

HP Delivers Lightness in the New Era with New PC and Print Innovation



New HP Elite Dragonfly and HP Neverstop Laser printer designed to lighten workstyles and workloads for enterprise and SMB business users and their future of work

News Highlights:

- HP aims to advance, disrupt, and transform to accelerate digital transformation in a rapidly changing world and move faster through our portfolio of printers, PCs solutions, and services, we engineer experiences that amaze.
- At work, move freely between conference rooms, campuses, airports, rideshares, and wherever work strikes with the HP Elite Dragonfly, world's smallest convertible in a durable sub one-kilogram design.
- HP Neverstop Laser Printer, designed for small and home businesses is the world's first laser tank printer. The freedom to work anywhere – print, scan, and copy from virtually anywhere with the HP Smart App.
- Consumers increasingly want a single device for their work and personal tasks, with premium laptop buyers spending nearly half of their PC time outside of the home. HP Spectre x360 is the world's smallest convertible with 90% screen-to-body ratio, with precise and purposeful gem-cut design for improved cord management

Bangkok, January, 2020 – HP Inc. Thailand today introduced PC and Print innovations, bringing Lightness in the New Era for its business users. Through Lightness in the New Era, HP aims to lighten work experiences with the HP Elite Dragonfly, the world's lightest compact business convertible, and HP Neverstop Laser Printer, the world's first toner-tank printer. Designed for the modern SMB and enterprise workforce, HP seeks to lighten workstyles, workloads and the load on the planet through meaningful, sustainable innovation, without compromising quality or performance.

HP's latest innovation for today's modern workforce also features the stunning HP Spectre x360, the world's smallest convertible for pursuing your passions without boundaries. Complementing the enhanced lineup is the HP Smart Tank, the highest-capacity and performance ink tank printer in its class. Built for users with busy days and home office print needs, the HP Smart Tank reimagines a new era of ink tank technology to deliver efficient time-saving tools and outstanding print quality. Complemented by the HP Smart App, users are redefining the freedom to work and play with the convenience of printing and scanning from their smartphones and tablets.

"At HP, we advance, disrupt, and transform to accelerate the change and move faster, while continuing to engineer experiences that amaze through our personal systems, print and solutions that will drive growth and transform industries. We are reinventing for the users' needs to deliver versatile, durable and connected innovation that ensures no compromise in their workstyles and lifestyles," said Lim Choon Teck, Managing Director of HP Thailand. "Through local customer insights, sustainability and thoughtful design, we continue to push the boundaries of innovation to support the future of Thai SMB business and enterprise."

According to IDC, Asia's workplaces will have five generations working together by 2020 -from Gen Zs to Millennials and Baby Boomers, each with their different workstyles and preferences.

"Computing devices need to be synced with the specific needs of the Thailand workforce. We take pride in challenging ourselves to provide users the freedom to pursue their passions without compromising on security and connectivity," said Pattariya Pattarakorn, PS Category Manager, HP Inc Thailand.

Lighten your workload

HP is lightening workloads through design innovation in the HP Elite Dragonfly. Perfect for the modern business professional whose needs demand a computing device that is light, durable, always connected and secure. The HP Elite Dragonfly is a sub-1-kilogram ultralight, powerful business convertible that offers up to 24.5-hour battery life to support long hours away from an outlet. It features the world's highest screen-to-body ratio in a 13-inch PC at almost 86 percent and instantly transforms from tablet to PC. Users can also experience best-for-business performance with an 8th Gen Intel Core vPro processor.

The new HP Spectre x360 boasts an impressive size reduction of 13% from the previous generation, with an industry-leading 90% screen-to-body ratio - all while increasing the power through a quad-core 10th Gen Intel Core processor with Iris Plus Graphics. Craftmanship and detail are apparent in the device, which is available in stunning Poseidon Blue with copper luxe accents, featuring a gorgeous gem-cut design that can only be achieved with aluminum CNC machining.

Lighten your workstyle

HP is delivering lightness in workstyles for the modern workforce that wants flexibility, engagement and mobility while balancing the need for innovative experiences. The Neverstop Laser printer provides innovation that accelerates business performance with its quick 15-second, self-reloadable toner⁴ that ensures enhanced productivity and minimal business disruption. The freedom to work from virtually anywhere, including printing, scanning and copying from your smartphone, is made possible with the HP Smart App with Smart Tasks. Built with purpose for the busy home office of today's era, the HP Smart Tank Printer unveils reimagined design for enhanced user experience while advocating the freedom to work from anywhere, anytime, at your own convenience. Its best-in-class ink tank experience and print quality prints up to 38 percent faster than before.

Lightening the load of the world through sustainability

Sustainability continues to be a growing concern amongst businesses and working professionals in Thailand today. As part of its sustainable impact strategy, HP continues to drive a more efficient, circular, and low-carbon economy to help its customers invent the future through a sustainable portfolio of products and services. The HP Elite Dragonfly is the world's first business convertible made with ocean bound plastic, while the HP Neverstop Laser printer is equipped with toner reload kits made of 75 percent recycled plastic and the printer is made of 25 percent recycled plastic.

Products for the future of work

The HP Elite Dragonfly is available in a commanding, Iridescent Dragonfly Blue with precision-crafter from CNC-machined Magnesium for durability and a redesigned ultra-lightweight HP Quiet Keyboard and lightweight click pad. Designed to make a bold and personal statement, its optional gigabit-class 4G LTE allows workers to connect and collaborate from almost anywhere as the world's first business convertible with a 4x4 LTE antenna. The HP Elite Dragonfly is also the world's first business convertible with pre-installed personal wellbeing software, HP WorkWell.

The HP Elite Dragonfly also offers enhanced security features such as HP Sure Sense which defends against malware attacks on mobile workers. Using the power of artificial intelligence, HP Sure Recover with embedded reimaging gets users back up and running anytime, anywhere. With HP Sure View Gen3 - HP's award-winning integrated privacy screen - and HP Privacy Camera, users can control what is shared with the world.

HP Neverstop Laser Printer is the world's first toner tank that features the HP Reload kit that can be reloaded in 15-seconds, mess and hassle free.

Printing up to 10 times more pages, with up to 5,000 pages included in the box, the HP Neverstop Laser Printer offers easy mobile scanning and printing with best-in-class mobile print app, HP Smart App. Smart Tasks is a feature on the HP Smart App that enables users to create one-touch shortcuts for printing, emailing, and saving documents.

The Neverstop Laser printer also offers up to 80 percent cost savings on HP toner.

HP Spectre x360 is the world's smallest convertible with 90% screen-to-body ratio, featuring a head-turning sophisticated design, mobility and security, for peace of mind anytime and everywhere for content-consumers.

The new HP Spectre x360 boasts an impressive size reduction of 13% from the previous generation, with an industry-leading 90% screen-to-body ratio - all while increasing the power. Craftmanship and detail are apparent in the device, which is available in stunning Poseidon Blue with copper luxe accents and a gorgeous gem-cut design that can only be achieved with aluminum CNC machining. The purposefully angled USB-C port provides better cable management.

The innovative design comes with uncompromised performance to give users the freedom and flexibility to create what they want, when they want it. The new HP Spectre x360's performance is enabled a quad-core 10th Gen Intel Core processor with Iris? Plus Graphics - HP's first convertible with this feature. The HP Spectre x360 also retains the world's longest battery life in a quad-core, 13-inch convertible, and offers up to 22 hours of battery life to support on-the-go lifestyles. Made from the combination of innovative design in thoughtful security and mobility, the Spectre x360 lets customers pursue their passions without constraint.

HP Smart Tank provides reliable, high-speed printing which sets it apart from others in its class.

Designed for the busy home office, entrepreneurs can be more efficient with the HP Smart Tank's

time-saving tools while benefitting from its outstanding print quality at a high volume for up to 8,000 color pages. Reshaping the future of lightness across workstyles and lifestyles, the HP Smart Tank supports easy mobile scanning and printing with the HP Smart App with an ease of 2-year free warranty and on-site service.

Pricing and Availability

- HP Elite Dragonfly is available now, starting price of 46,990 Baht (Vat Included)
- HP Spectre x360 is available now, starting price of 42,990 Baht (Vat Included)
- HP Neverstop Laser Printer is available now, starting price of 7,990 Baht (Vat Included)
- HP Smart Tank is available now, starting price of 4,410 Baht (Vat Included)

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