



# 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 %

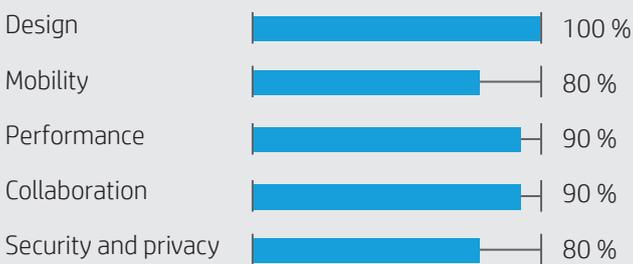
### BEHAVIOUR

- 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