

CES 2022 - HP Consumer



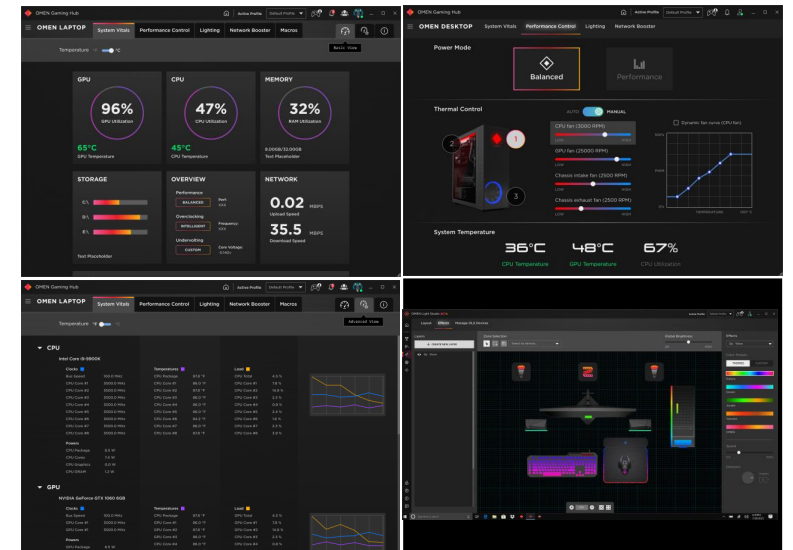
© Copyright 2022 HP Development Company, L.P. All rights reserved. HP, the HP logo, and the HP Consumer logo are trademarks of HP Development Company, L.P. in the United States and other countries. All other marks are the property of their respective owners. This document is subject to change without notice.

OMEN by HP 45L Gaming Desktop PC

© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice. HP Confidential.



DESIGN AND USAGE FOCUS AREAS



THERMAL INNOVATION

CUSTOMIZABILITY / FUTURE PROOFING

OVERALL USER EXPERIENCE
(HARDWARE & SOFTWARE)

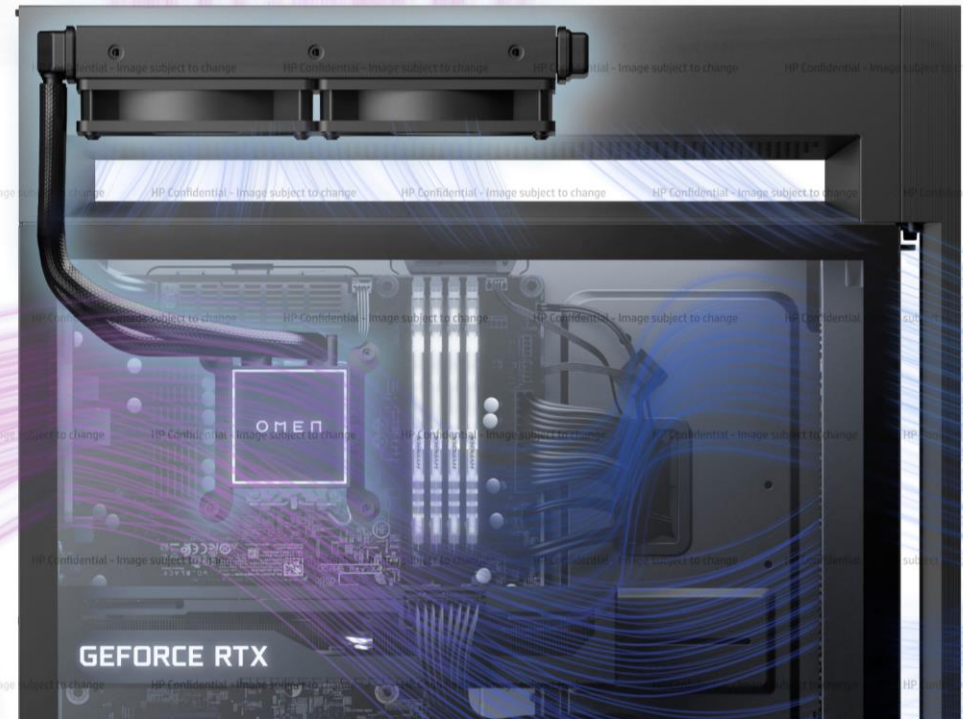
OMEN 45L - THERMAL INNOVATION / SPECS

◆ Patented OMEN CRYO CHAMBER™

- Dedicated **external chamber** for CPU liquid cooling on the OMEN 45L Desktop
- Enables the liquid cooler radiator to pull-in fresh, cold air from the surrounding environment to cool down the CPU
- Testing results show a **-10°C** CPU thermal improvement at full load vs. the OMEN 40L Desktop when using the same configuration (at 25°C ambient temp with 240mm LCS)

◆ Specifications

- Up to Intel Alder Lake i9-12900K or AMD Ryzen 9-5900X
- Up to Nvidia RTX 3090 or AMD Radeon RX 6700XT
- Up to 64 GB RAM and several storage options SSD/HDD



CUSTOMIZABILITY / FUTURE PROOFING



© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice. HP Confidential.

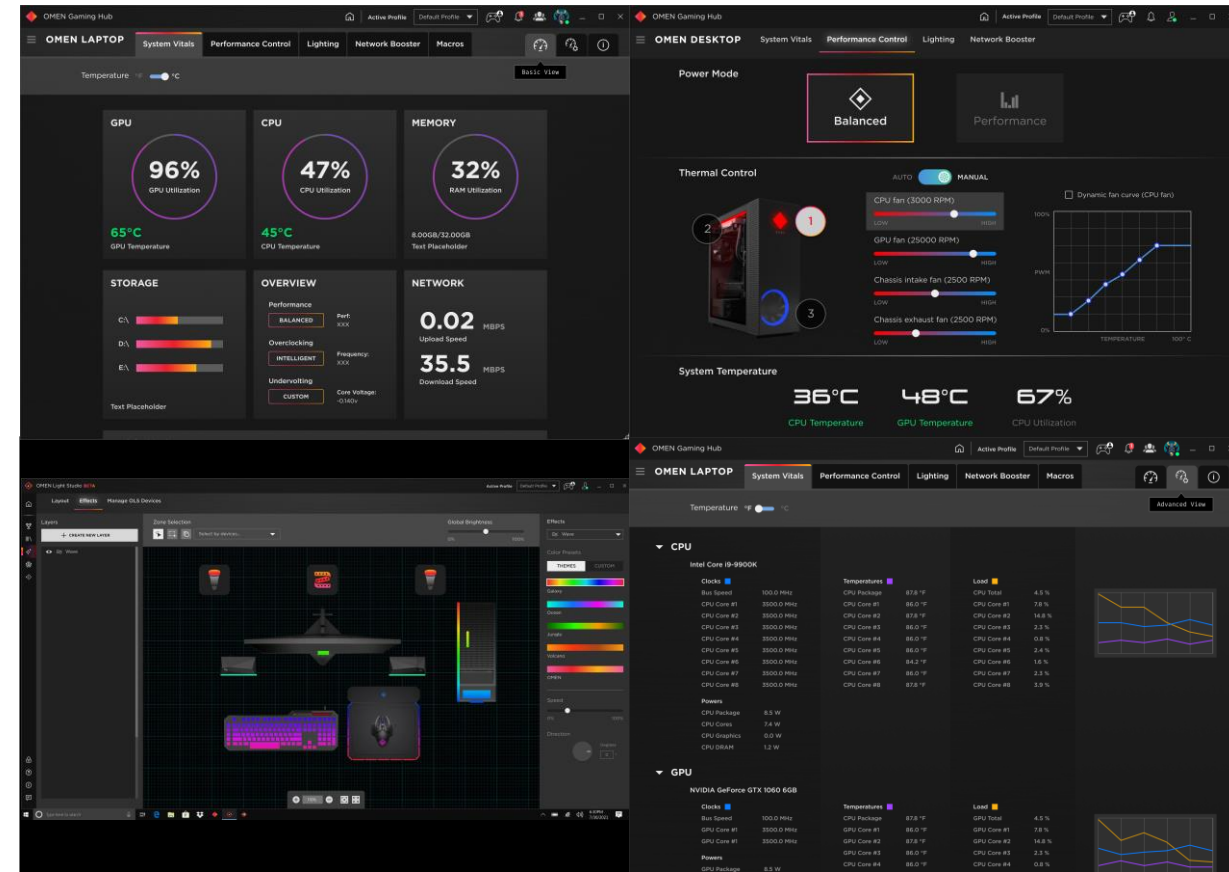
OVERALL USER EXPERIENCE

OMEN Gaming Hub - Hardware related features

- Advanced System Vitals*
- Network Booster
- Lighting (Basic or OMEN Light Studio)
 - Basic lighting can control up to 8 lighting zones
 - OMEN Light Studio V2 will support specific ARGB individual LED tuning with lighting effect

OMEN Gaming Hub - Services related features

- Homepage: Easily navigate and discover new and existing features
- Gallery: Gorgeous wallpaper selection
- My Games: Launcher/ Game time
- Oasis: A simpler, secure, and optimized experience for gaming



OMEN by HP 25L Gaming Desktop PC

© Copyright 2020 HP Development Company, LP. The information contained herein is subject to change without notice. HP Confidential



First OMEN desktop in two colors

◆ Next gen Intel CPUs

Intel 12th gen Core (Alder Lake-S) 65W processors

◆ Latest-gen AMD CPUs

AMD Ryzen™ 5000 Series Ryzen 5 & 7 (Cezanne) 65W APU & Ryzen 5 (Vermeer) 65W CPU

◆ Graphics

Up to NVIDIA® GeForce RTX™ 3080 / AMD Radeon™ RX 6700 XT

◆ Thermal Solution

- Different CPU cooling options, including liquid cooling
- Plus 1 x 120mm system front fan

◆ Upgradability and expansion

Industry standard upgrades



Shadow black



Ceramic white



SUSTAINABILITY

Certification

Energy star certified and EPEAT® Silver registered*

Material

Material includes 2% of PCR (Post Consumer Recycled)

Packaging

Fiber based corrugated cushion with 100% sustainably sourced and recyclable packaging

Water Based Paint

Lower VOC emission during production

- Safer working area

*Based on U.S. EPEAT® registration according to IEEE 1680.1-2018 EPEAT®. EPEAT® status varies by country. Visit www.epeat.net for more information. Please check more info about Energy Star and EPEAT from appendix slides.



OMEN 27u 4K GAMING MONITOR

- ◆ Next Gen Console Compatible with HDMI 2.1. Enables a brand-new Gaming experience on console.
- ◆ 4K UHD resolution¹³ [3840 x 2160] / VESA Display HDR 400 / DCI-P3 95% Color gamut⁹ / Factory color calibrated
- ◆ 144Hz Refresh rate⁹ / 1ms Response time⁹
- ◆ Adaptive sync: AMD FreeSync Premium Pro¹⁰ & works with NVIDIA GPUs¹¹
- ◆ IPS Oxide panel
- ◆ Omen's first 4-side micro-edge monitor
- ◆ sRGB lighting with OMEN Light Studio integration
- ◆ Integrated speakers 2x2W
- ◆ Height adjustable and tiltable stand
- ◆ HP Eye Ease with Eyesafe[®] Certification⁴
- ◆ Sustainable packaging



COMPLETE THE
EXPERIENCE



OMEN GAMING
DESKTOP



HyperX
Cloud II Wireless

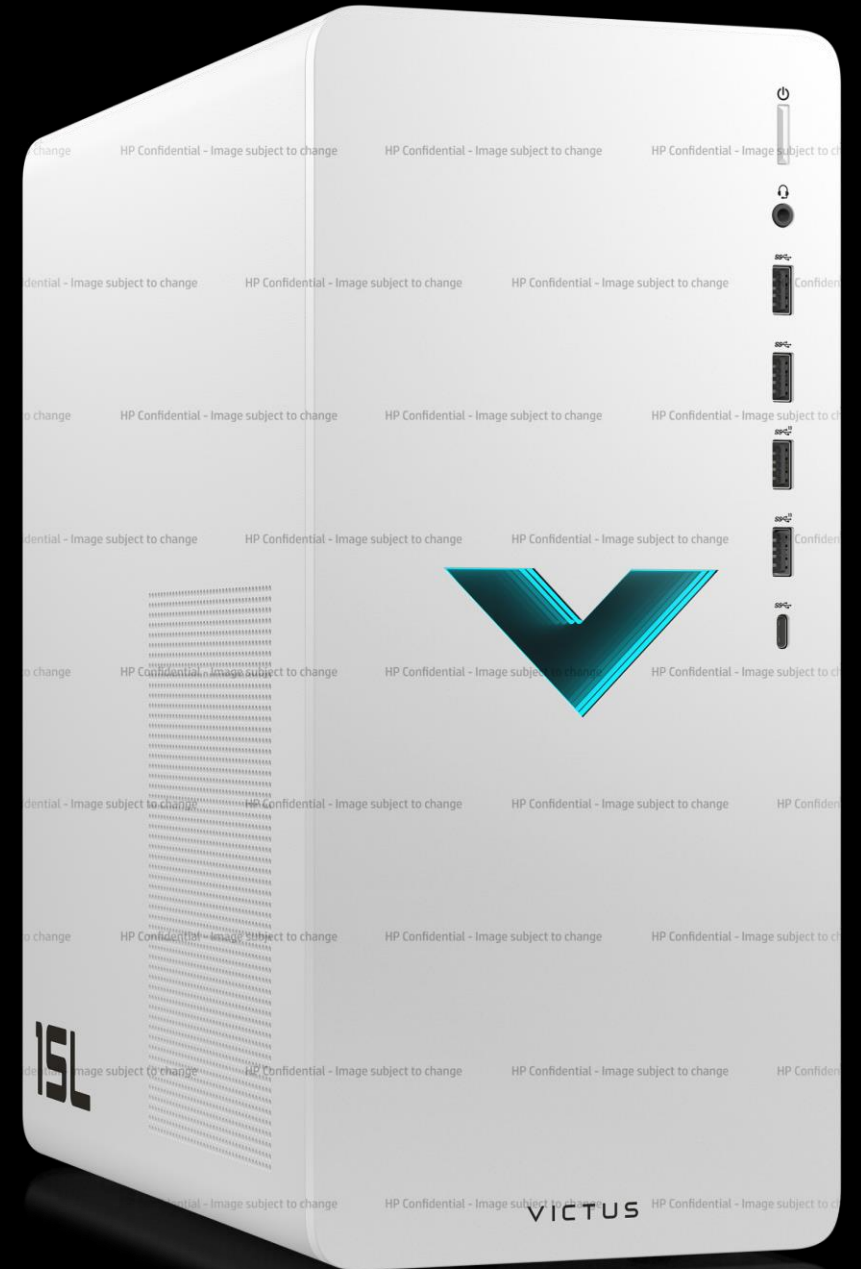


HyperX
Alloys Origins 60



HyperX
Pulsefire Haste

Victus by HP 15L Gaming Desktop



POWERS IT ALL

Victus by HP 15L Gaming Desktop

Distinctive Design

- Two new colors, Mica Silver and Ceramic White with RGB logo
- Compact chassis to suit many customers demand for size

All Encompassing Performance

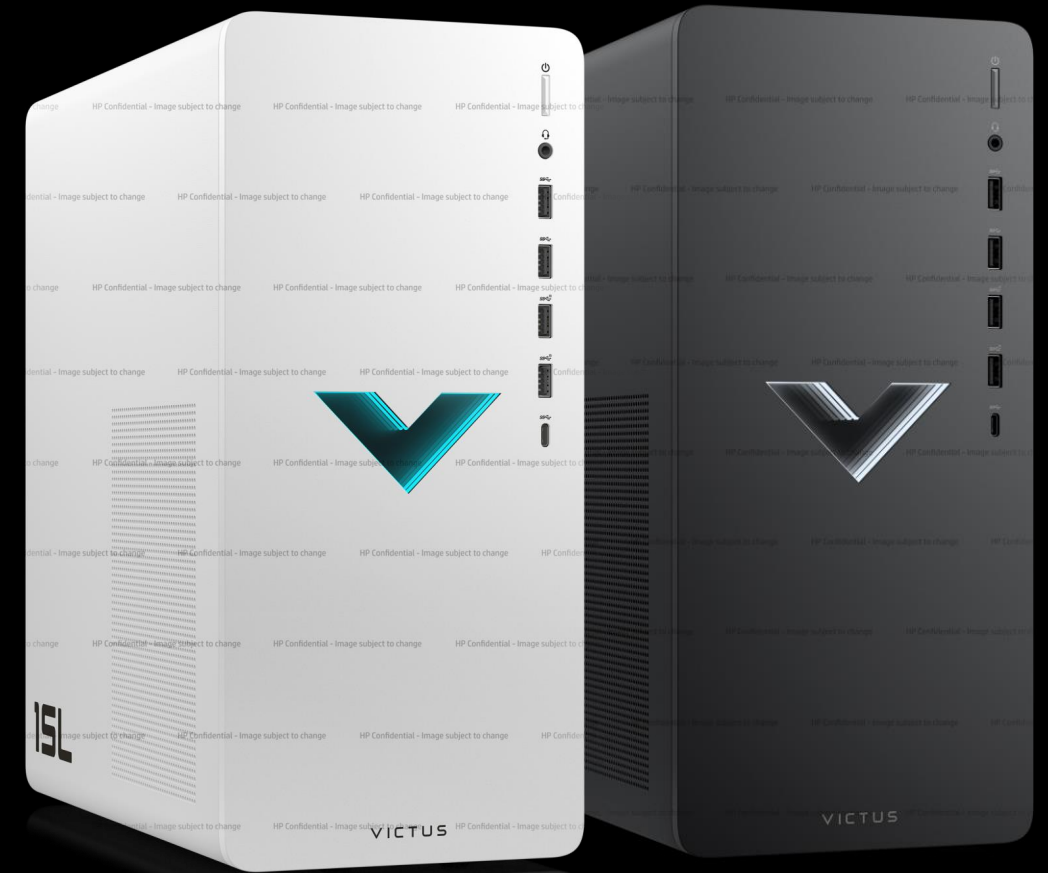
- Up to NVIDIA RTX 3060Ti or AMD Radeon RX 6600XT graphics
- 12th Gen Intel Core i7/i5 processors
- AMD Cezanne-G R7/R5/R3 processors
- SSD storage with up to 1 TB Gen4 PCIe SSD, and additional HDD option

Extended Possibilities

- Up to 11 essential ports
- Future proof – with customizable features
- OMEN Gaming Hub with Performance Control

Sustainability

- PCR plastic used in the bezel
- Water based paint



CUSTOMER SEGMENTATION

OMEN 45L

OMEN 25L

VICTUS 15

OMEN 40L

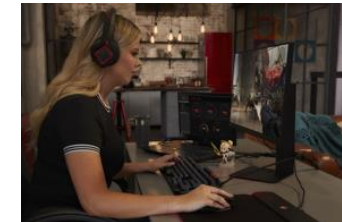
FRUGAL & OBSESSED

ESCAPISTS

PROUD GAMERS

CUSTOMIZERS

ENTHUSIASTS



WHO
They are

Segment 1 (27%)
Demographically diversified,
skewed US (44%)

Segment 2 (23%)
Mostly **Western** (90%),
highest share of **females**
(55%) over 35 (50%)

Segment 3 (25%)
Mostly **Chinese** (53%)
highest proportion of older
Millennials (47%)
employed full time (75%)

Segment 4 (20%)
Mostly **males** (66%)
Millennials (64%)
employed full time (73%)

Segment 5 (5%)
Highest share of **males**
(>70%) older Millennials (25-34),
employed full time (80%)

HOW MUCH
They spend on PCs

\$640

\$874

\$1,082

\$1,148

\$1,400

HOW OFTEN
They replace

Average

Least frequently

Most frequently

Average

Frequently

GAMES
They play most



E

N

V

Y

HP ENVY - Designed by Creators - for Creators



E

N

V

Y

HP ENVY Desktop



PERFORMANCE

Never Slow You Down



Move at the speed of your ideas

Up to 12th Gen 8-core Intel® Core i9 processor (125W)

The power to perform

Up to NVIDIA® GeForce® RTX 3080 Ti graphics

Smart system acceleration

Up to 1TB Gen 4 SSD and 2TB HDD. Support slots : 2x M.2 PCIe SSD, 1x SATA 3.5" HDD and 1x SATA 2.5" SSD

Finish important tasks faster

Up to 128GB DDR4 3200MHz memory (4x DIMM slots)

HP Adobe Offer

Complimentary 30-day trial of the best creativity and productivity apps from Adobe¹

Render, edit, stream and broadcast video content better than ever before



*Actual product solution varies by configuration and may vary from image depicted.

PERFORMANCE

Endless Expandability

Get more use and more years out of their computer.

E

N

V

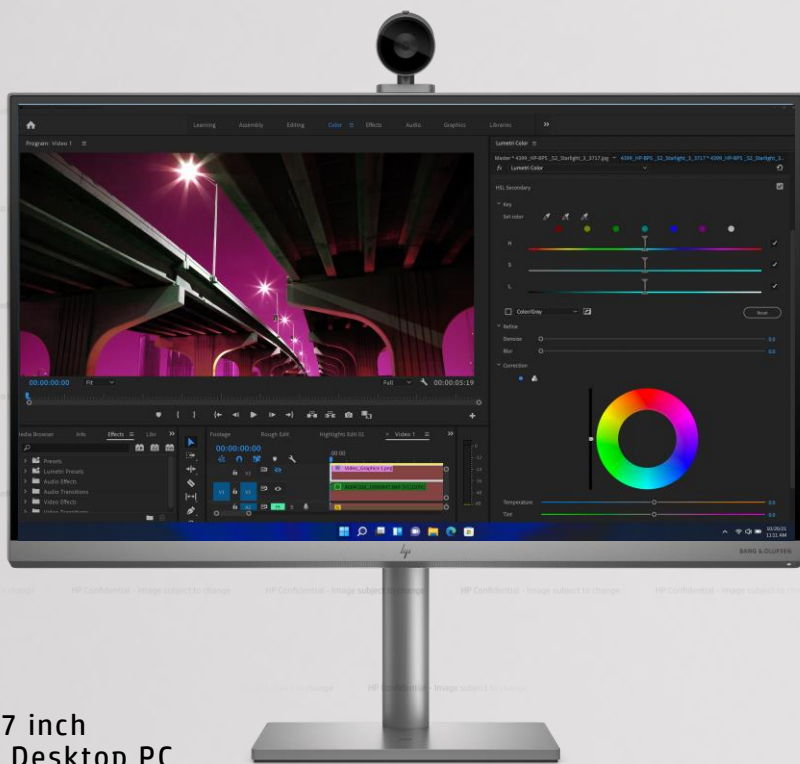
Y

HP ENVY All-in-One



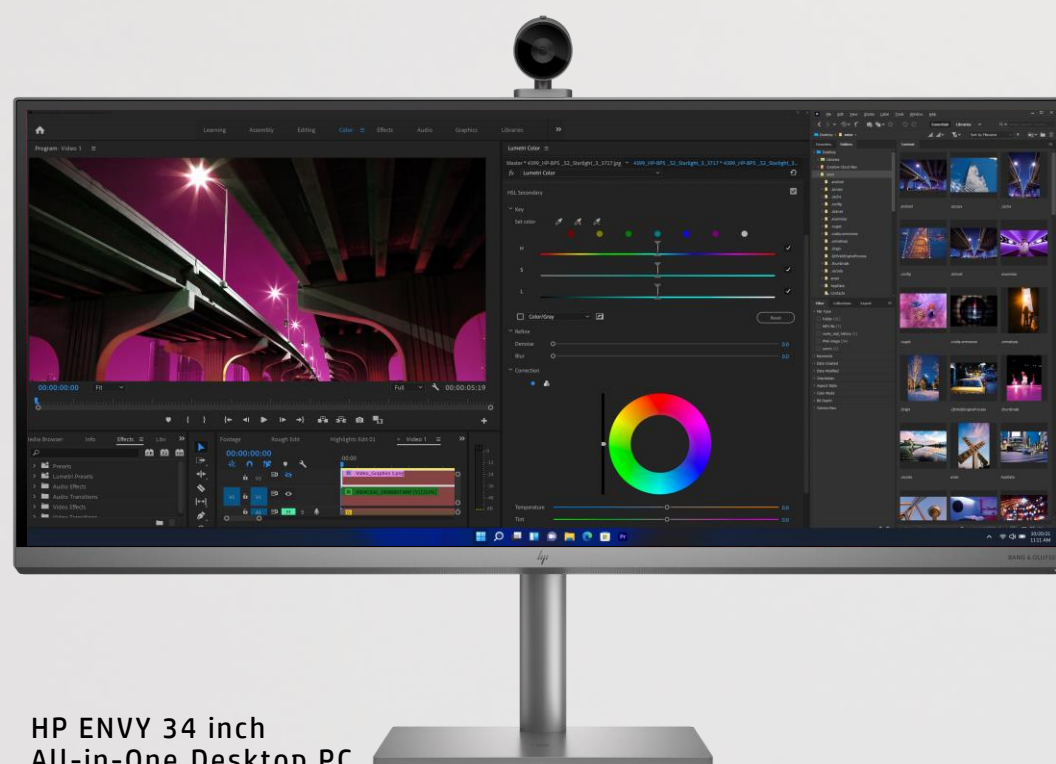
NEW WAYS TO COLLABORATE IN A HYBRID LIFE

Designed by Creators for Creators



NEW

HP ENVY 27 inch
All-in-One Desktop PC



HP ENVY 34 inch
All-in-One Desktop PC



Easily attaches via magnets

Be seen from your best angles

*Allocate your multi-windows
in video chat*

PERSONALIZED EXPERIENCE

Flexible to Have
More Freedom





Many locations for webcam
3 on top, 1 on left side, 1 on right side,
all along the panel bottom

Easily attaches via magnets

Be seen from your best angles

*Allocate your multi-windows
in video chat*

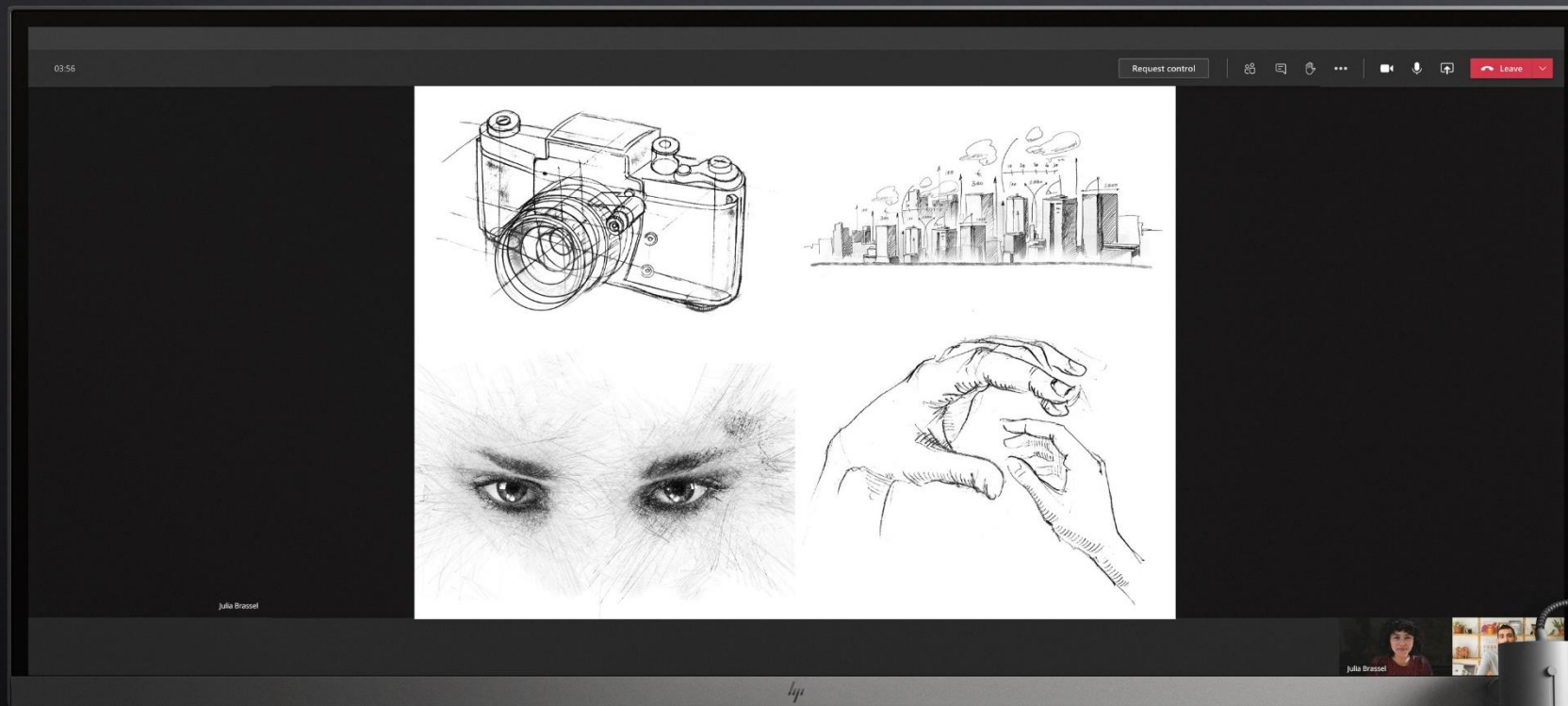
PERSONALIZED EXPERIENCE

Flexible to Have
More Freedom



PERSONALIZED EXPERIENCE

Creates Fluidly between Physical and Digital Media





HP ENVY All-in-One



ENVY 34

ENVY 27

<p>34-inch 21:9 aspect ratio WUHD (5120 x 2160)</p> <p>IPS, three-sided micro-edge, anti-reflection, 500 nits, 98% DCI-P3, Non-touch</p>	<p>Display</p>	<p>27-inch 16:9 aspect ratio UHD (3840x2160)</p> <p>IPS, three-sided micro-edge, anti-reflection, 500 nits, 98% DCI-P3, Non-touch</p>
<p>11th Gen Intel® Core™ i5/i7/i9 (up to 65W)</p>	<p>Processor</p>	<p>12th Gen Intel® Core™ i5/i7/i9 (up to 65W)</p>
<p>Up to 128 GB DDR4-2400 SDRAM memory (expandable to 128 GB (4 DIMM slots))</p>	<p>Memory</p>	<p>Up to 128 GB DDR5-4000 SDRAM memory (expandable to 128 GB (4 DIMM slots))</p>
<p>NVIDIA® GeForce RTX™ 3080 (8 GB GDDR6X dedicated) NVIDIA® Max-Q NVIDIA® GeForce RTX™ 3060 (6 GB GDDR6X dedicated) NVIDIA® Max-Q NVIDIA® GeForce RTX™ 3050 (4 GB GDDR6 dedicated) NVIDIA® Max-Q NVIDIA® GeForce® GTX 1650 (4 GB GDDR6 dedicated) NVIDIA® Max-Q</p>	<p>GraphicS</p>	<p>NVIDIA® GeForce RTX™ 3060 (6 GB GDDR6X dedicated) NVIDIA® Max-Q NVIDIA® GeForce RTX™ 3050 (4 GB GDDR6 dedicated) NVIDIA® Max-Q NVIDIA® GeForce® GTX 1650 (4 GB GDDR6 dedicated) NVIDIA® Max-Q</p>
<p>16MP binning camera</p>	<p>Camera</p>	<p>16MP binning HP Presence</p>

HP Chromebase All-in-One Desktop

The First Chrome OS All-in-One
with a Rotating Display



HP Chromebase All-in-One Desktop

Designed for anywhere in the Home

- Small footprint
- Adaptable Design
- Promotes learning and Family sharing

Familiar Google / Chrome Interaction

- Familiar Chrome experience for Kids
- Seamless experience from Android Mobile
- Simple, easy to use

Family Friendly

- User profiles management
- Privacy Webcam & Mic
- Parental control and monitoring
- HP SW Experience

Entertaining

- B&O Audio
- Portrait or landscape mode to fit apps
- 5 MP webcam for video calls
- Google Assistant



Rotating Display



All-in-One Design



Privacy Camera/Switch

Chrome Sustainability

Small Steps to Big Change

HP is recognized for its leadership in creating a sustainable impact on the planet, people, and communities, and has the World's Most Sustainable PC Portfolio. From sustainably sourced packaging to environmentally friendly water-based paint, our Chrome products are taking small steps now to ensure big change in the future.



Recycled Materials

Recycled polyester on the base



Sustainably Sourced Packaging



ePEAT Silver Certification



Energy Star Certified

HP M24 & M27 Webcam Monitors

Work. School. Fun. It all looks good from here.



World's First Consumer Monitors with an Integrated 5MP Camera¹

Be seen clearly with the new 24" and 27" conferencing monitors with an integrated 5-megapixel camera with crystal clear audio and noise cancelling microphones.



World's First Conferencing Monitors with Software-Controlled Webcam and Audio²

Make yourself look as good as you should. HP Display Center gives you control of how you look and sound.



Clear Desk. Clear Mind.

Connect with success and disconnect from the mess with a most simple setup. Just plug in and power up to 65W using one USB-C^{®3} cable.



Designed for Comfort

Adjust the height just right with 100mm range, swivel the angle into position. Designed to reduced eye strain with HP Eye Ease with Eyesafe[®] Certification.



Looks Good. Does Good.

Both the display and stand are made with 85% PCR with 5% OBP⁵ and the packaging is sustainably sourced and recyclable⁶.



THANK YOU