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| Quote Sheet  UNDER EMBARGO until Wednesday, August 2, 2017 at 9 a.m. ET/6 a.m. PT  **HP Reinvents Retail with New Point-of-Sale System**  ElitePOS modernizes the traditional retail experience for brands with innovative design, security and performance |

“As retailers seek new ways to interact with customers and reinvent in-store experiences, technology must empower sales associates and engage customers in a way that feels like a natural extension of the brand. The new HP ElitePOS solution is built for versatility with a sleek and stunning design that can adapt to multiple retail and hospitality environments, while still offering the security, performance and long-term durability that our customers expect from HP.” **– Aaron Weiss, vice president and general manager of Retail, HP Inc.**

“We are excited to offer our retail customers a new and exciting solution with the HP ElitePOS that addresses many of the challenges they’ve faced over the last few years. Coupled with our cloud services and software and HP’s focus on design, performance and security, the ElitePOS makes a formidable point-of-sale solution for retailers.” – **Sylvain Jauze, international operations director, Cegid**

“Our mission is to deliver the world’s leading OmniCommerce applications so our customers can succeed in a competitive and challenge market. The design of HP’s innovative and versatile Elite POS makes it a perfect fit with our own software to provide improved total cost of ownership while strengthening ties with your customer base.” **– Michael Scheibner, executive vice president, Strategic Operations, GK Software**

“As the retail and hospitality industries undergo a revolutionary shift, the point-of-service device will be a critical hub in delivering the in-store experience for customers,” said Leslie Hand, vice president of Retail Insights, IDC. “But with this rapid transformation in digital business also comes increased threats, in the form of targeted attacks and malware. Retail POS systems including the new HP ElitePOS must be able to balance the growing needs of the customer and the brand while also acting as a guardian of the sensitive information that passes through the device on a daily basis.” **– Leslie Hand, vice president of Retail Insights, IDC**

“Shoppers are seeking engaging experiences that offer convenience, and retailers are pursuing data platforms to understand and predict customer demand. The HP ElitePOS with the 7th generation Intel® Core™ processor, which includes Intel® vPro™ technology, has the versatility, style and functionality that adapts to the changing demands of customers providing more enriched and personalized experiences.” – **Joe Jensen, vice president and general manager, Retail Solutions Division, Intel**

“Finding new and exciting ways to deliver a superb retail experience for our customers is of upmost importance. Finding the right hardware to match LS Retail’s innovative software can be challenging. With the addition of the HP ElitePOS, our partners can offer our customers greater flexibility and unmatched performance.” **– Magnus Norddahl, Chief Executive Officer & President, LS Retail**

“As the role of the store associate continues to expand rapidly, retailers are turning to next-generation technologies, like the Manhattan ActiveTM Store Solution, to facilitate personalized service and enable high-velocity store fulfilment of digital sales. HP’s industry-leading hardware has taken an innovative and sleek turn with the new ElitePOS solution to help retailers better run their business and engage with their customers.”**– Jeff Cashman, Senior Vice President, Business Development, Manhattan Associates**

“Reliable and well-designed point-of-sale devices are crucial to retail business operations and HP’s new ElitePOS is an example of how a great device can increase efficiency. With the ElitePOS, HP packaged creative and useful hardware design with the security and productivity benefits of Windows 10 to bring an innovative, all-in-one device that will help keep business running smoothly and securely.” **– Peter Han, vice president, Partner Devices and Solutions, Microsoft**

“Omnico is committed to creating a seamless customer engagement and transaction solution by connecting the leading global brands in retail, hospitality and destinations, with the right technology. The new HP ElitePOS, together with our own software, will support our customers’ growth, and ultimately improve the consumer experience.” **– Mel Taylor, chief executive officer, Omnico Group**

“As technology continues to evolve and disrupt the retail industry, hardware solutions must keep up to the changes. That’s why we are excited about HP’s new ElitePOS point-of-sale system, which blends design with the performance and security that retailers need to do business.” **– Flannery Higgins, global marketing, PCMS**

“We are thrilled to offer our customers a new and exciting solution with the HP ElitePOS. Our customers ask us to provide solutions that help provide an elevated client experience; and this sleek and modern unit does just that. Coupling Silverware’s technology with HP’s focus on design, performance and security, makes for a remarkable point-of-sale solution. The new ElitePOS helps us bring more to the table than ever before.” **– Lucky Thalas, executive vice president, SilverWarePOS**

## About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at http://www.hp.com.

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