

HP 3D DRIVEGUARD

GLOBAL PROFIT: Q1/Q2/Q3/Q4

Quarterly Analysis
Based on per unit price, costs operations and mechanicals

	Q1	Q2	Q3	Q4
Total Product	\$158,586.00	\$203,904.00	\$168,912.00	\$231,268.00
+ Hardware	\$80,000.00	\$120,000.00	\$102,288.00	\$185,000.00
+ Software	\$20,000.00	\$43,555.00	\$9,387.00	\$3,877.00
+ Operations	\$42,000.00	\$37,667.00	\$46,604.00	\$40,000.00
+ Mechanicals	\$1,586.00	\$2,722.00	\$1,628.00	\$2,888.00

Quarterly Summary

The Quarterly provides a comprehensive summary of the most current financial results for the industry, along with feature articles, these articles range from timely analysis of economic and banking trends at the national and regional level that may affect the risk appetite of institutions to research on issues affecting the system and the development of regulatory policy. The Quarterly brings together data and analysis that were previously available through hard-to-find publications.

Is YOUR NOTEBOOK BUILT TO TAKE IT?

BANGS, BUMPS AND BAD VIBRATIONS

TECHNOLOGY SPOTLIGHT
HP BUSINESS NOTEBOOKS



HOW IMPORTANT IS YOUR PRODUCTIVITY?

When your notebook computer gets bumped against a doorway or dropped a short distance, there's a lot more at stake than the hardware itself. If the computer is running, an everyday incident like this could damage your hard drive and cause you to lose the data on it. And the truth is accidents like this happen more than you may think—as many seasoned travelers know.

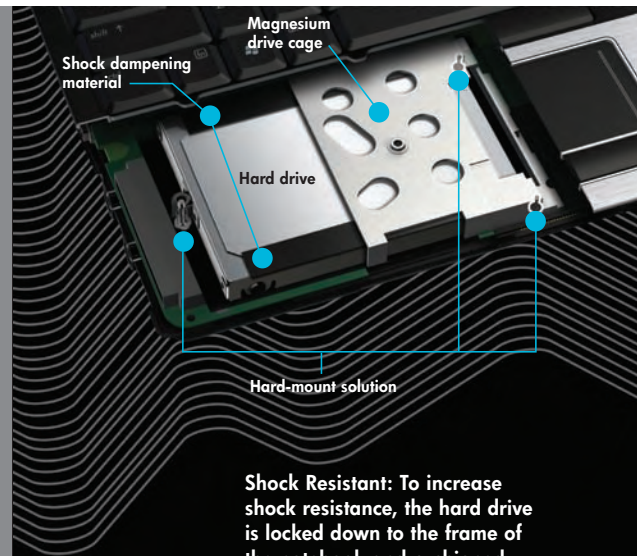
When a hard drive fails, everything stops. You could potentially lose thousands of dollars to downtime, lost productivity and data recovery efforts. So clearly, when you're on the go with your business notebook, there's a lot on the line.

That's why you need HP 3D DriveGuard, available on Standard, Business, Professional, Workstation and Mini-Note series HP Business Notebooks.

Get better protection with HP 3D DriveGuard.

HP 3D DriveGuard mitigates the risk of hard drive failure by protecting against short drops, rough handling, excessive vibration and other everyday wear and tear. With this HP Professional Innovation, your critical information is not only better protected, but is more easily protected, whenever you're on the move.

So what's different about HP 3D DriveGuard? Let's take a look inside the box.



Shock Resistant: To increase shock resistance, the hard drive is locked down to the frame of the notebook and cushioned with shock dampening material.

INCREASED SHOCK-RESISTANCE

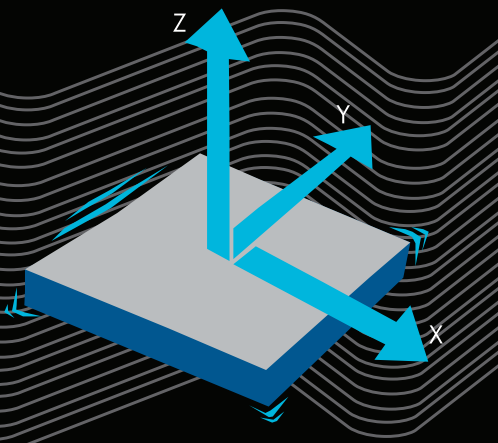
With HP 3D DriveGuard, a shock-resistant, hard-mount solution reduces the transmission of shock to the hard drive by as much as 50 percent. This means the hard drive is mounted firmly to the notebook frame, so the notebook absorbs more of the impact from drops, bumps and bangs. This approach works like a car seatbelt that keeps you strapped firmly in place during an accident, while the car frame absorbs the brunt of the impact. Additionally, professional and workstation series HP Business Notebooks include a magnesium drive cage, which adds an extra layer of protection.

POWERFUL MOTION-SENSING CAPABILITIES

The three axis digital accelerometer provides additional protection against operational shock. Its motion sensing device is designed to detect impending risk to the notebook's hard drive from sudden changes in motion—before the hard drive can be damaged by a drop.

When the 3D Digital Accelerometer detects motion, it immediately notifies the system software of the danger. This gives the system time to temporarily stop the hard drive by parking the head. This automatic adjustment helps protect your hard drive from scratches and the possible data loss that comes with them.

HP 3D DriveGuard's Intelligent Sensitivity capabilities move you beyond the limits of products that require you to manually adjust the sensitivity of an accelerometer. With manual methods, you might have your sensitivity level set too low or turned all the way off at a time when it needs to be on a high setting. Not so with HP 3D DriveGuard. It keeps an eye on the sensitivity settings for you—so you can stay focused on your work.



Three-axis digital accelerometer: This sensor is designed to automatically detect motion in all directions.

PROTECTION POLICIES

HP 3D DriveGuard's protection policies provide an enhanced level of protection at all times—whether you're working in one spot or moving from one place to another.

Ready state for stationary protection

Your HP business notebook is routinely in a ready state of protection when the lid is open and you are working on a plane, train or some other place. In this state, HP 3D DriveGuard will automatically park the hard drive head if the notebook experiences a sudden movement, a drop or some other significant change in its physical state.

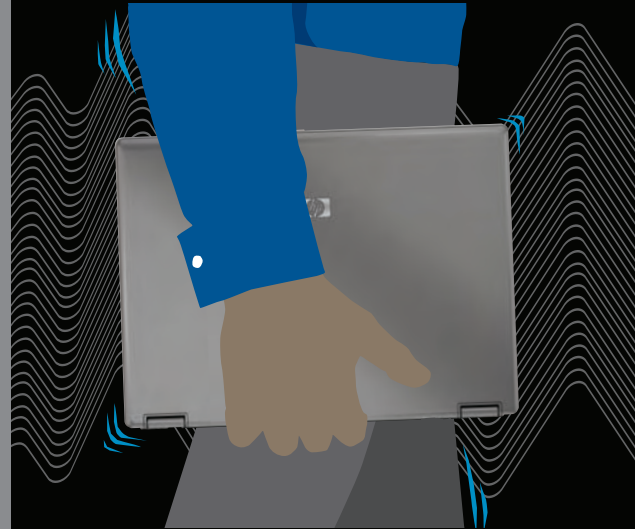
Enhanced state for moving about

When you're on the move with the lid closed on your business notebook, HP 3D DriveGuard shifts into an enhanced state of protection that is sensitive to very small movements. The enhanced state is applied because this is the mostly likely time for the notebook to be bumped, banged or dropped.

In this state, HP 3D DriveGuard parks the head indefinitely so you can safely transport the notebook when you are not in standby mode. HP 3D DriveGuard keeps the hard drive head parked while you are moving without sending continuous park commands. Why does this matter? All hard drives specify a limited number of times that the heads can be parked. Parking heads too often can damage your hard drives. The HP approach helps you avoid this risk of wear and tear that comes with excessive parking.



Ready State: Protection when your notebook is open

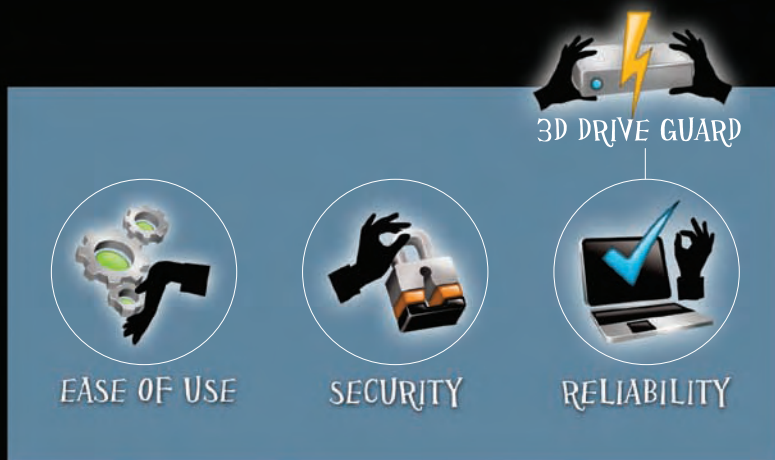


Enhanced State: Protection when your notebook is closed



External LED Indicator: This light lets you know your hard drive is parked when it matters most—when you're on the move.

- Amber: Hard drive parked
- Blue: Hard drive accessing data



Look for these innovations on HP business notebooks

HP 3D DRIVEGUARD: DISCOVER THE DIFFERENCE

Three-axis digital accelerometer detects sudden motion and parks the hard drive head to prevent possible data loss.

Intelligent Sensitivity automatically adjusts protection policies.

Shock-resistant, hard-mount solution reduces the transmission of shock to the hard drive.

External LED indicator lets you know your hard drive is parked when you're on the move.

LEVERAGE THE POWER OF HP PROFESSIONAL INNOVATIONS.

HP 3D DriveGuard is one of many innovations that reinforce HP business notebooks to enable a better mobile computing experience. Collectively, these innovations increase the security, reliability and ease of use of your HP business notebook—so you can stay productive when you're on the go.

In short, HP 3D DriveGuard and other HP Professional Innovations help keep you going places—fast.

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

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