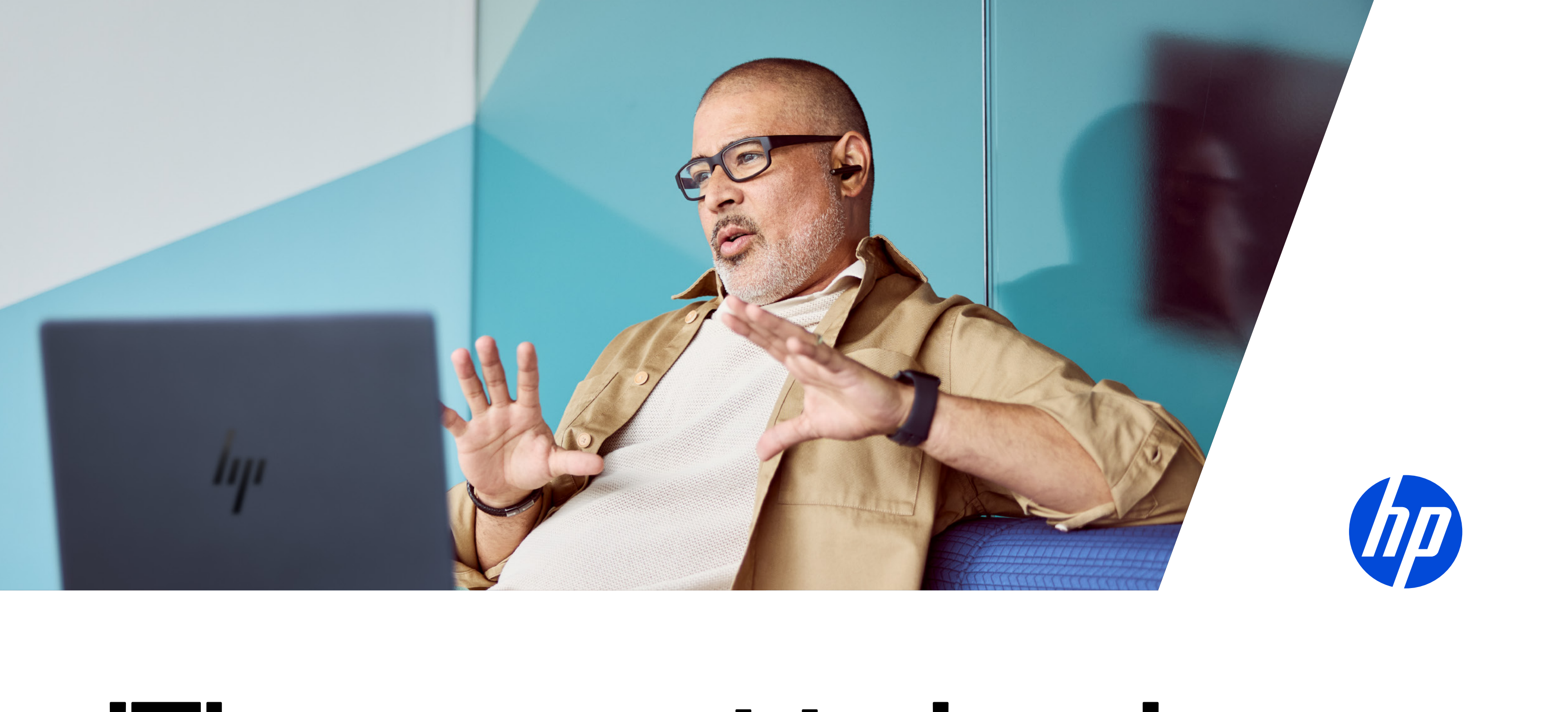
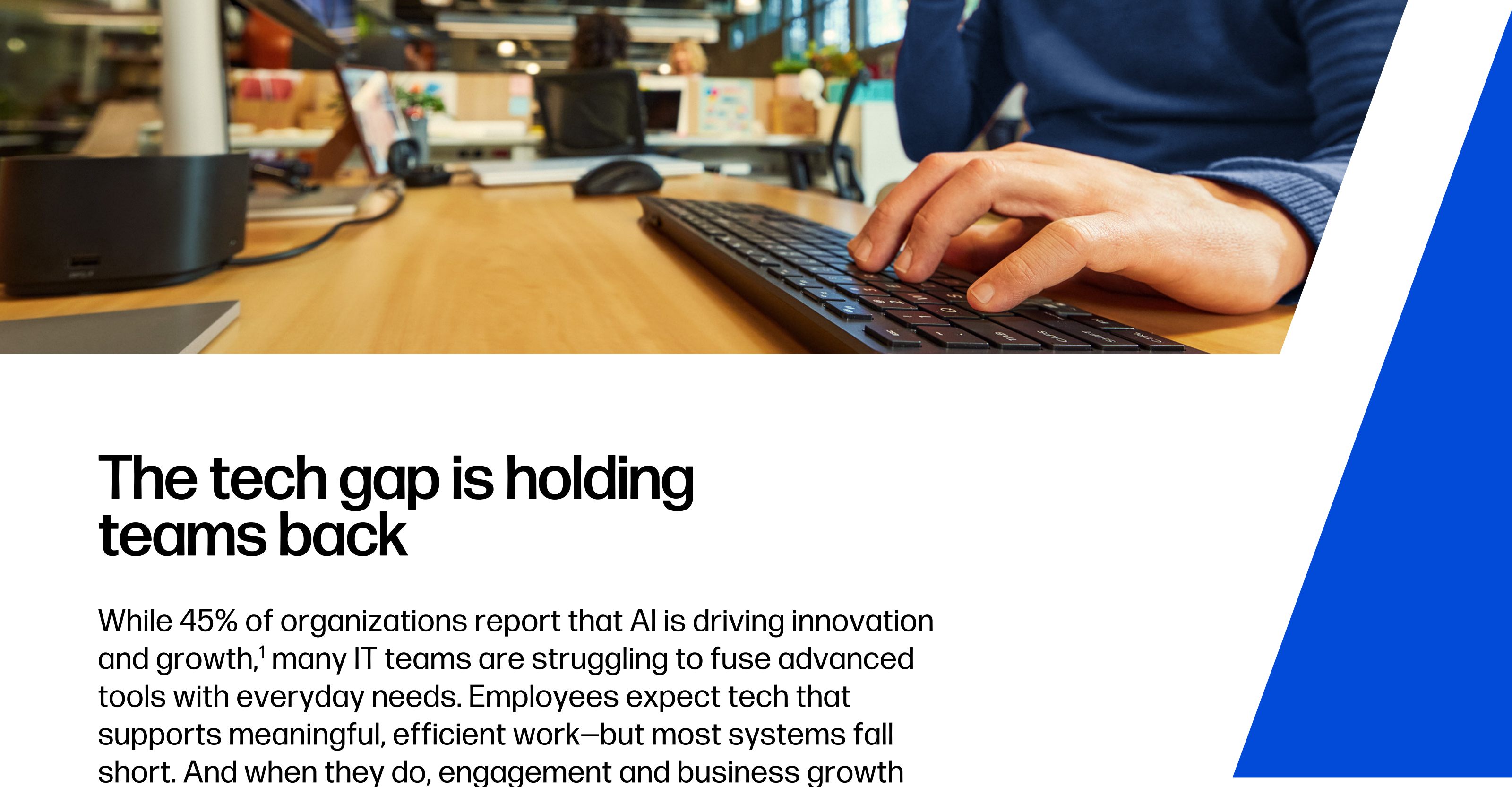




IT's moment to lead the future of work.

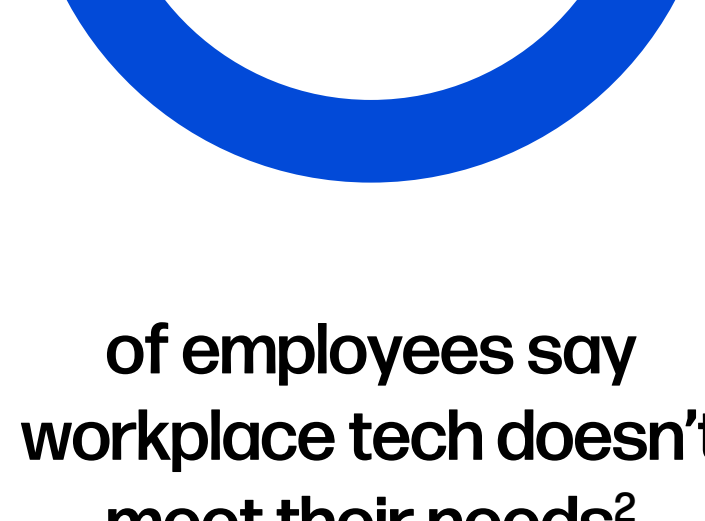
AI is transforming how we work. But too often, the tools employees rely on aren't keeping up. For IT leaders, this isn't just a challenge—it's a chance to lead lasting change and expand the role of IT from support function to growth engine.

HP's Next Gen AI PCs are built to help you seize this opportunity by removing friction, unlocking productivity, and enabling your workforce to thrive.



The tech gap is holding teams back

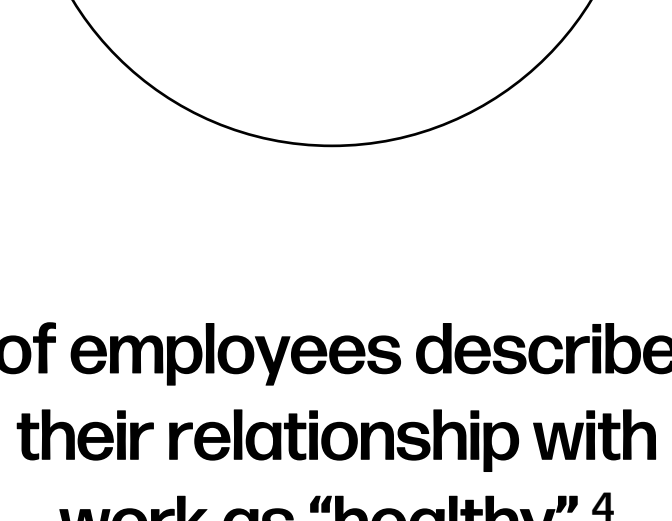
While 45% of organizations report that AI is driving innovation and growth,¹ many IT teams are struggling to fuse advanced tools with everyday needs. Employees expect tech that supports meaningful, efficient work—but most systems fall short. And when they do, engagement and business growth slip through the cracks.



of employees say workplace tech doesn't meet their needs²

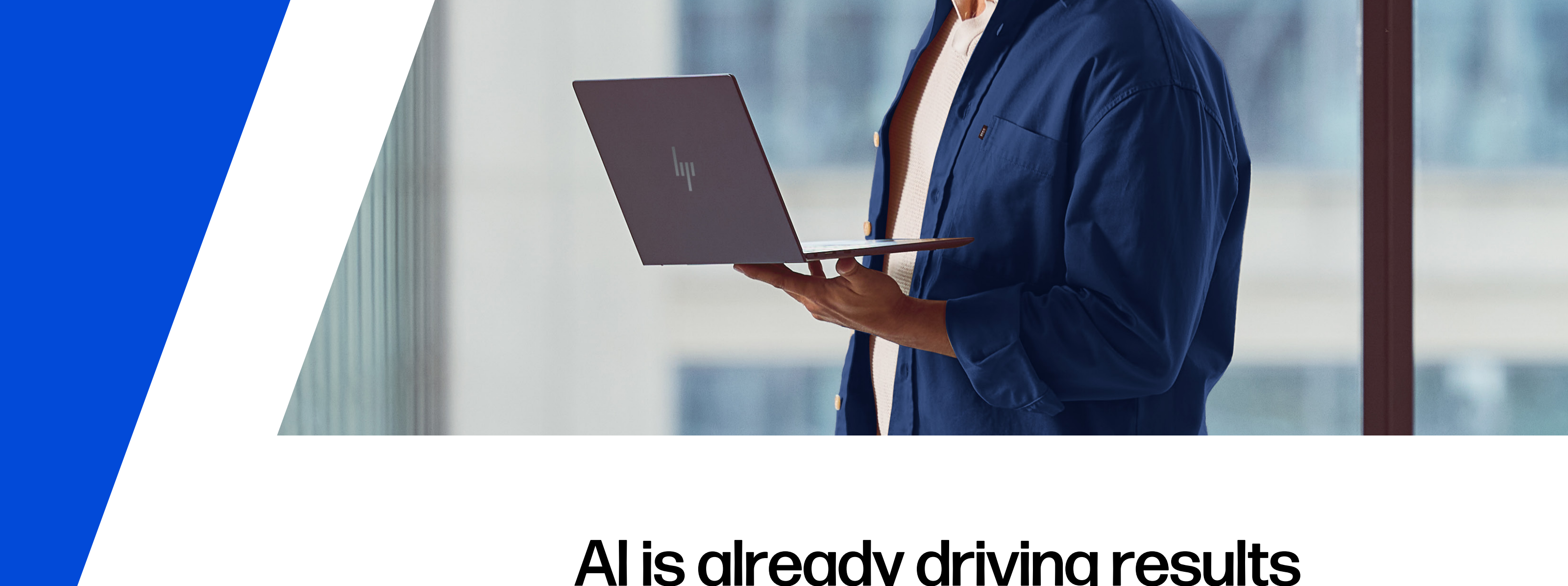


of digital transformation initiatives fail, largely due to misalignment between IT and business objectives³



of employees describe their relationship with work as "healthy"⁴

Outdated tools drain energy and stifle innovation. But AI is changing that.



AI is already driving results

When aligned with employee needs, AI becomes a powerful force for innovation.



of employees using AI tools feel more productive and efficient²



of companies report enhanced creativity and fresh insights with AI¹



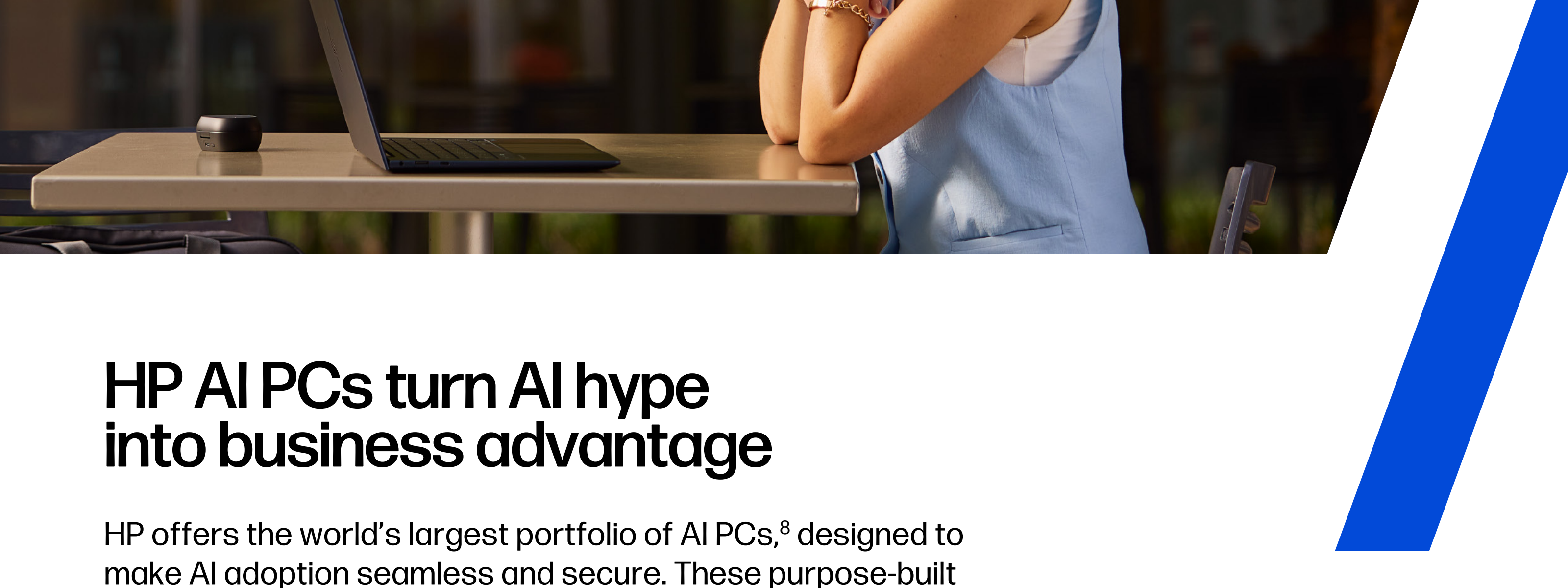
of companies report gains in efficiency and productivity through AI¹



3 hours and 47 minutes

is the average amount of time saved each week by employees who can automate tasks with AI.⁵

With over 32,000 tools for nearly 5,000 unique roles⁶ and 92% of executives planning to boost AI spend in the next three years,⁷ the chance for IT to lead has never been bigger. Making the right investments in this pivotal moment is key.



HP AI PCs turn AI hype into business advantage

HP offers the world's largest portfolio of AI PCs,⁸ designed to make AI adoption seamless and secure. These purpose-built devices don't require massive infrastructure upgrades or reliance on consultants. They provide instant, out-of-the-box performance across three crucial areas of business.

Analytics 71%

of business leaders are using AI tools to make fast, data-driven decisions²

HP AI Companion is the world's most advanced on-device interactive AI assistant⁹ and is built into every HP Next Gen AI PC.

- Analyze personal files locally and privately, enhancing decision-making without compromising data.
- Develop opportunities, track trends, and personalize pitches for optimal impact.

- With AI-powered analytics, IT can proactively optimize performance, reduce downtime, and deliver a better digital experience across their HP AI PC fleet using HP's Workforce Experience Platform (WXP)¹¹

Collaboration 75%

of leaders find AI helpful in workplace collaboration¹⁰

HP's collaboration tools provide the support necessary to deliver informed decisions effectively.

- Poly Camera Pro¹² provides AI-enhanced video call and conferencing solutions for global teams.
- Live Captions¹³ allow for real-time meeting translations and summaries, boosting inclusivity, efficiency, and focus.

Security 44%

surge in cyberattacks on organizations worldwide in 2024¹⁴

Redefining work for your business doesn't have to mean more security risks. HP AI PCs are part of the world's most secure PC portfolio.¹⁵ With integrated HP Wolf Security¹⁶ and advanced NPUs, these systems deliver world-class AI protection.

- Uniquely protected hardware, with over 150 million HP PCs shipped with no reported persistent firmware breaches.¹⁷
- Combined with the advanced security features in Windows 11 Pro,¹⁸ HP AI PCs offer robust protection against evolving cyberthreats.
- Safeguard your HP AI PC, its data, connections, and user identities at every interaction with our Zero-Trust approach. Dramatically reduce the risk of data falling into the wrong hands when a PC is lost or stolen. A missing laptop can be located, locked, or erased remotely even when powered off, with HP Protect and Trace with Wolf Connect.¹⁹

With powerful AI assistants, intuitive collaboration tools, and built-in security, HP gives you the confidence you need to lead—and the tech to deliver.

HP's AI PCs report

224% better power efficiency running AI apps compared to traditional PCs²⁰



The future is flexible, secure, and employee-first

With AI adoption rising and IT at the center of business strategy, the path forward is clear. HP empowers IT to shape the workplace of tomorrow, providing technology that meets everyone's unique needs. Because with the right tools, work doesn't have to feel like work.

Start your journey with HP today

LEARN MORE

1. Deloitte, "Now decides next: Generating a new future," January 2025. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consulting/us-state-of-gen-ai-q4.pdf>

2. HP, "2025 HP Global Sentiment Study."

3. BCG, "Flipping the Odds of Digital Transformation Success," October 2020. <https://www.bcg.com/publications/2020/increasing-odds-of-success-in-digital-transformation>

4. HP, 2024 Work Relationship Index." <https://www.hp.com/us-en/work-relationship-index.html>

5. FreshWorks, "Workplace AI: The race to embrace," 2024. <https://www.freshworks.com/theworks/research/freshworks-global-ai-report-2024/>

6. TheresanAIforthat.com, March 2025. <https://theresanaiforthat.com/lists/>

7. McKinsey, "Superagency in the workplace: Empowering people to unlock AI's full potential," January 2025. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work>

8. Based on HP's internal analysis of AI-enabled platforms across all commercial PC and consumer PC vendors as of March 2025. "AI PC" is defined as a PC with an integrated Neural Processing Unit (NPU) designed to accelerate AI workloads, regardless of TOPS count. Comparison includes commercially and consumer available AI PCs available in the market.

9. Based on HP's internal analysis of comparable AI assistants and supporting features as of March 2025. "Interactive" refers to the AI voice assistant enables hands-free interaction using natural language commands and supports on-device document analysis for extracting key points, generating summaries, and gaining insights without an internet connection. Features include "Ask" for hands-free interaction, "Analyze" for processing and interpreting on-device data, "Perform" for optimizing system performance by managing drivers, BIOS, and firmware. Additional features: Speech-to-Text, Text-to-Speech, Wake Word Activation, and Hybrid Chat, allowing users to toggle between local and cloud-based AI processing. PCs with NPU 40 TOPS or greater. HP AI Companion is available preloaded on select HP next gen AI PCs or is available for download from the Microsoft store and requires a HP next gen AI PC with a NPU supporting 40-60 TOPS and requires Windows 11. Performance requires account set up within 30 days of PC boot or enrollment through the HP

10. Electro IQ, "Workplace Collaboration Statistics by Technology, AI Adoption, Benefits and Facts," January 2025. <https://electroiq.com/stats/workplace-collaboration-statistics/>

11. The Workforce Experience Platform (WXP) is available in various tiers and for multiple term license durations, and some features require optional add-on solutions. WXP is for commercial customers and some features and capabilities may require additional purchase of HP services and/or commercial hardware capable of supporting the HP Insights agent for Windows, Mac, & Android. The agent is ISO27001, ISO27701, ISO27017 and SOC2 Type2 certified for Information Security. Activation and restrictions may apply. Select HP solutions require on HP Insights agent for Windows, Mac, & Android, available for download at <https://workforceexperience.hp.com/software>. For full system requirements and services that require the agent, please visit <https://workforceexperience.hp.com/requirements>. The agent collects telemetry and analytics around devices and applications that integrate into the Workforce Experience Platform. Internet access required. HP Vioptia license required for audio and video collaboration technology monitoring. HP Anyware license or compatible third-party virtual machine license required for virtual machine monitoring.

12. Requires HP app and Windows OS. AI Magic Background runs on the GPU when initially generating your background in Poly Camera Pro. The NPU is used for streaming your restyled background in your collaboration applications.

13. Currently supports translation for video and audio subtitles into English from 40+ languages. See <https://aka.ms/nextgenaipcs>.

14. Check Point Research, "The State of Cyber Security 2025." <https://www.checkpoint.com/security-report/?flz-category=items&flz-item=report-cyber-security-report-2025>

15. World's most secure PC Portfolio is based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 with AMD Ryzen™ 4000 or Intel® 11th Gen processors and higher. Excluding HP Elite Chromebooks, HP EliteBook 365 Aero G11 and HP EliteBook Ultra G1q and G1q8.

16. Wolf Security for business requires Windows 10 and higher (Home, Pro, Enterprise), includes various HP security features and is available on HP Pro, Elite, RPOS and Workstation products. See product details for included security features.

17. Based on HP's internal analysis: Over 150 million PCs shipped with HP Sure Start and no malware breaches reported.

18. 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 update 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 <https://www.windows.com>.

19. HP Protect & Trace with Wolf Connect is available on select HP commercial G10 and higher laptops and mobile workstation devices. Customer activation required. Devices with Cat-M module do not support Internet access. Internet service for devices with 4G LTE and 5G modules is not included and must be purchased separately. Wolf Connect Service not available in all countries. Other restrictions/limitations apply. Please see data sheet for complete details.

20. Based on image generation with NPU vs. non-NPU processor using Amuse software generating a 1024 x 1024 pixel image from the same text prompt repeatedly until battery depletion to determine power efficiency. Configurations tested: HP EliteBook 8 G1a AI with AMD Ryzen AI PRO 350 and 32GB RAM vs. HP EliteBook 845 G10 with AMD Ryzen 7 PRO 7840U and 32GB RAM. Results may vary.

