

## HP Labs Focuses on “Big Bet” Projects

In March 2008, HP redesigned its advanced research group, HP Labs, to meet the most complex challenges its customers will face in the next decade. The goal: to focus on high-impact research in a collaborative, innovation environment and swiftly turns researchers’ “what if” questions into commercial applications for customers.

Prith Banerjee, director of HP labs since August 2007, wants a re-energised HP Labs to focus on these bigger challenges and to turn more of its prototype technologies into successful businesses and increase its collaboration with universities, venture capitalists, customers and others to amplify the work of its 600 researchers.

HP Labs is shifting its resources from some 150 smaller projects to 20 to 30 more focused “big bet” projects that aim to solve the pressing problems customer face or advance scientific knowledge. All research projects will fit into the following five areas:

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- Information explosion – Acquiring, analysing and delivering the right information to individuals and businesses so they can act on it.
- Dynamic cloud services – Developing web platforms and cloud services that are dynamically personalised based on the user’s location, preferences, calendar and communities.
- Content transformation – Enabling the fluid transformation of content from analogue to digital, from device to device, and from digital content to physical products.
- Intelligent infrastructure – Designing smarter, more secure devices, networks and scalable architectures that work together to connect individuals and businesses to rich, dynamic content and services.
- Sustainability – Creating technologies, IT infrastructure and new business models for the lower carbon economy that save money and leave a lighter footprint on the environment.

More information is available at [www.hpl.hp.com](http://www.hpl.hp.com).

