



## HP Unleashes Exceptional, Power-efficient Computing Performance in Latest Commercial PCs

NEW YORK, Sept. 5, 2007 – HP today introduced three commercial desktop solutions designed to give businesses of all sizes a professional edge with entry-level workstation pricing and “zero-footprint” PCs.

The new products, including the HP xw4550 Workstation, the HP xw4600 Workstation and the HP Compaq dc7800 Business Desktop PC, pack the power and performance demanded by users of high-end solutions.

HP also introduced new technologies for the HP ProLiant Blade Workstation, which was developed to improve business continuity, data security and business efficiency for multi-display, multi-workstation computing environments.

The new workstations deliver optimal power and innovation to meet the high-end computing demands of small and medium businesses at a fraction of the cost of competitive offerings, with models starting below \$800 from HP direct.<sup>(1)</sup> And as one of the smallest, energy-efficient, enterprise-ready desktops, the new HP dc7800 Ultra-slim Desktop PC features a 46 percent smaller form factor than previous models to deliver maximum energy-efficiency and flexibility, without compromising performance.

### **Surprisingly powerful innovation made uniquely affordable**

Featuring second-generation energy-efficient AMD Opteron™ processors<sup>(2)</sup> and professional-class 2D and 3D graphics technologies from NVIDIA and ATI, the HP xw4550 Workstation has the scalable power to meet the optimized computing demands of mechanical engineers, architects, electrical designers, civil engineers, software developers and other power users – all at an affordable price.

With starting prices below \$800,<sup>(1)</sup> the xw4550 integrates AMD Direct Connect architecture, which includes an integrated memory controller and HyperTransport technology links to accelerate performance of bandwidth and compute-intensive applications. The xw4550 is also ENERGY STAR qualified to help customers conserve energy and reduce costs.

The xw4550 also provides system flexibility with six storage bays, simultaneous support for 32- and 64-bit applications, 4 DIMM slots and up to 4 GB<sup>(3)</sup> of ECC memory, providing users with upgradeability features typically found only in higher-end workstations.

The xw4550 is backed by quality HP service and support, a limited one-year warranty, and an option to purchase a three-year warranty. The xw4550 is expected to be

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available online, through resellers or through HP direct in October.

### **Affordable innovation with the power to do more**

The HP xw4600 Workstation combines a choice of next-generation Intel® Pentium® Dual Core3, Intel Core™ 2 Duo,<sup>(4,5)</sup> Intel Core 2 Extreme dual- and quad-core<sup>(4, 5, 6)</sup> processors with a X38 express chipset and PCIe X16 Gen 2 2D and 3D NVIDIA and ATI graphics to affordably support the data-intensive professional applications used in today's performance computing environments.

With starting prices below \$900,<sup>(1)</sup> the xw4600 incorporates an X38 express chipset, with innovations in PCI express interfaces, front-side bus performance improvements, and support for DDR2 memory up to 800 MHz. The xw4600 also delivers dual PCIe X16 Gen 2 graphics interfaces, delivering up to twice the performance bandwidth of previous interfaces and providing support for up to four high-performance 3D graphics displays.

The xw4600 additionally features 12 USB ports, seven back, two front, and three internal as well as six SATA interfaces, including one in back, giving users an outstanding level of add-on flexibility. The xw4600 is also ENERGY STAR qualified to help customers conserve energy and reduce costs.

The xw4600 is backed by dedicated HP service and support, with up to a five-year warranty and 24x7 support options that can scale to meet customer needs. The xw4600 is expected to be available online, through resellers or through HP direct in November.

### **Zero-footprint PC optimizes workspaces and maximizes energy efficiency**

The dramatically re-designed HP Compaq dc7800 Ultra-slim Desktop PC presents a sleek impression and provides power-efficiency and performance in a zero-footprint form factor appropriate for businesses of any size.

The HP dc7800 Ultra-slim Desktop PC is the smallest PC that is ENERGY STAR qualified in all configurations while meeting power user requirements and enterprise demands such as high-level flexibility, enhanced security and manageability. The compact design accommodates any size workspace and has a zero footprint on the desk when used with the Integrated Work Center stand<sup>(6)</sup> or when mounted underneath a desk or on the wall with HP's Quick Release.<sup>(7)</sup>

HP continues to deliver comprehensive energy-efficient computing solutions that integrate hardware and software designed with the environment in mind. The HP dc7800 Ultra-slim Desktop PC is one of the most energy-efficient enterprise-class PCs, featuring a standard 80 PLUS™ power supply that is up to 15 percent more efficient than standard power supplies.<sup>(8)</sup> With a starting price of \$695 through HP direct or authorized resellers, the PC also provides optional enhanced tools such as remote power management software Verdiem SURVEYOR™, which empowers customers to measure, manage and reduce their PC network's energy consumption and ultimately the organization's carbon footprint.

The HP dc7800 Ultra-slim Desktop PC extends HP's 7000 Business PC series providing maximum security, manageability and stability through best-in-class computing technology, with productivity features such as standard dual-display support and optional wireless capabilities. Enhanced security delivered by HP's Secure Advantage portfolio provides exclusive full-volume hard drive encryption, while support of Windows®



ReadyBoost™ helps ensure fast start-up of applications and optimizes the overall responsiveness of the Vista® operating system.

The HP Flash module option was designed for maximizing and enhancing Windows ReadyBoost performance and improves application loading speed by as much as 50 percent and a 20 percent increase in hard drive responsiveness.<sup>(9)</sup>

Available in the United States and worldwide direct from HP or authorized resellers beginning Sept. 5, the HP Compaq dc7800 PC also comes in Convertible Minitower and Small Form Factor models and incorporates the latest Intel Q35 chipset and Intel vPro™ 10 Processor Technology for added manageability, security and reliability.

### **Enabling new levels of business continuity, data security and business efficiency**

The HP ProLiant Blade Workstation solution now supports NVIDIA FX1600M 3D graphics, Intel Xeon® 64 bit quad-core processor technology and Red Hat Enterprise Linux 4 operating environment, enabling new levels of business continuity, data security and business efficiency for the finance, MCAD, scientific research and command and control markets.

HP Session Allocation Manager provides enterprise management of user connections and resources to enable powerful new multi-display, multi-workstation work environments from any network access location. New HP Labs compression technology also increases HP Remote Graphics Software performance by up to 2X, which allows for higher resolution real-time, audio synched video and 3D interaction. New remote USB capability allows USB devices to be virtually attached to remote systems with local control and access.

For more information about HP's products, visit: [www.yourlifeistheshow.com](http://www.yourlifeistheshow.com).

### **Delivering excellence in service operations**

HP also announced the "Buy One, Get a Year" HP Care Pack. This rebate allows customers to purchase a four-year, four-hour response HP Care Pack on an eligible HP Business PC or Workstation at the price of a three-year, four-hour response HP Care Pack after mail-in rebate. The rebate will be available on purchases made between July 1, 2007 and Dec. 31, 2007. More information is available at [www.hp.com/buy/onegetayear](http://www.hp.com/buy/onegetayear).

In addition, HP Personal Systems Group Americas Commercial has achieved Excellence in Service Operations certification from the Service & Support Professionals Association (SSPA).

"To achieve certification, HP PSG Americas had to meet or exceed 290 best practices criteria developed by SSPA and validated by 50 leading technology companies. In addition, they had to pass a rigorous onsite audit conducted by service executives with more than 20 years experience," said Stephen Smith, executive director, SSPA. "When customers see the SSPA Excellence in Service Operations logo, they can be confident that HP has the people, processes and technology in place necessary to provide quality telephone, web and field support."

### **About HP**

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing,



personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$100.5 billion for the four fiscal quarters ended July 31, 2007. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

Note to editors: More news from HP, including links to RSS feeds, is available at [www.hp.com/hpinfo/newsroom/](http://www.hp.com/hpinfo/newsroom/).

(1) Estimated U.S. street prices. Actual prices may vary.

(2) This system requires a separately purchased 64-bit operating system and 64-bit software products to take advantage of the 64-bit processing capabilities of the AMD Opteron processor. Given the wide range of software applications available, performance of a system including a 64-bit operating system will vary.

(3) Above 3 GB, all memory may not be available due to system resource requirements. Vista system with the 1 GB HP Flash Module added.

(4) Dual/Quad Core is a new technology designed to improve performance of multi-threaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefit. Not all customers or software applications will necessarily benefit from use of this technology.

(5) 64-bit computing on Intel® architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture-enabled BIOS. Performance will vary depending on hardware and software configurations. Visit [www.intel.com/info/em64t](http://www.intel.com/info/em64t) for more information.

(6) This PC does not support the Intel Core 2 Extreme processor over-clocking feature.

(7) The Integrated Work Center stand is sold separately for \$89.

(8) The Quick Release component is available as a standalone accessory or included with the performance class monitors or Integrated Work Center stand.

(9) Savings calculations based on PCMark 05 benchmark testing results. Internal testing; customer results will vary. Variables include customer determined percentage of sleep state, idle state, productivity state and peak usage state. Also, manufacturing variability will affect the savings a customer may see. HP advises customers to test a system with an 80 percent efficient power supply in their environment to determine potential savings.

(10) Performance calculations based on HP lab tests of a 1 GB RAM Vista system with the 1 GB HP Flash Module added.

(11) The HP Compaq dc7800 PC is enabled to support Intel vPro Processor Technology. Some functionality of this technology, such as Intel Active Management Technology and Intel Virtualization technology, requires additional third-party software in order to run. Availability of future "virtual appliances" applications for Intel vPro technology is dependent on third-party software providers.

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