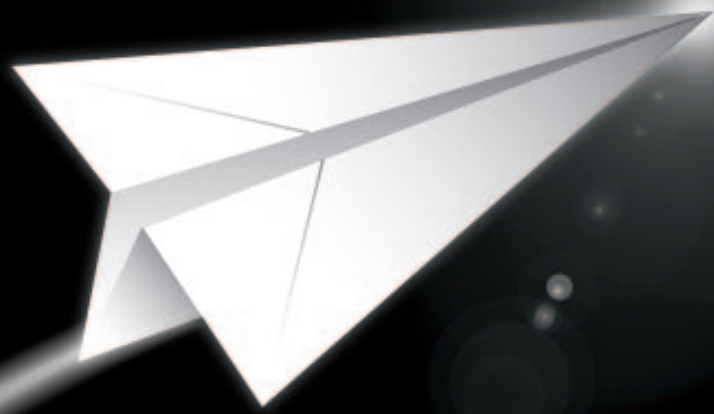


# PUT YOUR BUSINESS IN FULL FLIGHT



HP product guide for small businesses

Spring 2010

THE  
COMPUTER  
IS PERSONAL  
AGAIN.



# BUSINESS AT FULL THROTTLE

Big sky. Small plane? As one of over 12 million small to mid-sized businesses operating throughout Europe, it might feel as if you're a small fish in a big pond. What do you do that sets your business apart from the competition? Whatever industry you're in, the vital difference to developing – and maintaining – your competitive advantage could be sitting right in front of you: the technology you use.

Great technology isn't about products. It's a range of flexible, cost-effective solutions that work hand in hand to make a real difference to your business results and working day. Discover the world of HP and get even more.

## **Expert advice for growing companies**

HP understands small and medium-sized businesses: their IT challenges, needs and interests. That's why we created HP Business Answers, a website for companies like yours that are seeking technology tools and advice. We want to provide you with free IT advice, training, interactive tools and special offers, to help you choose and use the technology that will best meet your needs.

Check it out today at [hp.com/eur/businessanswers](http://hp.com/eur/businessanswers)

"To invent an airplane is nothing. To build one is something.  
To fly is everything." Otto Lilienthal

#### **Commitment to quality:**

At HP, we make a quality commitment and stand by it. We believe that we can always do better, and that belief pushes our standards ever higher. Our goal is to make our products – and your user experience – the highest possible quality with the lowest total cost of ownership.

#### **State-of-the-art innovation built in:**

HP Professional Innovations is an array of hardware features and software solutions designed to enhance security, improve Ease-of-use, and help ensure reliability while protecting the environment. These intuitive technologies are the foundation of HP products, adapting perfectly to your needs.

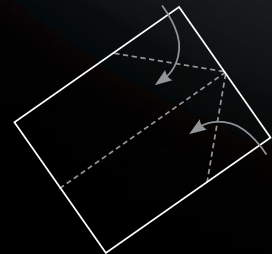
#### **Exceptional technology and service:**

If you need help and support when buying IT products and solutions, look no further than HP Preferred Partners, who guarantee an unparalleled combination of expertise, proximity and customised solutions. Choose from a range of care options, such as HP Total Care, which includes the extensive range of HP Care Pack Services. It's all the support you need to stay up and running.

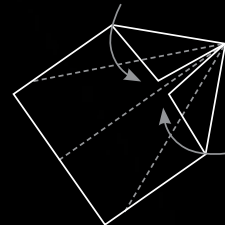
#### **IT that's truly ECO-nomical:**

HP places a strong focus on using materials that are easy to upgrade, reuse or recycle. For example, all 2010 platforms are free of brominated flame retardants (BFRs) and polyvinyl chloride (PVC). Find out more about our eco-friendly materials, comprehensive recycling programmes and reduced packaging. In its 21 September 2009 issue, Newsweek released the first-ever report based on companies' actual environmental footprint, policies and practices. Included in the report was a ranking of the greenest companies in America – and HP took top honours.

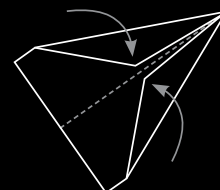
1. As with every business, start with a blank page. Its size is up to you.



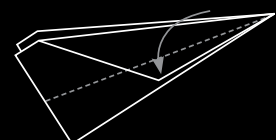
2. Keep your structure strong by using a solid foundation.



3. Make sure every change is accurate and for maximum effect.



4. Experiment with different options and decide whether you want your business to fly for distance or achieve great acrobatics.



# PROFESSIONAL INNOVATIONS

## NOTEBOOKS



### SECURITY

Built to protect

Flexible, multi-layered security solutions  
for a trusted environment.



- **HP Fingerprint Sensor** allows you to use fingerprint authentication to log onto Windows®.
- **Smart Card Reader** uses digital signatures and certificates to access your notebook, files or applications.
- **NEW! LoJackPro\*** is based on Computrace technology to allow you to track and lock a notebook that has been reported as lost or stolen. It also enables you to remotely delete all the data in the notebook.

### HP ProtectTools

- **HP Credential Manager** for a single sign-on experience, so you don't need to memorise all your passwords.
- **2D facial recognition** for easy authentication.
- **Drive Encryption** encrypts data so it's protected from unauthorised access.
- **HP Disk and File Sanitizer\*** permanently wipes files, folders or the complete hard drive.
- **Privacy Manager\*** lets you create a digital identity that is verified by your fingerprint swipe.

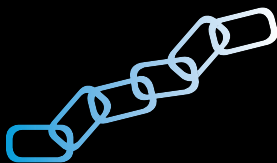
Please note: Professional Innovations offerings vary according to platform.

\* Unique to HP

## RELIABILITY

Built to last

Designed to ensure high product quality and durability, for mobility you can truly count on.



- **HP 3D DriveGuard** protects your hard drive and avoids the data loss generated from bumping or dropping your notebook.
- **HP DuraCase\*** means your notebook is made of magnesium and scratch-resistant aluminium, for best-in-class durability.
- **HP DuraKeys\*** keeps your keyboard looking new for longer.
- **HP DuraFinish** is a scratch-resistant surface that protects the notebook lid and palm rest area against scratches.
- **Steel-reinforced hinges and latches** give the best notebook protection when you're on the move.
- **Spill-resistant keyboard** will keep liquids away from sensitive areas of the notebook in case of accidental spills.

## EASE-OF-USE

Built to simplify

To provide the best user experience, no matter where you are or for how long you need to work.



- **HP Fast Charge** recharges your battery quickly (90 percent in 90 minutes).
- **HP Connection Manager.\***
- **HP Wireless Assistant.**
- **HP QuickWeb\*** for instant web access when the notebook is off.
- **2 MP webcam with Business Card Reader Software.**
- **HP QuickLook\*** lets you e-mail and access contacts when the notebook is off, without booting up.
- **NEW! HP Power Assistant** gives you real-time control of your power usage.
- **HP Docking Stations** for the best notebook usage at the desk.
- **HP Secondary Batteries** for battery life of up to 24 hours.

For comprehensive information on HP's wide range of Professional Innovations (including videos), visit: [hp.com/go/innovations](http://hp.com/go/innovations)

# SOARING BEYOND OFFICE WALLS ...

## Read Jack's story

Jack is a mobile estate agent and gets it all done from his car, where he's created a mobile office. His **HP ProBook 4320s Notebook PC** allows him to access data and execute contracts onsite. Thanks to HP QuickLook, he has e-mail and contact information in seconds when the notebook is off, without needing to boot the operating system. Grabbing a quick coffee on the go between house showings isn't a problem, thanks to the spill-resistant keyboard. HP 3D DriveGuard protects the hard disk drive against shocks and bumps. When he's showing clients a house, his notebook usually gets left in the car. If it ever got stolen, Jack knows the HP Notebook PC Tracking and Recovery Service would be able to find it and keep confidential client and contact information from being misused.



## HP ProBook 4320s Really stylish, and affordable.

- Genuine Windows® 7 Professional
- Intel® Core™ i3/i5 processor
- 33.8 cm (13.3") widescreen, 2.0 kg

**Care Pack: 3-year Next Business Day Onsite UK704E**

## 5 GREAT REASONS ...

... to choose HP ProBook **S** series notebooks:

- **HP ProtectTools Security Manager** is security made simple.
- **Full Volume Encryption** protects data in case the notebook is lost or stolen.
- **HP ProtectTools** for a simple and easy-to-use full security solution.
- **HP 3D DriveGuard** protects the hard disk drive against shocks and bumps.
- **Spill-resistant keyboard** to protect sensitive areas of the notebook in case of accidental spills.



Bordeaux



Caviar

### HP Business Answers

Go to the HP Business Answers webpage for technology advice, offers and product information tailored to growing businesses:  
[hp.com/eur/businessanswers](http://hp.com/eur/businessanswers)

Windows®. Life without Walls™.  
HP recommends Windows 7.



### Share more

Hello, it's me!  
A **2 MP webcam** is now standard.

### Hear more

**HP Mobile Audio Speakers (FS944AA)** use the audio port to provide optimal sound with little power draw.

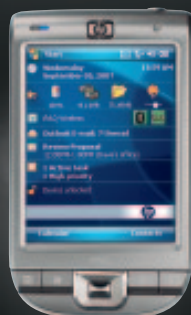


### More mouse

Compact and light, the **HP USB Optical Travel Mouse (RH304AA)** was born for the road.

### Travel more

The **HP Professional Series Slip Case (AT890AA)** lets you pack in an extra battery, AC adapter and other peripherals while the shoulder strap and handles let you carry it all comfortably.



### An intuitive helper

The **HP iPAQ 114 Classic Handheld** gives value and performance for a more organised day, wherever you are.

#### Did you know ...?

HP ProBook notebooks hold an Electronic Products Environmental Assessment Tool (EPEAT) gold rating<sup>1</sup> and are ENERGY STAR® qualified. They also include energy-saving HP Smart AC Adapters which switch the PC into a low-power mode after a period of inactivity.

# FLYING HIGHER WITH LIGHT DESIGNS

## How Tina does it

Tina doesn't rush into the office any more. She has breakfast at home and picks up her e-mails on her **HP ProBook HP 5310m Notebook PC**, which is seamlessly integrated into her office IT network. On the train, the account manager makes some changes to her presentation, then e-mails the revised version to her colleagues, who are already in the office and will read her work on their trusty **HP Pro 3010 Desktop PCs**. Tina can access the Internet in less than 20 seconds, from off! At 23 mm thick and less than 1.7 kg, her notebook is easy to carry, while the expanded security features with HP ProtectTools are also a weight off her shoulders. Tina's notebook sets new standards in ultra-light, durable design – and it even gets compliments for how sleek and cool it looks.



## HP ProBook 5310m Notebook PC The ultra-thin, featherweight travel champion.

- Genuine Windows® 7 Professional, Genuine Windows Vista® Business
- Intel® Core™2 Duo processor
- 33.8 cm (13.3") widescreen, 1.7 kg

Care Pack: 3-year Next Business Day Onsite U4386E

## 5 GREAT REASONS...

... to choose HP ProBook **M** series notebooks:

- State-of-the-art **lightweight design**
- Expanded, simpler security features with **HP ProtectTools**
- Up to 11 hours of battery life (6 cell)
- **HP QuickWeb** for instant web access and **QuickLook** for e-mail and agenda access, when the notebook is off
- Anodised aluminium casing and magnesium base and **HP 3D DriveGuard** to protect against bumps and shocks

### HP Total Care

With our unrivalled HP Total Care services, your business will benefit from our full circle of personalised services at every stage of your computing technology's lifecycle – from the initial purchasing decision through configuration, deployment, maintenance, and finally end-of-life transition.

Windows®. Life without Walls™.  
HP recommends Windows 7.

## Stay connected

Optional WWAN for permanent connectivity.

## Show off

Display your notebook as a monitor or primary display with the **HP Basic Adjustable Notebook Stand (AL549AA)**. It provides ergonomic support with multiple viewing angles.

## Store it all

The **HP External USB CD/DVD R/RW Drive (FS943AA)** is a lightweight, portable data storage device that reads and writes to a variety of optical disk formats.

## Pretend it's a desktop

To enhance your setup further, use an **HP USB Docking Station (FQ834AA)**. With the additional port replication, you can add an external monitor, keyboard, mouse, etc.

### Did you know ...?

HP continuously modifies designs, considers alternative materials and reduces product sizes and packaging. Magnesium enclosures are easier to recycle. Also, **HP DuraFinish** is not just more scratch resistant, it's more recyclable than painted parts.

# INSPIRATION? THE SKY'S THE LIMIT

## Join Mark and Martina on their fastest flights

As manager of a successful design agency, Martina is often on the move and her designs need to move with her. She loves the exceptional graphics and performance of her powerful yet portable **HP EliteBook 8440p Notebook PC** – and the HP Secondary Battery which ensures that she, like her notebook, can keep going for longer.

Art director Mark needs more than just creativity to power him through his busy days at the agency. Luckily, his **HP EliteBook 8540w Mobile Workstation**, combining innovative compact design and best-in-class engineering, is at least as powerful as his imagination. It's fully certified and optimised to run his vital ISV applications, like the Adobe® Creative Suite. The latest Intel® Core™ i5 and i7 processors let him multi-task with ease as he speeds from deadline to deadline. To always see the big picture, Mark toggles between the HP LA2405wg (3000:1 Dynamic contrast ratio) and LE2201w Widescreen LCD Monitors.



### HP EliteBook 8440p Notebook PC **Durable mobility you can rely on.**

- Genuine Windows® 7 Professional
- Intel® Core™ i5 vPro™ processor
- 35.8 cm (14.1") HD display, 2.1 kg

**Care Pack: 3-year Next Business Day Onsite for Travellers with Accidental Damage Protection UQ831E**



### HP EliteBook 8540w Mobile Workstation **Portable powerhouse.**

- Genuine Windows® 7 Professional
- Intel® Core™ i5 and i7 processors
- 39.6 cm (15.6") LED display, 2.95 kg

**Care Pack: 3-year Next Business Day Onsite for Travellers with Accidental Damage Protection UQ831E**

#### HP Financial Services

Need more performance right now? With HP Financial Services you can easily rent, lease or finance the equipment you need and ensure a low total cost of ownership. Visit [hp.com/uk/go/hpfinancialservices](http://hp.com/uk/go/hpfinancialservices) for further details.

## 5 GREAT REASONS...

... to choose HP EliteBook **P** series notebooks:

- Business-rugged design including **HP DuraFinish**, a full magnesium and aluminium construction
- Tough magnesium chassis enclosure (**HP DuraCase**)
- **HP DuraKeys** for better durability of your keyboard
- Full suite of security features with **HP ProtectTools**
- **WWAN ready**

... to choose HP EliteBook mobile workstation **W** series:

- **Workstation-calibre graphics** performance while on the move
- **HP DuraFinish** and **DuraKeys** for ultimate durability
- Optional **HP DreamColor display** for up to 1 billion colours
- **New! HP Mobile Broadband**
- **Extensive ISV Certifications** for peace of mind that software will work on a notebook

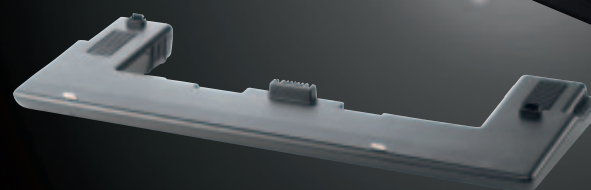
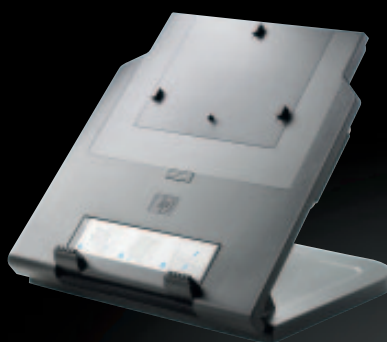


### In the dock

Your mobile workstation will feel at home in the office with the robust **HP 2010 Advanced WKS Docking Station (NZ223AA)** – including expandability through a SATA upgrade bay slot and six USB ports.

### Comfortable viewing

The **HP Adjustable Notebook Stand (PA508A)** provides ergonomic support with multiple viewing angles.



### Power and portability

Take the **HP EliteBook 8440p Notebook PC** on the road for longer with the **HP Extended-Life Battery (AJ359AA)** or **HP Ultra-Capacity Battery – 12-Cell (EJ092AA)**.

### Did you know ...?

In partnership with DreamWorks, HP continues to develop technologies that bring ideas to life, as well as improve the collaborative creative process and cut production costs. The **HP DreamColor display** offers designers unprecedented colour consistency, and a range of over a billion colours.



# FLIGHT OF FANCY? MAKE IT REALITY

## See how Anna and Sophie get the party started

Anna and her business partner Sophie love their jobs running a party-planning service. Most days, Anna is out of the office scouting locations and meeting with vendors. She appreciates her ultra-light **HP Pavilion dm3 PC series** that gives her the freedom to roam and up to 10 hours of battery life.\* Her built-in webcam, microphone and WLAN also make it easy to instantly "meet" with her clients and show them flower arrangements, sample place settings and even locations while she's out and about, saving her and her clients precious time.

Sophie, meanwhile, stays busy promoting the company and attracting new clients. She uses her **HP Pavilion dv6 PC series** and the included HP MediaSmart software to edit event photos, update the company's website and put together eye-catching slideshows and videos. When potential clients come in, she wows them with a multimedia presentation right from her stylish notebook.



### HP Pavilion dm3 PC series **Portable performer.**

- Genuine Windows® 7 Home Premium
- Intel® ultra-low voltage processor
- 33.8 cm (13.3") widescreen, 1.5 kg

**Care Pack: 3-year Pickup and Return with Accidental Damage Protection UM 949E**



### HP Pavilion dv6 Entertainment PC series **Show-stopping performance.**

- Genuine Windows® 7 Home Premium
- Latest AMD® or Intel® technologies
- 39.6 cm (15.6") widescreen, 2.9 kg

**Care Pack: 3-year Pickup and Return UM 943E**

\* Battery life will vary depending on the product, model, configuration, loaded applications, features and power management settings. The maximum capacity of the battery will decrease with time and usage.



Moonlight



Espresso

#### HP MediaSmart

Turn your notebook into a mobile entertainment centre! This software, standard with HP Pavilion entertainment notebooks, lets you enjoy HD-quality DVDs, edit videos like a professional, organise your photos with the benefit of facial recognition, and so much more.

Windows®. Life without Walls™.  
HP recommends Windows 7.

# REACHING NEW HEIGHTS OF RESEARCH

## Rita rocks in red and Tom stays balanced in blue

A dedicated geologist, Rita is often in the field studying rocks and taking soil samples. She carries a lot of equipment with her, so she's thankful that her **HP Mini 5102** is so small and light, yet has a keyboard that's big enough for entering field observations comfortably. Back at the lab, Rita quickly transfers her field notes into her powerful **HP Compaq 8000 Elite**, which she uses to analyse her data. Occasionally, Rita attends conferences to share her research. With her trusty Mini – in her favourite colour, red – she can keep in contact with the lab, work on her talk and, using the built-in webcam, say goodnight to her two children.

Tom is a postgraduate student working in Rita's lab. When he's not at the lab or out in the field with Rita, he's working on his thesis at the library or attending seminars at the university. He relies on his blue **HP Mini 210** to keep him productive during his busy days away from his lab and home computers.



### HP Mini 210 Mobility in style.

- Genuine Windows® 7 Starter
- Intel® Atom™ processor
- 25.6 cm (10.1") widescreen, 1.2 kg

**Care Pack: 3-year Pickup and Return with Accidental Damage Protection UL033E**



Black



Pacific  
Blue



Sonoma  
Red



Crystal  
Silver  
Pattern



Crystal  
Black  
Pattern



### HP Mini 5102 Mini executive.

- Genuine Windows® 7 Professional
- Intel® Atom™ processor
- 25.6 cm (10.1") widescreen, 1.2 kg

**Care Pack: 3-year Onsite Next Business Day UQ992E**



Black



Blue



Red

#### Did you know ... ?

It's all in the name. HP QuickWeb instant-on software lets you listen, browse, chat and more – in mere seconds, without having to boot up. Meanwhile, HP QuickSync is the easiest way to sync and share media, files, folders, e-mails and bookmarks between your HP Mini and your main PC.

# TAKE YOUR PICK

Mobile computing is about more than just taking your work with you. It's about experiencing, creating and sharing it in new and exciting ways. You know how you work. Now pick a partner that suits you. Choose from entertainment notebooks, which are great for home or small offices that need multimedia capabilities, and business notebooks, which offer the extra advantages of Professional Innovations.



## HP PAVILION series

HP Pavilion dm3, HP Pavilion dv6

**Captivating:** Impressive design and outstanding multimedia capabilities at a great value.

### Key benefits:

- **Clarity:** Diagonal high-definition LED BrightView widescreen display
- **Entertainment options:** HP MediaSmart software
- **Connectivity:** Integrated webcam and microphone
- **Value add:** Remote control included (dv6)

For increased security and business applications, choose an HP business notebook.



## HP ProBook S series

HP ProBook 4320s, HP ProBook 4520s/4525s, HP ProBook 4720s

**Simple:** Simplicity meets efficiency.

### Key benefits:

- **Reliability:** HP 3D DriveGuard protects your hard drive from bumps or drops
- **Style:** Two colour options, Caviar or Bordeaux (4320s 4520s, 4525s), with metal finishing for a sophisticated look
- **Ease-of-use:** HP QuickLook lets you access e-mail and contacts without booting up
- **Security:** HP Security Manager prevents unauthorised access to your data

For added security and reliability, choose b series notebooks. For a lighter design, choose m series notebooks.



## HP ProBook M series

HP ProBook 5310m

**Mobile:** Full productivity and extensive connectivity, now thinner and lighter than ever.

### Key benefits:

- **Portability:** Ultra-thin and light for highly mobile users
- **Reliability:** Wear and tear protection with aluminium and magnesium construction
- **Security:** HP Security Manager prevents unauthorised access to your data
- **Ease-of-use:** HP QuickWeb for instant access to the Internet

For even greater reliability and security, choose p series notebooks.

Add the right accessories, and you'll be able to stay more comfortable and productive on the road or at your desk. For the complete range of HP computing accessories, go to [hp.com/eur/accessories](http://hp.com/eur/accessories)



### HP ProBook **B** series

HP ProBook 6440b, HP ProBook 6540b/6545b

**Expandable:** A smart investment that grows with your business.



### HP EliteBook **P** series

HP EliteBook 2540p, HP EliteBook 2740p,  
HP EliteBook 8440p, HP EliteBook 8540p

**Sophisticated:** Perfect blend of minimalist design, maximum reliability – and fabulous extras.



### HP EliteBook mobile workstation **W** series

HP EliteBook 8540w, HP EliteBook 8740w

**Superior:** Unparalleled performance, technology and mobility. All the p series features, plus enhanced benefits.

#### Key benefits:

- **Reliability:** Magnesium alloy structure offers enhanced durability
- **Connectivity:** HP Mobile Broadband support (optional) for optimal connectivity
- **Simplicity:** Enhance your work experience with HP Common Accessories
- **Ease-of-use:** Always know how much power you're using with HP Power Assistant
- **Security:** Full suite of HP ProtectTools, including Privacy Manager with fingerprint verification

#### Key benefits:

- **Reliability:** Inspired by aircraft construction, HP DuraCase protects the notebook; HP DuraFinish keeps the surface scratch free
- **Style:** Sleek, lightweight design and tablet computing
- **Accident proof:** Spill-resistant keyboard with drains
- **Productivity:** Get more done with up to 24 hours of battery life
- **Security:** Full suite of HP ProtectTools including Drive Encryption to protect data in case of theft
- **Quality:** Business-rugged design has been tested to work in extreme conditions

#### Key benefits:

- **Reliability:** HP DuraKeys offers more durable keys that look newer for longer
- **Vividness:** HP DreamColor panels can display more than a billion colours
- **Visual enhancement:** Choice of ATI™ FireGL™ or NVIDIA Quadro high-end graphics cards
- **Compatibility:** ISV certifications for reliable performance
- **Optimisation:** Customise your workstation for best results with HP Performance Advisor software
- **Quality:** Tested to ensure the highest standards in design, materials and components
- **Security:** Full suite of HP ProtectTools, including new Face Recognition authentication

For a tougher anodised aluminium surface and remote manageability, choose p series notebooks.

For workstation-class performance and high-res screen, choose w series notebooks.

For additional power and performance, consider an HP workstation.

# RELIABILITY UP. NOT COSTS

## Just ask John

If it's time for greater affordability and ease of integration, speak to John. The salesman works for a small manufacturer of eco detergents. The company's entire infrastructure is standardised onto easy-to-use and cost-effective HP desktop PCs, such as the **HP Pro 3010 Business PC**. John's boss appreciates their out-of-the-box productivity. No fuss. No problems. And he can get back to business. He doesn't want to spend money on functionality that no one will use, either. These reliable PCs provide no-frills business essentials, with the possibility of upgrading easily as business grows.

Speaking of business growth, John seals a superb new deal. His boss receives the details of the transaction immediately – thanks to the **HP iPAQ 214** John carries with him offsite.



## 5 GREAT REASONS...

... to choose HP Pro 3000 series PCs:

- Balance of **performance and value**
- **Out-of-the-box productivity** in a modern look and feel
- **Simplified serviceability** thanks to a toolless chassis
- **Two flexible chassis designs**  
(microtower (3010/3015)/small form factor (3010))
- Highly **expandable MT chassis**

### HP Pro 3010 Business PC

**Out-of-the-box productivity, expandability and reliability in a modern look and feel.**

- Genuine Windows® 7 Professional
- Intel® Pentium® processor, Intel® Core™2 Quad processor, Intel® Core™2 Duo processor
- 8 GB maximum memory

**Care Pack: 3-year Next Business Day Onsite with Defective Media Retention UF360E**

### HP Pro 3015 Business PC

**Everything you need in a modern desktop featuring AMD processors.**

- Genuine Windows® 7 Professional
- AMD Athlon™ II multi-core processors, AMD Phenom™ II multi-core processors
- NVIDIA GeForce 9100 Graphics

**Care Pack: 3-year Next Business Day Onsite with Defective Media Retention UF360E**

### HP Delivery and Logistic Services

With your HP products, convenience comes as standard. Get them delivered directly to your door or desk, or opt for value-added services such as consolidated shipment of different products, special requests, delivery outside business hours, and more.

**Windows®. Life without Walls™.**  
**HP recommends Windows 7.**

### Greater graphics capabilities

Choose **ATI Radeon™ HD 4550 (SG764AA)** for unprecedented levels of graphics realism.

### A greener screen

All members of the updated Essential Series monitors, including the **HP LE2001w**, offer improved energy efficiency with a low power consumption panel.



### A mighty mouse

**HP USB 2-Button Laser Mouse (GW405AA)** provides the speed and accuracy of laser tracking in a simple, elegant design.

### A cleaner keyboard

Out with the old, in with the clean. **HP USB PS2 Washable Keyboard (VF097AA)** provides protection against water and dust. Simply soak and scrub.

#### Did you know ...?

HP business desktop PCs undergo more than 130,000 hours of testing and a multi-tiered validation process. That amounts to about 14.8 years' worth of precision control.

# RAISING THE BAR

## Ben takes the lead

At the busy engineering firm where he works, Ben regularly juggles upwards of five projects at a time. Being a project leader, he needs a PC whose performance can match his workload – and won't leave his team or his clients in the lurch. With his speedy, high-performing **HP Elite 7100 PC**, he can review project plans and presentations, read reports, create complex scheduling spreadsheets, and access powerful engineering applications without having to slow down to wait for his computer. He especially values his PC's single sign-on and data mirroring capabilities for helping to keep speed, as well as security, up.

To ensure Ben can easily see and toggle between all the applications open on his screen at any one time, his boss has opted to get him the extra-large, 61 cm (24") HP LA2405wg monitor. For the times when Ben needs to be on project sites, he uses his **HP Mini 5102** to pick up e-mail while keeping important documents on hand.



### HP Elite 7100 Business PC

**Your high-performance workhorse, day-in and day-out.**

- Genuine Windows® 7 Professional
- Intel® Core™ i3, Intel® Core™ i5 and Intel® Core™ i7 processors

**Care Pack: 3-year Next Business Day Onsite with Defective Media Retention UF360E**

For even more stability, more expandability and greater performance, go up to the HP Compaq 8000 Elite series.

## 5 GREAT REASONS...

... to choose HP Elite 7100 series PCs:

- First commercial PCs based on the very **latest Intel® technology** with Intel® H57 Express Chipset, the next step in faster, multi-core technology
- RAID data mirroring capabilities
- **HP Credential Manager**, a single sign-on capability that serves as a password vault
- More than **130,000 hours of testing** ensures a reliable and durable desktop
- Mozilla Firefox for **HP Virtual Solutions**: this preloaded virtual browser helps protect both the network and your PCs from malicious web content

### More HP memory

Boost performance with **HP 2 GB Memory (AT024AA)**.

#### HP security services (Norton and McAfee partner services)

With industry leaders Norton and McAfee, you can rest easy knowing that your data is in good hands. Protect yourself from data loss or theft, with security services designed to give you peace of mind. For more information, see page 23.

Windows®. Life without Walls™.  
HP recommends Windows 7.

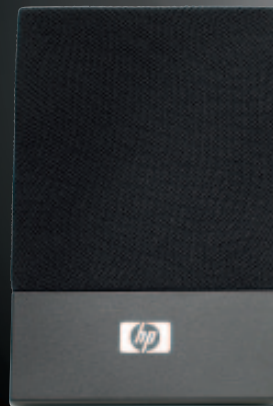


### Travel companion

Small, light and durable, the **HP Mini 5102** is the ideal PC companion for staying connected on the road with fast and comfortable access to e-mails, Internet and your applications.

### Sound solution

Get rich, high-quality sound with the **HP Thin USB Powered Speakers (KK912AA)** featuring integrated power and volume controls.



### Stylish set

Free your desktop from clutter and work comfortably with the **HP 2.4 GHz Wireless Keyboard and Mouse (NB896AA)**.



### Lock it up

Secure your desktop unit, keyboard, mouse, monitor and all peripherals with the **HP Business Security Lock Kit (PV606AA)**.

### Storage space

The reliable, secure and high-capacity **HP 1TB SATA 3.0 Gb/s Hard Drive (VU353AA)** helps meet your business storage demands.

### Did you know ...?

HP's total patent portfolio now stands at about 32,000 – one of the largest in the world – and every year, we spend \$3.5 billion in research and development, improving the overall quality of our products and your experience.

# PROFESSIONAL INNOVATIONS



## SECURITY

Built to protect

Flexible, multi-layered security solutions for a trusted environment.

- **HP Credential Manager** for single sign-on and simple security.
- **BIOS Configuration** provides easy access to features such as administrator password management.

## DESKTOPS



## RELIABILITY

Built to last

Designed to ensure high product quality and durability, for mobility you can truly count on.

- **HP Backup and Recovery Manager** in desktops helps protect the data and system state of your HP computer by taking scheduled snapshots.



## EASE-OF-USE

Built to simplify

Increase productivity and lower IT support costs with solutions that are easy to use, deploy and manage.



- **Boot-up Screen Customisation** personalises your boot-up screen to showcase your products, services or logo.
- **LightScribe SuperMulti Drives** make your storage media stand out with silkscreen-quality labels that offer the precision and fine detail of printed media.

Please note: all Professional Innovations offerings vary according to platform.

For comprehensive information on HP's wide range of Professional Innovations (including videos), visit: [hp.com/go/innovations](http://hp.com/go/innovations)

Windows®. Life without Walls™.  
HP recommends Windows 7.

# MEET THE NEW GENERATION

It's been quite a journey, and all our desktops have inherited the advantages and technical innovations from former models to produce the latest generation of high-class IT products for your business.

## HP PRO 3000 series PCs

**Adaptable:** Invest today, grow tomorrow, with a PC for everyday business needs.



## HP ELITE 7100 series PCs

**Ambitious:** More power to you, with highest performance and multi-tasking.



### HP Pro 3010/3015 PC

#### Key benefits:

- **HP Credential Manager**, a single sign-on capability that serves as a password vault
- **RAID data mirroring** capabilities (HP Pro 3010 MT only)
- **Enhanced visuals:** Intel® GMA X4500HD graphics, dual-monitor support
- **Ease-of-management** – with out-of-the-box productivity
- **Superb flexibility:** Choose from a microtower with 4 connectors or a space-saving horizontal form factor with 2 connectors

For greater productivity, latest technology and enhanced performance, choose the HP Elite 7100.

### HP Elite 7100 PC

#### Key benefits:

- First Commercial PC based on the very latest Intel® technology with Intel® H57 Express Chipset, the next step in faster, multi-core technology that intelligently maximises performance to match your workload
- Intel® Core™ i3, Intel® Core™ i5 and Intel® Core™ i7 processors
- Credential Manager, a single sign-on capability that serves as a password vault
- RAID data mirroring capabilities

For greater productivity, more stability, more expandability and branded manageability, choose the HP Compaq 8000 Elite series.

#### Microsoft® Office 2007 (RZ364A)

A complete set of productivity tools for day-to-day tasks, to help you save time, stay organised, produce professional communications, and more. The trial version of Office 2007 is already installed on the PC (check availability), so when you purchase the full licence, you can simply enter the product key to activate.

# A STUNNING VIEW

Add the right monitor to your notebook or desktop to complete your perfect HP solution. All HP monitors are designed to perform right out of the box with HP products.

## HP ESSENTIAL series

Get smart design, great performance, a crisp view and reliability – all at an affordable price. Perfect for meeting your daily office needs.



### Environment

- Meets new ENERGY STAR 5.0 specifications
- Provides up to 50% reduction in maximum power consumption

### Design

- Detachable stand
- Slim packaging

### Features

- 1000:1 Contrast ratio
- VGA input
- Viewing angle: 160°
- Response time: 5 ms

For greater user comfort and flexibility,  
choose the Advantage series.

## HP ADVANTAGE series

The advantages are clear: better image quality, more features and a more comfort-oriented design.



### Environment

- Meets new ENERGY STAR 5.0 specifications
- Provides up to 50% reduction in maximum power consumption
- EPEAT Gold certified<sup>1</sup>
- Green cushion for 100% recyclable packaging

### Design

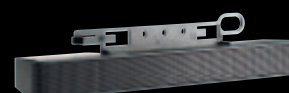
- Smooth and robust sliding foot
- Small footprint
- Slim packaging
- Narrow bezel
- Comfort adjustable: height, tilt, rotate and pivot

### Features

- 3000:1 Dynamic Contrast ratio
- VGA, DVI-D and Display Port inputs
- USB hub
- Viewing angle: 160°
- Response time: 5 ms

## Multimedia experience

Use the **HP LCD Speaker Bar (NQ576AA)** to seamlessly attach to the monitor speakers and external headphone.



# GO ON, ACCELERATE YOUR BUSINESS. WE'VE GOT YOU COVERED

## HP Total Care After-Sales Support and Services

You wouldn't drive a car without insurance. So why run your business without ensuring that you're covered – if an accident occurs, your hardware breaks down, your software crashes, or your data is stolen? For total peace of mind, consider these HP Total Care After-Sales support and services – before it's too late or very expensive.

### HP Care Pack Services

Downtime due to lost, stolen or damaged equipment can be extremely costly for your business. Avoid this unnecessary expense and hassle, and extend your base warranty coverage with our range of HP Care Pack Services that provide ultimate protection for your business. Here are just a few examples of the packages you can choose from:

- Next Business Day Onsite Response. If a problem cannot be resolved remotely, an HP-qualified technician will arrive the next business day to service your hardware.
- Pickup & Return. HP will pick up the damaged product, repair it and return it to you.
- Pickup & Return with Accidental Damage Protection Service.  
Provides extra coverage for accidental damage: spills, drops, falls, electrical surges, broken LCDs.

To find the available HP Care Pack Services for your HP product, go to [hp.com/uk/findoptions4mypc](http://hp.com/uk/findoptions4mypc)

### Norton 1-year 25 GB Online Backup Service (NY295AA) – brought to you by HP

Protects your documents, photos, music and other files against damage, deletion and disasters. The service automatically backs up and restores your files securely over the Internet.

### McAfee Total Protection Service for Small Business (VE415A) – brought to you by HP

Stop malware, block hackers, thwart intruders and surf safely. This anti-virus, anti-spyware service, managed remotely by McAfee experts, keeps your business protected from threats while helping you reduce infrastructure costs and simplify security maintenance.

### HP Notebook PC Tracking and Recovery Service\*

Imagine your notebook is lost – or even worse, stolen! And what if your critical business data and passwords fell into the wrong hands? How much time and money could it cost your business?

With HP Notebook PC Tracking and Recovery Service, available with 1- to 5-year contracts, you can quickly and easily delete data remotely and get on with what matters most to you: your business.

For more information, visit [hp.eu/nbtrackingservice](http://hp.eu/nbtrackingservice)

For more information on HP Total Care Services, visit [hp.eu/totalcare](http://hp.eu/totalcare)

\* Not available in all countries

A global technology leader, HP operates in more than 170 countries. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses.

|                                     |                    |
|-------------------------------------|--------------------|
| Albania                             | +49 89 998 952 063 |
| Algeria                             | +213 21 89 10 65   |
| Austria                             | +43 800 242 242    |
| Bahrain                             | 800 00171          |
| Belarus                             | +375 17 266 31 10  |
| Belgium                             | +32 78 15 20 30    |
| Bosnia-Herzegovina                  | +49 89 998 952 063 |
| Bulgaria                            | +359 2 969 89 40   |
| Croatia                             | +385 1 6060200     |
| Czech Republic                      | +420 261 108 108   |
| Denmark                             | +45 70 12 0010     |
| Egypt                               | 02 5325222         |
| Estonia                             | +372 681 38 23     |
| Finland                             | +358 10 217 2700   |
| France                              |                    |
| (€0.15 TTC if you call from France) | +33 826 800 400    |
| Germany                             |                    |
| Business (€0.14/min)                | +49 1805 665 775   |
| End customer (€0.14/min)            | +49 1805 652 180   |
| Greece (toll-free within Greece)    | +30 210 80 91 100  |
| Hungary                             | +36 1 382 11 11    |
| Ireland                             | 1850 200 277       |
| Israel                              | +972 9 830 48 48   |
| Italy                               | +39 039 6615330    |
| Kazakhstan and Kyrgyzstan           | +7 727 355 3552    |
| Kenya                               | +254 20 2716111    |
| Kosovo                              | +49 89 998 952 063 |

|                                                                           |                    |
|---------------------------------------------------------------------------|--------------------|
| Latvia                                                                    | +371 8000 8012     |
| Lithuania                                                                 | 8 800 10000        |
| Macedonia                                                                 | +49 89 998 952 063 |
| Malta                                                                     | +49 89 998 952 063 |
| Moldova                                                                   | +49 89 998 952 063 |
| Morocco                                                                   | +212 22 43 64 00   |
| Netherlands                                                               | 0800 266 72 72     |
| Nigeria                                                                   | +234 1 270 12 70   |
| Norway                                                                    | +47 800 37 800     |
| Other Gulf countries (Jordan, Kuwait, Lebanon, Oman, Qatar, Syria, Yemen) | +971 4 881 81 00   |
| Poland                                                                    | +48 22 565 77 00   |
| Portugal                                                                  | +351 214 463 556   |
| Romania                                                                   | +40 21 303 83 03   |
| RSA                                                                       | 0800 118 883       |
| Russia                                                                    | +7 495 797 3 797   |
| Saudi Arabia                                                              | 800 897 14 44      |
| Serbia and Montenegro                                                     | +381 11 201 99 00  |
| Slovakia                                                                  | 0800 147 147       |
| Slovenia                                                                  | +386 1 230 74 20   |
| Spain                                                                     | +34 902 10 14 14   |
| Sweden                                                                    | +46 200 27 00 00   |
| Switzerland                                                               | +41 848 88 44 66   |
| Turkey                                                                    | +90 212 444 79 79  |
| UAE                                                                       | 800 49 10          |
| Ukraine                                                                   | +380 44 4969600    |
| United Kingdom                                                            | +44 20 79 49 03 00 |

Find out more about the range of HP solutions at **hp.com**

For comprehensive information on HP's wide range of Professional Innovations, visit: **hp.com/go/innovations**

For more information on HP products and solutions for small businesses, visit **hp.com/go/eur/mycompany**

<sup>1</sup> All HP business notebook PCs are EPEAT Gold Registered in US. EPEAT registration varies by country. See **epeat.net** for registration status by country.

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