

Commercial Personal Systems

AI Journey Starts Now



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3 Trends will drive AI adoption



1

Microsoft Copilot and ISV delivers a new way of work



2

New Intel CPUs will kick-off the AI to be done in the edge



3

New AI PCs from HP will be introduced starting 2024

Who will be using AI?

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Developers

Creators

Knowledge Workers



Develop AI

Create using AI

Use AI

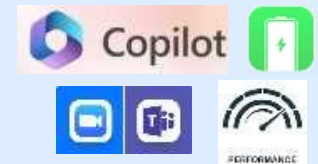
Wants to create AI



Wants to create with AI



Enhanced PC experiences



+

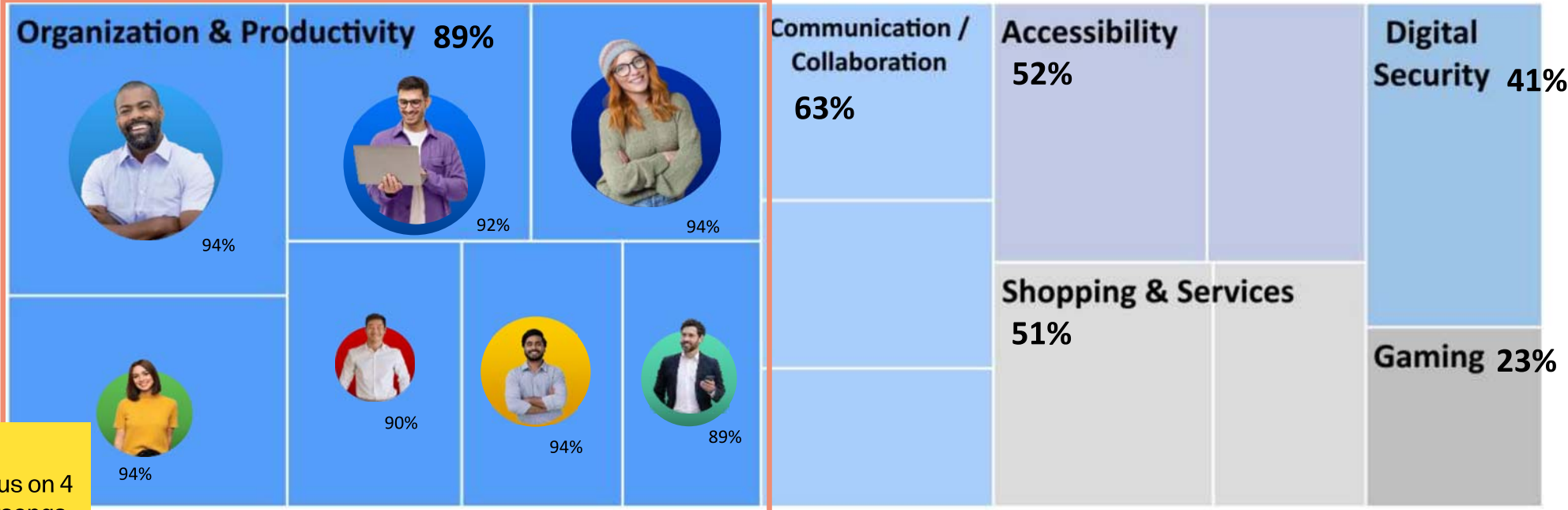
Foundation for AI-optimized apps

AI is for ALL users under the knowledge collaborators

Welcome a new wave of **productivity and value creation**

Available for all your core teams/departments (HR, Sales, Marketing, Finance and IT)

Wishes about technology and AI



Focus on 4 personas

- Frontline Pros
- Office Independents
- Support Pros
- Office Collaborators
- Remote Collaborators
- Road Warriors
- Modern Leaders
- Tech Experts
- Creative Experts

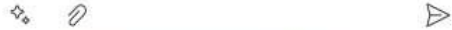
A day in the life of your sales lead

Sales rep Cassandra is responsible for reaching out to customer leads.

Surface new leads

Cassandra (she/her) checks her inbox first-thing—she received over 50 emails just yesterday and wants to get right to anything from a prospect. She asks **Copilot**:

Show me emails from new senders.



Copilot automatically filters results and displays an email from a new lead, Babek (he/him) from Fabrikam. **Copilot** allows Cassandra to respond to his email in seconds:

Invite **Babek** to a meeting to learn about our **core offerings**. Use persuasive language.



Babek accepts the meeting.

Prepare for each pitch

This could be a big account, and Cassandra knows she must come to the meeting prepared. She asks **Copilot** in Teams,

Recap **customer pitch tips** from the **spotlight meeting** last week.



Then, she turns to **Copilot** in PowerPoint to create her pitch:

Update **generic product pitch template** for **Fabrikam**. Add **pricing_for_enterprise_accounts.xls**. Update front image to include the **Fabrikam logo**.



Capture meeting notes

She's ready to meet with Babek!

Cassandra hosts the meeting in Teams. No need to take notes, she knows she can trust a Copilot-generated meeting summary when the call is done.

After they say goodbye, Cassandra jumps back to her inbox to thank Babek for his time.

Draft a thank you note from our **meeting notes**. Include next steps.



Give your sales team an AI assistant

86% of people

are looking for AI to assist with finding the right information

Who is willing to adopt cloud AI first?

I am worried AI will threaten my job/replace me

1 2 3 4

I believe AI will have a positive impact on my work



Frontline Pros

Low



Office Independents

Very Low



Support Pros

Very Low



Office Collaborators

High



Remote Collaborators

Medium



Road Warriors

Medium



Modern Leaders

Very High



Tech Experts

Very high



Creative Experts

Very high

All Department

Reception

Admin

Call-Center

RH/Sales

Admin

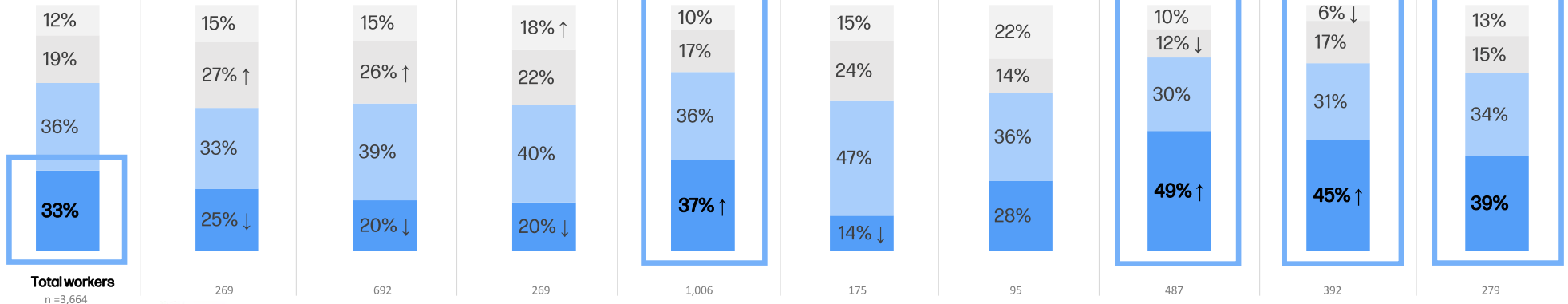
Sales

C Level

IT

Marketing Data Analyst

Attitudes towards Tech and AI – workers



Add Config details

Focus on 4 personas



HP EliteOne 840



HP Elite 840



HP Elite 860



HP Elite 840



Elite x360 830



Dragonfly G4



HP Dragonfly G4



EliteBook 1040



Z Firefly



Why Windows11 & AI with HP ?

Work from anywhere without worry with the best Experience



Enhanced Collaboration

Work together virtually like you're in the same room



Seamless Productivity

Tackle the toughest tasks with ease, from wherever you work



Strong Endpoint Security

Let your PC worry about security risks so you can work from anywhere without worry



Elevated Employee Experiences

A sleek design and premium experiences make employees feel valued and more confident



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HP is Delivering End-to-End Portfolio Innovation

Performance

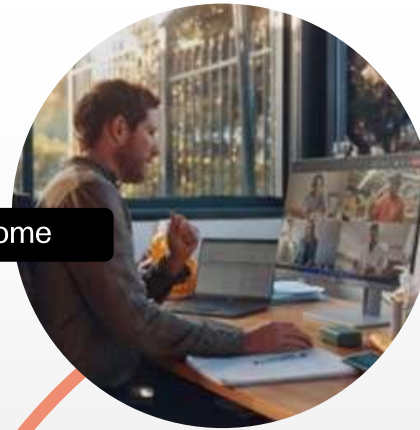
Better Together w/ Poly

Sustainability

Security

AI-driven services and support

At home



On-the-go



Meeting room



Hot desk



Compute

Displays & Peripherals

Software & Services

We already use AI every day to make life easier and better



HP AI-featured PCs & experiences available today

- Smart Sense
- Auto Camera Select
- AI Noise Reduction
- Privacy Alert
- Intelligent Hibernate



Poly AI for meeting rooms



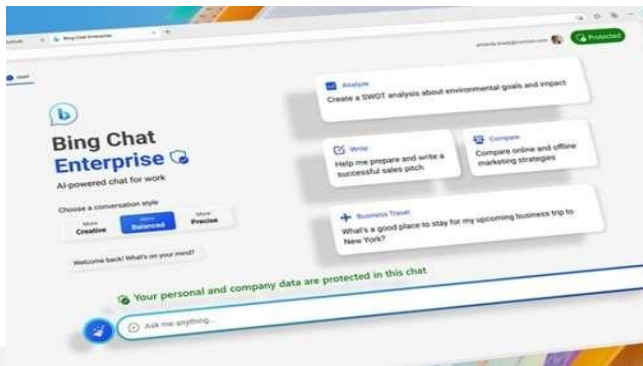
HP Dragonfly G4

HP EliteOne 800 G9 AiO Desktop

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Microsoft is introducing mainly 3 Copilot offerings

Copilot Chat



Copilot for M365



Copilot in Windows



Bing for enterprise is a search experience tailored to the needs of work and school users. It provides a range of features that help users get work done faster, be more creative, or support customers better.

Microsoft 365 Copilot is an AI-powered productivity tool that coordinates large language models (LLMs), content in Microsoft Graph, and the Microsoft 365 apps that you use every day.

Microsoft Copilot is an AI-powered intelligent assistant that helps you get answers and inspirations from across the web, supports creativity and collaboration.

Today

Cloud AI (Copilot for M365 & Copilot Chat) < 40 Tops



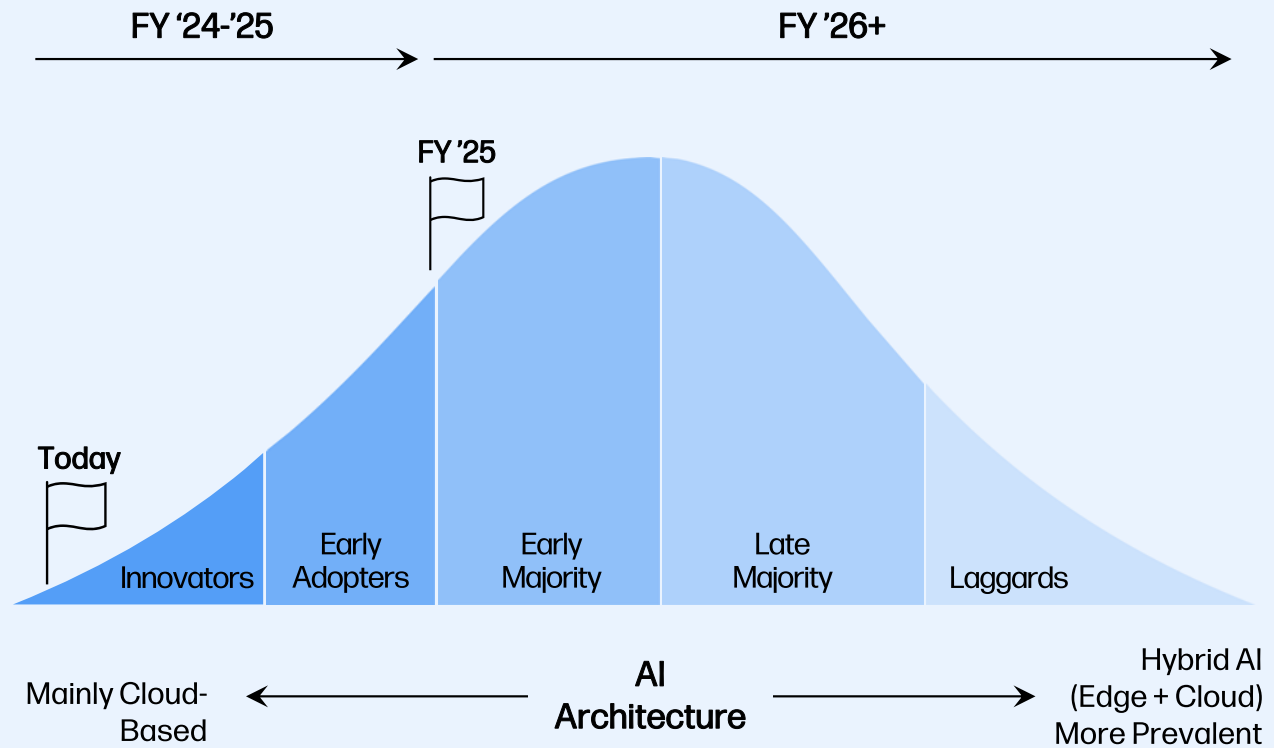
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Mid '24

Client AI (Copilot in Windows) > 40Tops

AI adoption is a journey...

...and
we are
just starting



AI is measured in TOPs

The higher the TOPs, the better the experience

AI in Windows PC with NPUs >40TOPs

will have an enhanced Windows Copilot experience,
generative image creation, and enhanced studio
effects



Instant Answer



Client Context



Privacy & Security



Improve Connection



Reduce Cost



Sustainability

TODAY

TOPs > +5

1H 2024

HP Amplify - Mar'24 Launch

TOPs ~12

2H 2024 - 1H2025

Next-gen AI PC

TOPs > 40

Today | AI-Driven product power by Intel



HP EliteOne 800 G9
AiO Desktop



HP Elite 800 G10

HP
Dragonfly
G4



2023 PCs with
AI for end users



HP Elite 1040 G10

Delivering Commercial Experiences Enabled by AI

Commercial End User

Productivity



Content Creation



Collaboration



IT - AIOps

Telemetry



Insights & Analytics

- Vulnerability Insights
- Connectivity Analytics
- Device Discovery



Security & Manageability



Commercial Developers



WebAssembly
WebGPU
WebNN



ONNX

Platform Tuning leveraging AI

Intel Deep Learning Boost, Vector Extensions, and more

intel
vPRO

EVO EDITION

Built on a Secure vPro Foundation

New Intel Silicon Security Engine

Intel Confidential

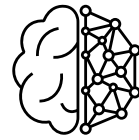
Refreshing to Win 11 Pro is the next step in the journey



Windows 11

Older devices may lack key capabilities to be successful in a hybrid work world:

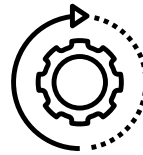
Win10 End of support: Oct 14th, 2025



Utilize Cloud AI: Windows Copilot



Smarter video conferencing



Intuitive productivity



Most secure Windows

AI adoption is a journey that starts TODAY!

TODAY



Don't wait to start on
your AI journey.
Refresh today.

Why refresh now

instead of waiting til AI in Windows PC's?

1. AI journey starts **in the cloud** today
2. Set the foundation with **Windows 11 refresh** to incorporate new experiences and start with Windows Co-pilot
3. **Learn AI, Pilot AI, Select Use Cases, Select Tools**
4. **Establish policies** around data



Backup



AI is radically re-shaping the world around us

Chip Makers

New silicon

Markets

Increase in TAM
Accelerated PC
refresh cycles

Industries

Smart manufacturing
Accelerated development

Everyday Life

Simplifying life with instant
access to curated
information to make better
decisions at work, school,
healthcare and home

Technology

Elevated PC designs

Power

Better performance
Increased efficiency

The Planet

Improved research
Reliable weather
forecasting



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Windows Copilot New Capabilities



AI Explorer

Less interruptions to the workflow with Co-Pilot File explorer and its new 'user hub'



Live Translations

Don't miss a word with real-time translation of videos.



Windows Studio

Enhancements to 'MEP' Microsoft Experience Package



Gaming Super Resolution

Get enhanced video while you game with Local AI reducing the lag.



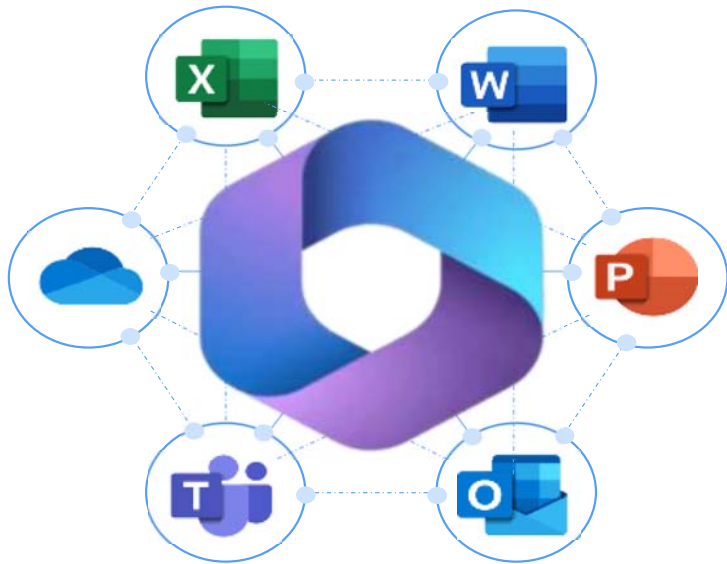
Generative AI for Images

Photo generation and enhancement integrated with Adobe.



Microsoft 365 Copilot delivers a whole new way to work

An application using modern AI to assist you with complex cognitive tasks



Focused on
uninterrupted workflows



Extended functionality from plug-ins that
add new knowledge and new actions



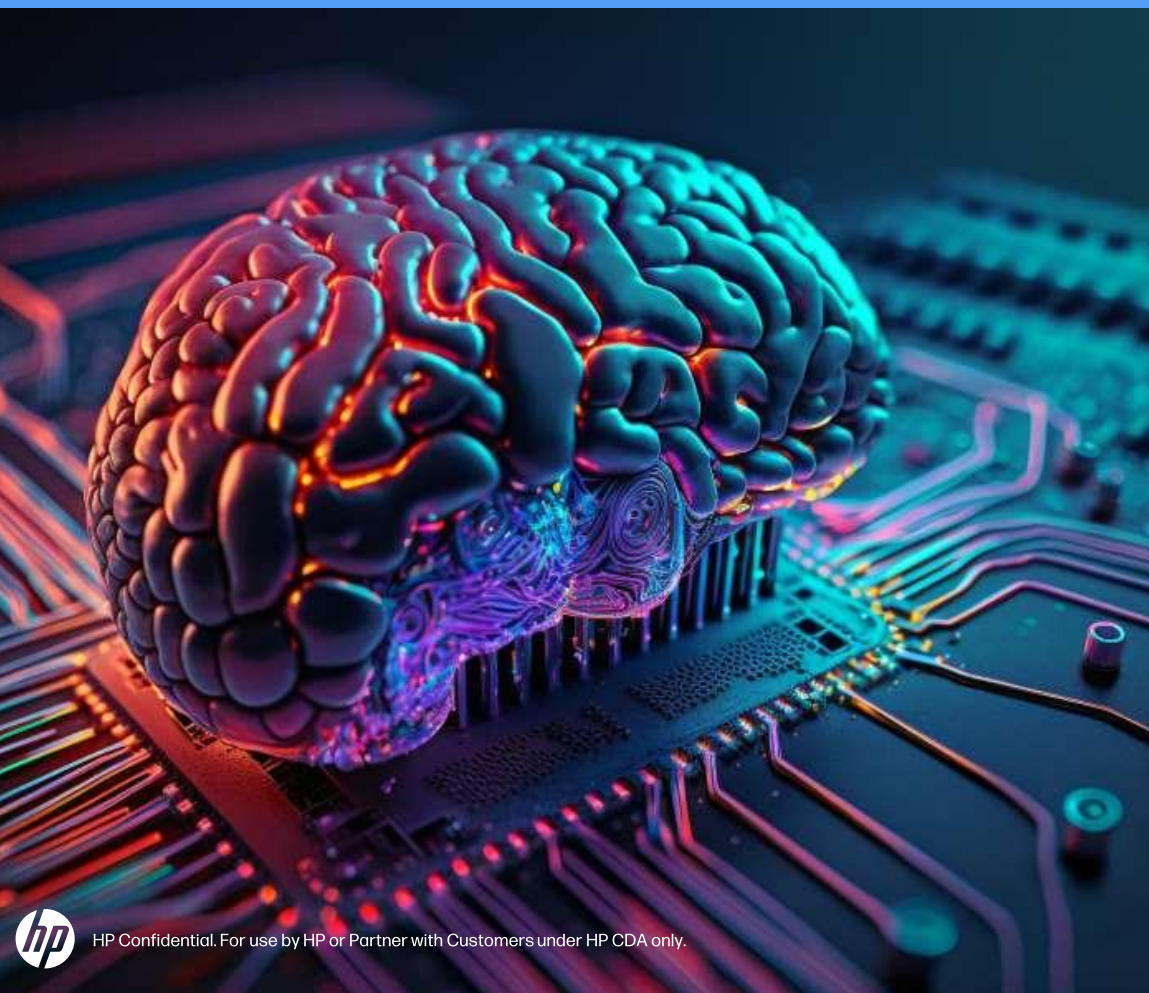
Always present “where you work”
Augmenting the user experience with
integrated AI to assist work.



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Why TOPS matter?



Tops 101

TOPS is an acronym for **Trillion Operations Per Second**, which is a measure of the **computational speed** of an NPU (Neural Processing Unit), a specialized compute engine for performing neural network operations.

The higher the TOPs, the faster the response, the better the experience

ISVs will also focus on using NPU efficiency

BUFFERZONE Safe Workspace™

Deep Render™

Blackmagic Design™

VideoCom™

Skylum® Software

XSplit™

CyberLink®

Webex by Cisco®

Zoom™

FortéMedia®

Topaz Labs

Rewind™

With AI-acceleration built into every Intel® Core™ Ultra processor, you now have access to a variety of experiences – enhanced collaboration, productivity, and creativity—right at your desktop, without having to rely on help from a distant server. Use AI-accelerated ISV features locally.¹

CPU—Fast response

You can rely on the central processor for smaller workloads at low latency.

GPU—High throughput

The graphics processing unit is ideal for large workloads that require parallel throughput.

NPU—Power efficiency

The neural processing unit handles sustained, heavily used AI workloads at low power for greater efficiency.

HP's approach to AI

3 focus areas

1

Internal
operational
efficiency

2

Enable customer
services and
support

3

Enable new and
differentiated
solutions

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Creating Operational Efficiency with AI

We are anchoring to six mega use cases to create immediate value and build AI/ML capability

- 1 Demand/supply planning
- 2 Pricing & Contra optimization
- 3 Software code dev & testing
- 4 Contractual B2B
- 5 Virtual assistant
- 6 AI enabled marketing & innovation optimization

Other ways we are developing AI/ML progress (non-mega use cases):

- Exploratory private sandbox for employees to safely test and learn on use cases
- Leverage use cases in a “ONE to MANY” manner



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HP Services with AI empowers IT to deliver better experiences for end user support



Predict needs



Anticipate failure before it happens



Diagnose and fix issues remotely



Optimize onsite visits



Helping lower costs. Maximize uptime.



Reduce service costs



Improve technician efficiency



Faster first call resolution



Lower support call volume



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HP's approach to AI

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Today | AI Compute offering

PEOPLE ARE THE HEROES OF HYBRID WORK

EVERYONE IS SEEN

- HP Presence multi-cam & framing experiences
- Content, ambient, and usage-based power management by adjusting refresh, contrast and brightness

EVERYONE IS HEARD

- Eliminating hybrid work noises through ML training
Dynamic Voice Leveling - Be heard around the room
- Voice Clarity - Mask Detection

EVERYONE IS SAFE

- Walk away Lock & Wake on Approach for security and power savings
- Shoulder-surfing alert
- Attention-based screen dimming

PLANET IS EVERYONE'S RESPONSIBILITY

ENERGY SAVINGS ALWAYS ON

- In/Out Bag Detection for power savings
- On Lap/Table detection for skin temperatures management
- AI Power Management



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Today | Meeting Room Solutions



Poly Director AI technology for collaborating in meeting rooms



Poly Studio X Series



Today | AI-Driven product offering



Z8 Fury G5 Desktop

World's most advanced workstation for AI creation¹



Z by HP Data Science Software Stack

HP curated stack makes it easier to get started on AI projects

Z by HP Data Science Stack Manager³

Saves valuable time in creating AI workload environments



2023 workstation solutions for AI development

Latest
Announcement

HP IMAGINE - OCTOBER 5TH

Exciting new solutions for data scientists and AI creators

AI is a journey of continuous innovation



HP Elite 600, 800 & 1000 G10

HP EliteOne 800 G9 AiO Desktop

HP Dragonfly G4

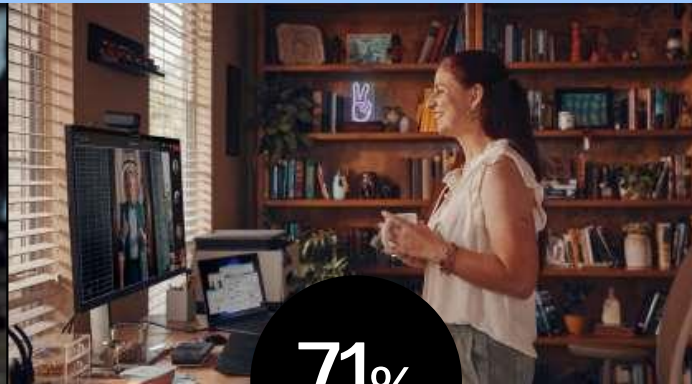
What matters to our customers



#1

Top area of focus

27% of ITDMs are keen on initiatives that improve IT contribution to revenue growth.³⁷



71%

Hybrid is here to stay

are currently implementing a hybrid work model³⁷



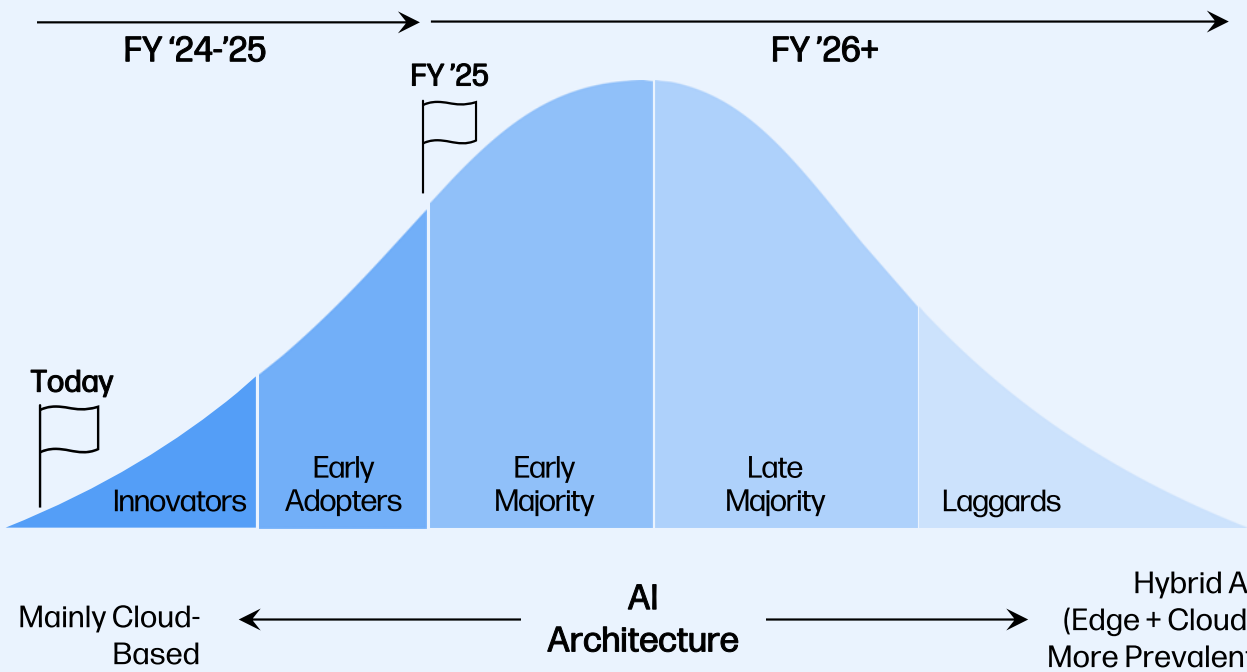
61%

Purchasing power

say end-user experiences are the defining factor for laptop purchases³⁷

AI is a journey
of continuous
innovation

...and
we are
just starting



We believe HP will deliver what no one else can

Strength of HP + Poly technology delivering E2E solutions from PC to meeting room

The world's **most secure PC portfolio***

Strength of ecosystem technology partnerships across the industry

The **most sustainable and just company** helping customers achieve their sustainability goals

Hardware and software innovations designed to enable the future of work with AI

AI-driven services and support that help customers be at their best - always

PS Commercial

Purpose

Redefine the PC to be your

Personal Companion Solution,

with trust and sustainability in mind.