



## Innovation Concepts

The future of business communication and collaboration

### Overview

The Innovation Concepts showcased at HP's "Connecting Your World" event in Berlin were developed with an eye toward the future of collaborative business communications. Globalization is driving the need for virtual collaboration to ensure companies are leveraging the best expertise, wherever these resources are located. This will lead to virtual environments as the preference for business communication and community-building, with benefits to both employee quality of life and business value. Content will be dynamic and accessible via any device, or multitude of devices, wherever the users desire.

HP's perspective for these concepts follows the philosophy that "out of integrated complexity will come disintegrated simplicity." These conceptual creations represent a vision where devices are function-specific and provide an "always connected" experience. The industrial design behind these concepts strives for extraordinary simplicity, elegance and ease of use that result in an "insanely simple" customer experience.

The following concepts demonstrate just a few ways in which tomorrow's technology could enable and enhance the future of business.

### Cognitive Devices

HP envisions people will have numerous network-aware, behavior-aware devices in their lives with interface and interaction via natural speech and motor methods without keyboards or mice.

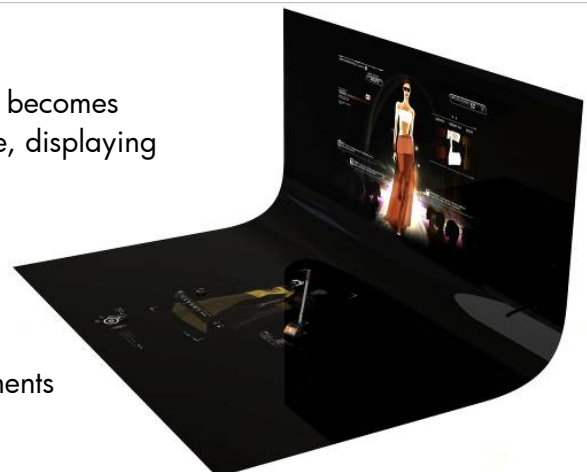
For example, this Ring-like Device captures and records physical and mental actions, as well as acts as a personal data manager.



In HP's vision of the future, every surface becomes an Interactive Work Surface, like this one, displaying content from multiple device objects.

### Virtual Collaboration

With globally dispersed workforces becoming the norm, rich virtual environments



will become highly usable and personalized as they become the preferred method of business collaboration.

The Tablet is a hybrid version of an interactive work surface. The device not only acts as an extension for other devices but it assists in sharing and collaborating ideas with an integrated projector, personal conference system and more.



### Hyper Prototyping

Hyper prototyping advances will lead to design and visualization tools for the masses to enable real-time, user-generated content and objects.

The Volume Printer adds another dimension to printing, allowing designers, artists and innovators to take their ideas a step further.



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