



How HP helps you
to evolve with
the new era of AI.

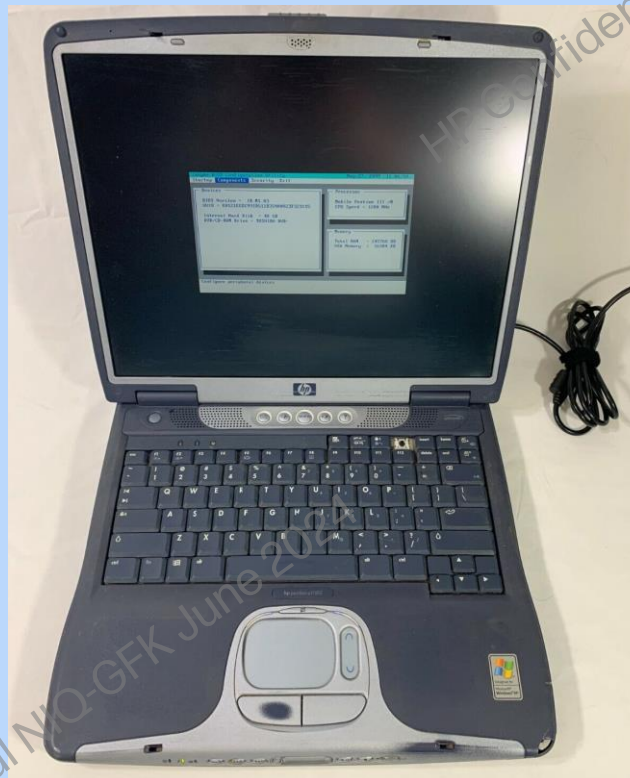
Steven Van Pee

Head of Retail Channel Benelux

Mid 80's



Early 2000's



HP Pavilion zt1000

2010



HP Pavilion dv6

From a Personal Computer to an Intelligent Personal Companion

'70s to '80s

Command Line



First access to personal computing

'90s to Today

Graphical User Interface



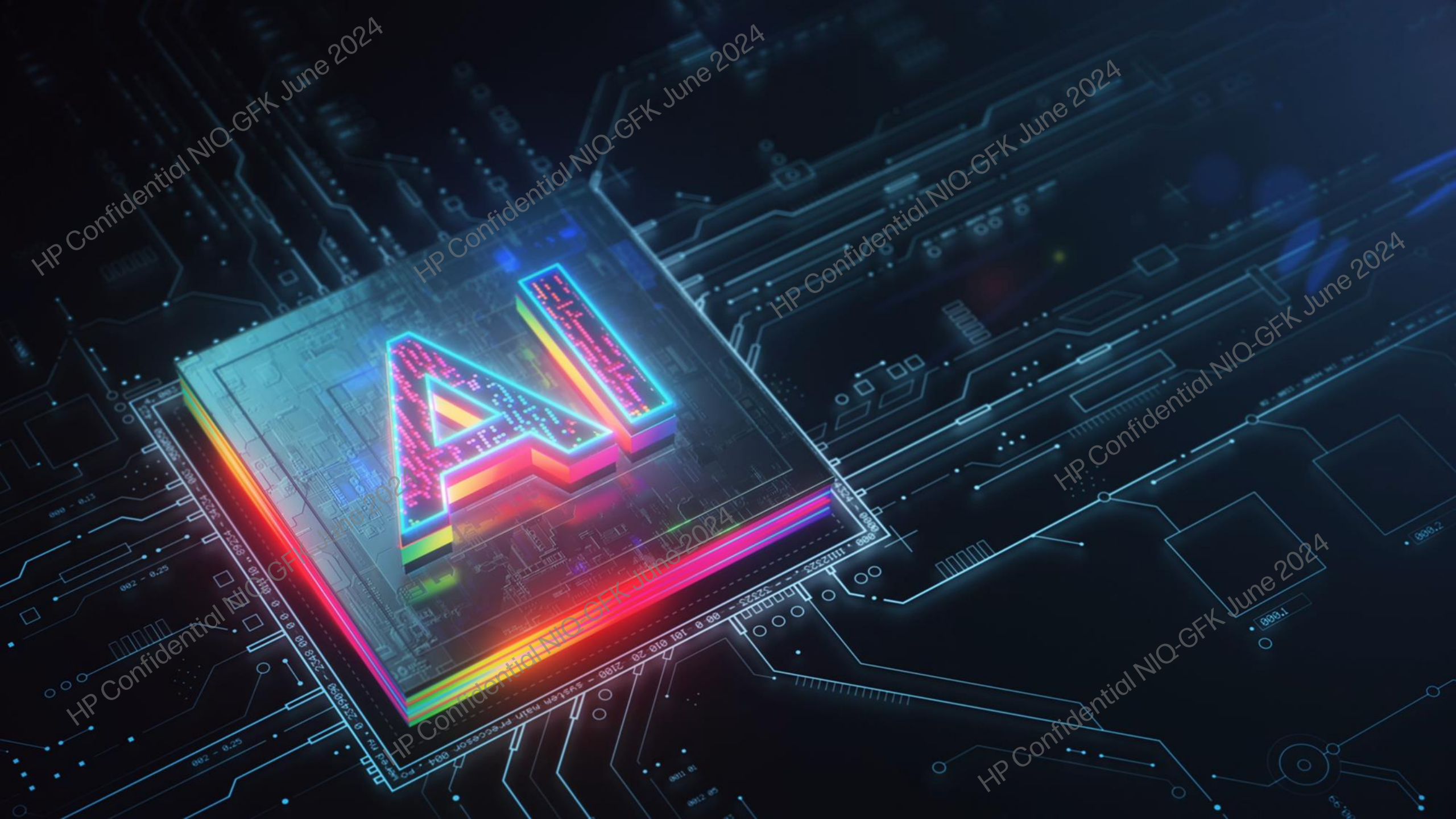
PC became easier to use

Now into the Future

Personal & Natural



PC becomes an extension of you



HP Confidential NIQ-GFK June 2024

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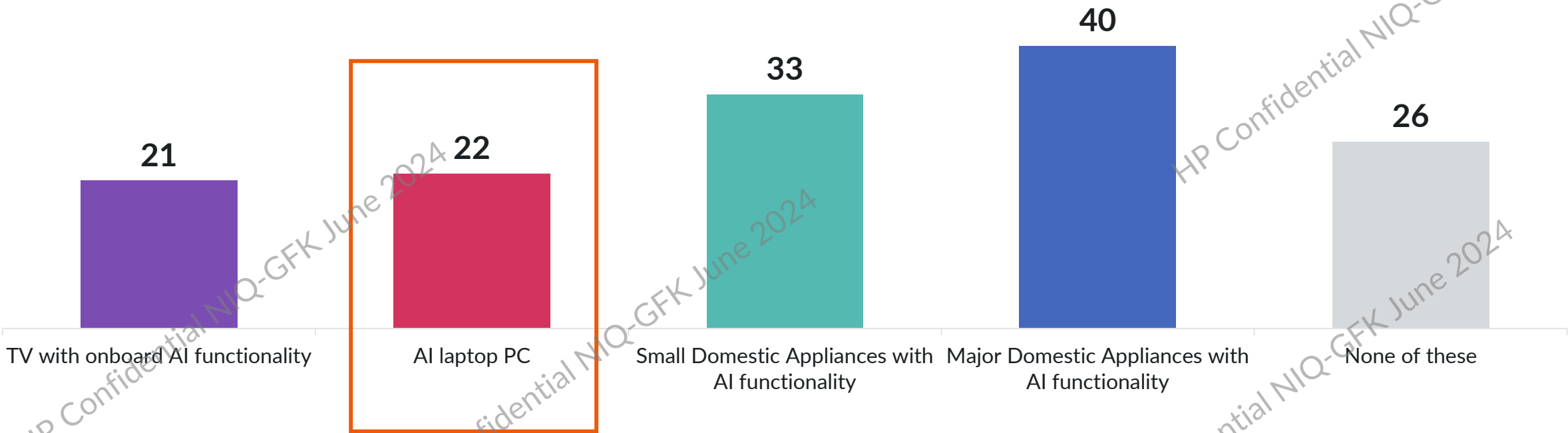
Awareness of AI in products

Are consumers aware of AI in Tech and Durables categories? | Germany consumer survey



„Have you ever heard about the following?“

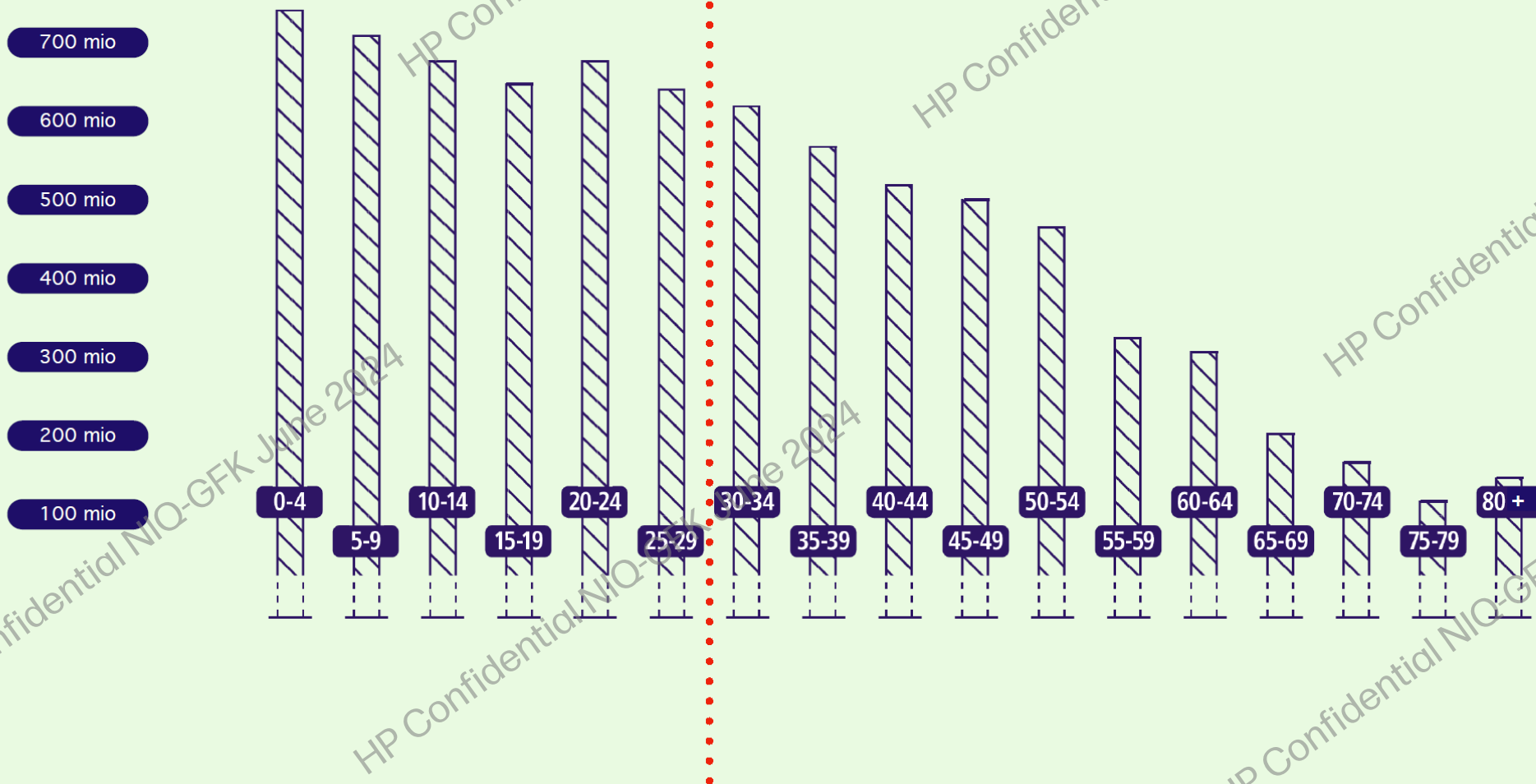
% respondents



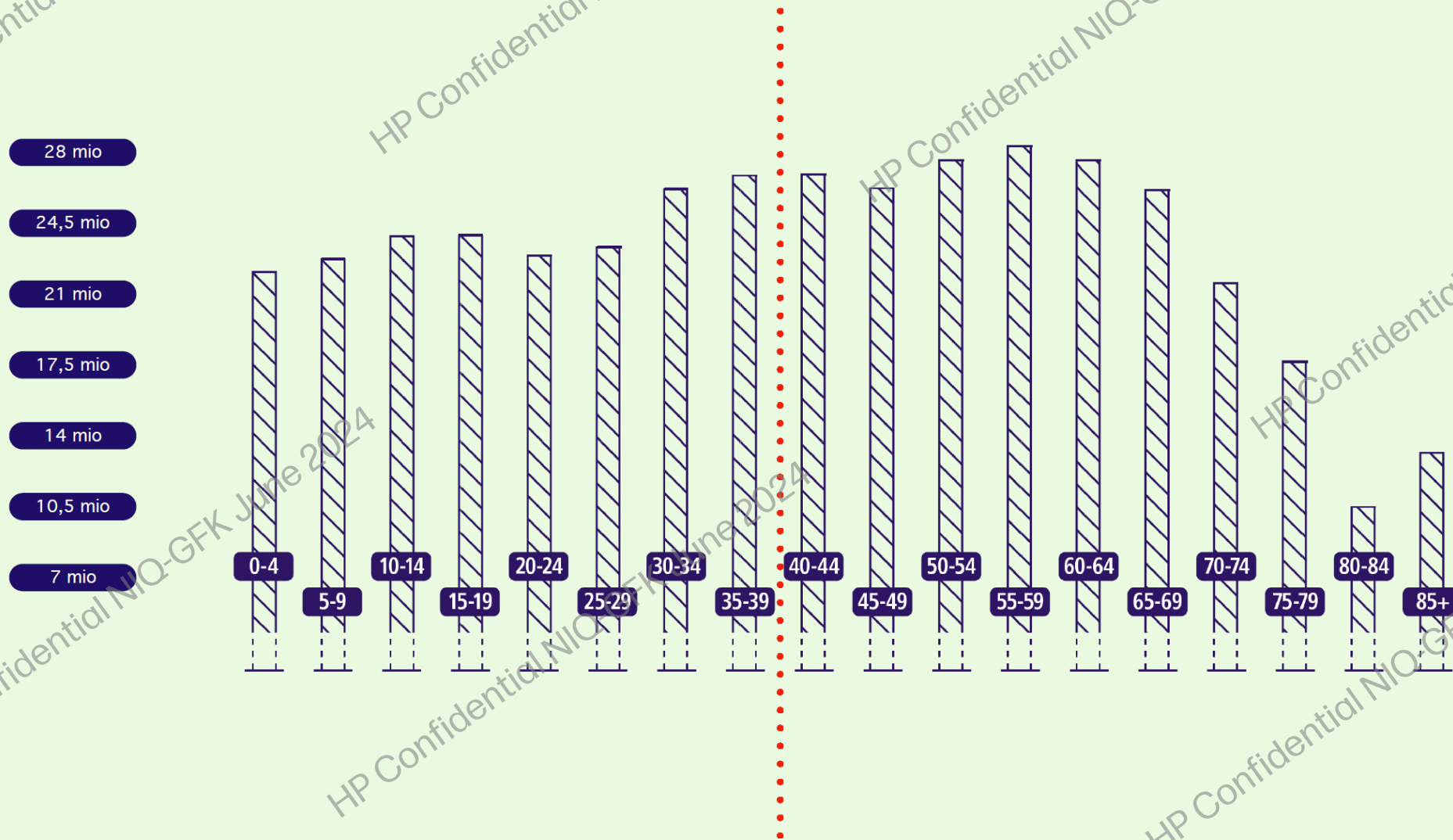
Source: GfK eBus survey – Germany, 2024 CW11, n=1011
Small Domestic Appliances: vacuum cleaners, espresso machines, food preparations, dental care, ...
Major Domestic Appliances: refrigerators, washing machines, dish washers, ...



World - 2023



Western Europe - 2023





**You will not lose your job to AI.
But to someone using AI.**

Some use Cases of Generative AI



Research

Get up-to-speed faster



Find back what you already knew

Find what you need when you need it



Creativity

Spark creativity and approach problems in different ways



Automation

Reduce time on mundane and repetitive tasks



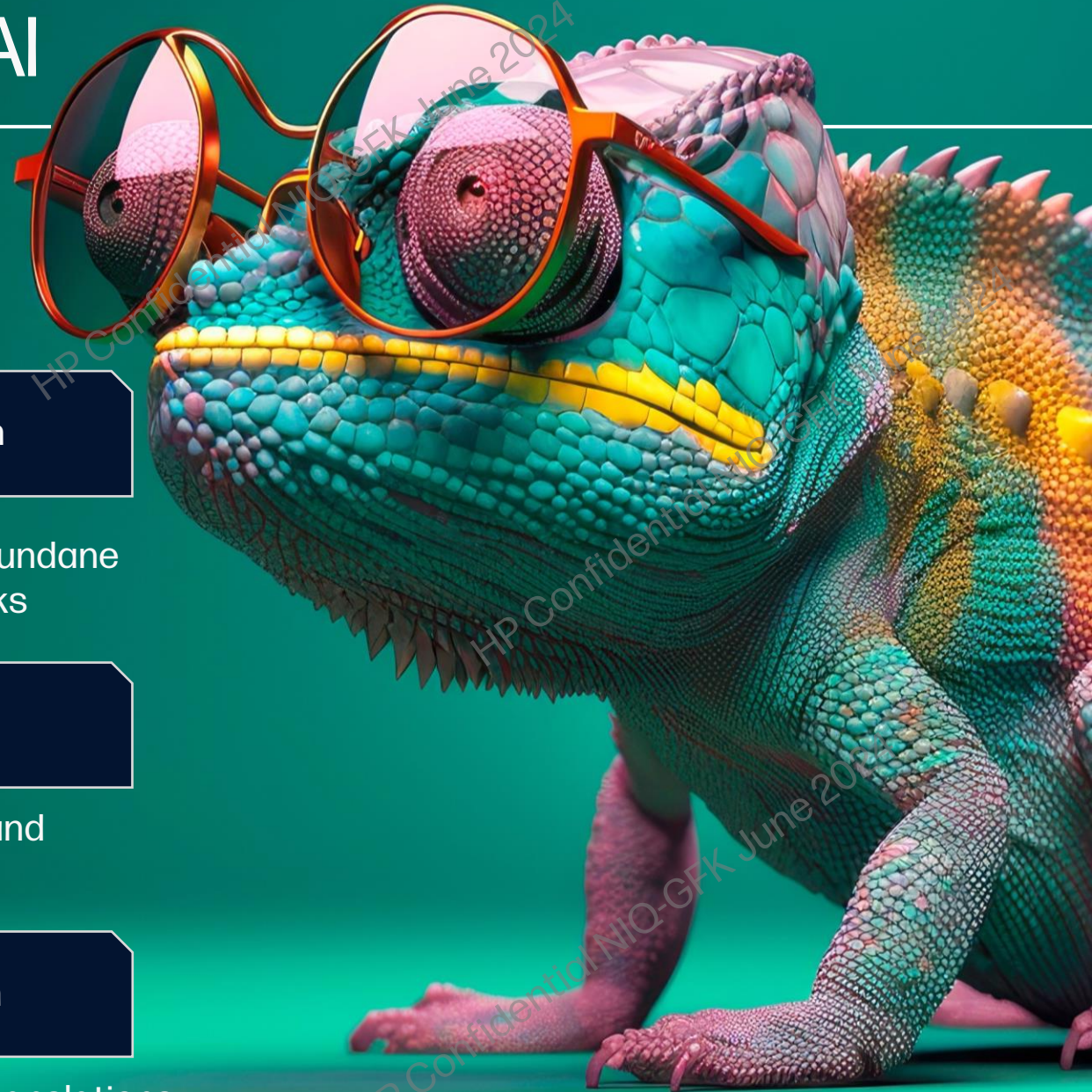
Prediction

Identify patterns and detect trends



Translation

Enable real-time translations



① Why AI ?

Demographics
New use cases

② Why AI PC ?

③ Why HP AI PC ?



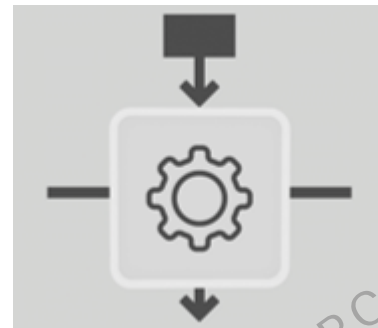
TRAINING

an AI model



USING

that AI model



Up to 2023

Datacenter

New technology

Datacenter

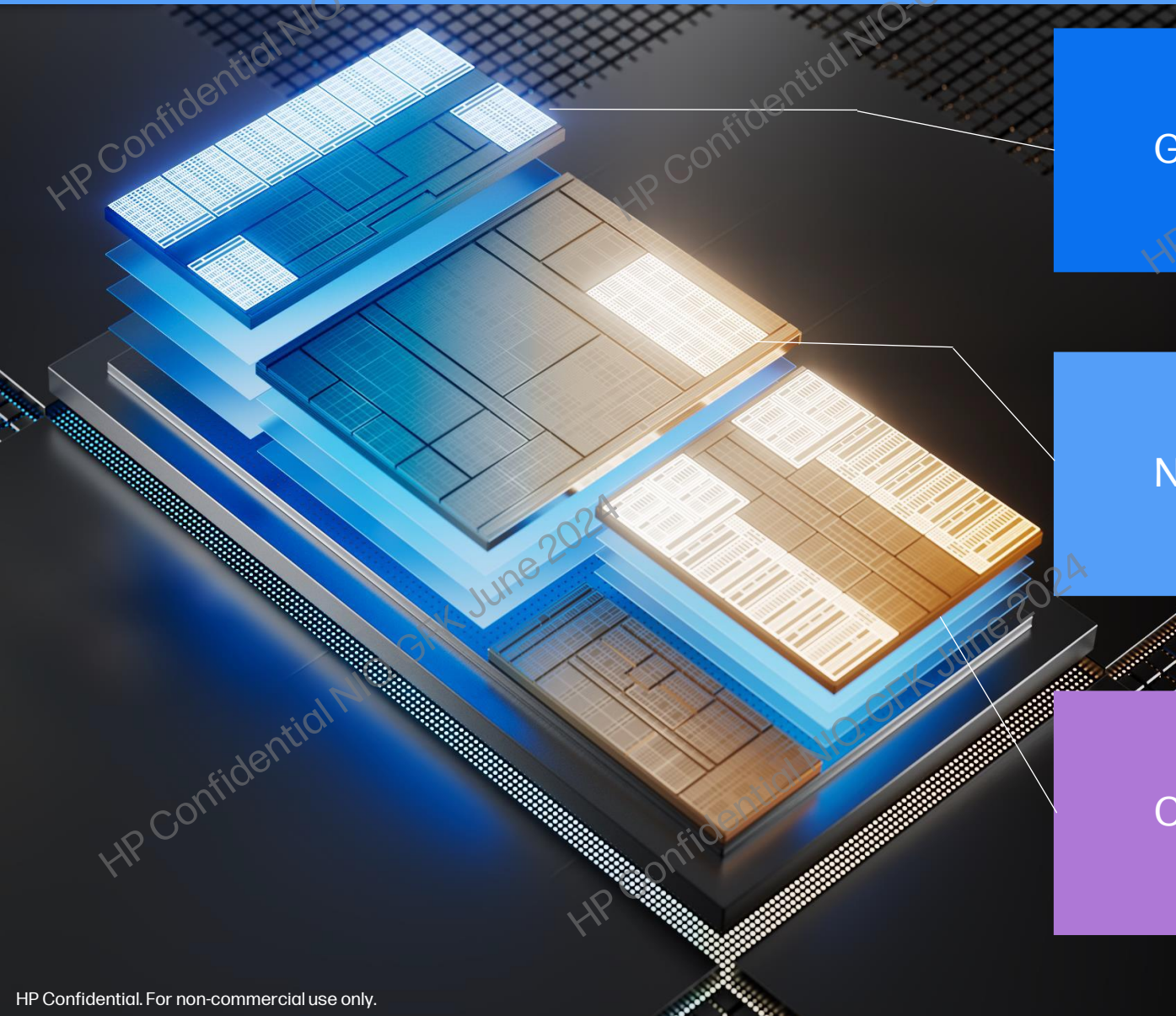
Datacenter/Cloud

Datacenter/Cloud

or

Local device

What changed inside the PC?



GPU

Graphical Processing Unit

Graphics rendering

Very high power consumption

NPU

new

Neural Processing Unit

Navigating through neural networks

Very low power consumption

CPU

Central Processing Unit

Quick brainpower

High power consumption



Copilot + PC



Cloud AI



Midjourney Cloud AI



10-30\$ / month
Max # requests



DALL-E Cloud AI



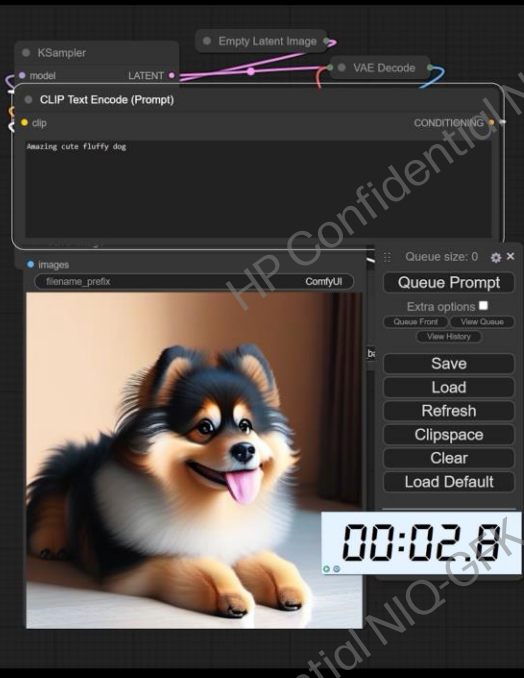
24\$ / month
Max # requests

Local AI



Stable Diffusion

Open Source My Personal
Customized -- Local AI



Free
Unlimited requests

Amazing cute
fluffy dog

Ultra realistic
photo of a tiger in
the middle of the
jungle

Why AI PC?



Faster & works offline

Image creation 5X faster than cloud



Lower cost & energy

Accessible for free & without requiring datacenter power



Secure your privacy

Keep your sensitive data private



New experiences

Including thousands that yet need to be invented







OmniBook X

Performance for the
way you work today

Engineered for new ways
of working tomorrow

 14.4_{mm}

OmniBook X

 1.35_{kg}



OmniBook X



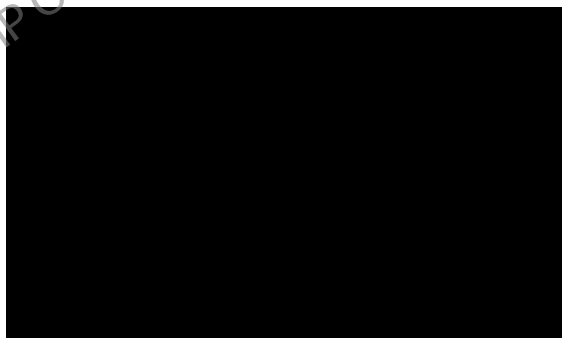
 30 hours



Personalize your appearance

HP Poly Camera Pro

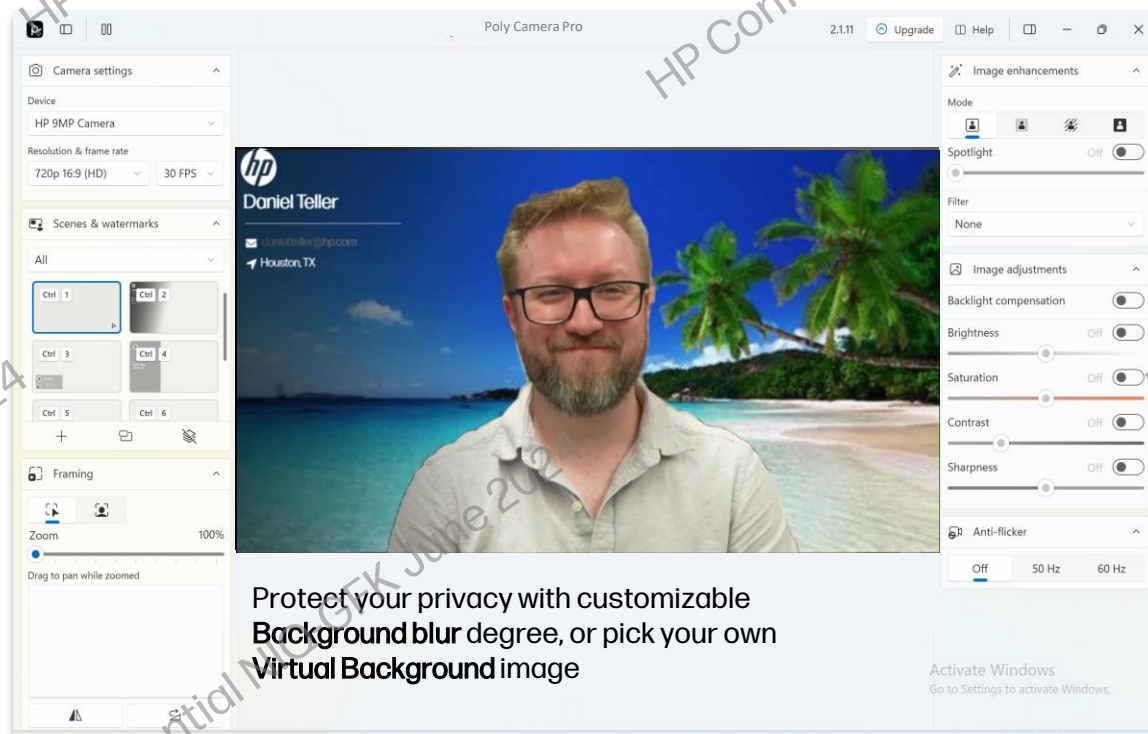
Fueled by AI and running on the NPU to save CPU power and gain more battery life.



Change the look, feel and personalize your frame with **Scenes & Watermarks**



Stay centered in the frame with adjustable zoom functionality with **Auto Framing**



Protect your privacy with customizable **Background blur** degree, or pick your own **Virtual Background** image

Default

Spotlight



Stand out on video calls, live stream, or online events with **Spotlight** that brightens you against background



Turn your image with fine-grained adjustments with **Camera Filters**



① Why AI?

Demographics

New use cases

② Why AI PC?

Not enough datacenters

Works also offline

Privacy

Faster

Cheaper in use

New experiences yet to be launched

③ Why HP AI PC?

Thin & Light

Revolutionary 30-hour battery life

Made 50% out of recycled materials

HP Poly Camera Pro

HP AI Companion (local ChatGPT 4)



NIQ



80%

of Belgians worry about risks related to AI
(privacy, job loss, ..)

76%

of Belgians think AI will broaden the gap
between digital savvy and digital illiterate

Source: GfK Screener, Belgium, April 2024



