

HP Helps Bring Creativity to Life with Breakthrough Devices



ZCentral 4R (Rack Shelf Pullout)



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Anyone, anywhere can be a creator. HP's Create Ecosystem includes the world's first mobile workstation

BANGKOK, Thailand., October 15, 2020 - Today, HP Inc. unveiled its newest Z by HP mobile workstation designed for creators who push the envelope of what's possible. The HP ZBook Studio and HP ZBook Create are the latest additions to the HP Create Ecosystem, which launched at Adobe MAX in 2019.

The powerful line-up enables all levels of creators, including consumers, prosumers and professionals, to capture, create, and bring to life digital concepts and ideas that can be shared, enjoyed, and experienced. In the past, creators had to choose between heavy workstations or bulky gaming devices to get the power they require for work and play. Today, HP is pushing the boundaries of engineering and creative productivity by allowing photographers, vloggers, graphic designers, architects, film makers, and everyone in between, to achieve what was never thought possible.

"As we continue learning how to adapt to new ways of working and learning during these unprecedented times, one thing remains constant - everyone is a creator and needs the right tools to bring their creations to life," said Pattariya Pattarakorn, PS Category Manager, HP Inc Thailand, Vietnam and Emerging Countries "the ZBook Studio, the most powerful workstation of its size. HP is giving professional creators the power needed for their next breakthrough and anyone who wants to create, the versatility needed to power their passion."

With a rich history of PC innovations for the creative community, HP is the ideal technology partner for the next generation of creators. For Gen Z creators, the practice of creativity is instinctual, and they need a device that helps bring their expressions to life as quickly as the latest memes and trending topics come and go. For those who create professionally - from design, modeling, coding, or application design - Z by HP solutions are perfect small form- factor powerhouse solutions for

resource-intensive tasks.

HP's ZBook Studio and ZBook Create laptops with RTX GPUs are members of NVIDIA's RTX Studio program, featuring acceleration for demanding ray-traced rendering and AI creative workloads, and Studio drivers for outstanding reliability.

Z by HP: Power Your Breakthrough

The HP ZBook Studio, the world's most powerful mobile workstation per cubic centimeter, and HP ZBook Create, the world's smallest 15" notebook for creation and gaming, allows users to create on-the-go unlike ever before. There has been a 47% growth in thin and light form factors over the past three years, but most devices are still not designed for demanding workflows with professional applications, graphics, or color accuracy. The latest additions to the Z by HP portfolio are purpose-built and re-engineered from the ground up to meet the demanding needs of the most creative applications and workflows and provide optimal experiences today and in the future.

In 2015, the Scientific and Engineering Award was awarded by the Academy of Motion Picture Arts and Sciences for the development of the HP LP2480zx Professional DreamColor display. The ZBook Studio and ZBook Create bring the first DreamColor display with 17.5 hour, all-day battery life to visual effects artists, animators, and colorists worldwide, enabling them to accurately represent their content on-screen from anywhere because of DreamColor's built-in colorimeter for automatic self-calibration, 100% sRGB and Adobe RGB for accuracy, and over a billion colors for smoother shading and more consistent gradients.

HP ZBook Studio and HP ZBook Create:

Performance:

- Creators can design, edit, render, and stream from anywhere no matter how complex the workflow, with choices of Quadro® or GeForce® graphics and next-gen Intel® Core™ and Intel® Xeon® processors.
- Creative pros today want to multi-task while projects are rendering in the background without slowing down other applications. The ZBook Studio is the most powerful mobile workstation per cubic centimeter⁷ for rendering.
- Z Power Slider gives the user complete control over the type of performance and acoustics for specific workflows. At the same time, the Z Predictive Fan Algorithm intelligently manages fan behavior based on the kind of work and applications used by creatives.
- New vapor cooling chamber and liquid crystal polymer, gaming-class thermals are designed to equip users with the ability to run at maximum performance, as needed. The custom advanced cooling system pushes air away from the CPU and GPU in 2-dimensional paths, unlocking power density that is 2.8x higher gen to gen in a laptop design that is up to 22% smaller.

Design:

- The ZBook Studio, the world's most powerful mobile workstation per cubic-centimeter, and ZBook Create pack a nearly borderless screen experience - 22% reduction in volume from the previous generation - alongside an up to 17.5-hour long-lasting battery life into a lightweight aluminum exterior, bringing creators a color-accurate laptop with all-day battery life.
- The Z Command Keyboard is designed specifically for creators for a seamless transition from other products, with a familiar keyboard layout for shortcuts, and ultra-quiet keys for the perfect creative flow without interruptions.
- World's best audio experience on a 15.6" notebook for creation and gaming provides rich audio with 150 Hz roll-off bass and speakers custom-tuned by Bang and Olufsen to surround users in a rich sound space, featuring the most powerful speakers with the highest levels of bass on any HP notebook.

Sustainability:

- The world's first mobile workstation with ocean-bound plastics, the highly recyclable and lightweight aluminum exterior provides 5x the abrasion resistance of painted carbon fiber and still complies with MIL-STD 810G testing.

More than ever, today's workforce needs the right technology and tools to be productive, connected, and collaborative, whether working from home, in the office, or somewhere in between. As 80% of professional creators and power users want to continue working from home either full or part-time even after offices reopen, flexibility in how and where they work is critical. Additionally, 40% of workers need to move around the home for meetings during the day, reimagining the idea of office mobility. HP is adapting its technology to meet the needs of the mobile workforce by incorporating powerhouse performance into dense form factors with ZCentral 4R, Z2 Mini, and ZBook Fury, and including "beyond the box" innovations for anyone from IT decision makers to architects and data scientists.

HP ZCentral: Designed for Remote Performance and Expansion

HP ZCentral is the world's first single sourced remote workstation solution and with the addition of ZCentral 4R, enables workers to better create, connect, and collaborate seamlessly from remote locations. New updates to the solution help address two top IT challenges: managing multiple remote devices at once and the increased security risk from more remote endpoint devices.

ZCentral 4R, is the world's most powerful 1U racked workstation for media and entertainment, product development, data science, and healthcare. ZCentral 4R is engineered to harness the power of a Z4 workstation in a 1U form factor and designed for high density in racked environments. Equipped with the latest Intel Xeon® W Processors (up to 18 CPU cores) and graphics options up to the NVIDIA® Quadro® RTX™ 8000, remote workers get professional-grade performance built for intense workloads. ZCentral 4R also provides layers of security with an exterior lockable front panel, HP Security Suite preloaded inside the box, all while physically secure in a racked data closet.

Latest updates and features include:

- ZCentral Connect gives IT departments flexibility to work remotely and still easily manage user connections and share the centrally located workstation power. ZCentral Connect offers increased security to prevent unmanaged connections, real-time workstation hardware health status, and the ability to activate LED locators, saving time for IT managers who deploy ZCentral.
- ZCentral Remote Boost brings improved digital inking tools with a preview of an enhanced Wacom display and tablet experience. This enables artists, designers, and engineers a natural inking input from anywhere as if local to the machine.
- ZCentral paired with HP's Device as a Service provides more custom configuration and service options. With GPU analytics via HP TechPulse, this solution offers valuable data on the hardware, software, and security. This helps IT departments make more informed decisions on how to manage their fleet and provides flexible, custom-tailored offerings, with simplified purchasing, delivery, and deployment.

Z2 G5 Desktops: Going Beyond the Box

The new entry Z by HP desktop portfolio is built for today's designers who are shaping the world around us. HP's new powerful entry workstations, HP Z2 Mini G5, HP Z2 Small Form Factor G5, and HP Z2 Tower G5, take the latest processing power to another level, offering performance previously only available in high-end desktop workstations, and at an accessible price for any power user. The new Z2 lineup brings performance gains, higher wattage power supplies for max configurability, and market leading expandability. It's now easier to build the ideal, ergonomic friendly, home office set-

up that is purpose-built with well-being in mind.

Pricing and availability (incl VAT) :

- The HP ZBook Studio G7 is now available via HP Online Store for a starting price of 72,500 Baht
- The HP ZBook Create G7 is now available via HP Online Store for a starting price of 89,000 Baht
- HP ZCentral 4R is expected to be available in November via HP Online Store for a starting price of 99,990 THB
- HP Z2 Mini G5 is now available via HP Online Store for a starting price of 46,000 THB
- HP Z2 Small Form Factor G5 is now available via HP Online Store for a starting price of 43,400 THB
- HP Z2 Tower G5 is now available via HP Online Store for a starting price of 36,900 THB
- HP ZBook Fury 15 and ZBook Fury 17 is now available via HP Online Store for a starting price of 66,500 THB and 68,000 THB
- HP Z Book Power is now available via HP Online Store for a starting price of 46,500 THB

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