

## Product features



### HP Pro x360 435 G10 Notebook PC

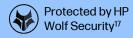
### Integral features for performance, durability, and security.



**HP Recommends Windows** 11 Pro for Business<sup>16</sup>



AMD Ryzen R5 or R7 7000 series processor<sup>13</sup> up to 32GB of dual channel memory<sup>5</sup>





5MP, 88° field-of-view camera<sup>5</sup>



Keystone: focus on document, picture or whiteboard<sup>10</sup>



Enable hardware and software experiences with mvHP



#### Optimized for hybrid work.

Stand out and look your best wherever you work. Flip and fold this convertible laptop for enhanced communications with lighting adjustments and optional features like Wi-Fi 6E<sup>3,4</sup> and the 5MP camera with HP Auto Frame and 88-degree FOV<sup>5,53</sup>.



#### Advanced security and durability

Safeguard your business with multi-layered, endpoint security features that help protect your PC from malware and hacking. This PC passes 19 MIL-STD tests 19 for durability and is easily serviceable-helping make the most of your IT investment.



#### Performance for growing business

Keep up with daily tasks on this feature-rich HP Pro x360 435 convertible touchscreen PC. Take on the workday with the AMD Ryzen R5 or R77000 series processor 13 and long battery life. Easily upgrade memory and storage to meet business needs.



#### Protected by HP Wolf Security

HP Wolf Security for Business creates a hardware-enforced, always-on, resilient defense. From the BIOS to the browser, above, in, and below the OS, these constantly evolving solutions help protect your PC from modern threats.<sup>17</sup>







#### Take it for a spin

Four versatile use modes of the x360 design, featuring inking support on the touchscreen, let you get work done, take notes, share content, and enjoy some downtime, bringing new life to collaboration, productivity, and relaxation.





### Product walkaround





HP Pro x360 435 G10 Notebook PC





Stylish and professional convertible adapts with versatile use modes: laptop to tablet, stand and tent

Impressive performance

Choice of AMD Barcelo<sup>™</sup> 7000 series mobile processors, R7, R5 and R3<sup>13</sup>

World-facing Camera<sup>5</sup> and World-facing LED both optional in the keyboard

> Optimized your battery performance Customize charging options with the HP Power Manager dashboard.<sup>26</sup>



Look your best on video calls with HD RGB+IR Hybrid camera<sup>5</sup> with HP Super Resolution, HP Auto Frame<sup>53,</sup> and 88-degree FOV, HP Background Adjustment, Low light improvement<sup>5</sup>

Commercial-grade security includes HP Sure Start6<sup>6</sup> HP Sure Sense<sup>32</sup>, HP Client Security<sup>33</sup>, HP Sure Click<sup>34</sup>, Camera Privacy Shutter and optional HP Sure View<sup>35</sup>

Sleek and durable **anodized aluminum top cover** and keyboard deck

Fingerprint sensor<sup>28</sup> (select models)

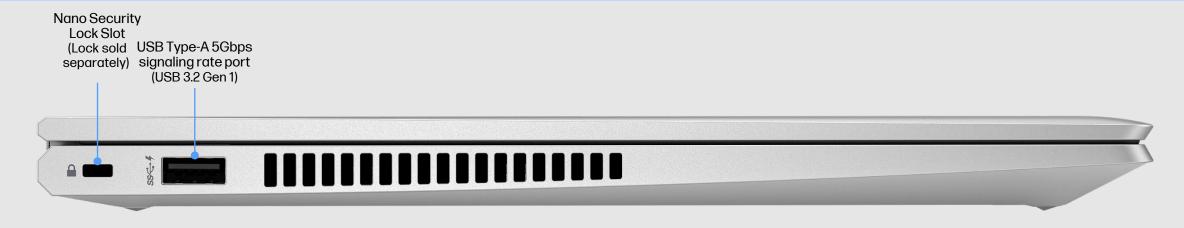


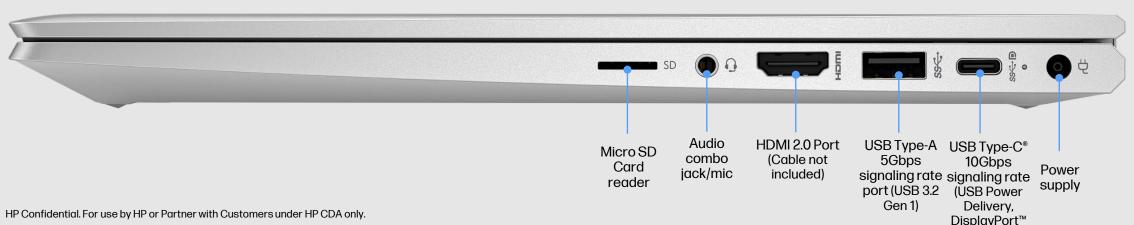
## Clean and simple port configuration

### HP Pro x360 435 G10 Notebook PC



1.4)







## Collaboration experiences





# Collaboration technology



#### Video enhancements

- **NEW** HP Keystone Correction<sup>10</sup>
- **NEW** HP Be Right Back<sup>10</sup>
- HP Background Adjustment<sup>31</sup>
- 5MP camera<sup>5</sup> with HP Auto Frame <sup>53</sup> and 88-degree FOV webcam
- Backlight/Lowlight Improvement<sup>31</sup>



#### **Audio enhancements**

- HP Al-based Noise Reduction 2.0<sup>24</sup>
- HP Dynamic Voice Leveling<sup>31</sup>

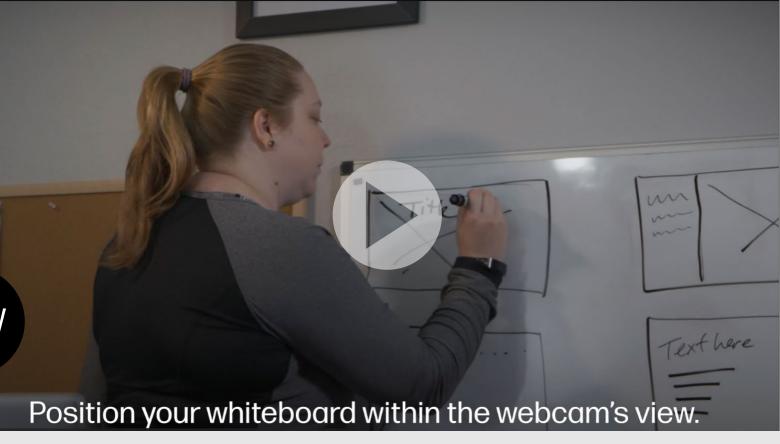


# Finally, whiteboarding while remote

With HP Keystone Correction 10

Your audience can easily read a document or whiteboard with HP Keystone Correction<sup>10</sup> that automatically crops and flattens the image of the camera feed.



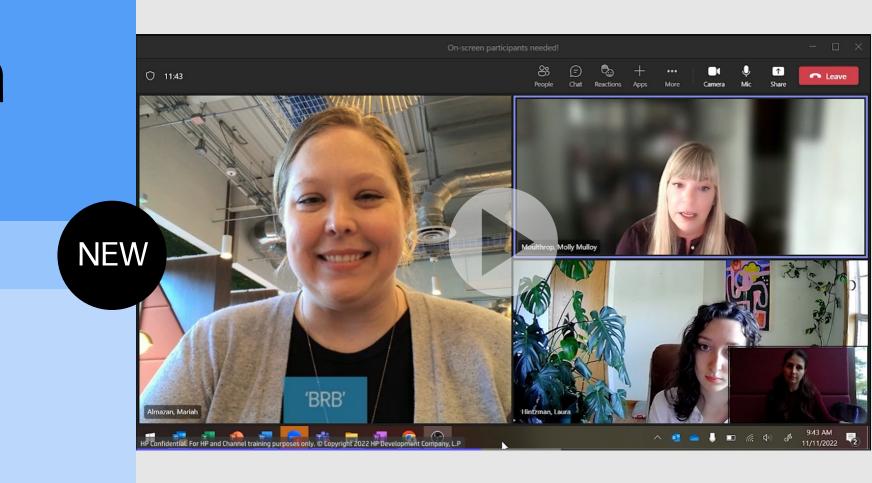




# Take your break when you need it

With HP Be Right Back<sup>10</sup>

When you need a break during calls change your video feed to a still picture with Be Right Back.<sup>10</sup>

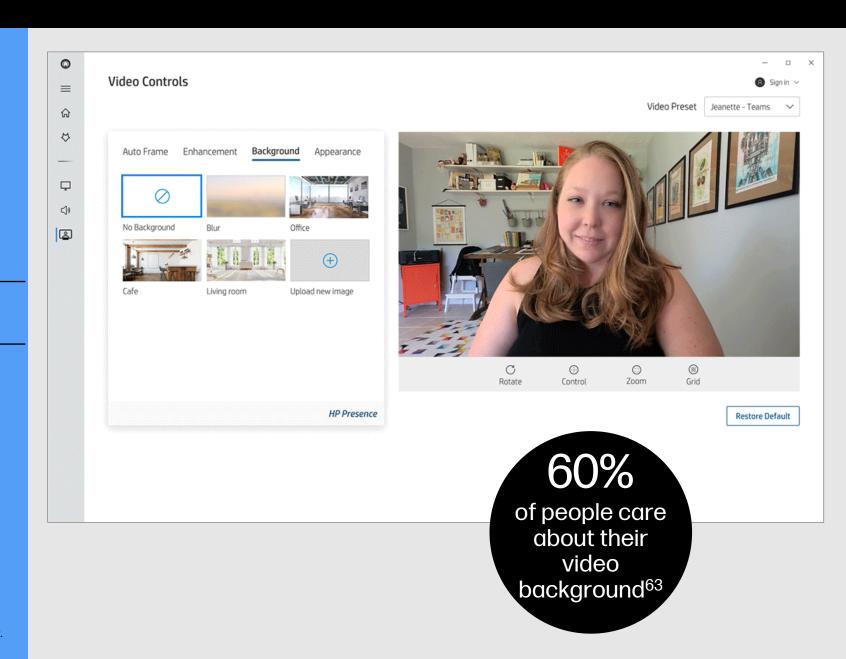




# Globally control your video background

With HP Background Adjustment<sup>31</sup>

Blur on a sliding scale (NEW) or replace your background with an image of your choice,<sup>31</sup> and apply your preferences across your UC apps.





## Power & productivity experiences





# Powering hybrid productivity

Tackle big projects utilizing multiple applications with:



13th generation Intel® Quad-Core™ processor,¹ up to Core™ i7<sup>64</sup>



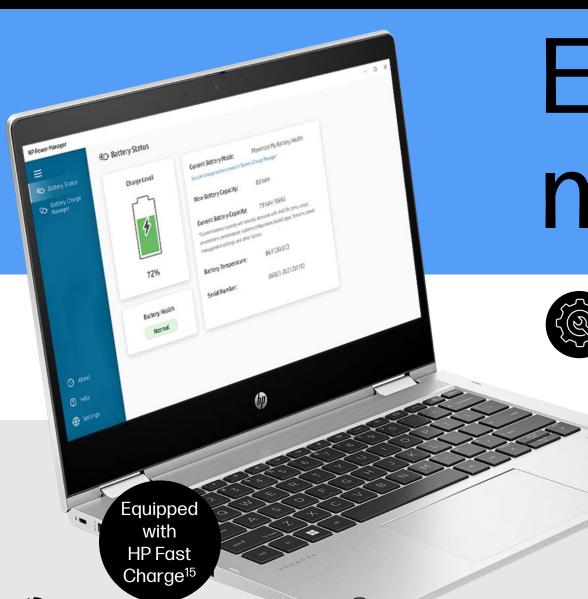
AMD Ryzen R5 or R7 7000 series processor,<sup>2,13</sup>



Responsive, hybrid-ready performance with up to 32GB of DDR4 memory<sup>2</sup>



intel and AMD available



# Easy battery management

Manage and monitor your battery's performance and condition and customize charging options with the easy-to-use HP Power Manager dashboard.<sup>26</sup>



Stay productive in hybrid work with a **long battery life**.



# Easy connectivity from your hybrid workspace



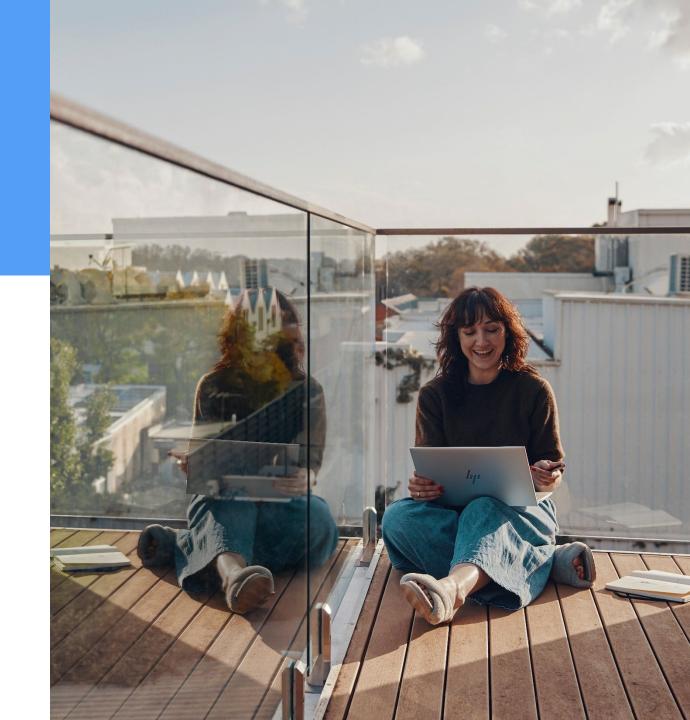
### Move around and work freely

Get a fast and reliable connection in dense wireless environments with gigabit data rate **Wi-Fi 6E.**<sup>18</sup>



### No Wi-Fi? No problem.

Optional support for 4G LTE<sup>60</sup> wireless broadband technology with 4x4 antennas.





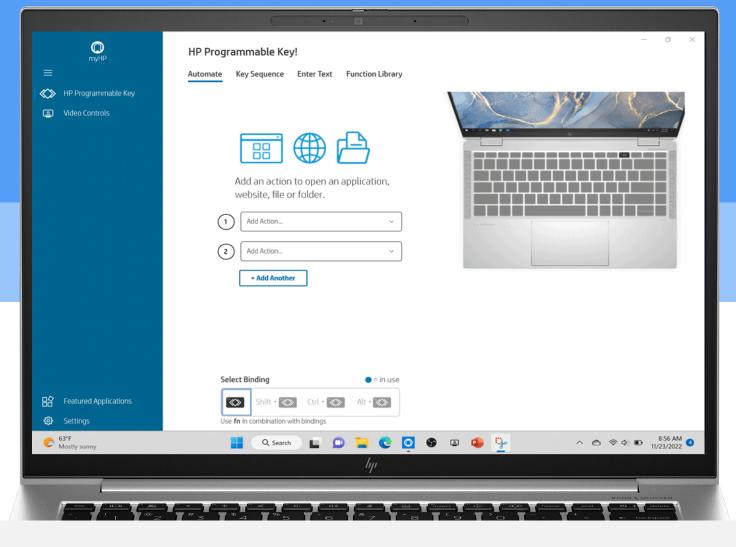
# Make the most of your PC



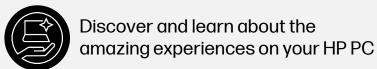
With the myHP application<sup>67</sup>

Enable HP hardware and software experiences

Customize settings for audio, video, the programmable key, and more in a **single dashboard**.









Easily customize audio, video, keyboard and other settings from a single application





# Privacy & security





### Protected by HP Wolf Security<sup>17</sup>



### Equipping you with PC resiliency and protection

Above the OS	HP Management Integration Kit <sup>36</sup> HP Sure Shutter	
In the OS	HP Sure Sense <sup>32</sup> HP Sure Click <sup>34</sup>	Advanced security options HP Wolf Pro Security Edition <sup>39</sup> HP Wolf Enterprise <sup>40</sup>
Below the OS	HP BIOSphere Gen6 <sup>37</sup> HP Sure Start Gen7 <sup>6</sup> HP Sure Run Gen4 <sup>7</sup> HP Secure Erase <sup>38</sup> HP Tamper Lock <sup>9</sup> HP Sure Recover Gen5 <sup>8</sup>	

Securing today's workforce by addressing threats aimed at distributed workers

Securing endpoints at every level against evolving modern threats







### PC security to

### Enable business continuity





Self-healing firmware

Avoid potential downtime caused by firmware attacks or corruption with HP Sure Start,<sup>6</sup> the world's first self-healing BIOS that restarts with a safe copy of the BIOS if an attack or corruption is detected.



Work without worry

HP Sure Sense,<sup>32</sup> HP Sure Click,<sup>34</sup> and HP Sure Run<sup>7</sup> provide resilient layers of security, built on zero trust principles, that allow you to work with confidence and relieve you from acting as a "security sensor."



Anytime, anywhere OS recovery

You have the power to **restore the OS from anywhere without IT intervention** and internet connection with HP Sure Recover Gen48 to get back up and running fast.





# Preserve your privacy & access to sensitive information





Protect sensitive information from prying eyes<sup>15</sup>

Block prying eyes' from viewing your screen with optional HP Sure View Reflect<sup>15</sup> that **makes your screen unreadable** from the side.\* \**Pro x360 only* 



Control when you can be seen

Get peace of mind with the built-in Privacy Camera that **physically blocks the lens of your camera** with a simple slide.





# Security by default

Windows 11 delivers powerful protection from chip to cloud

In Windows 11, hardware and software security work together to help keep users, data, and devices protected.

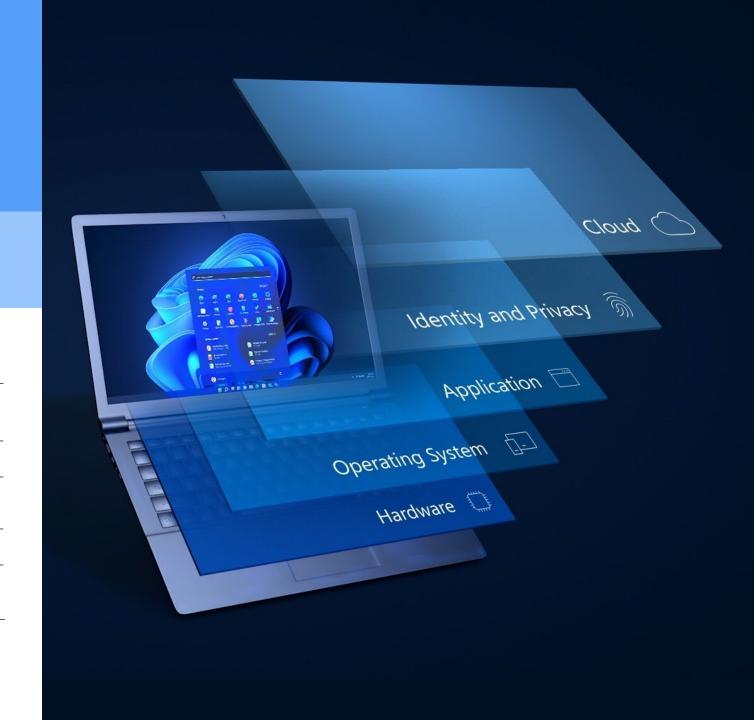
Protects against threats by separating hardware from software with hardware root-of-trust, for powerful security from the start

Protect the OS against unauthorized access to critical data

Delivers robust application security and prevents access to unverified code

Protects user identities with passwordless security

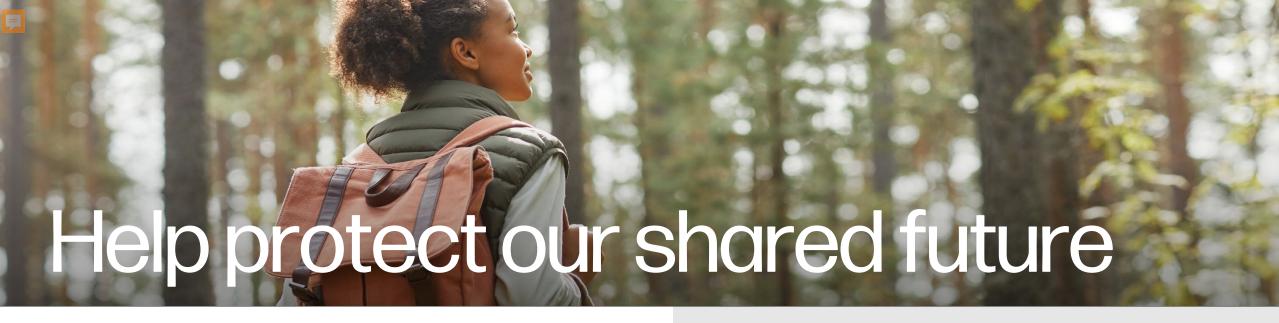
Extends security to the cloud to help protect devices, data, apps, and identities from anywhere





## Sustainability & durability







### Reduce by reusing

Top cover, palm rest cover, and bottom cover made from **recycled aluminum**.<sup>27</sup>

This PC contains at least **30-percent post-consumer recycled plastic** in the bezel, at least **50%** post-consumer **recycled plastic in the keycaps**. 42,69



### Responsibly sourced packaging

Outer box and packaging is 100% sustainably sourced. 43







# Help protect our shared future



Part of the world's most sustainable PC portfolio.<sup>48</sup>



View the 2021 HP Sustainable Impact Report to see how we're making a difference.





90% recycled aluminium cover<sup>27</sup>



# Durable construction

### Built to last





The real challenge of building thin, light, and powerful is to remember where this device will be used: in a mobile environment.



# Beyond the box



## HP 400 Series G10 ecosystem

Included:



1-year limited warranty and optional Care Packs available for extended protection.

### Accessories and peripherals sold separately:



HP P32u G5 Display



HP 325 FHD Webcam



HP 235 Wireless Mouse and Keyboard



HP USB-C Travel Hub G2



HP Prelude 15.6 Top Load Bag



quickly diagnose issues and keep users productive



Keep users up and running

Streamlined customer support with automated telemetry



Quickly resolve issues

Fast hardware diagnosis to expedite support calls.



Mitigate downtime

Shorter support calls enabled by Al technology



# Thank you.



### Disclaimers

- 1) Multicore is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. Performance and clock frequency will vary depending on application workload and your hardware and software configurations. Intel's numbering, branding and/or naming is not a measurement of higher performance.
- 2) Dual channel memory is sold separately or as an optional feature. Due to the non-industry standard nature of some third-party memory modules, we recommend HP branded memory to ensure compatibility. If you mix memory speeds, the system will perform at the lower memory speed.
- 3) WWAN is an optional feature, requires factory configuration and separately purchased service contract. Check with service provider for coverage and availability in your area. 4G LTE not available on all products, in all regions.
- 4) Full high-definition (FHD) content required to view FHD images.
- 5) Optional feature that must be configured at the time of purchase.
- 6) HP Sure Start Gen7 is available on select HP PCs and requires Windows 10 Pro and higher.
- 7) HP Sure Run Gen5 is available on select HP PCs and requires Windows 10 Pro and higher.
- 8) HP Sure Recover Gen5 is available on select HP PCs and requires Windows 10 Pro and higher and an open network connection. You must back up important files, data, photos, videos, etc. before using HP Sure Recover to avoid loss of data. Network based recovery using Wi-Fi is only available on PCs with Intel® Wi-Fi Module.
- 9) HP Tamper Lock requires a supervisor password be established prior to use.
- 10) 10. HP conferencing features require Windows and the latest myHP app, available over the air or for download via sofpag on the HP Support website. Planned availability in spring 2023.
- 11) N/A
- 12) USB-C<sup>®</sup> cables sold separately and not included.
- 13) Multi-core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. Performance and clock frequency will vary depending on application workload and your hardware and software configurations. AMD's numbering is not a measurement of clock speed.
- HP Wolf Protect and Trace is sold separately and is compatible with select HP 400, 600, 800, 1000 series Windows based Laptops, select 800 desktops, and Z1 G8 Workstations. The HP WPT features and functions are activated by remote access to the target device and therefore for the desired outcome the device should be powered on and connected to the Internet. HP Wolf Protect & Trace requires the HP TechPulse agent to be installed by customer manually via a one-click download at hp.com/active-care, which enables collection of information related to the Device. HP TechPulse is a telemetry and analytics platform that provides critical data around devices and applications and is not sold as a standalone service. HP TechPulse follows stringent GDPR privacy regulations and is ISO27001, ISO27017 and SOC2 Type2 certified for Information Security. Internet access with connection to TechPulse portal is required. For full system requirements, please visit http://www.hpdaas.com/requirements. Available from your HP authorized sales representative.
- 15) Recharges your battery up to 50% within 30 minutes when the system is off or in standby mode. Power adapter with a minimum capacity of 65 watts is required. After charging has reached 50% capacity, charging will return to normal. Charging time may vary +/-10% due to System tolerance.
- Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows is automatically updated and enabled. High speed internet and Microsoft account required. ISP fees may apply and additional requirements may apply over time for updates. See http://www.windows.com.
- 17) HP Wolf Security for Business requires Windows 10 Pro and higher, includes various HP security features and is available on HP Pro, Elite, Workstation, and RPOS products. See product details for included security features and OS requirements.
- 18) Wi-Fi 6E requires a Wi-Fi 6E router, sold separately, and Windows 11 to function in the 6GHz band. Availability of public wireless access points limited. Wi-Fi 6E is backwards compatible with prior 802.11 specs. And available in countries where Wi-Fi 6E is supported.
- 19) MIL-STD testing is not intended to demonstrate fitness for U.S. Department of Defense contract requirements or for military use. Test results are not a guarantee of future performance under these test conditions. Accidental damage requires an optional HP Accidental Damage Protection Care Service.
- 20) Actual weight will vary by configuration. non-touch with HP Sure View Reflect, touch panels, WWAN, 6-cell battery, 512GB SSD or higher, more than 8GB memory, and NFC not available on configurations starting at less than 1kg.
- 21) Available on select HP PCs with Windows 10 and higher and Intel processors.
- 22) HP Dynamic Audio requires Windows 10 and higher, compatible with internal PC speakers and analog headsets
- 23) HP Sound Calibration requires Windows 10 and higher, analog headset, and setup.
- 24) Requires the myHP application and Windows OS.
- 25) HP clear voice N/A
- 26) HP Power Manager requires Windows 10 and higher and is available from the Microsoft store.
- 27) 90% recycled magnesium by weight: Enclosure includes top cover, screen bezel, palm rest cover, and bottom cover.

### Disclaimers

- 28) HP Fingerprint sensor is an optional feature that must be configured at purchase.
- 29) Windows 10 MM18 battery life will vary depending on various factors including product model, configuration, loaded applications, features, use, wireless functionality, and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. See www.bapco.com for additional details.
- 30) World-facing LED N/A
- 31) Requires the myHP application and Windows OS.
- 32) HP Sure Sense is available on select HP PCs with Windows 10 Pro, Windows 10 Enterprise, Windows 11 Pro, or Windows 11 Enterprise OS.
- 33) HP Client Security Manager Gen7 requires Windows and is available on the select HP Elite and Pro PCs.
- 34) HP Sure Click requires Windows 10 and higher. See https://bit.ly/2PrLT6A\_SureClick for complete details.
- 35) HP Sure View Gen 5 privacy screen is an optional feature that must be configured at purchase and is designed to function in landscape orientation.
- 36) HP Manageability Integration Kit can be downloaded from http://www8.hp.com/us/en/ads/clientmanagement/overview.html.
- 37) HP BIOSphere Gen6 requires Windows 10 or 11 PRO or higher and is available on select HP Pro and Elite PCs. Features may vary depending on the platform and configurations.
- 38) For the methods outlined in the National Institute of Standards and Technology Special Publication 800-88 "Clear" sanitation method. HP Secure Erase does not support platforms with Intel® Optane™
- HP Wolf Pro Security Edition (including HP Sure Click Pro and HP Sure Sense Pro) is available preloaded on select SKUs and, depending on the HP product purchased, includes a paid 1-year or 3-year license. The HP Wolf Pro Security Edition software is licensed under the license terms of the HP Wolf Security Software End-User license Agreement (EULA) that can be found at: https://support.hp.com/us-en/document/ish\_3875769-3873014-16 as that EULA is modified by the following: "7. Term. Unless otherwise terminated earlier pursuant to the terms contained in this EULA, the license for the HP Wolf Pro Security Edition (HP Sure Sense Pro and HP Sure Click Pro) is effective upon activation and will continue for either a twelve (12) month or thirty-six (36) month license term ("Initial Term"). At the end of the Initial Term you may either (a) purchase a renewal license for the HP Wolf Pro Security Edition from HP.com, HP Sales or an HP Channel Partner, or (b) continue using the standard versions of HP Sure Click and HP Sure Sense at no additional cost with no future software updates or HP Support.
- 40) HP Wolf Enterprise Security is sold separately and requires Windows 10 or 11 PRO or higher and Microsoft Internet Explorer, Google Chrome, Chromium or Firefox are supported. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files, when Microsoft Office or Adobe Acrobat are installed.
- 41) Speaker enclosure component made with 5% ocean bound plastic.
- 42) Recycled plastic content percentage is based on the definition set in the IEEE 1680.1-2018 standard.
- 43) 100% outer box packaging made from sustainably sourced certified and recycled fibers. Fiber cushions made from 100% recycled wood fiber and organic material. Any plastic cushions are made from >90% recycled plastic.
- 44) Bulk packaging solution may vary by region or market.
- 45) Based on US EPEAT® registration according to IEEE 1680.1-2018 EPEAT® status varies by country. Visit www.epeat.net for more information.
- 46) Select household wipes can be safely used to clean HP Elite and Workstation PCs, and HP ProBook 635 Aero PCs and select HP ProDesks up to 1,000 wipes: See wipe manufacturer's instructions for disinfecting and the HP cleaning guide for HP tested wipe solutions at How to Sanitize Your HP Device Whitepaper (https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-7610ENW) not applicable to HP Elite c1030 Chromebook.
- 47) HP Device Recovery: HP Services are sold separately. HP Services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.
- 48) Applies to HP PCs, Workstations and Displays manufactured after January 2019. Based on most Gold and Silver EPEAT® registrations by meeting all required criteria and achieving 50-74% of the optional points for EPEAT® Silver and 75-100% of the optional points for EPEAT® Gold according to IEEE 1680.1-2018 EPEAT®. Status varies by country. Visit www.epeat.net for more information.
- 49) For storage drives, GB = 1 billion bytes. TB = 1 trillion bytes. Actual formatted capacity is less. Up to 30GB of disk is reserved for system recovery software.
- 50) Test results are not a guarantee of future performance under these test conditions. Accidental damage requires an optional HP Accidental Damage Protection Care Pack.
- 51) Lock must be purchased separately.
- 52) Based on internal testing vs. previous generation product with 802.11ac wireless LAN module.
- 53) HP Auto Frame available only with optional 5MP camera that must be configured at purchase. Requires the myHP application and Windows OS.
- 54) Actual battery Watt-hours (Wh) will vary from design capacity. Battery capacity will naturally decrease with shelf life, time, usage, environment, temperature, system configuration, loaded apps, features, power management settings and other factors.
- 55) HP Sure View Reflect integrated privacy screen is an optional feature that must be configured at purchase and is designed to function in landscape orientation.

### Disclaimers

- 56) Lock must be purchased separately.
- 57) Requires Internet access and Windows 10 and higher PC preinstalled with HP QuickDrop app and either an Android device (phone or tablet) running Android 7 or higher with the Android HP QuickDrop app, and /or an iOS device (phone or tablet) running iOS 12 or higher with the iOS HP QuickDrop app.
- 58) HP Sure Admin requires Windows 10, HP BIOS, HP Manageability Integration Kit from http://www.hp.com/go/clientmanagement and HP Sure Admin Local Access Authenticator smartphone app from the Android or Apple store.
- 59) Select household wipes can be safely used to clean HP Elite and Workstation PCs, and HP ProBook 635 Aero PCs and select HP ProDesks up to 1,000 wipes: See wipe manufacturer's instructions for disinfecting and the HP cleaning guide for HP tested wipe solutions at How to Sanitize Your HP Device Whitepaper (https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-7610ENW) not applicable to HP Elite c1030 Chromebook.
- 60) 4G LTE module is optional and must be configured at the factory. Module requires activation and separately purchased service contract. Backwards compatible to HSPA 3G technologies. Check with service provider for coverage and availability in your area. Connection, upload, and download speeds will vary due to network, location, environment, network conditions, and other factors. 4G LTE not available on all products, in all regions.
- 61) Dual video streams and camera switching with Multi-Camera requires second camera that is sold separately or as an optional feature and requires myHP application.
- 62) Select HP Products are enhanced with HP Presence. Features vary by platform.
- 63) Source: https://hbr.org/2020/06/dress-for-the-remote-job-you-want?utm\_content=132209253&utm\_medium=social&utm\_source=facebook&hss\_channel=fbp106610319415443&fbclid=lwAR0EaiWAIB5DOOVEJXTVN2pCDeqeZoRxvgrDdO4vrLiQOg3E35fJMDZ8NI8
- 64) Intel vPro® requires Windows 10 Pro 64 bit or higher, a vPro supported processor, vPro enabled chipset, vPro enabled wired LAN and/or Wi-Fi 6E WLAN and TPM 2.0. Some functionality requires additional 3rd party software in order to run. Features of vPro® Essentials and Enterprise vary. See http://intel.com/vpro
- Recharges your battery up to 50% within 30 minutes when the system is off or in standby mode. Power adapter with a minimum capacity of 65 watts is required. After charging has reached 50% capacity, charging will return to normal. Charging time may vary +/-10% due to System tolerance.
- 66) N/A
- 67) Requires Windows OS.
- 68) HP Wolf Protect & Trace requires the lost or stolen device to be powered on and connected to the Internet in order to find, lock or erase the device.
- 69) Percent of recycled material varies by product.
- 70) Select household wipes can be safely used to clean HP Elite and Workstation, and HP ProBook 635 Aero PCs up to 1,000 wipes: See wipe manufacturer's instructions for disinfecting and the HP cleaning guide for HP tested wipe solutions at How to Sanitize Your HP Device Whitepaper (http://h20195.www.2.hp.com/v2/GetDocument.aspx?docname=4AA7-7610ENW) not applicable to HP Elite c1030 Chromebook.
- 71) Test results are not a guarantee of future performance under these test conditions. Accidental damage requires an optional HP Accidental Damage Protection Care Pack.
- HP Smart Support is sold separately and requires HP TechPulse to be installed. For more information about how to enable or to download HP Smart Support, please visit http://www.hp.com/smart-support. HP Services Scan is provided thru Windows Update and will check entitlement on each hardware device to determine if an HP TechPulse-enabled service has been purchased, and will download applicable software automatically. HP TechPulse is a telemetry and analytics platform that provides critical data around devices and applications and is not sold as a standalone service. HP TechPulse follows stringent GDPR privacy regulations and is ISO27001, ISO27701, ISO27017 and SOC2 Type2 certified for Information Security. Internet access with connection to TechPulse portal is required. For full system requirements or to disable this feature, please visit http://www.hpdaas.com/requirements.
- 73) The New Frontier Of Endpoint Management: Forrester November 2020
- Minimum purchase requirements apply. Financing should be directly obtained by the Customer and is available through HP's endorsed finance partners to qualified customers. It may be subject to credit checks by the finance partner and execution of their standard documentation. The warranty and support services coverage should match the finance term e.g. if the customer opts for a 3-year finance term, then the hardware should be covered for that entire duration with Pick up & Return Care Pack or base warranty (3/3/3). Check Care Pack Central to verify PC compatibility: http://cpc.ext.hp.com/portal/site/cpc/. The rates and terms of the offer may vary based on customer's credit rating, offering types, services and/or equipment type and options. Other charges, including without limitation, taxes, fees and shipping charges, may apply. Not all HP products are eligible and not all customers may qualify. Other restrictions may apply. HP reserves the right to change or cancel this program at any time without notice. HP services are governed by the applicable HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.