

# HP Delivers Premium Style and Substance for the Modern Workforce



Revamped lineup includes world's thinnest business and mobile workstation devices, industry-leading security features

News highlights:

- HP's best-selling commercial notebook line - the HP EliteBook 800 series - includes proprietary security features and collaboration tools to help increase productivity in the workplace.
- HP ZBook 14u/15u are world's first mobile workstations with integrated privacy screens; HP ZBook 14u is the world's thinnest mobile workstation.
- HP Endpoint Security solutions further strengthen the company's leadership position as the world's most secure and manageable PCs and mobile workstations.
- New HP Thunderbolt™ Dock G2 is the world's first Thunderbolt™ dock with audio conferencing solution.
- Detailed designs and images are more vivid and colorful with HP's first 4K EliteDisplay and largest 4K Z Display.

Thailand, April, 2018 - HP Inc Thailand. Today unveiled a range of new devices, displays and accessories designed for the modern workforce, including the rollout of several award-winning premium features to the best-selling HP EliteBook 800 series and HP ZBook 14u/15u mobile workstations. As the world's most secure and manageable PCs and mobile workstations, these devices - along with the all-new HP Thunderbolt™ Dock G2 and expanded portfolio of four new HP 4K displays - will bring powerful innovation and premium experiences into the mainstream workforce.

"The game has changed and standard issued corporate devices of the past no longer meet the needs of the workforce of the future, particularly among Gen X to Gen Z professionals," said Pavin Vorapruck, Managing Director - HP Inc. (Thailand) "Our latest EliteBook and ZBook offerings set new standards for design, performance, and functionality. Whether it's the world's thinnest devices or the industry's most robust security features, HP is redefining the commercial PC experience for the modern workforce."

## Insights-Driven Innovation

Today's modern workforce requires greater flexibility in where and how work gets done. Sixty-two percent of people work from more than one location and 81 percent work during their personal time, illustrating the need for devices that seamlessly connect any time, any place.

As boundaries around traditional workplaces are erased, security becomes even more important. Nearly 70 percent of organizations have reported compromised laptops in the past 24 months, demonstrating the need for robust security features that provide constant protection and resiliency in the event of an attack. At the same time, as workplaces become more collaborative, the need for innovative tools is on the rise. The PC is at the center of this shift, with laptops the most frequently used device for meetings and collaboration.

## Premium Design & Experiences

Today's announced devices each feature HP's premium design language previously only available on the HP EliteBook 1000 series, with chiseled linear wedge profiles and anodized aluminum covers for sleek and strong devices that can hold up to the challenges of the workday. A standout feature for users who work in multiple, diverse locations, the EliteBook 800 series is the world's first business notebook with an ultra-bright display that automatically adapts to changing light conditions, a feature also available on the ZBook 14u/15u.

Durability and sustainability go hand-in-hand as more businesses look to maximize their hardware investment and minimize their environmental impact. The EliteBook 800 series and the ZBook 14u/15u passed MIL-STD-810G testing and are more easily serviceable than previous generations. The ZBook 14u/15u have industry-leading durability in a thin and light 14 and 15-inch form factor, as they passed two additional MIL-STD tests for bench handling and crash hazard shock for unpredictable conditions in technical environments. The devices in this lineup are ENERGY STAR® certified and EPEAT® Gold registered, reflecting HP's commitment to sustainability.

The EliteBook 800 series features the world's only notebooks with a world-facing, noise-cancelling microphone, which removes unwanted sounds when in individual mode or enhances for 360-degree voice pick-up when in conference mode. The ZBook 14u/15u also carries this innovative feature for collaboration. All these devices come with the HP Premium Collaboration Keyboard, which features built-in keys to easily manage calls, and include HP PhoneWise, the world's only Windows solution to text and call from the PC across iOS and Android™ devices.

New PCs and Workstations include:

- The HP EliteBook 800 series is the first of several HP business notebooks to feature 8th generation Intel® Core™ vPro™ processors, with up to 15 hours of battery life to easily power a day's worth of hard work and HP Fast Charge to charge 50 percent of the battery in just 30 minutes.
- The HP EliteBook 830 G5 replaces the previous HP EliteBook 820 G4 with a 13" screen in a 12" notebook profile.
- The HP EliteBook 840 G5 is the world's thinnest 14-inch business notebook with 8th generation Intel® Core™ processors and discrete graphics.
- Both the EliteBook 840 and the HP EliteBook 850 G5 include AMD RX540 discrete graphics for users who need greater performance for graphics-intensive workloads and collaboration applications.
- The HP ZBook 14u/15u mobile workstations now feature the popular HP Sure View for greater user and data privacy for technical mobile professionals, and are the world's first mobile workstations with an integrated privacy screen. Both mobile workstations featuring 8th generation Intel® Core™ Quad Core Processors with vPro™ technology and AMD Radeon™ Pro graphics for fast and reliable performance and 24/7 workloads, with more than 24 ISV certifications for CAD and design work and other professional applications.
- The HP ZBook 14u G5 is the world's thinnest workstation at just 17.9 mm and weighing 3.27 lbs. The impressive design of the ZBook 14u is 28 percent thinner than the previous generation and includes an optional 4K touch display with anti-glare technology, ideal for technical professionals on the go.
- The newly refreshed HP ZBook 15u G5 also features Intel® Core™ i5 and i7 Quad Core Processors with vPro technology, AMD Radeon™ Pro 3D Graphics for performance and reliability, and up to 2 TB with the HP Z Turbo Drive high speed storage, for power users traveling to a conference room or

across town. HP Performance Advisor assures optimal configuration, compatibility, and performance.

For a clean, sleek and productive desk, HP is announcing a new dock and 4K displays:

The new HP Thunderbolt™ Dock G2 is the world's most versatile Thunderbolt™ dock and its highly innovative design gives users a clean and functional working space while enabling IT to support any HP or non-HP device notebook with Thunderbolt™ and USB-C™ functionality. This compact dock provides power, handles up to two 4K displays, and is the world's first Thunderbolt™ dock featuring an optional audio conferencing module - great for closed offices, small huddle rooms, or focus rooms - all through a single cord.

Pair the new dock with a variety of new 4K displays from HP for multitasking with clear, crisp content and applications. The HP EliteDisplay S270n is HP's first 4K EliteDisplay that can pull video and data and send up to 60W of power to the PC with just one USB-C™ cable connection.

To address the high standards of engineers and designers who need a consistent color calibration, the new HP Z27 and HP Z32 are factory color calibrated to meet the requirements of these users' unique workloads. The HP Z43 HP's largest 4K display, is for users who require a larger screen. All three 4K HP Z Displays offer 10-bit color so users can view over 1 billion colors, millions more than standard 6-bit or 8-bit displays. Also, each of the new 4K Z Displays offer a USB-C™ connection that not only connects video and data, but delivers 65W of power back to the PC.

### Industry-Leading Security

As security continues to be a priority businesses and users, choosing the right PC hardware is increasingly becoming a security decision. This is why HP designs its EliteBooks and ZBooks to be the world's most secure and manageable PCs and workstations, now with even more security and manageability features to combat today's threats.

Along with HP Sure View, HP Sure Click, Windows Hello, optional privacy camera, and HP Multi-Factor Authenticate, the EliteBook 800 series and ZBook 14u/15u also includes HP's Endpoint Security Controller. This embedded hardware controller is part of HP's built-in, not bolted-on, security solution that monitors, protects and recovers the BIOS, the operating system, and critical applications in the event of an attack. Unique to today's announced devices, this physically isolated, cryptographically secured chip enables:

- HP Sure Start Gen 4: In the previous generation, HP Sure Start protected both the BIOS and the copy of the BIOS running in the system memory; Sure Start now offers enhanced encryption for better protection of the device and enhanced resilience and event logging for third party firmware.
- HP Sure Run: Leveraging the Endpoint Security Controller, this newest feature extends hardware-enforced self-healing protection into the OS by monitoring key processes and applications, such as antivirus, alerting both the user and IT if there are any changes, and restarting those processes automatically if stopped.
- HP Sure Recover: Another new feature for 2018, this capability offers secure, automated, network-based software image recovery with only an internet connection. Without the help of IT, employees will be able to reimage a PC with HP's or a company's own software image even if the entire hard drive is wiped.

"Security is a constantly evolving space - an area where no one can claim that they've solved security and how a PC OEM approaches security needs to be top priority when a business is making a purchase decision," said Patrick Moorhead, principal analyst, Moor Insights & Strategy. "I applaud

HP's approach to endpoint security and its commitment to hardware security, as security should be an important consideration factor for anyone looking to purchase a PC."

#### Pricing and Availability

- The HP EliteBook 830 G5 is available now for a starting price of 31,500 Baht (incl VAT)
- The HP EliteBook 840 G5 is available now for a starting price of 30,000 Baht (incl VAT)
- The HP EliteBook 850 G5 is available now for a starting price of 34,000 Baht (incl VAT)
- The HP ZBook 14u G5 is available now for a starting price of 49,900 Baht (incl VAT)
- The HP ZBook 15u G5 is available now for a starting price of 53,900 Baht (incl VAT)
- The HP Elite Thunderbolt Dock G2 is expected to be available in May and pricing will be determined closer to availability.
- The HP EliteDisplay S270n is available now for a starting price of 33,990 Baht (incl VAT)
- The HP Z27 is available now for a starting price of 29,853 Baht (incl VAT)
- The HP Z32 is available now for a starting price of 49,900 Baht (incl VAT)
- The HP Z43 is available now for a starting price of 35,900 Baht (incl VAT)

For more information about HP Elite devices, visit [www.hp.com/go/elite](http://www.hp.com/go/elite), and to learn more about HP's mobile workstations, visit [www.hp.com/go/zbook](http://www.hp.com/go/zbook).

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