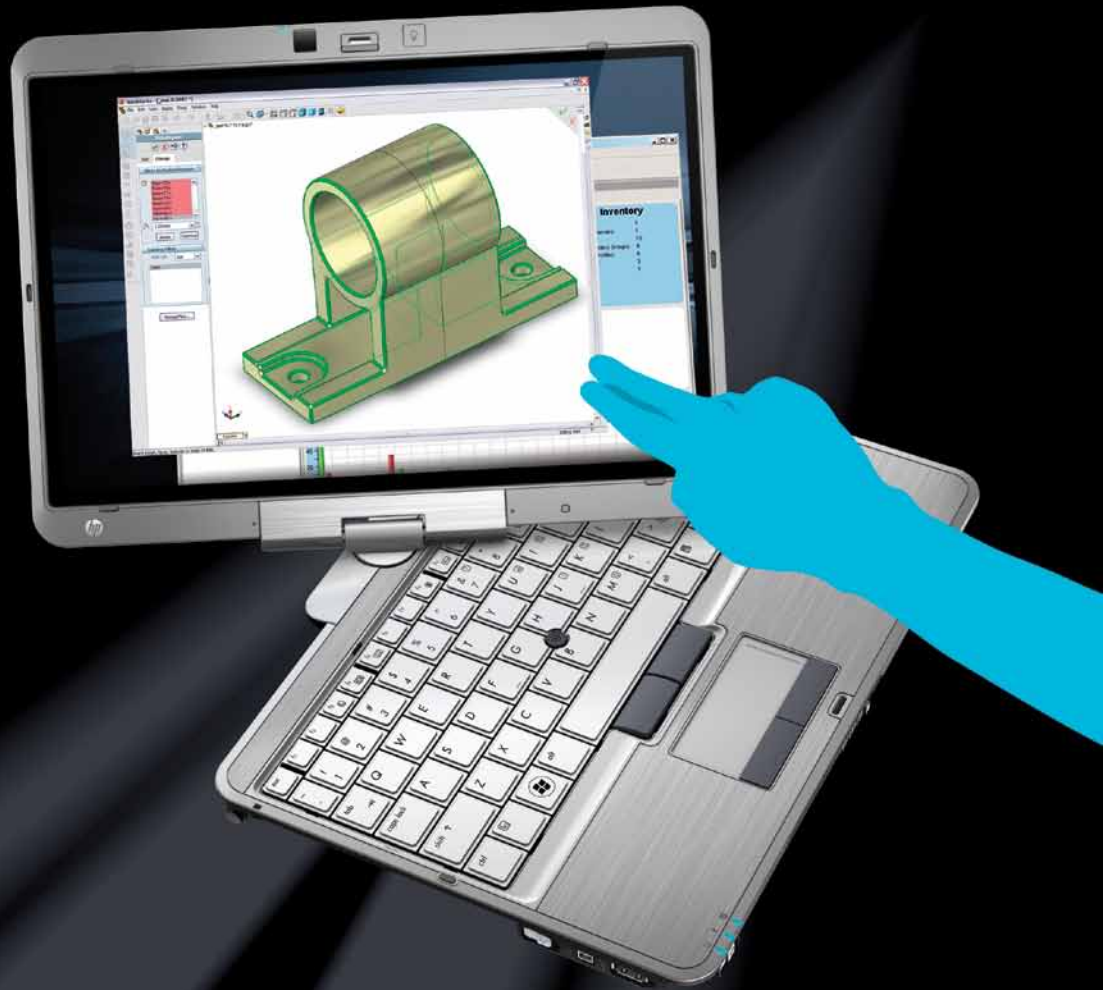




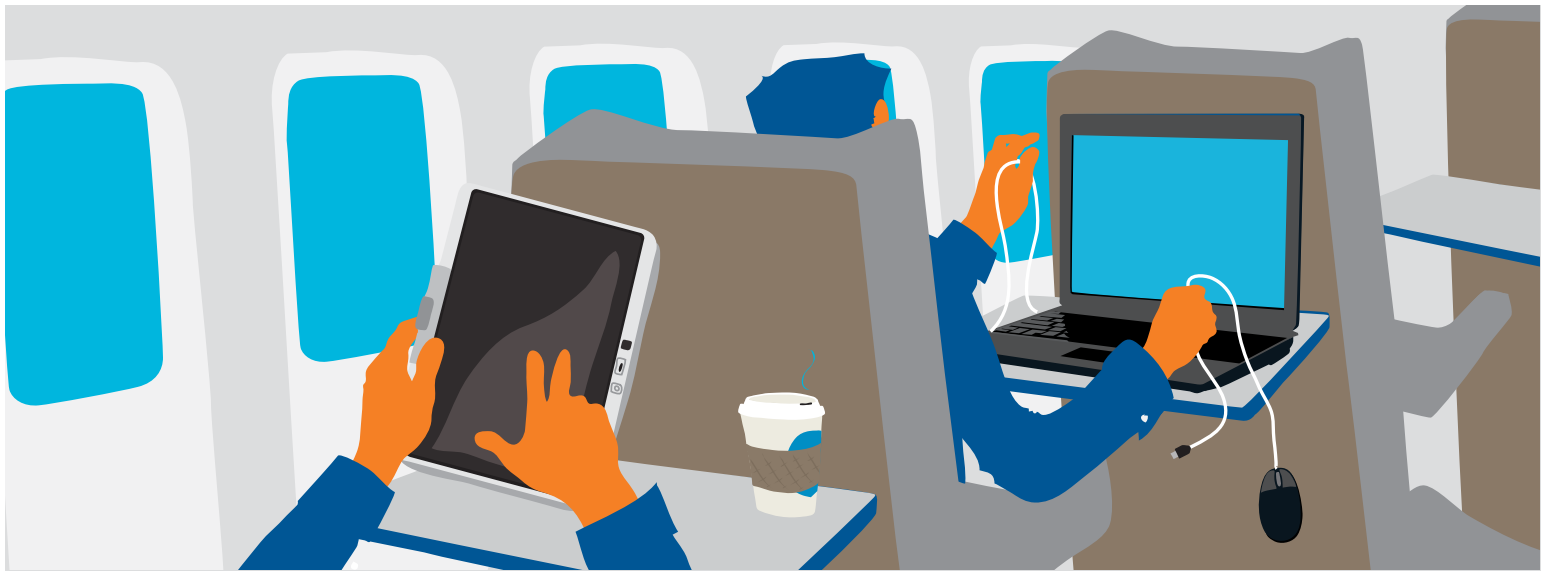
TOUCH

THE NATURALLY FASTER WAY TO WORK



TECHNOLOGY SPOTLIGHT

HP PROFESSIONAL INNOVATIONS FOR BUSINESS NOTEBOOKS



TOUCH AND GO

Touch is the most natural form of input. Navigation is intuitive and straightforward. And touch allows you to easily interact with a device and consume content faster—without being tied to a mouse.

With the right touch technology, there is very little latency when interacting with the touch screen. Things happen almost instantaneously. This high level of responsiveness helps you get things done in less time.

Touch also gives you a higher degree of mobility. It's much easier to navigate through a book, document or other application using touch gestures, especially when you're in an airplane, on a train or working from a seat in a crowded waiting area.



TOUCH FUNDAMENTALS

There are two major types of touch technology: resistive and capacitive. It's important to understand the differences in these technologies, because they yield very different user experiences.

Resistive technology is pressure-sensitive based. This is the technology used commonly on credit card swipe pads in retail outlets. Input is based on the pressure applied to the pad.

Capacitive technology uses the electrostatic discharge from your fingers for input to a device. This is the type of technology used in many popular smartphones. Some phones, however, still rely on resistive technology.

Capacitive touch technology offers several advantages over resistive technology. Capacitive is more responsive to the touch than resistive due to the nature of the technology. It also supports multi-finger gestures—such as two-finger pinch and zoom. Resistive technology usually limits you to single-finger gestures.¹



THE HP APPROACH TO TOUCH

HP incorporates capacitive touch technology in the HP EliteBook 2740p Tablet PC and the HP Mini 5102 because it is more responsive to the touch than resistive technology. In addition, both notebooks have touchpads.

The HP EliteBook 2740p also gives you the option of using a pen digitizer, or stylus, on the touch screen. You can use both a pen and multi-finger touch gestures to navigate applications, turn pages and complete tasks. This allows you to choose the form of input based on the task at hand and the current working conditions.

You might browse photos or web pages with touch and use the pen or touchpad to interact with business applications. Just pick what works best—multi-touch gestures, the pen, the touchpad or the keyboard—or a combination of those input paths. Need to enter data? No problem. Easily enter data by typing on the on-screen keyboard or by using the pen and handwriting recognition.

The HP approach to touch also includes technology for palm rejection. That means it's okay to rest your hand on the panel while you're writing with the pen. The system ignores your palm and gives priority to the pen.

Additionally, HP includes software to help familiarize users with touch input such as Microsoft® Rebound and Microsoft Surface Collage.



THE HP EMR DIGITIZER

The pen digitizer used with the HP EliteBook 2740p is based on electromagnetic resonance (EMR). With this technology, the digitizer sends out an EMR signal that is picked up by the pen. The signals are transmitted back to the EMR digitizer, which calculates the pen's X and Y coordinates. Luckily for users, the pen requires no battery—so you don't have to worry about replacing a battery down the road.

EMR technology allows you to see exactly what you wrote, just as if you were writing on a printed document. You can use the EMR digitizer pen to add legible handwritten notes or drawings to documents, PowerPoint® files and even PDF files. This makes the EMR digitizer a great tool for collaboration with your colleagues.

EMR digitization yields very different results when compared with the pressure-sensitive resistive pens commonly used with credit card swipe pads. When you sign your name with an EMR digitizer, it actually looks like your signature—with smooth lines rather than jagged edges.

To give you greater flexibility in how you work, the pen digitizer can also be used like a mouse to provide rapid cursor navigation.



DRIVING TOUCH TECHNOLOGY FORWARD

HP is a leader in touch technology. Over the years, we have incorporated touch on numerous business and consumer PCs and handheld devices.

Today, we are taking touch to a new level by offering capacitive technology and EMR digitization in business notebooks. These technologies are part of the natural, ongoing evolution of touch.

Collectively, these innovations make it much easier to work when you're on the go. You can interact with your notebook quickly and naturally—using your preferred forms of input.

TOUCH

THE NATURALLY FASTER WAY TO WORK

LEVERAGE THE POWER OF HP PROFESSIONAL INNOVATIONS.

HP touch are among the many innovations that allow HP Business Notebook PCs to deliver an enhanced mobile computing experience. Collectively, these innovative hardware features and software solutions enhance security, improve ease of use and help provide reliability, all while keeping the environment in mind.

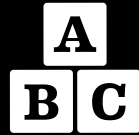
In short, HP touch and other HP Professional Innovations help keep you going wherever business takes you.

To learn more, visit www.hp.com/go/professionalinnovations.

LOOK FOR THESE INNOVATIONS ON HP BUSINESS NOTEBOOKS.



PROTECT



SIMPLE



RELIABLE



ENVIRONMENTAL

TOUCH

1. Because they rely on the electrostatic discharge from your fingers, capacitive touch screens require direct contact with your skin. So that means you need to take off the latex gloves before using a capacitive touch screen.

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