



HP Introduces Expanded 3-D Portfolio

New products offer consumers and enterprises an engaging 3-D experience

PALO ALTO, Calif., Nov. 7, 2011 – A pioneer in immersive display technology, HP today unveiled an expanded portfolio of 3-D offerings that enable enterprises to better engage clients and allow consumers to create and experience 3-D content.

Based on research from [HP Labs](#), the company's central research arm, the [HP Photon Engine solution](#) is capable of broadcasting true-to-life 3-D content on building-sized surfaces and allows enterprises to transform how they interact with data and customers.

Additionally, the new all-in-one HP TouchSmart 620 3-D Edition PC, HP 2311gt 3-D monitor and HP Wireless TV Connect bring 3-D entertainment directly to consumers' homes.

"HP is innovating across every aspect of the 3-D experience, from image capture and rendering to large surface projection," said Carlos Montalvo, vice president, Innovation Program Office, HP. "The Photon Engine paints any sized surface with precise dots of light to create a vivid way to visualize enterprise data in 2-D and 3-D, while our new 3-D consumer products extend HP's leadership in home entertainment."

3-D transforms the customer experience

The [HP Photon Engine solution](#) enables a variety of businesses, such as manufacturing, fashion, automotive and consumer retail, to create vivid 3-D experiences and decision support applications for customers.

Top fashion house [Marchesa](#) recently used the HP Photon Engine solution to present its Spring 2012 collection in 3-D to a select audience of retail buyers, editors and industry insiders during Fashion Week and more recently to the public at large during its 2012 Spring trunk-show at the Bergdorf Goodman department store in New York City.

"The clarity of the images is absolutely stunning and it brings a whole new dimension to the retail shopping experience," said Keren Craig, co-

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founder, Marchesa.

The Photon Engine image software generates images with up to half a pixel of resolution, minimizing eye strain and fatigue. This also enables the creation of realistic 3-D images in ambient light, visible from any angle on display surfaces that scale from two feet to hundreds of feet.

Powered by an [HP Z800 Workstation](#), the HP Photon Engine solution uses multiple projectors to create a scalable “super projector.” HP’s proprietary image processing software mathematically blends light sources to generate high-resolution images by painting with dots of light on any straight or curved surface.

In addition to delivering 3-D content, the HP Photon Engine solution lets users view structured or unstructured data – including unlimited streams of 2-D video, internet content, documents and photos – on single or multiple surfaces to support rapid decision making. Users also can seamlessly move and manipulate data from a wireless device such as a tablet or smartphone on the shared surface and collaborate to quickly solve complex problems.

The solution’s 2-D capabilities hold significant promise for organizations running multifaceted operation centers, including financial services companies, federal and local government agencies, power and energy utilities, and network, manufacturing and transportation management providers. HP currently uses the solution to run global network operation centers, enabling the visualization of real-time network traffic, integrity and security status.

Additional information about the HP Photon Engine solution is available at www.hp.com/go/3Dinnovations.

An entertainment powerhouse for consumers

The new [HP TouchSmart 620 3-D Edition PC](#) offers 3-D entertainment in a high-performance PC that makes everyday tasks, such as viewing 2-D content and interacting with productivity applications, faster and more enjoyable.

Users can create their own 3-D videos and pictures with the HP TouchSmart PC’s built-in webcam and share them with family and friends online or via the unit’s 23-inch diagonal high-definition (HD) display. The



TriDef® 3D game player allows everyone in the family to enjoy playing their favorite games in 3-D.

Featuring an ergonomic design, the TouchSmart 620 3-D Edition swivels up to 180 degrees and reclines up to 60 degrees, enabling users to adjust the display's position for a comfortable experience and to reduce glare while viewing 3-D content with the PC's stereoscopic 3-D glasses.

In addition to exclusive HP features like [LinkUp](#) and [Beats Audio™](#), the HP TouchSmart 620 3-D Edition offers the latest version of HP TouchSmart software, premium graphics and processors. It's the company's most intuitive and powerful touch experience to date, allowing users to conveniently access Windows® apps, desktop icons and built-for-touch applications on the [HP Magic Canvas](#).

Experience and create 3-D content

The HP 2311gt 3-D monitor delivers the ultimate 3-D experience in an ultraslim 23-inch diagonal LED backlit display.⁽¹⁾ It features Film Patterned Retarder (FPR) technology, which offers a brighter display, clearer images and a flicker-free 3-D picture.

Bundled with two pairs of lightweight and comfortable 3-D glasses, the HP 2311gt 3-D monitor lets users enjoy software from Cyberlink and DDD as well as a 3-D movie trailer for the animated film "[Puss in Boots](#)" from DreamWorks Animation SKG Inc. With Cyberlink's PowerDVD, users can convert their existing 2-D content such as photos and videos into 3-D content, and DDD's TriDef 3D game player lets users play their favorite 2-D games in 3-D.

3-D theater experience in the comfort of a living room

For users who want to bring the 3-D experience into their living rooms, the latest generation of the HP Wireless TV Connect allows users to stream both 2-D and 3-D content from a PC directly to a television.

WHDI™ certified, it features a smaller design for greater mobility while still delivering HD video with virtually no latency. Simply plug the receiver into a PC's HDMI port to instantly stream HD and 3-D movies, games and web applications directly to a television.

Pricing and availability⁽²⁾

— The HP Photon Engine solution is currently available in the United



States, with pricing based on customization.

- The HP TouchSmart 620 3D Edition PC is expected to be available on Nov. 15 exclusively at [HP Home & Home Office](#) for \$1,599.99 after an instant rebate of \$300.
- The HP 2311gt 3D monitor is expected to be available on Nov. 8 in the United States at a starting price of \$299.99.
- The HP Wireless TV Connect is expected to be available next month in the United States at a starting price of \$179.99.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) 3-D glasses and 3-D content are required to view images in 3-D. 3-D visual experience may vary by viewer.
- (2) Estimated U.S. street prices. Actual prices may vary.

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