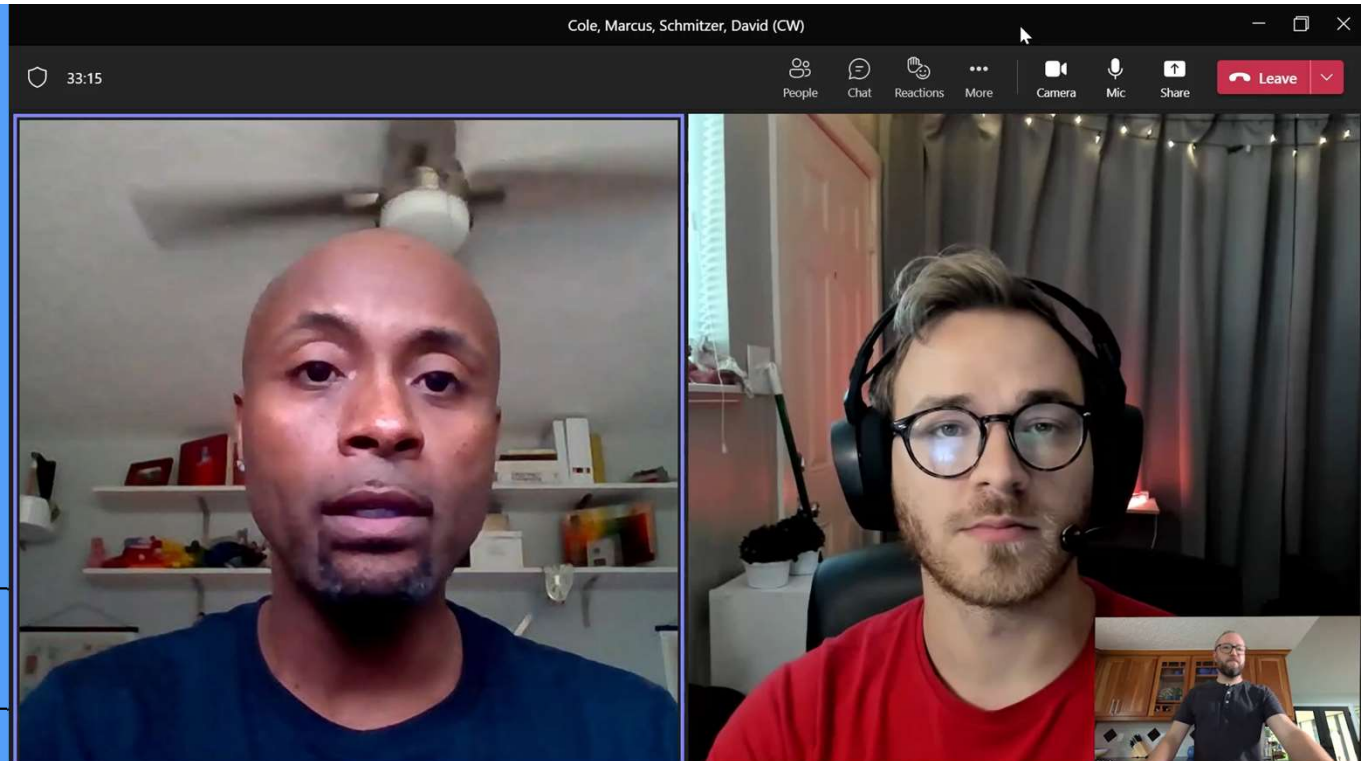
With Dynamic Voice Leveling⁴

HP Dynamic Voice Leveling⁴
automatically **enhances**
microphone **gain** to **optimize**
voice **clarity** within 3-meters
of the PC.

Walk and talk.
Stand and stretch.
Your PC will still
hear your voice.



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Feature demonstrated on HP Dragonfly Folio G3. Experience may vary depending on device.



Be heard loud and clear

With AI-based Noise Reduction⁴



Filters inbound &
outbound noise

AI-based advanced noise reduction filters background noise – like dogs barking, paper rustling, sirens, and lawn noise – for an enhanced conference call experience.



Feature demonstrated on HP Dragonfly Folio G3. Experience may vary depending on device.

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Available on the Elite x360 830



Enabled in myHP

Your PC adapts to how you work

with in/out of bag and on table/lap detection⁷⁵

When in your lap, your PC temperature reduces by 5°C for your **comfort**.

When in your bag, your PC hibernates to **save your battery**.

When you're on-the-go, your PC is **tuned to get up-and-running quickly**.

When you're at a table, your PC **maximizes performance**.



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Feature demonstrated on HP Dragonfly Folio G3. Experience may vary depending on device.

Easy connectivity from your hybrid workspace



Move around and work freely

Get a fast and reliable connection in dense wireless environments with gigabit data rate⁷⁶ **Wi-Fi 6E**⁴⁰ or **Wi-Fi 7**.⁴²



No Wi-Fi? No problem.

Optional support for **5G wireless broadband technology**^{41, 42} with 4x4 antennas that can deliver fast download and upload speeds.



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Enabled in myHP



AI-based

AI that transforms the powers of your PC

With HP Smart Sense³

Up to

40% quieter¹

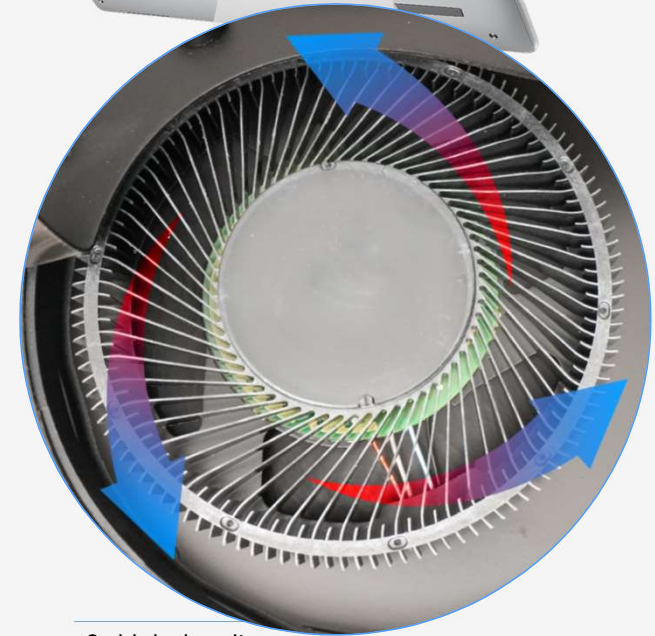
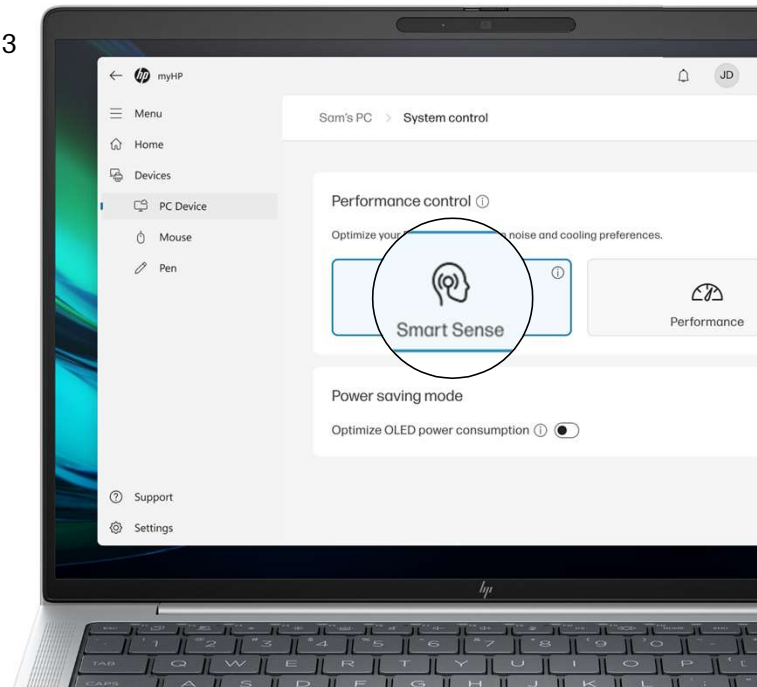
At least

40% improved performance⁷³

1040 G10 vs 1040 G11



HP Confidential



2x high-density turbo fans



Privacy & security



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World's first business PCs to protect firmware against quantum computer hacks.⁷⁷



HP WOLF SECURITY

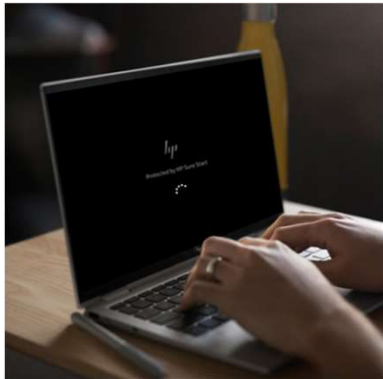
HP Endpoint Security Controller⁷⁸
A physically isolated, dedicated security microprocessor that protects the BIOS.



PC security to Enable business continuity



HP WOLF SECURITY



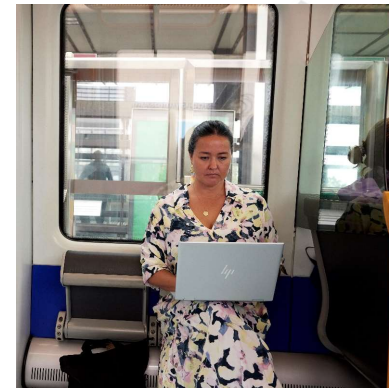
Self-healing firmware

Avoid potential downtime caused by firmware attacks or corruption with HP Sure Start,¹⁷ the world's first self-healing BIOS that restarts with a safe copy of the BIOS if an attack or corruption is detected.



Work without worry

HP Sure Sense,²¹ HP Sure Click,²² and HP Sure Run²³ provide resilient layers of security, built on zero trust principles, that allow you to work with confidence and relieve you from acting as a "security sensor."



Anytime, anywhere OS recovery

You have the power to **restore the OS from anywhere without IT intervention** and internet connection with HP Sure Recover Gen5¹⁸ to get back up and running fast.



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Protected by HP Wolf Security⁵

Equipping you with PC resiliency and protection



HP WOLF SECURITY



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

Above the OS	HP Management Integration Kit ²⁵ HP Sure View Reflect ¹² HP Sure Shutter	
In the OS	HP Client Security Manager Gen7 ²⁰ HP Sure Sense ²¹ HP Sure Click ²²	Advanced security options HP Wolf Pro Security Edition ²⁷ HP Wolf Enterprise Security ²⁸ HP Protect and Trace ¹⁵
Below the OS	HP BIOSphere Gen7 ¹⁹ HP Sure Start Gen7 ¹⁷ HP Sure Admin ²⁴ HP Sure Run Gen5 ²³ HP Tamper Lock ²⁶ HP Sure Recover Gen5 ¹⁸	

Securing today's workforce by addressing threats aimed at distributed workers



HP EliteBook 1040 G11



HP Elite x360 1040 G11



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One-touch privacy



Improved
battery
life

Brighter display
with higher
contrast

Animation is an illustration, results may vary.

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Work protected with HP Sure View 5^{12, 72}



Introducing Sure View 5 Our Next Generation Privacy Panel



HP WOLF SECURITY

Preserve your privacy & access to sensitive information



Protect sensitive information from
prying eyes¹²

Block prying eyes' from viewing your screen
with optional HP Sure View 5¹² that **makes your
screen unreadable** from the side.

What's New In Sure View 5

1. **Visual experience:** a sharp and clear image with more uniform color and brightness from edge to edge, both when privacy is on and off.
2. **Privacy experience:** When privacy is on the screen goes to black as the viewer's angle is changed. This is a more comfortable and natural viewing experience vs. the copper effect used by Sure View Reflect
3. **Power efficiency:** Sure View 5 panels draw less power than previous generations. This means up to 1 ½ hours of additional battery life vs. previous generations.*

Coming Soon
to EliteBook
800 & 1000
Series



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* Based on HP Internal testing using BAPCO Mobile Mark 25 with privacy setting on. Tested configuration HP EliteBook 840 G11 with Intel Core Ultra 7 155U CPU, 16GB x 2 RAM (32GB total). Panel resolution set to 1920 x 1200. Mobile Mark 25 battery life will vary depending on various factors including product model, configuration, loaded applications, features, use, wireless functionality, and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. See www.bapco.com for additional details.

Preserve your privacy & access to sensitive information



HP WOLF SECURITY



Protect sensitive information from prying eyes

Block prying eyes' from viewing your screen with optional HP Sure View Reflect^{12,72} that **makes your screen unreadable** from the side.



Control when you can be seen

Get peace of mind with the built-in HP Privacy Camera that **physically blocks the lens of your camera** with a simple slide.



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Worry less about a lost or stolen PC

with HP Wolf Protect and Trace¹⁵



Remotely find and secure⁶⁸

Remotely locate a PC and quickly secure the device by locking it or wiping its data



Prevent bad actors bypassing lock

with hardware-enforced persistence



Prevent unauthorized lock and wipe

with threshold cryptography

Care Pack
available on HP
1000 Series G11
devices

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We are reinventing the PC...again

Engineered to beat the competition:

No matter what AI workload and how much is being offloaded to the PC
we want to provide the best experience in terms of thermal, performance, acoustics,
battery life and the best HW and sensor placements **for AI workloads**



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Sustainability & durability



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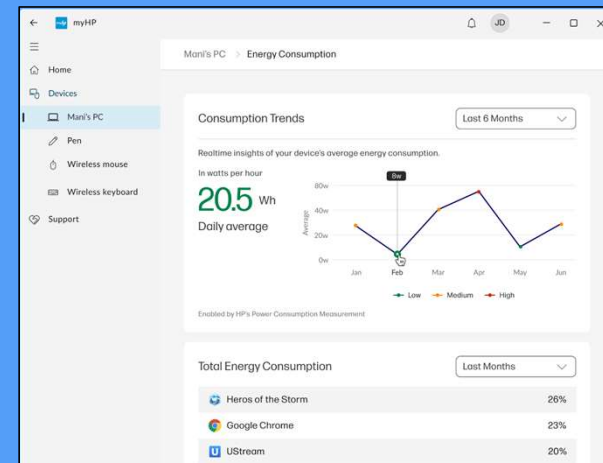
Enabled in myHP

Enabling smart PC usage

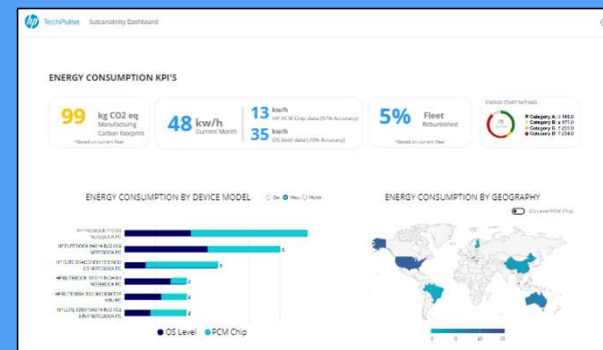
See power usage and get recommendations to reduce energy use with a real-time power consumption dashboard.⁵⁰



HP Confidential



For end users:
Power Consumption Measurement in myHP



For ITDMs:
IT Energy Dashboard in HP Proactive Insights

All screen views are illustrations and may not be representative of final dashboard.



Help protect our shared future



**90% recycled
magnesium**

In the covers of the
EliteBook 1040 G11⁷⁰



**Recycled
fishing nets**

In the keyboard of the
EliteBook/Elite x360
1040 G11³¹



**30% ocean-
bound plastic**

In the speakerbox
of the EliteBook/Elite
x360 1040 G11³³



**21% recycled
cooking oil**

In the bezel of the
EliteBook 1040 G11³⁴



**100%
sustainably
sourced
packaging⁷¹**



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Help protect our shared future



Part of the world's most sustainable PC portfolio.³⁹



[View the 2022 HP Sustainable Impact Report to see how we're making a difference.](#)






HP EliteBook 1040 G11



HP Elite x360 1040 G11



Before use	90% recycled magnesium or 75% recycled aluminium covers ³¹	✓
	EliteBook 1040 G11 bezels made with 21% recycled cooking oil ³⁴	✓
	Recycled fishing nets used in keyboard assembly ³¹	✓
	Ocean-bound plastic used in speaker box ³³	✓
	Battery pack made with at least 50% post-consumer recycled plastic ³¹	✓
	100% sustainably sourced packaging ⁷¹	✓
During use	Real-time total power tracking for end users and IT ⁵⁰	✓
	EPEAT® Climate+ Gold Registered in US ³⁵	
	 ENERGY STAR® Certified	✓
	 TCO Certified	✓
	Undergoes 19 MIL-STD 810 tested for durability ³⁶	✓
	Sanitizable ³⁷	✓
After use	HP Planet Partners	✓
	HP Device Recovery ³⁸	✓

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Keep it clean

Your device can be wiped down repeatedly with common household cleaning wipes.³⁷



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As clean as the wipe³⁷



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

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

The world's most secure PC portfolio

Strength of ecosystem technology partnerships across the industry

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

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



under HP CDA only.

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