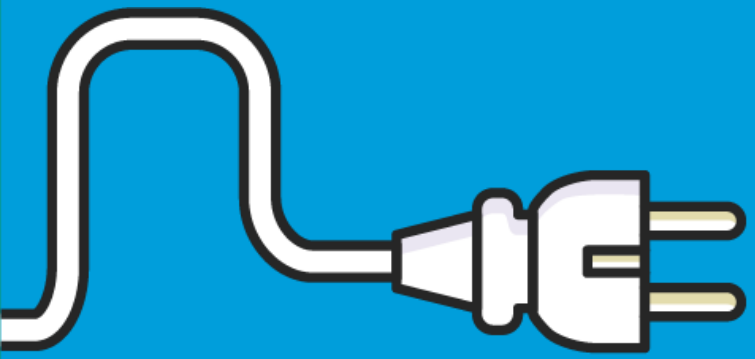
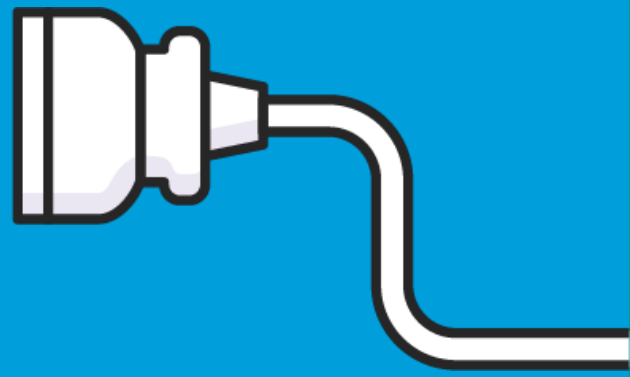
Webinar



HP ReConnect

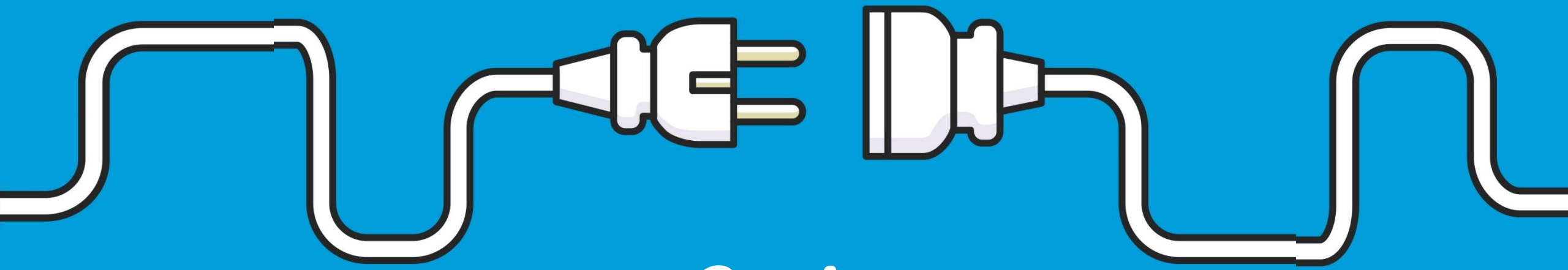


Webinar rules:

- Attendees are muted.
- Please ask your questions in the Q&A box.
- Questions will be answered during the presentation or after the presentation.
- The recording and presentation will be available after the webinar.

HP Notebook & Desktop Fall update

ReConnect

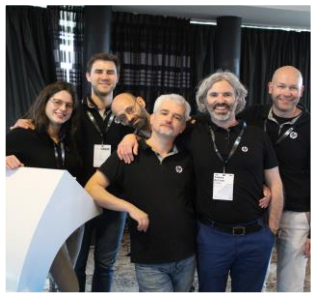


Quiz

24th of November 2020

What do you miss the most from the HP live events?

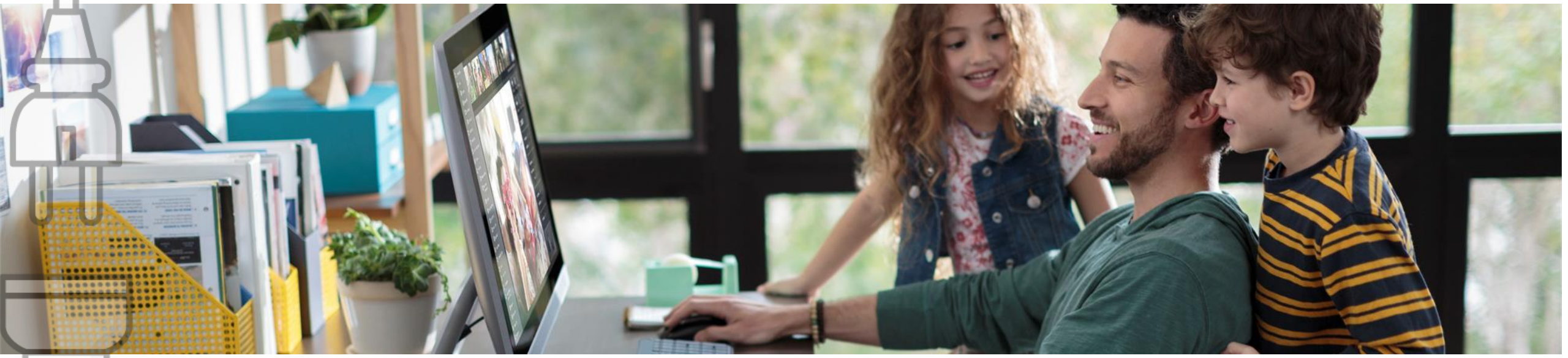
A. The food
B. The products
C. The people
D. Other



UNPRECEDENTED TIMES

WORK FROM EVERYWHERE

Shift to a hybrid work model, with new rules and new behaviors



70% of users want the flexibility to work from home some or all of the time

>20% of workforce will WFH full-time vs. 11% pre-COVID

LESS TRAVEL, MORE CONFERENCING

VISUAL COLLABORATION IS INCREASING

51% of Fortune CEOs expect travel to never return to pre-pandemic levels

80% of companies to accelerate adoption of remote meetings

42% see a webcam as most essential meeting tool

IT IS MAKING CHANGES

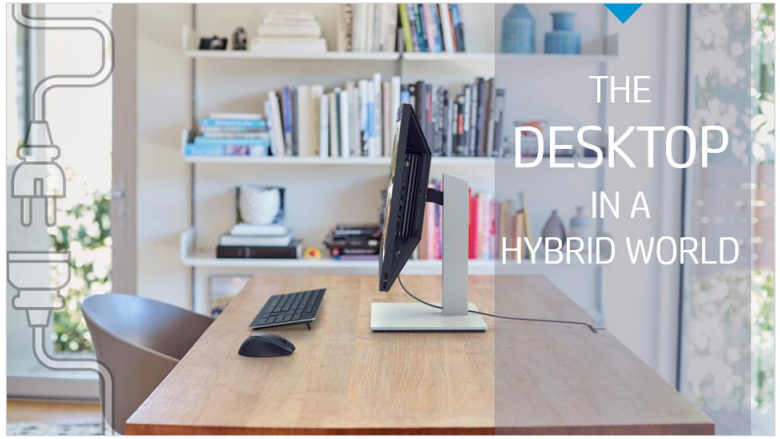
TO BEST SERVE END-USERS AND SECURITY IS MORE CRITICAL THAN EVER

84% of IT managers believe IT is more tied to business success

91% Increase in cyber-attacks

BRINGING
MODERN
TO
EVERYONE

INTRODUCING
AERO
Light
Strong
Fast
Elegant and Practical


THE
DESKTOP
IN A
HYBRID WORLD

#STAY
SAFE
HP PRO SECURITY
CLEAN & GREEN

BRINGING MODERN TO EVERYONE

HP ReConnect Webinar

24th of November 2020

PROBOOK 400/600 SERIES

MODERN FOR EVERYONE

A MODERN DESIGN FOR TODAY'S WORKSTYLES

Latest Intel® Quad-Core Processor Up to i7

Latest NVIDIA GeForce® MX450 Graphics Option

Connected Modern Standby

What's changed

- ProBook 430: RJ-45 and WWAN option no longer offered to make chassis thinner
- Series: Hard drive option removed for the superior speed and reliability of SSD
- ProBook 650: Optical drive and serial port options removed

MULTI-LAYERED SECURITY

20% of SMBs reported that they had to cease business operations immediately after a cyber attack

WORK WITH PEACE OF MIND

HP SURE START

Firmware attacks can completely devastate your PC. Stay protected with HP Sure Start Gen6, the self-healing BIOS that automatically recovers itself from attacks or corruption.

HP SURE SENSE

Traditional antivirus can't always recognize new attacks. HP Sure Sense harnesses the power of deep learning AI to identify and quarantine never-before-seen attacks, helping prevent infections before they happen.

HP SURE CLICK

Help protect your PC from websites, read only Microsoft® Office and PDF attachments, malware, ransomware, and viruses with hardware-enforced security from HP Sure Click.

HP PRIVACY CAMERA

Located in the top bezel, a physical shutter can cover the webcam to avoid any accidental video conferences and stay hidden from malicious attacks.

HP SURE VIEW Gen3

Instantly block prying eyes' ability to view your screen with optional HP Sure View Gen3 that reduces visual light when the screen is viewed from the side making it appear dark and unreadable

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DEMO

A STEP UP: HP PROBOOK 400 vs. 600

HP ProBook
400 series

Enterprise Features

- Intel Roadmap processors with vPro (Available in Q1'21) and AMT feature enablement
- TAA Compliance
- Stable & consistent Lifecycle
- Global Series
- External SIM slot

Enterprise Security

- HP Sure Run[18]
- HP Sure Recover[19]
- Opt. OPAL2 SSD
- Opt. Smartcard reader
- Opt. NFC

Performance

- Max. memory up to 64GB
- USB-C®, Optional Thunderbolt™ (1Q2021)

HP ProBook
600 series

*640/650 only

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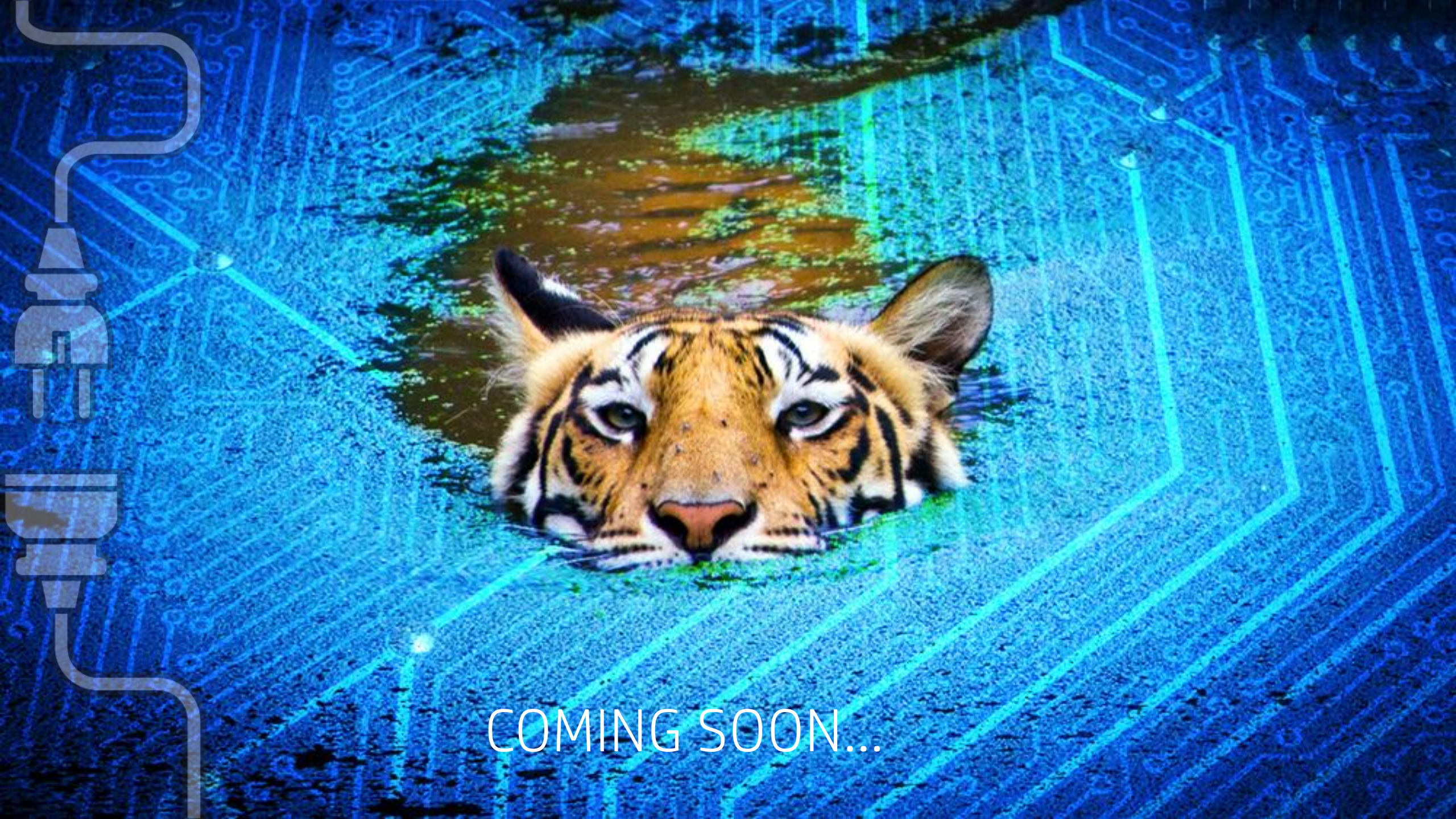
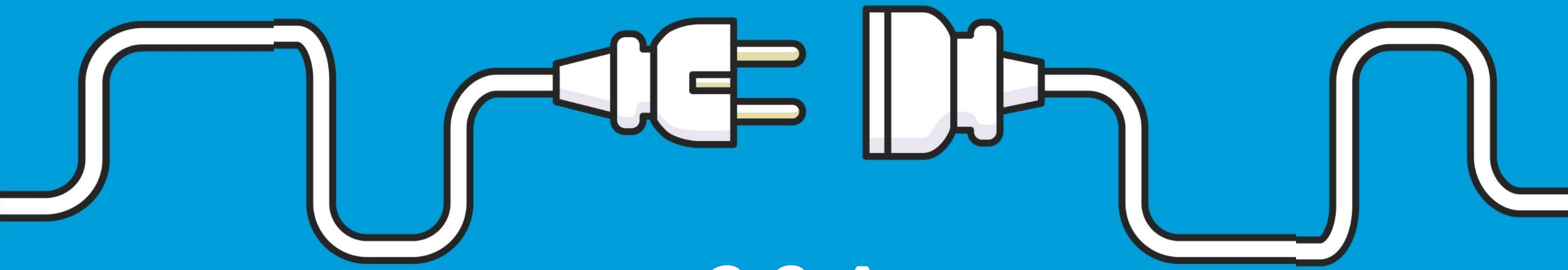
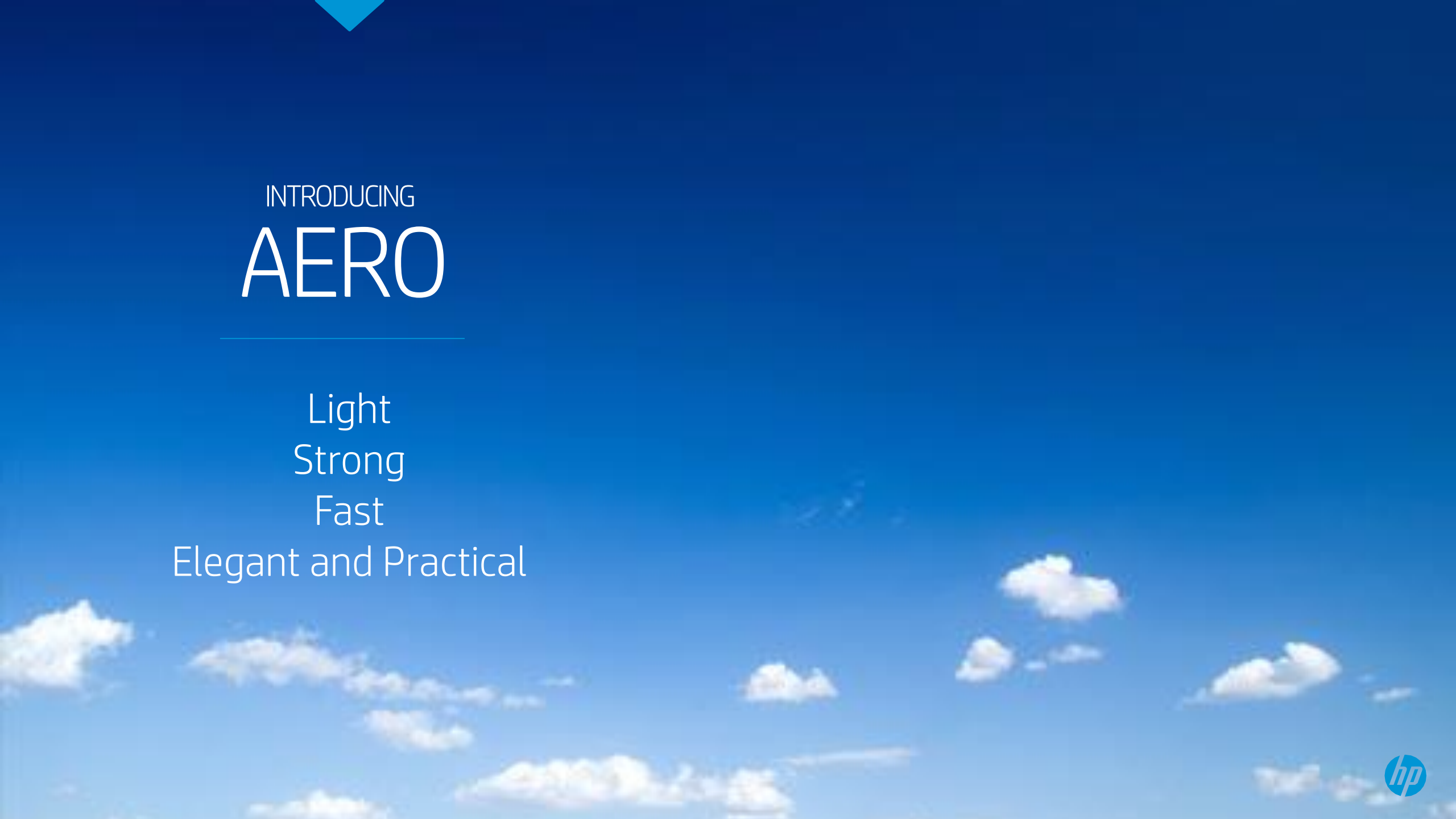

COMING SOON...

ReConnect



Q&A

24th of November 2020


INTRODUCING
AERO
Light
Strong
Fast
Elegant and Practical

HP PROBOOK 635 AERO G7

LIGHTWEIGHT IN STYLE

World's lightest AMD-based business notebook under 1 KG

ALL METAL DESIGN

TAPERED BEZELS

LIFT-ANYWHERE EDGES

Combining the lightness of magnesium and the strength and sleekness of aluminum, this sub 1 Kg laptop is the **ideal platform for the modern worker desiring mobility** - at home, at the office or anywhere.

Attention point

- No smartcard reader

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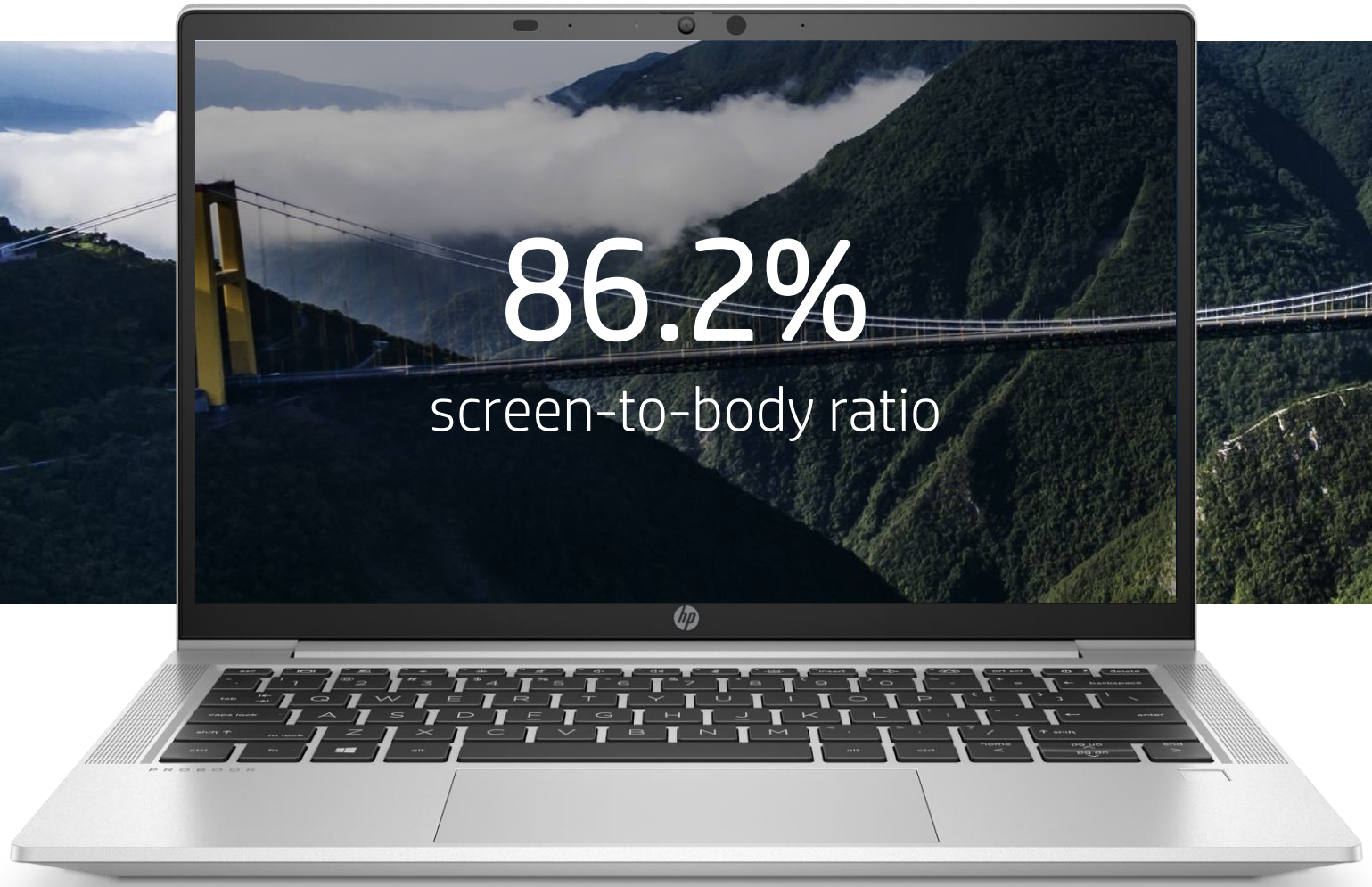
MUCH MORE TO SEE

More room for on-screen ideas and less bulk around the edges.



Giving you Ultra-Thin Bezels with a
9.5mm Top Bezel and 4.28 mm Side Bezels.

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EMBRACE MOBILITY

Stay connected with optional support for the

4G LTE

wireless broadband technology

Get a fast and reliable
connection in dense wireless environments
with gigabit-speed

Wi-Fi

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SEAMLESSLY INTEGRATES

WITH YOUR PHONE

Eliminate the need to send yourself emails to move information between your PC and mobile devices.

Using

HP QuickDrop

you can wirelessly transfer documents, photos and videos, notes, websites, addresses, and more between devices.

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A STEP UP: HP PROBOOK 600 vs. HP ELITEBOOK 800

HP
600 G8 series

Design & Performance

- Thinner and lighter
- More premium, higher resolution panels with ambient light sensor (starting with FHD panels vs. HD on 600)
- More USB-C® ports
- Larger battery, longer battery life
- Up to six-core processors
- All CNC aluminum chassis with HP premium logo (vs. stamped aluminum)
- Point stick available on 14/15”

Security

- Platform recovery
- HW enforced persistence

Collaboration

- Up to CAT16 LTE with 4x4 antennae
- Louder audio with richer bass
- Audio by Bang & Olufsen

HP EliteBook
800 G7 series

* WWAN as optional on 640/650

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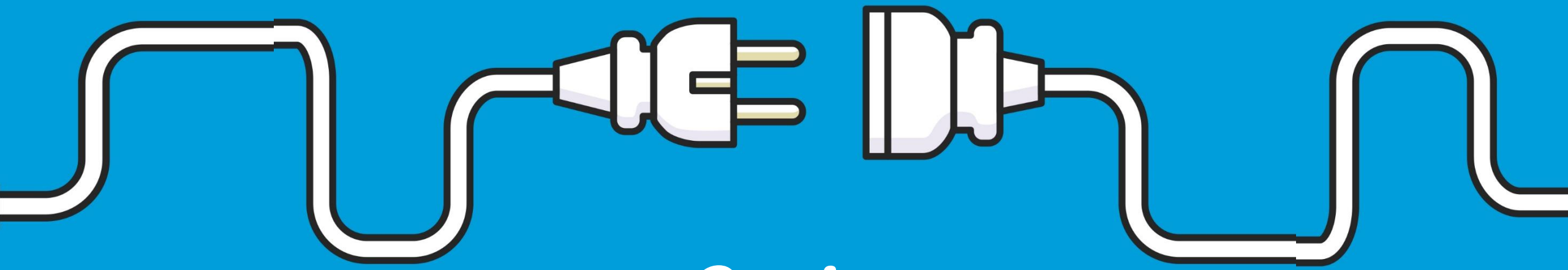
ReConnect



Quiz

24th of November 2020

What is the logo of the new HP Quickdrop app?

A.

B.

C.

What is the logo of the new HP Quickdrop app?

A.

B.

HP Sprocket App

C.

HP Smart App

THE DESKTOP IN A HYBRID WORLD

TRUE AFFINITY FOR DESKTOPS

ENHANCED PRODUCTIVITY AND MULTITASKING

DEDICATED WORKSPACE

Always set up and ready to go

FOCUS

Remain productive and not distracted

'REAL' PERIPHERALS

Ability to use large screens, mice and "real" keyboards

PERFORMANCE

Workloads demand higher performance

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MEET THE DESKTOP LOYALIST

POWER USER

ROLES

- ARCHITECT
- CIVIL ENGINEER
- DATA ANALYST

PROFESSIONAL CREATOR

ROLES

- WEB DESIGNER
- GRAPHICS DESIGNER
- VIDEOGRAPHER

FRONTLINE & BACK OFFICE HERO

ROLES

- RETAIL ASSISTANCE
- HOTEL RECEPTIONIST
- HEALTHCARE ADMINISTRATOR

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TODAY PRODUCTIVITY REQUIRES

DESIGN & PERFORMANCE THAT FITS MY ONE LIFE

GROWING INTEREST IN

ALL-IN-ONE PCS

Uncluttered design of All-in-One PCs better integrate to home life and aesthetic than traditional desktops

Ergonomic adjustments and large displays are essential for comfortably working all day

Rich audio and video built-in reduces conference call fatigue from wearing headsets and sitting at a desk all day

Integrated design and single cable set-up **simplifies deployment** at home and in the office

WHAT LOYALISTS NEED WHILE WFH

SPACE AT APREMIUM
Perfect balance of performance and footprint

LESS IS MORE
Minimizing distractions such as cord clutter enable longer periods ofproductivity

COMFORT
Enable users to achieve and maintain an immersive flowstate

COLLABORATION FEATURES
Consistent and clearconferencing

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THE FUTURE OF WORK

2020/21 COMMERCIAL DESKTOP PORTFOLIO

ELITEDESK/ELITEONE
800 SERIES

Our most innovative designs and powerful experiences

PRODESK/PROONE
600 SERIES

Ready for versatile workspaces

PRODESK/PROONE
400 SERIES

Affordable desktops and all-in-ones for your growing business

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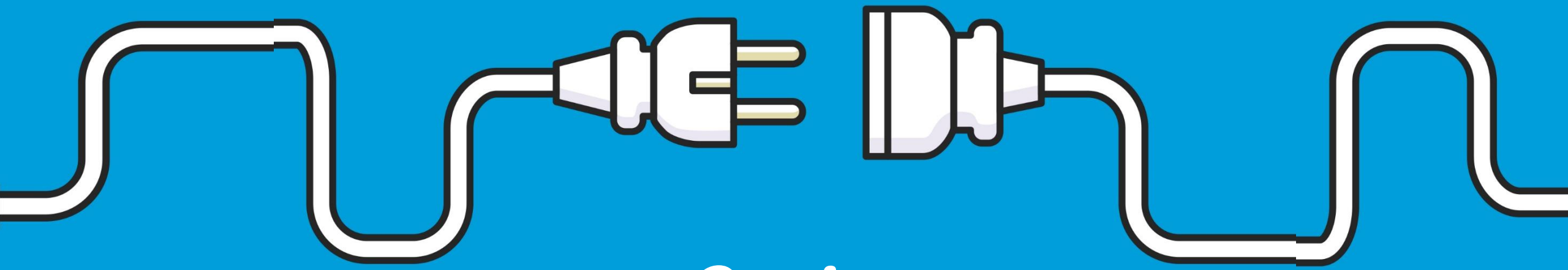
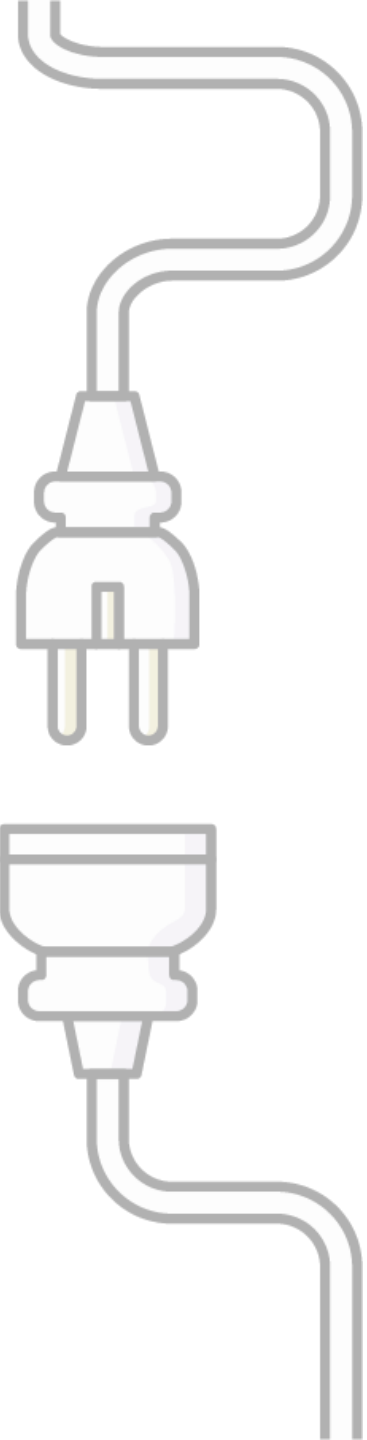
ReConnect



Quiz

24th of November 2020



Do your end-customers still ask for desktop solutions?

A. Often
B. Regurarly
C. Rarely
D. Never

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HP PRO SECURITY

Security Solution for small and medium businesses

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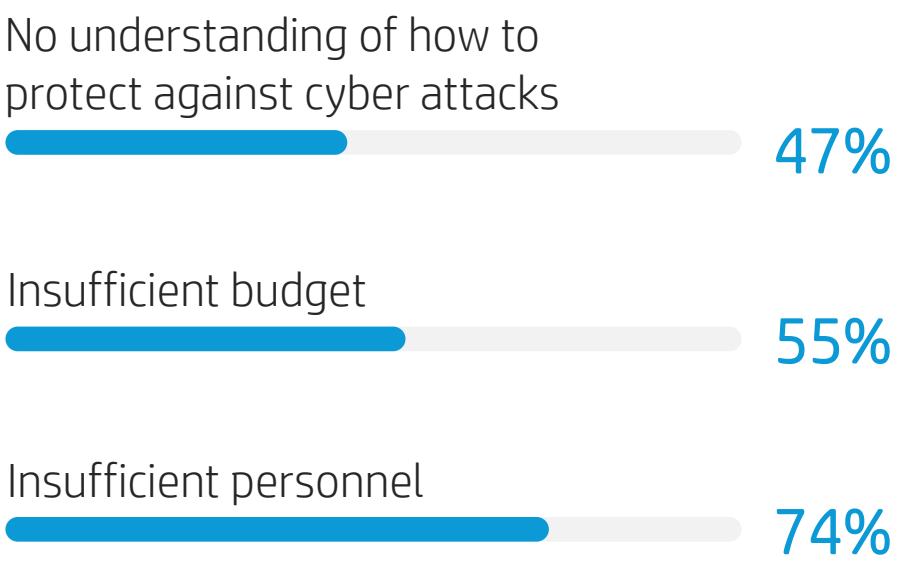
SMBs NEED A SIMPLE DEFENSE

43%
Security breaches target SMBs

WHY SMALL BUSINESSES NEED MORE PROTECTION

TOP SMB IT CHALLENGES



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HP PRO SECURITY EDITION

Simple **in-the-box enterprise-level security** for small businesses

HASSLE-FREE EXPERIENCE

- Simple out-of-box activation (triggered by Feature Byte/BIOS)
- Pre-configured on select Desktops and Notebooks
- No IT management required
- Out-of-the-box group-tenant protection

3-YEAR PRE-CONFIGURED LICENSE

HP Sure Sense *Pro* | HP Sure Click *Pro* | HP Support

AVAILABILITY IN ELITE & PRO PCs

- On 2020 EliteBook 800 G7 series, ProBook 400 G8 and 600 G8
- Other NB / DT / WKS at later dates

HP Pro Security Edition Dashboard

Simplified Security Terms

“Threat Containment”

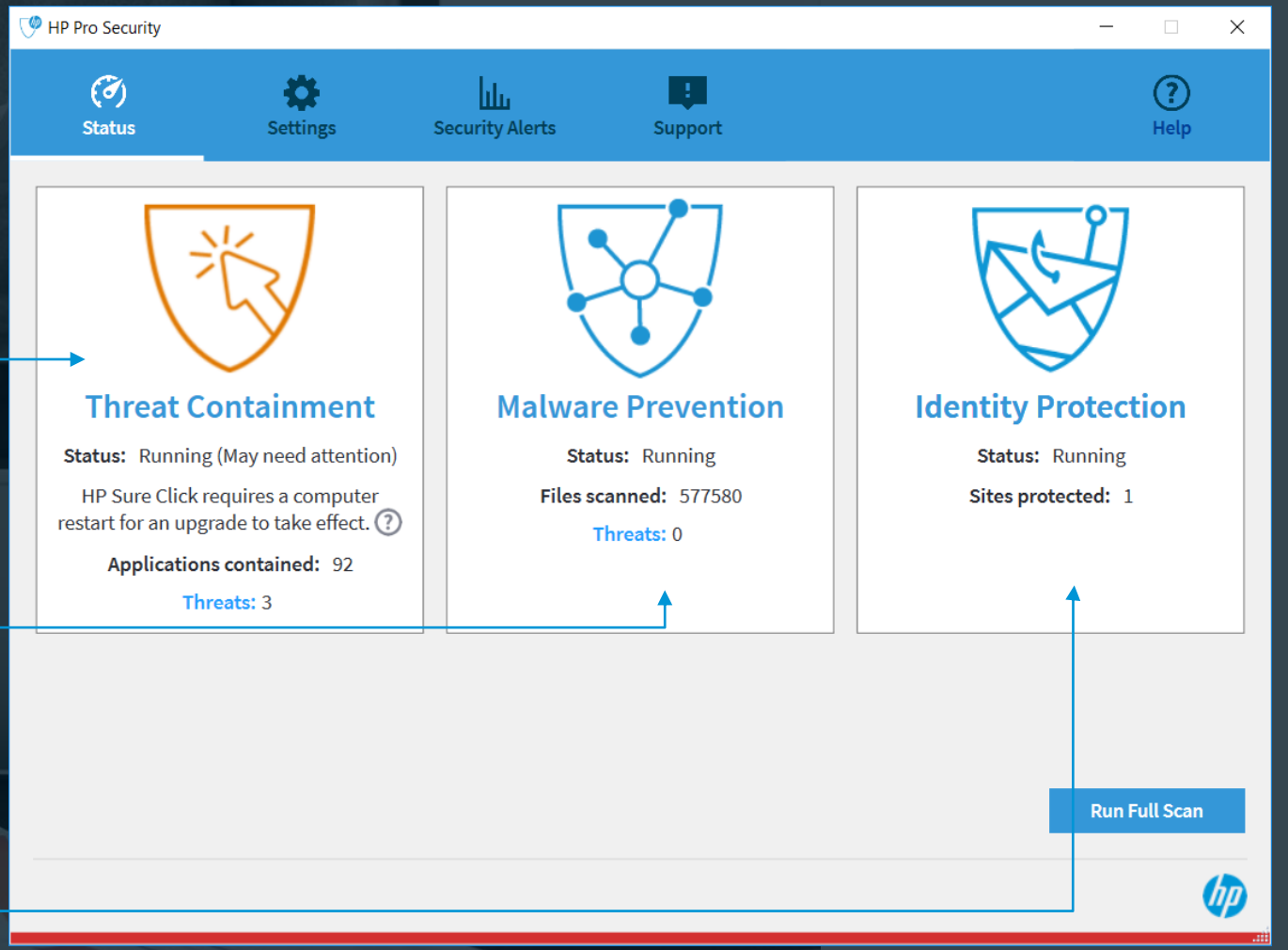
- Source: HP Sure Click Pro
- Virtualization Technology

“Malware Prevention”

- Source: HP Sure Sense Pro
- H/W Isolation, Deep Learning base AI and Machine Learning, Cloud Scalability

“Identity Protection”

- Source: HP Sure Click Pro
- Anti-Phishing – credential protection



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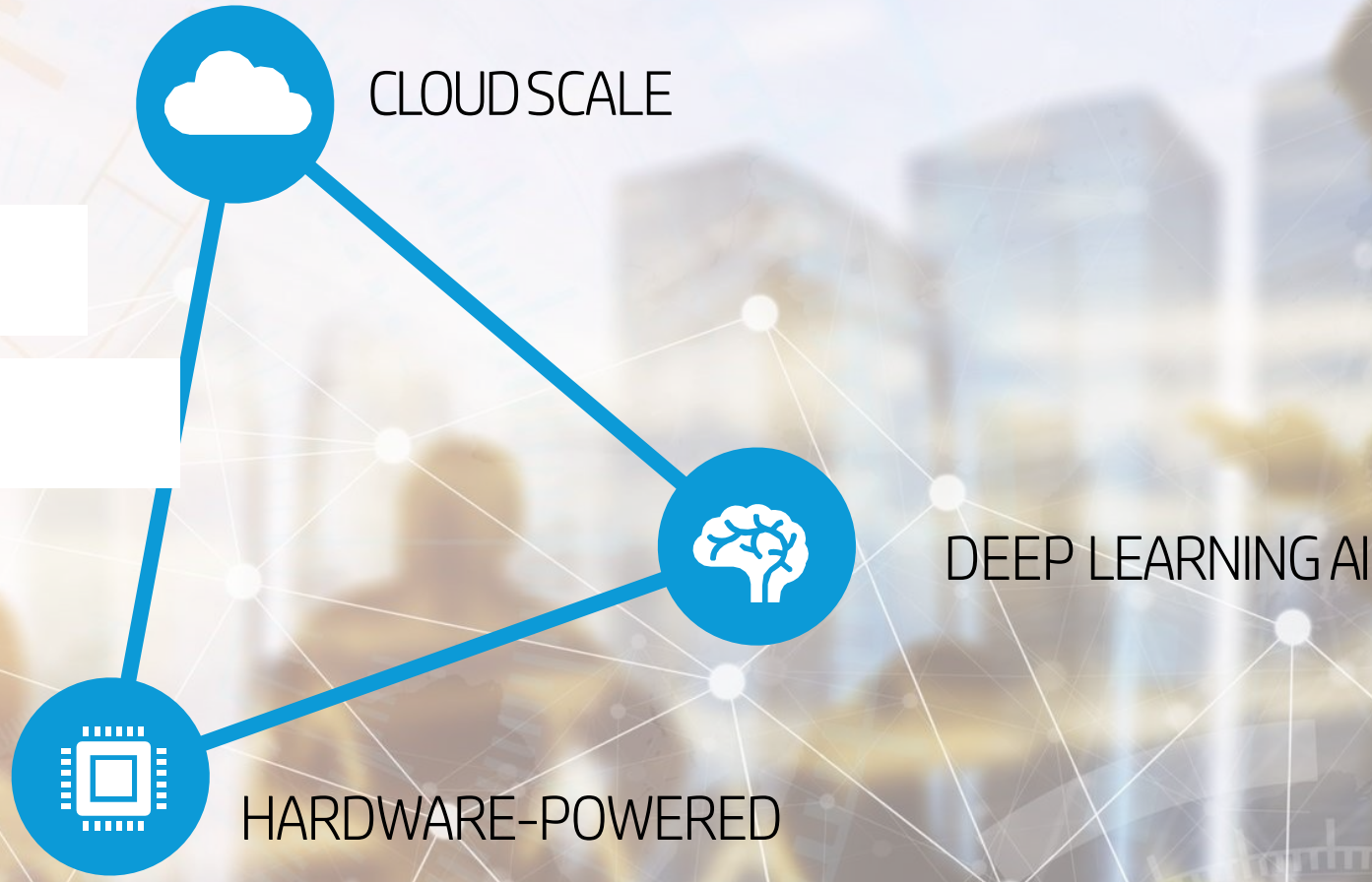
HP SECURITY ADVANTAGE

Protection-First

Backed by Resilience



HP COMMITMENT TO LEADERSHIP

CLEAN & GREEN

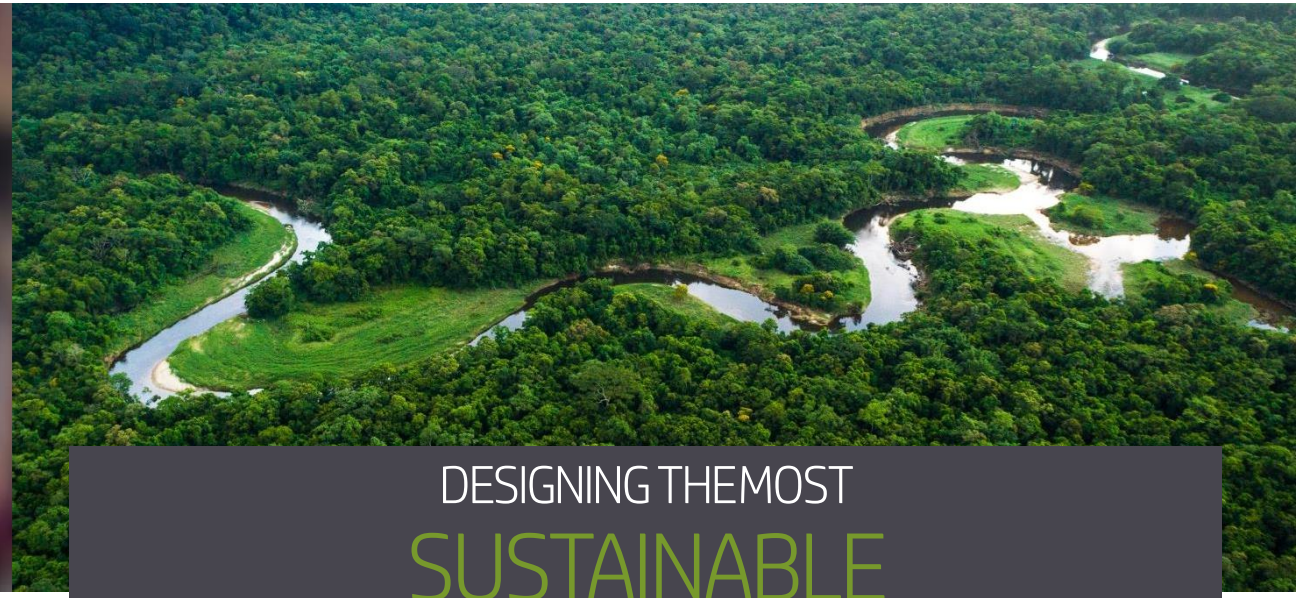
OFFERING A SANITIZABLE PC & Workstation Portfolio

Promote wellbeing with sanitized devices

Materials and coatings that can be cleaned

What's New in 2020

Sanitization comes to ProBooks (635 Aero)



DESIGNING THE MOST SUSTAINABLE PC Portfolio in the world

Leading in the use of ocean-bound plastics

Leading in the use of recycled metals

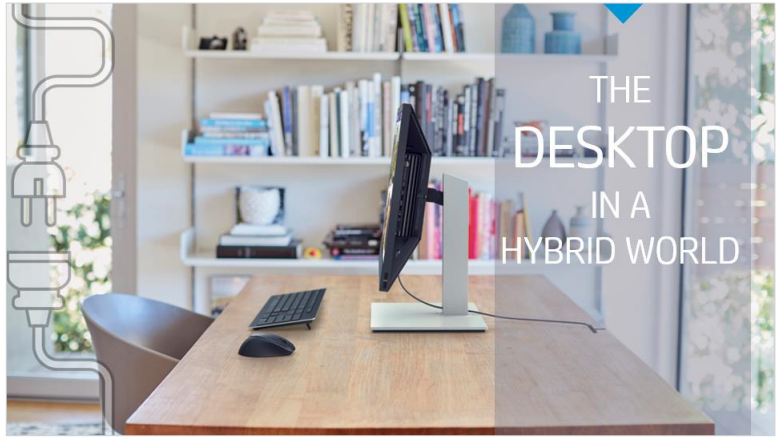
What's New in 2020

Increased use of recycled components

More recycled material in 2020 ProBooks

BRINGING
MODERN
TO
EVERYONE

INTRODUCING
AERO
Light
Strong
Fast
Elegant and Practical


THE
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#STAY
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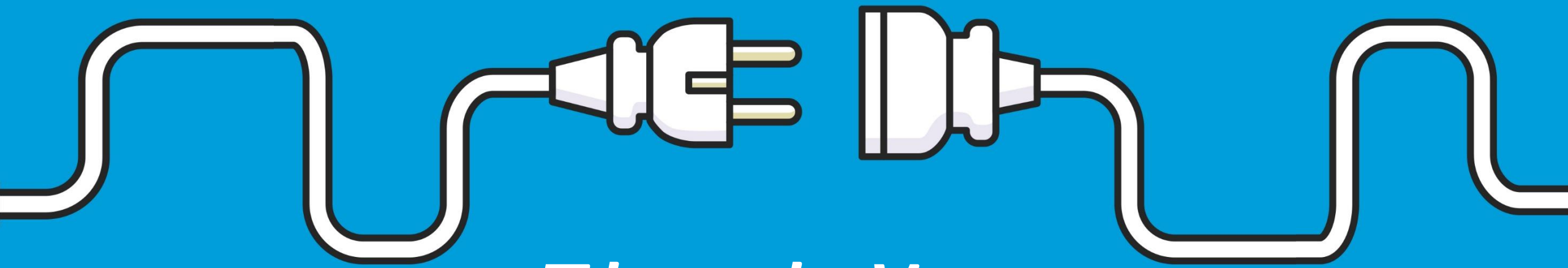
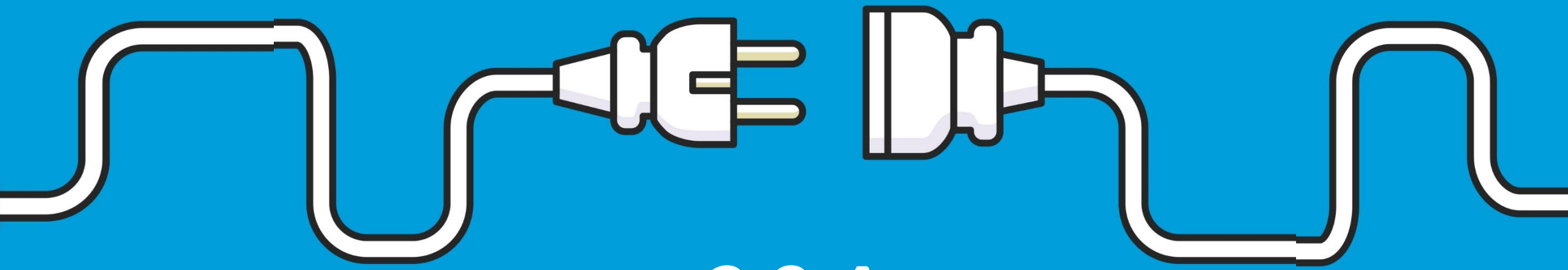
CLEAN & GREEN

ReConnect



Thank You

ReConnect



Q&A

24th of November 2020