Can you meet your digital media challenges?

It’s no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so your team can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Avid® software. Together, HP and Avid help you create stunning digital media.

The HP Difference

HP Z Workstations are engineered to optimize the way hardware and software components work together, delivering massive, whole-system computational power that helps maximize your productivity and makes creating digital media faster and more efficient than ever before.

Innovation

Enjoy next-generation technology, including the award-winning HP Z Workstation design, to help you create and visualize even the most complex projects. This revolutionary design brings a tool-less chassis, advanced cooling, Thunderbolt™ 2 connectivity, and choice of power with up to 90% efficient power supplies. Add the HP Z Turbo Drive to reduce boot up and graphic response times (even 4K video), and boost your creative workflow with the powerful HP DreamColor Professional Displays that offer breakthrough color accuracy and unbelievably affordable 4K support.

Performance

Advanced compute and visualization power help speed your work, beat deadlines, and meet expectations. At the heart of HP Z Workstations are the new Intel® processors with advanced processor performance technologies, Thunderbolt™ 2—the industry’s fastest, most versatile I/O connection and NVIDIA® Quadro® professional graphics cards with the NVIDIA® CUDA® parallel processing architecture; delivering real-time previewing and editing of native, high-resolution footage, including multiple layers of 4K video. Intel® Turbo Boost is designed to enhance the base operating frequency of processor cores, providing more processing speed for single and multi-threaded applications. The HP Z Workstation cooling design enhances this performance.

Reliability

HP product testing includes application performance, graphics, and comprehensive ISV certification for maximum productivity. All HP Z Workstations come with a limited 3-year parts, 3-year labor, and 3-year onsite service (3/3/3) standard limited warranty that is extendable up to 5 years. You can be confident in your HP and Avid solution.
Meet the challenge with HP and Avid

Tackle your toughest creative challenges with the powerhouse combination of HP and Avid working together. Avid is a world leader in digital media creation tools for film, video, music, audio, and broadcast professionals—as well as aspiring pros. Today, the vast majority of feature films, prime-time TV shows, commercials, and hit music are made using one or more Avid products. When you run Avid audio and/or video applications on HP Z Workstations—which were designed in tandem with Avid engineers—you get an unbeatable technology solution. As a bonus, Avid applications are certified on select HP Z Workstation models to help ensure that they will deploy right out of the gate.

Professional video editing

Media Composer

Media Composer® is proven and trusted by professional editors in every segment of film, television, and broadcast. Designed to handle high volumes of disparate file-based media, Media Composer delivers accelerated high-res-to-HD workflows, real-time collaboration, and powerful media management, eliminating time-consuming tasks so you can focus on telling a great story. And now the choice is yours—edit on premises, remotely through the cloud, on demand, through a low-cost subscription, or purchase a license outright—making Media Composer the most versatile and accessible tool for professional creative editorial.

Media Composer | NewsCutter Option

Editing breaking news stories relies on fast thinking, accuracy, and teamwork. Designed for high-pressure broadcast news editing, Media Composer systems equipped with the NewsCutter Option give you all the tools you need to deliver award-winning news packages—from the field or in the newsroom. Tight integration with newsroom automation systems, playout servers, and collaborative production workflows make Avid the first choice for independent stations and worldwide media organizations alike.

Professional audio editing

Pro Tools®

Serious professionals in top music studios, post-production and broadcast facilities, editing suites, and mobile production trucks worldwide use Pro Tools more than any other digital audio solution available. The added flexibility of running Pro Tools software standalone on HP Z Workstations and HP ZBook Mobile Workstations gives you the freedom to create the way you want, anywhere you want.

Professional tools demand workstation power

HP Z Workstations are designed, tested, and built for Avid users looking for high performance and extreme stability. HP does this with features that include:

- Multi-core\(^4\) Intel\(^\circledR\) Xeon\(^\circledR\) processors
- Professional graphics cards from NVIDIA\(^\circledR\)
- Microsoft Windows operating systems
- Fast, reliable memory and expanded I/O options, including Thunderbolt\(^\text{™}\) 2\(^1\) port
- 2x storage performance over SATA SSDs with HP Z Turbo Drive and massive storage options (up to 15 GB)
- EPEAT\(^\circledR\) Gold\(^1\)-rated and ENERGY STAR\(^\circledR\)-certified configurations

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Vancouver Film School: A studio that teaches

http://youtu.be/BiXSJPSERHc

HP recommends Windows.

Find the applications you need

Avid pioneered the concept of using a computer to digitally manipulate film, video, audio, and 3D animation. That spirit of innovation continues to this day, with increasingly powerful, integrated solutions that reflect Avid’s dedication to quality and a longstanding commitment to empowering the creativity behind the world’s most widely recognized media.
“High performance, reliability, and enhanced productivity are critical requirements for all of our customers, who are constantly working under rigid deadlines.”

– Dana Ruzicka, Vice President of Segment and Product Marketing, Avid Technology, Inc.

**Meet the HP Z Workstation family**

Combining bold design and world-class engineering, the HP Z Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. Select HP Z Workstations are tested and certified for Avid applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost™ and Hyper-Threading technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

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<tr>
<th>HP Z Workstation (with Touch option)*</th>
<th>All-in-One evolution. &gt;&gt;</th>
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<tr>
<td><strong>HP Z1 Workstation</strong></td>
<td>When you work in the creative sector, space on your desk is often at a premium. The all-in-one HP Z1 Workstation helps you simplify your desktop, save space, and eliminate wires. It puts the performance and reliability of a complete HP Z Workstation expertly designed into the back of a 27-inch diagonal, brilliant, large-screen HD display. Customize your display with optional 10-point touch technology in a stunning edge-to-edge glass design. Better still, easily add a hard drive, a Thunderbolt™ 2™ module, upgrade memory, or access the graphics card with the tool-less chassis design.</td>
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<th>HP Z440 Workstation</th>
<th>Expand your power. &gt;&gt;</th>
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<td><strong>HP Z640 Workstation</strong></td>
<td>Expand your capabilities with the HP Z640 Workstation, a system that lets you configure and reconfigure with ease to create your perfect solution. Then concentrate on your work, not your workstation, as you experience powerful performance, whisper-quiet computing, and tool-less access in a conveniently compact design. With the innovative HP Z Turbo Drive, set a new performance curve as you revolutionize how you handle large files and reduce boot up, calculation, and graphics response time.</td>
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<th>HP Z840 Workstation</th>
<th>More power to you. &gt;&gt;</th>
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<td><strong>HP ZBook Mobile Workstations</strong></td>
<td>Showcase your best work in the office or in the field with the HP ZBook 15 and 17 Mobile Workstations. The ZBook 15 is our most versatile mobile workstation with Thunderbolt™ 2™ and optional quad-core CPUs, HP Z Turbo Drive storage, and optional QHD+ display options. The HP ZBook 15 Mobile Workstation redefines power on the move, combining the best in visualization and computational power with a 17-inch diagonal display for HP's high performance mobile workstation. The HP ZBook 17 features the Thunderbolt™ 2™ port and an optional DreamColor Display panel that provides accurate and consistent color from the display to print and the big screen.</td>
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<tr>
<th>The HP DreamColor and HP Z Displays</th>
<th>You dream it, we deliver it in breathtakingly accurate color. &gt;&gt;</th>
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<tr>
<td><strong>HP Performance Advisor</strong></td>
<td>HP Performance Advisor delivers a simple, effective way to keep your HP Z Workstation operating at its peak potential. Like having an IT pro always on hand, this helpful software wizard can take you from initial configuration and customization through the optimization of your system for each new application and driver you install.</td>
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HP Z Workstations for Avid products

Avid products

| Media Composer | Software | Get the tools and workflows you need for professional film and video editing |
| Media Composer | NewsCutter Option | Get the tools and workflows you need for complete news and field editing |
| Pro Tools | Record, edit and mix with the industry-standard music and audio production software |

HP Z Workstations

- HP Z1 (with Touch option)*: All-in-One evolution—powerful and refined with Touch option*
- HP Z440: Performance you want, value you need
- HP Z640: Flexible, powerful, ready to work
- HP Z840: Ultimate multi-core workstation for performance and expandability

HP ZBook Mobile Workstations

- HP ZBook 14: The world's first workstation Ultrabook™ redefines mobile computing with a 14" diagonal display.
- HP ZBook 15: Empower your creativity with Thunderbolt™ 2™ technology.
- HP ZBook 17: HP's most powerful mobile workstation with a 17" diagonal optional DreamColor display and Thunderbolt™ 2™ technology.

HP Performance Displays

- HP Z27x DreamColor 27" AH-IPS LED LCD: 16:9 2560 x 1600 with 7 factory calibrated color space presets; 10-bit 1.07 Billion color output; 100% gamut coverage in sRGB, Adobe RGB, BT.709 and 99% DCI-P3; Internal Calibration engine; Two DP 1.2 and one HDMI inputs
- HP Z24x DreamColor 24" AH-IPS LED LCD: 16:10 1920 x 1200 with 5 factory calibrated color space presets; 10-bit 1.07 Billion color output; 100% gamut coverage in sRGB, Adobe RGB, BT.709 and 96% DCI-P3; DP 1.2 input, DP 1.2 output (MST), DVI-D, HDMI inputs
- HP Z30i 30" AH-IPS LED LCD: 30" diagonal with 4.1 million pixels and 100% Adobe RGB gamut coverage
- HP Z27i 27" AH-IPS LED LCD: 27" diagonal with 2560 x 1440 resolution with DisplayPort 1.2, DVI-D, HDMI and VGA inputs
- HP Z24i 24" IPS LED LCD: 24" diagonal with 1920 x 1200 resolution with DisplayPort 1.2, DVI-D and VGA inputs

Avid Professional Software demands workstation power

HP Z Workstations are designed, tested, and built for Avid users looking for high performance and extreme stability. HP does this with features that include:

- Multi-core® Intel® Xeon® processors
- Professional graphics cards from NVIDIA® and AMD
- Microsoft Windows operating systems
- Thunderbolt™ 2™ port offered on HP Z1, Z230, Z440, Z640, Z840, ZBook 15 and ZBook 17 Workstations
- Fast, reliable memory and expanded I/O options
- EPEAT® Gold-rated and ENERGY STAR®-certified configurations
- 2x storage performance over SATA SSDs with HP Z Turbo Drive® and massive storage options (up to 15 GB)

Learn more

hp.com/go/avid and hp.com/zworkstations

* Not available in all countries. Check with your HP representative for availability in your location.

1. Thunderbolt™ 2™ is standard on the ZBook 15 G2 and ZBook 17 G2 and available via an optional add on card on desktop workstations. Thunderbolt is new technology. Thunderbolt cable and Thunderbolt device (sold separately) must be compatible with Windows. To determine whether your device is Thunderbolt Certified for Windows, see thunderbolttechnology.net/products.

2. Sold separately or as an optional feature.

3. 4K content required to view 4K resolution.

4. Enabling Intel® Turbo Boost Technology (Intel® TBT) requires a PC with a processor with Intel TBT capability. Intel TBT performance varies depending on hardware, software, and overall system configuration. For more information, see intel.com/technology/turboboost.

5. Limited three-year Mon-Fri 8-5 next business day, parts, labor and 24x7 phone support, terms and conditions may vary. HP Care Pack Services extend service contracts beyond the standard warranties. Service starts from date of hardware purchase. To choose the right level of service for your HP product, use the HP Care Pack Services Lookup Tool at hp.com/go/lookuptool. Additional HP Care Pack Services information by product is available at hp.com/go/cpc. Service levels and response times for HP Care Packs may vary depending on your geographic location. The HP Thunderbolt™ 2 Module has a one-year Limited Warranty or the remainder of the warranty of the HP supported product in which it is installed. Technical support is available seven days a week, 24 hours a day, by phone, as well as online support forums. Certain restrictions and exclusions apply.

6. Multi-core technologies are designed to improve performance of multi-threaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; Not all customers or software applications will necessarily benefit from use of these technologies.

7. EPEAT® Gold registered in the U.S. See epeat.net for registration status by country.

8. Intel HT Technology (HT) is designed to improve performance of multi-threaded software products and requires a computer system with a processor supporting HT and an HT-enabled chipset, BIOS, and operating system. Please contact your software provider to determine compatibility. Not all customers or software applications will benefit from the use of HT. See intel.com/info/hyperthreading for more information.

9. Not all configurations qualify as an Ultrabook™.

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