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Video transcript: A brief introduction to HP Labs



The role of a research lab is to create value for the company's future. That's our fundamental mission. Some people think that you have to make a choice between doing great science and creating real impact. We don't believe that.

Right now we have a wide range of projects. Probably some of the most significant are work that we're doing in computing to help really automate the operation of large-scale IT. And another area we're working on is expanding HP's printing franchise, helping to move the company from the office and home applications into commercial and industrial printing.

We're really attacking from two points of view, one of which is the fundamental printing engine, the core technology that's the foundation for these new opportunities. And what that technology allows us to do is change the whole view of the industry in what we think of as large-scale printing. But what this new digital technology, we can now make every single page different without human intervention.

Another key area we're working in is in the area of mobility. We make the devices that people carry around with them. At the same time we build the computer systems and software that help power the infrastructure that's behind the wall that enables all of these new mobile applications.

Emerging markets are an important question for us. We're having to address problems like infrastructure and other issues like languages which don't accommodate computers very well.

Sometimes we talk about the way we work as imaginative understanding of user needs. And what it really gets to is the idea that it's not just asking people what they want. It's trying to get a deeper understanding of the problems they have as a way to predict what they're going to need in the future.

The simplification of technology experiences applies to all of our customers, ultimately making powerful technology useful to people. That's the bottom line.

HP Labs contributes a lot to the company's strategy, and we engage with people in the company at every level, from engineers and technologists in the businesses all the way up to the senior officers of the company.

We have everything from mechanical and electrical engineers, computer scientists, physicists, and each of these technical skills is applied in different ways. We have people that are developing management software, doing color science, looking at future consumer applications. It's an amazing team.

It turns out that interdisciplinary work is a key for us, because many of the most important applications today represent the intersection of several technologies and some emerging need.

Our industry is constantly changing, and a successful company needs to change and keep ahead of that. And our team feels a responsibility to create that future for the company.