



HP Introduces Industry's First Blade Workstation Solution

Lloyds TSB in London leverages new HP Blade Workstations to run 255-position trading floor

LONDON, Nov. 30, 2006 – Building on its BladeSystem portfolio offering, HP today introduced the industry's first blade workstation solution.

The HP ProLiant Blade Workstation Solution combines the BladeSystem infrastructure with a centralised data center to create a seamless, workstation-class experience that supports multiple work locations through a secure, flexible data center. This type of solution is especially critical for customers in financial trading, public sector, and manufacturing industries.

"We're on the cusp of a major change in the way we build, maintain, and adapt IT for business, and the HP Blade Workstation solution is leading the revolution," said Alberto Bozzo, vice president and general manager, Commercial Products, Personal Systems Group, HP Europe Middle East and Africa. "We are excited to introduce a new BladeSystem solution that delivers the security, reliability and manageability of a data center infrastructure with high quality workstation performance."

Customers unburden their IT

Built with 13 years of HP ProLiant quality and proven reliability, the HP ProLiant Blade Workstation Solution has already been a success for customers, including London-based Lloyds TSB Corporate Markets. The company recently customised its 255-position trading floor with 280 HP ProLiant xw25p Blade Workstations, which are used by traders in the foreign exchange, derivatives, and global commodities markets. The new HP Blade Workstations are also being used by sales traders at Lloyds TSB in the derivatives and interest rate trading markets.

"We were looking for something that was going to deliver a market edge to our traders, and for us, the HP Blade Workstation delivered on that," said Colin Everett, head of IT strategy and infrastructure, Financial Markets, Lloyds TSB. "Having invested substantially in new premises and recruitment within our expanding Corporate Markets division, we needed to ensure our technology and customer delivery was state of the art. We believe the HP blade workstations give us this edge and will translate into better client services – which can only help boost the bottom line."

Data center security and manageability combined with workstation-class performance

Unlike traditional workstations, the HP Blade Workstation Solution takes full advantage of the centrally managed HP BladeSystem infrastructure to deliver a secure, reliable, easy-to-manage workstation environment with unprecedented accessibility. Specific workstation features include fully certified and supported HP Remote Graphics Software, real-time streaming video, 3D graphics, and multiple display support.

The powerful combination of HP's BladeSystem infrastructure and HP workstations

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enables new business workflow models by eliminating distance barriers with network-optimised access. The solution gives users from around the world the ability to quickly and seamlessly access workstation compute power from thin client devices and Windows-based workstations, PCs, and notebooks, along with real-time collaboration for teams to see and share applications.

Additional benefits include significant cost savings in move/add/change (MAC) costs, system maintenance, power, cooling, and remote site operation, as well as improved data security, accessibility, work environment, disaster recovery support, and system uptime and availability.

HP Blade Workstation solution is available now in North America and EMEA. For additional information, please visit www.hp.com.

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Oct. 31, 2006, HP revenue totaled \$91.7 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

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