

intel  
vPRO

# Unleashing AI Potential: Optimizing Performance with HP Intel Hardware



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it  
starts  
with

intel

# Refresh your PC Fleet now, be AI ready

## Introducing Intel® Core™ Ultra for Business End Users

- Biggest architecture update in 40 years
- Ushering in AI PC era



## Raising the bar with Intel vPro® for IT

- Bringing productivity, security, manageability, and stability to help IT manage PC transitions with confidence



## New Experiences



### AI PC Acceleration Program

100+ ISVs  
addressing what business  
users want and need



Windows 11 Pro



Copilot



# It's time to elevate your customer conversations and drive PC refresh



## Drive Sales Growth with Intel-Based AI PCs and Intel vPro Devices!

### Capitalize on Windows 10 End of Service:

Encourage customers to refresh their PCs as support for Windows 10 ends.

### Address Key Pain Points:

Focus on productivity, security, and PC manageability to meet customer needs.

### Future-Proof Investments:

Show customers how AI PCs and Intel vPro can secure their investments for the future.



## Unlock New Possibilities with Our AI PC Acceleration Program!

### Ease Customer Pain Points:

Streamline processes and enhance performance with AI-driven solutions.

### Enable New User Experiences:

Deliver innovative and seamless experiences that set you apart from the competition.

# AI use cases are becoming more tangible

Automate busy work to focus on what matters

Summarize documents

Automate meetings

Research the web

Do important tasks better and faster than ever

Auto-create PowerPoint

Build formulas in Excel

Find trends in data

Do what was previously impossible

Real-time translations

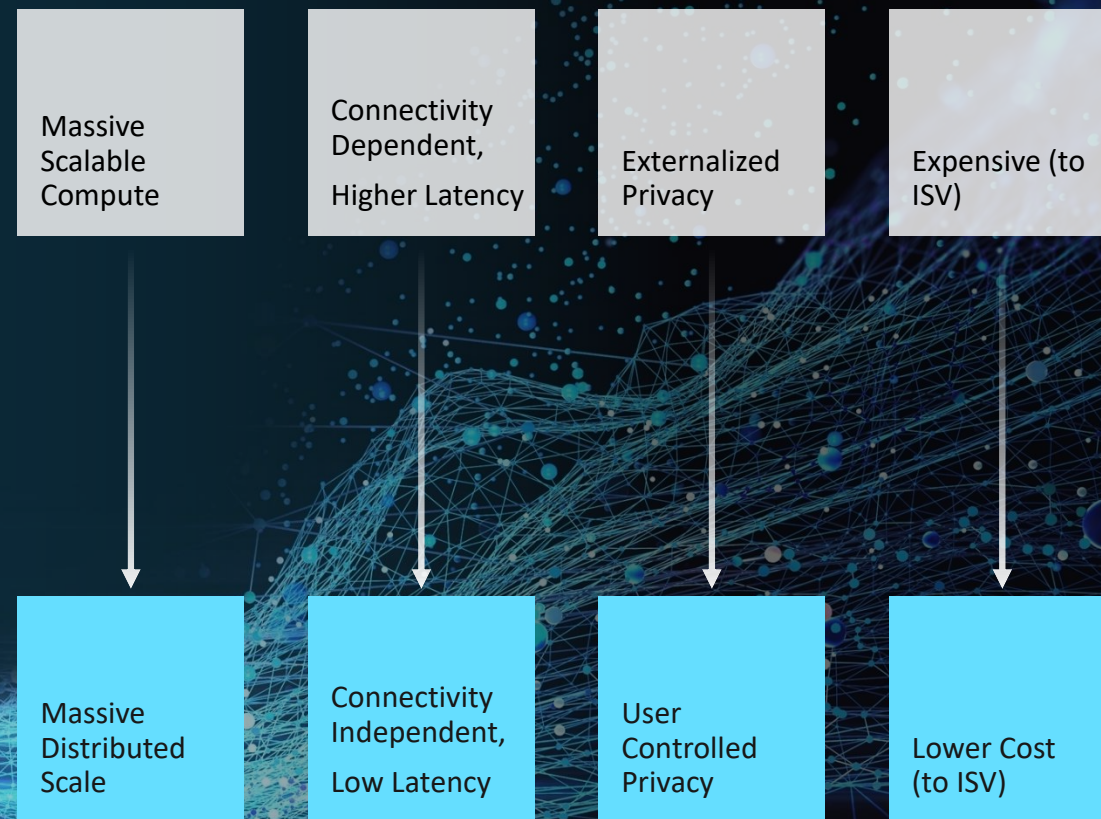
Generate images/videos

Instant access to data



# AI is Everywhere

## Today: Cloud



## Tomorrow: Cloud + Client + Edge





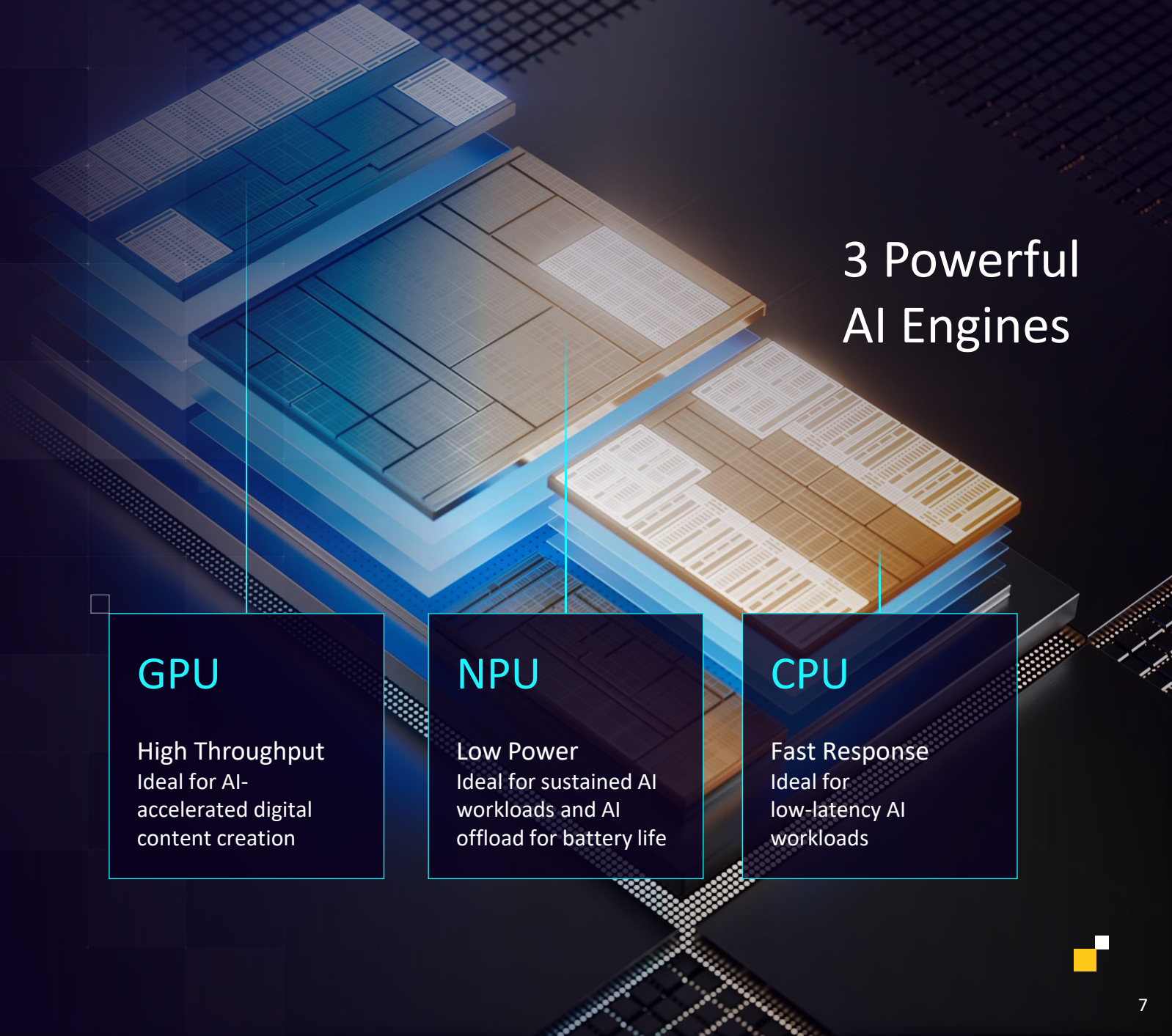
# New AI PC Era Powered by Intel® Core™ Ultra Processors

The Biggest Architecture Update  
In 40 Years Driving the Future of  
Computing at All Organizations



□ Intel AI portfolio

# AI PC powered by Intel® Core™ Ultra processors



3 Powerful  
AI Engines

## GPU

High Throughput  
Ideal for AI-  
accelerated digital  
content creation

## NPU

Low Power  
Ideal for sustained AI  
workloads and AI  
offload for battery life

## CPU

Fast Response  
Ideal for  
low-latency AI  
workloads







## Introducing Intel® Core™ Ultra Processors for Business Users

Up to

**47%**

better office  
app productivity  
vs 3-year-old PC<sup>1</sup>

Up to

**36%**

processor  
power reduction  
gen-over-gen for  
video conferencing<sup>2</sup>

Up to

**2.2x**

AI performance  
gen-over-gen  
for video editing<sup>2</sup>

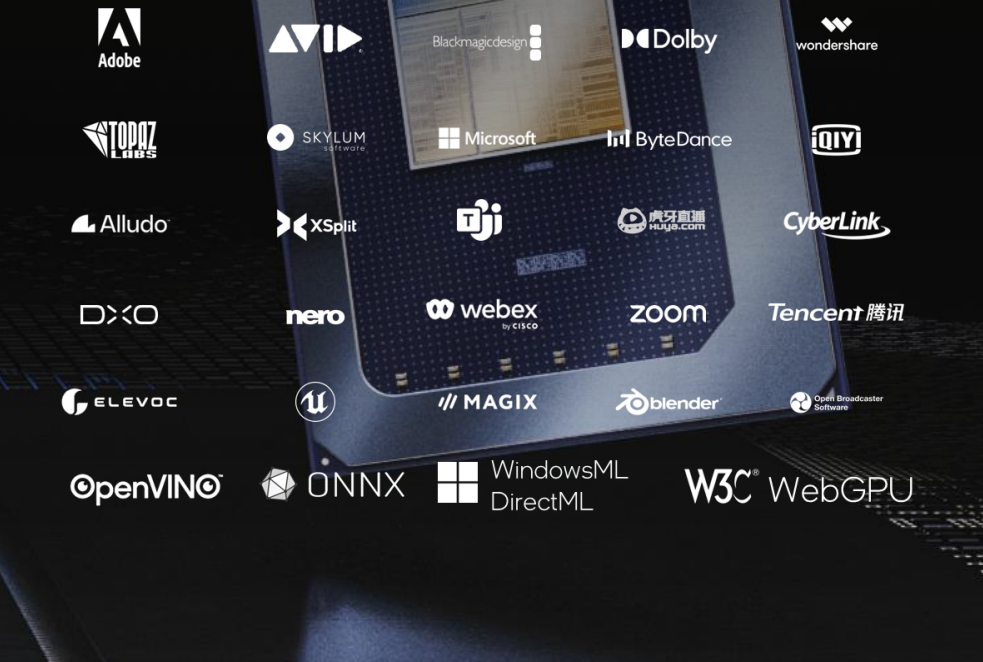
1. Intel® Core™ Ultra 7 165H vs. 11th Gen Intel® Core™ i7-1185G7

2. Intel® Core™ Ultra 7 165U vs. 13th Gen Intel® Core™ i7-1365U

See [www.intel.com/PerformanceIndex](https://www.intel.com/PerformanceIndex) for workloads and configurations. Results may vary.



# AI-Enabled Applications for Intel® Core™ Ultra Processors



**Adobe**  
Premiere Elements  
Photoshop  
Photoshop Lightroom  
Premiere Pro  
After Effects



**Audacity**  
Noise Suppression  
Speech to Text  
Auto Track Splitting  
Vocal Remover  
Remixing



**Blender**  
Generative Texturing  
Denoising Rendering



**Autodesk Arnold**  
Denoising



**Cyberlink Director**  
Sky Replacement  
Anime Selfies



**CrowdStrike**  
AI-enabled Threat Detection



**iQIYI (爱奇艺)**  
Gesture Recognition  
Video upscaling



**Magix Vegas**  
Upscaling  
Colorization  
Image Style Transfer  
Masking



**CrowdStrike**  
AI Greenscreening  
Face Detection  
Smart Scene Framing



**Skylum Luminar**  
Photo Editing



**XSplit VCam**  
Smart Scene Framing  
AI Greenscreening



**Windows Studio Effects**  
Smart Scene Framing  
Eye Gaze Correction  
Low Power Background Blur

Functionality provided by free application plugin ported by Intel® to enable Intel® Core™ Ultra Processor compatibility.

# Unleashing the Capabilities of an AI PC with HP & Intel





# The Intel vPro® Platform

Built for Business. Delivers what users want and what IT needs.

## Productivity

- ✓ New AI experiences
- ✓ Premium connectivity solutions
- ✓ Leadership performance & longer battery life

## Security

- ✓ Silicon assisted threat detection
- ✓ Comprehensive attack prevention
- ✓ Best-in-class security practices<sup>1</sup>

## Manageability

- ✓ Increased visibility into each endpoint
- ✓ Proactive and reactive maintenance
- ✓ New cloud-native solutions

## Stability

- ✓ Application Compatibility
- ✓ Comprehensive platform validation
- ✓ Deployment with confidence



1. As of February 2024, based on security by design principles, prudent handling of vulnerabilities, a robust Intel Platform Update process, an esteemed bug bounty program, as well as internal research through red teams and more. Learn more at [intel.com/security](https://intel.com/security).

# Intel vPro®-based PCs' Collaborative Approach to Security

## CIO/CISO Priorities



Intel®  
Hardware  
Shield

Application & Data  
Protections

Below-the-OS Security

Advanced Threat Protections

Intel® Active  
Management  
Technology

Swiftly Recover from an  
Attack

Intel Security  
Assurance

More Resilience to Emerging  
Threats Post Purchase



# Risk Reduction with Intel vPro® Security

Intel vPro® silicon security offers an estimated

70%

attack surface reduction vs 4-year-old devices<sup>1</sup>

21%

Fewer impactful security events<sup>2</sup>



26%

Lower risk of major PC-related security events<sup>2</sup>



+17%

security team efficiency gains<sup>2</sup>



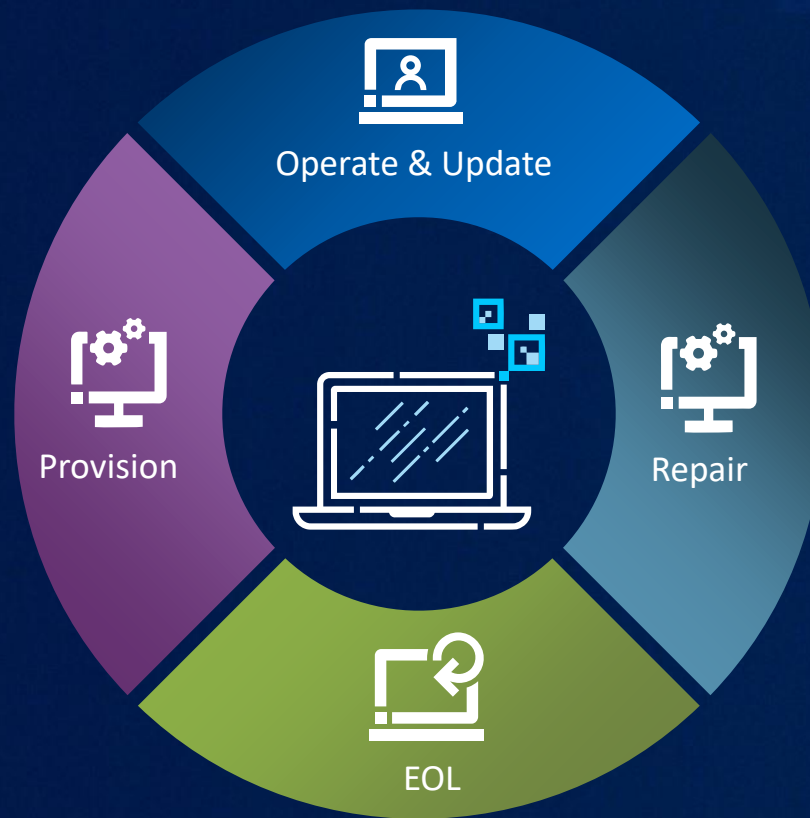
Additional details at [intel.com/performance-vpro](https://intel.com/performance-vpro).

1. Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs.

2. Based on IDC's "The Business Value of Intel Security for PCs" report published March 2023 (commissioned by Intel), which cites greater reported efficiencies around security-related implementations and responses with Intel-based PCs versus other PCs.

# Intel vPro® Provides Modern Manageability from Anywhere

Now with new technologies – supporting the full life cycle



“We’re using Intel® AMT (Active Management Technology) to check security with service packs, in antivirus and other software. We collect and analyze the information from AMT so we can improve our security risk awareness”

– IT, Manager, government



# Intel vPro® Customer Remediation

## Blue Screen Outage



Intel vPro® out-of-band (OOB) remote access provides IT Administrators the capability to **remotely** recover systems affected by blue screen issues.

For IT-managed devices using Intel vPro® with Intel® Active Management Technology (Intel® AMT) activated, following the [How-to guide](#) may help IT address and resolve the blue screen issue to minimize additional downtime.

One of the largest banks in Mexico leveraged Intel® EMA and Intel® AMT remote modern manageability and achieved a 100% success rate in resolving blue screen issues on Intel vPro devices.

A major airline was able to recover systems because of its use of Intel vPro, resulting in less than 1% of flight cancellations.

A leading healthcare provider quickly recovered remote-impacted devices utilizing Intel EMA and Intel AMT on Intel vPro. Devices without Intel vPro had to be shipped for repair.

One of the largest retailers in Australia said, “vPro and AMT saved us.” They recovered their point-of-sale systems in stores to full service.

A large law firm in North America was quickly able to recover its devices by leveraging its deployment of Intel AMT and Intel EMA on Intel vPro.

Intel® Active Management Technology or Intel® AMT  
Intel® Endpoint Management Assistant or Intel® EMA

# Lunar Lake

Flagship SoC for the  
next gen of AI PCs

Breakthrough  
x86 power  
efficiency

Up to 40% lower SoC  
power\*

Exceptional  
core  
performance

Similar ST perf at  
half the power\*

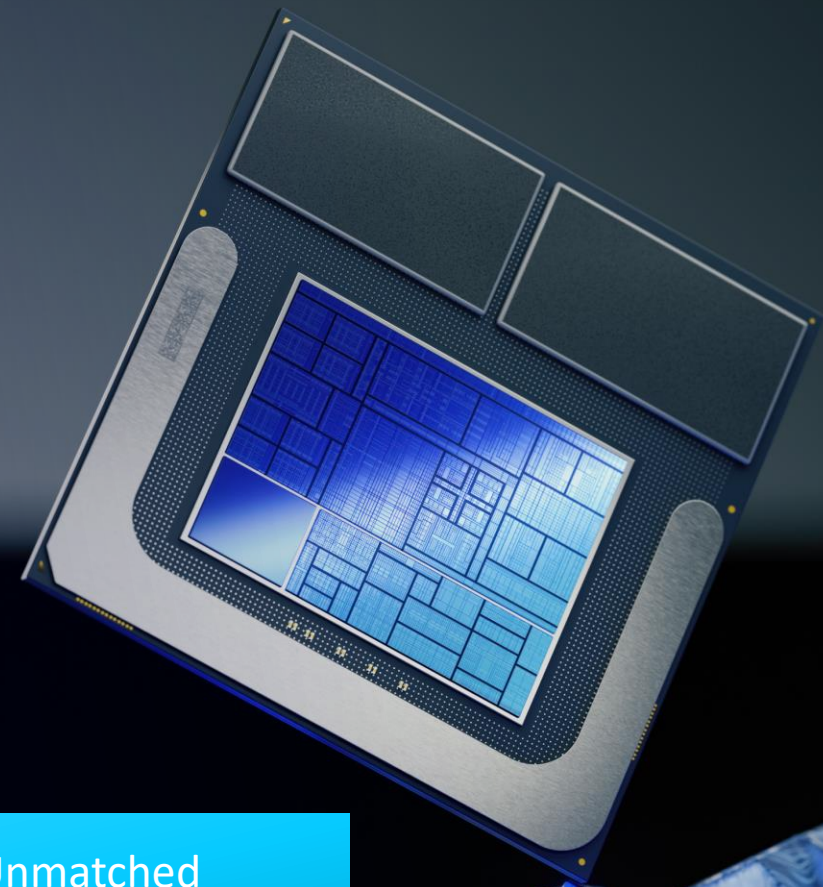
Massive  
leap in  
graphics

Up to 1.5X better  
graphics\*

Unmatched  
AI  
compute

Up to 120  
platform TOPS

\*Versus Intel's previous gen. For more information, go to  
<https://edc.intel.com/content/www/us/en/products/performance/benchmarks/computex-2024>.





# Unmatched AI Compute











Up to <b>120</b> platform TOPS	GPU	Up to <b>67</b> TOPS	XMV & DP4a	Gaming & creator AI
	NPU	Up to <b>48</b> TOPS	Dense vector & matrix math	AI assistants & creation
	CPU	Up to <b>5</b> TOPS	VNNI & AVX	Light AI workloads

# Thank You





# 2024 Business Notebook Portfolio

										
HP Series		Pro		Elite						Dragonfly
200 Series 250 G9R		400 Series 440 / 460 G11		600 Series 630 / 640 / 660 G11		800 Series 830 / x360 830 / 840 / 860 G11		1000 Series 1040 / x360 1040 G11		Dragonfly G4
Compact and <b>reliable, value-packed notebooks</b> with essential business features to help you excel in hybrid work		Power, style and value for growing companies		Build the right configuration for your business with a wide range of configurable features that allow for easy standardization within existing IT environments.		The enterprise notebook that's <b>anything but ordinary</b> with the power, security, and collaboration tools that high-performing, global teams need.		Secure, ultra-light and responsibly crafted with <b>AI acceleration</b> to anticipate and adjust to your workstyle to deliver ultimate <b>performance</b> , comfort and <b>battery life</b> .		Best collaboration and productivity experiences in a lightweight, beautifully designed, secure device
intel. 14" / 15" diagonal		intel.  14" / 16" diagonal		intel.  13" / 14" / 16" diagonal		intel.  13" / x360 13" / 14" / 16" diagonal		intel.  14" / 14" diagonal x360		intel. 13.5" diagonal clamshell
Microsoft Copilot key <sup>52</sup>										
INNOVATIONS & DIFFERENTIATOR PILLARS										
Powered by Poly Studio		Sustainable & Designed for 2 <sup>nd</sup> life		World's Most Trusted PCs		Power & Performance Leadership				



# 2024 ZBook Portfolio – Enhanced by AI

## Designed for professional workflows

AI  
PC

### ZBook Firefly



2D & light 3D workflows, data science model building/AI

Firefly 14"  
intel.

Firefly 16"  
intel.

#### Up level performance. Not size.

Pro-level performance combines with true mobility in this sleek and powerful laptop. Stay productive wherever you're working with AI-accelerated performance<sup>1</sup> that dynamically anticipates and adjusts, delivering exceptional power efficiency and battery life to manage projects from anywhere.

AI  
PC

### ZBook Power



+Medium 3D workflows, 1080P video editing, light rendering/ simulation/data analysis

Power 16"  
intel.

#### Pro-grade performance within reach.

Upgrade to professional, AI-enhanced<sup>1</sup> performance at an unbelievably affordable price. Power up your productivity on this durable yet premium PC with pro-grade components to run pro apps for AI development, 3D modeling and conceptual design with exceptional power efficiency and battery life.

AI  
PC

### ZBook Studio



+Heavy 3D workflows, 4K+ video editing, medium rendering/ simulation/data analysis

Studio 16"  
intel.

#### Powerfully immersive. Perfectly sized.

Be ready when inspiration strikes. Packed with professional, AI-enhanced<sup>1</sup> performance in a sleek PC that easily fits in your bag, ZBook Studio is designed to get you in the zone and help you stay focused. Now you can build complex assemblies, render in real-time or visualize data—from anywhere.

### ZBook Fury



+Multiple heavy workflows simultaneously, VFX & compositing

Fury 16"  
intel.

#### So powerful you'll forget it's a laptop.

Tackle your most intense workflows with the ZBook Fury—offering a desktop class CPU in a laptop. With pro-graphics, complete color accuracy, and enhanced collaboration features you can edit 8K videos, render in 3D or train machine learning models. Experience extreme pro performance—all on the move.





# Combined Excellence



**30+** years of co-engineering  
and collaboration

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**40+** Intel architecture-powered  
HP commercial designs (2023)

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**280 million+**  
Intel-powered HP commercial units  
in circulation (past five years)



# New AI Experiences



Copilot



## Collaboration

- ✓ Smart framing
- ✓ Eye tracking
- ✓ Background removal
- ✓ Noise suppression

## Productivity

- ✓ Document draft
- ✓ Meeting Transcriptions
- ✓ Live captions

## Security

- ✓ Anti-Phishing
- ✓ Security ML on device
- ✓ Memory scanning
- ✓ Ransomware detection

## Content Creation

- ✓ Video editing
- ✓ Text to Image effects
- ✓ Rendering
- ✓ Text to Audio effects

## Accessibility

- ✓ Audio transcription
- ✓ American Sign Language Translation

AI features may require software purchase, subscription or enablement by a software or platform provider, or may have specific configuration or compatibility requirements. Learn more at [intel.com/aipc](https://intel.com/aipc). Performance varies by use, configuration and other details.



# Connectivity with Intel® Platform Technologies

NEW

## Wireless Connectivity

- ✓ Available Intel® Wi-Fi 7 (5 Gig)
- ✓ Intel® Bluetooth® LE Audio

Faster and more responsive connectivity, optimized for collaboration and more secure cloud-connected work from anywhere

## Wired Connectivity

- ✓ Intel® Thunderbolt™ 4
- ✓ Intel® Ethernet

Engineered for enterprise and the hybrid workforce, validated accessories for best-in-class connectivity<sup>2</sup>

## Software

- ✓ Intel® Connectivity Performance Suite<sup>1</sup>
- ✓ Intel® Connectivity Analytics<sup>1</sup>

Intelligent connection manager and unique insights resulting in optimized experiences

1. All features available on Windows only. Not all features are available across all Intel vPro® offerings

2. As of February 2024, details at [intel.com/performance-wired](https://intel.com/performance-wired). Results may vary.