



# THE ULTIMATE MOBILE WORKSTATION LINEUP, HP ZBOOKS Gen 8

ZBOOK STUDIO, ZBOOK FIREFLY, ZBOOK FURY,  
AND ZBOOK POWER



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Advanced Computing & Solutions**

# WORK WILL NEVER BE THE SAME

ABILITY TO WORK EVERYWHERE IS A NECESSITY, NOT A LUXURY



**MORE DISTRIBUTED**

**52%**

employees will WFH some or all the time, according to HR<sup>1</sup>



**LESS BIZ TRAVEL**

**51%**

Fortune CEOs never expect travel to return to pre-pandemic levels<sup>2</sup>



**MORE THREATS**

**77%**

ITDMs agree more remote work means more vulnerabilities<sup>3</sup>



**NOT READY**

**45%**

ITDMs are not fully set up to support remote work<sup>4</sup>

# WE PROUDLY DESIGN A SANITIZABLE PC PORTFOLIO<sup>31</sup>



HP EASY  
CLEAN<sup>8</sup>

*HP Easy Clean<sup>8</sup> disables the touchscreen, keyboard, and clickpad at the touch of a button to clean without powering off.*

## TESTED TO ENDURE 1 000 WIPE CYCLES<sup>9</sup>

All ZBook PCs are designed to be wiped down using many commonly available household disinfecting and cleaning wipes<sup>9</sup> using the HP cleaning guidelines.



## Sanitizable PC

Withstands  
1,000 cycles  
of disinfection  
with household  
wipes<sup>9</sup>



51%  
of ITDMs

Prioritizing  
computers that you  
can sanitize/wipe  
down<sup>10</sup>





# PROTECT YOUR CONFIDENTIAL ASSETS

with the world's most secure workstations<sup>11</sup>

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DETECT IF SOMEONE HAS TRIED TO OPEN  
THE BACK COVER OF YOUR DEVICE

Thanks to **Tamper Lock**<sup>12</sup> intrusion detection system\*

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FIND YOUR MISSING LAPTOP EVEN WHEN  
IT'S TURNED OFF

Using the new **Tile™**<sup>13</sup> feature

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KEEP VISUAL HACKERS IN THE DARK

Instantly block prying eyes by making your screen appear to  
have a copper reflective finish when viewed from the side with  
**HP Sure View Reflect**<sup>14</sup>





# HAVE CONFIDENCE IN RELIABILITY & SECURITY

STARTING WITH DURABLE CONSTRUCTION\*

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120K

HOURS INCLUDED IN THE  
HP TOTAL TEST PROCESS<sup>15</sup>

UNDERGOES MIL-STD 810H TESTS<sup>16</sup>

ZBOOK-SPECIFIC SYSTEM  
VALIDATION PROTOCOL

CHECKING COMPONENTS THROUGH  
FUNCTIONAL & SYSTEM  
INTEGRATION TESTING

\*Final testing to occur later this year

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# REDUCE, REUSE, RECYCLE

## BETTER SUSTAINABILITY

50%  
RECYCLED  
PLASTICS

### DEVICE

Speaker enclosure made from 50% recycled material, including ocean-bound plastics<sup>31</sup>

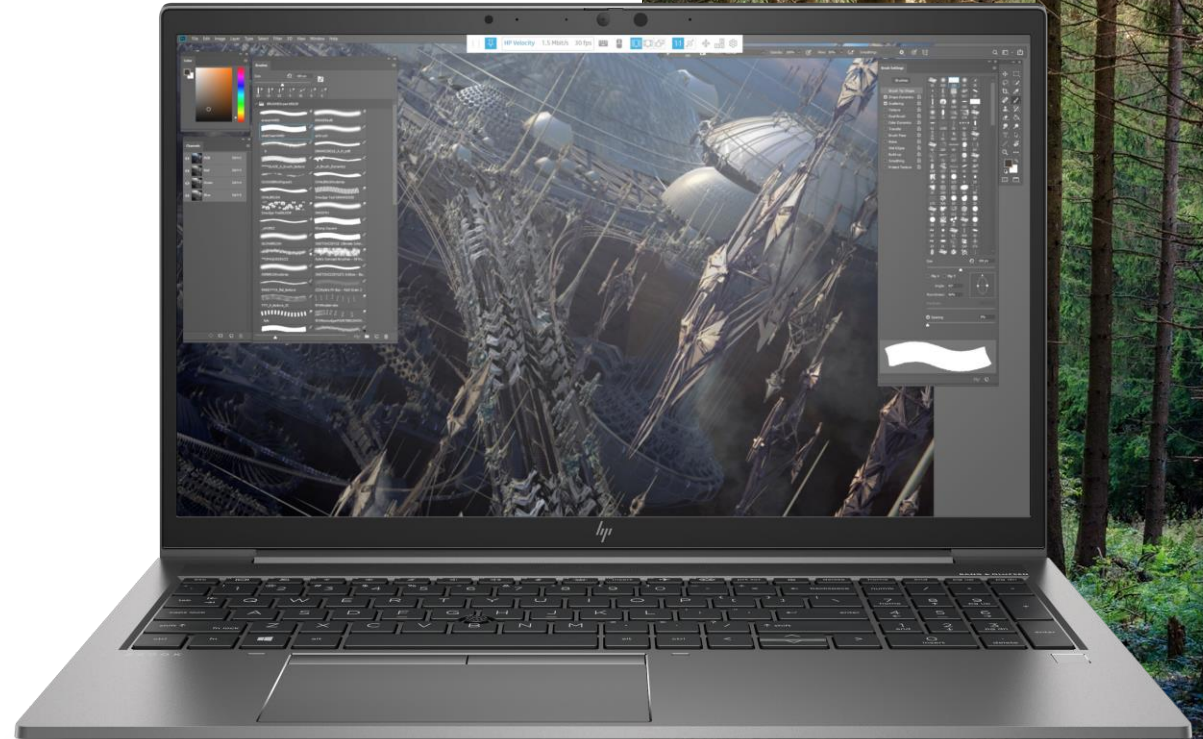
Backlit keyboard keycaps made from 50% recycled DVDs

100%  
SUSTAINABLE  
BOX/CUSHION

### PACKAGING

Outer box & fiber cushions are 100% sustainably sourced\*

\*100% outer box packaging made from sustainably source certified and recycled fibers. Fiber cushions made from 100% recycled wood fiber and organic material. Any plastic cushions are made from >90% recycled plastic.



RECYCLED METAL COVERS

55% Stamped Aluminium

75% CNC Aluminium



# ZBOOK PORTFOLIO

BEST PERFORMANCE

BEST FOR 2D

ZBook Firefly  
14 & 15.6



BEST FOR 3D, VR  
& DATA SCIENCE

ZBook Fury  
15 & 17



THE STANDARD FOR 3D,  
GRAPHICS & VIDEO  
ZBook Studio

BEST FOR STEAM STUDENTS

ZBook Power



BEST MOBILITY

BEST COST/PERFORMANCE







# DO WHAT YOU WANT, WHEN YOU WANT

## DESIGNED WITH THE POWER TO FREE YOUR CREATIVE MIND

### PERFORMANCE WITHOUT SACRIFICE








Get the world's most powerful laptop of its size<sup>1</sup> with **NVIDIA Ampere** graphics and latest 11<sup>th</sup> gen Intel processor TGL vPro without sacrificing **a thin and light design**.

### DESIGN WITH CONFIDENCE

The **120hz refresh rate HP DreamColor** display provides certainty that your design is right the first time with A billion on-screen colors<sup>19</sup>, **100% DCI-P3**, and end-to-end color accuracy with **Pantone® Validation**.<sup>20</sup>



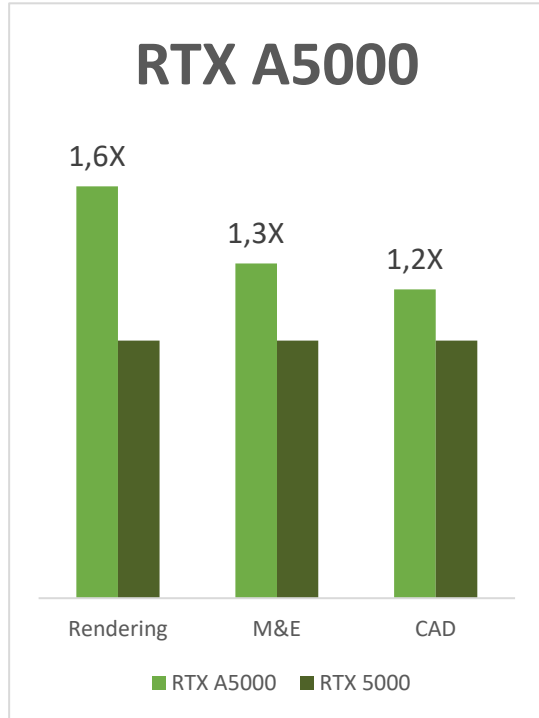
# NVIDIA MOBILE WORKSTATION PRODUCTS

| Current Generation  | New Generation  |
|---|---|
| Quadro RTX5000 (16GB)  | NVIDIA RTX A5000 (16GB)  |
| Quadro RTX4000 (8GB)   | NVIDIA RTX A4000 (8GB)   |
| Quadro RTX3000 (6GB)   | NVIDIA RTX A3000 (6GB)   |
| Quadro T2000 (4GB)  | NVIDIA RTX A2000 (4GB)   |
| Quadro T1000 (4GB)  | NVIDIA T1200 (4GB)  |
| Quadro P620 (4GB)   | NVIDIA T600 (4GB)   |
| Quadro P520 (4GB)   | NVIDIA T500 (4GB)   |

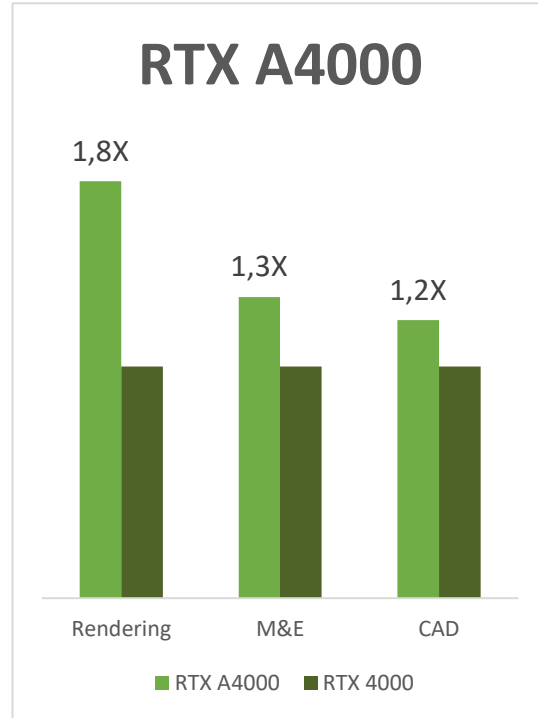
# LEAPS IN GEN-TO-GEN PRODUCTIVITY

## Laptop GPUs Compared to Turing Generation

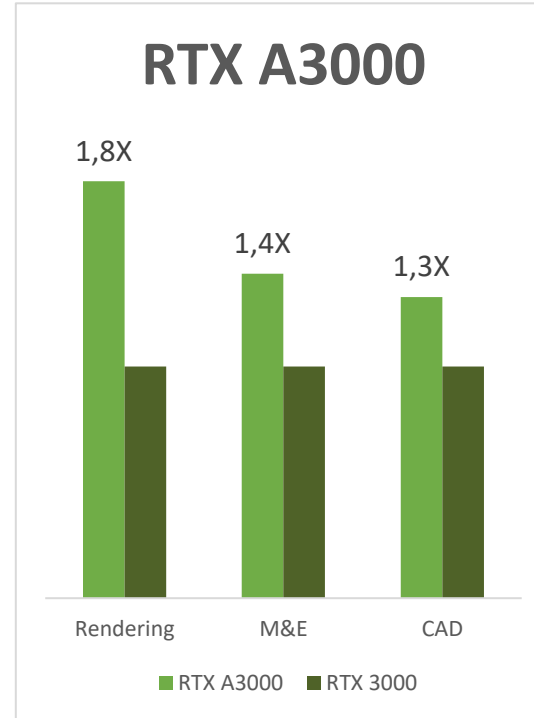
Up to 60% faster gen-to-gen



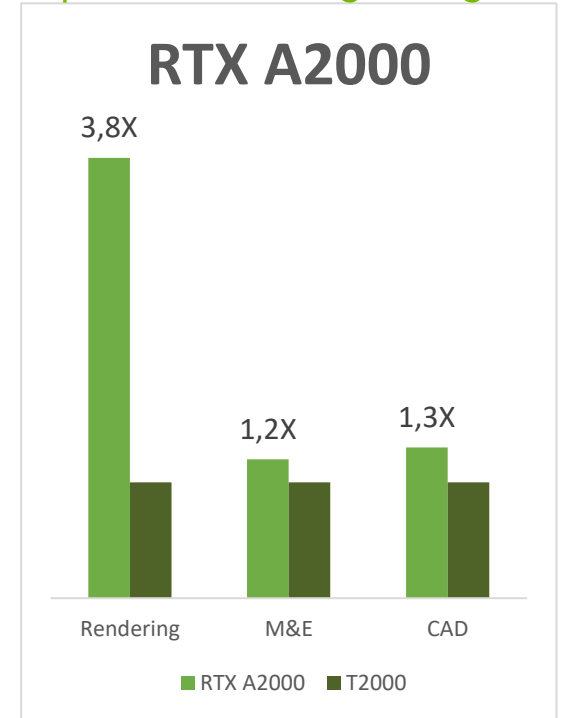
Up to 80% faster gen-to-gen



Up to 80% faster gen-to-gen



Up to 280% faster gen-to-gen



Tests run on Intel Core i7-10750H. 16GB system memory. Win 10 E x64. NVIDIA driver 461.75 MSHybrid.  
Rendering - Keyshot viewer scores, M&E tests - Maya SPECviewperf 2020 scores, CAD tests - SOLIDWORKS SPECviewperf 2020 scores.





# FURY LAPTOP GPU GUIDE

HP COMPARISON

| GPU PERFORMANCE STEP-UPS*                                  | Up to 5X vs CPU integrated graphics (4GB GDDR6 memory) | Up to 1.5X vs T1200 (4GB GDDR6 memory) | Up to 1.35X vs A2000 (6GB GDDR6 memory) | Up to 1.25X vs A3000 (8GB GDDR6 memory) | Up to 1.15X vs A4000 (16GB GDDR6 memory) | Up to 1.3x A2000 (8GB GDDR6 memory) |
|--|--|--|---|---|--|-------------------------------------|
| <b>Z FURY G8</b>   | NVIDIA T1200   | NVIDIA RTX™ A2000 <sup>VR</sup>        | NVIDIA RTX™ A3000 <sup>VR</sup>         | NVIDIA RTX™ A4000 <sup>VR</sup>         | NVIDIA RTX™ A5000 <sup>VR</sup>          | AMD RADEON PRO W6600M <sup>VR</sup> |
| For users or workflows that require ISV certified graphics |  |  |   |   |  |                                     |

HOW YOU WORK

| GPU BENEFITS FOR WORKFLOWS | <p>Mainstream creative design, 3D models, scenes, &amp; assemblies</p> <p>Pro App Tuning</p> <p>Pro entry creation/design</p> <p>Lightweight gaming</p> | <p>3D model development, simulation for CAE, photoreal rendering, &amp; accelerated deep learning</p> <p>New RTX Ray tracing</p> <p>3D creation/design</p> <p>Pro Game-engine Use</p> | <p>Work large 3D models, scenes, assemblies, drive VR experiences, speed up real-time photoreal rendering, ray tracing, inferencing &amp; deep learning</p> <p>Pro Physics/Simulation</p> <p>Pro 3D modeling</p> <p>Mainstream gaming</p> <p>Pro VR</p> | <p>Real-time interactive work with larger 3D projects, starting point for AI and Data Science models, speed up real-time photoreal rendering, ray tracing, inferencing &amp; deep learning</p> <p>Pro Content creation</p> <p>Pro Data Science</p> | <p>Real-time interactive work with larger 3D projects, larger AI and Data Science models, graphics visualization, speed up real-time photoreal rendering, ray tracing, inferencing &amp; deep learning</p> <p>Pro intensive Data Science &amp; AI acceleration</p> <p>Richest pro creation, design, and modeling</p> | <p>Work with large 3D models, scenes, and assemblies</p> <p>Hardware Ray Tracing</p> <p>Double-rate FP16</p> <p>Pro App Tuning</p> <p>Pro creator / designer</p> <p>Mainstream gaming</p> |
|----------------------------|---|---|---|--|--|---|
| SOFTWARE STARTING POINT    |   |   |   |  |  |   |



# STUDIO NVIDIA LAPTOP GPU UP-SELL

\*Based on early HP sample testing – actual performance step-up available soon.

## HP ADVANTAGE

|   |  |  |   |   |  |   |   |  |
|---|--|--|---|---|--|---|---|--|
| <b>NVIDIA GPU PERFORMANCE STEP-UPS*</b><br><br> | Up to 5X vs CPU integrated graphics (4GB GDDR6 memory) | Up to 1.5X vs T1200 (4GB GDDR6 memory) <sup>VR</sup> | Up to 1.35X vs A2000 (6GB GDDR6 memory) <sup>VR</sup> | Up to 1.25X vs A3000 (8GB GDDR6 memory) <sup>VR</sup> | Up to 1.15X vs A4000 (16GB GDDR6 memory) <sup>VR</sup> | Similar to A3000 (6GB GDDR6 memory) <sup>VR</sup> | Similar to A4000 (8GB GDDR6 memory) <sup>VR</sup> | Similar to A5000 (16GB GDDR6 memory) <sup>VR</sup> |
|   | T1200  | RTX™ A2000   | RTX™ A3000  | RTX™ A4000  | RTX™ A5000   | GeForce™ RTX 3060                                 | GeForce™ RTX 3070                                 | GeForce™ RTX 3080                                  |

For users or workflows that require ISV certified graphics

## HOW YOU WORK

|                                   |   |  |   |  |  |   |   |  |
|-----------------------------------|---|--|---|--|--|---|---|--|
| <b>GPU BENEFITS FOR WORKFLOWS</b> | <b>Mainstream creative design, 3D models, scenes, &amp; assemblies</b><br>Pro App Tuning<br>Pro entry creation/design<br>Lightweight gaming | <b>3D model development, simulation for CAE, photoreal rendering, &amp; accelerated deep learning</b><br>New RTX Ray tracing 3D creation/design<br>Pro Game-engine Use | <b>Work large 3D models, scenes, assemblies, drive VR experiences, speed up real-time photoreal rendering, ray tracing, inferencing &amp; deep learning</b><br>Pro Physics/Simulation<br>Pro 3D modeling<br>Mainstream gaming<br>Pro VR | <b>Real-time interactive work with larger 3D projects, starting point for AI and Data Science models, speed up real-time photoreal rendering, ray tracing, inferencing &amp; deep learning</b><br>Pro Content creation<br>Pro Data Science | <b>Real-time interactive work with larger 3D projects, larger AI and Data Science models, graphics visualization, speed up real-time photoreal rendering, ray tracing, inferencing &amp; deep learning</b><br>Pro intensive Data Science & AI acceleration<br>Richest pro creation, design, and modeling | EDU Physics/Simulation<br>3D Modeling<br>Gaming, VR | Rich content creation<br>Richer Gaming VR<br>Data Science | Best AI acceleration<br>Richer Gaming VR<br>Richer prosumer modeling |
| <b>SOFTWARE STARTING POINT</b>    |   |  |   |  |  |   |   |  |









# POWER LAPTOP GPU UP-SELL

\*Based on early HP sample testing – actual performance step-up available soon.

HP ADVANTAGE

|   |  |  |  |
|---|--|--|--|
| <b>NVIDIA GPU PERFORMANCE STEP-UPS*</b> | Up to 3X vs CPU integrated graphics (4GB GDDR6 memory) | Up to 5X vs CPU integrated graphics (4GB GDDR6 memory) | Up to 1.5X vs T1200 (4GB GDDR6 memory)  |
|   | <b>POWER G8</b>  | NVIDIA T600  | NVIDIA T1200<br><i>For users or workflows that require ISV certified graphics</i>  |

HOW YOU WORK

|                            |   |  |  |
|----------------------------|---|--|--|
| GPU BENEFITS FOR WORKFLOWS | Entry creative design, 3D models, scenes, & assemblies<br>CAD drawings<br>3D design<br>Editing and video<br>Programming | Mainstream creative design, 3D models, scenes, & assemblies<br>Pro App Tuning<br>Pro entry creation/design<br>Lightweight gaming | 3D model development, simulation for CAE, photoreal rendering, & accelerated deep learning<br>New RTX Ray tracing<br>3D creation/design<br>Pro Game-engine Use |
| SOFTWARE STARTING POINT    |                                     |   |   |



# FIREFLY LAPTOP GPU UP-SELL



\*Based on early HP sample testing – actual performance step-up available soon.

HP COMPARISON

**NVIDIA GPU  
PERFORMANCE  
STEP-UPS\***

Up to 3X vs CPU integrated graphics  
(4GB GDDR6 memory)

**Z FIREFLY G8**

T500 4gb

HOW YOU WORK

GPU  
BENEFITS  
FOR WORKFLOWS

Lightweight creative and design workflows involving 3D models

Heavy Office Tools Use

Creative 2D edit/design

Entry 3D design and 3D design review

SOFTWARE  
STARTING POINT

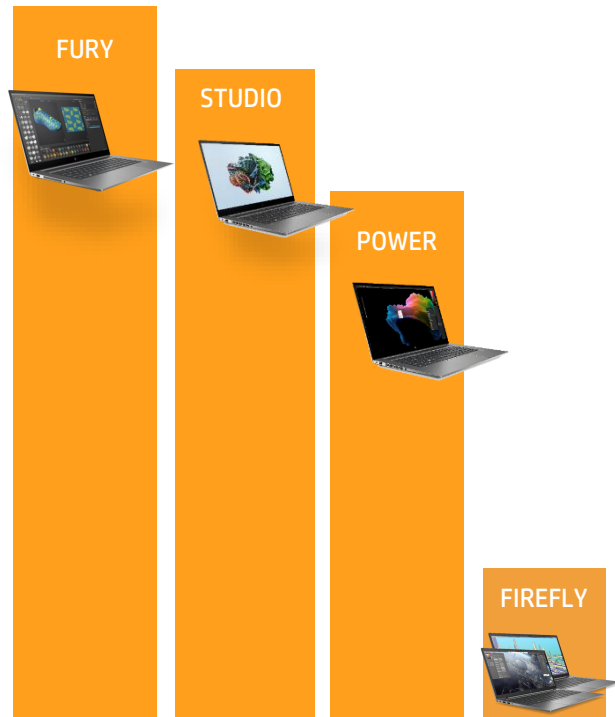




# ZBOOK PORTFOLIO

## BY SEGMENT & WORKFLOW DEMANDS

### Z Book Portfolio Workflow Positioning



**ARCHITECTURE,  
ENGINEERING,  
CONSTRUCTION**  
Architects, VR developers  
& end user



**PRODUCT DESIGN  
MANUFACTURING**  
Product Designers,  
Data Science (analyst,  
data scientists), Creative Pro  
(freelancers, digital artists)



**MEDIA &  
ENTERTAINMENT**  
Product Designers, Data Science  
(analyst, data scientists), Creative Pro  
(freelancers, digital artists)



**EDUCATION**  
Product Designers, Data Science  
(analyst, data scientists),  
Creative Pro  
(freelancers, digital artists),  
professors, lecturers, students



**FINANCIAL  
SERVICES**  
Data Science  
(analyst, data scientists)

