



PROFESSIONAL CREATOR

Who is the professional creator?

Professional creators brainstorm and develop day in, day out. They use a variety of specialised applications and need devices that support them optimally to do so. Today, this group of people is increasingly working wherever they want. Because a different work environment – say a coffee bar – often provides professional creators with the much coveted inspiration. That's why this group needs a powerful, mobile device to create without limits.

SHARE OF USERS:

15 %

TIME AT DESK:

71 %

COLLABORATION:

11 %

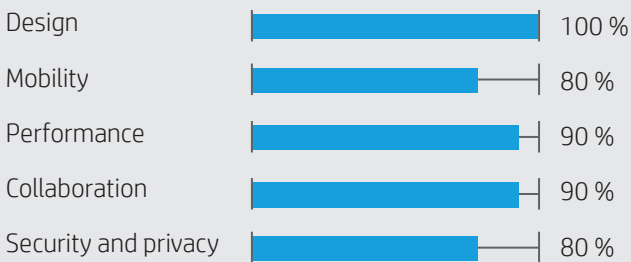
BEHAVIOUR

- Performance is important - no delays.
- Ergonomically aware.
- Appreciate good aesthetics.
- Seek creative flow.
- Tech savvy.

TYPICAL FRUSTRATIONS

- Needing to use multiple devices.
- Needing to justify preferred design tools.
- Hard to use editing software.
- File generation/video editing speed.
- Lack of touch/pen functionality.

WHAT PROFESSIONAL CREATORS CONSIDER IMPORTANT



WHAT PROFESSIONAL CREATORS WANT

Design

Their device and workplace are a statement - needs to be aesthetic and cool.

Creative flow anywhere

Ability to work in coffee shop, home, desk...

Application optimized

Device and accessories need to be optimized for the exact tools they use. Big screen, drawing tablets, headphones...

Reliability

Peace of mind not to lose any work.

PROPOSED DEVICE



HP ZBOOK STUDIO

Intel® Core™ i9 processor.
Blazing fast.

- Working anywhere with ultrabright display.
- Perfect colors with DreamColor display.
- Tested for pro software (Adobe, Autodesk...).

PROPOSED SERVICE LEVEL

- Delivery of technology at home.
- Break & fix support at location of choice (incl. home).
- Highest band width home connection.
- Premium proactive security level.
- Office 365, big cloud storage.
- A subscription to HP Instant Ink: ink or toner is automatically ordered and delivered to your door.

PROPOSED ECOSYSTEM



MOBILE

- Backpack or carrying case
- Wireless headset
- USB-C mini dock for connecting everywhere
- HP Comfort Grip wireless mouse



OFFICE

- HP Z27xs G3 4K USB-C DreamColor Display
- HP Thunderbolt Dock G2 with combo cable
- HP wireless rechargeable 950MK mouse and keyboard
- Shared MFP: printing 400p/month + scanning



HOME

- HP Z27xs G3 4K USB-C DreamColor Display
- HP Thunderbolt Dock G2 with combo cable
- HP wireless rechargeable 950MK mouse and keyboard
- OfficeJet Pro + 700 p/month Instant Ink