HP Inc. Unveils Latest Innovation Line-up in Southeast Asia

Thailand, 7 November 2017 – HP Inc. today showcased its newest portfolio of PCs and printers and demonstrated its commercial VR technology, underscoring the critical role of innovation in fueling its growth in Southeast Asia.

“In the last 24 months, HP has been laying the foundations for long term and sustainable growth in Southeast Asia, by focusing on building a robust product portfolio, delivering customer outcomes, and enhancing security innovation,” said Koh Kong Meng, Managing Director, Southeast Asia and Korea, HP Inc.

The latest additions to the HP product portfolio are designed to reinvent computing and printing experiences for customers as they work, learn and play. The devices give customers the freedom to create, express, and collaborate with peace of mind, as well as help transform workflows and improve operational efficiency.

Engineered for the way people work and live, HP’s new premium commercial notebooks HP EliteBook x360 1020 G2 and the HP EliteBook 1040 G4 enable greater productivity, inspiration, and exchange of ideas beyond the traditional four walls of the office. These new devices combine phenomenal performance, enterprise-class security, collaboration features into ultra thin and light form factors, and are engineered for the harshest environments.

HP continues to push the bar in its premium consumer PC range with the next generation HP Spectre 13 and HP Spectre x360 13 which feature new processors, longer battery life, improved sound quality, brilliant displays in even sleeker, more angular designs without compromising on performance.

Completing the HP detachable PC portfolio is the ZBook x2, the first and most powerful detachable workstation1 which addresses the performance and mobility needs of artists, designers and digital imaging professionals. By pushing Adobe Creative Cloud® and other professional applications to the limit on this device, the creative community can turn their visions into reality.

HP has also debut its commercial virtual reality solution to help businesses reduce concept to production cycle times and deliver fully immersive customer experiences. For design and creation, the HP Z8, Z6 and Z4 Desktop Workstations are equipped with extreme power and unprecedented security2. The HP Z VR Backpack – the world’s first professional and most secure wearable VR PC3 – then brings the full potential of VR to life.

Changes in workstyles as a result of digital transformation are driving new demands in the printing space for greater cyber-resilience, collaboration and mobility. The expanded A3 product line is now available with two new platforms in different configurations for both transactional and contractual channels. The printers feature enhanced security features unmatched in the marketplace such as HP Connection Inspector, a new intelligent embedded security feature created by HP Labs to preempt malware attacks with advanced self-healing capabilities.

HP’s innovative approach to mobile printing extends to the consumer area. It makes print relevant

for customers by enabling them to capture and share life's important moments. As a result, it has evolved its popular Sprocket pocket photo printers with the new Sprocket 2-in-1, which now comes with a built-in instant camera.

"We continue to perfect mobile printing, develop PCs to meet the needs of One Life – the blending between work and life, expand new use cases for mobility, and deliver the most secure computing and printing environment. We are also evaluating and creating new categories that meet the future needs of our customers, whether it is in 3D printing or driving commercial uses for VR technology," said Pavin Vorapruck, Managing Director, HP Inc.Thailand.

About HP Inc.
HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions and services, we engineer experiences that amaze. More information about HP Inc. is available at http://www.hp.com.

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