



Blending Business Chic with Functionality, HP Unveils HP ProBook Notebook PC Line



Editorial contacts:

Manuel Linnig, HP
+41 22 780 4140
manuel.linnig@hp.com

Hannah Dickson
Porter Novelli for HP
+33 476 84 49 64
hannah.dickson@porternovelli.fr

Hewlett-Packard Europe
150 Route du Nant-d'Avril
CH-1217 Meyrin 2
Geneva, Switzerland
www.hp.com

GENEVA, Switzerland, April 28, 2009 – HP today announced a new brand of affordable notebook PCs that merge business functionality with elegant design to stand out from the crowd.

The [HP ProBook series](#) joins the award-winning [HP EliteBook series](#) to form one of the most versatile business notebook portfolios in the industry. Inspired by minimalism, the design of the new HP ProBook series combines matte and glossy surfaces while stripping out the extraneous, leaving only a stylish and clean look.

Distinguished by a choice of merlot or glossy noir finishes, a unique keyboard design and a set of professional innovations previously found only on higher-priced models, the HP ProBook series delivers HP's best combination of business features, functionality and value.

"The stunning HP ProBook s-series delivers exceptional style and aggressive pricing that will captivate small and medium business users," said Charl Snyman, vice president, Personal Systems Group, HP EMEA. "But it's not just about good looks or low cost, the HP ProBooks deliver the right blend of features and professional innovations to provide a great user experience."

The standard series (s-series) of the new HP ProBook models incorporate a mercury-free design, and features high-definition (HD)⁽¹⁾ LED backlit displays in a choice of 15.6-inch and 17.3-inch diagonal widescreen sizes.

The keyboard's innovative layout provides a visually open and spacious keyboard with keys raised from the surface. Usability is the same as with traditional keyboards and the raised surface means fewer places for dirt and dust to hide, making it easy to clean and more maintenance free than ever before.

Select HP ProBook models incorporate the latest in wireless connectivity with [HP Mobile](#)

[Broadband](#). Built-in Qualcomm Gobi technology enables HP notebooks to use a single module, the HP un2400, to support multiple mobile broadband network technologies and mobile operators.⁽²⁾ This increases users' international roaming options and offers greater choice and flexibility in choosing a mobile data plan.

In addition to Microsoft® Windows® operating system offerings, select HP ProBook s-series models will offer Novell SuSE Linux Enterprise Desktop 11 preinstalled. SuSE Linux is an easy-to-use open source operating system that gives users the connectivity, usability and features they expect.

[HP Professional Innovations](#) included on the ProBook s-series include [HP QuickLook 2](#) software, which provides access to e-mail, calendar, task and contact information within seconds at the touch of a button.⁽³⁾ The [HP SpareKey](#) feature addresses the hassle of forgotten passwords by using a sequence of three predetermined personal identification questions to gain immediate entry into the system.⁽⁴⁾ For added data security, [File Sanitizer for HP Protect Tools](#) permanently deletes individual files, folders and personally identifiable information from the notebook, which also allows customers to recycle the notebook with confidence that their business data has been removed.

Designed for recyclability, the ProBook s-series has been engineered for reduced impact on the environment by eliminating or reducing substances of concern, using fewer resources and reducing energy consumption.

The entire HP ProBook portfolio holds an Electronic Products Environmental Assessment Tool (EPEAT®) silver rating and is ENERGY STAR® qualified for energy savings. HP ProBook models configured with the Microsoft Windows operating system include a power management capability to save energy by automatically switching the PC into a low-power mode after a period of inactivity. Energy-saving [HP Smart AC Adapters](#) allow the notebooks to automatically make power adjustments as needed. Additionally, more than 90 percent of HP notebook PCs (by weight) are recyclable or recoverable (do not go to a landfill).

Infusing style into everyday business

The HP ProBook s-series includes:

[HP ProBook 4510s and HP ProBook 4515s](#) – Offer a 15.6-inch diagonal 16:9 HD widescreen LED backlight display. Customers can select the optional HP Mobile Broadband connectivity with built-in Gobi technology,⁽²⁾ while standard Wi-Fi certified WLAN⁽⁶⁾ and optional integrated Bluetooth wireless technology⁽⁵⁾ round out the wireless connectivity technologies. They also feature an integrated numeric keypad. The notebooks include a choice of Intel (4510s) or AMD (4515s) processors to meet high demands for performance and connectivity and choice of discrete or UMA graphics.

[HP ProBook 4710s](#) – Features a 17.3-inch diagonal 16:9 HD+ widescreen LED backlight display, the largest of the lineup. For more graphics-intensive environments, the notebook includes the ATI Mobility Radeon HD 4330, with up to 512 megabytes of GDDR2 for video memory. It also features the latest Intel Core™ 2 Duo processors and optional integrated Bluetooth wireless technology.⁽⁵⁾ The notebook incorporates an HDMI port to connect to HD displays, as well as an integrated numeric keypad.

The [HP USB 2.0 Docking Station](#) is a compatible accessory for the HP ProBook s-series. In just one step, users are connected to their keyboard, mouse, monitor, printer and other



accessories, and they are able to get video, audio, network connectivity and up to four universal serial bus (USB) connected devices working at the same time.

Pricing and availability⁽⁷⁾

Estimated EMEA street pricing starts at €319 (excluding VAT). Notebook availability varies by country. The merlot color option is only available on 4510s and is expected to be available in July. The HP USB 2.0 Docking Station is available now for €125 (excluding VAT).

HP is extending its recently announced zero percent financing promotions that make it simple and affordable for small businesses to continue investing in the technology that can help them increase efficiency and grow their businesses. Offered through [HP Financial Services](#), the company's asset management services and leasing subsidiary, the two promotions provide customers the choice to either lease or own products.

More information about the HP ProBook s-series product specifications, images and other HP mobility solutions is available in an online press kit at <http://www.hp.com/go/mobility2009> or at <http://www.hp.com/personal>.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

⁽¹⁾ HD content required to view HD images.

⁽²⁾ Gobi and Broadband technologies require separately purchased wireless data service contracts. Check with local service provider for coverage and availability.

⁽³⁾ HP QuickLook 2 is accessible when the notebook is off or in hibernation from Microsoft Windows XP or Microsoft Windows Vista®. Timings may vary depending on the system configuration and state.

⁽⁴⁾ Requires initial user setup.

⁽⁵⁾ Optional items sold separately or as add-on features.

⁽⁶⁾ Wireless access point required and is not included. Availability of public wireless access points is limited. Wireless Internet use requires separately purchased Internet service contract.

⁽⁷⁾ Estimated street prices, actual pricing may vary.

AMD and ATI Mobility Radeon are trademarks of Advanced Micro Devices Inc. Intel and Intel Core are trademarks of Intel Corp. in the United States and other countries. Microsoft, Microsoft Windows, Windows XP and Windows Vista are U.S. registered trademarks of Microsoft Corp. Bluetooth is a trademark owned by its proprietor and used by Hewlett-Packard Company under license. ENERGY STAR is a U.S. registered mark owned by the U.S. Government.

This news release contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2009 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2008. HP assumes no obligation and does not intend to update these forward-looking statements.



© 2009 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

