



HP Unveils Its First Business Ultrabook, Offering Industry's Best Battery Life

HP Folio¹³ designed to bridge gap between professional and personal life

PALO ALTO, Calif., Nov. 16, 2011 – HP today introduced its first business Ultrabook™, which features a thin and light design, strong security options and a responsive solid-state hard drive for the ultimate mobile experience.

The [HP Folio¹³](#) also delivers up to 9 hours⁽¹⁾ of battery life, the highest performance available among Ultrabook devices currently on the market.

With the battery life to get them through the workday, users are no longer saddled with carrying power adapters to charge their notebook PCs. Plus, a wide array of ports, including Ethernet, eliminates the need to carry dongles. Mobile professionals can now stay productive and get through their entire business day – from home to business and back home – with only the HP Folio¹³.

“This category of product breaks new ground and will be a likely choice for businesses to offer to employees looking for a more consumer-centric experience,” said Crawford Del Prete, executive vice president, Worldwide Research Products, and chief research officer, IDC. “We expect Ultrabooks will re-ignite interest in the small form factor PC category, and by 2015 expect 95 million Ultrabooks will be shipping worldwide annually.”

Measuring less than 18 millimeters thin and using an ultraslim 13.3-inch diagonal high-definition (HD)⁽²⁾ BrightView display, the HP Folio¹³ weighs just 3.3 pounds.⁽³⁾ It combines the cool industrial design found on consumer products with the security and usability business users demand.

Powered by the latest Intel® Core™ processors,⁽⁴⁾ the HP Folio¹³ also includes Intel Rapid Start Technology, which helps save time by getting users systems up and running fast.

The HP Folio¹³ includes a backlit keyboard for mobile users who work in low-light conditions. A full array of ports, including RJ-45 and USB 3.0, allows users greater flexibility to connect to the information they need. The HP Folio¹³ also includes a solid-state drive (SSD) with 128 gigabytes

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(GB)⁽⁵⁾ of storage for fast response times and increased reliability.

One model will include a TPM Embedded Security Chip that protects data in email as well as information on the hard drive for security-conscious users.⁽⁶⁾

The HP Folio¹³ features HP CoolSense technology, which uses advanced hardware and intelligent software for a noticeably cooler notebook. The notebook also includes an HP ImagePad for highly accurate, advanced multitouch gesture support.

Additional features include an HP TrueVision HD Webcam⁽²⁾ for brighter, cleaner HD images, and Dolby Advanced Audio.

The HP Folio¹³ also can be configured with a range of Microsoft Windows® 7 operating systems, including Windows 7 Professional. A three-year limited warranty is available through an optional HP Care Pack.

Users who need a desktop-like environment or additional audio, video, network and USB connectivity can connect the HP Folio¹³ to the optional HP USB 2.0 dock.

Pricing and availability

The HP Folio¹³ is expected to be available on Dec. 7 with a starting price of \$899.99.⁽⁷⁾

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

HP also introduced new [HP ENVY](#) and [HP Pavilion dm4](#) notebook PCs. More information is available at www.hp.com/go/newsroom.

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(1) 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>.



- (2) HD content required to view HD images.
- (3) Weight will vary depending on configuration.
- (4) Multi-Core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers, and applications enabled for Intel 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture-enabled BIOS. Performance will vary depending on hardware and software configurations.
- (5) For SSD drive, GB = 1 billion bytes. Actual formatted capacity is less. Up to 30GB of system disk is reserved for system recovery software.
- (6) Folio¹³ with TPM chip planned to be available January 2012.
- (7) Estimated U.S. street prices. Actual prices may vary.

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