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build a competitive advantage
by making more of mobility

For more information
about mobility solutions from HP, or to take your first step towards
going mobile today, visit www.hp.com/uk/mobilitybundles.

HP recommends Microsoft® Windows® XP Professional for Mobile Computing.

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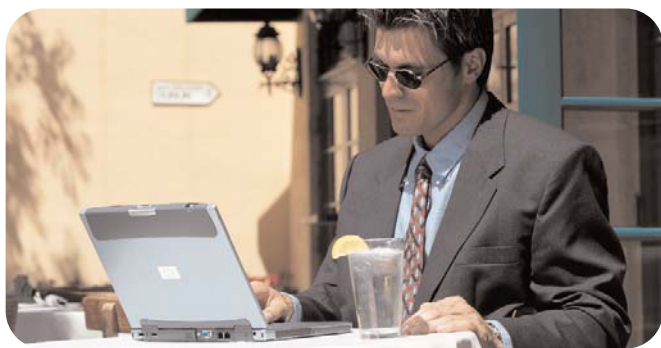
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- more return on your IT
- more security
- more productivity





"Opportunistic usage of public Wireless Fidelity (WiFi) "hot spots" and sharing of WLAN bandwidth with B2B will grow by 50 percent during 2003."

Mobile Applications Can Locate You in 2003,
November 2003, William Clark

If you haven't already considered going mobile,
now's the time to start!

why should my business go mobile?

for a competitive edge, increased revenue and reduced costs

The right mobile business solution can significantly enhance your overall efficiency. And with companies around the world already reporting a competitive advantage and greater market resilience from using mobile tools, the time has never been better to go mobile.

In doing so, you enhance workers' productivity both in the office and out on the road, enabling them to access data in real time, keep in touch around the globe and satisfy customers with on-the-spot answers.

The right mobile business solution can cut risk, complexity and cost too – and that's where HP comes in. With unparalleled cross-market expertise in mobility and wireless solutions, we can support every aspect of your mobility strategy. We offer today's broadest mobility product portfolio, including:

- notebooks
- pocket PCs
- tablet PCs
- mobile workstations
- mobile printers
- portable projectors

As well as working effortlessly together, these devices integrate seamlessly with your choice of communication technology. HP helps you make the most of these mobile technologies, balancing the advantages so they fit perfectly with your needs and overall mobile-business strategy.

To provide even greater choice, we prove and integrate complete solutions with industry-leading partners. We invest \$4 billion every year in innovation, product development and solutions that simplify deployment, ease management, lower operating costs and optimise resource utilisation.

You're also assured of protection for your business assets. We've implemented reliable security technologies at every level – device, data and connection.

HP solutions make mobility affordable, simple, secure and easy to implement, delivering a quantifiable return on investment (RoI), no matter how large or globally dispersed your business.

balancing mobile technology with the needs of your business

HP does much more than equip your workforce with the right tools for business on the move. As the graphic below shows, our mobility solutions help you effectively balance every demand of your mobility strategy – from **standard**, everyday needs to more **advanced** requirements.

- Enjoy more choice and a natural interface with your PC, thanks to the **intuitive technology** built into our mobile devices
- Access data and applications via wireless and wired connections, and with unique modular **connectivity**.
- Achieve more with mobile **performance** boosted by powerful technologies.
- Rest assured of comprehensive **security** at every level – device, data and connection.
- Take advantage of our range of **manageability** solutions.
- Work with more independence than ever – specially developed technologies give you complete **autonomy**.

You'll find these indispensable characteristics across the complete range of HP mobility solutions – plus a number of HP products that exemplify them. Read on to find out more...



Balance the needs of your business with the right mobile technologies
using the industry's broadest portfolio of mobility products and solutions

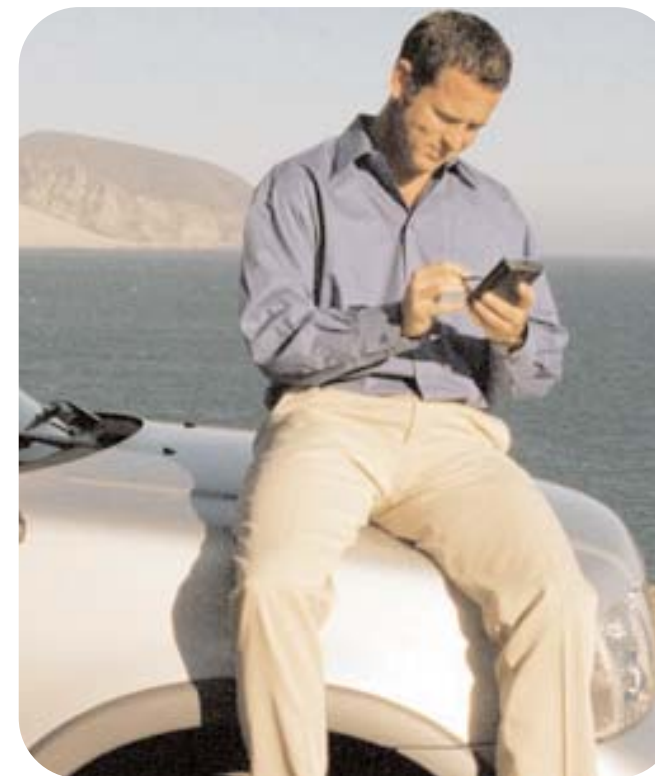


get more from your mobility investment

Realise the full potential of mobilising your business by equipping your workforce with the right technologies to serve them on the road or in and around the office.

HP solutions integrate smoothly with your existing infrastructure, cutting management costs, accelerating response times and enhancing the customer and employee experience. Find out how HP mobile solutions can help you meet crucial business needs:

- How can I improve the image of my business?
- How can I sustain a competitive edge?
- How can I work the way that best suits me?
- How can I perform advanced tasks on the move?
- How can I improve connectivity?



"[The iPAQ Pocket PC] has allowed us to win some new customers that we would not have won without the electronic solution, in situations where our brand alone would not have been enough"

Adrian McCarthy, Head of Operations,
Inspection Services Division, RAC

enhance your company image



Compaq Evo 1020v notebook



HP digital projector sb21



HP DeskJet 450 printer

how can I improve the image of my business?

You want to make the best impression wherever your business takes you, ensuring easy connectivity from a device that won't weigh you down.

With your choice of HP notebook, you can enjoy complete **autonomy** by carrying crucial applications, and harness mobile **performance** advances that really get the job done.

For the ultimate mobile presentation solution, combine your HP notebook with our portable digital projector and capture the imagination of customers and colleagues in both the field and the boardroom. Or, produce great-quality printouts of key documents on our small, light portable printer.

To cut back on cabling, simply add your choice of modular connectivity options:

- wireless PAN (Personal Area Network) via Bluetooth™
- wireless LAN (Local Area Network) via WiFi (802.11b)
- wireless WAN (Wide Area Network) via GPRS

You can even transform your notebook into a full desktop PC. Just slot it into an HP port replicator back in the office.

For more information, visit
www.hp.com/uk/mobilitybundles

how can I sustain a competitive edge?

To keep one step ahead of the competition, you need to act quickly, decisively and in real time, whether you're in:

- a face-to-face customer meeting
- your office canteen or corridor
- an airport lounge or hotel lobby

The award-winning HP iPAQ Pocket PC gives you complete **autonomy** to make fast, effective business decisions. Carry all the data, applications and connections you need in the palm of your hand, and within minutes you can:

- confirm orders or requests
- deliver inventories
- provide effective answers

It's easy to stay connected anywhere in the world. Simply slot your HP iPAQ Pocket PC into its optional GSM/GPRS expansion pack and you can:

- access data and the Internet quickly
- check e-mails or send SMS messages
- make GSM phone calls and more!

Back in the office, you can use Bluetooth™ connectivity to synchronise the device with your desktop PC and connect to printers or other peripherals.

For more information, visit
www.hp.com/uk/mobilitybundles

HP recommends Microsoft® Windows® XP Professional for Mobile Computing.
HP iPAQ Pocket PC is powered by Microsoft® Windows®.

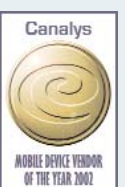
rapid response and high security

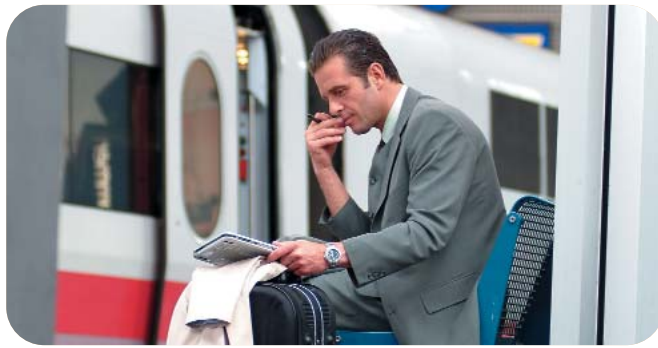


HP iPAQ Pocket PC 3970



with HP GSM/GPRS expansion pack





"Mobile professionals across the globe have been waiting for just such an offering: high-speed wireless Internet access in a familiar and widely available location that keeps them connected while on the road, or between the home and office"

Howard Schultz, Chairman and Chief
Global Strategist, Starbucks

how can I work the way that suits me best?

When you're constantly on the move, from the office to the station to customer sites, you need a device that adapts to suit you, as well as your changing location or situation.

The Tablet PC provides the ultimate answer, combining full PC functionality with **intuitive technology** that delivers pen-and-paper simplicity, plus the ability to swap between desktop, notebook and tablet form factors.

Its innovative, personal touch enables you to:

- make handwritten notes in existing applications
- convert jottings into text or save them as "digital ink"
- record important voice notes
- share files via integrated wireless LAN or modem

However you use it, you'll save time, avoid duplication and improve overall efficiency – a great, human way to boost your competitive advantage.

For more information, visit
www.hp.com/uk/mobilitybundles

"People are visual and respond better to something they can see. With this unit I could quickly and easily bring graphs, charts and medical images into the examination room for the patient to view."

Dr. John Gilbert, Fullerton, California

all the devices you need, in one



Compaq Tablet PC TC1000

how can I perform advanced tasks on the move?

Need much more than just desktop-equivalent performance from your mobile computing device? Take the HP mobile workstation – the ultimate solution for outstanding **performance** on the move.

Now engineers, architects, graphic artists and more can take their real work with them, with the freedom to perform data- and graphics-intensive tasks away from the studio or office.

It's as thin and light as a notebook, and delivers everything you need for ISV workstation applications such as DCC, CAD, GIS and more, including:

- outstanding processing performance
- tested and qualified, top-of-the-line graphics
- high-resolution screen
- large hard-drive capacity

And with a host of power-saving features such as modular dual-battery support, you can count on maximum uptime and greater productivity.

For more information, visit
www.hp.com/uk/mobilitybundles

workstation performance on the move



Compaq Evo mobile workstation N800w

how can I improve connectivity?

However much or little time your employees spend in the office, you need connections in place that ensure optimum use of that time.

HP provides the right level of **connectivity** wherever it's needed, deploying the most appropriate, secure wireless and wired connections to suit your business and technology needs and provide productivity in more places.

With an HP wireless LAN, for example, you can give multiple users real-time, cable-free access to the network via wireless-enabled devices. They can instantly access the network while away from their primary workspace, and from anywhere within range, such as:

- meeting rooms
- canteens
- corridors
- hard-to-wire locations
- remote network-connected sites

WLAN connectivity is easy to deploy and manage, with quick installation and low maintenance. It's the perfect way to improve information services in all kinds of industry – healthcare, education, travel and tourism to name just a few.

What's more, you'll find wireless LAN connectivity already integrated in a range of HP notebook, pocket and tablet PCs.

You can take advantage of wireless access outside of your office, too. An ever-increasing number of hotels, airports, and retailers around the world offer public wireless hotspots.

For more information, visit
www.hp.com/uk/mobilitybundles

HP recommends Microsoft® Windows® XP Professional for Mobile Computing.
HP iPAQ Pocket PC is powered by Microsoft® Windows®.

instant network connection whenever you need it



HP iPAQ Pocket PC 5450 with integrated WLAN, Bluetooth™ and fingerprint technology

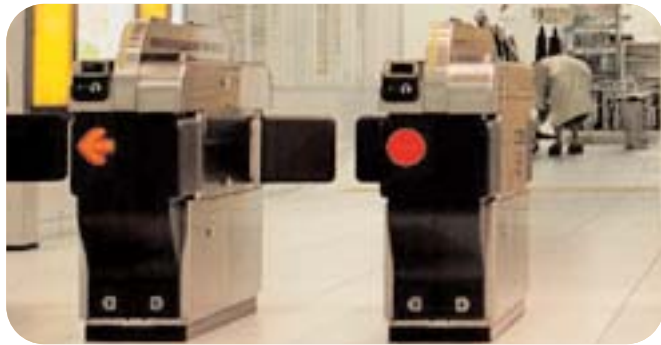
fast, reliable access – free from wires



HP Enterprise Access Point w1520



802.11b Access Point card x1150



get to grips with your mobility strategy

Going mobile brings incredible benefits to your business, and choosing the right mobile devices will significantly enhance efficiency and productivity.

But to truly balance the benefits with the needs of your business, you need to get to grips with **all** aspects of business on the move – including security, management and ongoing costs. HP can help here too – with convincing answers to your questions and concerns.

- How can I secure my mobile business?
- How can I be sure of a great return on investment?
- How can I reduce the complexity of going mobile?
- How can I support my business as well as my purchases?
- How do I obtain the right solution on my fixed budget?

how can I secure my mobile business?

With network hacking on the increase and over 250,000 mobile devices expected to be left in airport lounges this year alone*, the need for security in mobile business has never been greater.

That's why HP delivers comprehensive, enhanced **security** at every level – device, data, and network access and monitoring – working harder to protect our customers' assets and keep you ahead of the dangers, providing reassurance alongside mobile flexibility.

We protect your **mobile devices** with innovative security and authentication features such as:

- biometric fingerprint scanning
- smart cards
- physical locks

We protect your **data exchange** from interception with:

- existing encryption tools, such as Wired Equivalent Privacy (WEP), deployed to maximum effect
- ongoing investment in next-generation encryption standards
- effortless migration to emerging security technologies

You can count on secure **network access and monitoring** too. Unique HP ProtectTools protect network access, supported by a host of additional authentication techniques. We put the systems in place to ensure your network can be monitored 24x7, with a range of intrusion-detection systems.

For more information, visit
[Security URL pending]

how can I be sure of a great return on investment?

If you're reluctant to take the first step without proof of the potential competitive advantage and RoI, HP can provide the reassurance you're looking for.

As the industry leader in mobility, we've been working closely with best-in-industry partners to deliver tested, proven and fully compatible mobile solutions that not only meet your needs today, but also keep you flexible for the future.

For example, we've collaborated with Microsoft® and leading telecoms companies to deliver Outlook anywhere, a GPRS-based bundle that gives you complete Microsoft Outlook functionality anywhere you take your iPAQ Pocket PC and mobile phone.

Take advantage of a single point of contact for joint expertise and broad support capabilities from a partner that can do it all. HP delivers end-to-end solutions that secure the right level of mobility for your needs, and we'll help you verify the benefits before you invest.

For more information, visit
www.hp.com/uk/gomobile/ [Partnerships URL pending]

"We now have the infrastructure to offer PDAs on a case-by-case basis. Some people such as fundraisers won't need laptops at all, and that can save expenditure on hardware"

Peter Crutchfield, Head of IT,
Marie Curie Cancer Care



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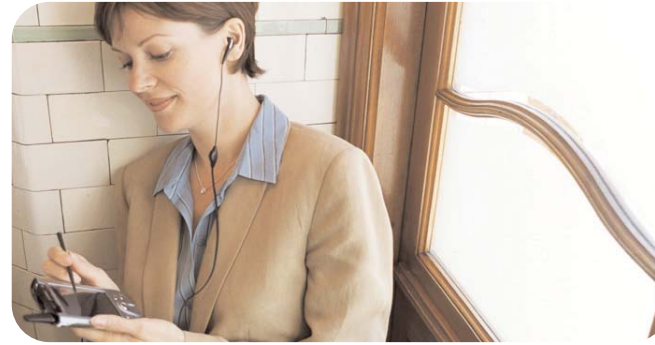
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* Financial Times (03.12.02, "Understanding mobile business")

HP iPAQ Pocket PC is powered by Microsoft® Windows®.

"By overhauling Wiltshire [constabulary]'s entire infrastructure system and looking at new ways for [police] officers to access data, we have developed a project that will not only reap cost savings, but will ensure that Wiltshire officers spend less time processing forms and more time fighting crime."

Stephen Longlead, Client Principal, HP Services



how can I reduce the complexity of going mobile?

No matter what the size of your business and plans for mobility, the chances are you have a number of unanswered questions. For example, how do you:

- Identify business areas that will benefit most from mobility?
- Know what levels of productivity improvement to expect
- Determine the RoI and payback period?
- Reduce the complexity of going mobile?
- Ensure the solution is truly end-to-end?
- Manage the performance and bandwidth needs of your mobile workforce?
- Integrate multiple devices into mixed environments?
- Provide wireless access to multiple applications?
- Prove it works before committing to large-scale deployment?
- Ensure a consistent rollout across all business locations, anywhere in the world?
- Ensure the solution availability meets your business needs?

HP Services provides the answers, simplifying planning, design deployment, support and overall manageability throughout the solution lifecycle. Count on:

- 65,000 service professionals in over 160 countries
- Qualified consultants to help you plan, design and deploy
- Qualified support staff providing the right levels of cover – from next-business-day to 24x7 mission-critical support
- Seamless integration of mobility and wireless into existing infrastructures
- Faultless operation of key applications across your diverse range of access devices
- End-to-end security – across applications, servers, connections and access devices

To tap into this knowledge and get to grips with your ongoing mobility strategy, you can:

- Take advantage of our education services
- Attend our "Art of the Possible" strategy workshops
- Visit our Global Mobility Solutions Centre in Stockholm, Sweden
- Turn solutions management over to us via our managed services offerings

We'll even quantify the potential RoI before you adopt. Need to know how much wireless e-mail will benefit your business? We'll compare the time it saves per day to the average hourly rate per employee. You'll see similar RoI benefits across the entire solution – whether it's wireless LAN, PWLAN, mobile messaging, field sales or roaming – or an application area unique to your industry!

For more information, visit
[\[HP Services URL pending\]](#)

To find out more about the Global Mobility Solutions Centre, visit [\[URL TBC\]](#)

how can I support my business as well as my purchases?

Need more than just the standard product warranty to give you peace of mind? With HP, you can take advantage of great, packaged service offerings that protect your business, as well as your purchases, for years to come.

Choose from our range of pre-defined HP Care Packs to match your business priorities and extend the warranty to suit specific needs. Whether you need to enhance the duration of your cover, accelerate engineer response times or ensure on-site service, you can count on service levels that actively reduce downtime and maximise performance.

For more information, visit
[www.hp.com/uk/gomobile/](#) [\[Care Pack URL pending\]](#)

how do I obtain the right solution on my fixed budget?

If you've identified the mobile strategy that works best for your business, but you feel it's beyond your current budget, you may find the solution in HP Financial Services.

Secure your entire solution at a price you can afford with straightforward, reliable and integrated financing solutions from HP Financial Services that help optimise your infrastructure, maximise availability and ensure business agility.

These include:

- Flexible global financing solutions that align IT investment cost with the useful life of the equipment, lowering investment risks
- Financial asset-management services that help maximise the IT solution while minimising total costs
- Asset-disposition services that reduce end-of-life technology costs and concerns

All of this, together with technology-refresh options, helps you to control costs and simplify IT lifecycle management.

For more information, visit
[www.hp.com/hpfinancialservices/uk/bridge.html](#)

