



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

Steven Van Pee
Head of Retail Channel Benelux



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

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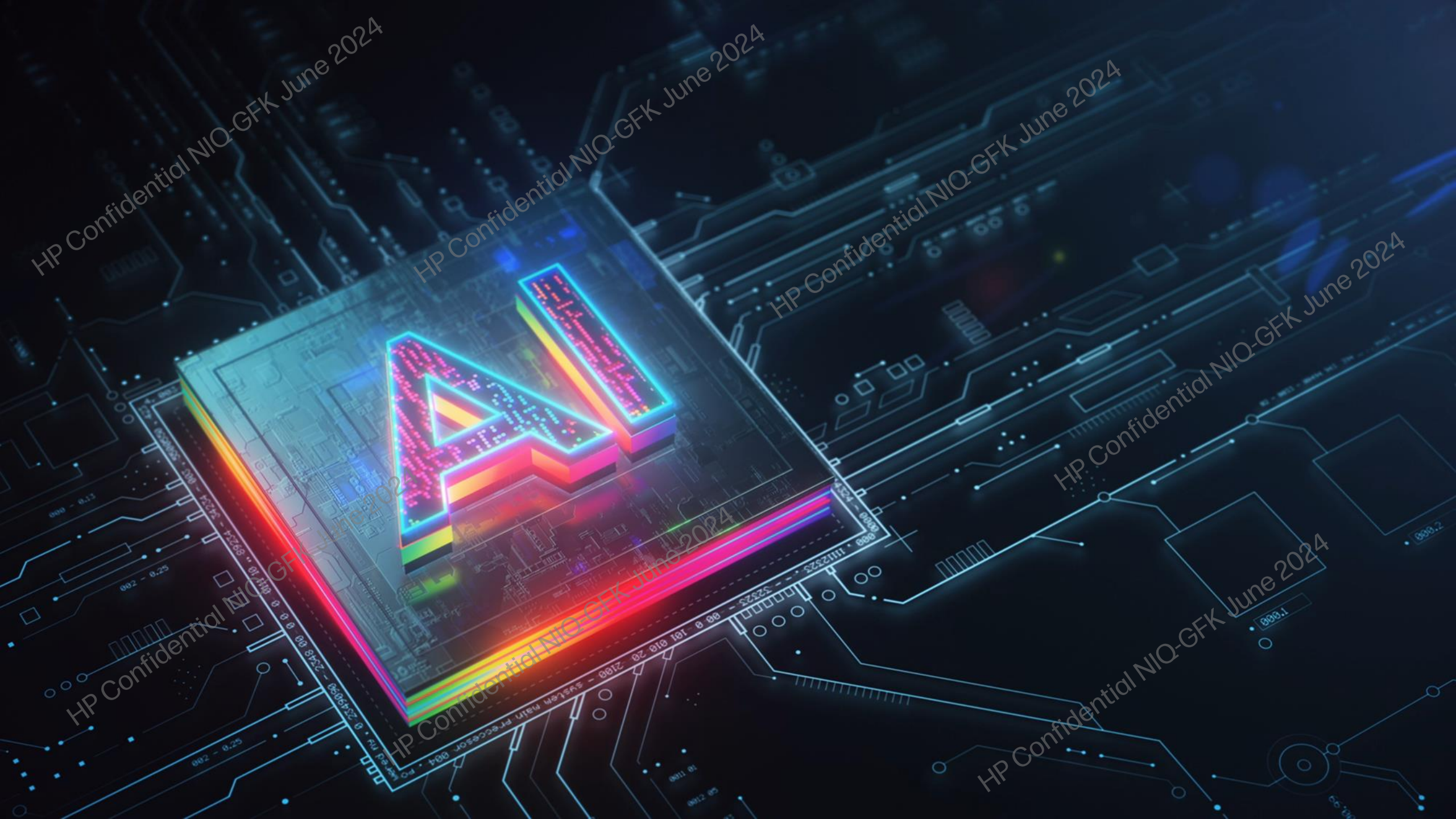
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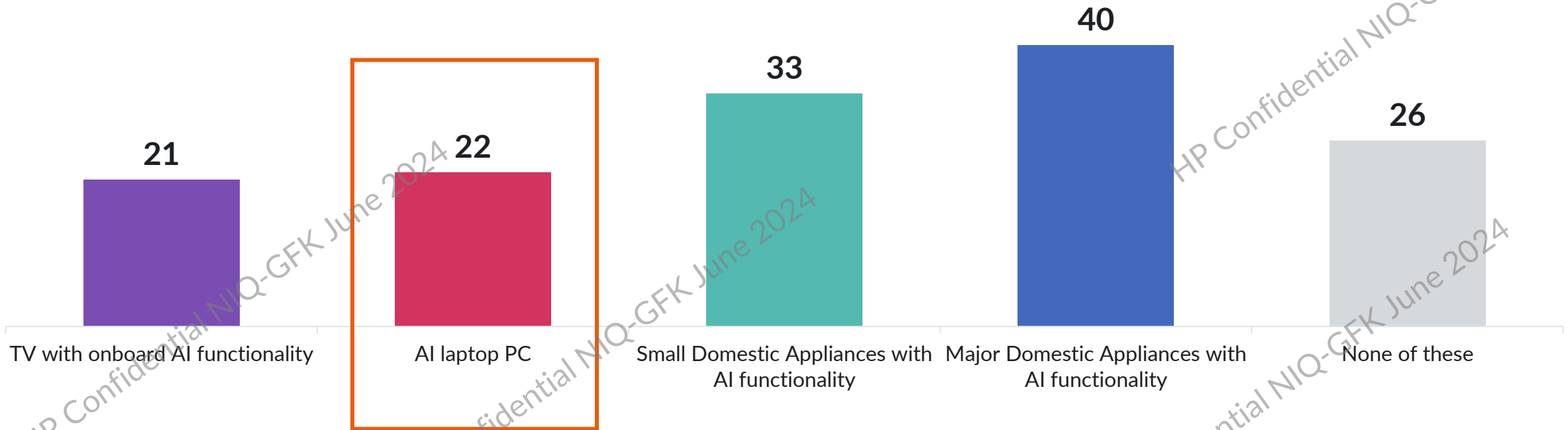
Awareness of AI in products

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



„Have you ever heard about the following?“

% respondents

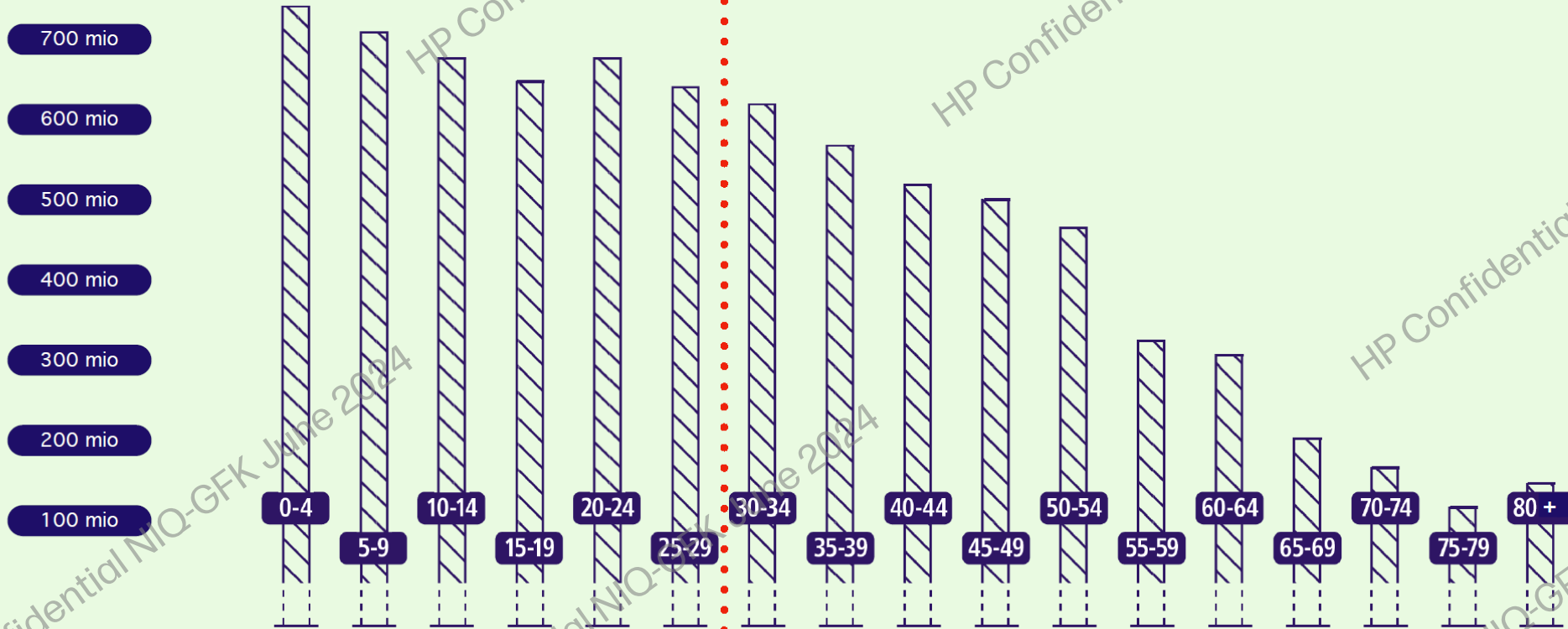


Source: GfK eBus survey – Germany, 2024 CW11, n=1011

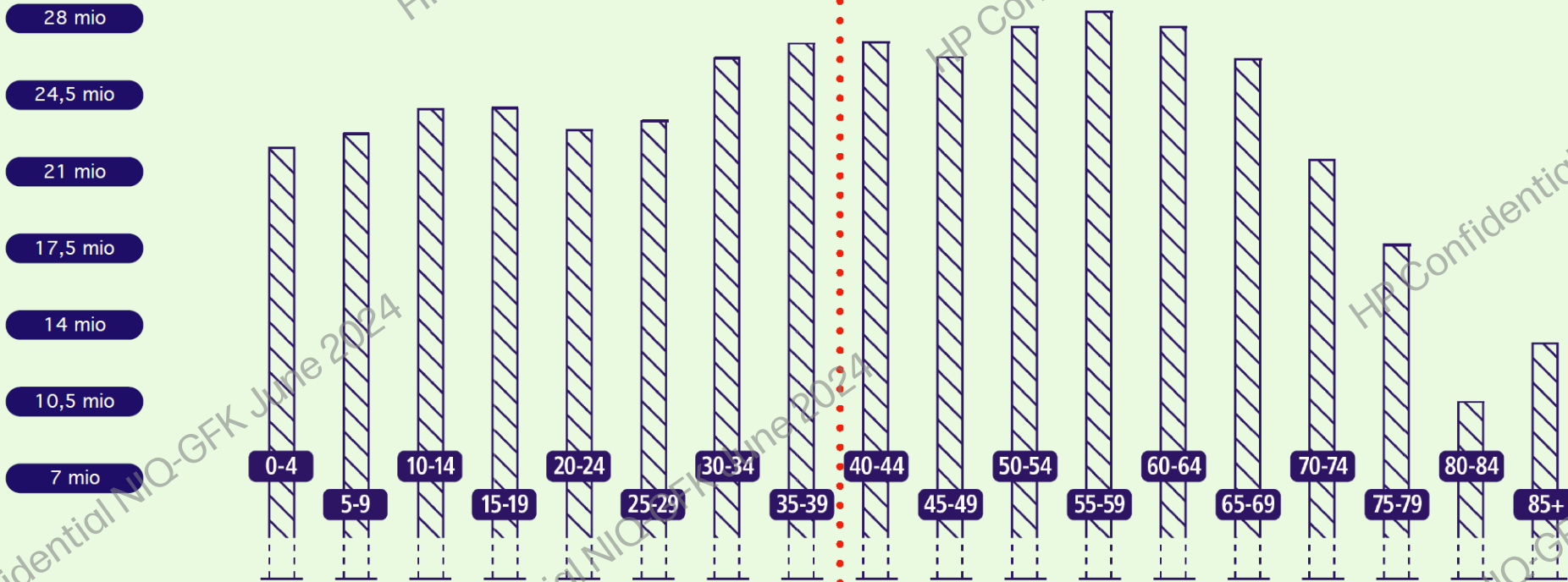
Small Domestic Appliances: vacuum cleaners, espresso machines, food preparations, dental care, ...

Major Domestic Appliances: refrigerators, washing machines, dish washers, ...

World - 2023



Western Europe - 2023



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

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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



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① Why AI ?

- Demographics
- New use cases

② Why AI PC ?

③ Why HP AI PC ?



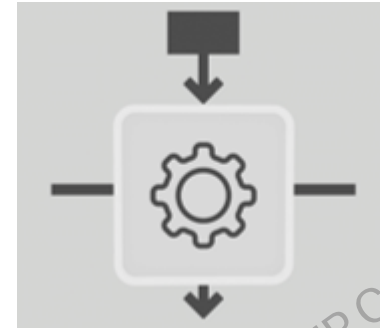
TRAINING

an AI model



USING

that AI model



Up to 2023

Datacenter

New technology

Datacenter

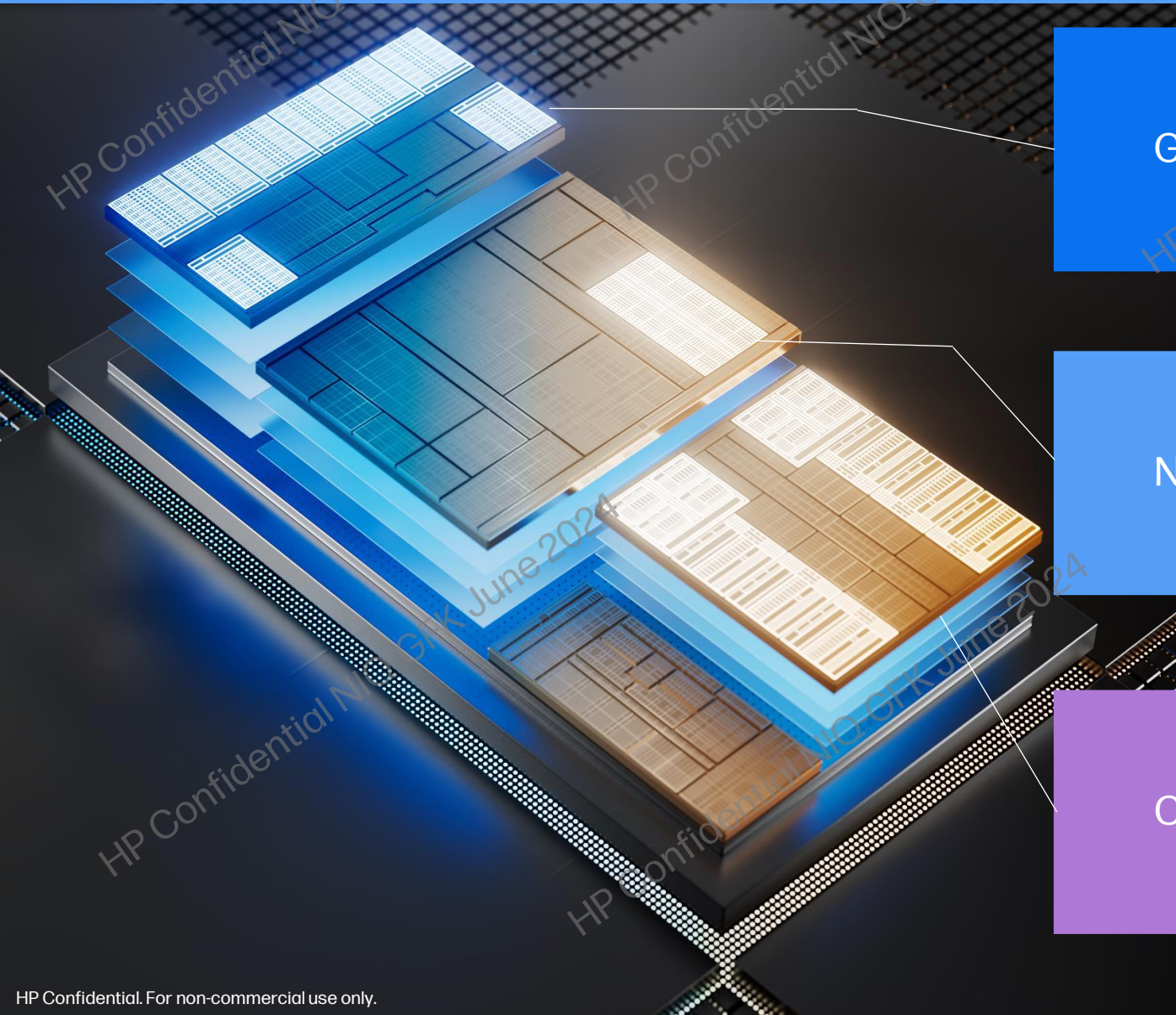
Datacenter/Cloud

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

Cloud AI



Midjourney Cloud AI



10-30\$ / month
Max # requests



DALL-E Cloud AI

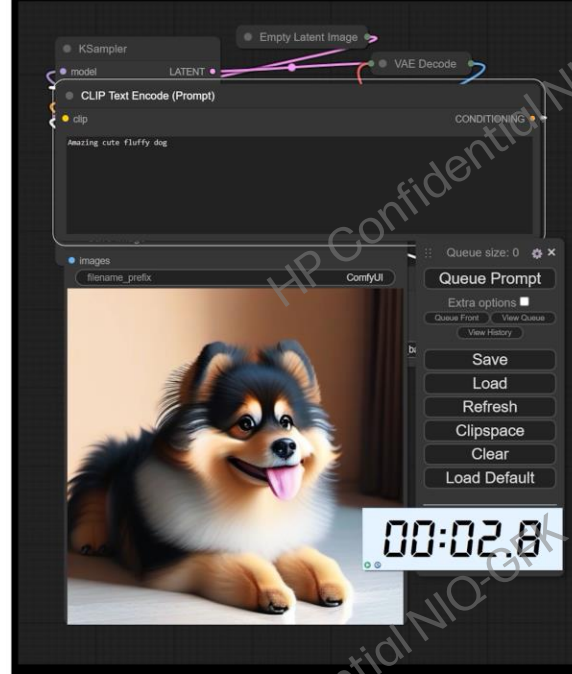


24\$ / month
Max # requests

Local AI



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

Image creation 5X
faster than cloud



Works offline & more scalable

Not requiring
datacenter power



Secure your privacy

Keep your sensitive data
private



New experiences

Including thousands that
yet need to be invented



HP Print AI

Coming to your HP printer in 2025

The screenshot displays a Microsoft Excel spreadsheet titled 'Sales Report'. The spreadsheet contains a table with columns for Order Date, Ship Date, Region, Rep, Item, Unit, Unit Cost, Total, Commission, and Customer. The data spans from January 2021 to September 2022. To the right of the table is a bar chart titled 'Sales Report' showing monthly sales trends. The chart features blue bars for the first half of each month and orange bars for the second half, with a green line representing a trend or average. The y-axis ranges from 0k to 100k. The x-axis shows dates from 04/2021 to 09/2022.

Order Date	Ship Date	Region	Rep	Item	Unit	Unit Cost	Total	Commission	Customer
1/6/21	1/11/21	East	J	Pencil	95	1.99	189.05	9.45	Acme Inc.
1/23/21	1/28/21	Central	Kivell	Binder	50	19.99	999.50	49.98	Globex Corp.
2/9/21	2/14/21	Central	Jardine	Pencil	36	4.99	179.64	8.98	Soylent Corp.
2/26/21	3/3/21	Central	Gill	Pen	27	19.99	539.73	26.99	Initech
3/15/21	3/20/21	West	Sorvino	Pencil	56	2.99	167.44	8.37	Vandelay Industries
4/1/21	4/6/21	East	Jones	Binder	60	4.99	299.40	14.97	Umbrella Corp.
4/18/21	4/23/21	Central	Andrews	Eraser	75	0.50	37.50	1.88	Stark Industries
5/5/21	5/10/21	Central	Jardine	Pencil	90	4.99	449.10	22.46	Wayne Enterprises
5/22/21	5/27/21	West	Thompson	Pencil	32	1.99	63.68	3.18	Hooli
6/8/21	6/13/21	East	Jones	Binder	60	8.99	539.40	26.97	Massive Dynamic
7/29/21	8/3/21	East	Parent	Eraser	80	0.50	40.00	2.00	Weyland-Yutani
8/15/21	8/20/21	East	Jones	Pencil	35	4.99	174.65	8.73	Tyrell Corp.
9/1/21	9/6/21	Central	Smith	Eraser	160	0.50	80.00	4.00	Oscorp
10/5/21	10/10/21	Central	Morgan	Binder	28	8.99	251.72	12.59	Bluth Company
10/22/21	10/27/21	East	Jones	Pen	64	8.99	575.36	28.77	Pied Piper
11/8/21	11/13/21	East	Parent	Pen	15	19.99	299.85	14.99	Anvil Corp.
11/25/21	11/30/21	Central	Kivell	Pen Set	96	4.99	479.04	23.95	BiffCo Enterprises
12/29/21	1/3/22	East	Parent	Pen Set	74	15.99	1,183.26	59.16	Soylent Corp.
1/15/22	1/20/22	Central	Gill	Binder	46	8.99	413.54	20.68	Acme Inc.
2/1/22	2/6/22	Central	Smith	Binder	87	15.00	1,305.00	65.25	Globex Corp.
2/18/22	2/23/22	East	Jones	Binder	4	4.99	19.96	1.00	Hooli
3/7/22	3/12/22	West	Sorvino	Binder	7	19.99	139.93	7.00	Stark Industries
3/24/22	3/29/22	Central	Jardine	Pen Set	50	4.99	249.50	12.48	Initech
4/10/22	4/15/22	Central	Andrews	Pencil	66	1.99	131.34	6.57	Vandelay Industries
4/27/22	5/2/22	East	Howard	Pen	96	4.99	479.04	23.95	Umbrella Corp.
5/14/22	5/19/22	Central	Gill	Pencil	53	1.29	68.37	3.42	Wayne Enterprises
5/31/22	6/5/22	Central	Gill	Binder	80	8.99	719.20	35.96	Massive Dynamic
7/4/22	7/9/22	East	Jones	Pen Set	62	4.99	309.38	15.47	Spacely Sprockets
7/21/22	7/26/22	Central	Morgan	Pen Set	55	12.49	686.95	34.35	Soylent Corp.
8/7/22	8/12/22	Central	Kivell	Eraser	1000	0.50	1,005.90	50.30	Acme Inc.
8/24/22	8/29/22	West	Sorvino	Desk	3	275.00	825.00	41.25	Globex Corp.
9/10/22	9/15/22	Central	Gill	Pencil	7	1.29	9.03	0.45	Hooli



Bridge the language gap

Live translation

Any language to any language



Sign language (visual) to any language





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1 Why AI ?

Demographics
New use cases

2 Why AI PC ?


- Faster
- Cheaper in use
- Works offline
- More scalable
- Lower energy cost
- Privacy
- New experiences yet to be launched

3 Why HP AI PC ?



hp OmniBook X 14



 1.35_{kg}


 14.4_{mm}


 30 hours




hp OmniBook Ultra Flip 14



 1.35_{kg}

 14.9_{mm}

 20 hours



Personalize your appearance

HP Poly Camera Pro

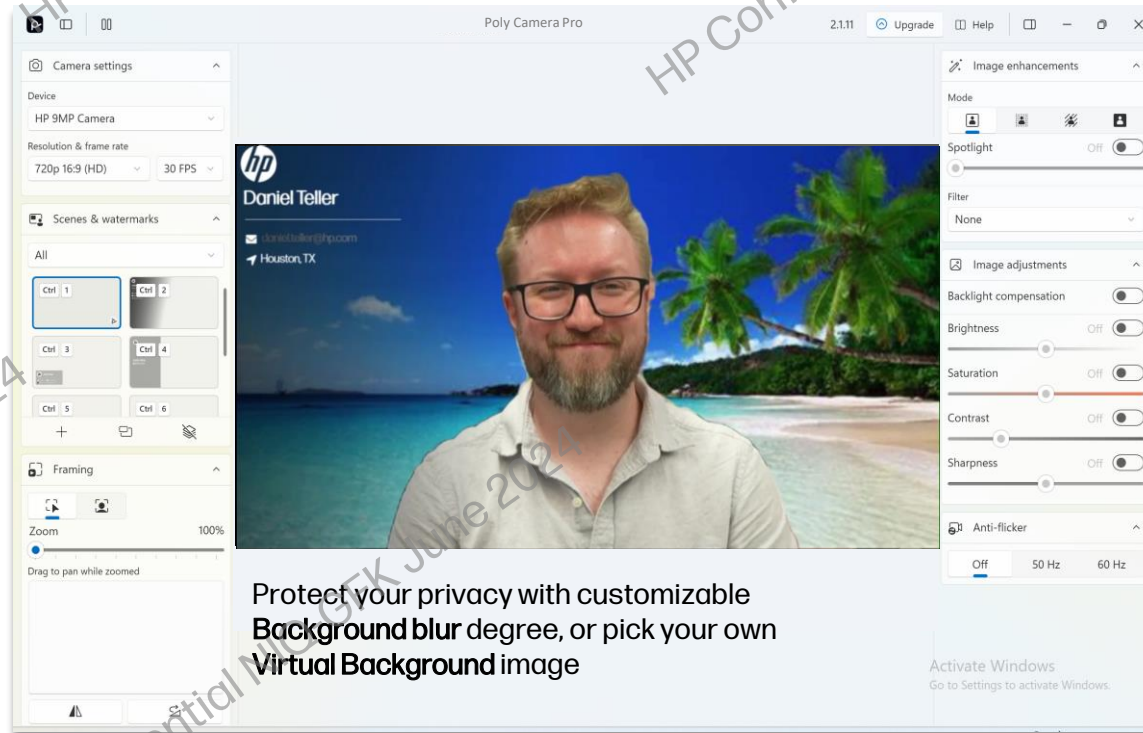
Fueled by AI and running on the NPU to save CPU power and gain more battery life.



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**



HP AI Companion

Making your PC truly personal again

Analyze local documents

E.g. as hiring manager, put all CVs in local folder and ask HP AI Companion to **identify candidates with required qualifications**

Identify & solve PC performance and battery life issues

Ask “why is my PC slow?” to HP AI Companion and it will **identify the issue** and ask your permission to **fix it** (e.g. close unused programs)



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





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