



HP PRESENCE

WW BPS MARKETING PLAYBOOK

Narrative

INTRODUCING HP PRESENCE

END-TO-END COLLABORATION SOLUTIONS

*HP Presence
Meeting Space Solutions'*



FOR WHEN YOU'RE IN THE ROOM

*Technology enhanced by
HP Presence*



...AND WHEN YOU'RE NOT



HP PRESENCE WILL BE DELIVERED ACROSS THE PS PORTFOLIO

Enhanced by HP Presence



Coming to HP Dragonfly Max, EliteOne 800 G8

HP Presence Meeting Room solutions



Dragonfly,
EliteBook and
EliteOne

E and Z
conferencing
Displays

ZBook Studio, Fury
& Firefly

Spectre & Envy

New webcams +

Announcing in Oct 2021



Products enhanced by HP Presence continued new releases in 2022

WE ARE ENABLING EVERYONE TO BE IN THE ROOM FROM ANY ROOM.

What It Means To Be Enhanced By HP In The PS Portfolio (not in the room)

MOVE NATURALLY AROUND YOUR
WITHOUT DISTRACTING ATTENDEES

AI-enhanced software lets you look
and sound like you're right there in
the room

HEAR/BE HEARD CLEARLY FROM
ACROSS THE ROOM

Upgraded microphones and
optimized speakers give you the
best sound quality



BE SEEN MORE CLEARLY IN
ANY LIGHTING CONDITION

New upgraded cameras with
integrated lighting
correction software

HEAR AND BE HEARD CLEARLY NO
MATTER THE BACKGROUND NOISE

Integrated AI Noise Reduction
technology enables you to be heard
clearly – even with a mask

ENHANCED BY HP PRESENCE EXPERIENCES

Look Your Best No
Matter What Time Of Day



Share every nuanced expression with the new enhanced 5MP camera. Backlight and Lowlight Adjustment let you be seen even in front of a window or at sunset.

Break Free From Your Desk



Move naturally while collaborating; wider field of view means you can roam farther and still stay in frame

Be Heard Clearly
In All Environments



You can be heard clearly even when the dog is barking in the background with AI-based noise reduction. You can be heard clearly even while wearing a mask

HP PRESENCE MEETING SPACE SOLUTIONS

Compatible with



PROTECTED BY
HP WOLF SECURITY

Secure & Manageable
Platform



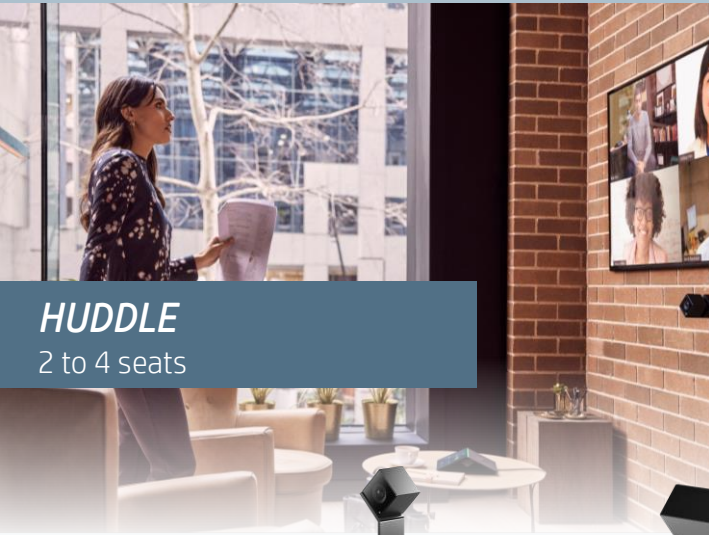
Hardware & Integrated Software
Experiences



Continuous Services

PURPOSE-BUILT FOR ANY MEETING SPACE

Making It Easy To Select & Order The Right Solution For Your Space



HUDDLE

2 to 4 seats



SMALL

4- 6 seats



MEDIUM & LARGE

6 to 12+ seats



HP Presence Small Space Solutions



HP Presence Medium Space Solutions

Plug & Play Setup
And Ease of Use

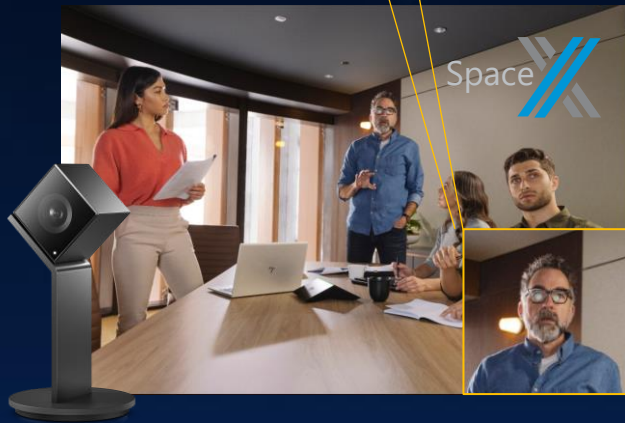
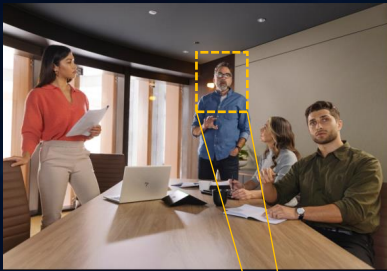
Intelligent Cinematic Center &
Front of Room Audio/Video

Secure, Manageable,
Insights & Support Focused

Protecting Our Planet
With Sustainable Materials

IN-ROOM HP PRESENCE EXPERIENCE HIGHLIGHTS

Inclusive Video



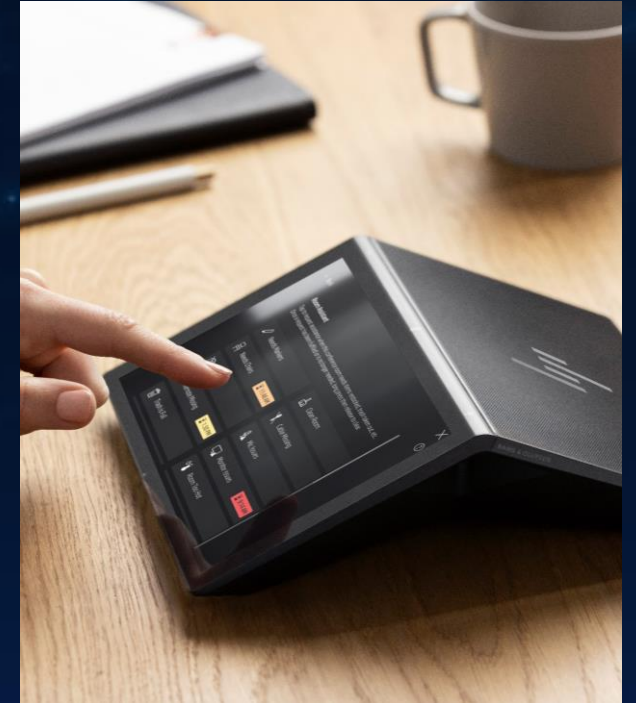
Easily focus on who is speaking if you're not in the room. Speaker framing and Picture in Picture

Customized Audio



Regardless of room type, you will be able to hear participants clearly and more naturally HP Smart Sound Calibration with dedicated audio processing

Actionable Insights & Services



One-touch issue reporting
HP Presence Room Assistant

DEEPLY SECURE, INTELLIGENTLY MANAGEABLE

COLLABORATE SECURELY

Wolf Security for Business protects your device from cyber-threats. Securely attend video conference calls with HP Auto Privacy Camera.



REAL-TIME HW MONITORING

HP Presence Manager keeps devices up and running and always up-to-date



EARLY DETECTION

HP Presence Insights identifies room & product health issues before they become problems



GET THE MOST OUT OF YOUR INVESTMENT

HP Presence Customer Success Manager provides a dedicated expert to help you achieve your goals



REPLACE DEVICES QUICKLY

Keep rooms up and running with expedient device replacement



BETTER COLLABORATION WHILE WORKING ANYWHERE



MORE TO COME IN 2022



HP Presence

Meeting Space Solutions

CAMPAIGN OVERVIEW

Messaging Framework

Messaging Framework

VALUE
PROP

HP Presence provides you a better way to be heard, be seen and share your thoughts. Whether you're in the room or not. With crystal-clear audio, cinematic video and enhanced software features that makes distributed teams feel like they're in the same room together, HP Presence ensures that no one goes unnoticed or unheard—and no thought gets left behind.

INSIGHT

8-in-10 Enterprise IT will spend \$100k+, 25% of enterprise IT will spend \$500k+ on conferencing hardware and equipment

IT and End users have different perceptions of collaboration issues. IT rely heavily on tools that increase productivity, End Users want experiences that enhance their experiences

We miss human connections. End users and IT miss camaraderie with co-workers, the energy being around people and getting help or solving issues in person.

Hybrid work marks a radical change where and how people work. Office designs are shifting to meet these demands, more collaboration/meeting areas are increasing, and IT are deploying better technology to bridge the gap

SUPPORTING
MESSAGES

Be Seen

Be Heard

Share your thoughts

Work Securely

HP Presence allows you to be present your best self by enhanced camera technology, HP Auto Frame and AV software enhancements.

Be heard in crystal clear audio through sound leveling, Auto EQ sound calibration and AI Noise cancellation.

be heard and seen no matter where you're working with Elite Series PCs enhanced by HP Presence so you can be in the room from any room.

HP Wolf Security is a new breed of endpoint security. Our portfolio of hardware-enforced security and endpoint-focused security services are designed to help organizations safeguard PCs, printers and people from circling cyber predators.

SUPPORTING
RTBs

- Intelligent 4K smart camera
- 12MP camera lenses with the ability to zoom in 5 times
- Auto Framing – slow, fast & Cinema mode
- Picture in Picture

- *Intelligent Conferencing Video & Sound bar w/auto privacy shutters*
- *Auto Room Calibration by B&O*
- *Automatic Volume Leveling*

- *Can hear and see remote speakers as if they were in the room.*
- *Pcs . Displays and peripherals with enhanced collaboration features (enhanced camera and mics)*

- Sure Start
- Sure Sense
- Privacy Shutter

TARGET
AUDIENCE

Primary: Enterprise IT and Facilities

Secondary: Business leaders

Campaign Assets

Style Guide

Campaign Style Guide

HP Presence color palette



Color Notes

- **Source:** Colors are derived from the HP Presence product demo sizzle video and HP Presence landing page.
- **Background:** light grey or white
- **Pop Colors:** any color that isn't grey, white, or black
- **Type Color:** Black (only)

Type Notes

- **Typeface:** The font (Form DJR) is derived from the existing current body of HP work by Wieden+Kennedy
- **Availability:** The font is available as an adobe font and can be activated here <https://fonts.adobe.com/fonts/forma-djr-display>

Typeface: Forma DJR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

YES: Use Forma DJR Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NO: Do not use light weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NO: Do not use bold weight

*DOWNLOAD
HERE*

Film

HP Presence: No Thought Left Behind

Usage terms:

Talent:

UK Talent (Hero) + OCPs + Secondary OCPs +
Featured Extras: 1 year from 1st air date

Background Extras: In-Perpetuity

Voice-Over:

Music:

Stock Footage:

Files include:

Online MP4S

•PRORES (Master, Textless Generic, Slated)

•Source Files

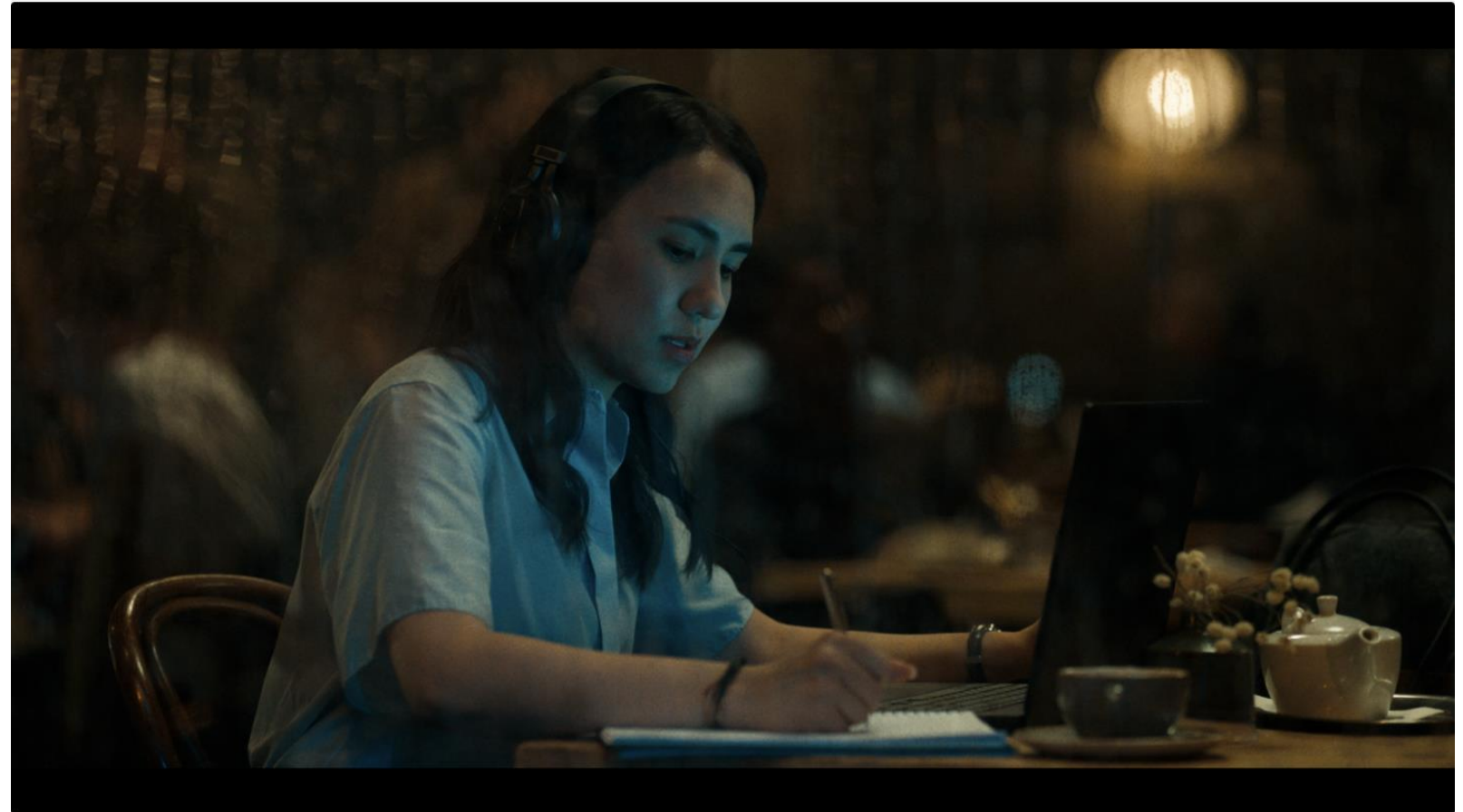
oSRT Files

oMix & Splits (Broadcast & Web)

oAfter Effects Files

Hero Film

[asset hub](#) / [percolate](#)



HP Presence Product Films

Usage terms

Talent:

Music:

Files include:

Online MP4S

•PRORES (Master, Textless Generic, Slated)

•Source Files

oSRT Files

oMix & Splits (Broadcast & Web)

oAfter Effects Files

:30 Film Cutdowns (Be Seen; Be Heard)

[asset hub / percolate](#)



HP Elite enhanced by HP Presence Film: Be in the Room

Usage terms

Talent:

Music:

Files include:

Online MP4S

•PRORES (Master, Textless Generic, Slated)

•Source Files

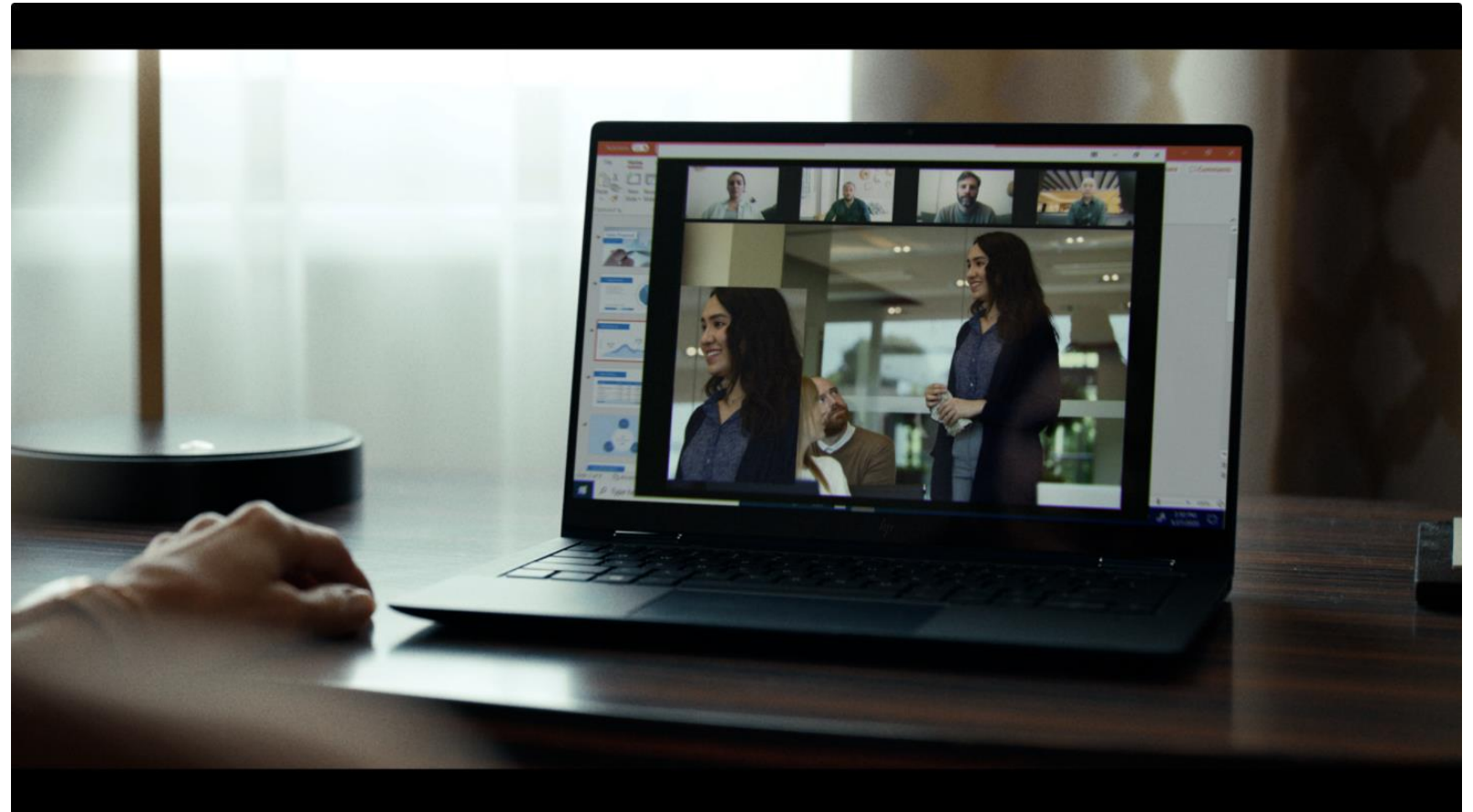
oSRT Files

oMix & Splits (Broadcast & Web)

oAfter Effects Files

:30 film cutdown

HP version: [asset hub](#) / [percolate](#)



HP Presence Welcome Video

Usage terms:

Welcome Video without music: Client owns.

Music Terms:

Track: "Constant Elevation" Cold Storage Percussion Unit

Materials: 1x video with unlimited, edits, lifts, versions

Media: In-Product Industrial

Term: In-Perpetuity

Territory: Worldwide

Exclusivity: N/A

Files include:

Online MP4S

- PRORES (Master, Textless Generic, Slated)

- Source Files

- oSRT Files

- oMix & Splits (Broadcast & Web)

- oAfter Effects Files

Welcome Video

[asset hub / percolate](#)



HP Presence Sizzle

Usage terms

Product Demo without music: Client owns.

Music Terms:

Track: "Fire Power" Instrumental by cold Storage Percussion Unit

Materials: 1x video with unlimited, edits, lifts, versions

Media: Unpaid Internet/New Media/Digital/Social Media, and Industrial

Term: In-Perpetuity

Territory: Worldwide

Exclusivity: N/A

Options:

A) Paid Web/Social Media/New Media/Digital (3 Months), additional cost of \$500 USD

B) Paid Web/Social Media/New Media/Digital (6 Months), additional cost of \$750 USD

C) Paid Web/Social Media/New Media/Digital (1 Year), additional cost of \$1,000 USD

Files include:

Online MP4S

•PRORES (Master, Textless Generic, Slated)

•Source Files

oSRT Files

oMix & Splits (Broadcast & Web)

oAfter Effects Files

HP Presence Sizzle

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Be Heard



Or Stay Front and Center

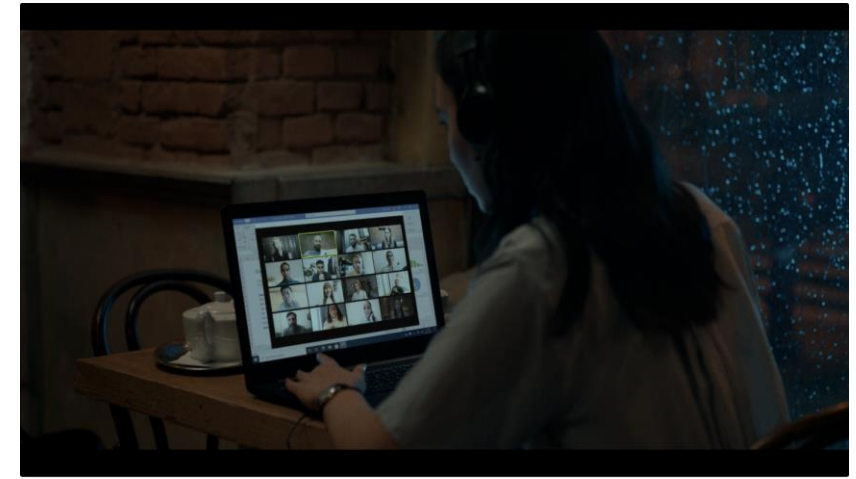
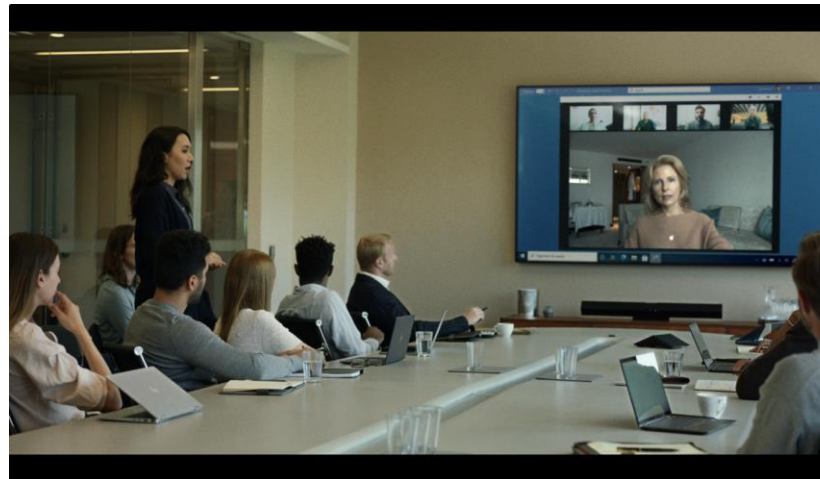
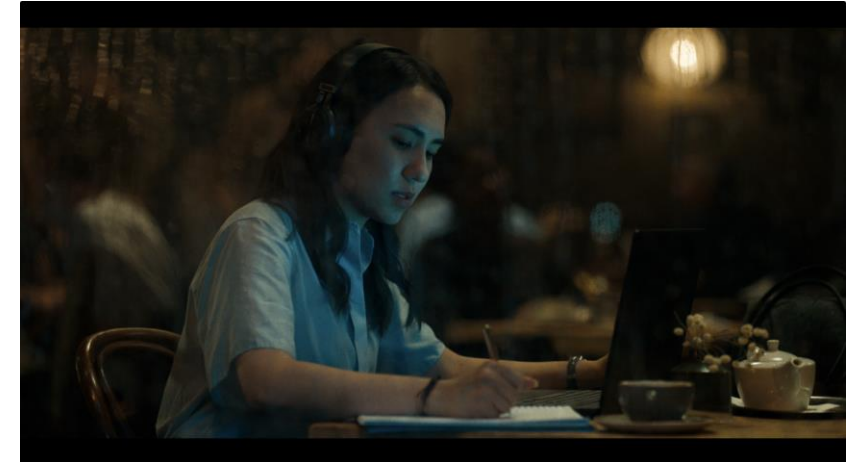
Film Stills

HP Presence Film Stills

Usage terms

Download links

[asset hub](#) / [percolate](#)

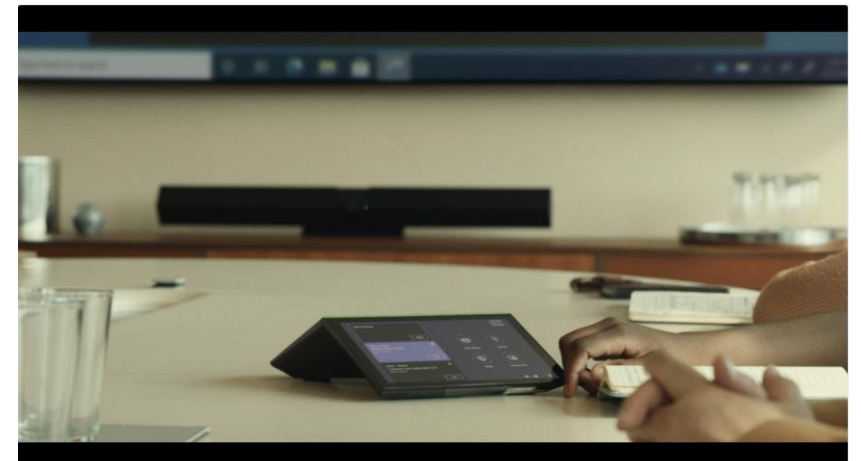


HP Presence Film Stills

Usage terms

Download links

[asset hub](#) / [percolate](#)

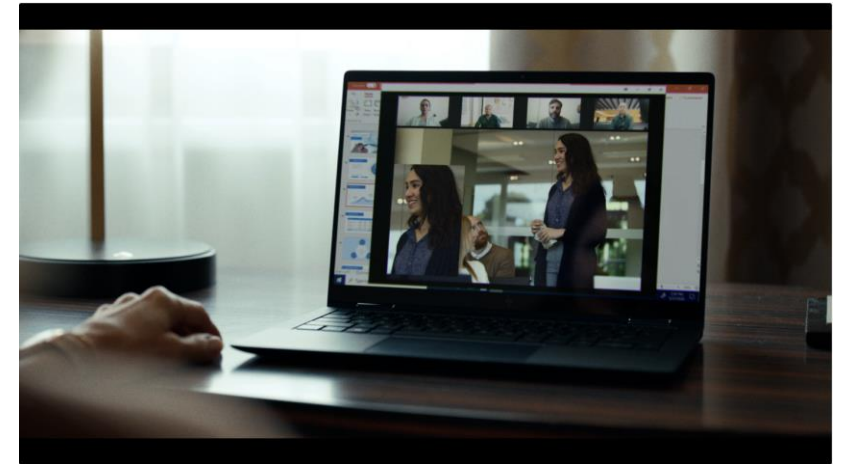


HP Presence Film Stills

Usage terms

Download links

[asset hub](#) / [percolate](#)



Social Messaging

Headline	Copy on Image	Messaging	Link URL
Facebook Single Post Be Seen			
HP Presence	See Every Half-Smile	<p>HP Presence.</p> <p>A new, more human collaboration solution with 4K intelligent camera tracking, so even the people who aren't the center of attention can take center stage.</p>	http://hp.com/presence
Facebook Single Post Be Heard			
HP Presence	Hear Every Hmmm	<p>HP Presence.</p> <p>A new, more human collaboration solution with Automatic Room Leveling, so even the quietest voices can be heard when they've got something to say.</p>	http://hp.com/presence
Facebook Single Post Be In The Room			
HP Presence	Be In The Room From Any Room	<p>HP Presence.</p> <p>A new, more human collaboration technology integrated within select HP Devices, so you can be seen and be heard like you're in the room from any room no matter where you are.</p>	http://hp.com/presence

Headline	Copy on Image	Messaging	Link URL
LinkedIn Single Post Be Seen			
HP Presence	See Every Half-Smile	HP Presence. A new, more human collaboration solution. Be seen with 4K intelligent camera tracking, 5x zoom, HP Auto frame, and speaker tracking.	CTA : Learn More http://hp.com/presence
LinkedIn Single Post Be Heard			
HP Presence	Hear Every Hmmm	HP Presence. A new, more human collaboration solution. Be heard with Automatic Room Leveling, Dynamic Voice Leveling, and auto room calibration.	CTA : Learn More http://hp.com/presence
LinkedIn Single Post Be In The Room			
HP Presence	Be In The Room From Any Room	HP Presence. A new, more human collaboration solution. Be in the room no matter where you are with optimized audio, enhanced video, and AI noise cancellation.	CTA : Learn More http://hp.com/presence

Headline	Copy on Image	Messaging	Link URL
Facebook Carousel Post			
HP Presence	1) See Every Half-Smile 2) With a 4K Intelligent Camera 3) Hear Every Hmmm 4) With Auto EQ Callibration 5) Be In The Room From Any Room	HP Presence. A more thoughtful human collaboration tool. Be seen and be heard like you're in the room from any room no matter where you are.	http://hp.com/presence
LinkedIn Carousel Post			
HP Presence	1) See Every Half-Smile 2) With a 4K Intelligent Camera 3) Hear Every Hmmm 4) With Auto EQ Ambient Listeners 5) Be In The Room From Any Room	HP Presence. A more thoughtful human collaboration tool. Be seen and be heard like you're in the room from any room no matter where you are.	http://hp.com/presence

Social Assets

SOCIAL CAROUSEL

Asset name

BPS_WW_FY21_Fall_SocialCarousel_A
h-ha/DeathStare_SpaceX_Generic_1x1

Usage terms:

Term: 1 year from 1st Use; except Social Media is archival/in perpetuity

Territory: Worldwide

Photographer Usage:

• **Media:** Consumer + trade print, newspaper, OOH, POS/POP, retail/wholesale, industrial, collateral, textbook, PR/events, video, and digital (online, mobile, social media, new electronic media existing now or hereafter devised). Excludes tv/broadcast and merchandising.

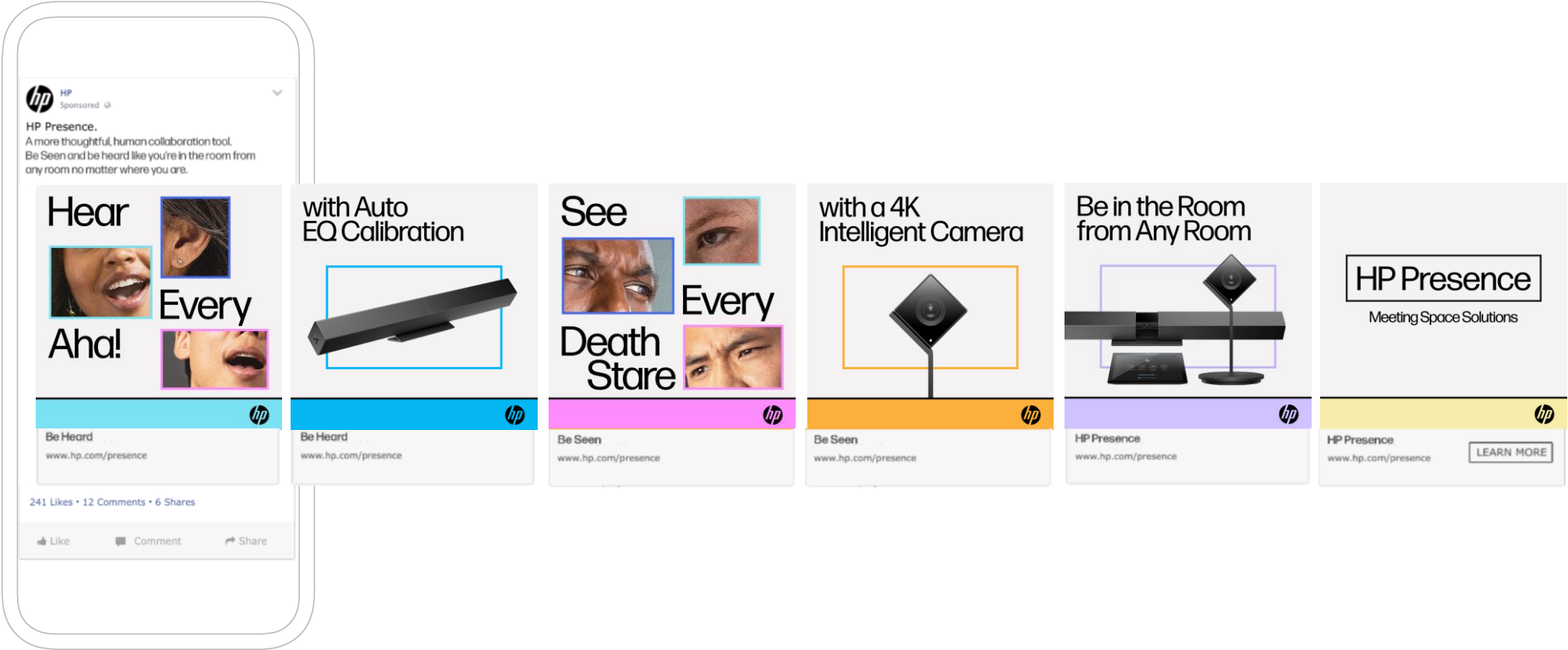
Option Term: one (1) additional year for \$12,500.00 USD (to be exercised at any time within 24 months from 7/26/21).

Talent Usage:

• **Media:** Unlimited in all media, whether now known or hereinafter created, **excluding** broadcast media.
• **Option Term:** \$2,500 + 20% Agent Fee per talent for 1 additional year.

Download links

[asset hub / percolate](#)



SOCIAL CAROUSEL

Asset name

BPS_WW_FY21_Fall_SocialCarousel_Eyebrow/Chuckle_SpaceX_Generic_1x1

Usage terms:

Term: 1 year from 1st Use; except Social Media is archival/in perpetuity

Territory: Worldwide

Photographer Usage:

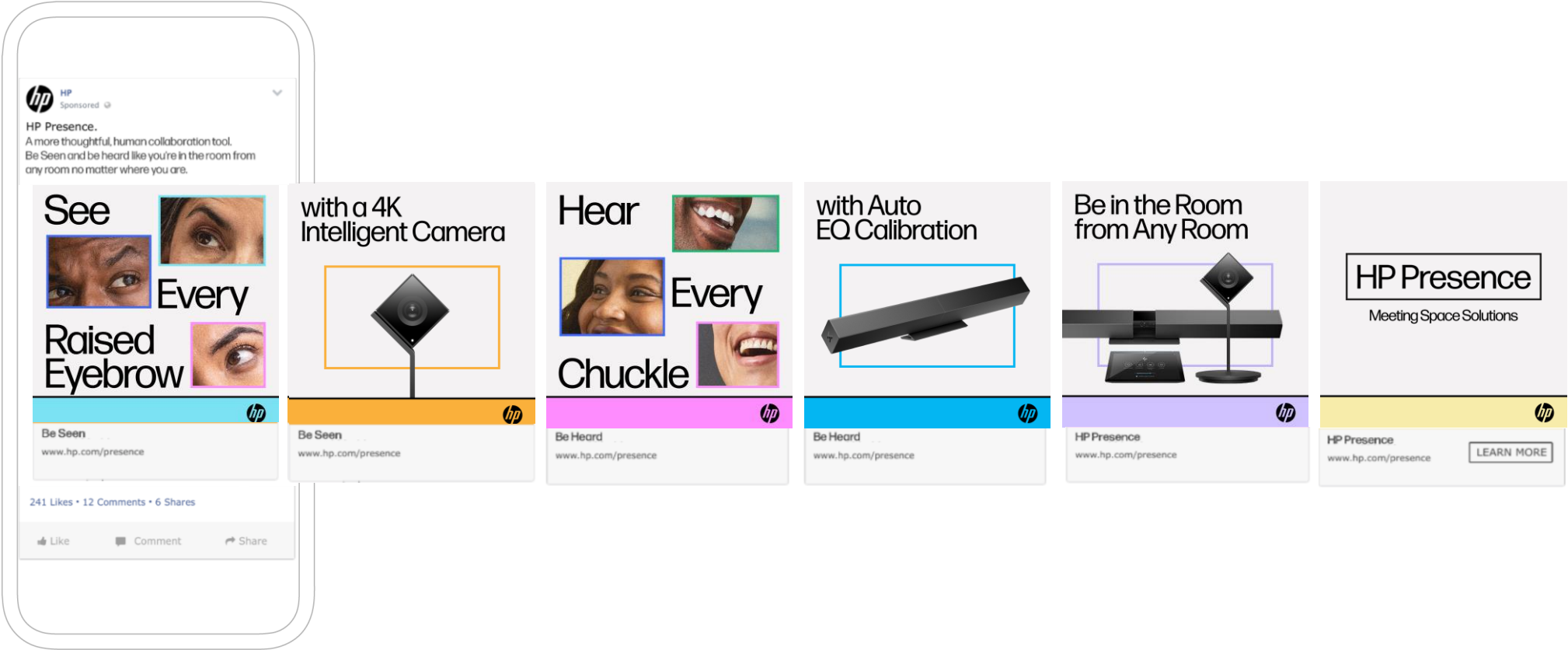
• **Media:** Consumer + trade print, newspaper, OOH, POS/POP, retail/wholesale, industrial, collateral, textbook, PR/events, video, and digital (online, mobile, social media, new electronic media existing now or hereafter devised). Excludes tv/broadcast and merchandising.
• **Option Term:** one (1) additional year for \$12,500.00 USD (to be exercised at any time within 24 months from 7/26/21).

Talent Usage:

• **Media:** Unlimited in all media, whether now known or hereinafter created, **excluding** broadcast media.
• **Option Term:** \$2,500 + 20% Agent Fee per talent for 1 additional year.

Download links

[asset hub](#) / [percolate](#)



SOCIAL CAROUSEL

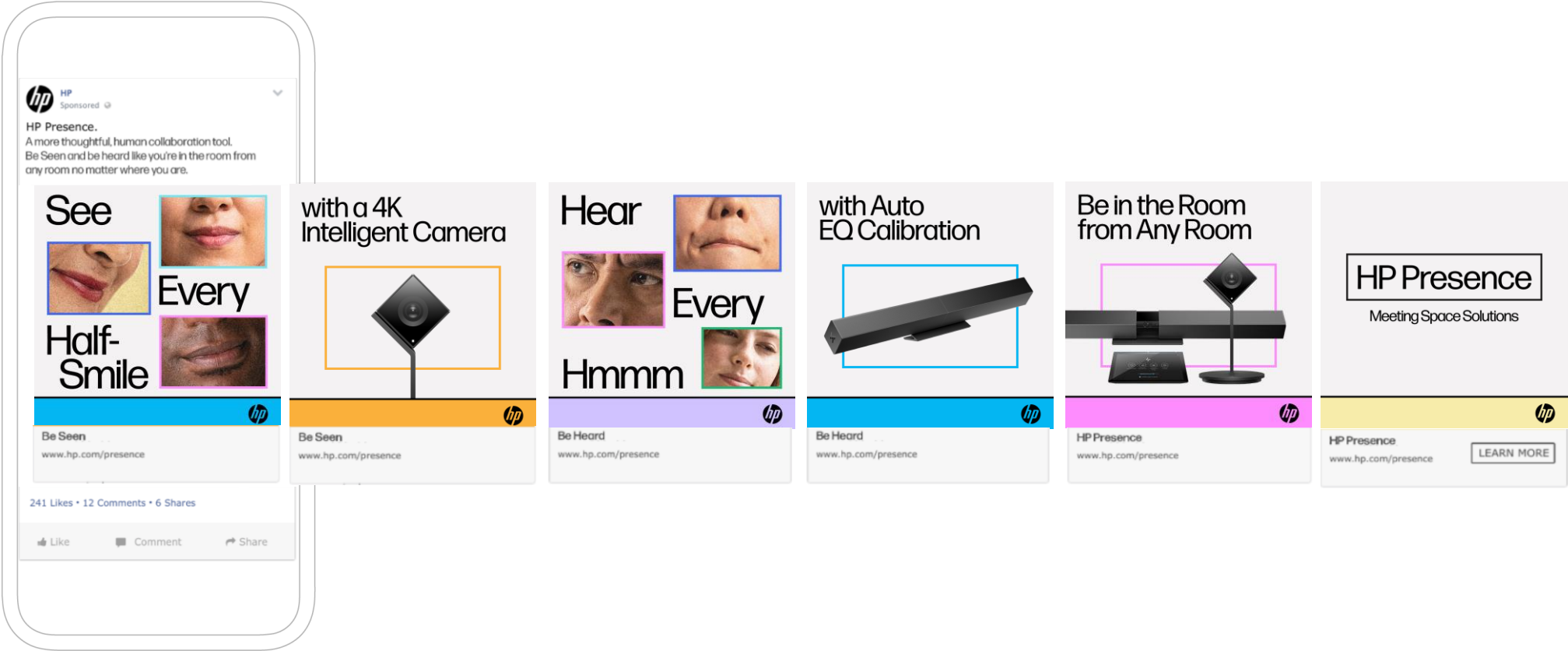
Asset name
BPS_WW_FY21_Fall_SocialCarousel_Smile/Hmmm_SpaceX_Generic_1x1

Usage terms:
Term: 1 year from 1st Use; except Social Media is archival/in perpetuity
Territory: Worldwide

Photographer Usage:
• **Media:** Consumer + trade print, newspaper, OOH, POS/POP, retail/wholesale, industrial, collateral, textbook, PR/events, video, and digital (online, mobile, social media, new electronic media existing now or hereafter devised). Excludes tv/broadcast and merchandising.
Option Term: one (1) additional year for \$12,500.00 USD (to be exercised at any time within 24 months from 7/26/21).

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Download links
[asset hub](#) / [percolate](#)



ANIMATED SOCIAL

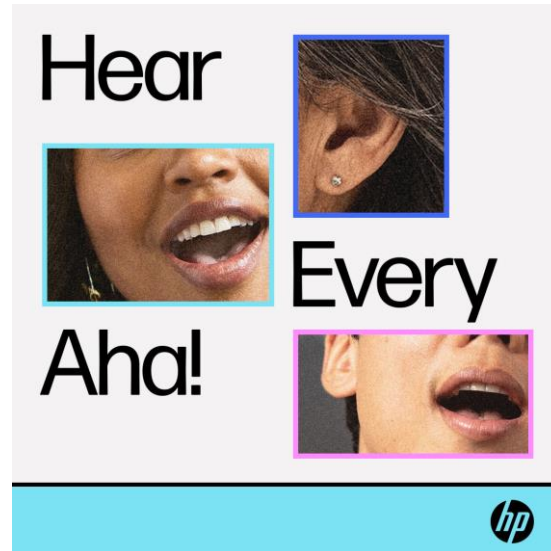
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Ah-ha_SpaceX_Generic_1x1

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED SOCIAL

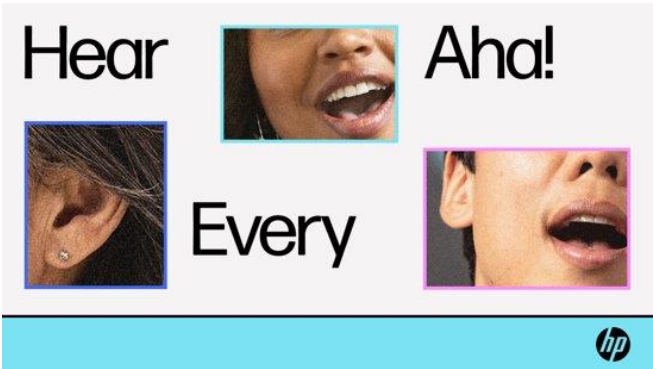
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Ah-ha_SpaceX_Generic_16x9

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED SOCIAL

Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Ah-ha_SpaceX_Generic_9x16

Usage terms

Download links

[asset hub / percolate](#)

Hear

Every

Aha!

with Auto EQ
Calibration

HP Presence

Meeting Space Solutions

hp

hp

ANIMATED SOCIAL

Asset name

BPS_WW_FY21_Fall_AnimatedSocial_Eyebrow_SpaceX_Generic_1x1

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED
SOCIAL

Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Eyebrow_SpaceX_Generic_1
6x9

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED SOCIAL

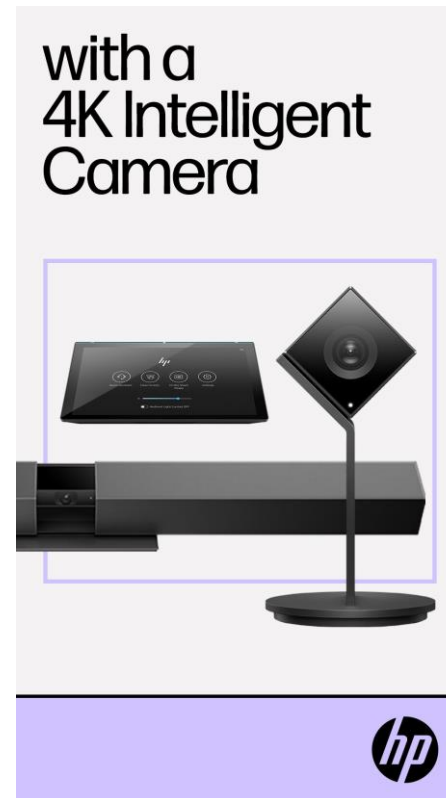
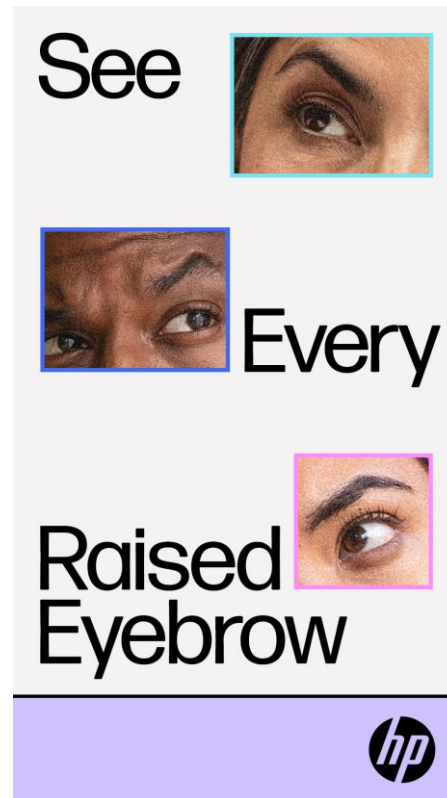
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Eyebrow_SpaceX_Generic_9x
16

Usage terms

Download links

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ANIMATED SOCIAL

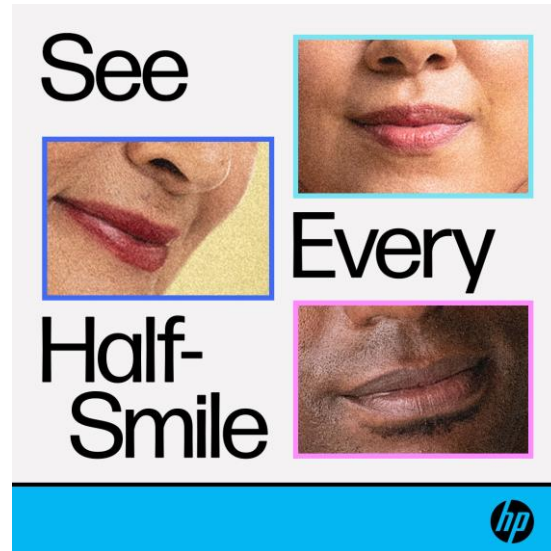
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Smile_SpaceX_Generic_1x1

Usage terms

Download links

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ANIMATED SOCIAL

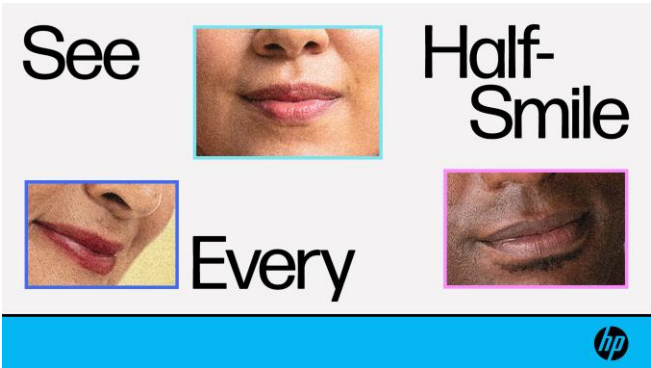
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Smile_SpaceX_Generic_16x9

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED SOCIAL

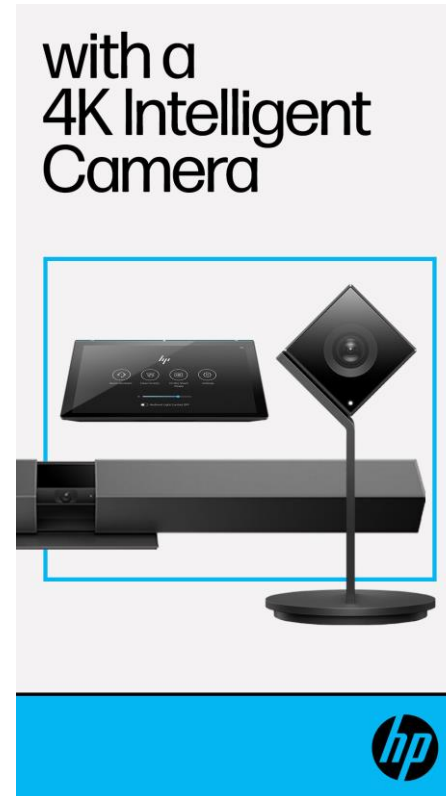
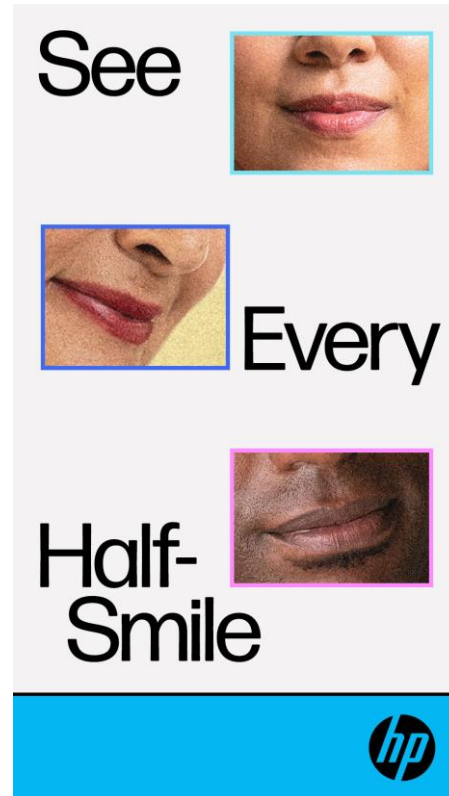
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Smile_SpaceX_Generic_9x16

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED SOCIAL

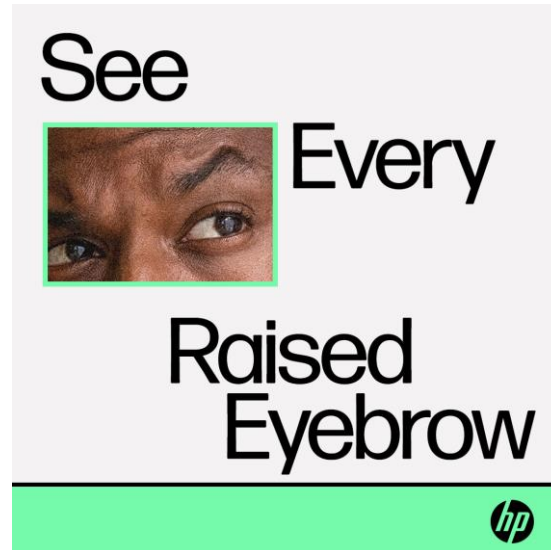
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Ah-
ha_SpaceX_SingleImage_Generic
_1x1

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED
SOCIAL

Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Ah-
ha_SpaceX_SingleImage_Generic
_16x9

Usage terms

Download links

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ANIMATED
SOCIAL

Asset name
BPS_WW_FY21_Fall_AnimatedSo
cial_Ah-
ha_SpaceX_SingleImage_Generic
_9x16

Usage terms

Download links
[asset hub / percolate](#)

See



Every

Raised Eyebrow



with a
4K Intelligent
Camera



HP Presence

Meeting Space Solutions

OOH

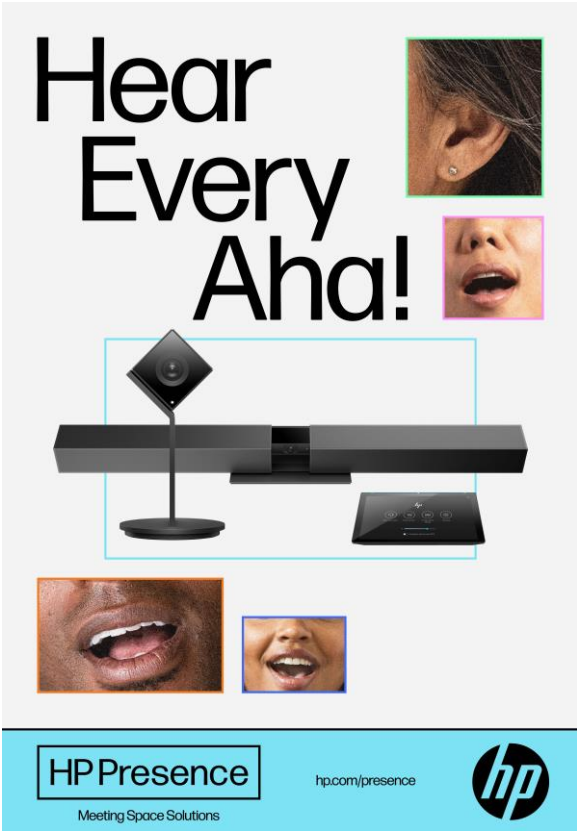
Digital Out of Home

Asset name
OOH - Seen/Heard/Room | Vertical Bus Shelter

Usage terms

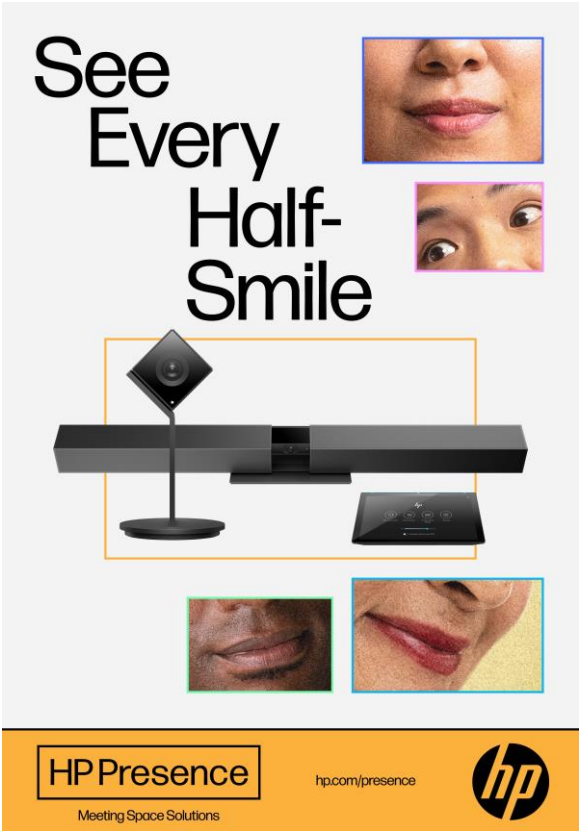
Download links
[asset hub / percolate](#)

Hear Every Aha!



The advertisement features a black HP Presence bar with a camera and a control panel. A blue rectangular frame highlights the camera and control panel. Above the frame, the text 'Hear Every Aha!' is displayed in a large, bold, black font. To the right of the text, there are two small inset images: a woman's ear and a woman's mouth. Below the frame, there are two more small inset images: a woman's mouth and a woman's nose. The bottom of the advertisement features the HP Presence logo, the website 'hp.com/presence', and the HP logo.

See Every Half-Smile



The advertisement features a black HP Presence bar with a camera and a control panel. An orange rectangular frame highlights the camera and control panel. Above the frame, the text 'See Every Half-Smile' is displayed in a large, bold, black font. To the right of the text, there are two small inset images: a woman's face and a woman's eyes. Below the frame, there are two more small inset images: a woman's face and a woman's lips. The bottom of the advertisement features the HP Presence logo, the website 'hp.com/presence', and the HP logo.

See Every Raised Eyebrow



The advertisement features a black HP Presence bar with a camera and a control panel. A purple rectangular frame highlights the camera and control panel. Above the frame, the text 'See Every Raised Eyebrow' is displayed in a large, bold, black font. To the right of the text, there are two small inset images: a woman's face and a woman's eyes. Below the frame, there are two more small inset images: a woman's face and a woman's eyes. The bottom of the advertisement features the HP Presence logo, the website 'hp.com/presence', and the HP logo.


Digital Out of Home


Asset name
OOH - Seen/Heard/Room | Horizontal Billboard

Usage terms



Download links
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Hear





Every

Aha!

HP Presence


Meeting Space Solutions


Be in the Room from Any Room

hp.com/presence



hp

See





Half-Smile

HP Presence

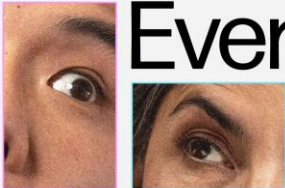
Meeting Space Solutions


Be in the Room from Any Room

hp.com/presence



hp

See





Raised Eyebrow

HP Presence

Meeting Space Solutions

Be in the Room from Any Room

hp.com/presence

hp

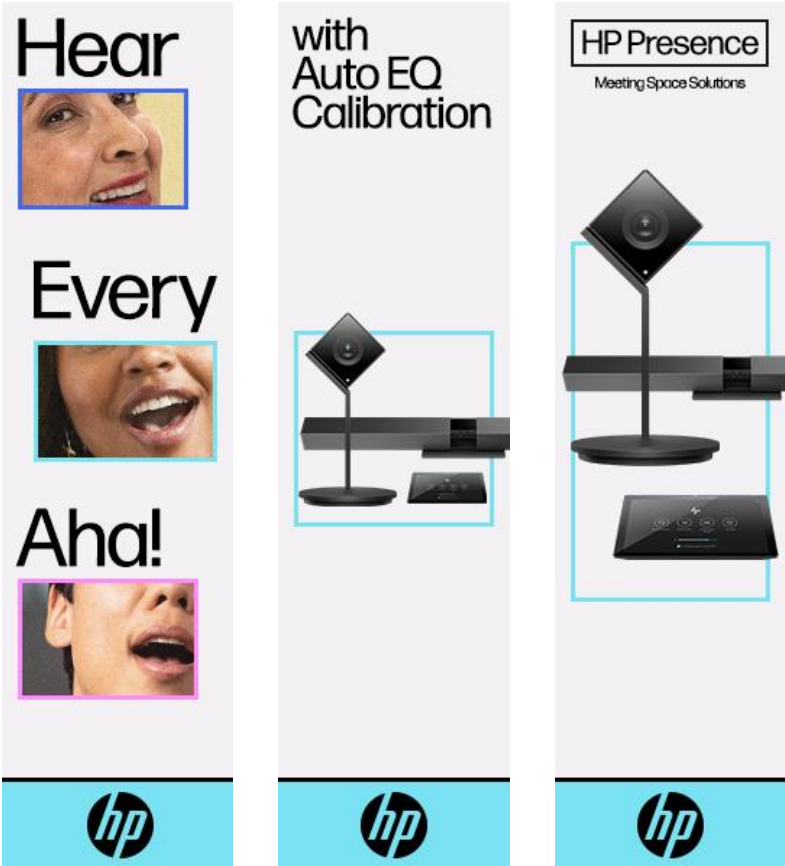
Animated Banners

Animated Digital Banner

Asset name
BPS_WW_FY21_Fall_AnimatedBanner_Ah-ha_SpaceX_Generic_160x600

Usage terms

Download links
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Animated Digital Banner

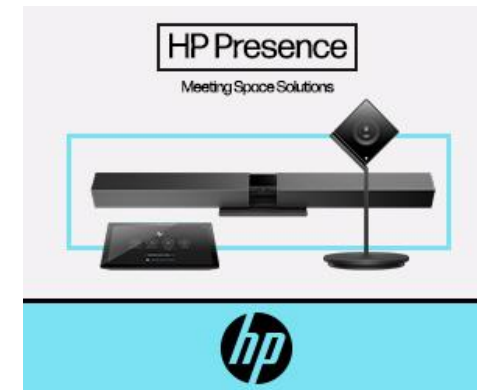
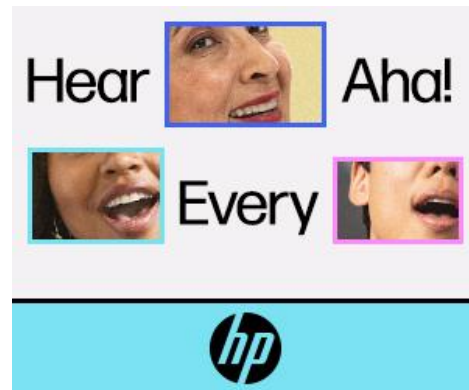
Asset name

BPS_WW_FY21_Fall_AnimatedBanner_Ah-ha_SpaceX_Generic_300x250

Usage terms

Download links

[asset hub / percolate](#)

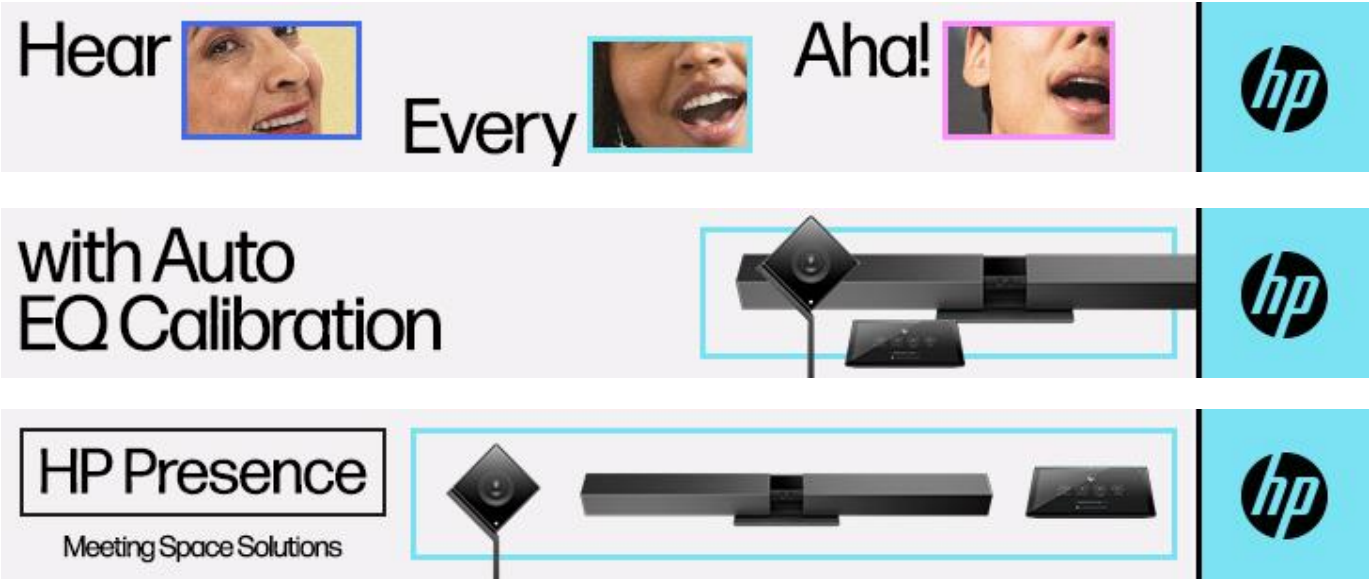


Animated Digital Banner

Asset name
BPS_WW_FY21_Fall_AnimatedBanner_Ah-ha_SpaceX_Generic_728x90

Usage terms

Download links
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Animated Digital Banner

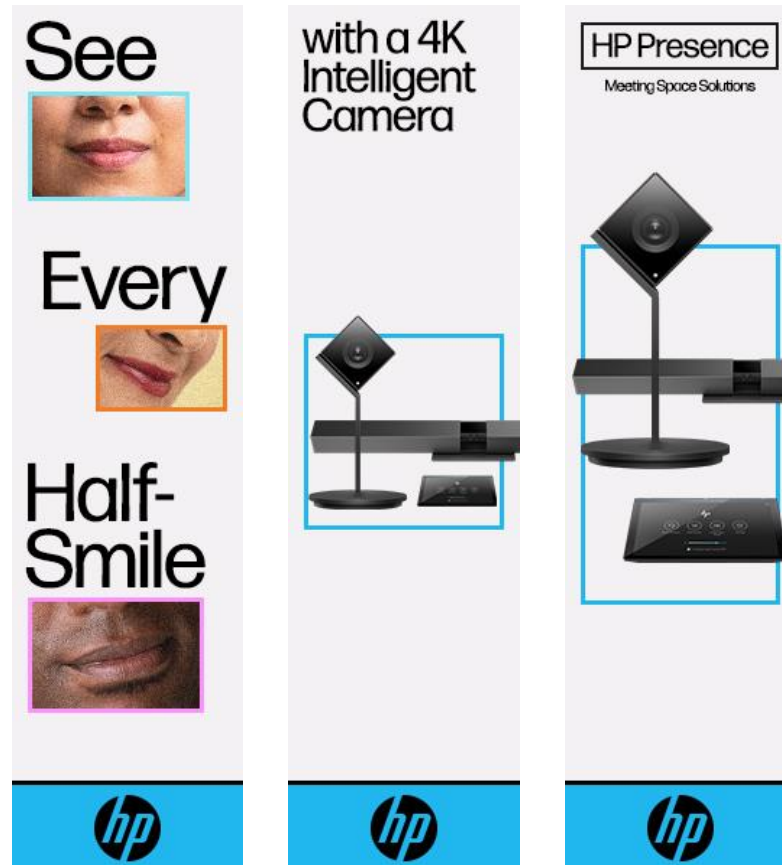
Asset name

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Usage terms

Download links

[asset hub / percolate](#)



Animated Digital Banner

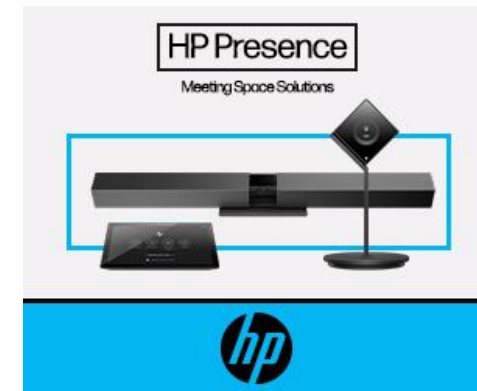
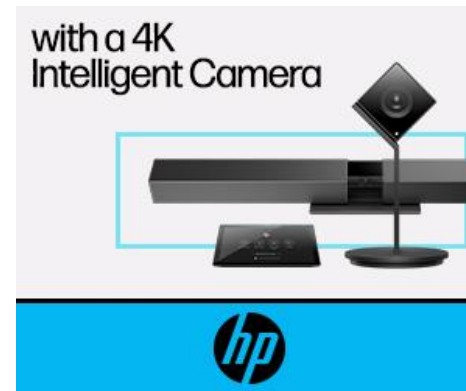
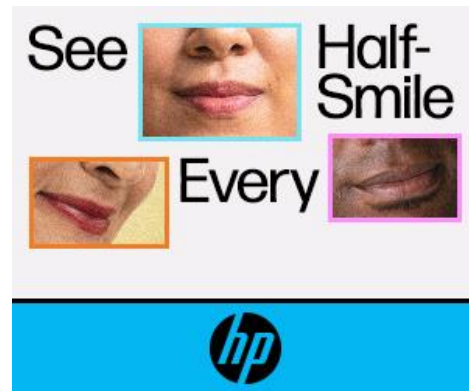
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Usage terms

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Animated
Digital
Banner

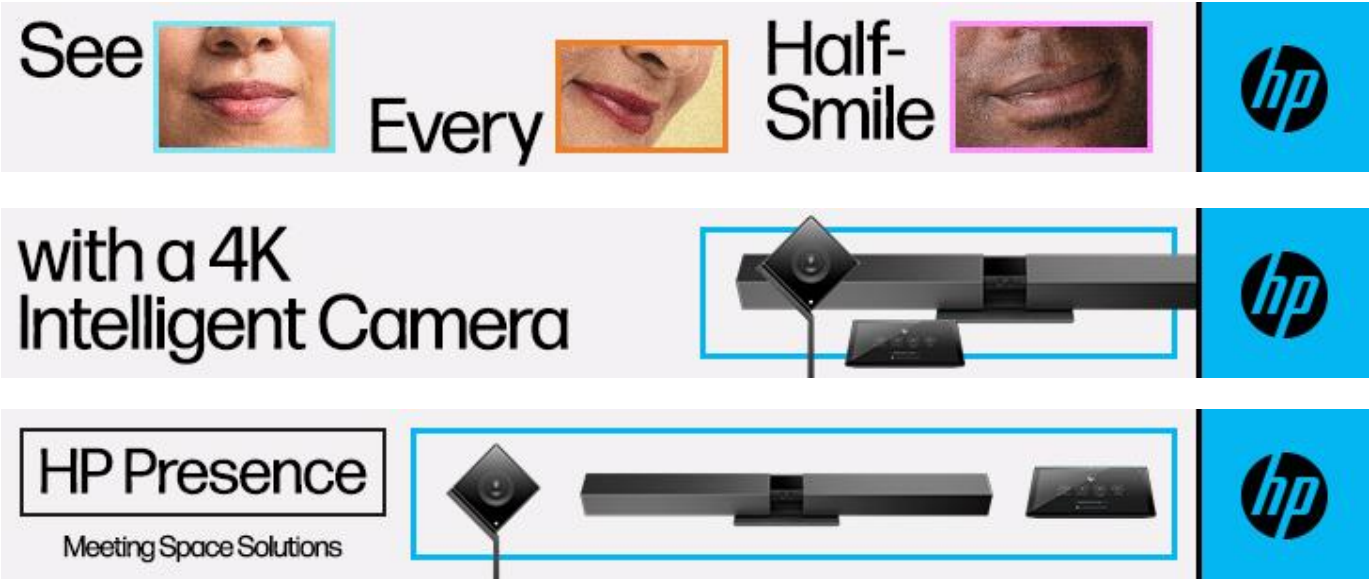
Asset name

BPS_WW_FY21_Fall_AnimatedBanner_Smile_SpaceX_Generic_728x90

Usage terms

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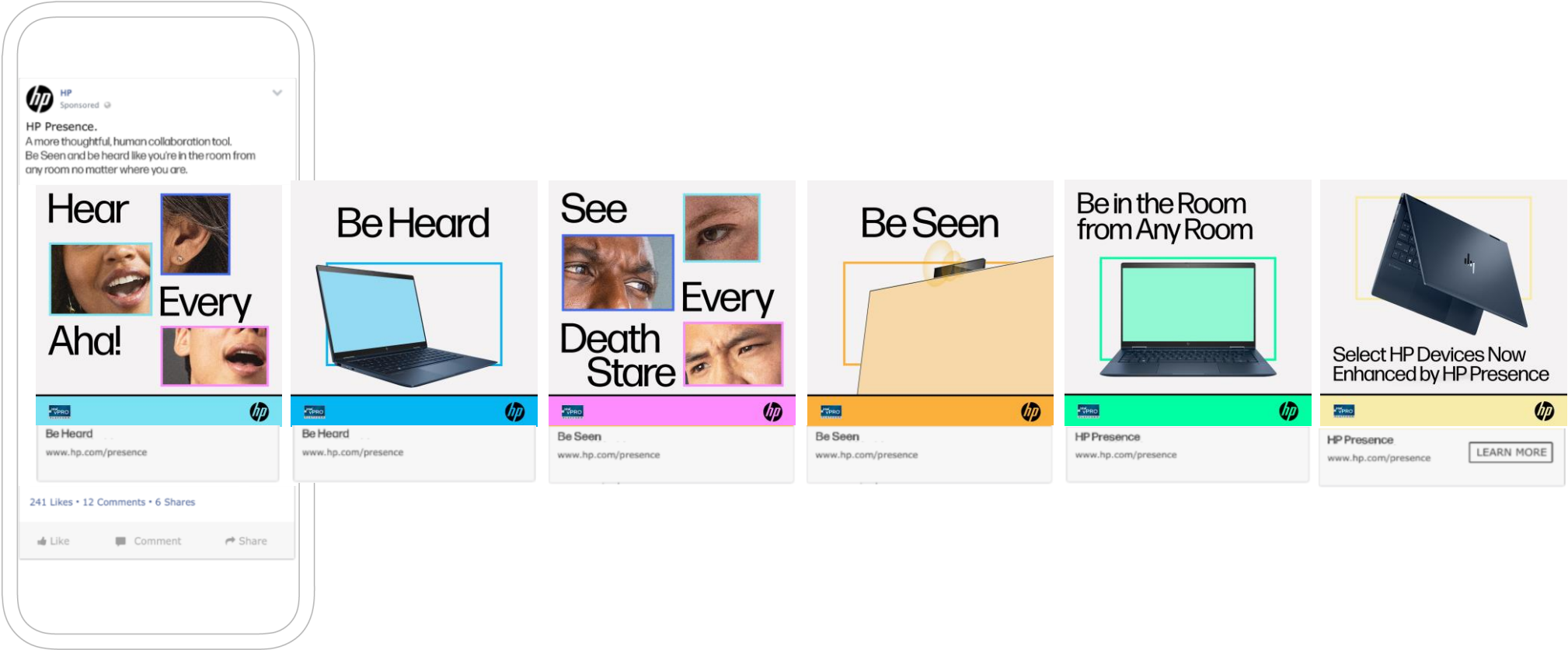
Enhanced by HP Presence
(Intel Compliant)

SOCIAL CAROUSEL

Asset name
BPS_WW_FY21_Fall_SocialCaro
usel_AhHaDeathStare_SpaceX_I
ntelIDF_1x1

Usage terms

Download links
[asset hub / percolate](#)

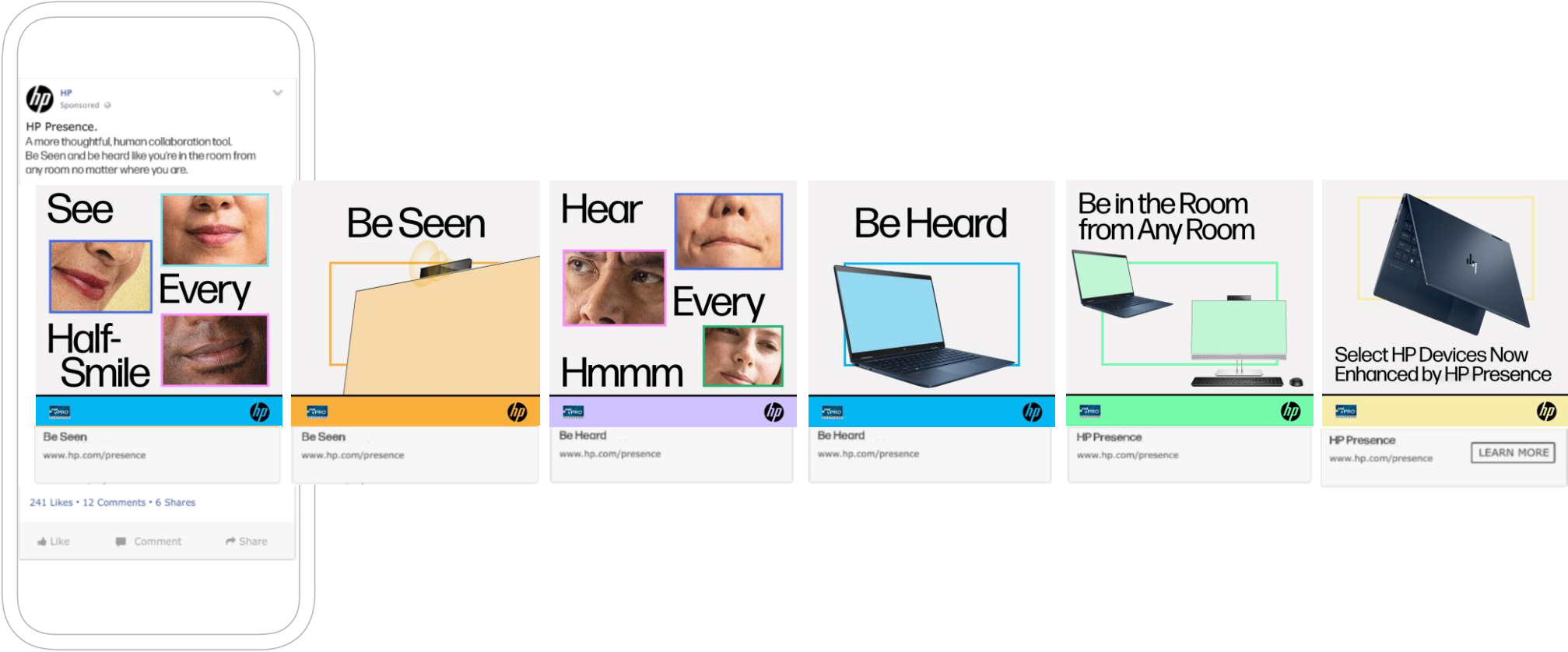


SOCIAL CAROUSEL

Asset name
BPS_WW_FY21_Fall_SocialCarousel_Smile/Hmmm_SpaceX_IntelElite_1x1

Usage terms

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ANIMATED SOCIAL

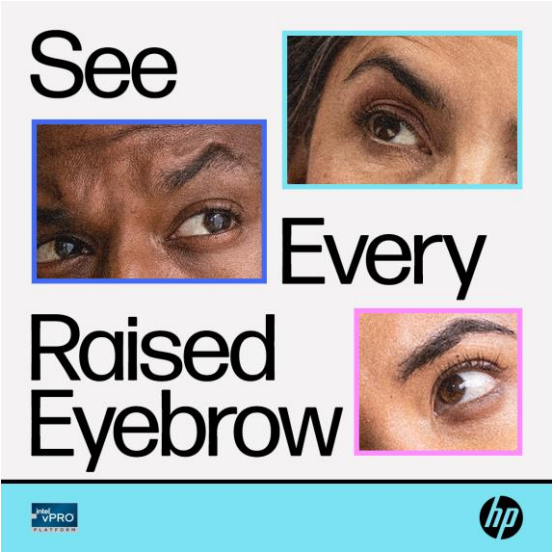
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Eyebrow_SpaceX_IntelIDF_1x
1

Usage terms

Download links

[asset hub / percolate](#)



ANIMATED SOCIAL

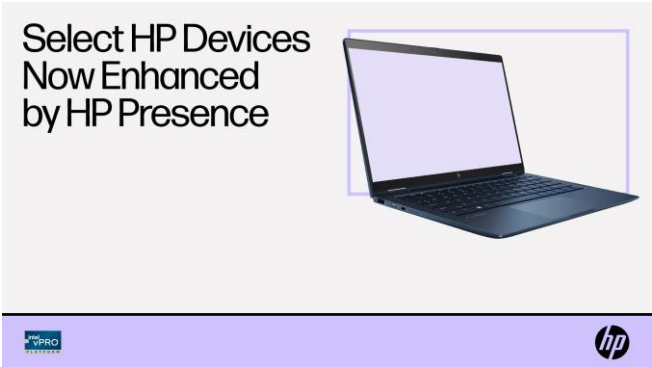
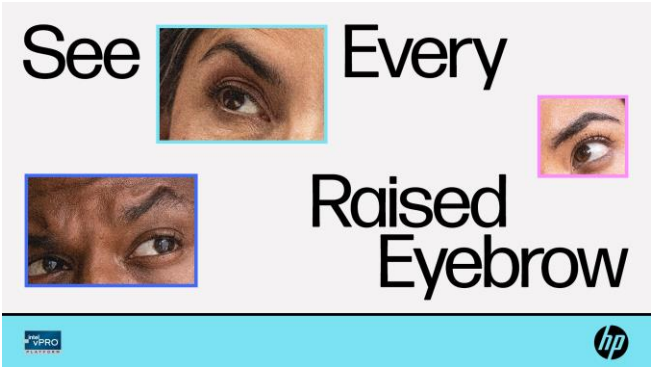
Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Eyebrow_SpaceX_IntelDF_16
x9

Usage terms

Download links

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ANIMATED
SOCIAL


Asset name
BPS_WW_FY21_Fall_AnimatedSo
cial_Eyebrow_SpaceX_IntelIDF_9x
16

Usage terms

Download links
[asset hub / percolate](#)


See






Every


Raised Eyebrow







with Enhanced
Video 5MP +
Auto Frame





Select HP Devices
Now Enhanced by
HP Presence









ANIMATED SOCIAL

Asset name

BPS_WW_FY21_Fall_AnimatedSo
cial_Smile_SpaceX_IntelElite_1x1

Usage terms

Download links

[asset hub](#) / [percolate](#)



ANIMATED
SOCIAL

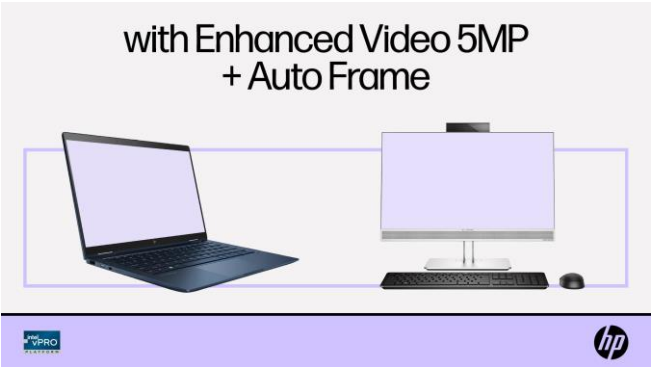
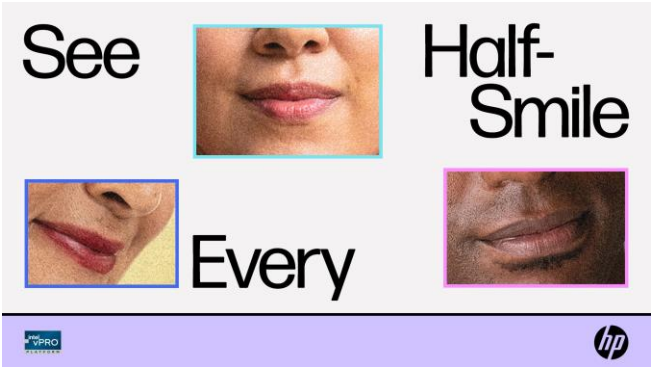
Asset name

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cial_Smile_SpaceX_IntelElite_16x
9

Usage terms

Download links

[asset hub / percolate](#)




ANIMATED
SOCIAL


Asset name
BPS_WW_FY21_Fall_AnimatedSo
cial_Smile_SpaceX_IntelElite_9x1
6

Usage terms

Download links
[asset hub / percolate](#)


See






Every


Half-Smile







with Enhanced
Video 5MP +
Auto Frame





Select HP Devices
Now Enhanced by
HP Presence







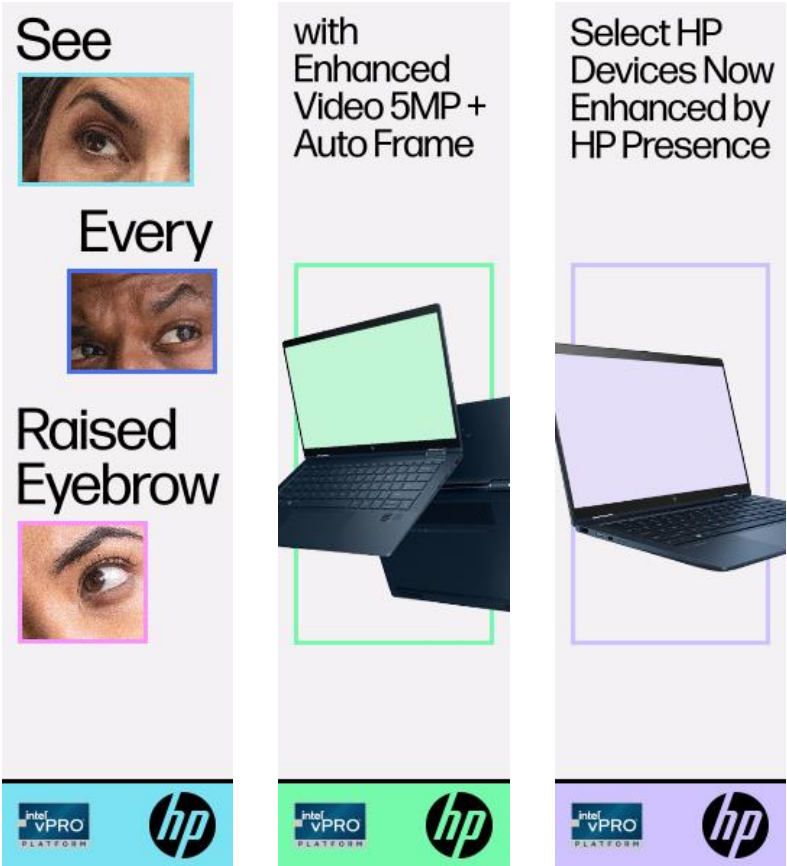


Animated Digital Banner

Asset name
BPS_WW_FY21_Fall_AnimatedBanner_Eyebrow_SpaceX_IntelDF_160x600

Usage terms

Download links
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Animated Digital Banner

Asset name

BPS_WW_FY21_Fall_AnimatedBanner_Eyebrow_SpaceX_IntelDF_300x250

Usage terms

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Animated Digital Banner

Asset name

BPS_WW_FY21_Fall_AnimatedBanner_Eyebrow_SpaceX_IntelDF_728x90

Usage terms

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ABM

(Thought Leadership + Drivers)

White Paper

Content

Asset name

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[Asset Hub](#)

The New Office



For the Way People Want to Work



Social (two versions)

VIDEO

Asset name (two versions)

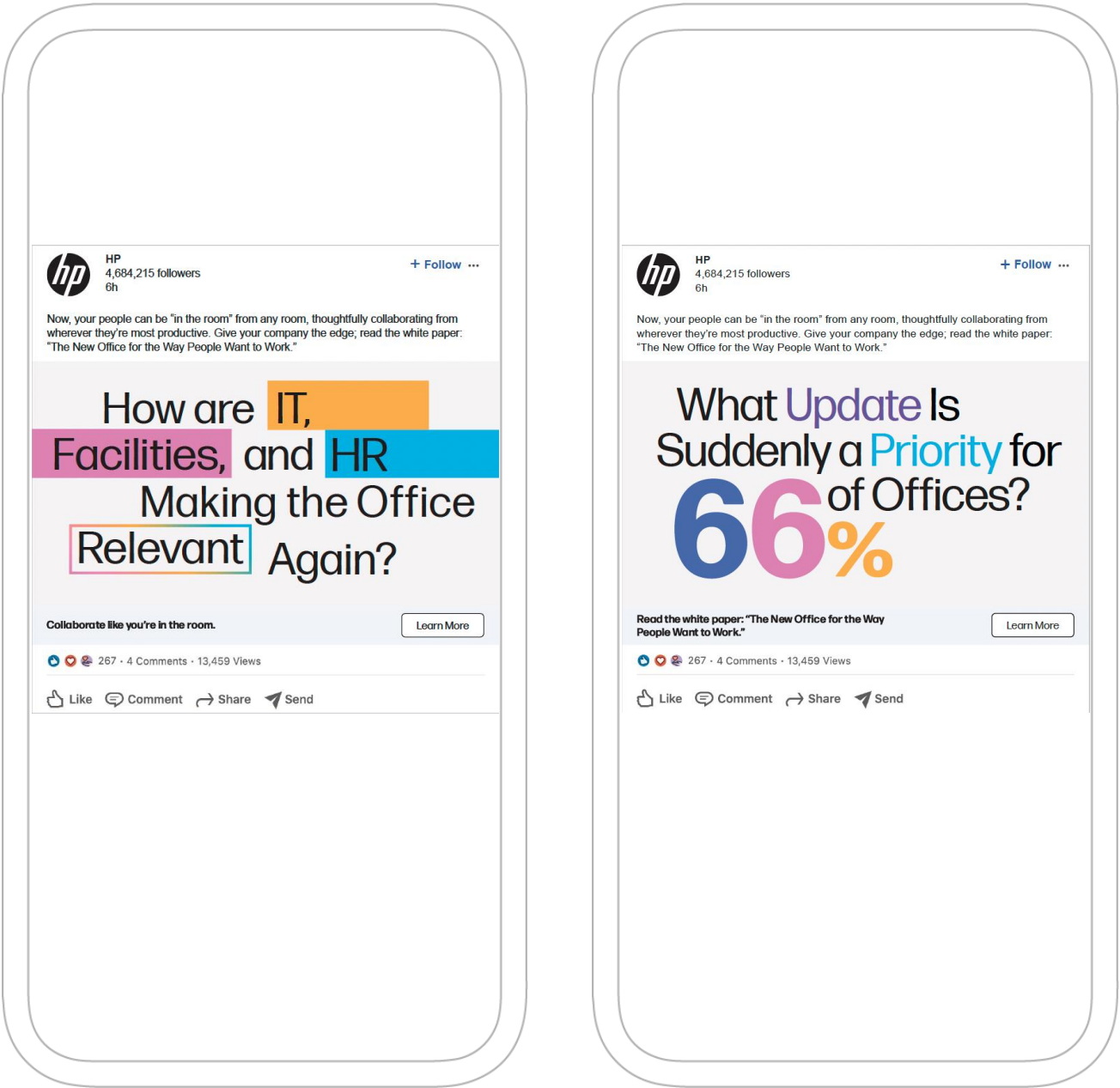
HPPresence_white paper_social_animated-1

HPPresence_white paper_social_animated-2

Download links

[Percolate](#)

[Asset Hub](#)



Social (two versions)

Asset name (two versions)

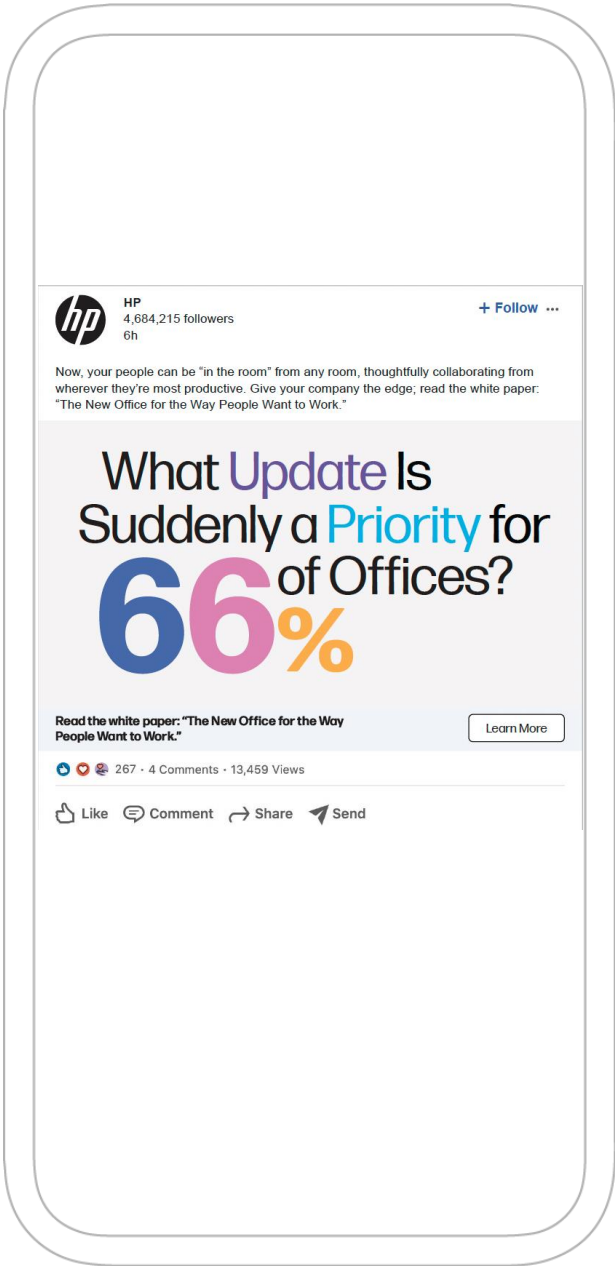
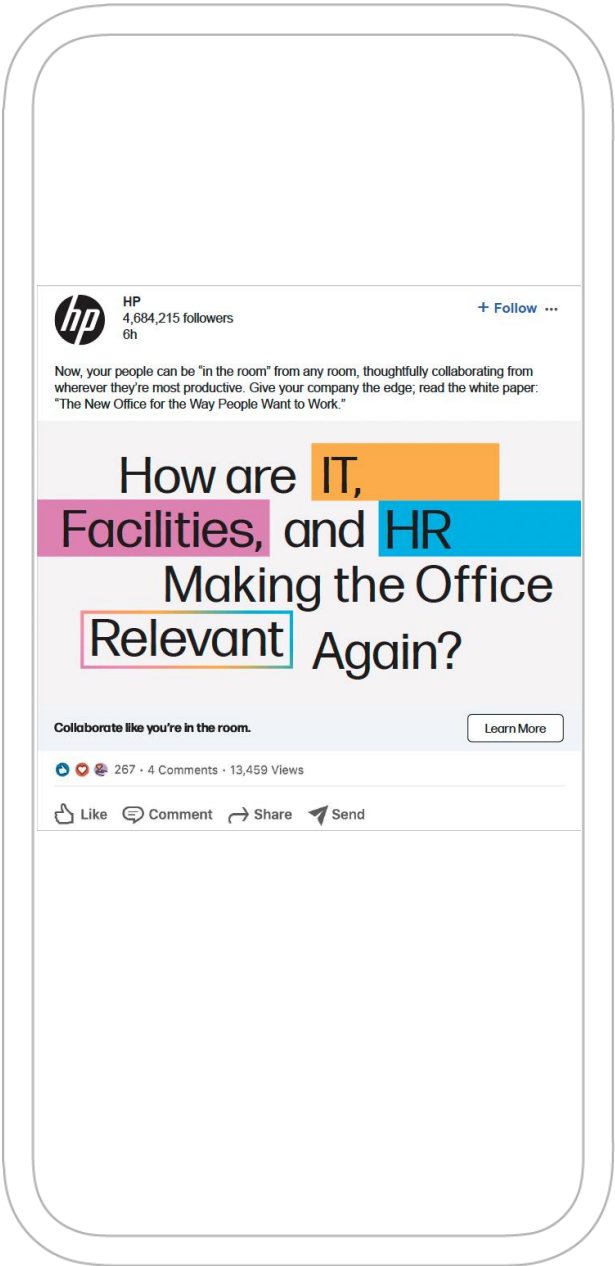
HPPresence_white paper_social_static-1

HPPresence_white paper_social_static-2

Download links

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[Asset Hub](#)



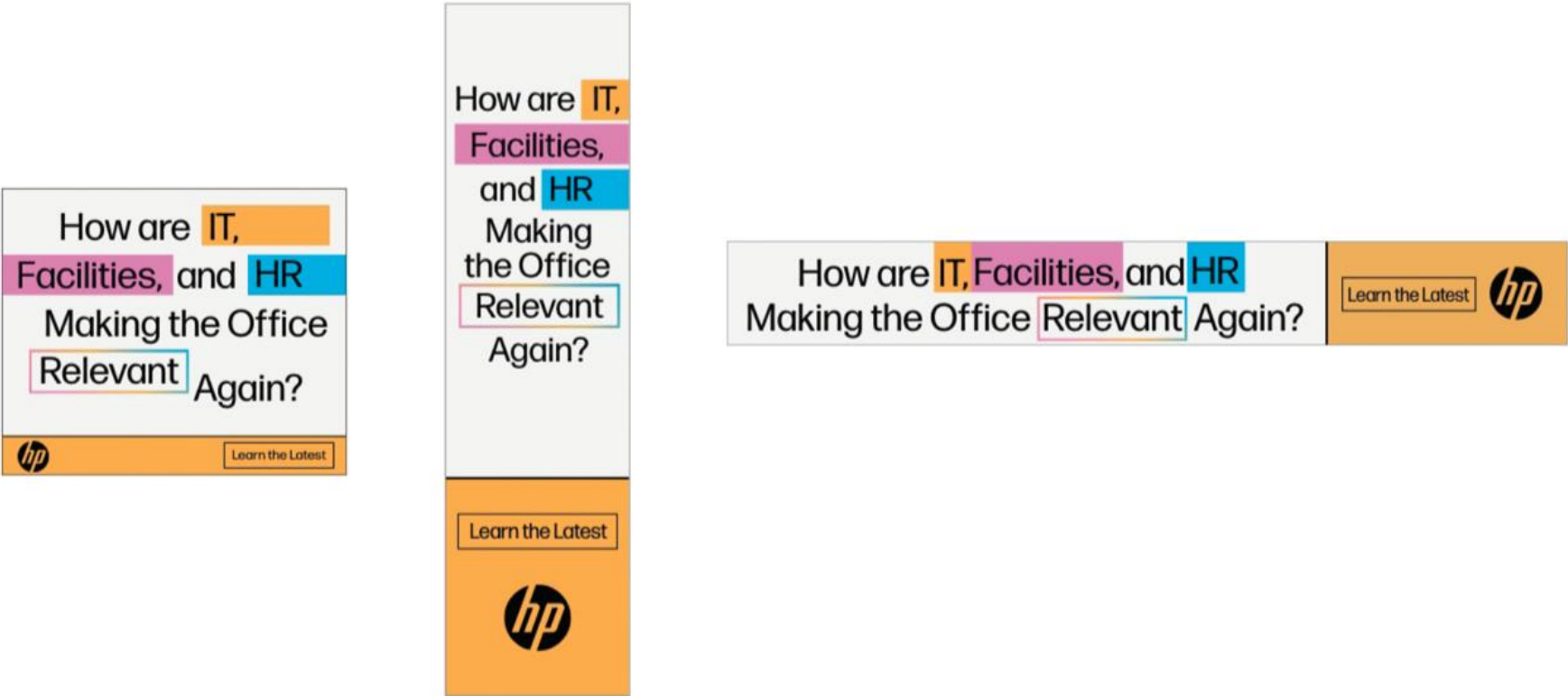
Display (Version 1)

Asset name

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- HPPresence_white-paper_banner_static-1-160x600
- HPPresence_white-paper_banner_static-1-728x90

Download links

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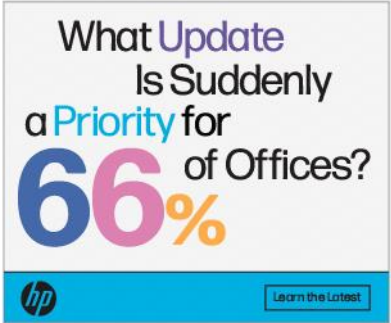
Display (Version 2)

Asset name

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- HPPresence_white-paper_banner_static-2-160x600
- HPPresence_white-paper_banner_static-2-728x90

Download links

- [Percolate](#)
- [Asset Hub](#)



eDM (two versions)

Asset name (two versions)

HPPresence_white-paper_email_main-1


HPPresence_white-paper_email_main-2

Download links

[Percolate](#)

[Asset Hub](#)

How are IT, Facilities, and HR Making the Office Relevant Again?



Dear (name),


Surprisingly, interdepartmental cooperation is helping return offices to relevance. Working together, coordinating technology, human resources, and the floorplan—all so everyone in your company can be “in the room” from any room, thoughtfully collaborating from wherever they’re most productive. Give your company the edge; read the white paper: “The New Office for the Way People Want to Work.”

Learn the Latest

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What Update Is Suddenly a Priority for 66% of Offices?



Dear (name),

Work, offices, how we meet, where we meet—they’re all changing. The days of everyone gathering in the same room to brainstorm, discuss, and work things out—those days are history. Now, your people can be “in the room” from any room, thoughtfully collaborating from wherever they’re most productive. Give your company the edge; read the white paper: “The New Office for the Way People Want to Work.”

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eBook

Content

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Stuck in the Waiting Room



Meetings for
Modern Times



HP Presence

Social (two versions)

VIDEO

Asset name (two versions)

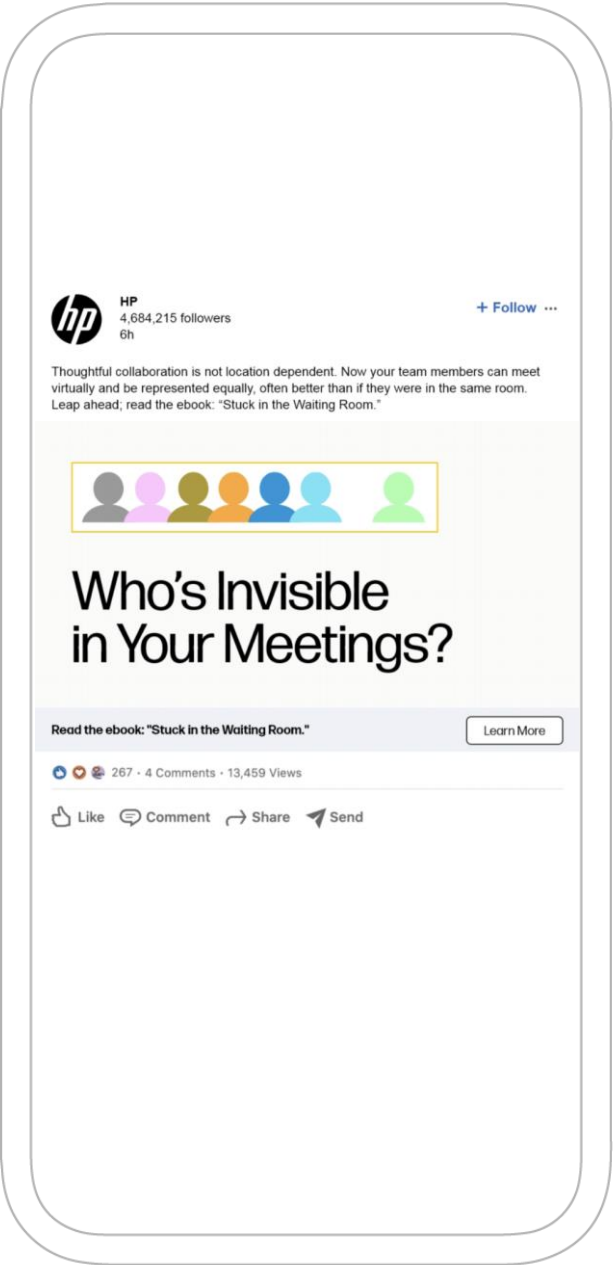
HPPresence_ebook_social_animated-1

HPPresence_ebook_social_animated-2

Download links

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[Asset Hub](#)



Social (two versions)

Asset name (two versions)

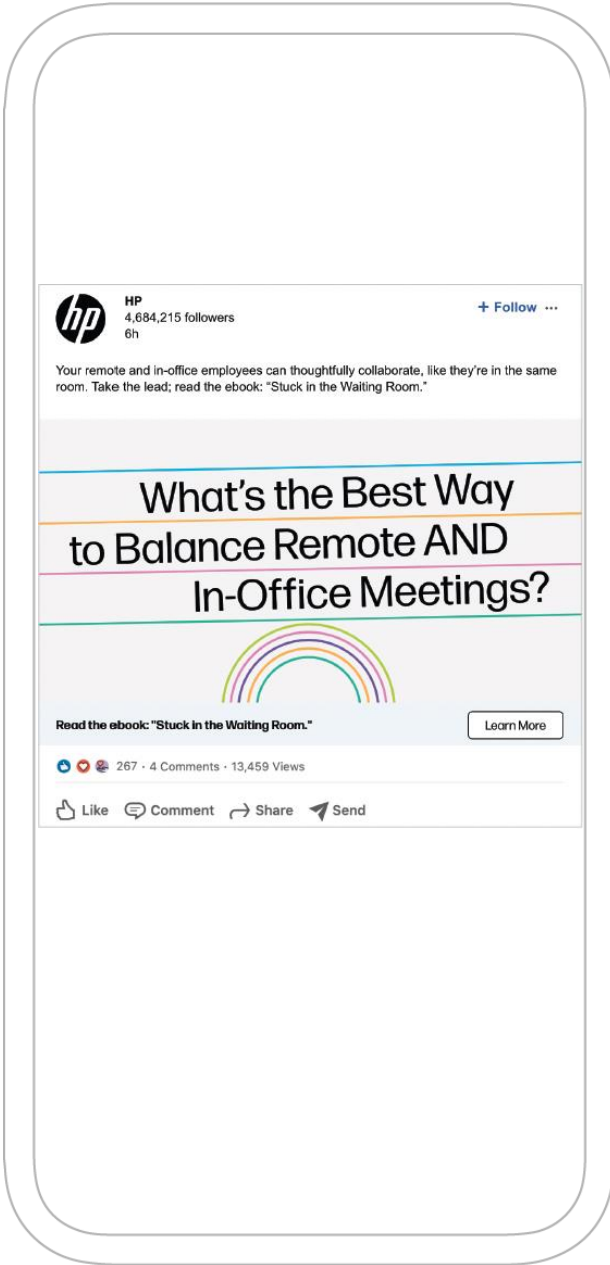
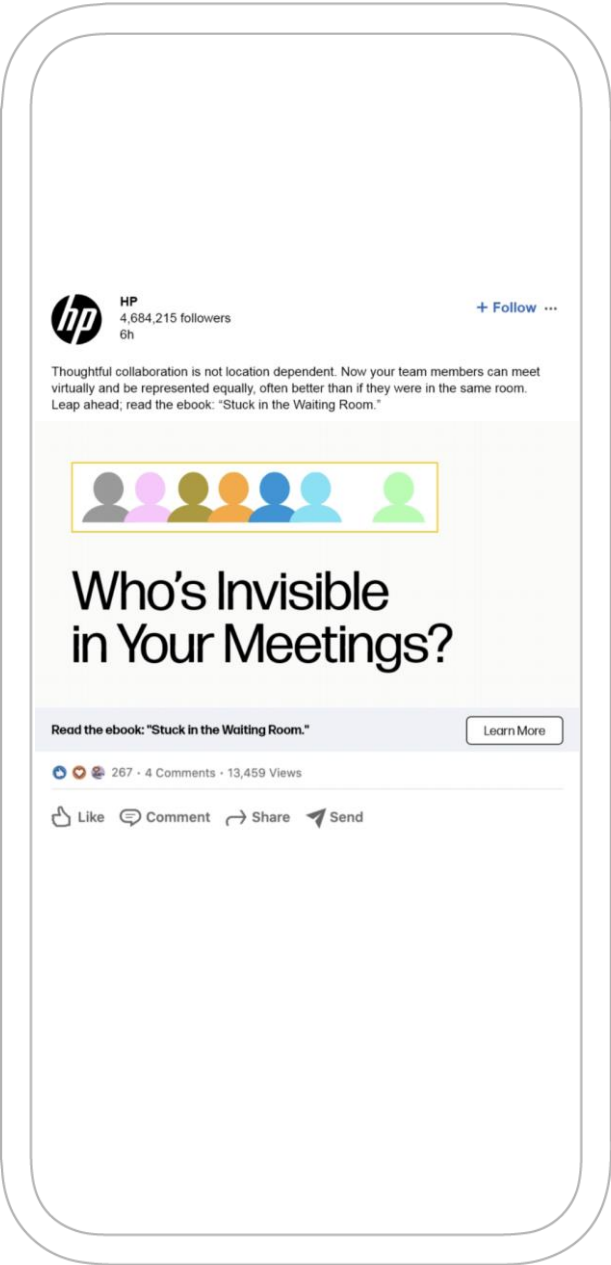
HPPresence_ebook_social_static-1

HPPresence_ebook_social_static-2

Download links

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[Asset Hub](#)



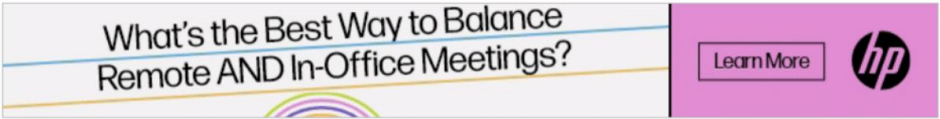
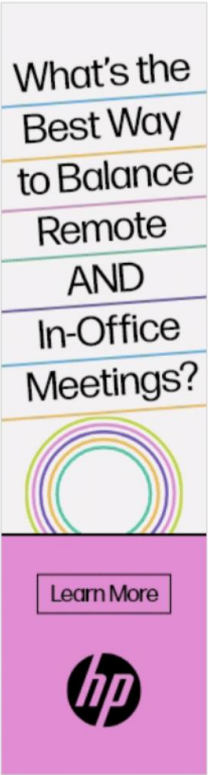
Display (Version 2)

Asset name

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- HPPresence_ebook_banner_static-2-160x600
- HPPresence_ebook_banner_static-2-728x90

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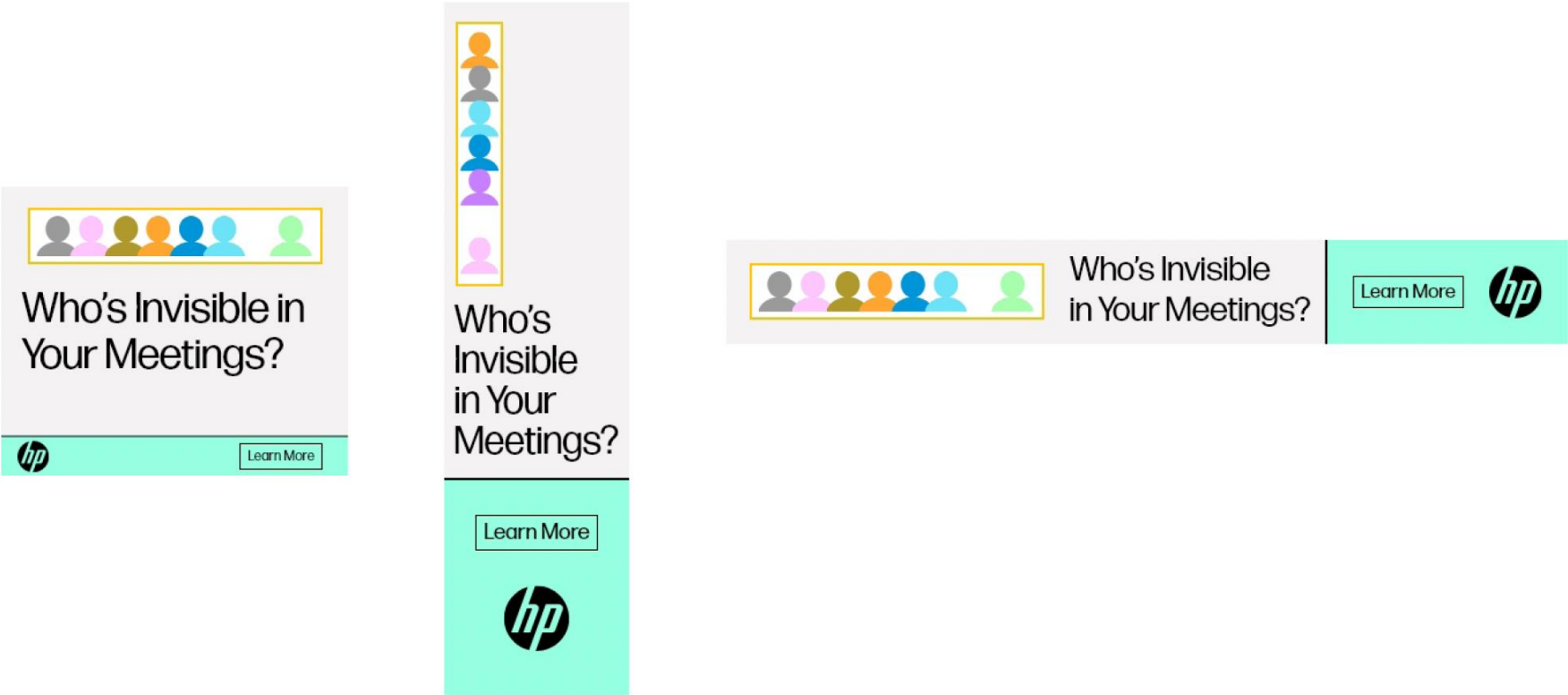
Display (Version 1)

Asset name

- HPPresence_ebook_banner_static-1-300x250
- HPPresence_ebook_banner_static-1-160x600
- HPPresence_ebook_banner_static-1-728x90

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eDM (two versions)

Asset name (two versions)

HPPresence_ebook_email_main-1


HPPresence_ebook_email_main-2


Download links

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[Asset Hub](#)

Who's Invisible in Your Meetings?





Dear (name),

Office dynamics have changed—walls, locations, and time zones are now irrelevant. What matters now is ensuring all employees (and their ideas) are seen, heard, and understood.


Now, with new technology, your remote and in-office employees can thoughtfully collaborate, just like they're in the same room. Take the lead and learn more about it; read the ebook: "Stuck in the Waiting Room."


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What's the Best Way to Balance Remote AND In-Office Meetings?





Dear (name),

Office dynamics have changed. Walls don't matter. Location doesn't matter. Time zones don't matter. What matters is making sure you and your ideas are seen, heard, and understood.

Now, with new technology, your remote and in-office employees can thoughtfully collaborate like they're in the same room. Take the lead, learn more about it; read the ebook: "Stuck in the Waiting Room."

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Statisticle / Infographic

Content

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The Office Space Shift By the Numbers

Remote work used to be a luxury designated to a select few. Now it's a necessity for crowds of office workers and administrative staff. While hybrid work gave employees more flexibility and independence, it also added new obstacles, such as difficulty in collaborating with coworkers. When people return to the office, it will likely be for meetings and other forms of collaboration—but some of the team will remain remote.

And that presents new challenges. It's difficult to collaborate in a hybrid workplace. As research demonstrates, many companies are looking for ways to help their teams work better.

Meet the Challenges

Workers Are Considering Their New Workplace Options

Work environments will change as employees return to the office under a potpourri of different hybrid scenarios. However, just because they *can* work remotely doesn't mean they always *want to*.

Omni Channel

(Social, Digital, eDM)

Product photos

- Catalog shots
- Hero shots
- Group shots
- **Total: 63 images**

Download link:
[Temporary link](#) with
updated ID

Asset Hub link TBD
Percolate link TBD

Catalog shots



Hero shots



Group shots



Lifestyle photography

- 2 – 3 images for each kit/solution
- 2 – 3 images for each of the components
- 1 product shot for each kit
- 5 Teams-specific images
- 5 ZoomRooms-specific images
- Misc feature images

Total: 60 images

Download link:
[Asset Hub folder](#)
[Percolate folder](#)

Kit images



Component images



Product shot in environment



Feature shots



360 spin videos and animated GIFs

- 360 spin videos for
 - AV Bar (Dragon)
 - 4K Camera (Raptor)
 - Control pad with audio
 - Control pad without audio
 - Control Pad Plus
 - Mini Conferencing PC
- Animated GIF for
 - AV Bar camera shutter animation
 - 4K Camera head rotation animation

Temporary download link

360 spins [Sharepoint](#)

Animated GIFs [Sharepoint](#)



Etail images

eTail images are manually created following the Playbook 2.0 guideline. Images are not automated.

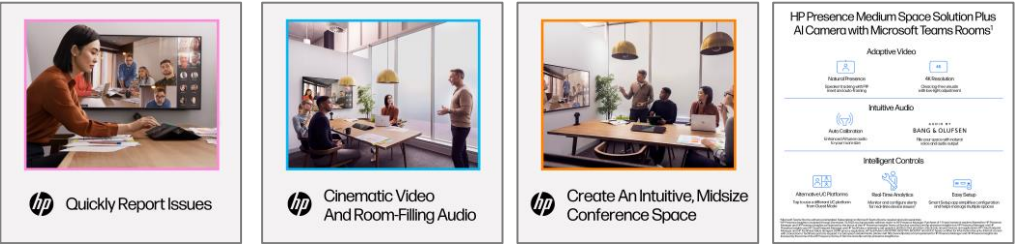
- KSP images for each of the seven kits
- KSP images for Raptor, Dragon, Launchpad, Starship, and satellite mics
- Annotated images
- At-a-glance images

Total: 58 images

Asset Hub folder TBD
[Percolate folder](#)



Kit 5



4K cam



AV bar