



5 ways to empower your teams with HP's new AI PCs

How AI can help make your workforce their most productive, secure, and collaborative



HP recommends Windows 11 Pro for business

Artificial intelligence has evolved from a novel experiment to a business essential. Instead of simply dabbling with tools like ChatGPT and Midjourney, organizations seeking to give their employees a much-needed edge—and to edge out competitors—are formally embedding AI into everyday processes.

But to empower your employees to get the most out of AI, you need powerful PCs built for innovative new apps. Enter the new HP EliteBook 1000 series: AI notebooks engineered to meet the demands of AI apps and redefine efficiency for your entire workforce.

Here are five benefits they'll deliver from day one.

01

Spark innovation and supercharge productivity

Challenge: Inefficient technology

Employees bogged down by slow, outdated PCs struggle to maintain focus and deliver peak performance. This can leave them unproductive, frustrated, and disengaged.

HP solution

The HP EliteBook 1000 series brings employees effortless productivity across work styles and work environments with the power to top all the offerings of AI-enhanced apps supported by Windows 11 Pro. Equipped with three Intel® Core™ Ultra productivity engines—the CPU, GPU, and NPU—HP EliteBook 1000 laptops can easily handle a growing number of AI applications that would drain the battery of older notebooks. This adds up to employees with maximized capabilities, reduced barriers, and measurably improved work lives.

Use case: Copilot

With Microsoft Copilot in Windows, your people gain the support of AI-powered recommendations to prepare for meetings and collaborate on projects, summarize and edit complicated content, analyze data across different sources, and more. Equip your business with AI efficiency that will enable your people to complete demanding workloads 42% faster on average.¹



02

Turn virtual interactions into meaningful collaboration

Challenge: Elevating hybrid teamwork

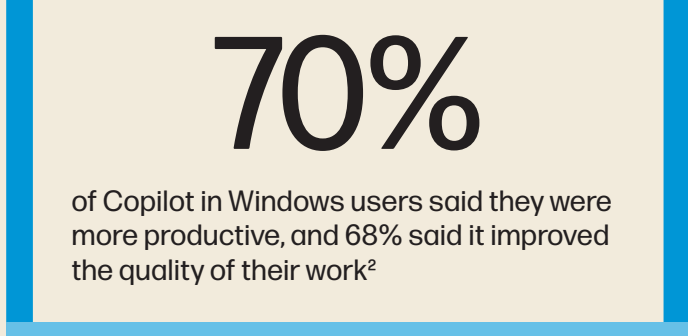
Collaboration is key to workplace happiness—and research shows that a one-unit increase in happiness (on a scale of 0-10) led to a 12% increase in productivity.² In our hybrid world, collaboration often happens over virtual calls and video meetings. If you want to help your people feel truly supported, devices that ensure clear and engaging communication are crucial.

HP solution

Powered by Poly Studio, the HP EliteBook 1000 series gives users uninterrupted and immersive video calls no matter what their working environments may be. It helps your people feel confident that they look and sound polished every time with AI-driven audio and video features including four tuned speakers, AI Noise Reduction,³ high SNR studio microphones, Dynamic Voice Leveling,⁴ and automatic framing.⁵

Use case: Better meetings

Whether teammates are brainstorming on Zoom or strategizing on Microsoft Teams, the AI-powered noise reduction, auto background blur, and long-lasting battery of the HP EliteBook 1000 series provides them with uninterrupted collaboration. It helps them feel truly connected and together.

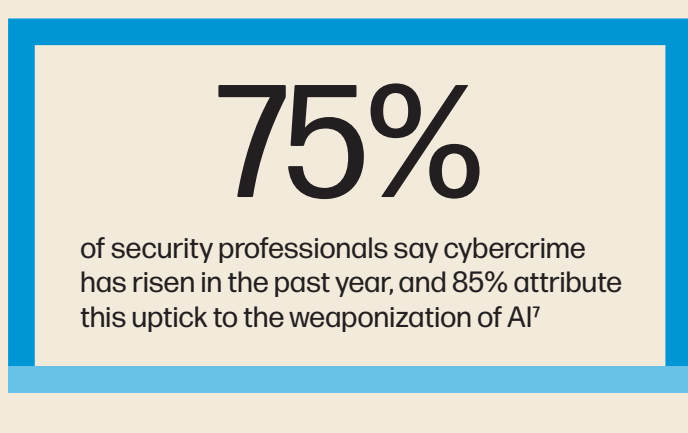


03

Safeguard data from sophisticated AI threats

Challenge: Vulnerable endpoints

AI has made endpoints increasingly valuable—and vulnerable. Your IT team feels the brunt of this. They need robust, built-in security at the hardware level to fend off sophisticated AI-enabled threats and keep sensitive data secure.



HP solution

The HP EliteBook 1000 series gives your IT and security pros much-needed relief. It was built with an updated HP Endpoint Security Controller (ESC) chip to deliver its most advanced security, ensuring the manageability and protection of sensitive and regulated data.⁶

Use case: Lost or stolen devices

When work is anywhere, security must be everywhere. HP Protect and Trace with Wolf Connect⁹ enables your IT team to quickly locate, lock down, and wipe data from missing devices worldwide—even if devices are offline or powered off. For overburdened IT security teams, having this box checked can be a game changer.

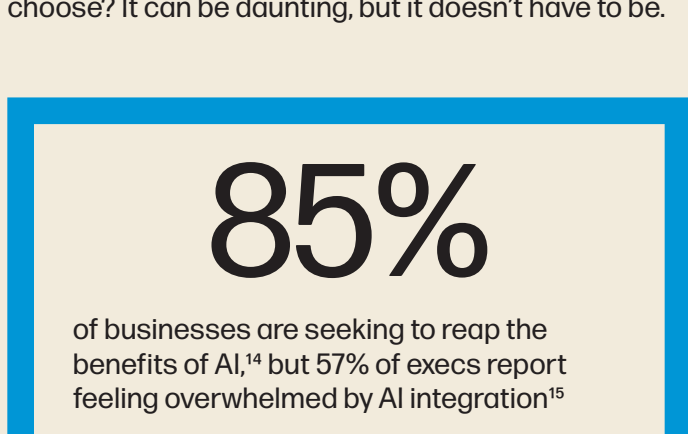
HP's EliteBook 1000 series brings the world's first business PCs with firmware intended to protect against quantum computing attacks.

04

Make AI work for you

Challenge: Maximizing AI

AI your face a challenge. Harnessing the benefits of AI in your organization can seem complicated. What do you need to get started? Which apps should you choose? It can be daunting, but it doesn't have to be.



HP solution

The HP EliteBook 1000 series makes life simpler for IT. It's your team's gateway to AI-fueled efficiency. This powerhouse brings all the benefits of top-tier, AI-enhanced hardware and Windows 11 Pro into your organization, setting the stage for a transformative and triumphant AI journey.

Use case: Quick wins with AI

Instantly boost team efficiency with HP's new AI PC platform featuring Windows 11 Pro. The intuitive Copilot in Windows frees up your people to focus more on meaningful work, making it easy for them to master powerful AI tools to maximize productivity, multitask with ease, and find what they need faster.

05

Achieve more in less time with less effort

Challenge: Stressed employees

Burnout is on the rise. In fact, 74% of American workers report feeling stressed.¹⁰ Your already overwhelmed employees can't afford to waste time launching apps, waiting for video calls to connect, or chasing down power outlets.

HP solution

Powered by AI-enhanced chips that respond faster and perform better, HP's EliteBook 1000 series laptops come with an Intel® Core™ Ultra processor built for the next era of AI software.¹¹ This AI-driven technology optimizes performance with Windows 11 Pro, making devices 59% faster than three-year-old PCs¹² while using 40% less power for AI-enhanced collaboration.¹³ This enables employees to quickly check off their goals instead of waiting on slow tech.

Use case: Extra-long battery life

People on the go often forget their power cords or struggle to find an outlet. With an extra-long, AI-powered battery life, HP's EliteBook 1000 series provides up to 20 hours and 30 minutes of use on a single charge, keeping your team productive from anywhere.

Gen Z and millennials are more than twice as likely as baby boomers to experience high or moderate burnout.¹⁰



At HP, we're more than just a provider; we're your partner

As a trusted name for decades, HP is poised to help you navigate the new frontiers of technology and lead the charge toward a smarter, AI-empowered future. We're focused on creating technology that drives productivity and elevates processes across your IT team and the rest of your workforce. Count on our new HP AI PCs, solutions, and services to help keep your data secure, drive employee productivity, and set new standards of success for your business.

EXPLORE HOW HP AI PCs CAN EMPOWER YOUR WORKFORCE TO THRIVE IN WORK AND LIFE



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¹ Compared to Windows 10 devices. "Improve your day-to-day experience with Windows 11 Pro laptops," Principled Technologies, April 2023. <https://www.principledtechnologies.com/Microsoft/Windows-11-vs-Windows-10-comparison-0423-v2.pdf>
² Microsoft, "What Can Copilot's Earliest Users Teach Us About Generative AI at Work?" November 15, 2023. <https://www.microsoft.com/en-us/worklab/work-trend-index/copilots-earliest-users-teach-us-about-generative-ai-at-work/>
³ Forbes, "Finally, Proof That Happiness Does Make Us Work Better," November 28, 2023. <https://www.forbes.com/sites/lindsaykohler/2023/11/28/finally-proof-that-happiness-does-make-us-work-better/?sh=6253a46768a0>
⁴ Requires myHP application and Windows OS.
⁵ Automatic framing is a Windows Studio feature that requires Windows 11 OS and a processor equipped with an NPU.
⁶ Owl Labs, "State of Hybrid Work," 2023. <https://owlabs.eu/state-of-hybrid-work/2023>
⁷ Gallagher, "AI: Keeping Pace With the Cybercriminals," November 2023. <https://www.aijg.com/insights/ai-keeping-pace-with-the-cybercriminals/>
⁸ HP, "HP Launches World's First Business PCs to Protect Firmware Against Quantum Computer Hacks," March 7, 2024. <https://press.hp.com/us/en/blogs/2024/hp-launches-business-pc-to-protect-against-quantum-computer-hacks.html>
⁹ HP Wolf Protect and Trace is sold separately and is compatible with select HP 400, 600, 800, and 1000 series, Windows-based Laptops, select 800 desktops, and Z1 GB Workstations. The HP Wolf Protect & Trace features and functions are activated by remote access to the target device and therefore for the desired outcome the device should be powered on and connected to the Internet. HP Wolf Protect & Trace requires the HP TechPulse agent to be installed by customer manually via a one-click download at <http.com/active-work>, which enables collection of information related to the Device. HP TechPulse is a telemetry and analytics platform that provides critical data around devices and applications and is not sold as a standalone service. HP TechPulse follows stringent GDPR privacy regulations and is ISO27001, ISO27017, ISO27017 and SOC2 Type2 certified for Information Security. Internet access with connection to HP TechPulse portal is required. For full system requirements, please visit <http://www.hpdaas.com/requirements>. Available from your HP authorized sales representative.
¹⁰ Aflac, "The 2023-2024 Aflac WorkForces Report," 2024. <https://www.aflac.com/business/resources/aflac-workforces-report/default.aspx>
¹¹ Features and software that require a NPU may require software purchase, subscription or enablement by a workforce or platform provider, and third party software may have specific configuration or compatibility requirements. Performance varies by use, configuration, and other factors.
¹² As measured by CrossMark overall score Intel Core Ultra 7 165H vs. Intel Core i7-11850H.
¹³ As measured by SoC package power using XSplit VCam for background removal, auto framing, enhanced lighting, chair removal using Intel Core Ultra 7 165H vs. Intel Core i7-1370P.
¹⁴ Equinix, "Equinix 2023 Global Tech Trends Survey," June 14, 2023. <https://www.equinix.com/resources/infopapers/equinix-tech-trends-survey>
¹⁵ edX, "Navigating the Workplace in the Age of AI," 2023. https://campus.edx.org/hubfs/B2B%20PDFs/edx_Workplace_Intelligence_AI_Report.pdf

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Copilot in Windows (in preview) is available in select global markets and will be rolled out to additional markets over time. Learn more. Copilot with commercial data protection is available at no additional cost for users with an Entra ID with an enabled, eligible Microsoft 365 license.

Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS updates to take full advantage of Windows functionality. Windows is automatically updated and enabled. High speed internet and Microsoft account required. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.windows.com>.

Up to 20 hours and 30mins on a properly configured HP Elite x360 1040 14 inch G11 2-in-1 Notebook PC configured with 68Whr battery (Intel U15, UMA graphic, brightness set to 250nits on a 400nits display, 2*8GB LPDDR5x, 256GB SSD, 68Whr Polymer). Mobile Mark 25 battery life will vary depending on various factors including product model, configuration, loaded applications, features, use, wireless functionality, and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. See www.bapco.com for additional details.

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