

CLIENT: DPSG

TITLE: EliteBook 745

DATE: November 25, 2014

| VIDEO | AUDIO | EVENT TIME | TRT |
|---|---|------------|--------------|
| Open | Company Open | | EST: 2:25 |
| On-Camera | (SOT/Full, Music Under) “Our users are demanding. They want quality, performance and flexibility.” | :05 | |
| B-roll DPSG | (ANNC/VO, Music Under) And they want mobility in their notebook PC, as it serves the diverse needs of a broad user base. So it is at Doctor Pepper Snapple Group, North America’s third-largest refreshment beverage business with more than 19-thousand employees. Gerry Mecca is vice president of information technology. | :15 | |
| On-Camera Gerry Mecca DPSG Information Technology | (SOT/FULL, Music Under) “Everyone wants to be able to just grab their laptop and go, and not worry about adapters and dongles, and just do everything they need to do.” | :10 | |
| B-roll Workers | (ANNC/VO, Music Under) From executives, to a traveling sales force, to standard office workers, Mecca’s IT department must meet each user group’s unique demands. Multiple devices have not made this job any easier, but rather more difficult and costly. The answer -- a standard mobile solution. | :12 | |
| On-Camera Michael Korona DPSG Client Services | (SOT/FULL, Music Under) “I thought the days of the ‘standard laptop’ were gone. The HP EliteBook 745 is changing that.” <WIPE> “It serves a broad base of users very well.” | :10 | |
| B-roll IT Team | (ANNC/VO, Music Under) Michael Korona is director of client services. As his team set out to update their most widely used notebook PC, reduced size and weight were key. They soon discovered the new HP EliteBook 745. | :10 | |

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| B-roll over SOT | <p>(SOT/FULL, Music Under) “We’re getting very positive feedback from all levels of our users.” <WIPE> “It is making the service desk and technical support team’s role more streamlined and efficient.”</p> | :08 | |
| B-roll Features | <p>(ANNC/VO, Music Under) Executives say they’re happy with the EliteBook 745 because all functionality comes built-in. The HP Ultra-Slim Docking Station automatically charges the battery, which lasts far longer than in older devices. Users get performance with convenience-- plus what Mecca calls “travelability”-- less weight and fewer needed accessories.</p> | :15 | |
| On-Camera Michael Korona DPSG Client Services | <p>(SOT/FULL, Music Under) “As we went through our evaluation, the desire for smaller and lighter helped to drive our decision to use the EliteBook 745, which weighs as little as 3-point-4-8 pounds, depending on configuration.” <WIPE> “The combination of its size, performance and durability checks a lot of boxes on the wish list for us.”</p> | :15 | |
| B-roll Processors | <p>(ANNC/VO, Music Under) The EliteBook 745 is the company’s latest HP model to feature AMD processors. Korona says he considers this HP-AMD alliance a strong technology combination—one that meets his needs repeatedly.</p> | :10 | |
| On-camera | <p>(SOT/FULL, Music Under) “When I need something—assistance on a driver challenge, or a shipment expedited—I know the focus will be on a solution. I can be an early adopter because I know I can depend on proactive support.”</p> | :12 | |
| Fullscreen Graphic? *Standardization *Six models to three *More efficient support *Streamlining of operations *Performance & cost *Competitive advantage | <p>(ANNC/VO, Music Under) For IT, the benefit here is standardization. Korona estimates DPSG will reduce its fleet of standard user devices from six models to just three. And this means more efficient support and an overall streamlining of operations, through an ideal combination of high performance and cost efficiency. Altogether, a competitive advantage in the marketplace.</p> | :15 | |
| B-roll over SOT | <p>(SOT/FULL, Music Under) “I’m getting glowing reviews from my customers and technicians alike. You have hit the sweet spot with this EliteBook with AMD.”</p> | :08 | |
| HP CLOSE | CLOSE/Logo ## | | |