



# FY21 D&A Asset Guide

Digital Enablement and Marketing Services

11/26/2021

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# Important notes for this presentation

- This is an HP document intended as a guidance for category, marketing and sales team to get an overview on NPI Marketing and Sales assets
- The official repository is HP Sales Central and HP Asset Hub. All assets appearing here are also available for view and download on HP Sales Central: [z.hpsalescentral.com](https://z.hpsalescentral.com) and HP Asset Hub: [hp.com/go/assethub](https://hp.com/go/assethub)
- If you have any question or comment on this presentation, please email to [nicusor.gheorghita@hp.com](mailto:nicusor.gheorghita@hp.com) and [julian.anthony.d Cunha@hp.com](mailto:julian.anthony.d Cunha@hp.com)
- This document will be updated on a weekly basis and uploaded on [Asset Hub](#)



# D&A Assets Guide – Outline

This presentation comprises of snapshots and downloadable links to all **NPI and Generic Assets**: Digital, Rich Media and Sales Enablement Assets for PS consumer products and technologies



## NPI Marketing, Sales and Generic Assets:

- Datasheets
- Product Overview, Animation and Feature Focused Video
- Etail Annotated Images and Amazon A+ Content
- Digital Assets
- NPI Toolkit
- Sell-in-Decks



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[Commercial Accessories](#)

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# Consumer Displays



HP CONFIDENTIAL – NDA REQUIRED



# OMEN 25i Gaming Monitor - Hypno



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet

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## Product Video

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Available in:

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## 360 Product Spin

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## Gaming Hub Video

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# HP M22f FHD Monitor - Joe



NPI Assets

PCB

HP Sales Central

HP Asset Hub

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# HP M24f FHD Monitor - Cameron



NPI Assets

PCB

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HP Asset Hub

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# HP M24fw FHD Monitor - Michell



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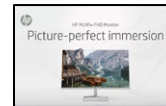


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# HP M27f FHD Monitor - Claire



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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# HP M27fw FHD Monitor - Phil



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# HP M32f FHD Monitor - Jay



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HP Asset Hub

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# HP M27fd FHD Monitor - Luke



NPI Assets

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HP Asset Hub

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# HP M27fq QHD Monitor - Alex



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# HP M24fwa FHD Monitor - Lily



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# HP X27 FHD Gaming Monitor - Redd



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## Datasheet



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# HP Z24u G3 WUXGA USB-C Display - Cobra



NPI Assets

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## Datasheet

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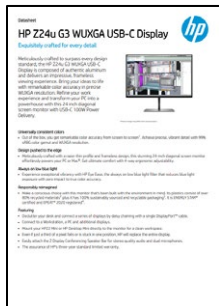
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## Amazon A+

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# HP U28 4K HDR Monitor - Oz



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## Datasheet



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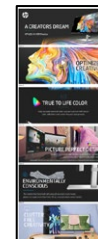
## Annotated 360 animation



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## Amazon A+



Available in:

EE

## Annotated Images



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# HP X24ih Gaming Monitor - Rath



NPI Assets

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## Datasheet



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## Customer Presentation



## Amazon A+



Available in:

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## Height Adjust – Annotated 360 animation



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# Consumer Accessories



HP CONFIDENTIAL – NDA REQUIRED



# HP Reversible Protective 14.1 - inch Laptop Sleeve - Oswego 14



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



NEW

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## Annotated Images



NEW

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## Amazon A+



NEW

Available in:

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# HP Reversible Protective 15.6 - inch Laptop Sleeve - Oswego 15



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet

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## Annotated Images

NEW



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## Amazon A+

NEW



Available in:

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# HP 150 Wired Mouse – Oreo



NPI Assets

PCB

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HP Asset Hub

Datasheet



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Amazon A+



Available in:

IT

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# HP Travel USB-C Multi Port Hub - Banff



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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## Annotated Images



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## Amazon A+



Available in:

EE/IT/PT/ES

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# HP Bluetooth Speaker 360 - Nala



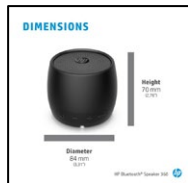
NPI Assets

PCB

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# HP Bluetooth Speaker 350 - Simba



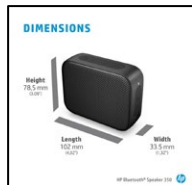
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PCB

HP Sales Central

HP Asset Hub

## Annotated Images



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# OMEN by HP Vector Wireless Mouse - Jolteon



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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## Customer Presentation



## Amazon A+



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## Product Animation



Available in:

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## Wireless Accessories Sizzle Video (WARP Wireless Technology)



Available in:

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## Annotated Images



Available in:

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# OMEN by HP Vector Wireless Mouse - Jolteon



NPI Assets

PCB

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HP Asset Hub

## Annotated 360 animation



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## Mouse and Mousepad animation



## Mouse animation



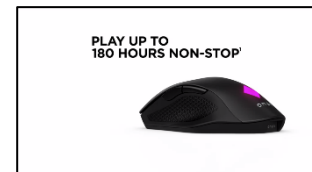
## Social Video Lag Free Gaming



## Social Video Fast Charging



## Social Video Battery Life



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# OMEN by HP Blast Headset - Foghorn

[NPI Assets](#)[PCB](#)[HP Sales Central](#)[HP Asset Hub](#)

## Datasheet



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## 360 Product Spin



## Annotated Images



Available in:

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# HP Bluetooth Headset 500 (Jet Black) – Kiara



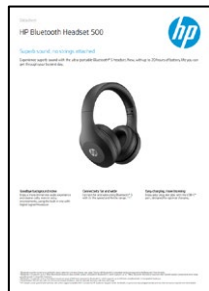
NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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## 360 Product Spin



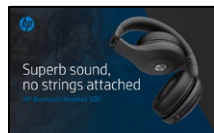
## Annotated Images



Available in:

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## Amazon A+



Available in:

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# OMEN Spacer Wireless Keyboard – Winston



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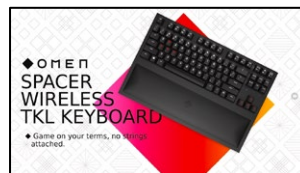
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## Customer Presentation



## Wireless Accessories Sizzle Video (WARP Wireless Technology)



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## Product Animation



### Available in:

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## Amazon A+



### Available in:

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## Annotated Images



### Available in:

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# HP Rechargeable MPP 2.0 Tilt Pen – Zenvo



NPI Assets

PCB

HP Sales Central

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## Annotated Images



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## Amazon A+



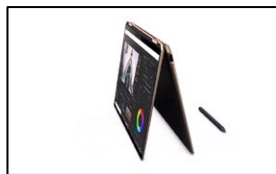
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## 360 Animation



## 360 Animation with stylus



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# HP Wireless Earbuds G2 – Timon



NPI Assets

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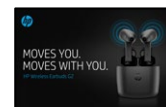
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## Amazon A+



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## 360 Animation



The exact product models, features and part numbers would vary by region. Contact your regional PM for further details.

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# HP Renew Sleeve 14 – Rose



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



### Available in:

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## Annotated Images



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## Amazon A+



### Available in:

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# Commercial Displays



HP CONFIDENTIAL – NDA REQUIRED



# HP Z25xs G3 QHD USB-C DreamColor Display – Valencia



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



Available in:

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EL/ES/ET/FI/FR/HE/  
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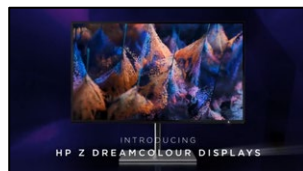
## Annotated Images



Available in:

EE/EL/ES/NL/AR/  
RU/TR/PL/PT/CS

## Sizzle Video



Available in:

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# HP Z27xs G3 4K USB-C DreamColor Display – Clarendon



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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## Annotated Images



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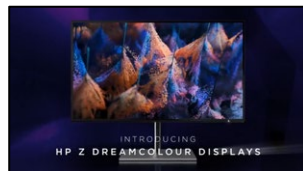
## Amazon A+



Available in:

EE/AR/CS/DE/EL/ES/  
NL/PL/PT/RU/TR

## Sizzle Video



Available in:

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RU/ES/TR/PL

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# HP E24t G4 FHD Touch Monitor – Thon



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



Available in:

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## Annotated Images

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## Amazon A+

NEW



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# HP E24u G4 FHD USB-C Monitor – Greinke



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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# HP E27u G4 QHD USB-C Monitor – Alvarez



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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# HP Z27q G3 QHD Monitor – 57 Chevy



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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## Annotated Images



### Available in:

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RU/TR

## Amazon A+



### Available in:

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RO/RU/ES/TR

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# HP Z24n G3 Monitor – Deuce Coupe



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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# HP Z24f G3 Monitor – T Bucket



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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## Annotated Images



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RU/TR

## Amazon A+



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RO/RU/ES/TR/NL

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# HP Z27k G3 4K USB-C Monitor – Mustang



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet



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SV/TR/UKUA/

## Annotated Images



### Available in:

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RU/TR

## Amazon A+



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RO/RU/ES/TR

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# HP Z27u G3 QHD USB-C Monitor – Roadster



NPI Assets

PCB

HP Sales Central

HP Asset Hub

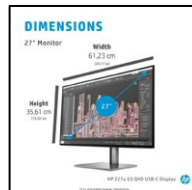
## Datasheet



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EE/AR/BG/CS/DA/DE/  
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## Annotated Images



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## Amazon A+



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# HP E22 G4 FHD Monitor – COLE

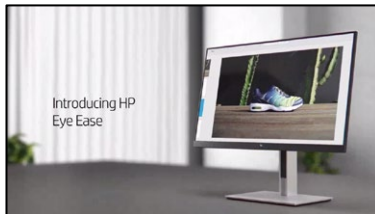


HP Asset Hub

## E-Series Monitor Demo Video



## HP E-Series Demo Video Eye Ease cut



## HP E-Series demo video Sustainability Cut



## Annotated Images:

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# HP E23 G4 FHD Monitor – McCULLERS

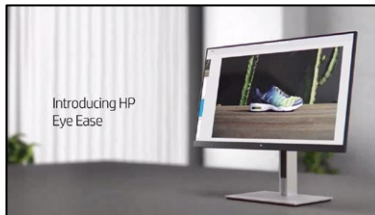


HP Asset Hub

## [E-Series Monitor Demo Video](#)



## [HP E-Series Demo Video Eye Ease cut](#)



## [HP E-Series demo video Sustainability Cut](#)



## Annotated Images:

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# HP E24 G4 FHD Monitor – MORTON

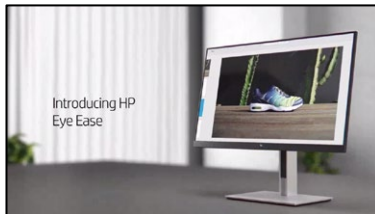


HP Asset Hub

## E-Series Monitor Demo Video



## HP E-Series Demo Video Eye Ease cut



## HP E-Series demo video Sustainability Cut



## Annotated Images:

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# HP E24i G4 WUXGA Monitor – BREGMAN2

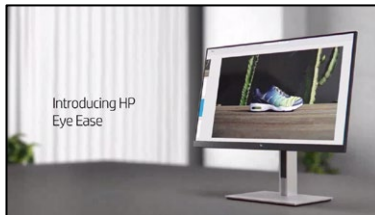


HP Asset Hub

## [E-Series Monitor Demo Video](#)



## [HP E-Series Demo Video Eye Ease cut](#)



## [HP E-Series demo video Sustainability Cut](#)



## Annotated Images:

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# HP E24q G4 QHD Monitor – REDDICK

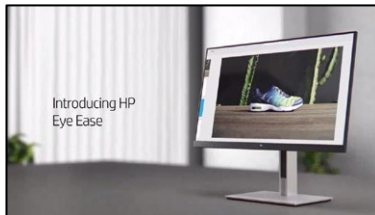


HP Asset Hub

## [E-Series Monitor Demo Video](#)



## [HP E-Series Demo Video Eye Ease cut](#)



## [HP E-Series demo video Sustainability Cut](#)



## Annotated Images:

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# HP E27 G4 FHD Monitor – CORREA1

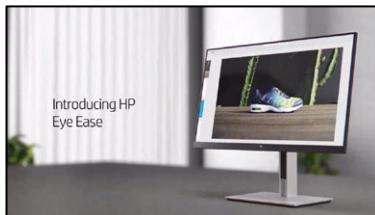


HP Asset Hub

## [E-Series Monitor Demo Video](#)



## [HP E-Series Demo Video Eye Ease cut](#)



## [HP E-Series demo video Sustainability Cut](#)



## Annotated Images:

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# HP E27q G4 QHD Monitor – VERLANDER35

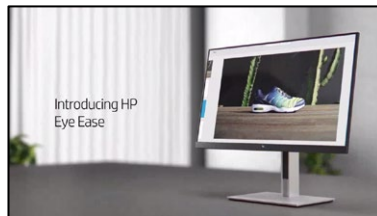


HP Asset Hub

## E-Series Monitor Demo Video



## HP E-Series Demo Video Eye Ease cut



## HP E-Series demo video Sustainability Cut



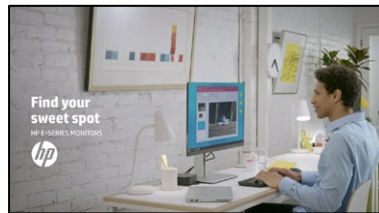
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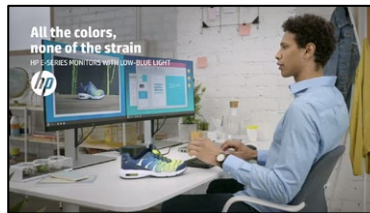
EE/AR/CS/DE/ES/IT/NL/  
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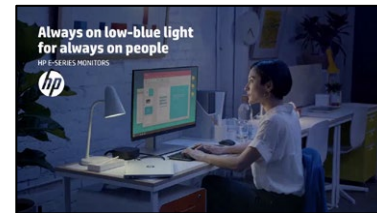
## Find Your Sweet Spot



## All the Colors



## Always on Low-Blue Light



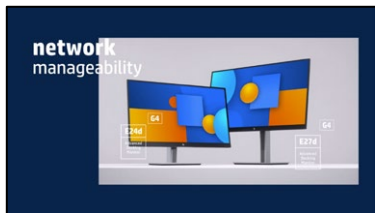
# HP E24d G4 Advanced Docking Monitor – SAND DOLLAR



HP Asset Hub

## Videos:

[Product Video](#)



## Annotated Images:

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# HP E27d G4 Advanced Docking Monitor – GLOMAR



HP Asset Hub

## Videos:

[Product Video](#)



[Privacy](#)



[Docking](#)



## Annotated Images:

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# HP S430c Curved Ultrawide Monitor – ARETHA



HP Asset Hub

## Videos:

[Animated Video](#)



## Annotated Images:

Available in:

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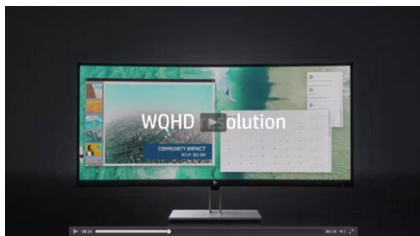
# HP E344c Curved Monitor – SPRINGER



HP Asset Hub

## Videos:

[Animated Video](#)



## Annotated Images:

Available in:

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# HP Mini-in-One 24 Display – BARZINI 2



HP Asset Hub

## Video:

[Customer facing MP4](#) (Public)



[Versatility Animation](#) (Public)



[Animated Video](#) (Public)



[Training Video](#) (Public)



## Annotated Images:

Available in:

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# HP EliteDisplay E324q 32-inch Monitor - ALTUVE



HP Asset Hub

## Video:

### [Product Video](#)



### [Social Video 1](#)



### [Social Video 2](#)



## Annotated Images:

Available in:

EE

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# HP EliteDisplay E273d 27" Docking Monitor - VITO



HP Asset Hub

Video:

[Social Video](#)



# Commercial Accessories



HP CONFIDENTIAL – NDA REQUIRED



# HP USB-C Dock G5 - Adicora-A



NPI Assets

PCB

HP Sales Central

HP Asset Hub

## Datasheet

NEW

Available in:

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## Annotated Images

NEW

Available in:

EE/CS/DE/  
EL/NL



## Amazon A+

NEW

Available in:

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EL/NL



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# HP 635 Multi-Device Wireless Mouse – Jerry



NPI Assets

PCB

HP Sales Central

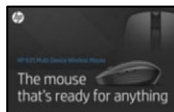
HP Asset Hub

Annotated Images



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# HP 930 Creator Wireless Mouse - Brain



NPI Assets

PCB

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Annotated Images



Available in:  
EE/CS/DE/EL/  
HU/NL/RO

Customer Ready Animation



Available in:  
EE/DE/PL

NEW

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# HP Elite Wireless Earbuds - Zen



NPI Assets

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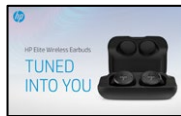
## Annotated Images



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# HP Renew Travel 15.6 Backpack – Wall-E



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Datasheet



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Amazon A+



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IT/FR

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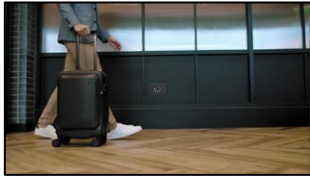
# HP All in One Carry On Luggage – XINGLI



HP Asset Hub

## Video:

[Product Video](#)



## Annotated Images:

Available in:

EE

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# HP Executive 15.6" Backpack – GATTIS



HP Asset Hub

## Video:

[Animated Featured Video - 1](#)



[Animated Featured Video - 2](#)



## Annotated Images:

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EE

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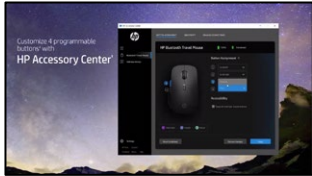
# HP Bluetooth Travel Mouse – ELMYRA



HP Asset Hub

## Video:

[Animated Featured Video](#)



[Product Overview Video](#)



Translations:

|                    |                    |                    |                    |                    |
|--------------------|--------------------|--------------------|--------------------|--------------------|
| <a href="#">CS</a> | <a href="#">IT</a> | <a href="#">NL</a> | <a href="#">HU</a> | <a href="#">FR</a> |
| <a href="#">HE</a> | <a href="#">DE</a> | <a href="#">PL</a> | <a href="#">ES</a> | <a href="#">RO</a> |
| <a href="#">TR</a> | <a href="#">EL</a> | <a href="#">AR</a> | <a href="#">PT</a> | <a href="#">RU</a> |

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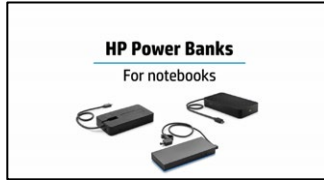
# HP Notebook Power Banks - KRONOS



HP Asset Hub

## Video:

[Be productive longer.](#)  
[Without the drama.](#)



Translations:

|                    |                    |                    |                    |
|--------------------|--------------------|--------------------|--------------------|
| <a href="#">FR</a> | <a href="#">DE</a> | <a href="#">ES</a> | <a href="#">IT</a> |
| <a href="#">NL</a> | <a href="#">HE</a> | <a href="#">PT</a> | <a href="#">RU</a> |
| <a href="#">PL</a> | <a href="#">TR</a> | <a href="#">RO</a> | <a href="#">HU</a> |
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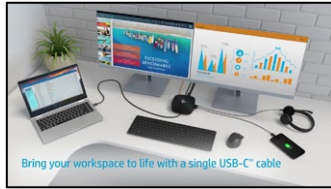


# HP USB-C Dock G5 and HP USB-C/A Universal Dock G2– ADICORA

HP Asset Hub

## Video:

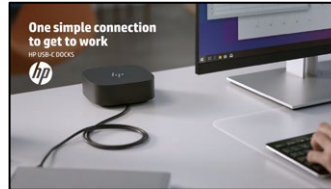
### [Product video](#)



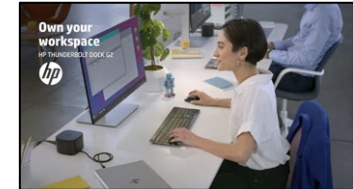
Translations:

[FR](#) [DE](#) [ES](#)  
[IT](#) [RU](#)

### [One Simple Connection](#)



### [Own Your Workspace](#)



### [Social video](#)



### [Social video – 16:9](#)



## Annotated Images:

Available in:

EE

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# HP Elite Slice G2 - Slice 2.0



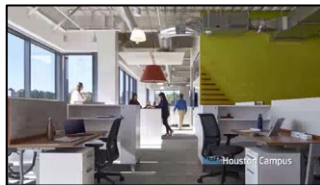
HP Asset Hub

## Video:

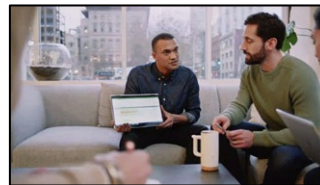
[Microsoft Teams Rooms](#)



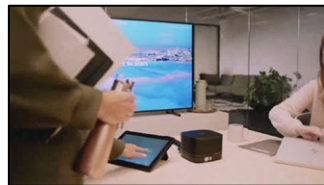
[OOF Houston Video V1](#)



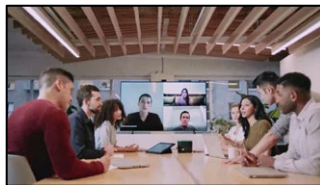
[F2F Collaboration](#)



[One-Touch Start](#)



[Remote Collaboration](#)



# Generic Sales Tools



HP CONFIDENTIAL – NDA REQUIRED







## Consumer Displays and Accessories Catalog 2021



Available in:  
[EE](#) [RU](#)

## Commercial D&A Catalog- Winter-Spring 2021



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## Cleaning Guidance



Translations:

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## Infection prevention and control whitepaper - WW



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# Thank you

