

# HP Accelerates Innovation with Stunning Lineup of Premium PCs



Bangkok, June 2018 - HP Inc. Thailand, today unveiled a bold new lineup of premium notebooks, desktops and displays designed to empower wherever work and life takes you. The latest HP ENVY and HP Pavilion portfolios feature visually stunning design, powerful performance and maximum versatility to securely connect, create and collaborate from anywhere, anytime.

With 81 percent of people working during their personal time and more than half multi-tasking personal activities at work, using a device that can straddle the realities of each environment is more important than ever. HP's new premium lineup includes various form factors that meet an individual's personal style and specific computing needs.

"HP's undisputed design and engineering leadership is delivering the ultimate combination of style, performance and versatility," said Pavin Vorapruck, Managing Director, HP Inc Thailand. "With the world's smallest business convertible, the first detachable and tablet with an integrated privacy screen, the widest curved All-in-One, and other industry-leading innovations, our new ENVY portfolios create unrivaled premium PC experiences."

## Power to Do Anything: HP ENVY Portfolio

Today's consumer wants a device that can do it all - whether at home, work or school, their device needs to keep up with their demanding lifestyle. That's why HP packed the ENVY portfolio with amazing features that go beyond basic performance and battery improvements. The all new HP Command Center, available on the latest ENVY devices, allows users to optimize system performance, fan noise and temperature with CoolSense technology. Supporting Gigabit Wi-Fi speeds is also a feature on these devices, providing fast connectivity for demanding streaming apps for movies, music and gaming. Many of these apps need powerful sound, which is why all HP ENVY devices have Audio by Bang & Olufsen. HP Sure View technology along with fingerprint readers or IR cameras is also available on select models to keep information safe and secure.

New devices in the HP ENVY portfolio include:

- HP ENVY 13 Laptop offers exceptional power in a sleek, stylish, all-metal design available in pale gold or natural silver. Featuring 8th generation Intel® Quad Core™ processors, optional NVIDIA® GeForce® MX150 graphics, up to 14 hours of battery life, and security features including a fingerprint reader and optional HP Sure View, this device is designed for the on-the-go multi-tasker.

HP ENVY x360 13 is the newest device to the HP ENVY portfolio, and the first 13-inch convertible with the AMD Ryzen™ Processor with Radeon™ Vega Graphics. This convertible is designed to perform and impress, with multi-threaded processing, powerful integrated graphics, optional HP Sure View, and up to 11 hours of battery life.

## HP Revamps Pavilion PCs with Premium Features and Design

Next generation Pavilion portfolio, infusing premium features and expressive designs into its convertible, notebook and desktop PCs.

“Pavilion excels at delivering amazing customer experiences at exceptional value. Our new lineup, featuring the sleekest, thinnest and most powerful Pavilion devices ever designed, raises the bar and inspires new ways to create, connect and share,” said Pavin Vorapruck, Managing Director, HP Inc Thailand.

New HP Pavilion x360 14 is infused with premium features and design elements empowering users to tackle any task, be it doing homework, creating content, or enjoying media from anywhere. Specific features include:

- Modern design: Thin and light, the new line-up comes in sophisticated colors including Natural Silver, Pale Gold, and Sapphire Blue<sup>1</sup> and features a beautiful vertical brushed pattern on the keyboard deck with a 3D geometric faceted design on the audio grill. Select models include a fingerprint reader in anodized aluminum finish for a premium look and experience.
- Power to create, connect and be entertained: Powerful with incredible performance, the HP Pavilion x360s offer 8th Gen Intel® Core™ i processors<sup>2</sup> with discrete graphics options for playing with photos and video, sharing and connecting with family and friends, or simply for binge watching Netflix. Select 14-inch models have a NVIDIA® MX130 Graphics option there is an AMD® Radeon™ 530 Graphics option.
- Versatility for creativity: Four modes with a beautiful chrome plated hinge allows the PC to adapt to the right position to work, write, watch, and play. Simultaneous pen and touch functionality allows users to interact with the PC in fun and creative ways by turning the PC into a canvas for drawing or a notepad for writing. An optional world facing camera on select 14-inch models is strategically placed in the center of the speaker grill above the keyboard to bring users a new view of the world around them with the ability to see 3D objects mixed into real world surroundings.
- Premium features: Taking a cue from HP’s ENVY premium line-up, the Pavilion x360s now feature a Micro Edge bezel design which allows a 14-inch diagonal HD3 or Full-HD4 IPS display to fit in 14-inch chassis, respectively, for not only optimized viewing experience but a smaller footprint year over year. Users can also take advantage of Windows Hello with a fingerprint reader on select 14-inch models for a safe, secure, and quick logon experience.

## HP Brings Powerful PC Gaming Experience to the Masses

HP Inc. today introduced HP Pavilion Gaming, a new lineup of notebooks, desktops and displays designed to meet the needs of mainstream gamers. The HP Pavilion Gaming lineup provides the ultimate combination of powerful gaming experiences, value and versatility for everyday use.

Gaming is one of the fastest growing PC segments, with more than 1 billion gamers worldwide. Mainstream gamers represent 62 percent of this growing market. While HP’s OMEN line is built for performance and enthusiasts gamers, the new HP Pavilion Portfolio is designed to meet the diverse needs of more casual users, who often want a single device to meet all their PC needs.

“By listening to gamers and understanding their needs, HP is building an industry-leading gaming ecosystem that appeals to all segments of the market,” said Pavin Vorapruck, Managing Director, HP Inc Thailand. “With HP Pavilion Gaming, casual gamers get the best of both worlds - powerful game play on a boldly designed device that’s versatile enough to meet their everyday PC needs.”

## HP Pavilion Gaming Laptop 15: Game and Create in Style While on the Go

The HP Pavilion Gaming Laptop 15 combines portability and rock-solid hardware for gameplay, content creation, and productivity. This means storage with speed and capacity, fast Wi-Fi, enhanced

sound, and a robust cooling solution in the form of dual fans with exhaust vents located on the back corners of the laptop to help manage airflow and reduce heat.

Specific features include:

- **Powerhouse gaming machine:** Experience outstanding computing power with up to high performance 6 core mobile 8th Gen Intel® Core™ i7+ H-series processors<sup>3</sup> or up to mainstream, quad core mobile 8th Gen Intel® Core™ i7 U-series processors<sup>4</sup> to help get through a variety of tasks before jumping into a favorite game. Save games, movies, and pictures with room to spare with select storage options for HDD-only up to 2 TB<sup>5</sup>, up to 256 GB PCIe® NVMe™ SSD<sup>5</sup>, dual storage option up to 256GB PCIe® NVMe™ SSD with 1 TB HDD<sup>5</sup> or 128 GB PCIe® NVMe™ SSD with 2 TB HDD<sup>5</sup>, or configurations with a HDD up to 1 TB<sup>5</sup> paired with 16 GB of Intel® Optane™ memory<sup>6</sup> for storage acceleration. Enjoy exceptional graphics performance with available graphics options up to AMD Radeon™ RX 560X or NVIDIA® GeForce® GTX 1060 with MAX-Q Design.
- **Stunning visuals and audio:** Narrow bezels allow for immersive visuals on the 15.6-inch diagonal display offered in 144Hz<sup>7</sup> 1080p, 60Hz<sup>7</sup> 1080p, and 60Hz<sup>7</sup> 4K display<sup>8</sup> options. Pump out resounding audio custom tuned by B&O Play with HP Audio Boost technology supporting dual speakers, all mounted at the top of the keyboard deck for an immersive audio experience.
- **Lightning-fast connectivity:** Fast Wi-Fi with a 2×2 antenna on all configurations and an option supporting Gigabit speeds<sup>9</sup> help provide the throughput needed for online gaming, smooth multimedia streaming, or large file transfers.
- **Bold, daring design with variety:** Configurations with high performance mobile 8th Gen Intel® Core™ i+ H-Series processors<sup>3</sup> get a brushed aluminum keyboard deck and are available in three distinct styles. The Shadow Black finish is paired with a backlit keyboard available in Acid Green, Ghost White, or Ultraviolet color themes, with color-matched printed accents on the laptop port labels. Models with mainstream mobile Intel® Core™ i U-Series processors <sup>4</sup> are available in select markets and come in Shadow Black finish with Ghost White accents, a plastic keyboard deck, and optional backlit keyboard.

HP Pavilion Gaming Desktops 690: Reliable Power, Versatility, and Value Packaged in a Bold Design

HP Pavilion Gaming Desktops power the latest games while maintaining reliable performance at a great price. They include a variety of shared features starting with a unique, standout design featuring a Shadow Black brushed finish with a green LED strip down the front bezel's center and matching Acid Green printed accents on the port labels.

The desktops provide maximum flexibility for capacity and performance with multiple storage options including HDD-only up to 3 TB<sup>5</sup>, up to 512 GB PCIe® NVMe™ SSD-only<sup>5</sup>, or dual storage up to 512 GB with 3 TB<sup>5</sup>, or HDD up to 3 TB<sup>5</sup> with Intel® Optane™ memory<sup>6</sup> for storage acceleration. Both desktops enable an amazing audio experience with 5.1 surround sound support for speaker setups, and HP Audio Stream pairs mobile devices to the PC via Bluetooth for streaming music through the PC's speakers. To ensure access to ample ports, the desktops offer essential Input and Output (I/O) ports on the front including USB Type A, USB Type-C™, audio, and card reader, while a combination of USB Type A, audio, and video are at the rear. Customers can also choose an optical drive for installing and running games collected over the years or simply to watch a movie.

HP Pavilion Gaming 690 Desktop offers a smaller footprint in a highly optimized device for mainstream gamers who want a streamlined design to fit with their space requirements. Specific features include:

- Optimally powered: Get the versatility gamers and creators crave by running up to 6 core 8th Gen Intel® Core™ i7+ processors<sup>3</sup>, 4 or up to 2nd Generation AMD Ryzen™ processors<sup>10</sup>, with support for up to 16 GB of DDR4 RAM for multi-tasking while gaming.
- Game on: Jump into the newest titles at recommended settings tailored for great experiences with GPUs up to NVIDIA® GeForce® GTX 1060 or AMD Radeon™ RX 580 cards.
- Supports upgrading needs: Capable of holding half-length graphics cards, up to three storage devices<sup>11</sup>, and support for two DIMM<sup>12</sup>.

#### Pricing and Availability

- HP ENVY 13 Laptop is expected to be available in July for a starting price of 38,990 THB
- HP ENVY x360 13 is available in June for a starting price of 29,990 THB
- HP Pavilion x360 14-inch starting price is 24,990 THB and planned to be available via HP.com and other retailers on July.
- HP Pavilion Notebook 15-inch starting price is 24,990 THB and planned to be available via HP.com and other retailers on July.
- HP Pavilion Desktop 690 starting prices is 28,990 THB and planned to be available via HP.com and other retailers.

#### About HP

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