



Feel the HP difference with Technology, elevated. Some technology simply gets the job done.

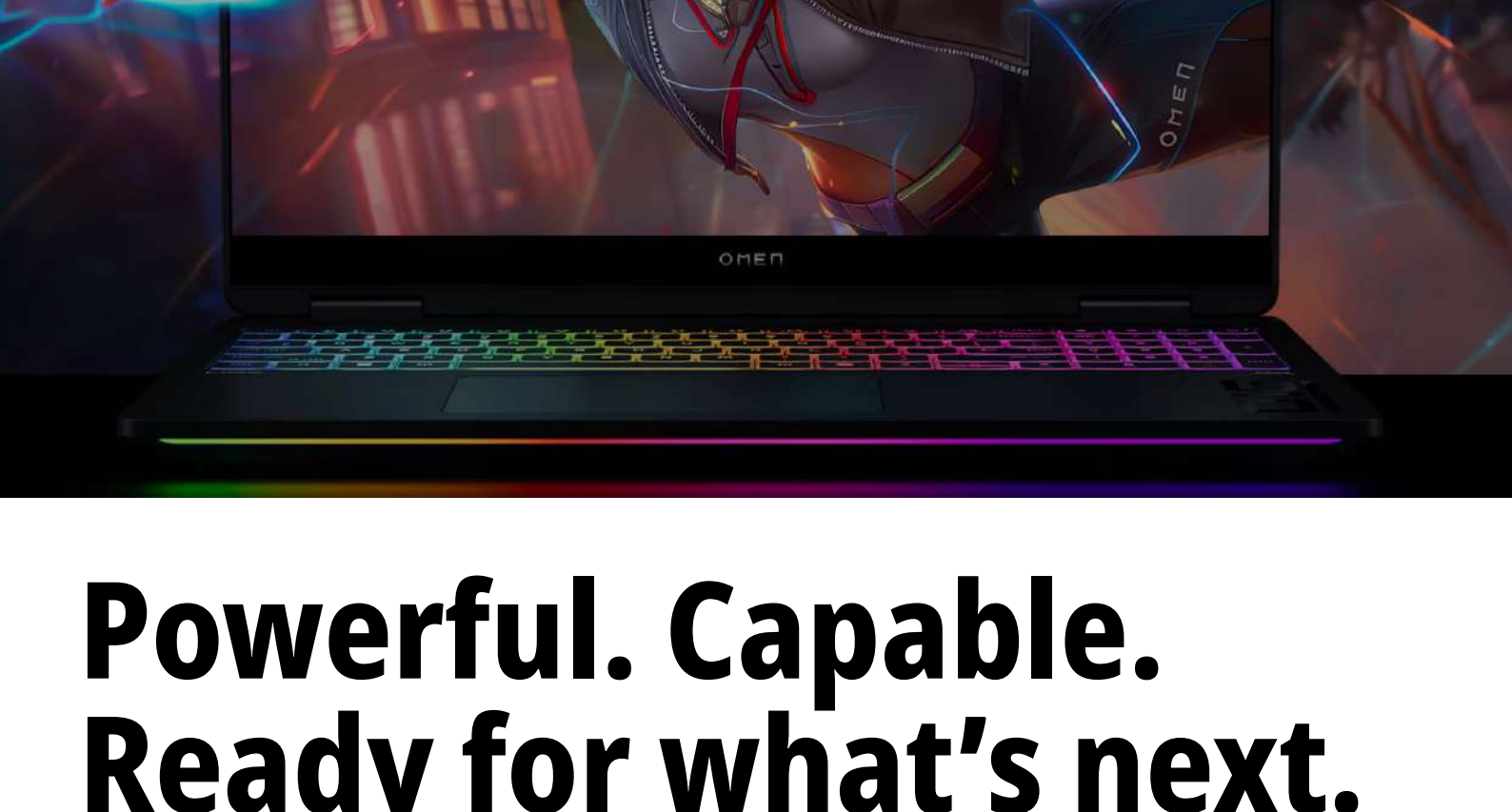
HP is designed to do more.

With decades of innovation behind the brand, HP brings together performance, intelligent technology, security and sophisticated design to create experiences made for the way we live and work today.



PERFORMANCE THAT MOVES YOU FORWARD

From premium laptops and powerful desktops to professional workstations and advanced printing solutions, HP technology is engineered to help you perform at your best.



Powerful. Capable. Ready for what's next.

INTELLIGENCE BUILT IN
The future of technology is intelligent.

HP's latest AI-powered PCs bring new levels of productivity and capability to your everyday experience — helping you work smarter, collaborate more effectively and get more done.

INNOVATION WITH PURPOSE
HP continues to invest in technology designed around the future of work, from AI-powered computing and advanced workflows to solutions that help businesses become more productive.

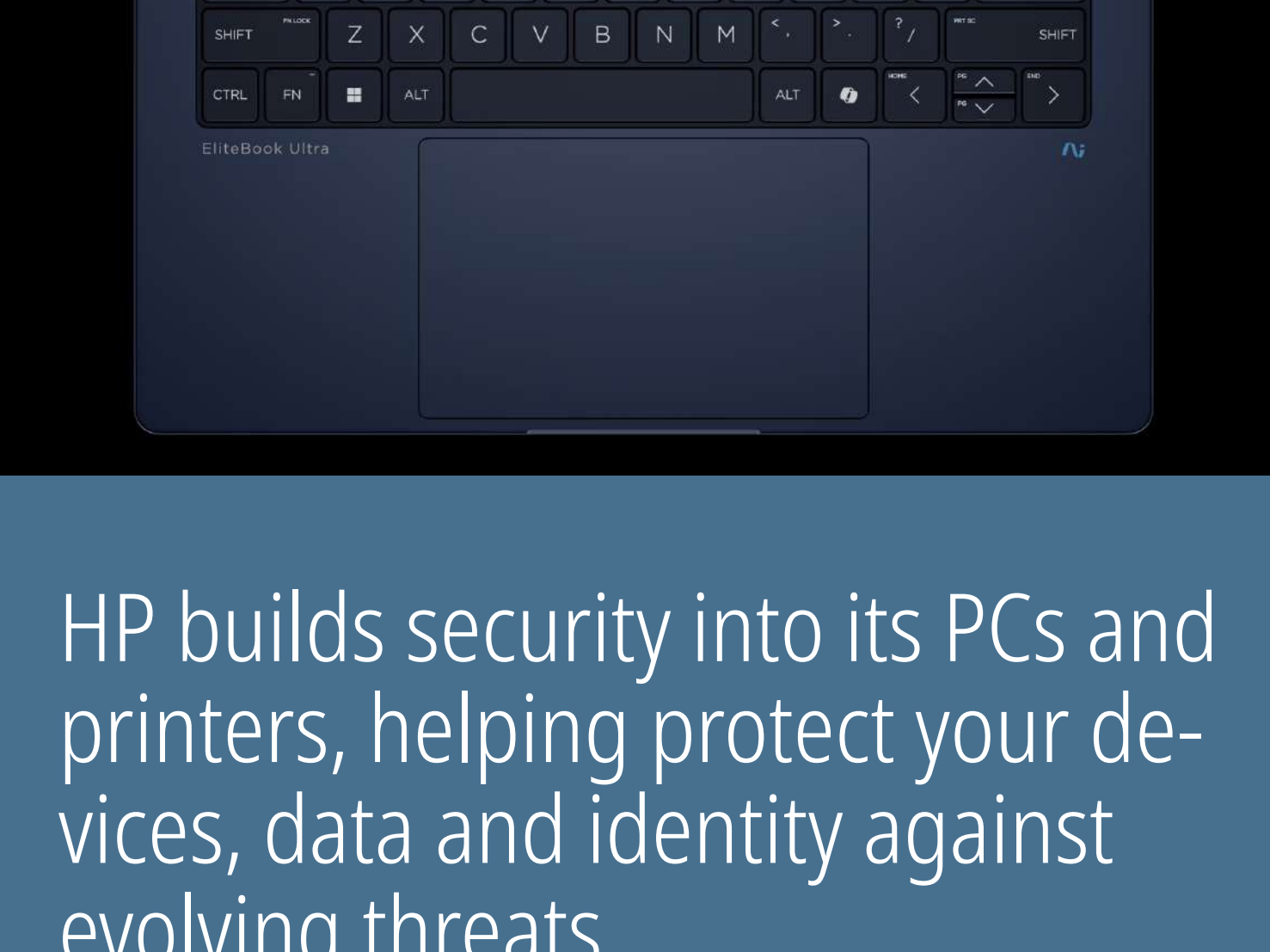
MORE THAN TECHNOLOGY IT'S THE HP EXPERIENCE

- 01 — PERFORMANCE
Power that keeps up.
- 02 — AI
Intelligence that works for you.
- 03 — SECURITY
Protection built in.
- 04 — DESIGN
Sophisticated by design.

THE HP DIFFERENCE Technology, elevated.



Welcome to the new signature of success



HP builds security into its PCs and printers, helping protect your devices, data and identity against evolving threats.

DESIGNED TO IMPRESS
Premium performance deserves premium design.

From sleek, sophisticated laptops to powerful professional devices, HP combines functionality with considered design — creating technology that looks as good as it performs.

