



One Life

Lunch & Learn

What will we learn?

Why HP offer HP Premium

What makes a HP device secure,
and how to explain this

How do we help the world become
better connected



CHALLENGES IN YOUR WORKPLACE

72% of workers feel believe creativity fuels success

64% of employees use personal devices for work purposes

42% Of ITDMs plan to augment endpoint security as a result of this situation ¹²

80% of employees admit to using non-approved software applications in their jobs

667% Increase in phishing attacks related to coronavirus ¹³



WE PROUDLY DESIGN A SANITIZABLE PC PORTFOLIO⁶



EliteBooks, EliteOnes
& EliteDesks

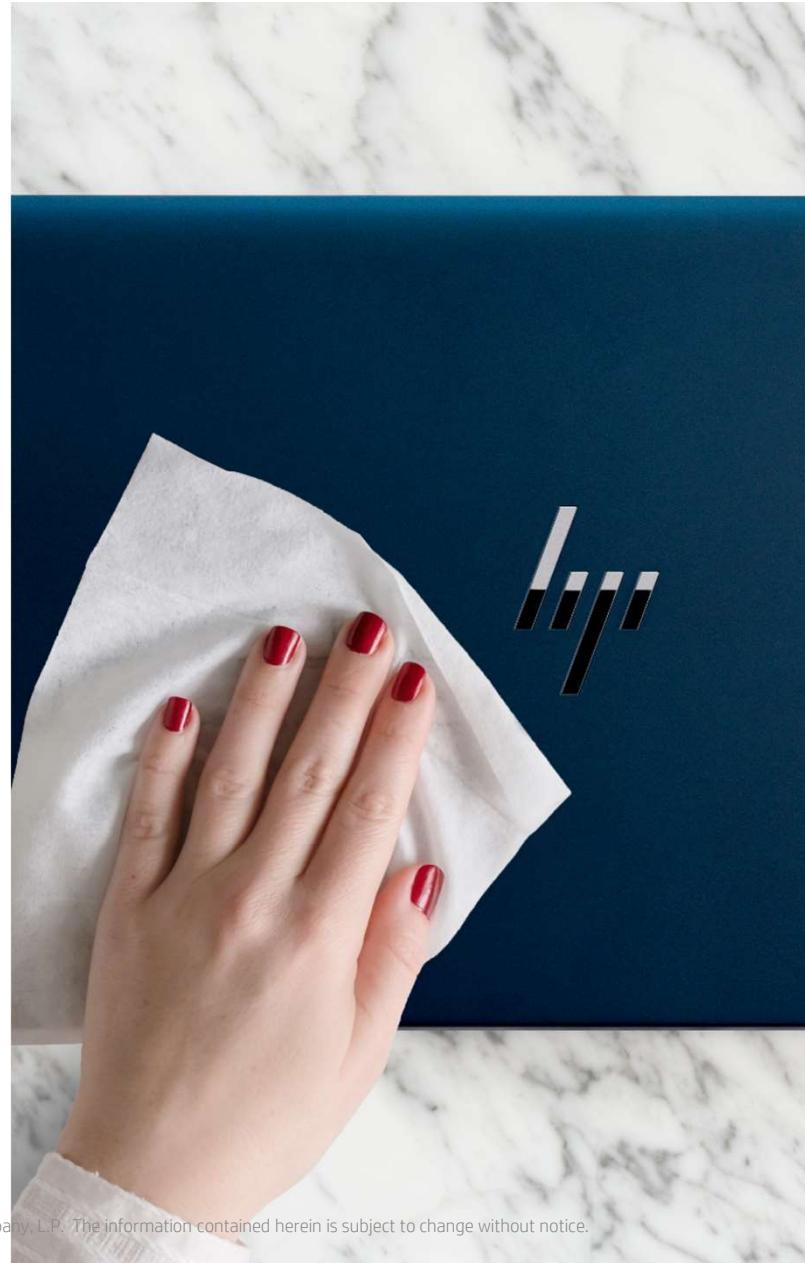


Z by HP



Displays &
Accessories

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Sanitizable PC

Withstands
1,000 cycles
of disinfection
with household
wipes¹



51%
of ITDMs

Prioritizing computers
that you can
sanitize/wipe down²⁷

JET TRAINING



HP

INNOVATION FRAMEWORK



Personal

For who I am

Secure

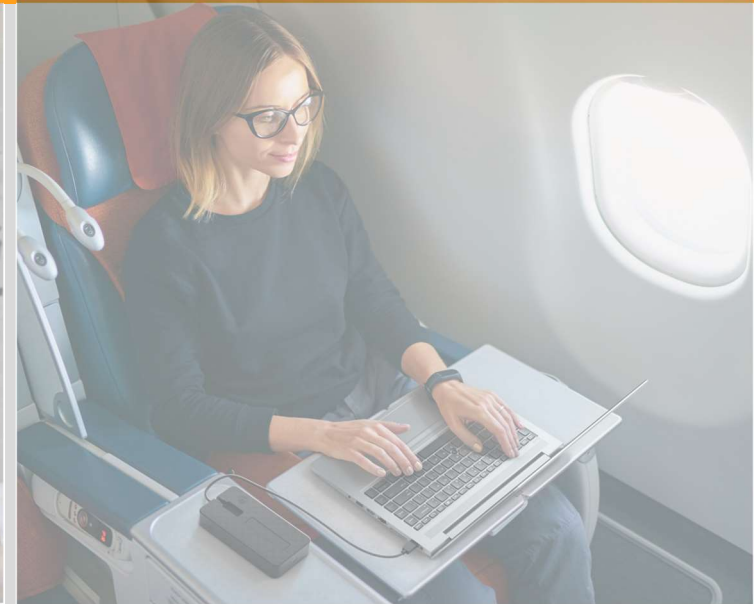
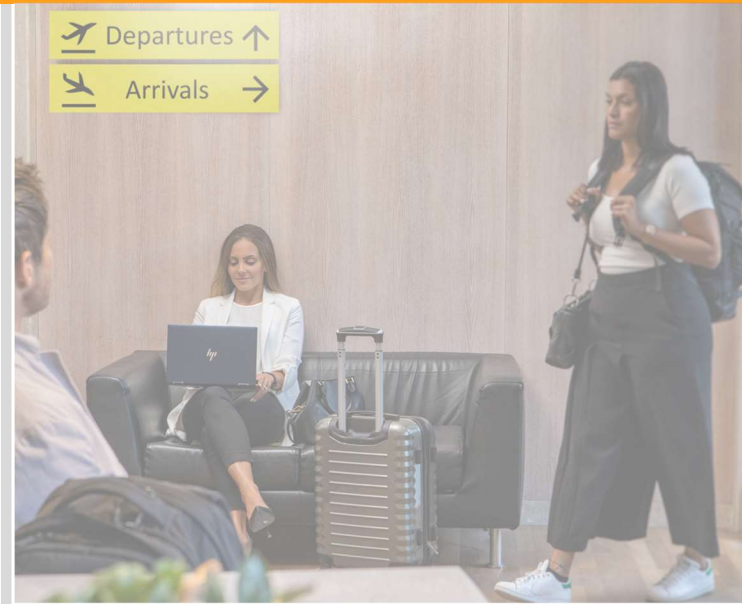
For peace of mind
everywhere

Connected

To do our best work

HP

INNOVATION FRAMEWORK



Personal

For who I am

Secure

For peace of mind
everywhere

Connected

To do our best work

26CAL6



For who you are
Personal

This is not a Pointless Quiz

This percentage of premium PC's are purchased by Millennials

Millennials = Generation Y

Don't put your hand up if you think it is **lower** than

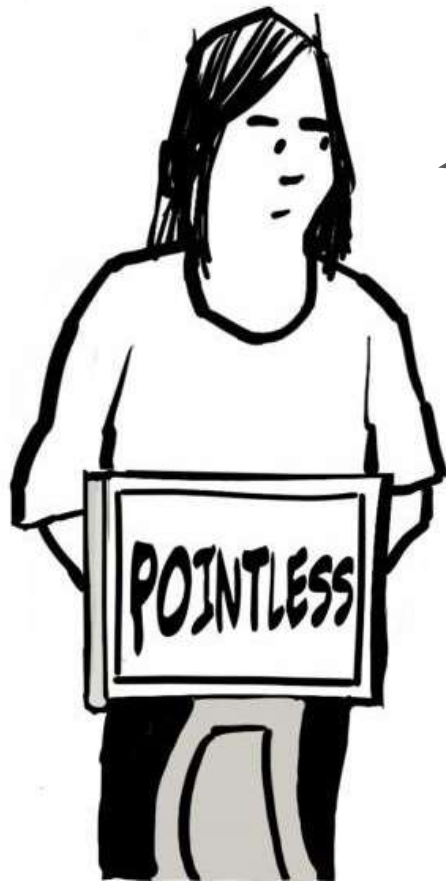
50%

Put your hand up if you think it is **higher** than

50%

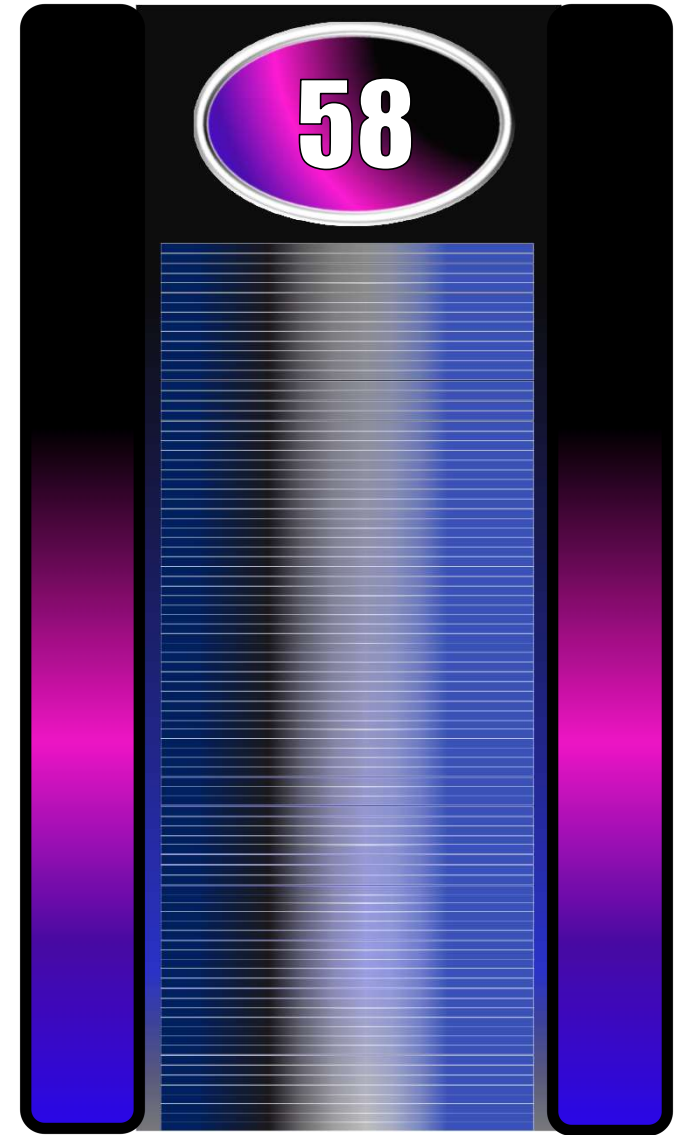



This is not a Pointless Quiz



The correct answer is...

This percentage of premium PC's are purchased by Millennials





58% of Premium PC's are purchased by Millennials

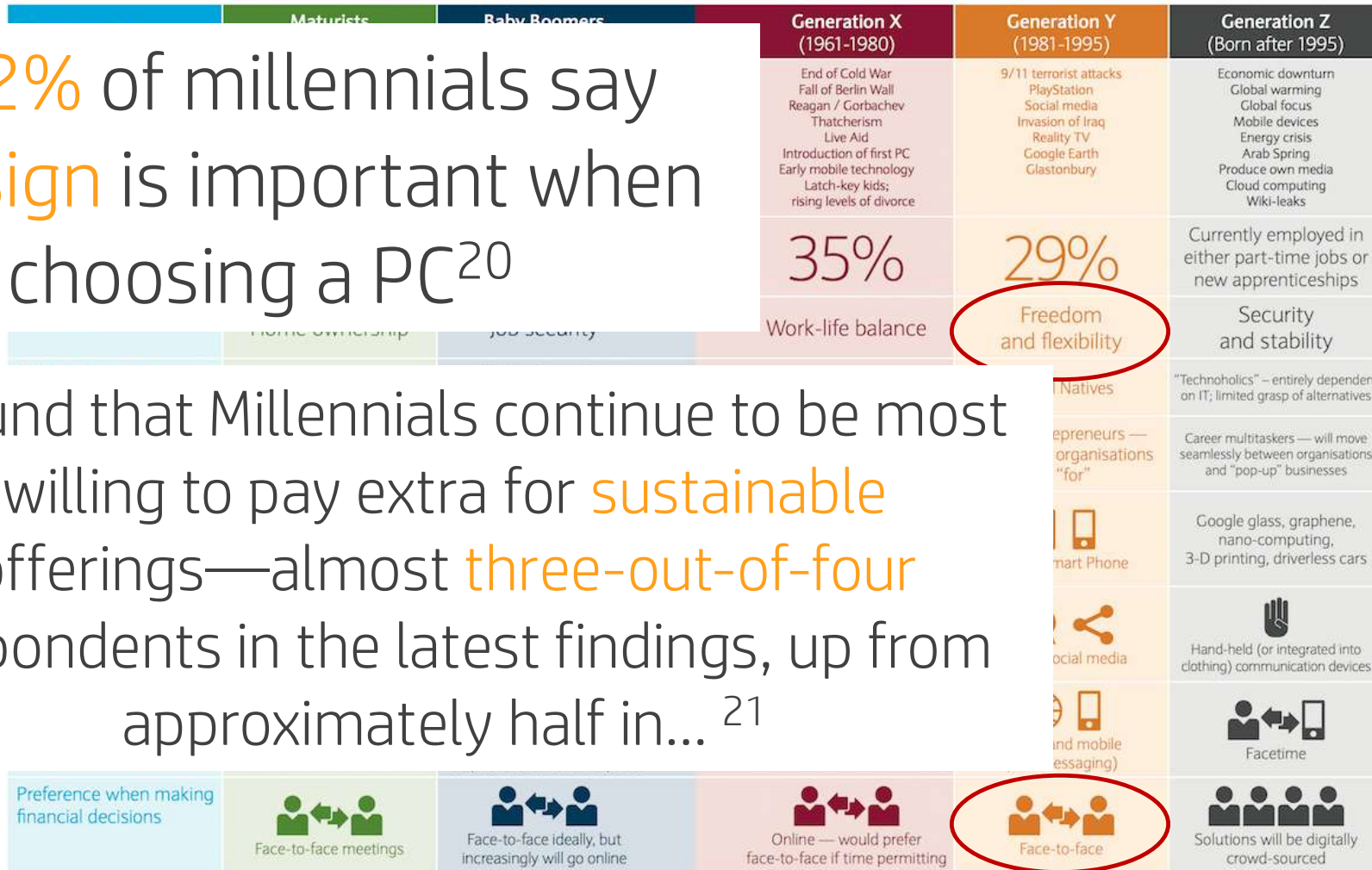
- Gen Z, iGen, or Centennials: Born 1996 and later
 - Millennials or Gen Y: Born 1977 to 1995
 - Generation X: Born 1965 to 1976
 - Baby Boomers: Born 1946 to 1964
- Traditionalists or Silent Generation: Born 1945 and before

Generation X Y Z

Chart 1: An overview of the working generations

52% of millennials say design is important when choosing a PC²⁰

...found that Millennials continue to be most willing to pay extra for sustainable offerings—almost three-out-of-four respondents in the latest findings, up from approximately half in...²¹



*Percentages are approximate at the time of publication.

STREAMLINE YOUR WORKSPACE

- ✓ HP Dragonfly
- ✓ HP Thunderbolt Dock
- ✓ HP EliteDisplay



THE WORLDS FIRST & BEST

HP ELITE DRAGONFLY

85.8%¹⁸

World's highest screen-to-body ratio in a 13" business convertible³

World's longest battery life in a 13" business convertible²⁶

World's lightest compact business convertible²⁵

World's lightest business convertible with Wi-Fi 6²¹

World's first notebook with ocean bound plastic material²

World's lightest business convertible supporting gigabit class 4g lte²⁴

The world's first business convertible with preinstalled personal wellbeing software.²²

World's first business convertible with 4x4 LTE antenna.²³



WORLD'S MOST SECURE PCs⁵

HP ELITE PCs



POWER ON THE INSIDE

Intel® Quad-Core™

Powered with a processor designed to transform mobile work into productive work with a U-Series Intel® processor. Optional vPro.²⁷

up to

2TB Storage¹²

or up to

512GB H10 Optane Storage¹²

up to

16GB RAM¹²

Windows Hello

Integrated IR sensors allow fast login through a hybrid IR/Webcam



Ultra-Thin Bezels

10.25mm Top Bezel
4.75mm Side Bezels

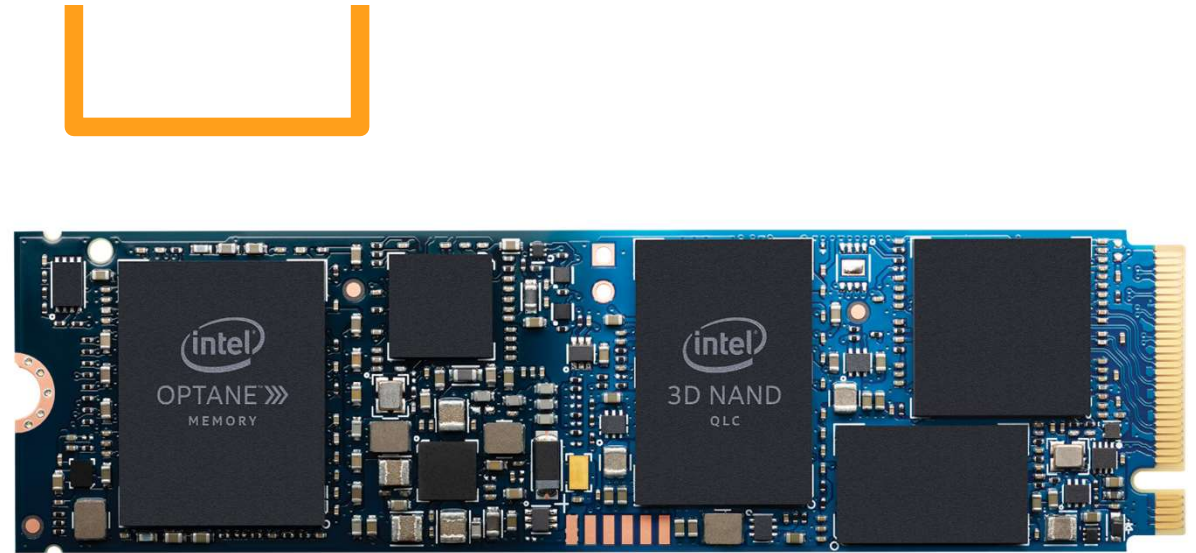
Full Featured Ports

(2) Thunderbolt™ 3
USB 3.1 Gen1
HDMI
Headphone
Security Lock Slot

x360 Flexibility

360-degree flexibility allows for versatility through 4 configuration modes

Boost Business PC Performance



Intel® Optane™ Memory H10 with Solid State Storage

Better
multitasking
performance¹

FAST ACCESS TO
Applications and
files²

Optimized for
real-world
workloads³



ULTRA-MOBILE:
BUSINESS CONVERTIBLE

HP ELITEBOOK X360 1030/1040



HIGHEST

SCREEN-TO-BODY
RATIO

IN BUSINESS CONVERTIBLES

LONGEST

BATTERY LIFE

IN A BUSINESS CONVERTIBLE (14")



52% of millennials say design is important when choosing a PC²⁰

Durability is a key feature in notebooks²¹ (2nd in importance only to performance)

HP ELITEBOOK X360 1030/1040

ULTRA MOBILE

WORLD'S FIRST CNC ALUMINUM UNIBODY BUSINESS CONVERTIBLE¹⁷ (1030)



Ultra-thin bezels help us fit a bigger display in a smaller chassis (vs previous gen)



CNC Aluminum Iconic, scratch resistant material delivers beauty and durability with diamond cut accents



Durability Passes MIL-STD 810G testing²² – including drop test

HP ELITEBOOK X360 1030/1040

THE WORLD'S FIRST OUTDOOR VIEWABLE DISPLAY IN A BUSINESS CONVERTIBLE⁸

Without outdoor viewable display



With outdoor viewable display



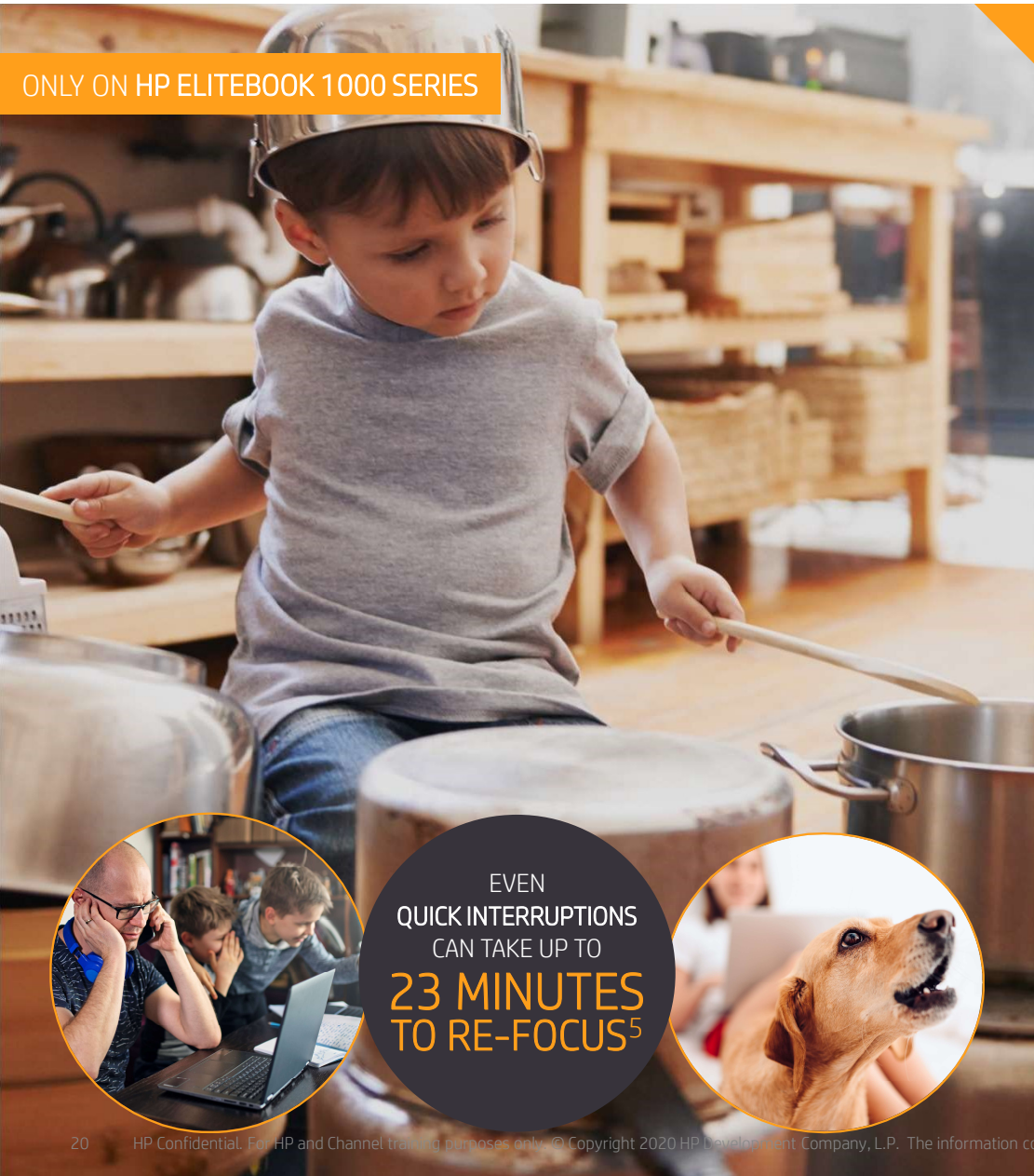
Anti-Glare Touch Display

1000 nit brightness

Ambient Light Sensor

"...hands down a huge improvement." - Michael, early evaluator

*Artist rendering



ONLY ON HP ELITEBOOK 1000 SERIES



EVEN QUICK INTERRUPTIONS CAN TAKE UP TO **23 MINUTES TO RE-FOCUS⁵**



TALK & BE HEARD

AI-Based Noise Reduction

REDUCES AMBIENT SOUNDS FOR CRYSTAL-CLEAR CONFERENCING

- Sirens ♦ Slamming Doors ♦ Paper Noises
- Plastic Bags ♦ Barking Dogs

Reduces the most complex background noises that challenge traditional noise cancellation

Deep Learning Neural Network recognizes & removes ambient noise for superior conference call experience.

ONLY ON HP ELITEBOOK 1000 SERIES

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Quick quiz

This percentage of business buyers expect connected experiences

Don't put your hand up if you think it is **lower** than
75%

Put your hand up if you think it is **higher** than
75%

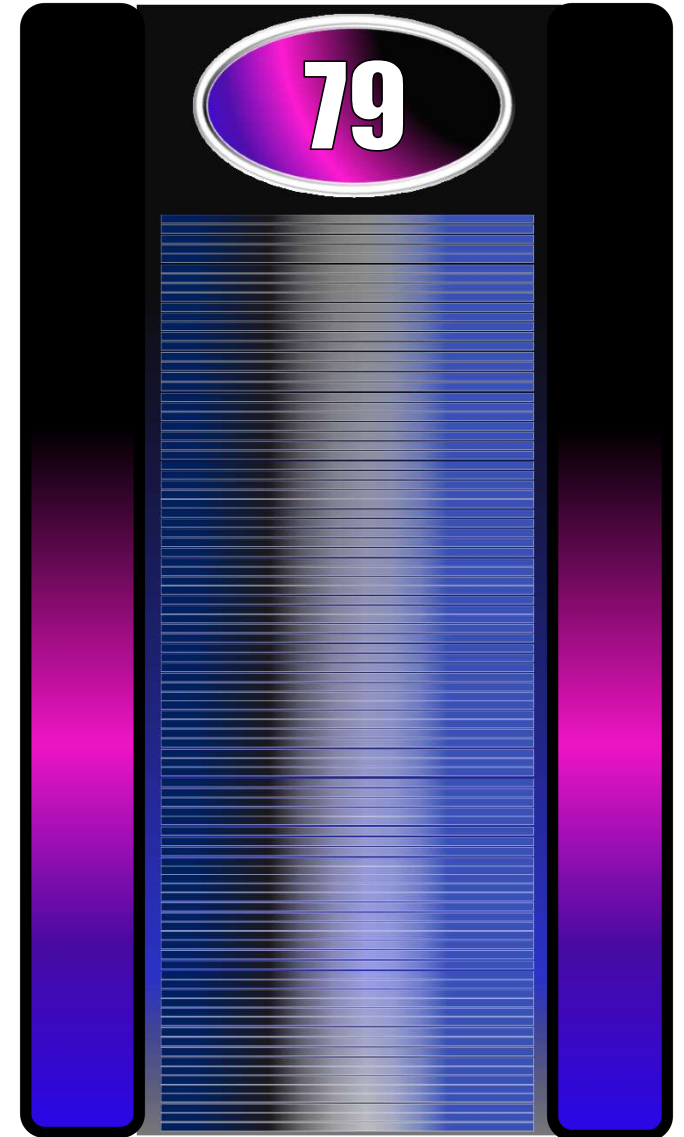


This is not a Pointless Quiz



The correct answer is...

This percentage of business buyers expect connected experiences



HP ELITEBOOK X360 1030/1040, X2 & DRAGONFLY

ALWAYS ON

BUSINESS CONVERTIBLE WITH 4G LTE¹⁸

Most Common Issues with Public Wi-Fi²³:

Not Available	43%
Unreliable	42%
Too Slow	41%



Up to 27 hour battery life²⁴ for a PC that only sleeps when you do

Power-naps like a champ with fast charge technology²⁵



Supports up to 5G (4x4) so you can stay connected, beyond the bounds of WiFi.

Gigabit 5G (4x4) (optional)



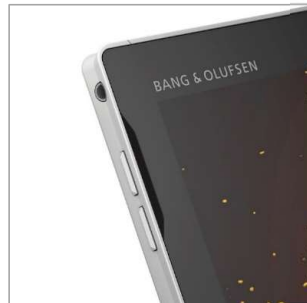
Faster, more reliable WiFi - HP Connection Optimizer²⁷ helps auto-repair wireless drivers and connect you to the fastest WiFi access points

82% of ITDMs feel that the technology employees carry is a reflection of their companies⁴⁴

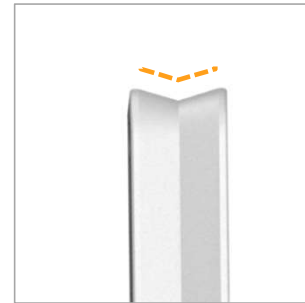
HP ELITE X2

MAKE AN IMPRESSION

WITH THE WORLD'S SMALLEST BUSINESS DETACHABLE²



Ultra-thin bezels - 13" diagonal display in a 12" chassis, with 39% thinner side bezels vs previous gen



CNC-machined aluminum design



Redesigned kickstand for easy accessibility and articulation



Thin and streamlined - 13.3mm thin

HP ELITE X2

TRAVEL LIGHT, WORK HARD

ALWAYS ON

- ✓ Support for up to 4G Cat 9 LTE²⁶
- ✓ Up to 10.5 hrs of battery²⁴ + HP Fast Charge²⁵

LAPTOP-LEVEL PERFORMANCE

- ✓ Intel Quad Core processors³⁸
- ✓ Total of 3 USB Type-C™ ports, so you can charge and present at the same time
- ✓ Docking via USB Type-C™

"The unit is extremely light ...It's very versatile...ideal for working while traveling..." - Juan, early evaluator





WELCOME TO THE FAMILY

The HP EliteBook 800 family is a new kind of standard issue—one with better **design**, leading **security**, and innovative **collaboration** features.

Upgrade your fleet to the family that makes the most of your Win 10 experience.



HP EliteBook 850

HP EliteBook 840

HP EliteBook x360
830

HP EliteBook 830



DESIGNED FOR YOU

BRINGING x360 DESIGN MAINSTREAM

Why standardize on an x360?



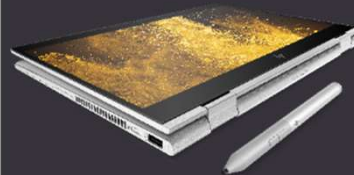
FULL PRODUCTIVITY

Comfortable, full-size keyboard with 1.5mm of travel and 18.7mm of pitch, micro-edge bezels, & top-firing speakers



WATCH VIDEOS

A 13.3" diagonal business convertible with an ambient light sensor & HP AntiGlare Touch Display



NOTE-TAKING, EDITING

Precision pen design for comfort and control that lasts all week on a 30 minute charge³⁵



SHARE WITH OTHERS

HP Extended Range Wireless LAN provides longer range & faster data throughput at shorter ranges gen/gen



EPEAT
Gold

Energy
Star

TCO-
certified

STOP DROPPING SCREWS

Self-capturing screws make sure you don't lose them upgrading your notebook

REMOVABLE BACK PANEL

Access multiple components, including memory, storage, WLAN, and WWAN modules.

EliteBook 800
x360



BUILT TO LAST





DRIVE CONTENT FROM

TWO DEVICES

with HP Device Bridge

HP S430c Display

World's first 43.4" curved ultrawide display offering simultaneous multi host PC control with a single keyboard and mouse.²⁷

Optimize multi-tasking in multi-platform environments with a display that can control two devices²⁶ at the same time without a KVM. Copy and paste between them with a single keyboard and mouse and toggle feeds side-by-side or view on a split screen.

HP ELITEBOOK 1000 Series PCs

DESIGNED WITH QUALITY IN MIND

HP TOTAL TEST PROCESS

120,000 hours of testing per product

- Electrical tests
- Power tests
- Performance tests
- Reliability tests
- Thermal tests
- Acoustic tests
- Durability tests
- Communication tests

EXTREME TESTING

MIL-STD-810G Testing²²

- Drop
- Vibration (cat4)
- Vibration (cat24)
- High/Low temp
- Freeze/thaw
- Altitude
- Dust
- Sand
- Temp shock
- Humidity
- Explosive Atmosphere
- Functional shock

SUSTAINABILITY

HP EliteBook 1000 Series have earned:



ENERGY STAR®



EPEAT® Gold⁸⁸



TCO

SUSTAINABILITY BUILT IN

OUR HARDWARE



HP Elite Dragonfly

HP EliteDisplay E273D

OUR ACCESSORIES



HP Renew Sleeve

HP Renew Series

OUR PACKAGING



SUSTAINABLE MATERIALS

RESALE AND RECYCLING



CIRCULAR ECONOMY

World's **FIRST** notebook with ocean-bound plastic¹

More than 82% **RECYCLED MATERIAL** in all mechanical parts²

World's **FIRST** display with ocean-bound plastic³

CES 2020 Innovation Awards **HONOREE** for the Sustainability, Eco-Design & Smart Energy category

HP's **FIRST** Recycled Laptop Sleeve

Manufactured with **MINIMAL WASTE**, less than 1 gram

Made with **100% RECYCLED** plastic

Replacing plastic foam with **MOLDED PULP** packaging where possible

More **BULK PACKAGING** enabling reduced materials and logistics environmental impact⁴

Resale and recycling in **76 COUNTRIES** and territories worldwide

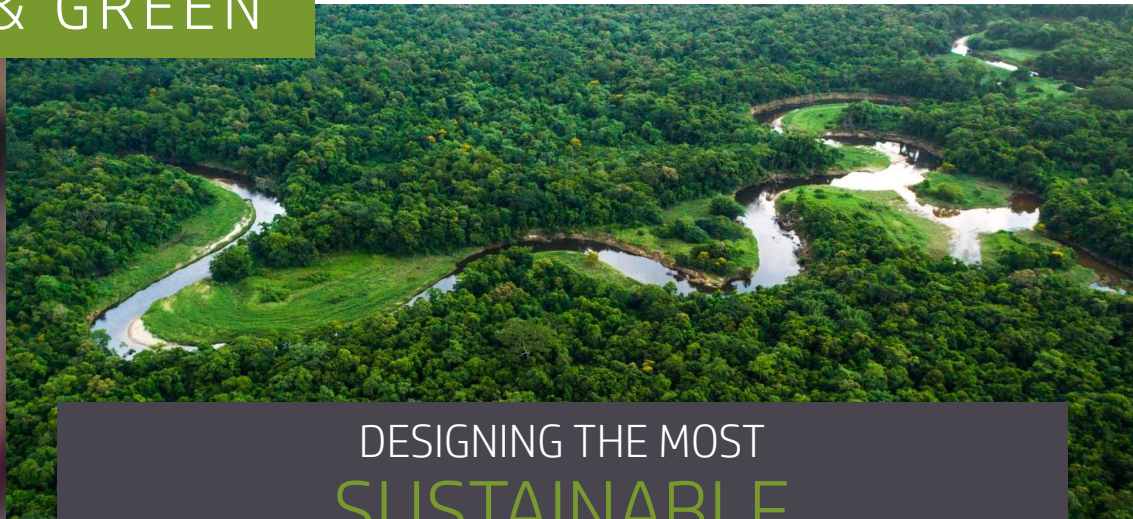
HP Device Recovery Service offers secure and sustainable **REPURPOSING** of end-of-use devices



HP AIMS TO CREATE THE WORLD'S MOST SUSTAINABLE PC PORTFOLIO

HP COMMITMENT TO LEADERSHIP
GLOBAL CHALLENGES REQUIRE BOLD ACTION

CLEAN & GREEN



OFFERING A
SANITIZABLE
PC & Workstation Portfolio¹

DESIGNING THE MOST
SUSTAINABLE
PC Portfolio²⁵ in the world

Promote wellbeing with sanitized devices
Materials and coatings that can be cleaned
Sanitization solutions for Mainstream to Industrial

Leading in the use of ocean-bound plastics
Leading in the use of recycled metals
100% renewable electricity to power the final assembly
of 67% of WW PC & Display products²⁶

HP

INNOVATION FRAMEWORK



Personal
For who I am

Secure
For peace of mind
everywhere

Connected
To do our best work



For peace of mind everywhere

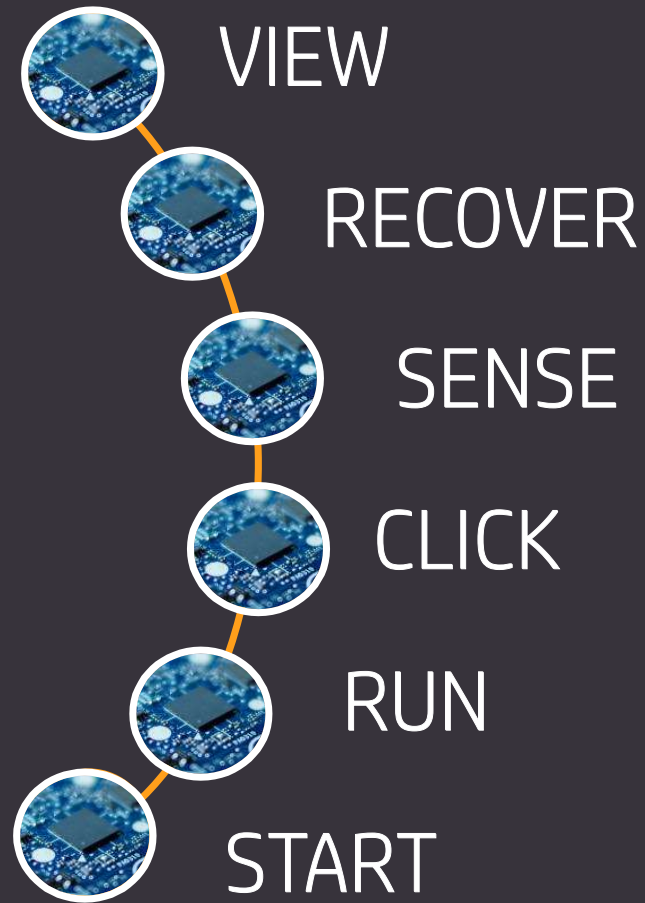
Secure

Resilient is the ability to withstand
or **recover quickly** from difficult
conditions

Security Utilising Resilient Equipment



BE SURE YOU HAVE  RESILIENCE



Security Utilising Resilient Equipment

This is not a Pointless Quiz

This percentage of people look at other peoples screen without their knowledge

Don't put your hand up if you think it is **lower** than

75%

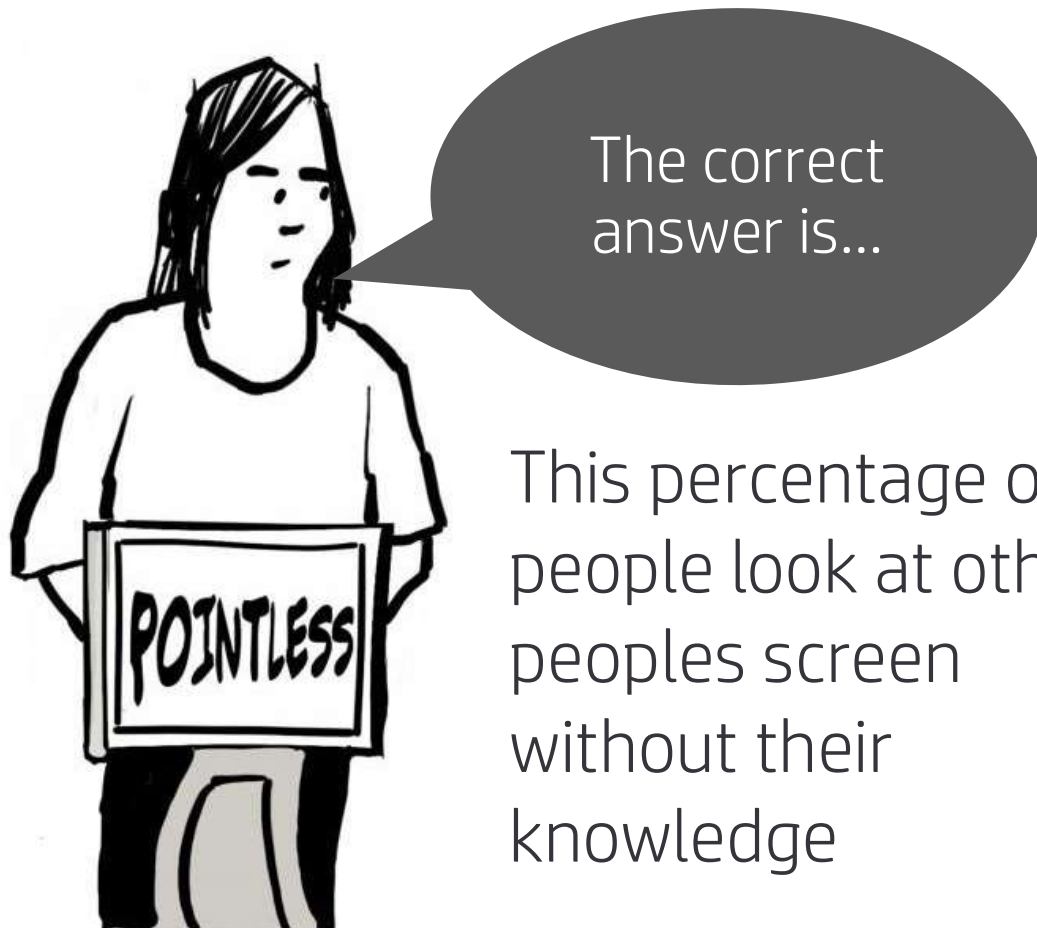


Put your hand up if you think it is **higher** than

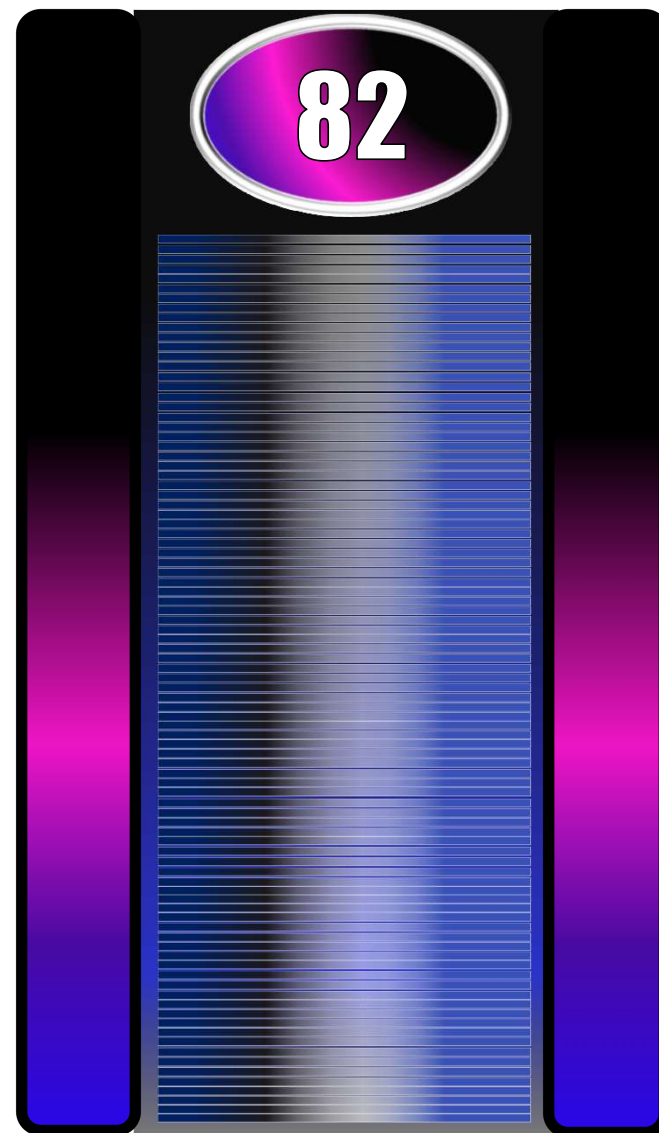
75%



This is not a Pointless Quiz



This percentage of people look at other peoples screen without their knowledge





SURE VIEW

NOW AVAILABLE ON THE 800 & 805 G7



68% OF VISUAL HACKERS WENT UNNOTICED OR UNCHALLENGED⁹

ENJOY THE FREEDOM TO **WORK DISCREETLY**

HP Sure View Reflect⁸

THE WORLD'S MOST ADVANCED
PRIVACY IN ITS CLASS.⁷

Protects on-screen information to make
any location a private office

Copper-tinted reflective privacy that's **2x**
more effective than the competition¹⁰

The bright 1000 nit panel¹¹ functions well
in both bright and dark environments

HP SURE SHUTTER



CONTROL YOUR PRIVACY BY PRESSING A KEY

**FAST AND CONVENIENT
OPEN AND CLOSE**

OF YOUR CAMERA SHUTTER

WITH SECURITY PROVIDED BY THE EMBEDDED CONTROLLER





ESSENTIAL CONTROLS AT YOUR FINGERTIPS

1000 Series Keyboard Enhancements

- A CUSTOMIZEABLE CONTROL**
Launch your favorite application, file or website when the HP Programmable Key is pressed.
- B WEBCAM PRIVACY IN ONE CLICK**
Without leaving your typing position, activate HP Sure Shutter²¹, an electronic webcam privacy shutter, to physically block your webcam.
- C STREAMLINED POWER**
A pressure-sensitive keyboard-based power button means you won't accidentally put your device to sleep when moving your PC or plugging in a USB drive.
- D LOGIN WITH EASE**
Use the keyboard-based hardened fingerprint reader to login to your PC with natural, comfortable hand placement.



SURE RECOVER

A FRESH START ANYWHERE, ANYTIME

HP SURE RECOVER

Secure, automated, network-based software image recovery with only an internet connection

HP SURE RECOVER WITH EMBEDDED REIMAGING

Recover automatically, anywhere, anytime – no need for a network connection, backup media, or IT help

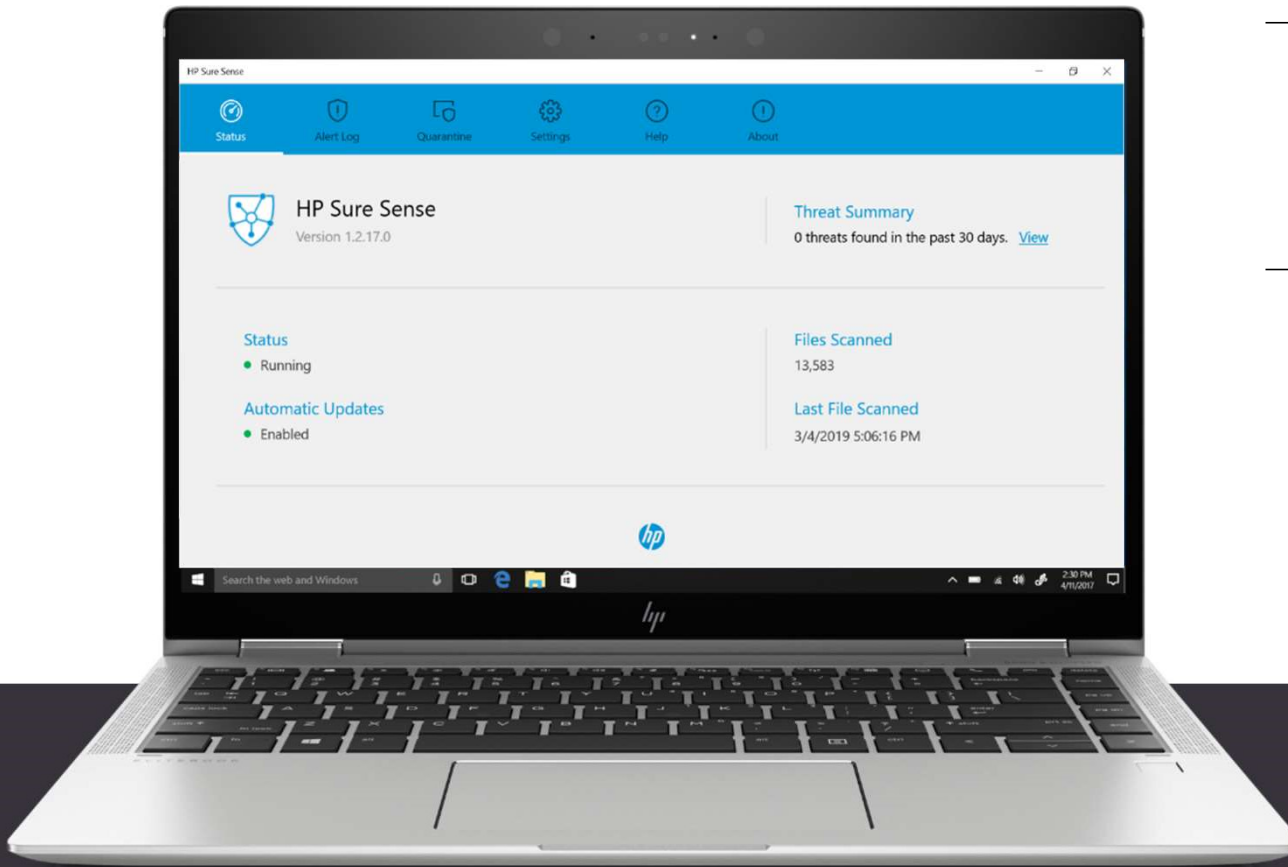


HP Elite PCs

THE WORLD'S FIRST AND ONLY PC
WITH A FIRMWARE-EMBEDDED SELF-
HEALING SYSTEM IMAGE⁷⁸



SURE SENSE



HARNESS THE POWER OF DEEP LEARNING

Protect against **never before seen**
attacks before they happen

Minimal performance impact

Works **online or offline**, with minimal updates

**Protects against zero-day
attacks**



SURE CLICK



Businesses have to be open to every new opportunity - which exposes them to a lot of potentially malicious files

CLICK WITH CONFIDENCE

Open attachments and work online with HP Sure Click⁷⁹

PROTECTION AGAINST MALICIOUS WEBSITES

- ✓ Isolates each tab in a secure virtual container
- ✓ Just close the tab, and the malware is gone
- ✓ Easy to use: integrates with IE and Chrome

PROTECTION AGAINST BAD ATTACHMENTS

- ✓ Infected files are a common attack vector
- ✓ Protection for Word, Office, Excel and PDF files viewed in read only mode



KEEPS YOUR PCs SECURITY POSTURE STRONG

FIGHTS BACK AGAINST ATTACKERS BY:

- **MONITORING** KEY PROCESSES
- **ALERTING** YOU OF CHANGES
- **RESTARTING** PROCESSES AUTOMATICALLY IF THEY'RE STOPPED



Self-healing protection in the OS

Sure Run Gen2² includes **NETWORK ISOLATION** to quarantine noncompliant machines and prevent the spread of malware





SURE **START**

IS THE WORLD'S ONLY **SELF-HEALING** BIOS

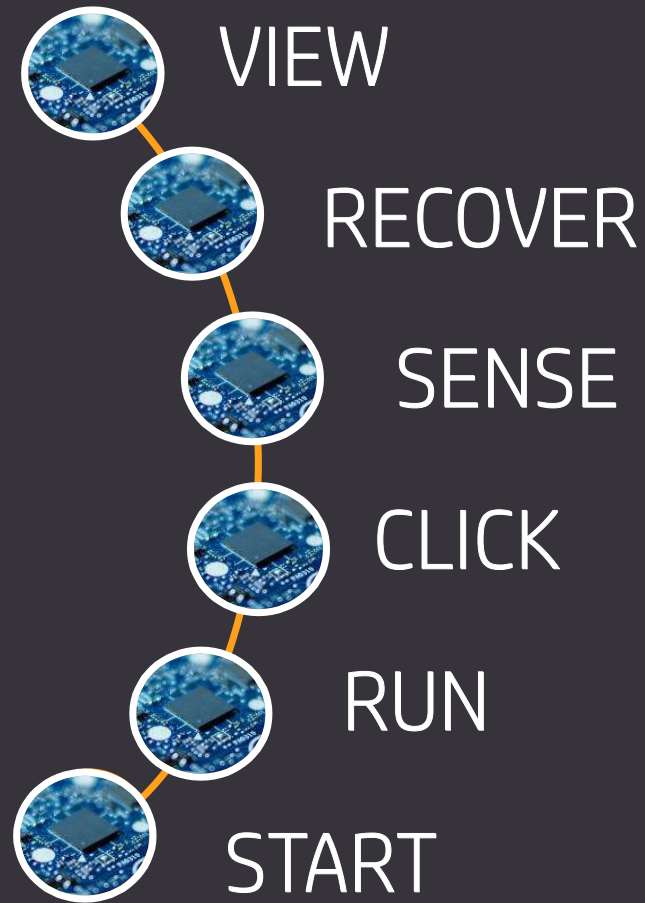
HP Sure Start continually inspects the system BIOS and automatically self-heals if the BIOS is damaged by malware, rootkits, or corruption.



3RD PARTY CERTIFIED

by an accredited independent test lab
(Overseen by ANSSI)

Protection against BIOS/UEFI Rootkit attacks



Security Utilising Resilient Equipment

HP

INNOVATION FRAMEWORK



Personal

For who I am

Secure

For peace of mind
everywhere

Connected

To do our best work



To do our best work
Connected

This is not a Pointless Quiz

This percentage of people who connect using video are less likely to multitask, compared to audio only

Don't put your hand up if you think it is **lower** than

50%



Put your hand up if you think it is **higher** than

50%

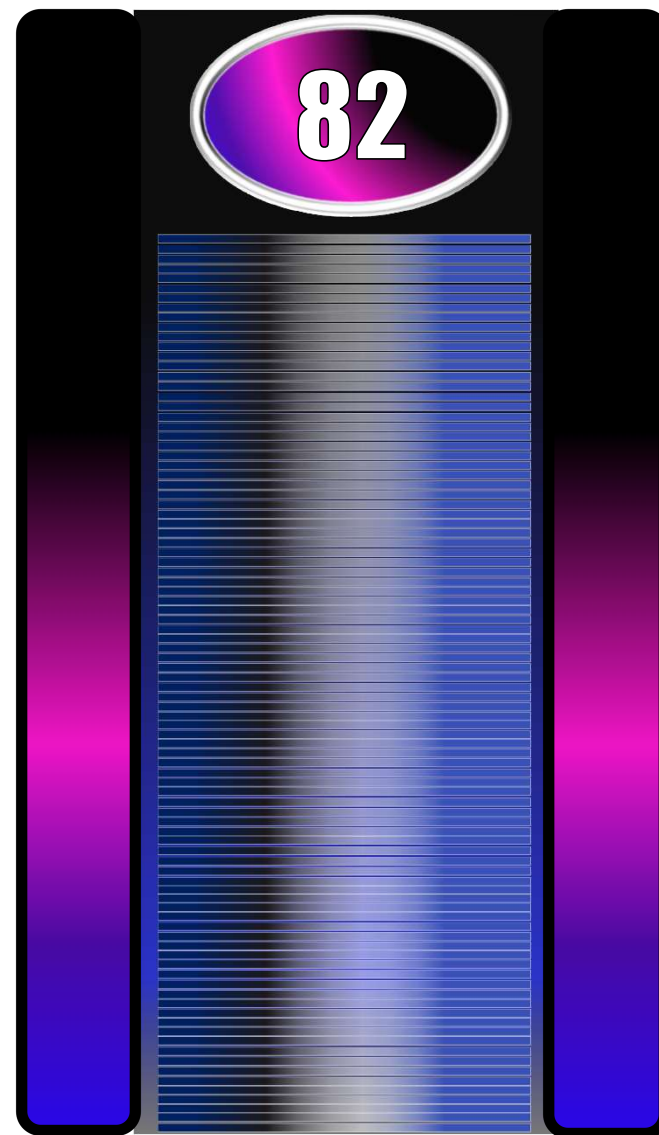


This is not a Pointless Quiz



The correct answer is...

This percentage of people who connect using video are less likely to multitask, compared to audio only



HP ELITEBOOK X360 1030/1040

MEANINGFUL CONNECTIONS

WITH THE WORLD'S MOST ADVANCED VIDEO CONFERENCING IN A BUSINESS CONVERTIBLE¹¹

50% use their notebook for audio conferencing³⁵



Loud
4 speakers, 4 discrete amps
Lower bass roll off for richer sound



Full HD Webcam
for high resolution collaboration – new this gen



World Facing Mic
for improved noise cancellation
Skype for Business® Certified³⁶



HP Premium Collaboration Keyboard lets you answer, mute/unmute, and more

Why HP USB-C Docking

We offer universal solutions for ITDMs who want manageability and ease of deployment, with features such as eTag and disconnected firmware updates, across a mixed fleet of HP and non-HP PCs, legacy and new PCs in their environment.

WHAT IS UNIQUE IN OUR DOCKS?



- **DISCONNECTED FIRMWARE UPDATES**

HP USB-C Docks offer the possibility to update the Dock Firmware while the dock is disconnected.

*The notebook has to be plugged once for the Firmware to be downloaded to dock

- **eTag – ELECTRONIC ASSET MANAGEMENT-**

HP USB-C Docks offer eTag as a docking asset management tool that enables the customer to electronically gather the dock's serial number, mac address and dock name, as well as see the firmware version on the dock.

HP WITH HP "BETTER TOGETHER"



- **SYSTEM NETWORK MANAGEABILITY IN ALL POWER STATES**

Advanced System Network Manageability features like MAC Address Pass Through, Wake on Lan (WoL) and HP LAN Wireless Protection allow IT managers to manage the dock and notebook in all power states.

- **END TO END SUPPORT**

Customer will benefit from HP Support End to End.

- **POWER BUTTON**

Power Button on the dock to turn on or wake up the system.



WHAT IS UNIQUE TO OUR DOCKS?
Applies to HP USB-C Dock G5 & HP USB-C/A Universal Dock G2

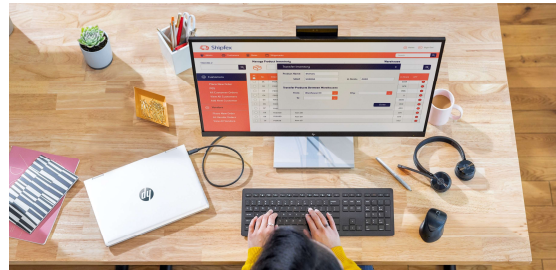


WHY ADVANCED DOCKING MONITORS?



INVEST IN THE FUTURE

Connect and power your PC up to 100W all over a **single USB-C™ cable** for a streamlined workspace.



CLEAN DESK

With docking fully integrated into the display, you now have **more space to work** in open office environments.



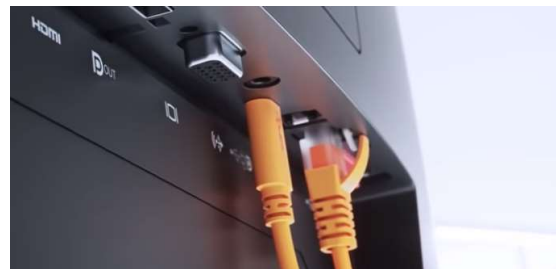
EASE OF DEPLOYMENT

IT can now remotely **manage PCs and displays in all power states** directly through the docking display.



SIMPLIFY EVERYDAY TASKS

Login and video conference with the integrated **Windows Hello Webcam**. **Single power on** allows for easy power even with the notebook lid closed.



RELIABLE NETWORK

Get a full docking solution with the **integrated RJ-45 port** to connect to the network through your display.



IMPROVED PRODUCTIVITY

Expand your visual real estate with a seamless dual-display set-up through **daisy chaining**.

What did we learn?

Why HP

What makes
and how

How do we
be

HP
INNOVATION FRAMEWORK



One Life



THANK YOU