



HP Redesigns the TouchSmart PC Experience

HP TouchSmart PCs offer high style and performance with reclining display for exceptional comfort

PALO ALTO, Calif., Feb. 7, 2011 – HP today unveiled its first touchscreen desktop PCs to feature a 60-degree reclining display, enabling users to adjust the display's position for a comfortable user experience.

With a sleek, clean appearance, the new [HP TouchSmart⁶¹⁰ Consumer PC](#) and [HP TouchSmart 9300 Elite Business PC](#) recline from upright to almost flat, providing consumers and business users increased comfort for longer-term use and making it easier for businesses to engage customers.

"As a leader in touch computing, HP has made each iteration of the TouchSmart PC more intuitive, resourceful and fun for users," said James Mouton, senior vice president, Desktop Organization, Personal Systems Group, HP. "The latest generation is no exception with a new design that makes it easier and more comfortable to use, and it allows businesses to integrate the TouchSmart where convenience, space constraints and appearance matter."

Ergonomic design enables users to do more and share more

From creating art projects, to playing games, to enabling natural front-desk interaction where eye contact is important, the new HP TouchSmart PCs offer consumers and businesses increased range of motion, superior viewing and an intuitive touch experience.

Both the TouchSmart⁶¹⁰ Consumer PC and TouchSmart 9300 Elite Business PC feature a 23-inch diagonal high-definition (HD) display⁽¹⁾ that reclines up to 60 degrees and tilts forward up to five degrees.

The wide-angle, LED backlit LCD screen provides optimal viewing angles, even when reclined, while advanced multitouch technology allows for an accurate response.

The TouchSmart PCs' simple one-cord setup and slim, all-in-one design

Editorial Contacts

Ann Finnie, HP
+1 408 873 5656
ann.finnie@hp.com

Melissa Zieger, HP
+1 408 873 5045
melissa.zieger@hp.com

HP Media Hotline
+1 866 266 7272
www.hp.com/go/newsroom



save space and allow them to fit into any room or business environment. For a clean and uncluttered appearance, control features are conveniently located to the right and left sides of the display.

Intuitive software, Beats Audio for immersive, personalized entertainment

With its refined industrial design and the latest version of HP TouchSmart software, the [TouchSmart⁶¹⁰ consumer PC](#) makes it easier and more comfortable than ever to surf the web, edit photos or access social networks.⁽²⁾

In addition to touch-optimized applications from Hulu, Netflix, Rhapsody® and Twitter, as well as HP's exclusive RecipeBox and webcam applications, users can add new applications via the TouchSmart Apps Center.⁽²⁾ The TouchSmart⁶¹⁰ also features [Beats Audio™](#). A high-performance technology developed by HP and Beats by Dr. Dre™, Beats Audio allows listeners to hear music the way the artist intended it – just as it sounds in the studio.

For the gaming enthusiast, select models of the TouchSmart⁶¹⁰ are available with Ubisoft®'s real-time strategy game, [R.U.S.E.™](#) – a \$49.99 value. Users will enjoy using multitouch navigation to deceive and manipulate enemies as they lead their nation to victory.

The TouchSmart⁶¹⁰ also features the new HP LinkUp application, which allows users to wirelessly link a notebook PC to the TouchSmart using a home network.⁽³⁾ Accessing and viewing applications, files and content from a notebook on the TouchSmart's large HD screen creates a more comfortable and productive experience.⁽¹⁾ Changes are saved directly to the notebook so there are no file transfer hassles.

Innovative touchscreen PC technology for businesses

Ideal for customer-facing environments in hospitality, retail and healthcare, the [HP TouchSmart 9300 Elite Business PC](#) combines HP's powerful touchscreen technology with essential business benefits. Businesses can configure the TouchSmart 9300 to meet a variety of workplace preferences, including desk or counter positioning, wall mount⁽⁴⁾ or kiosk placement.

The TouchSmart 9300 delivers superb computing performance with second-generation Intel® Core™ processors and a choice of Windows®



7 operating systems. It also offers up to 16 gigabytes (GB)⁽⁵⁾ of memory and an optional 160 GB⁽⁵⁾ solid-state drive to enhance productivity and interaction with touchscreen applications. In addition, employees can log in using the HP TouchSmart Elite 9300 Business PC's high-resolution, adjustable webcam⁽²⁾ with facial recognition software for enhanced security.

The HP Interactive Solutions Partner Program for independent software vendors (ISVs) delivers touch-based customer solutions to businesses. Tikatok, a division of Barnes & Noble, has piloted several interactive kiosks as part of Barnes & Noble's new Educational Toys & Games department. The kiosk, designed as a life-size book, features an interactive demo of Tikatok's proprietary online application. The demo is hosted on HP TouchSmart PCs and allows children to try out the book creation module or read books that other children have created at Tikatok.com.

Chico's FAS, which offers women's clothing and accessories through Chico's, White House|Black Market and Soma Intimates stores, has rolled out HP Business TouchSmart PCs in almost 1,100 stores. The PCs provide one-touch application access, enhanced employee training sessions with full-motion video and a technology platform for management packages.

Pricing and availability⁽⁶⁾

The [HP TouchSmart⁶¹⁰ Consumer PC](#) is expected to be available on Feb. 9 in the United States at a starting price of \$899.99. The [HP TouchSmart 9300 Business PC](#) is expected to be available in May in the United States; pricing will be provided closer to availability.

Additional information is available at www.hp.com/personal.

24/7 service and support

HP PCs are backed by [HP Total Care](#), the company's [award-winning](#) service, solutions and support, both in and out of warranty. With HP Total Care, consumers can reach support agents 24/7 by phone or online support options like the [HP consumer support forum](#), which features mobile functionality that allows visitors to browse content and post questions or comments from any mobile device, no download required.

HP PCs also come with built-in support through the [HP Support Assistant](#),



a simple software application that allows PCs to run smoothly right from the start. The software maintains PC performance and resolves problems with automated updates and tune-ups, onboard diagnostics and guided assistance.

About HP

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- (1) HD content required to view HD images.
- (2) Internet access required and sold separately.
- (3) Wireless access point and internet service sold separately.
- (4) Wall mounting hardware sold separately.
- (5) Maximum memory capacities assume Windows 64-bit operating systems or Linux. With Windows 32-bit operating systems, memory above 3 GB may not all be available due to system resource requirements.
- (6) Estimated U.S. street prices. Actual prices may vary.

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