

HP Unveils a True Tablet for Business

Smart Jacket Ecosystem Delivers Complete Computing Solutions

S. M. Golam Rabbi

Very recently Hewlett Packard introduced the HP ElitePad 900, a tablet that balances a beautiful design with enterprise-grade features, functionality, serviceability, and support. Here are some attractive features and specifications of this product.

Features: HP ElitePad looks nice and works fine from all level of workstation, with high-quality materials and craftsmanship. It has been released after enduring 115,000 hours of testing and end-to-end diagnostics.

The product works the way that suits you best. It has an awesome touch pad feature. With this facility, you can conduct business that you have never seen before. You can set off winning presentations with a single touch, or immerse yourself and your clients in an intuitive, touch-enabled experience.

With HP ElitePad, a user will be able to keep the new ideas flowing. You can take notes and make a quick sketch while you

brainstorm with clients by using HP Executive Tablet Pen combined with HP ElitePad.

A user will be able to grow productivity without using hands. While in transit, he will use voice capabilities of ElitePad 900 to conduct research, contact colleagues, and polish the next revision of his presentation.

ElitePad 900 enables a user to forward his thinking with backward compatibility. Microsoft windows 8 operating system and x86 compatibility of this Pad for legacy applications arm him with the tools he need and the confidence of a familiar PC experience. All driven by the latest Intel processors.

You can do your office anytime, anywhere by bringing telepresentation to

your life. With ElitePad 900, you can do this easily. For example, for true-to-life video meetings, take your call with the 1080p front camera of this Pad and come off looking your best.

Or create custom HD training videos with CyberLink's YouCam software. As for sound, you'll have a digital dual-array microphone and the richness of SRS Audio on your side.

ElitePad 900 gives the users the facility of

taking picture whenever they are on the travel. They can use the power of ElitePad's high-definition while they are out and about. The ElitePad's camera and flash capture 8.0 megapixels of vivid detail in photos or video, no extra hardware required. Moreover, with HP PageLift technology, they won't waste time manually editing their photos of ▶



Interview

We, M. A. Haque Anu, Assistant Editor, The Monthly Computer Jagat and **S. M. Golam Rabbi,** a Computer Jagat Correspondent, had the opportunity to interview **Christian Edmond Y. Reyes,** Country Category and Marketing Manager, HP PPS AEC and **Faraz Noorani,** Market Development Manager, Portable Category, HP PPS AEC during their recent visit to Dhaka. They made us know more about HP ElitePad 900. Here are the excerpts.

S. M. Golam Rabbi: What is your main purpose to visit Bangladesh at this time?

Christian Edmond Y.

Reyes: At this time, our main purpose of this visit to Bangladesh is to promote the market of the HP ElitePad 900 in Bangladesh.

M. A. Haque Anu: Please, say something to our readers about HP ElitePad 900.

Christian Edmond Y.

Reyes: HP ElitePad is the first

business tablet computers of HP. It has been launched for Enterprise users. All the tablets, available at market right now, are used at personal consumer level. These are used for data consumption. But HP ElitePad 900 would be used by Enterprise users.

Faraz Noorani: Right now, there are a lot of tablet computers are available in market. Most of the products are used for personal consumer. In office environment, you can also see the usage of tablet computers. But the products cannot be used for business purpose there. We have identified the gap that people want the table for business purpose. So that gap has been filled by HP by launching a tablet computer named "ElitePad 900" which can be used for both personal consumer level and business purposes. It is the first business tablet. So what we mean by business tablet is

business table is not only a browsing device or consumption device, but also a creation device. In any laptop or desktop computer, you can create a word document; you can create an excel file. Generally, you can create any necessary office content. So this is the power of ElitePad. It can be used for official or business purpose. It offers the functionality and usability of a laptop. ElitePad is compact and easier to carry on. Basically it is built on some fundamentals like ease of use, productivity, state-of-art, stability and reliability of software as well as hardware. All of these facilities are required in a business tablet.

S. M. Golam Rabbi: So we do not need to compare this tablet with other available table computers of different brands available in market. Right?

Faraz Noorani: Basically, some of the brands or most of the brands (you mention about available in the market are

personal consumer products. But ElitePad 900 is for a different segment, different functionalities and different usage. ElitePad has a lot of functionalities which enable it to be used in business environment. We know that more than 80% users of business environment use desktop or laptop computers. They are used in vendor based environment. ElitePad 900 comes to integrate with the existing legacy of vendor based environment. HP has laptop which is based on vendor based environment. Now it has tablet which is also based on vendor based environment. There are certain features like 8 mega pixel back webcam, high- definition video, etc are available with this. The table is protected with aluminium chassis. This chassis is useful to use the tablet in rough and tough environment.

M. A. Haque Anu: We know that ElitePad is contained with Windows 8 operation system. But which ▶

► whiteboards, documents and more.

ElitePad is smart, secure, and ready to transform your business. Using this, you will be able to make device deployment, maintenance and support easy with x86 compatibility and support for HP Client Management solutions. The LANDesk Management Suite also provides exclusive tools to locate and protect data on lost devices, remotely capture SIM card info for mass WWAN activation and enforce geographic policies to remotely lock, full wipe or selectively wipe data. HP ElitePad is designed to work with your existing IT environment and gives you a familiar enterprise-class setup experience. HP Global Services and HP Custom Integration Services make it easy to deploy the ElitePad across a worldwide enterprise. HP BIOS Protection and Microsoft Defender Security Essentials keep you up and running with enhanced defense against viruses and other threats. With the added protection of HP Client Security and HP BIOS Protection, your data stays encrypted.

This Smart pad will expand your potential by customizing an elegant solution to meet your business's day-to-day needs. You can choose from a complete suite of thoughtfully designed accessories including:

HP ElitePad Expansion Jacket : With the HP ElitePad Expansion Jacket , you will

get the connectivity you need to get more work on the travel. You have the option to power further through the workday when you add the HP ElitePad Jacket Battery.

HP Executive Tablet Pen: Using HP Executive Tablet Pen, you can write messages and notes in your own handwriting directly on the screen. Then you can save it – or convert it to typed text to use in other applications.

HP ElitePad Docking Station: With the help of HP ElitePad Docking Station, you can charge your HP ElitePad back at the desk. Or set up your tablet as a secondary screen and be a multitasking marvel.

Specification: HP ElitePad has a licensed Microsoft Windows 8 operating system on Dual Core Intel Atom Processor of 1.80 GHz. It has the size of 178 mm (7.00 inch) height and 261 mm (10.28 inch) width and 9.2 mm (0.36 inch) depth. This device has 1.5 pound weight. So you can do your business anywhere.

It has a wide viewing angle display of 1280x800 which helps you to see the bigger picture. ElitePad 900 has a 8 mega-pixel rear facing camera for crisp capture on the travel.

It has a 1080 pixel high definition front-facing camera for livelier meetings. The SRS audio of ElitePad 900 gives you loud and clear connections. Moreover, it has digital dual-array microphones for sharp teleconferencing with integrated stereo speakers.

HP ElitePad 900 has a high level security system. You can rest easy with HP client securities including Security Manager, Credential Manager, Password Manager, Device Access Manager with Just-In-Time Authentication, Computrace, Sparekey, Drive Encryption, and HP BIOS Settings.

The device has up to 64 GB eMMC SSD hard drive. ElitePad 900 has some software included with it which you need to get going. Those are HP Wireless Hotspot, HP ePrint, Cyberlink YouCam Windows Apps, Cyberlink MediaSuite Windows Apps, LANDesk Management Suite, HP PageLift, Evernote, Skitch.

Though you may seem the price of HP ElitePad is initially a little bit higher, the high officials of HP seems it is not so much as its facility and features. They expect that it will fall a huge impact on both enterprise and personal user level.



► **application softwares are available with this product?**

Christian Edmond Y.

Reyes: The softwares which are available with any Windows Operating System are also available with this product. Moreover, some softwares including the CyberLink Media Suite, Evernote Information Manager, Skitch Collaborator, etc are available with ElitePad. Mainly it's your IT manager concern that which software you need to run your business like application software, etc. You must integrate this from outside according to your need.

S. M. Golam Rabbi: *What's your expectation about ElitePad market in Bangladesh?*

Christian Edmond Y.

Reyes: IT users are growing at faster rate in Bangladesh. We have a high ambition to run ElitePad among these users.

S. M. Golam Rabbi: *What's your future plan to expand HP market in*

Bangladesh?

Christian Edmond Y.

Reyes: I think HP has been the biggest PC vendor in the world. Even in Bangladesh, it has become the number 1 PC vendor. So we are continuously giving effort to expand business in Bangladesh regarding sales and marketing issues. We have plan to expand HP enterprise solution more and more in this country.

M. A. Haque Anu: *The present customer service support of HP in Bangladesh is not satisfactory. If I fall any problem with HP product, I send it to service center and I have to wait days after days. HP has no 24-Hours customer supports here. Do you have any plan to improve this situation?*

Christian Edmond Y.

Reyes: We work in Bangladesh with our channel partners. These partners have authorized service providers. We are continuing our effort to improve after-sales service of our customer through our

partners and service providers.

S. M. Golam Rabbi:

Please, say something through our magazine to your channel partners, resellers, and vendors so that they can be prompted to



M. A. Haque Anu and S. M. Golam Rabbi with Christian Edmond Y. Reyes and Faraz Noorani

expand your business growth.

Christian Edmond Y.

Reyes: We have the biggest portfolio in IT market in Bangladesh. We always want to deliver latest HP product here. We have been number 1 position in computer market in Bangladesh. We thank all of our partners, resellers, vendors and buyers for this position.

S. M. Golam Rabbi: *According to your opinion,*

what is the prospect of IT sector in Bangladesh?

Christian Edmond Y.

Reyes: Bangladesh IT sector is growing faster. In 2012, the PC market has been grown by 17% .It's a significant growth.

There are a lot of potentials in Bangladesh IT market.

S. M. Golam Rabbi: *Are you happy with our hospitality?*

Christian Edmond Y. Reyes: Yes, we are very happy with your hospitality. Thank you all.

M. A. Haque Anu: Thanks for having a nice time with you all. Thank you so much.

Faraz Noorani: Thank you too.