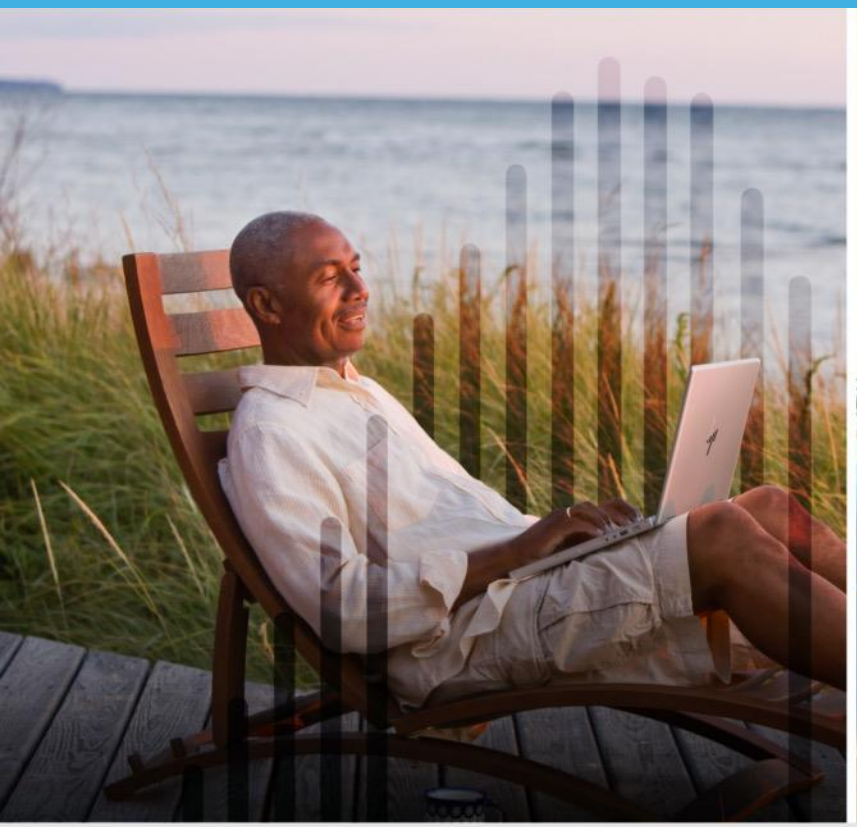
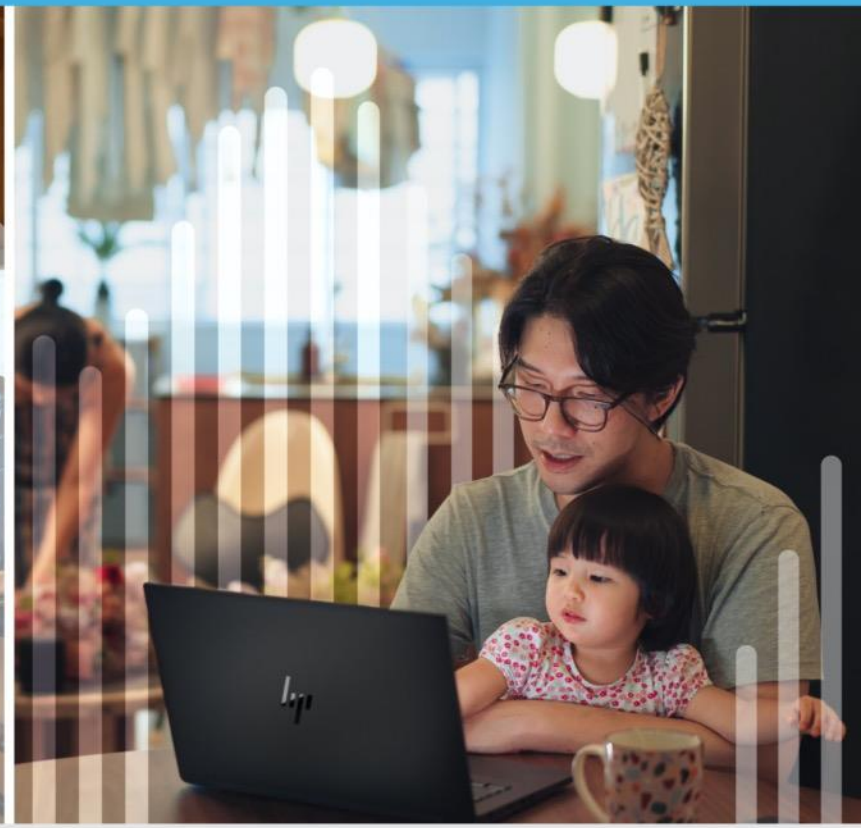
Amplify Elevate 2022

Making Hybrid work with Intel & HP

AMPLIFY™
HP PARTNER PROGRAM





#SECURITY #SUSTAINABILITY #COLLABORATION #DIGITALIZATION

intel. Microsoft

Starting 2019, we had a predictable way of working:

Most of us were at the office, most of the time.

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In 2020, everything changed:

Most of us were working at home, most of the time.

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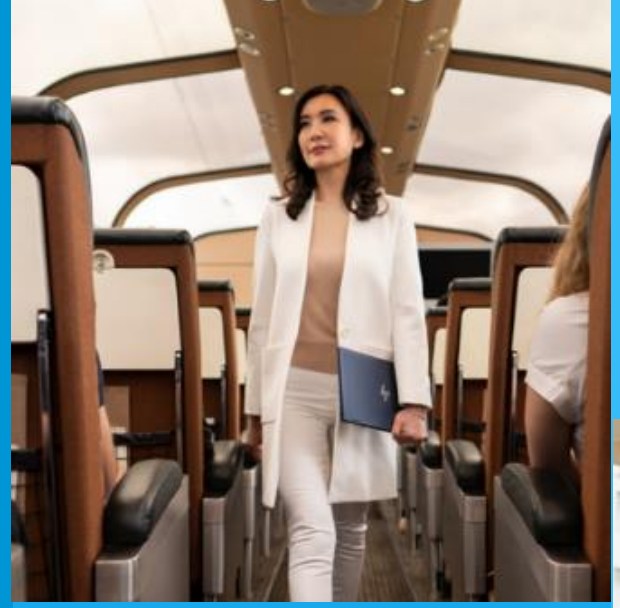
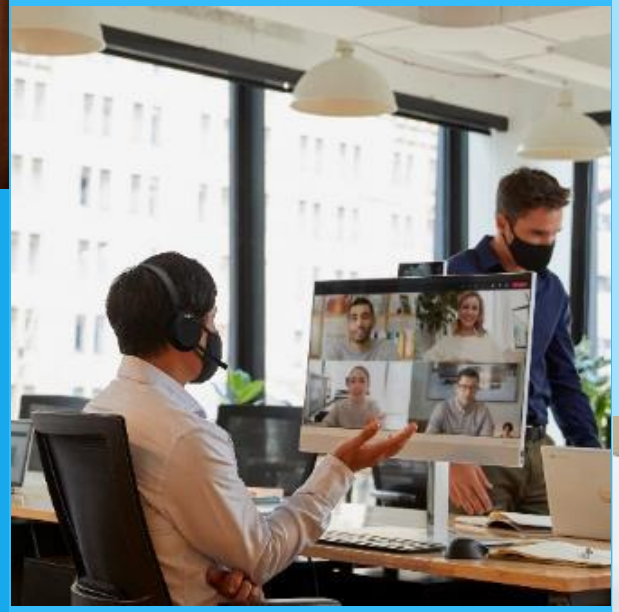
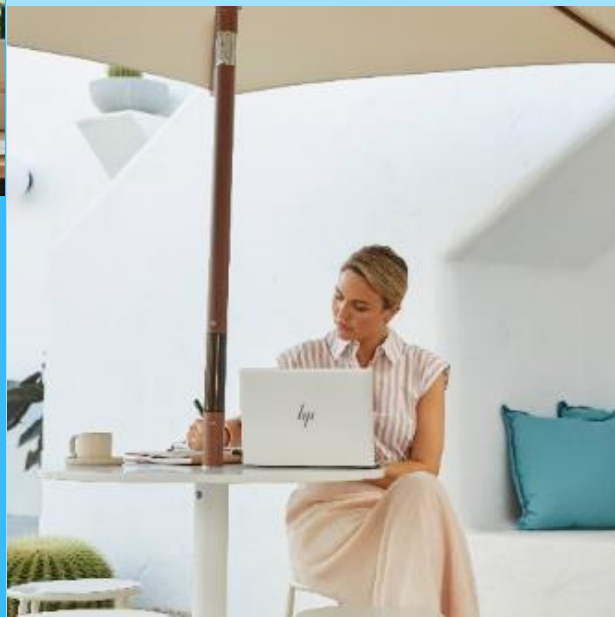
In 2022, work has changed again: The office is now everywhere.



Most of us are working from different places...



at different times.



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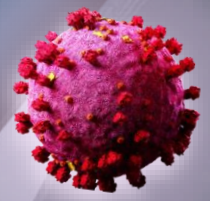
Post Pandemic Trends

(B.C. Era)

Business as usual



COVID
Inflection Point

Virtual and Video Presence – Video Conferencing 21x Pre-Covid Levels [1]

Omni Channel Retail – Online Retail up 32.4% in US in 2020 [2]

Streaming Entertainment – >30% CAGR Over 2 Years [3]

Online Learning – 1.28Bn Children Required Online Learning [4]

Food Delivery Services – 10.3% CAGR During COVID [5]

Remote Medicine – 38x Increase Over 2 Years [6]

Cash to Contactless Payments 40% Growth in Q1 2020 [7]

... To the accelerated digital (A.D. ERA)

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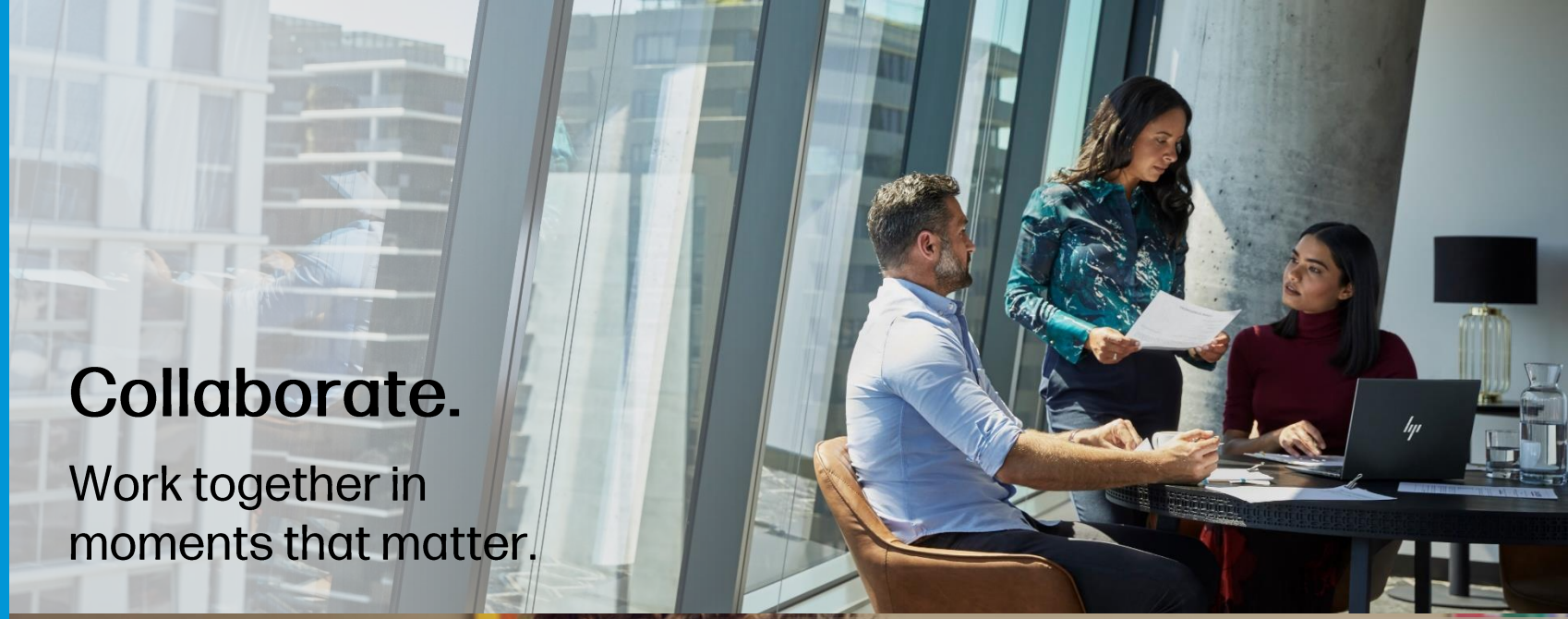
We need new technology for a new way of life.



Collaborate.

Work together in moments that matter.

Create.

Maximize your creative potential.

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Poll

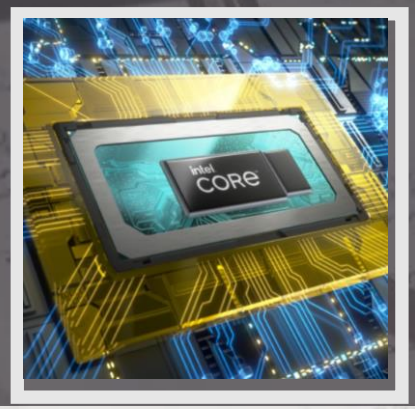
What is your greatest challenge in the new hybrid world?

A. Work life balance
B. Hybrid collaboration with colleagues
C. Going back to the office
D. Traffic
E. Other

2022 Joint Investments

Working together to enable our innovative hybrid work experiences

Maximum Performance

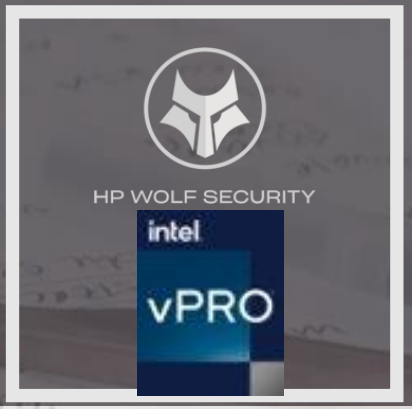


Boosting CPU Performance & bandwidth

12th Gen Intel® Core™ Processors

DDR5

Secure & Manageable



HP Wolf Security for Business

Built on Intel vPro® platform the most comprehensive hardware-based security for business.

Best Connectivity

Improve connectivity with the latest Intel technology

Intel® Wi-Fi 6E

Intel/HP 5G offerings

Thunderbolt™ 4

Exciting Design

Latest HP G9 Designs

30 years of joint co-engineering & collaboration

HP Presence Enhancements

More thoughtful, human, collaboration

Enhanced by HP Presence only available on Intel based platforms

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Performance is key

With Hybrid Work, Business PCs do more than ever

MORE FOREGROUND TASKS AND MULTI-TASKING

MORE BACKGROUND TASKS TO ADDRESS REMOTE NETWORK THREATS

No product or component can be absolutely secure.

Performance is key

New Intel® 12th Gen Core™ Processors

Revolutionary Performance Hybrid Architecture

For the way people work today

No product or component can be absolutely secure.

Performance is key

12th Gen Intel® Core™ Processors for Thin & Light Laptops

CrossMark Performance.

Intel Core i7-1280P +20%

Intel Core i7-1265U

Intel Core i7-1195G7

Top 3 Industry Benchmarks for Commercial

CrossMark™ MobileMark 25™ SYSmark 25™

o product or component can be absolutely secure.

Productivity

Intel Core i7-1280P +12%

Intel Core i7-1265U

Intel Core i7-1195G7

Creativity

Intel Core i7-1280P +27%

Intel Core i7-1265U

Intel Core i7-1195G7

Responsiveness

Intel Core i7-1280P +22%

Intel Core i7-1265U

Intel Core i7-1195G7

Photo Editing

Intel Core i7-1280P +30%

Intel Core i7-1265U

Intel Core i7-1195G7

Performance is key

Believe the *HYPE!*

Damn, Intel! - 12th-Gen Core (Alder Lake)

YouTube · Linus Tech Tips

4 Nov 2021

tom's HARDWARE

Reviews | Best Picks | Raspberry Pi | CPUs

Intel Core i9-12900K and Core i5-12600K Review: Retaking the Gaming Crown

By Paul Alcorn 1 day ago

Dot Esports

Intel Alder Lake mobile CPU outpaces Apple's M1 Max and ...

Intel Alder Lake mobile CPU outpaces Apple's M1 Max and M1 Pro in early benchmarks ... Alder Lake's speed results in hunger. ... After 15 years of...

2 weeks ago

THE VERGE TECH REVIEWS SCIENCE CREATORS

Intel's 12th Gen Alder Lake chips usher in a new generation of x86 processors

A new era for Intel begins

NOTEBOOKCHECK

Reviews | News | Benchmarks / Tech | Buyers Guide

Verdict - Back to the top with a total of 24 Threads

+ very high gaming performance
+ very good multi-core performance
+ low power consumption in idle operation
+ PCI Express 5.0
+ up to 24 threads
+ appropriate price (12600K)

Performance is key

12th Gen Intel® Core™

Two types of cores – **Performance Cores** for demanding tasks and **Efficient Cores** for background tasks.

Intel 12th Gen now offers two levels of processors

U Series is best suited for thinnest & lightest designs with an emphasis on mobility & battery life instead of raw power.

P Series offers the best of both worlds designed multitasking and need more *power* to work with more complex files and data sets.

Also provides discrete graphics power without the discrete card in a quieter and cooler device.

12th Gen Intel® Core™ Processors top to bottom with HP

	Dragonfly Series	1000 Series	800 Series	600 Series	400 Series	200 Series
U15	✓	✓	✓	✓	✓	✓
P28			✓ except 13”	✓ except 13”	✓	✓

Performance is key

Platform Excellence

HP & Intel bring it all together

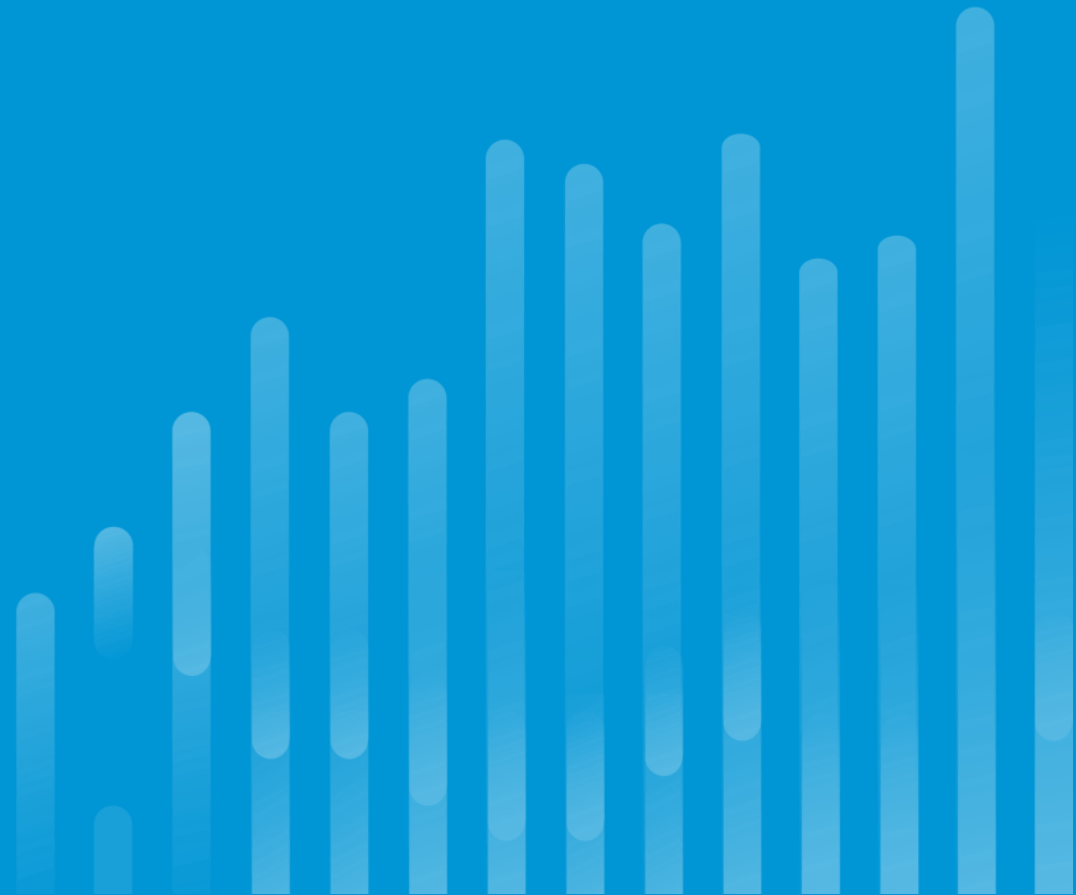
An Evo Design

- Intel vPro® platform
- Intel® Evo™ vPro® platform-based designs
- 12th Gen processor architecture
- Best-in-class wired/wireless options
- Artificial intelligence
- Thunderbolt
- Range of prices, styles, and accessories

Poll

How is the new Intel technology called?

A. Tigerlake
B. Amberlake
C. Alderlake
D. Trafficlake



Evolving security threats

HP WOLF SECURITY

intel vPRO PLATFORM

Hybrid work has changed the threat dynamic

Increase in Firmware attacks

Rise of Ransomware attacks

Rapid evolution of Malware

94% of cyber attacks start with an email

How long would you need to recover 1,000 machines?

No product or component can be absolutely secure

Evolving Security threats

HP WOLF SECURITY

intel vPRO PLATFORM

Combine Wolf Security with Intel® vPro® for maximum protection.

HP & INTEL HAVE IT COVERED.

Wolf Security and the Intel vPro® platform with Intel® Hardware Shield deliver a more secure business PC, right out of the box.

HP offers the most secure business PCs.

Intel vPro platform is the most comprehensive hardware-based security for business.

With Intel vPro® platform you get a manageability solution for devices within and outside the firewall.

No product or component can be absolutely secure.

Productivity is key

Intel offers the best **connectivity** experience with HP.

Power, transfer, display

Thunderbolt™ The simplest, fastest, most reliable solution for connecting to power and accessories

Fast, efficient, WIFI

Demand a fast and reliable connection with gigabit data rate Intel® Wi-Fi 6E (Gig+)
Intel® Connectivity Performance Suite

Freedom to roam

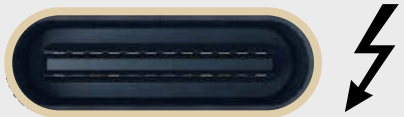
Optional support for up to 5G wireless broadband technology

Thunderbolt™ 4 the BEST in connectivity

The simplest, fastest, most reliable solution for connecting to power and accessories

USB-C ports have many variations:

Thunderbolt™ 4 is universal:



DEMAND THUNDERBOLT 4.

Create a more productive and secure workspace with a single cable that connects to power, a mouse, keyboard, webcam and multiple monitors.

Always Fast
40Gb/s

Secure
Data protection via virtualization

Notebook Charging
Delivers up to 100W

Mandatory Certification
Consistent experience

Productivity is key

Simplify your Setup

Power, transfer, display

Connect all your accessories and a second display via a single USB-C® cable to your Thunderbolt 4 port providing data, video, and up to 65W of charging

Daisy Chaining

Daisy Chain for dual screening via a single DisplayPort connection

2022 HP Commercial notebook portfolio

PRO 400	ELITE 600	ELITE 800	ELITE 1000	ELITE DRAGONFLY
Built for Professionals Performance for DT Transitions Secure	Enterprise Essentials with Elite Benefits Configurability & Flexibility Secure & Manageable	Gold Standard for Enterprise Enhanced Collaboration/Connectivity Secure & Manageable	Lightweight Enterprise Standard Enhanced Collaboration/Connectivity Secure & Manageable	Industry-Leading Weight Life-like Collaboration - Everywhere Ultra-Premium Experiences
16:9 Display		16:10 Display		3:2 Display
Enhanced Collaboration		HP Presence Collaboration		
DDR4 Memory		DDR5 Memory		LPDDR5 Memory
HD Camera		5MP Camera		
Aluminum Chassis			Magnesium Chassis	
Intel 12th Gen 15W or 28W CPU (14”/15”)			Intel 12th Gen 15W CPU	
Intel vPro Configurations Available				
Intel Evo Configurations Available				

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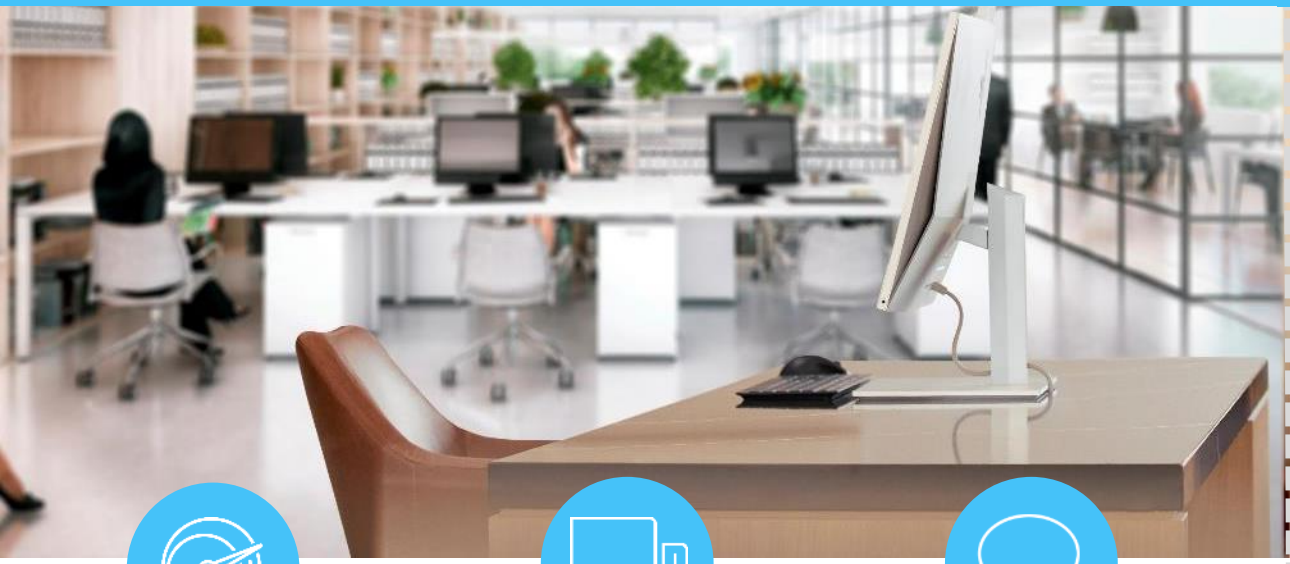
2022 Loyal & new desktop users

Desktops are essential to hybrid work

Longtime desktop users

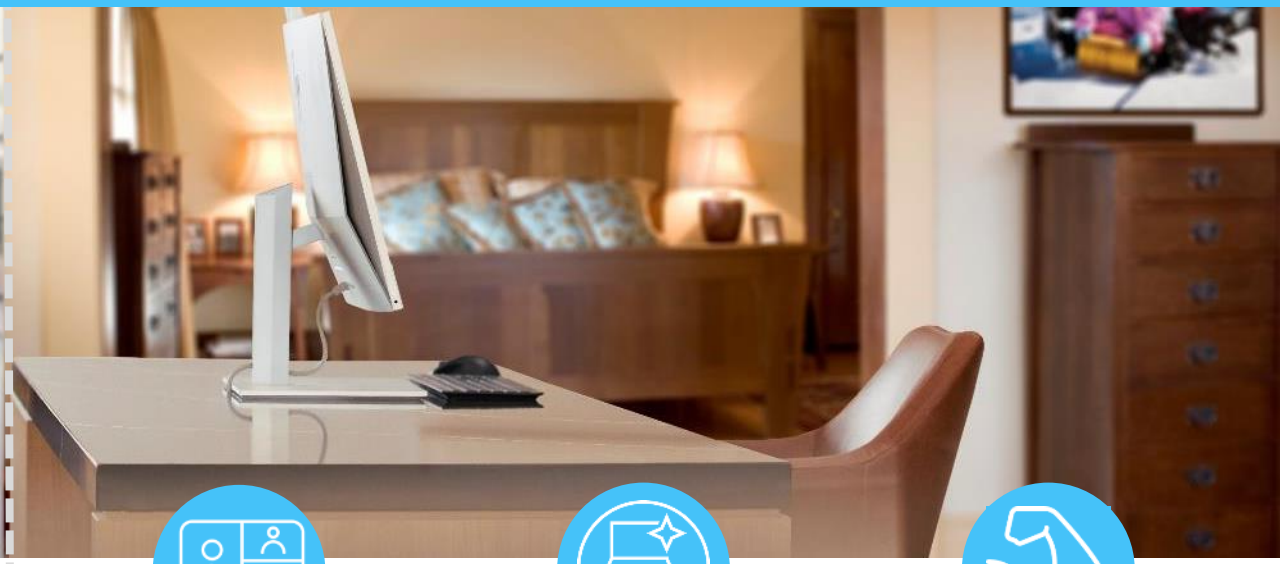


PERFORMANCE
For demanding workloads

DEDICATED WORKSPACE
Always set up and ready to go

FOCUS
And stay productive all day

New class of hybrid users



CONNECT
With enhanced conferencing

PERSONALIZED
With curated workspaces

CONFIDENCE
To do your best work without tradeoffs

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Tackle your most demanding tasks on an HP desktop

2022 Desktop Portfolio

PRO 400

Everyday productivity and expandability for your growing business

Mini, Small Form Factor (SFF), Tower, All-in-One
Good Intel® performance and configurability Security, reliability, manageability

ELITE 600

Best value performance and configurability

Mini, Small Form Factor (SFF), Tower
Good Intel® performance and configurability Mainstream VR graphics[61] Security, reliability, manageability

ELITE 800

Our most innovative designs and powerful experiences

Mini, Small Form Factor (SFF), Tower, All-in-One
Superb Intel® performance Most configurable Security, reliability, manageability

(H)OFFICE NAVIGATOR

(H)OFFICE NAVIGATOR

POWER USER

FRONTLINE HERO

Hybrid working is here to stay

Virtual meetings are making it harder for people to connect with their audience

Many feel that their ideas don't come across if they don't appear and sound authentic

63%
Of people believe clear audio and lifelike video matters now more than ever

82%
Of People are interested in an external monitor with built in webcam, microphone, and speakers

91% growth in Conferencing & Docking Monitors Q122 vs Q121

73% of people judge others on their video quality

HP Presence™ + Intel

Multitask during calls

Intel® Core™ and Xeon® processors

Enjoy crisper, higher-resolution images

HP Auto Frame

HP Lowlight Improvement

Improve sound quality

HP Dynamic Voice Leveling

AI-based HP Sound Calibration

And now brought in the room with HP presence

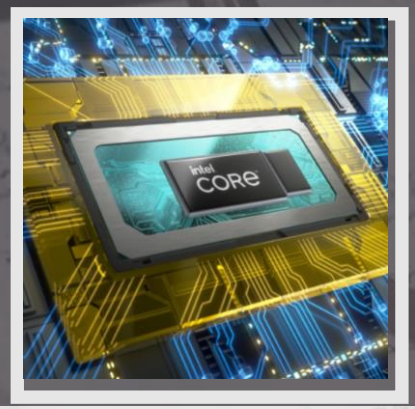
Designed for people to connect

HP Presence - Meeting Space Solutions

2022 Joint Investments

Working together to enable our innovative hybrid work experiences

Maximum Performance

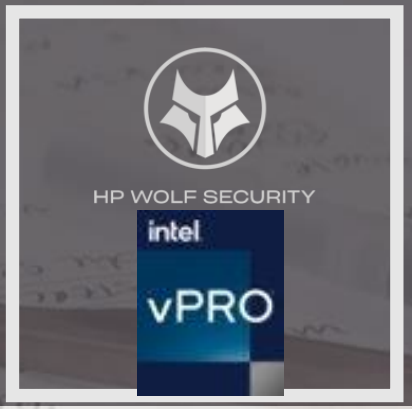


Boosting CPU Performance & bandwidth

12th Gen Intel® Core™ Processors

DDR5

Secure & Manageable



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Best Connectivity

Improve connectivity with the latest Intel technology

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Intel/HP 5G offerings

Thunderbolt™ 4

Exciting Design

Latest HP G9 Designs

30 years of joint co-engineering & collaboration

HP Presence Enhancements

More thoughtful, human, collaboration

Enhanced by HP Presence only available on Intel based platforms

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Teaching and learning,

has changed forever.

The pandemic taught us a lot.

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Technology has never been more important for learning.

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Blended Learning is the standard, causing devices to be used more than ever.

Light & durable

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Introducing

HP Fortis

Built strong. Built to last. Built for everybody.

Latin for strong, Fortis embodies the strength and durability of HP devices built for active and mobile users.

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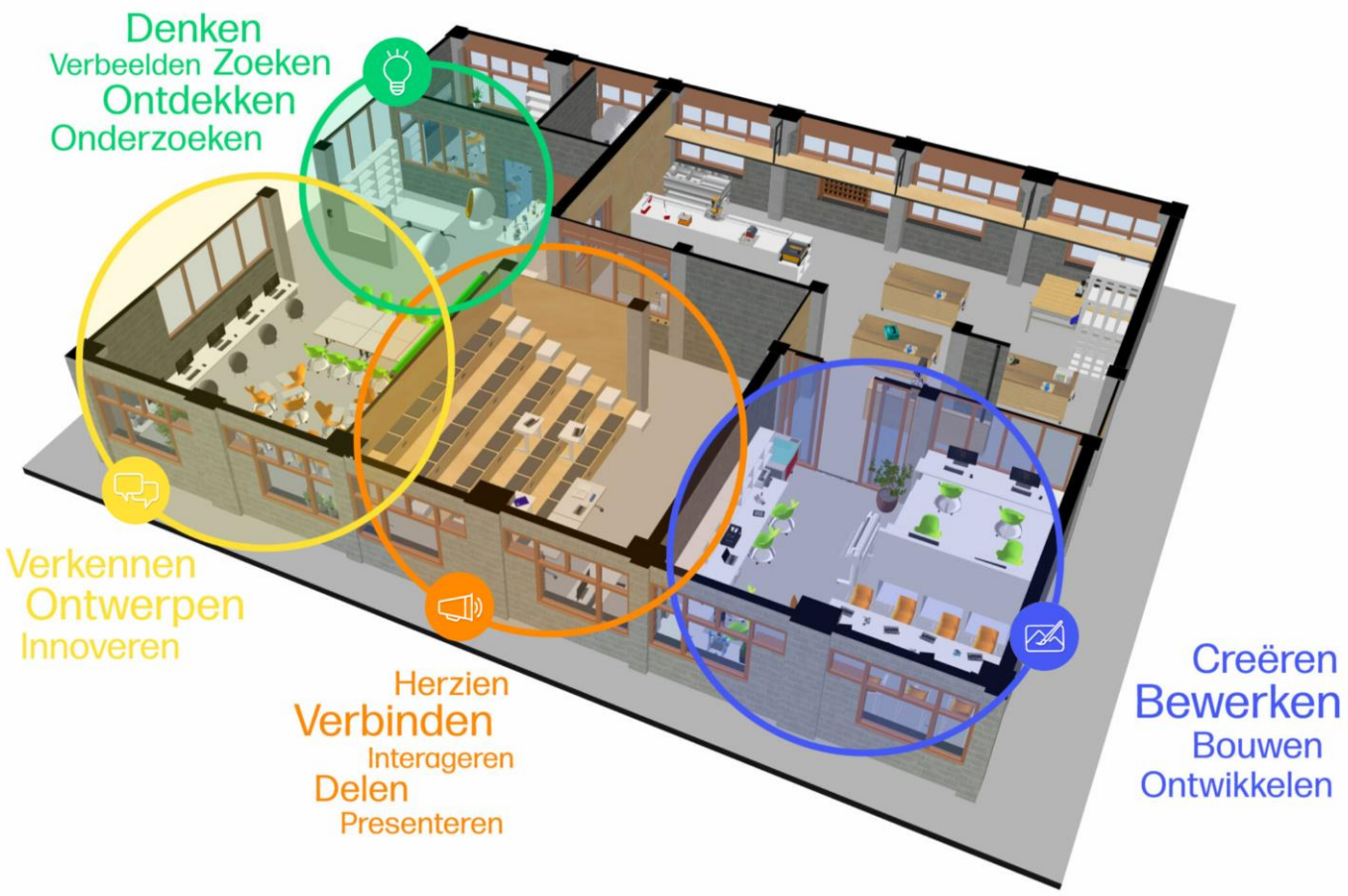
Reinvent the Classroom is ...



La Classe Réinventée

De Klas Heruitgevonden

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… real in Boussu

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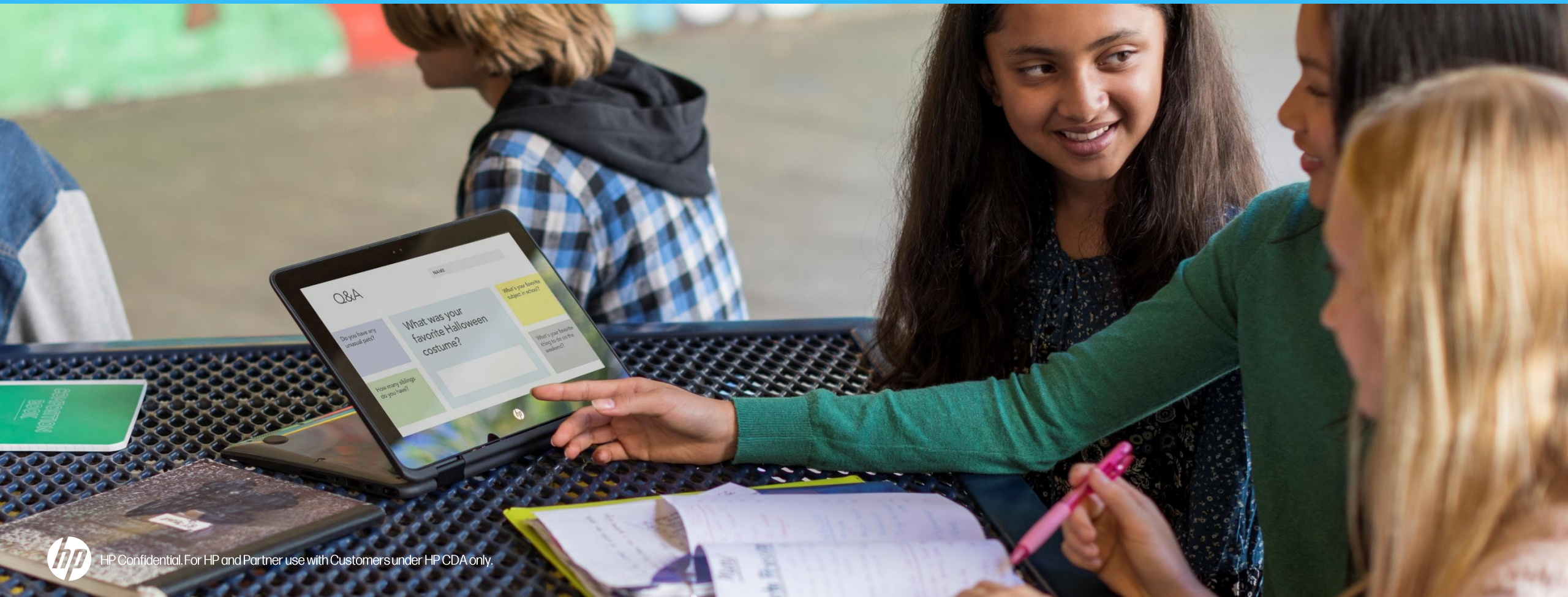
Better technology leads to better outcomes.



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Sustainability

Sustainability and positive lasting change

HP has the most sustainable PC portfolio

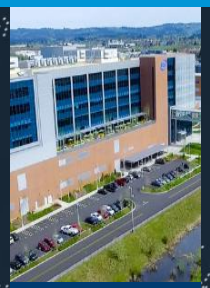
15.7% recycled plastic used in HP PCs and displays

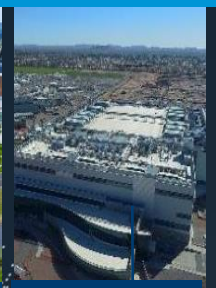
47% reduction in energy consumption since 2010

5.31 million units of hardware repaired in 2020

Currently MOST DIVERSE Board of Directors of any U.S. tech company

Investing in the future


Oregon


Arizona

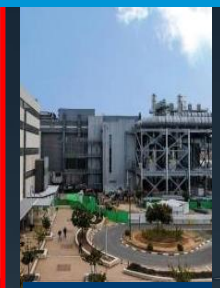
New Mexico

Ohio

Costa Rica

Ireland

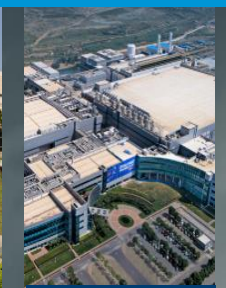
Germany


Israel

Malaysia

Chengdu

Vietnam


Dalian

MarketWatch

Intel unveils $88 billion chipmaking expansion plan for Europe

LONDON — U.S. chipmaker Intel unveiled plans on Tuesday to invest up to 80 billion euros ($88 billion) across Europe as part of an ambitious...

The Independent

Intel building $20B Ohio chip facility amid global shortage

Intel will invest $20 billion in a new computer chip facility in Ohio amid a global shortage of microprocessors used in everything from...

21 Jan 2022

Sustainability

94 percent of non-hazardous waste recycled

7.1 Billion gallons of water conserved in 2020

82 percent of our global power was green power in 2020

intel
Built for the real world of work
hp

Thank you