OMEN by HP Delivers the Ultimate Advantage for Gamers to Dominate the Competition

Thailand – HP Inc. has unleveled the playing field with the launch of an entirely new, cutting-edge and comprehensive portfolio of OMEN by HP gaming products. Re-designed and re-engineered from the ground up, the new lineup gives esports athletes and competitive gamers the edge and confidence needed to perform at the highest global level. Every inch inside and out of the new OMEN PCs, displays and accessories are packed with features designed to target the needs of gamers around the world, instantly changing the game like never before.

News Highlights:
• A new dimension of flexibility to the platform, and by expanding the OMEN accessory lineup with a new OMEN mechanical keyboard, a mouse with weight customization, a headset with cushioned ear cups to reduce background noise and mousepads designed for precision, HP is bringing attention to every aspect of the gaming experience.
• The new OMEN Desktop offers advanced thermal engineering, a modern powerful design and access to industry standard parts for easy upgradability.
• To round out the OMEN PC lineup, HP is bringing gamers new OMEN 15 and OMEN 17 laptops, with the latest high-performance graphics from NVIDIA® and AMD, high-resolution displays with optional G-Sync™ and FreeSync™ technology for fast refresh rates and a single-access service panel.

“OMEN by HP is one of the fastest growing major PC gaming brands today,” said Pavin Vorapruck, Managing Director, Thailand, HP Inc., “Gamers and esports athletes want the coolest, most innovative and powerful products on the market with the designs they crave. With our reinvention of the entire OMEN portfolio – from design, form-factor, engineering and performance – we are helping them compete at the highest level.”

“Windows 10 is developed to be high potential and versatile platform. It is more than just the operating systems. It is device-agnortic, supporting a full range of devices from PC to IoT and Mixed Reality. For gamers, Windows 10 is the perfect platform for gaming, supporting 4k resolutions on a powerful hardware. Moreover it provides features for game castors, ready to pave its way to the future for game in mixed reality type”. said Ekaraj Panjavinin, Country Lead, Consumer Device Sales Microsoft (Thailand) Limited

New OMEN Gaming Family: Unleash Top-Performance to DOMINATE THE GAME

New OMEN by HP Desktop – The Battle Armor Needed to Perform in the Gaming Arena

The newest OMEN by HP Desktop is designed for the true performance gamer with features to enhance functionality and usability. OMEN X products are overbuilt and over-engineered hardware meant to deliver bold innovation in the gaming space, and the OMEN Desktop leverages key features from the OMEN X desktop to provide gamers the ultimate experience. As a result, the new tower from OMEN brings the ability to accommodate new hardware combinations, including easy

upgrades because of HP's use of primarily industry standard parts, and leverages improved cooling to allow gamers to push the system's limits.

• High-performance graphics up to dual NVIDIA® GeForce® GTX 1080 Ti (SLI) or dual AMD Radeon™ RX 580 (Crossfire), for the graphics horsepower to run the most demanding games at maxed out settings and resolutions higher than 1080p.
• 7th gen Intel® Core™ i5/i7 CPUs4with unlocked options for overclocking, or overclockable AMD Ryzen™ CPUs for raw computing power to handle massive multiplayer games or serious multi-tasking.
• Thermal engineering with all-around edge vents and optional liquid cooling, for more efficient heat dissipation and additional thermal headroom for overclocking8.
• Optional PCIe SSD or SSD+HDD storage options for quick responsiveness, fast bootup, game loading, and application installation.
• OMEN Command Center with Overclocking to improve CPU performance on the fly, and Newtork Booster to move gaming network traffic to the front of the line and reduce latency in online games.

OMEN by HP Laptops – Fighter Jet and Spacecraft-Inspired Designs with Cutting-Edge Technology

The OMEN by HP 15 and OMEN by HP 17 laptops were completely reinvented and redesigned in 2017 to offer a design built for gamers, with more expansion capabilities, additional ports and more VR compatibility. The result, a performance packed PC with exceptional gaming capabilities in a compact package, helps ensure gamers can play the latest titles on-the-go and in any environment. The OMEN 15 is available with a wide range of options designed to deliver performance, optimize the gaming experience, enhance gameplay and limit outside distractions. The OMEN 17 supports some of the fastest technologies available today to help ensure gamers can push high frame-rates on the latest AAA games with a broad range of options targeted at delivering unprecedented performance across all aspects of gaming.

• High-performance GPUs on the OMEN 15 up to AMD Radeon™ RX 550 or NVIDIA® GeForce® GTX 1060 with Max Q design for the graphics horsepower to run games at 1080p and beyond. The OMEN 17 can be configured with up to NVIDIA® GeForce® GTX 1070 or AMD Radeon™ RX 580 for the graphics horsepower to push games at 1440p and higher.
• 7th-gen Intel® Core™-i Quad Core CPUs for raw computing power to handle massive multiplayer games, serious multi-tasking or the latest esports titles that require heavy lifting by the CPU to hit 100+ FPS
• High-performance cooling on the OMEN laptops brings a multi-fan/multi-heat pipe/multi-exhaust thermal solution to keep things running cool and reduce the risk of throttling during heavy gaming sessions.
• Play with DTS Headphone:X® for 360 degree, immersive surround sound with any headset, or simply power up and use the integrated HP Dual Speakers with Audio by Bang & Olufsen. HP Audio Boost technology with a discrete amp brings improved volume.
• Dragon-red backlit keyboard optimized for gaming with red accented WASD keys and white backlight for easy identification, 26-key rollover anti-ghosting function and separated, full-size arrow keys to help reduce accidental key presses
• 4K display option for high-resolution content playback, or a 120Hz 1080p display option for fast refresh-rates11 with NVIDIA® G-Sync™ options or a 60Hz 1080p display option with AMD FreeSync™ on systems configured with a Radeon GPU
• Easy upgradeability and accessibility with a single access panel to HDD, SSD, and RAM
• VR-ready configurations available for exceptional gaming in virtual reality

OMEN by HP Accelerator – Professional-by-Day, Gamer-by-Night

The OMEN by HP Accelerator brings gaming to anyone with a desire to plug-in and game on a PC. The OMEN Accelerator can transform a Thunderbolt 3 enabled PC struggling to deliver fluid gameplay into a gaming powerhouse with fast and fluid framerates at high-resolutions. The OMEN Accelerator delivers flexibility and the ability to be a professional-by-day, and a gamer-by-night.

• Available preconfigured with NVIDIA® or AMD Graphics card.
• Configurable with a 2.5” 1TB HDD or 256GB SSD, or offered as an empty enclosure with a 500W power supply.
• Thunderbolt-certified to ensure compatibility across a range of HP PCs.
• Single cable docking with 60W charge back to the PC, so you can connect power for your notebook and a range of gaming accessories without worrying about plugging multiple cables.
• Easy-access door so you can change out graphics cards, hard drives, or SSD with minimal effort.
• Generous port selection including 4 USB 3.0 type A ports and 1 USB 3.1 type-C™ and RJ-45 for networking.

OMEN by HP Accessories – Details Matter, Compliment your Senses

As HP redesigned the OMEN portfolio from top-to-bottom, the company focused on OMEN accessories to complement and enhance the user experience with the overall lineup of products. The enhancement of the OMEN accessories brings several feature improvements over previous generation products. The results deliver an entirely new gamer-centric lineup that demonstrates full portfolio commitment to the gaming community. Together, the OMEN keyboard, mouse and headset push the OMEN ecosystem to deliver an unrivaled gaming experience.

• OMEN by HP is delivering greater accuracy with the OMEN Keyboard 1100’s mechanical keyboard switches and N-key Rollover for anti-ghosting
• Optimized control in the OMEN Mouse 600 with customizable weight features and added durability with mechanical switches with up to a 50 million clicks.
• Increased comfort and sound clarity with the OMEN Headset 800 with thicker ear cups and boosted the overall acoustic performance for clear high, low, and mid-tones, and a specifically tuned audio profile for clear speech

OMEN by HP Displays – Every Movement Matters, Every Framerate Counts

The display quality for gamers affects the overall gaming experience and to round out the OMEN ecosystem, HP is introducing two new display options for performance gamers, the OMEN by HP 25 and OMEN by HP 27 displays. HP built each display to meet the needs of a specific type of gamer, sharing many of the same design elements, but tailoring the features for each display. The OMEN 25 is optimized for 1080p resolution gaming with competitive framerates and enhanced refresh rates with AMD FreeSync™ when paired with an AMD Radeon™ GPU. The OMEN 27 brings speed and the right features like NVIDIA® G-Sync® to enable fluidity, and deliver a display built for both performance gamers and esports athletes.

OMEN by HP 25:

• Overclockable to enable a response time as low as 1ms to reduce lag and ghosting.
• 144Hz refresh rate is over twice as fast as a standard 60Hz panel for smoother gameplay.
• AMD FreeSync™ technology synchronizes the GPU to the display for an ultra-smooth, lag-free experience that eliminates stuttering and tearing.
• An integrated cable management clip on the stand allows gamers to keep everything managed cleanly behind the display and the headset hook means the headset isn’t in the way, but is close for when the next session begins.

• 2 USB 3.0 ports allow connection to various USB devices acting as a USB hub – keyboards, mice, and even special controllers such as steering wheels and joysticks.
• DisplayPort™ is the recommended connection for maximizing refresh rate with FreeSync™ technology, but gamers can also utilize the HDMI port to attach a console, giving gamers the ability to leverage one display for multiple gaming platforms.

OMEN by HP 27:

• QHD resolution with 70% more pixels than a FullHD panel, so gamers can crank up their resolution for more detailed visuals and immersive gameplay.
• Overclockable TN panel to enable a response time as low as 1ms to reduce lag and ghosting.
• 165Hz refresh rate, nearly three times as fast as a traditional 60Hz panel.
• NVIDIA® G-Sync® technology which dynamically matches the refresh rate of the display to the frame rate output of the GPU, eliminating tearing, minimizing stutter and input lag.
• As with the OMEN 25, the OMEN 27 is equipped with an integrated cable management clip on the stand and a headset hook to keep the battle station clean and ready for the next opportunity to dominate the competition.
• 2 USB 3.0 ports ensure gamers can connect any peripheral needed while competing.

OMEN by HP Pricing and Availability

• The OMEN Desktop is available from June 2017, starting at 39,900 Bth VAT included
• The OMEN 15 laptop is available on from August 2017, starting at 39,900 Bth VAT included
• The OMEN 17 Laptop is available in from August 2017, starting at 79,900 Bth VAT included
• The OMEN 25 Display and the OMEN 27 Display are available from June 2017 at 12,990 Bth and 27,990 Bth VAT included respectively.
• The OMEN Accelerator is available in August 2017 at HP.com starting at 9,990 Bth VAT included
• The OMEN by HP Accessories are planned to be available on June starting at 2,890 Bth for the OMEN Headset, 4,590 Bth for the OMEN Keyboard, 1,990 Bth for the OMEN Mouse and 690 Bth for the OMEN Mouse Pad

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