



# HP Helps Businesses Provide Immersive Experience to Customers with HP VantagePoint

## Large-scale, touch-enabled wall provides interactive customer experiences

---

NEW YORK, Jan. 16, 2012 – HP today unveiled a large-scale, touch-enabled wall of digital signage displays that offers customers an immersive experience through videos, local and online applications, and live web and broadcast feeds.<sup>(1)</sup>

It is the latest addition to HP's immersive display portfolio, which includes the [HP Photon Engine](#), a solution for creating vivid 2-D and 3-D applications for visualizing enterprise data.

The 132-inch-diagonal multiuser [HP VantagePoint](#) is an ultra-high resolution interactive wall that supports up to 32 simultaneous touch points. HP VantagePoint creates new ways for businesses to engage customers through specialized applications or to improve back-office operations through touch-interactive decision support collaboration.

HP VantagePoint has applications for a range of industries, including executive briefing centers, showrooms, retail, financial services, automotive, airline, consumer packaged goods and government.

Fortune 1000 companies and other enterprises are seeking to deploy large-surface interactive displays for enterprise data visualization and decision support, as well as for brand management and corporate communications applications like customer briefing centers and customer-facing product display applications. Large interactive display surfaces are also increasingly important for sports and entertainment venues, where vivid, larger-than-life experiences are required.

"HP is a pioneer in immersive technologies that enhance the way people communicate, collaborate, socialize and entertain," said Carlos Montalvo, vice president, Innovation Program Office, HP. "With HP VantagePoint, we have developed a virtual display featuring a 40.5-square-foot application canvas that transforms the way businesses

### Editorial Contacts

Ann Finnie, HP  
+1 408 873 5656  
[ann.finnie@hp.com](mailto:ann.finnie@hp.com)

Jodi Engle, Edelman for HP  
+1 650 762 2930  
[jodi.engle@edelman.com](mailto:jodi.engle@edelman.com)

[www.hp.com/go/newsroom](http://www.hp.com/go/newsroom)



engage with customers.”

HP VantagePoint systems and solutions will be sold and deployed in the North American market through a network of HP-certified partners who can assist companies in designing complete, custom-made digital signage built on HP’s industry-leading hardware, services and expertise.

The HP partner community for HP VantagePoint includes world-class value-added resellers (VARs) for deployments and services and independent software developers (ISVs) to develop tailored solutions for customers. HP’s certified VARs for HP VantagePoint are Diversified Media Group, Diversified Systems, F2B Services and MicroTech. Certified ISVs are Aniden, Design Reactor and Wire Stone.

#### Customer-driven innovation

Based on its 30-year history in touch innovation, HP developed HP VantagePoint through collaboration with customers that include American Airlines, DreamWorks Animation, Edelman and the San Francisco 49ers. These early adopters utilized earlier versions of the product to provide feedback from their customer deployments that helped drive the final design.

“Our relationship with HP has been tremendous,” said Al Guido, vice president of New Stadium Sales and Marketing for Legends Sales and Marketing, seller of premier seating at the future San Francisco 49ers stadium in Santa Clara, Calif. “The HP VantagePoint touch wall in our preview sales center creates a ‘wow’ factor. It allows us to showcase our inventory and the new Santa Clara stadium in a unique visual demonstration that has undoubtedly helped our sales efforts.”

HP also worked closely with Total Immersion to adapt its patented augmented reality (AR) software D’Fusion® and make it available exclusively on HP VantagePoint. The combination of D’Fusion and HP VantagePoint delivers the industry’s first multitouch wall capable of creating photo-real, high-definition AR applications. The collaboration with Total Immersion also expands the HP VantagePoint developer network through Total Immersion’s community of certified developers.

“Total Immersion has been a pioneer in developing AR solutions for over 13 years, always innovating to offer the most natural human-machine interactions and the first to provide markerless AR,” said Bruno Uzzan, co-founder and chief executive officer, Total Immersion. “HP



VantagePoint is an ideal platform to showcase immersive and engaging AR applications on a digital signage canvas, and we are thrilled to collaborate with HP to bring this solution to market.”

#### High-performance design

Composed of six HP LD4730G 47-inch Ultra-Micro Bezel displays, HP VantagePoint is an 11-foot-wide by 7-foot-high “touch wall” that employs an infrared-based touch technology to sense onscreen interaction. The wall is powered by a high-performance [HP Z800 Workstation](#), which handles video and image processing. An [HP Pavilion Slimline PC](#) controls the audio volume and color contrast.

Content can be accessed through cable and satellite feeds, as well as downloaded and streaming content from the web or DVR and DVD devices.<sup>(1)</sup> Better-than-high-definition resolution is delivered to the wall through a 100 percent digital signal.

HP VantagePoint is based on the Windows 7 application framework, and developers can build enterprise applications using a wide range of programming tools, including JavaScript, Flash, C++, C# and Microsoft® Presentation Framework.

HP VantagePoint is designed using commercial-grade components that require minimal setup and maintenance, making it accessible for the mass enterprise market. Through a co-innovation relationship with Corning, HP VantagePoint uses scratch-resistant and durable Corning® Gorilla® Glass in its touch displays, making it ideal for use in high-traffic areas, such as corporate lobbies and retail and sports venues.

#### Pricing and availability<sup>(2)</sup>

HP VantagePoint is currently available in the United States and Canada, with a suggested retail price of \$125,000. Ordering information is available at [www.hp.com/go/vantagepoint](http://www.hp.com/go/vantagepoint).

#### 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](#) to solve customer problems. More information about HP (NYSE: HPQ) is



available at <http://www.hp.com>.

- (1) Internet access required and sold separately.
- (2) Estimated U.S. street prices. Actual prices may vary.

Microsoft and Windows are U.S. registered trademarks of Microsoft Corporation. Java is a registered trademark of Oracle and/or its affiliates. Corning and Gorilla are registered trademarks of Corning Incorporated. D'Fusion is a trademark of Total Immersion, registered in the U.S. and other countries.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations, including execution of restructuring and integration plans; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP's businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and performance of contracts by HP and its customers, suppliers and partners; the protection of HP's intellectual property assets, including intellectual property licensed from third parties; integration and other risks associated with business combination and investment transactions; the hiring and retention of key employees; expectations and assumptions relating to the execution and timing of restructuring and integration plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2011 and HP's other filings with the Securities and Exchange Commission. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.