

DRIVING HIGHER STANDARDS



"WE FOCUS ON A HIGH LEVEL OF ACHIEVEMENT AND CONTRIBUTION.
OUR CUSTOMERS EXPECT HP PRODUCTS AND SERVICES TO BE OF THE
HIGHEST QUALITY AND TO PROVIDE LASTING VALUE."

— BILL HEWLETT, FOUNDER

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.



LEGACY OF INNOVATION AND EXPERTISE

HP is a world leader in mobile computing. We operate in 170 countries, with strong sales, service, and support capabilities around the globe. We have a long history of continuous improvement, and we continue to generate significant advances in product design and reliability. Our total patent portfolio now stands at about 25,000—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.

LEADERS IN QUALITY

Don't take our word for it—many third parties and independent research firms acknowledge HP as an industry leader in quality.

- Red Dot Design Award, 2008
- I.D. Design Distinction Award, 2008
- iF product design award, 2008
- International CES Innovations Design and Engineering Award, 2008
- Excellence in Service Operations certification from the Service and Support Professionals Association, June 2007
- Ranked No.1 in the Online Customer Respect Study of High-Technology and Computer Industry Online Support, February 2008

- Technology Business Research Inc. (TBR) Notebook Study, 4Q 2007
 - “HP’s scores were either constant or improved between 3Q07 and 4Q07.”
 - Hardware reliability, support services, and product design are identified as specific reasons for choosing HP.
- TBR Notebook Study, 3Q 2007
 - “HP index is the sole advancer: Satisfaction positions advanced across the board, most notably related to hardware quality/reliability and parts availability.”
 - “Hardware Quality/Reliability. HP’s satisfaction position advanced significantly (+2%) and was the only competitor whose standing improved in 3Q07. HP’s rating ran significantly higher than the industry average.”

DESIGN AND ENGINEERING

CERTIFIED STRATEGIC SUPPLIERS

HP Business Notebook PCs use only the highest-quality components and materials, carefully tracked and monitored throughout the development process. We work closely with suppliers to ensure that they continue to meet our strict requirements and controls, and to drive quality improvements over time.



INTRODUCING HP ELITEBOOK NOTEBOOK PCs

HP DURACASE

FULL MAGNESIUM ALLOY CHASSIS creates an incredibly strong, durable case for protecting your notebook from the rigors of daily mobile use.

MAGNESIUM/ALUMINUM DISPLAY ENCLOSURE consists of an aluminum outer cover bonded to a magnesium-alloy substructure for exceptional strength and impact protection.

ANODIZED ALUMINUM PALM-REST SURFACE provides an attractive, scratch-resistant working surface.

METAL ALLOY HINGES with hardened steel pin axles are designed to withstand the stress of frequent opening and closing.

REINFORCED METAL PINS AND HOOKS firmly secure both halves of the notebook with a four-point lock-down mechanism when the lid is closed, helping protect your system from shock and side impacts.

BUSINESS-RUGGED DESIGN

HP EliteBook PCs are engineered to meet U.S. military standards for specific environmental reliability tests (MIL-STD 810F).¹ Our business-rugged notebooks are tested for performance at extreme temperatures and high altitudes, and subjected to punishing drops, bumps, and vibration. Wouldn't you like to know your notebook can take a little punishment?

HARD DRIVE SOLUTIONS

Operational shock is a leading cause of premature hard drive failure in every brand of notebook PC, and it can happen at any time while a notebook is powered up. When your PC gets bumped against a doorway, or dropped a short distance, you're risking a lot more than just the hardware. Ordinary incidents like these can damage or destroy your important data along with your hard drive.

HP 3D DriveGuard helps protect the information on your hard drive from accidental damage caused by short drops, rough handling, excessive vibration, and other everyday wear and tear. Two protection policies are designed to help defend your data at all times, whether you're working quietly or walking quickly:

- **Ready state.** For routine use, when the notebook is open and stationary—even on a moving vehicle like a train or plane—HP 3D DriveGuard automatically parks the drive head when it senses a sudden movement.
- **Enhanced state.** When the notebook is closed and in motion, HP 3D DriveGuard parks the drive head indefinitely. This lets you transport your PC safely whether you're in standby mode or not.



HP 3D DriveGuard combines several active and passive design features to help mitigate the risks of drive failure and data loss.

- Mounting the hard drive firmly to the notebook frame helps absorb shock from bumps, drops, and other impacts. This hard-mount solution reduces the transmission of shock to the hard drive by as much as 50 percent.
- A three-axis digital accelerometer provides additional protection. Any sudden movement signals a potential risk to the hard drive; the motion sensor temporarily parks the drive head and stops the hard drive before it can be damaged.
- Intelligent sensitivity automatically chooses the best protection policy—Ready or Enhanced—for your current operating state.
- An external LED indicator reassures you that your hard drive is safely parked when you're on the move.
- Advanced power management settings help ensure that the hard drive occasionally spins down according to manufacturer specifications.

Recent improvements in hard drive and data protection have reduced hard drive replacement rates in HP notebooks by over 50 percent.

“WHEN IT COMES TO BATTERIES, SAFETY AND RELIABILITY ARE NON-NEGOTIABLE AT HP. OUR AIM IS TO EXCEED CUSTOMER EXPECTATIONS THROUGH THE MOST EXTENSIVE TESTING IN THE INDUSTRY. QUALIFYING A NEW SUPPLIER CAN TAKE SEVERAL MONTHS, BUT THE END RESULT IS A TOP-QUALITY PRODUCT.”

JOHN A. WOZNIAK, PH.D.
DISTINGUISHED TECHNOLOGIST
HP NOTEBOOK ENGINEERING



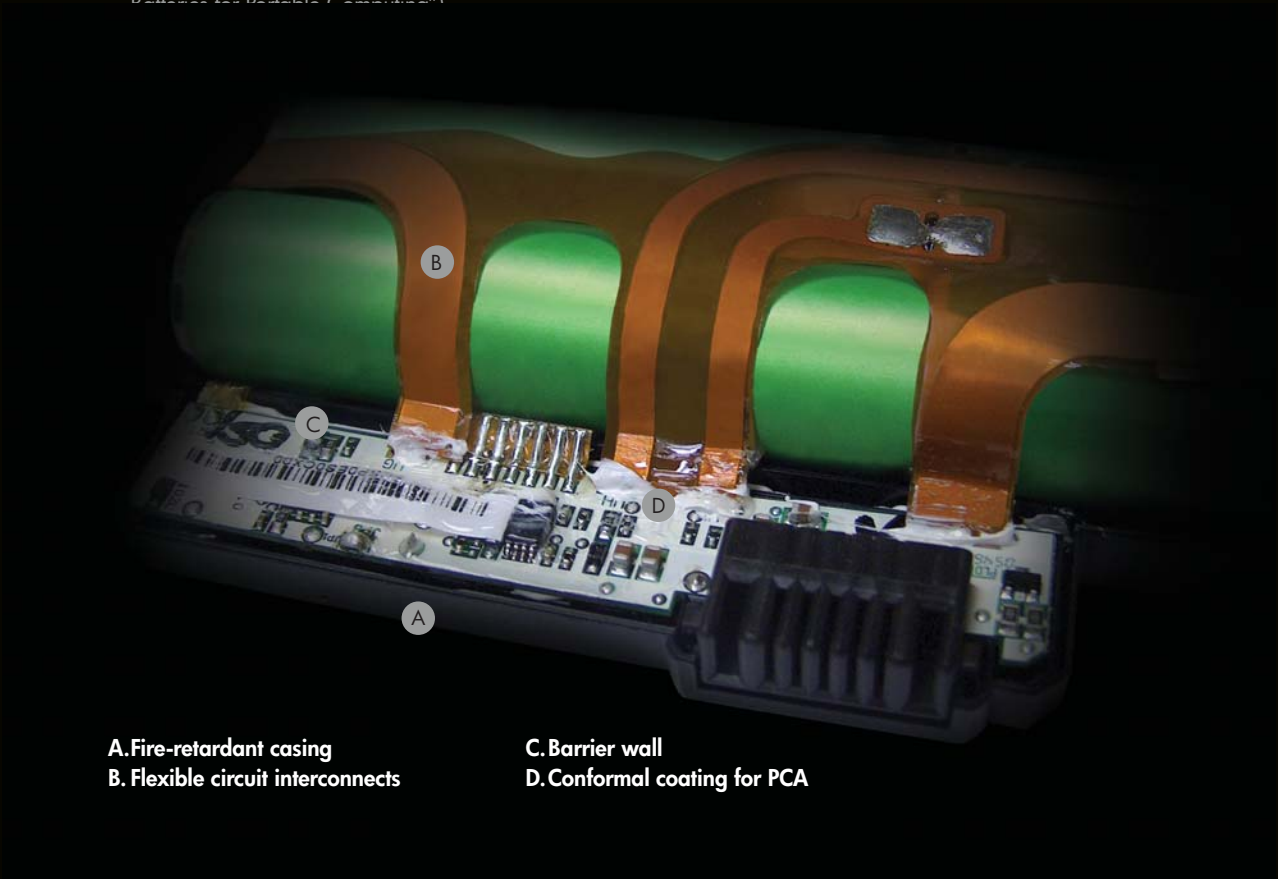
BATTERY SOLUTIONS

HP has always employed strict quality controls in designing, constructing, and using batteries in our business notebooks, and these controls are revised continually as battery technologies improve. Components and materials are carefully chosen and critically tested for safety and reliability, and battery packs are designed with multiple redundant safety features.

Our quality testing is extensive and thorough. Battery cells are first tested individually, then tested again after they are assembled into battery packs, and then re-tested with the batteries placed in-system. Cells are charged at different rates and in different environmental conditions. The process can take up to a year, and most cells require process or design improvements before they meet HP standards.

HP uses several approaches to improve battery performance and your overall user experience:

- Stringent battery vendor quality standards and rigorous testing procedures
- Industry-standard Lithium-Ion battery technology
- Industry-leading battery life (up to 15 hours on select models, using both the internal battery and a separately purchased HP Ultra-Capacity Battery)²
- Advanced power management features and settings
- Active participation in the IEEE Standard 1625 Committee (“Standards for Rechargeable Batteries for Portable Computing”)



A. Fire-retardant casing
B. Flexible circuit interconnects

C. Barrier wall
D. Conformal coating for PCA



TESTING AND QUALIFICATION

HP TOTAL TEST PROCESS

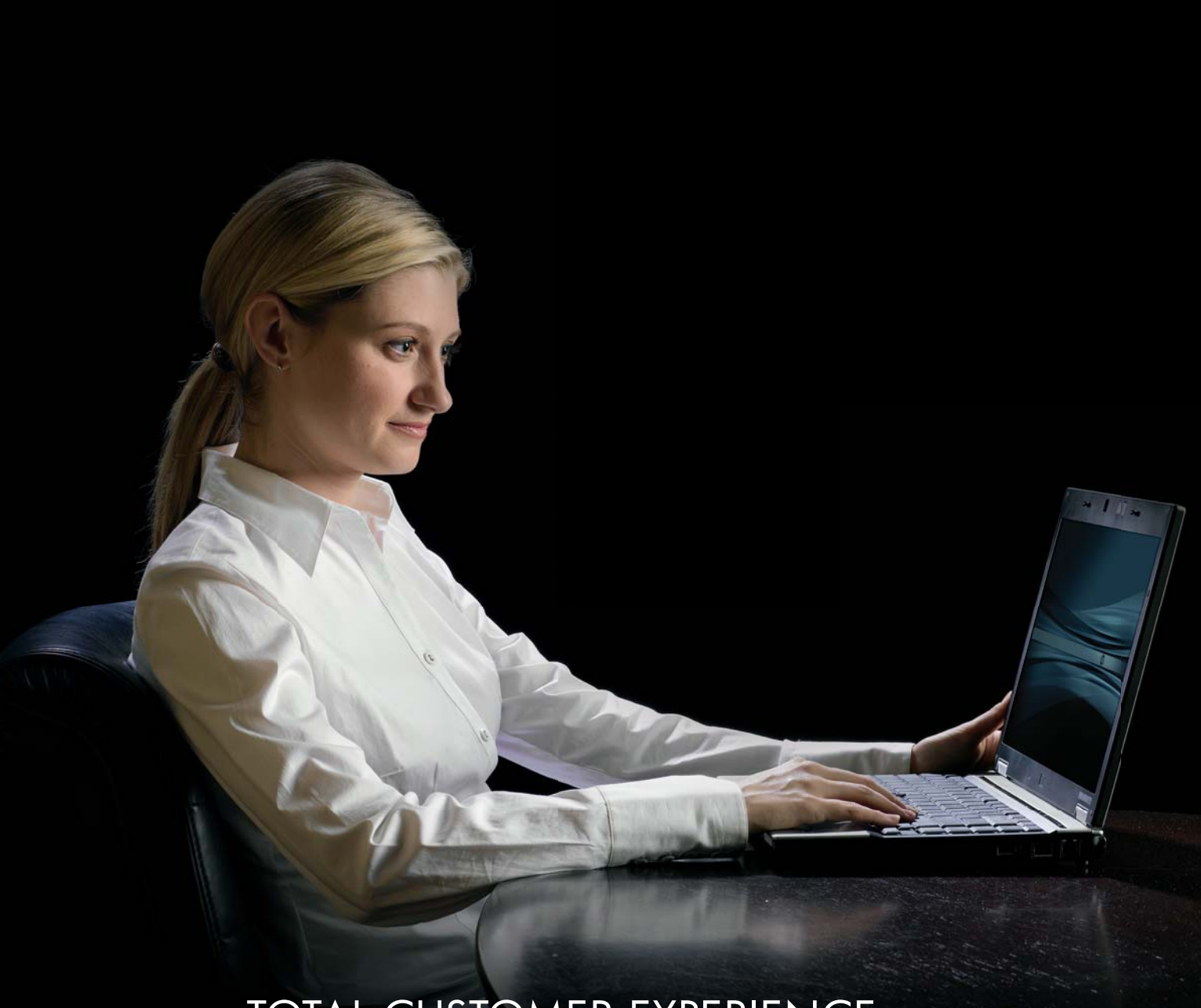
HP Business Notebook PCs are subjected to the HP Total Test Process—95,000 total hours covering 50,000 individual steps. This comprehensive, rigorous testing helps ensure superior quality and reliability in a wide range of applications and operating environments.

- Drop, shock, and vibration testing
- Hard drive testing
- Keyboard and button testing
- Display panel testing
- Electrical testing
- Mechanical testing
- Environmental testing
- U.S. military reliability testing (MIL-STD 810F)

SYSTEM ARCHITECTURE

We spend a considerable amount of time, energy, and resources on software and integration testing—approximately 20,000 man-hours. We receive constant feedback from the field, and we strive to improve software to make it more reliable and easier to use.

- Integration testing involves more than 30,000 steps and 240 industry-standard hardware and software products per operating system.
- Approximately 7,000 total docking tests are performed on each platform to ensure quality and reliability throughout the lifecycle.



TOTAL CUSTOMER EXPERIENCE

“WE PROVIDE PRODUCTS, SERVICES, AND SOLUTIONS OF THE HIGHEST QUALITY AND DELIVER MORE VALUE TO OUR CUSTOMERS TO EARN THEIR RESPECT AND LOYALTY.”

— HP QUALITY POLICY STATEMENT

USER EXPERIENCE

Our driving ambition is for every customer to be completely satisfied with the quality of our products, services, and solutions. Your relationship with us goes beyond our products—it begins long before your decision to invest in HP technology, and it extends to every interaction you have with HP. We call this the Total Customer Experience (TCE), and it’s different for everyone because it’s shaped and defined by countless unique impressions, perceptions, and experiences. That’s why our passion for quality and TCE affects everything we do. We have dedicated teams who focus exclusively on TCE and quality.

MEASUREMENTS AND RESULTS

HP takes a hard-line approach to measuring quality—we’re pretty tough on ourselves. We’re completely committed to producing the best possible technology and providing the highest levels of service, so we hold ourselves to a very high standard. We relentlessly scrutinize our business practices and development processes for potential areas of improvement. We think the end results speak for themselves.

EARLY WARNING AND DETECTION

The HP Notebook Quality System employs numerous improvement initiatives that help provide early warning and detection of potential troubles, contain any problems that do occur, and deliver consistent quality improvements over time.

RAPID ISSUE RESPONSE AND RESOLUTION

HP receives consistently high scores on industry surveys with positive responses about our flexible, personal service. One of the reasons is our emphasis on quality in the sales relationship. Years of forthright communication with our customers have earned our sales organization a reputation for responsiveness and integrity that’s unmatched in the technology industry. When problems do occur, we have proven processes and procedures for managing them effectively with minimal disruption.



HP INSTANT SUPPORT

Our focus on quality does not end when the product is launched and shipped to you. HP eSupport solutions help you manage your technology and your business, delivering seamless support experiences that help you maximize your availability and your evolving environment.

SERVICE AND SUPPORT

HP TOTAL CARE

HP Support Services offers extended service contracts that go beyond standard warranties. These services cover your needs at every stage of your computing technology's lifecycle and help maximize the initial return on investment all while reducing loss of productivity.



CONTINUOUS IMPROVEMENT

We're positively obsessed with quality. At every step—from design and development through production and testing and on into the workplace—we're alert for any opportunity to improve quality, and everything we learn goes into making the next generation of HP Business Notebooks all it can be.

The best information about the quality of the user experience comes from the users themselves, so our customers are a vital resource. We look carefully at customer surveys and service calls, focus groups and field research, sales meetings and so much more—gathering critical feedback that influences our designs, inspires new features, and improves the overall quality of our products and services.

We never stop. We never stop talking to you, answering your questions, listening to your ideas, and solving your problems. We never stop testing our products, raising our standards, designing new features, developing new technologies, and looking for better materials and suppliers. We never stop perfecting our PCs, building better business notebooks, and working to deliver a Total Customer Experience that's second to none.



Visit www.hp.com/go/whyhpnotebooks for more information.

1. MIL-STD-810F testing was not intended to demonstrate fitness for U.S. Department of Defense contracts or for military use. Test results are not a guarantee of future performance under these test conditions.
2. 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.

© Copyright 2007–2008 Hewlett-Packard Development Company, L.P.

The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Printed in the United States.

4AA1-8979ENUC; 04/2008

