



HP BUSINESS NOTEBOOKS: EASY-TO-USE FEATURES HELP PROFESSIONALS BE PRODUCTIVE



TECHNOLOGY SPOTLIGHT
USABILITY FACTORS OF HP BUSINESS NOTEBOOKS



HP'S DEDICATION TO ENHANCED USABILITY

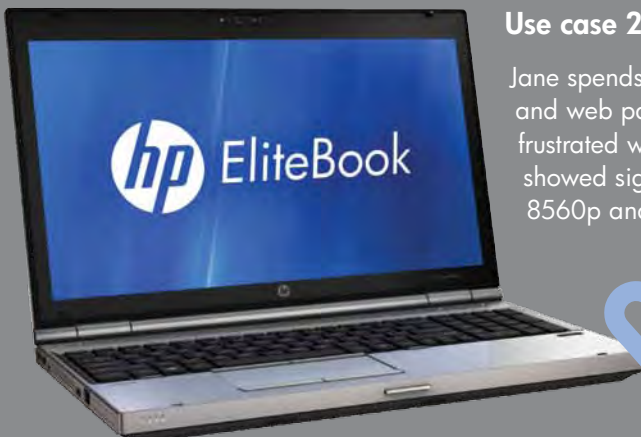
For mobile professionals, size matters. A lightweight business notebook that is packed with the tools you need to get the job done is a critical business requirement. HP puts great focus on the ease of use of its notebooks. With every new generation of business notebooks, HP makes design improvements to help professionals easily accomplish more. For 2011, HP EliteBook models received hardware and software improvements that provide tangible benefits to customers.

PUTTING USABILITY DESIGN TO WORK

The best design concepts don't just sit on a shelf. Illustrated below are use cases about the design improvements that HP added to the HP EliteBook Notebook PCs.

Use case 1: Easy to upgrade, easy to connect

John is preparing for an important customer demonstration. His development team is working on some enhancements that were requested by the client. In order for John to run the new version of the software, he must upgrade his memory and install a mobile broadband module, but he doesn't have time to take his unit into the office. Fortunately for John, the Easy Access Door on his HP EliteBook 8460p provides him with tool-free quick access enabling him to upgrade the components in his notebook. Within minutes, he installs the modules himself—without tools and without a technician. John then uses HP Connection Manager to sign up for HP DataPass¹ while waiting at the terminal for his plane giving him convenient mobile broadband access in a few easy steps. John accesses the updates from his development team and is fully prepared for his customer presentation.



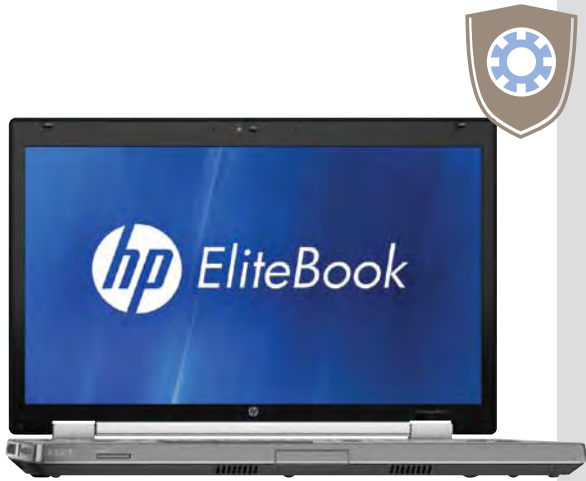
Use case 2: Easy to navigate

Jane spends hours each day using her notebook to review and edit documents and web pages. She loves using multi-touch gestures for navigation, but has been frustrated with her old notebook because the touchpad was not comfortable and showed signs of wear after a few months of use. She receives her new HP EliteBook 8560p and is instantly impressed with the size and feel of the touchpad and large aluminum palm rest area. She also appreciates the dedicated quick access buttons, which give her easy access to functions like mute and the calculator. Using multi-touch gestures is now more comfortable and she feels confident that the chemically strengthened glass touchpad will better withstand the test of time.



Use case 3: Easy to access and manage

Beth is constantly on the go and time is her most precious commodity. Having access to information is key. With HP QuickWeb,² she's able to access important websites, Twitter and Skype with the touch of a button in seconds—all while stopping for her morning coffee. She's also able to access her email and calendar so she has a head start to her day.



Use case 4: Easy to secure

Carol's job finds her running from meeting to meeting. She needs her data to stay secure but has been discouraged by the complexity of security solutions. While she knows it's important, she doesn't want to compromise convenience or worry about tracking passwords and smartcards. She's read good things about HP ProtectTools³ and decides to give it a try. With a quick double click, she's launched the HP ProtectTools setup wizard and within a few minutes she has set up Drive Encryption, Face Recognition with Bluetooth® Phone Authentication⁴ and HP SpareKey.⁵ Carol now has two authentication factors that help protect her against unauthorized access. Her sensitive data is encrypted and she has established personal identification questions for emergency access, offering peace of mind with the convenience she desires.

Use case 5: Easy to collaborate

Ben conducts research for an international organization and works from a remote location. His personal performance is dependent on how well he works with his team members, no matter where they are located. He dials into a video-conference with members of the marketing team. Using the integrated HD Webcam⁶ and SRS Premium Sound on his HP Business Notebook, Ben participates in the call with audio and live video feed that's so clear, it feels like Ben is in the same room as his colleagues. Ben confidently shares the latest product data, competitor information and confidential customer reports from his company's server using consolidated connections and enhanced security via HP Connection Manager and HP ProtectTools. The HP Business Notebook gives him access to the cloud⁷ and all the confidential data he needs, while security remains strong. Despite the geographical differences, Ben is a strong contributor to his team, thanks to the tools on his HP Business Notebook.



KEY TAKEAWAYS

HP is focused on incorporating industry-leading security and reliability into its business notebooks, but the most robust solution doesn't help if it is too complicated to use. Enhanced notebook usability is what really helps mobile professionals stay productive.

Quick access to hardware: Usability design leads to fast access to notebook components for upgrading via the HP EasyAccess door, helping to reduce downtime and costs.

Stay connected: The design of HP Business Notebooks helps you confidently work with team members worldwide. With innovations such as HP DataPass and HP QuickWeb as well as tools like SRS Premium Sound and the HD Webcam, you're set to work anywhere Internet access is available.

Optimal user experience: HP design and engineering make it easier for you to use your HP Business Notebook—from the large, chemically strengthened glass touchpad to the quick-access buttons.

Hassle-free upgrades: HP knows that flexible options for managing your notebooks matter. They also save time and money. Design enhancements like the HP EasyAccess door enable professionals to make needed upgrades to their equipment while keeping the IT team focused on strategic IT priorities.

Security that's simple to use: Keeping data safe on your HP Business Notebook is simple with innovations such as Drive Encryption, Face Recognition with Bluetooth Phone Authentication and HP SpareKey.



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LEVERAGE THE POWER OF HP PROFESSIONAL INNOVATIONS.

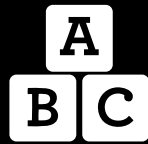
Usability design is among the many innovations that allow HP Business Notebooks to deliver an enhanced mobile computing experience. Collectively, these innovative hardware features and software solutions enhance security, improve ease of use and help provide reliability, all while keeping the environment in mind. In short, usability design and HP Professional Innovations help keep you going in more places than ever.

To learn more, visit www.hp.com/go/professionalinnovations.

LOOK FOR THESE INNOVATIONS ON HP BUSINESS NOTEBOOKS.



SECURITY



EASE OF USE



RELIABILITY



ENVIRONMENTAL

USABILITY
FACTORS

1. Datapass requires prepaid mobile service purchase. Check with provider for coverage and availability in your area.
2. HP QuickWeb is accessible when the notebook is off in Windows-based systems. Internet access is required. Timing may vary depending on the system configuration. To enable the feature following the removal of the battery, reboot the notebook prior to subsequent use.
3. Requires Microsoft® Windows®.
4. Requires Microsoft Windows and webcam, as well as, user's mobile phone setup.
5. Requires initial user setup.
6. Sold separately or as an optional feature. Internet access required.
7. Wireless access point and Internet service sold separately. Availability of public wireless access points limited.

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4AA3-6258ENW, August 2011

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