

Battlecard—for internal use only

# HP Chromebox

Simple smart computing



## Overview

Enterprises, SMBs, school districts, and universities have turned to Google Chrome™ OS as a more economical way to meet everyday computing needs because it delivers speed, security, and automatic updates. It's also easy to access thousands of Google Chrome apps for quick productivity.

The HP Chromebox is HP's Chrome OS device in a tiny "desktop" form factor that is perfect for space-constrained environments. It provides a cost-conscious, simple out of the box setup. HP Chromebox is a worry-free, easy-to-manage PC that leverages web computing for a complete, immersive, seamless experience using the latest Intel® processing power.

## Top 2 features to know about the HP Chromebox

### 1. Powerful performance

Customers can build more effective environments with the affordable HP Chromebox. The newest Intel® Celeron™ or Intel® Core™ i7 processors<sup>1</sup> let customers get online quickly and access their favorite applications.

### 2. Lean and light

Business and education customers can take back their space or securely deploy HP Chromebox in public places with the small, contoured, and sleek desktop. Its small, space-saving design measures just 4.96 x 4.88 x 1.53 inches (126 x 124 x 39 mm).<sup>2</sup>

## Other important features

### 1. Convenient mounting and stand options

Place the HP Chromebox on a desk or mount it to a display with the VESA 100mm mounting pattern. Chromebox is also compatible with the optional HP Integrated Work Center<sup>3</sup> (G1V61AA) and the optional HP Quick Release Bracket.<sup>4</sup>

### 2. Access to a wide world of apps

The HP Chromebox lets businesses and education customers become immersed in the exciting and ever-expanding world of the Chrome Web Store, and users can customize their Chrome OS with the latest apps, tools, extensions, and themes.<sup>4</sup>

### 3. See more, do more with dual display support

Customers can be up to 35% more productive<sup>5</sup> by connecting an additional display using HDMI or DisplayPort. HP Chromebook supports two full-HD<sup>6</sup> displays.

## Industry segment(s)

The primary markets for the HP Chromebox are:

- **Mainstream businesses:** Boost productivity for a price you can't beat with the new HP Chromebox that delivers outstanding performance and easy access to Google apps to tackle everyday projects in the cloud.
- **Education:** A secure and entry level price point platform for labs, libraries and back office personnel, enabling online student collaboration and customized management.
- **Kiosk, Digital Signage & Public Terminal:** A maintenance-free and secure solution with built-in features for unattended, locked-down use, small enough to mount behind a screen.

## Addressing customer questions

### What operating system comes with an HP Chromebox?

HP Chromebox is powered by the Google Chrome™ operating system, which has been developed to provide a fast, simple, and more protected computing experience for people who spend most of their time on the web.

### Can I run Windows applications on a Chromebox?

No. A Chromebox does not run Windows applications. Instead, it uses web-based apps and not software programs like on PCs and Macs. For example, instead of using Microsoft Office, users can go to Google Drive to create and share Docs, Slides, and Sheets online. The Chrome Web Store helps customers easily find the apps they need with its collections and app categories. For customers who want web-based Microsoft Office documents, they can find a free online version of Microsoft Office called Office Web Apps. It allows users to create, edit, and share basic Word, Excel, and PowerPoint files.

### How are Google Apps for Business different from the free consumer Google Apps?

Google Apps for Business<sup>4,7</sup> provides additional business-class features that include security, administrative controls, and optional archiving and e-discovery. For example, customers get professional email at their domain, additional storage across Gmail and Drive, 24/7 phone and email support, 99.9% guaranteed uptime, interoperability with Microsoft Outlook, enhanced security features, and full administration of all user accounts. Pricing varies based on the number of users and plan selected.

### What is Google Apps for Education?

Google Apps for Education is a suite of free Google Apps designed for students, teachers, and administrators. It includes web-based email, calendar, and documents, with up to 30 GB of online storage.

### **Do I have to be online to use Google Apps or my Chromebox?**

Not necessarily. When disconnected from the internet, customers can use offline-ready apps to stay productive. Below are a few examples of things they can do offline on a Chromebox:

- Read and write emails with Offline Gmail
- Write a note or make a list with Google Keep
- Write and edit documents with Google Docs
- View and RSVP to events with Google Calendar
- View and edit photos saved with the built-in photo editor
- Enjoy mp3 files or movies with the built-in media player
- And more: Check the Offline collection in the Chrome Web Store

### **What about security?**

HP Chromebox includes multiple layers of virus protection at the browser and OS level, plus a hardware TPM. To detect whether the system has been tampered with or corrupted, a Chromebox performs a “Verified Boot” each time it starts up and self-repairs if necessary. Chromebox receives automatic updates to help ensure software has the latest security fixes. The privacy-focused Guest Mode makes it perfect for sharing without compromise. Protection can be added by blocking apps, tracking assets, and defining user and network access through the Google Management Console.<sup>4</sup>

### **Is there internal storage? How does it work with cloud storage?**

With Google Drive and Google Cloud Storage, apps, documents, and settings are all stored safely on the web, giving customers constant access to their files even if they use another computer. Customers can also save files locally to the Chromebox, and the files will automatically sync with Google Drive when they go online. Non-business HP Chromebox users can store up to 15 GB of files with Google Drive, while the version of Google Drive included with Google Apps for Business offers up to 30 GB of storage per user, with the option to purchase additional storage.<sup>7</sup>

### **What are kiosk apps?**

Kiosk apps allow an admin to run a single app in fullscreen mode on a Chrome device. Any Chrome web app can be a kiosk app if selected to run as a kiosk app, although apps configured to be full-screen work best. Customers can also build their own kiosk apps. The kiosk mode is built right into Chrome OS and does not require any additional software purchase or installation.

### **What types of ports and connections are included?**

3-in-1 SD card reader,<sup>8</sup> 1 HDMI, 1 DisplayPort (full size), 2 USB 3.0 (front), 2 USB 3.0 (back), 1 RJ-45 connector, 1 headphone/microphone combo jack, VESA 100mm pattern, and Security Lock Slot.<sup>9</sup>

### **What type of wireless connectivity is available?**

HP Chromebox includes built-in Wi-Fi 802.11 b/g/n (2x2) with Bluetooth® 4.0.<sup>10</sup>

### **How many displays are supported?**

Up to 2 full HD<sup>6</sup> displays are supported with the HDMI (up to 1920 X 1080, HDMI version 1.4b) and DisplayPort (full size) connections to extend the desktop and enhance productivity.

### **What is the Google Management Console?**

Google offers a web-based management console<sup>4</sup> that makes it easy for administrators to deploy and centrally manage a fleet of Chrome devices and users. Using the console, they can apply policies, applications, and settings to different sets of users. The management console allows administrators to:

- Create user groups
- Pre-install and block apps
- Track assets
- Manage user access
- Control network access
- Customize user features

### Can I print from a Chromebox?

Yes, Chromebox and other devices can print with printers that connect with Google Cloud Print. Using Google Cloud print, users can make their home and work printers available to anyone they choose, from the applications they use every day.

### Resources for sales reps

- HP Partner Portal: [hp.com/partners/DesktopsExpressway](http://hp.com/partners/DesktopsExpressway)
- PSG Americas toolsite for business desktops: <http://pit.houston.hp.com/PIT/PSGA/Content/Marketing/Desktops.asp>

### Resources for customers

- View HP Desktop PCs at [hp.com/sbso/busproducts\\_desktops.html](http://hp.com/sbso/busproducts_desktops.html)
- For more information or to purchase, call 1.866.625.0242.

1. Multi-core is designed to improve performance of certain software products. Not all customers or software will necessarily benefit from use of this technology. Performance will vary depending on your hardware and software configurations. Intel's numbering system is not a measurement of clock speed.
2. System dimensions may fluctuate due to configuration and manufacturing variances.
3. Sold separately or as an optional feature. IWC is compatible with displays up to 24 diagonal inches. See IWC QuickSpecs for exact device compatibility.
4. Sold separately or as an optional feature.
5. "Observed Productivity, Efficiency and User Satisfaction when Using Multiple or Large Displays," Koala LLC Ergonomics Consulting, November 6, 2012.
6. High definition (HD) content is required to view high-definition images.
7. Requires internet access and a Google account. Google Apps for Business includes Google Drive with 30 GB of storage per user, with more storage available at an additional cost.
8. Card sold separately.
9. Lock sold separately or purchased as an optional feature
10. Wireless access point and Internet service required and not included. Availability of public wireless access points limited.

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