



## HP Expands Thin and Light Notebook PC Portfolio

Company launches two HP Pavilion dm4 notebooks, offering users powerful performance, enhanced audio

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PALO ALTO, Calif., Nov. 16, 2011 – HP today expanded its ultraportable consumer notebook PC portfolio with thin and light products that provide the ideal balance of mobility and high performance.

- With powerful performance in a small package, the HP Pavilion dm4 includes the latest Intel® Core™ processors, Beats Audio™ and a 14-inch high-definition (HD)<sup>(1)</sup> LED display for a rich multimedia experience.
- The HP Pavilion dm4 Beats™ Edition delivers the ultimate listening experience with Beats Audio and features the signature black-and-red Beats Audio design.

### HP Pavilion dm4 – mobility, entertainment and performance

Designed to help users tackle daily tasks on the go with uncompromising performance, the HP Pavilion dm4 boasts a profile that is 1-inch thin in the front and features a 14-inch HD<sup>(1)</sup> LED display for an ideal, mobile entertainment experience.

Weighing less than 4.5 pounds<sup>(2)</sup> and offering up to seven hours of battery life,<sup>(3)</sup> the HP Pavilion dm4 features the latest Intel Core processors with optional AMD Radeon™ HD discrete graphics.<sup>(1)</sup>

Available in a brushed aluminum dark umber or steel gray metal finish with optional backlit keyboard, the HP Pavilion dm4 includes optional Intel Smart Response Technology, which provides faster boot times and application loads.

With the added subwoofer and Beats Audio, the Pavilion dm4 offers a full audio experience. The notebook also includes innovations such as HP TrueVision HD Webcam,<sup>(1)</sup> [HP CoolSense](#) and HP SimplePass with fingerprint reader for storing passwords in one place.

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### **HP Pavilion dm4 Beats Edition – ultimate listening experience**

The sleek HP Pavilion dm4 Beats Edition reflects the signature Beats black-and-red design. The black metal exterior features a red Beats logo and a striking black keyboard that is backlit in red. The soft-touch surface on the palm rest provides a smooth, silk-like tactile experience.

The Pavilion dm4 Beats Edition also includes exclusive Beats wallpaper and a Beats microfiber sleeve. Solo HD Headphones<sup>(1)</sup> – with an HP exclusive red design – are available via an optional bundle.

Beats Audio technology was developed by HP in collaboration with legendary artist and producer Dr. Dre and chairman of Interscope Geffen A&M Records and Beats co-founder Jimmy Iovine.

HP also [introduced its first Ultrabook™](#), the HP Folio<sup>13</sup>, as well as [new HP ENVY notebook PCs](#).

### **Pricing and availability<sup>(4)</sup>**

The new HP Pavilion dm4 and Pavilion dm4 Beats Edition are expected to be available in the United States on Dec. 18.

- The HP Pavilion dm4 has a starting price of \$629.99.
- The HP Pavilion dm4 Beats Edition has a starting price of \$899.99.

Additional information is available at [www.hp.com/personal](http://www.hp.com/personal) and <http://shopping.hp.com/go/newfromhp>.

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- (1) HD content required to view HD images.
- (2) Weight will vary depending on configuration.
- (3) Battery life will vary depending on the product model, configuration, loaded applications, features use, wireless functionality and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. Additional details are available at Mobile Mark07 battery benchmark: <http://www.bapco.com/products/mobilemark2007>.



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

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