



AMD: Powering the products you love

AMD inspires innovation everywhere

The world's top companies depend on AMD. AMD powers everything from the Microsoft® Xbox One™ and the Sony PlayStation 4, to powerful desktops and Windows 10-based laptops, 5K iMacs, the MacBook Pro and beyond.

HP's newest ProBooks, EliteBooks and EliteDesks are powered by the latest 6th generation AMD PRO A-Series APU. It is specifically designed to support growing business, delivering outstanding reliability, security, and performance at incredible value.

Technology leadership

AMD is a leader in innovation and has a long history of firsts:

- First to break the 1GHz barrier.
- First 64-bit ARM based SoC in the industry and the first server APU built on HSA.
- First to develop the APU by putting the CPU and GPU on a single piece of silicon.
- First to have native dual core and quad core x86 processors and the first x86 quad core SoC.
- First to release an x86 64 bit CPU and first to release an x86 CPU with integrated memory controller.
- First performance APU in a single chip SoC and the first HEVC hardware for mainstream notebooks.

Performance

- Up to 12 compute cores (4 CPU, 8 GPU) drive efficient performance.
- Exceptional power efficiency delivers all-day battery life.
- APU architecture optimised for real-world collaboration and connectivity-driven productivity.

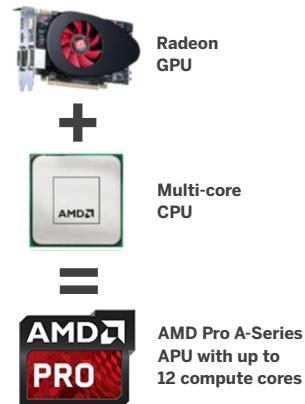
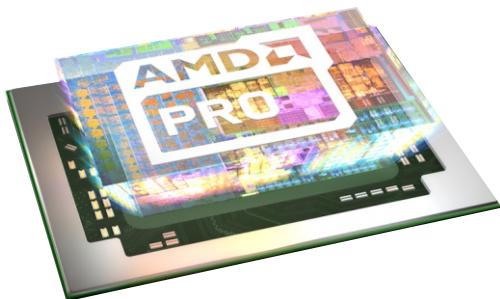
Reliability

- 18-month platform stability empowers smarter, simpler IT planning and investment.

HP Elite PCs offer the latest AMD PRO A-Series APU, designed specifically to support your growing business, delivering outstanding reliability, security and performance at incredible value. That's what you call a smart investment.

REDEFINING THE PROCESSOR

What is an AMD PRO A-Series APU?



Accelerated processing unit

- Unmatched graphics and compute processing experiences on top of the features you need and expect.
- Accelerated performance of today's most popular applications such as Microsoft Office, Internet Explorer, Firefox and Photoshop.
- Reduced power consumption and long 'all-day' battery life.

- 24-month processor longevity and 36-month warranty virtually ensure non-stop productivity and peace of mind.
- Trusted by major companies worldwide, both as a technology partner and as a supplier.

Opportunity

- Significant cost saving and price/performance leadership against the competition.
- Innovative APU architecture addresses end-user needs both today and tomorrow.
- Industry standards-based security and manageability architecture drives freedom of choice.

| | | |
|--------------------|-----------------|---------|
| Power user | AMD PRO A12 APU | CORE i7 |
| | AMD PRO A10 APU | CORE i5 |
| Mainstream | AMD PRO A8 APU | CORE i3 |
| | AMD PRO A6 APU | |
| Basic tasks worker | AMD A4 APU | PENTIUM |
| | AMD E-series | CELERON |

