

OMEN Challenger Series returns to Asia Pacific featuring stunning new HP gaming innovations

HP also launches the world's first dual-screen gaming laptop to Indonesia for gamers to Play to Progress



Jakarta, July 25, 2019 – HP Indonesia today introduced the world's first dual-screen gaming laptop¹, the OMEN X 2S. The new range of gaming laptops such as OMEN by HP as well as Pavilion Gaming are designed for the total gaming experience that enables progression. HP also announced the return of OMEN Challenger Series 2019 to Asia Pacific, where the grand finals will be hosted in Jakarta, Indonesia on November 1-3, 2019.

As of 2019, Asia Pacific is home to 51 percent of the world's gamers, with Southeast Asia as the world's fastest growing gaming market with year on year growth in the same year². Indonesia as a market has ranked 17th in terms of worldwide global gaming revenue³, and continues to keep up with the latest trends, such as esports and gaming tournaments – just last year, Indonesia hosted the Asian Games with esports as part of its exhibition.

“Gaming has always been a part of HP’s heritage and we are committed to delivering on amazing gaming experiences for every type of gamer, whether it’s through our OMEN Challenger Series, or with our innovation in gaming peripherals and unique devices like the world’s first dual-screen gaming laptop,” said Hendry Widjaja, HP Indonesia Chief Operating Officer. “As a global brand with local soul, we are committed to fueling the growth and evolution of the Indonesian gaming scene in Indonesia through our strategic industry partnerships, sponsorships of professional esports athletes as well as online and offline community activation programs.”

As gaming continues to evolve as a lifestyle, HP is committed to playing a leading role in broadening the awareness and participation of gaming across Asia Pacific and particularly in Indonesia. Gamers in the region will account for 47 percent of estimated global gaming revenues of \$72.2 billion³ and are part of a fast-growing esports audience of almost 259 million people⁴. This audience transcends traditional stereotypes and includes people from all walks of life who could be casual gamers, enthusiasts or esports professionals all striving to play to progress and constantly improve. This attitude allows players to build mental agility and be more creative, more responsive, and able to face whatever comes their way, at play, life or work.

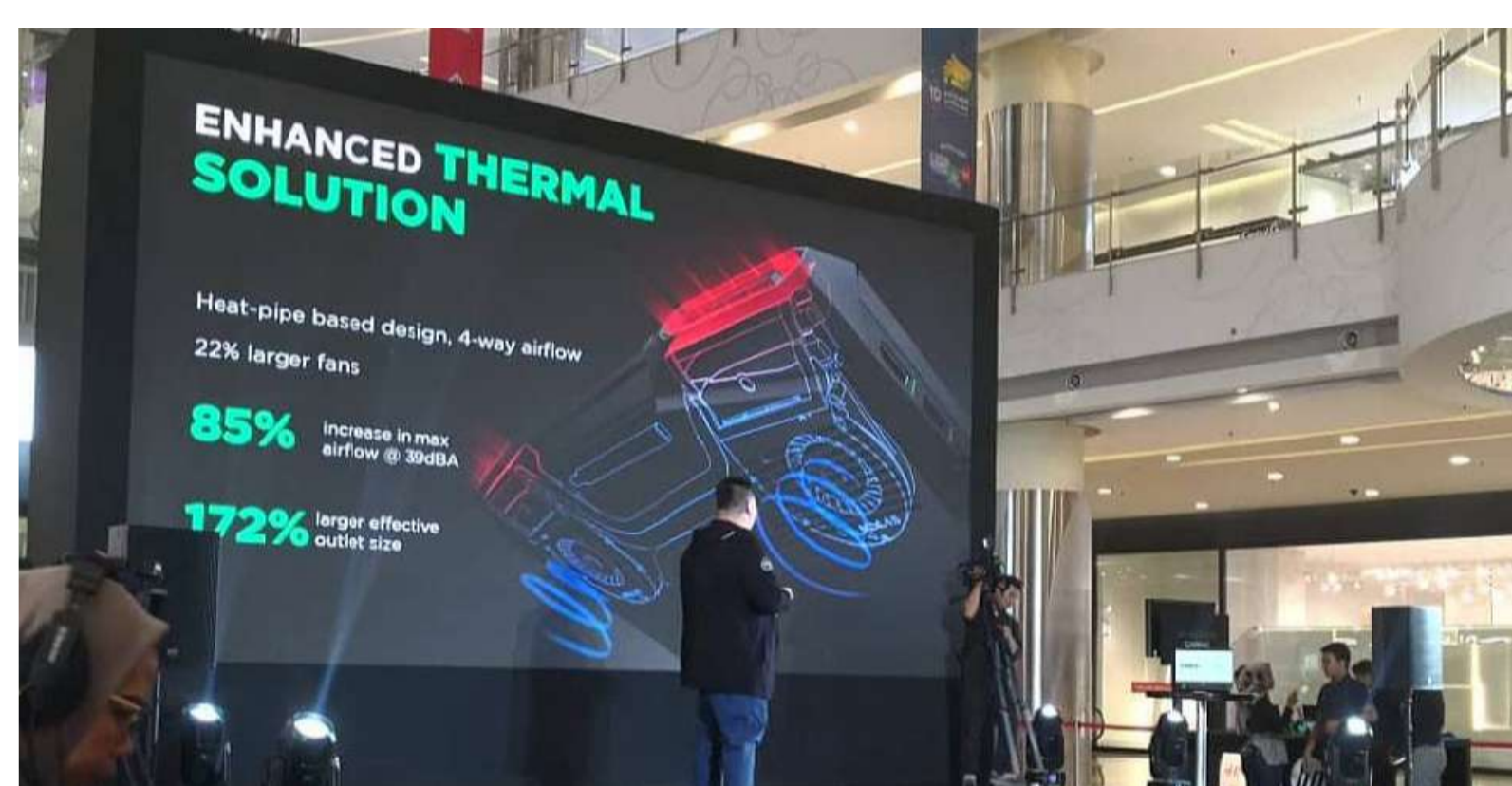
Jakarta was chosen to host the Grand Finals of the OMEN Challenger Series due to the popularity of the local esports scene and the successful showcase the city demonstrated during the 2018 Asian Games esports tournaments, with over 469,000 hours watched on the official YouTube channel⁵. The OMEN Challenger Series is open to players from Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and New Zealand.



Engineering for Gamers to Play to Progress

Gaming industry insights show 82 percent of people use their mobile phones for messaging during gaming sessions, 61 percent listen to music, and 49 percent watch game related live streams, video content and browse websites⁶. The new OMEN X 2S, the world's first dual-screen gaming laptop¹ in the form of an easy-to-use six-inch 1080p touchscreen that lets players message friends in WhatsApp, browse in Spotify, watch Twitch and YouTube or even serve as a hub for OMEN Command Center software, all while playing the game.

“Pushing the boundaries of what’s possible with game-changing evolutionary and revolutionary products reflects the philosophy of reinvention at HP. The OMEN brand continues to think big and OMEN X 2S is a prime example of how we are setting new standards and changing how a gaming laptop is used,” said Hansen Wijaya, HP Indonesia Consumer Personal System Category Lead. “Our understanding of the needs of the Asian gamer has allowed us to engineer these game-changing devices that not only provide a truly immersive in-game experience, but ensures we create something for every type of gamer who want to Play to Progress.”



HP also introduced the new OMEN 15, a smaller, cooler, and more powerful gaming laptop that lets gamers customize, crank up the setting for maximum performance. HP also unveiled its Pavilion Gaming 15 that is packed with technological improvements across the board, and an eight percent decrease in height over previous model, fit for today's casual gamers who are mobile and versatile.

In this event, HP invites consumers and gamers alike to visit the exhibition from 26-28 July 2019 at Laguna Atrium, Central Park, Jakarta to immerse themselves in the total gaming experience with a whole new ecosystem. Ambassadors such as esports team BOOM ID, as well as game caster Donna Visca will be at the event which will provide coaching clinics, battle challenges and much

more. Bundle promotions are also available throughout the 3-day exhibition at the atrium for consumers and gamers. In collaboration with Intel and Valve Corporation, HP brings the OMEN Challenger Series to Asia Pacific with Counter-Strike: Global Offensive as the competition title. This year's entrants, drawn from 12 countries across Asia Pacific, will battle it out and play to progress at the Grand Finals to be held in Jakarta, on 1-3 November 2019. HP will also be launching a new university tournament titled Campus Legends to run alongside the main competition – for universities from Indonesia, Malaysia, Philippines, Singapore, and Thailand to challenge each other in an online-only format on DOTA 2. Registrations begins from August 1, 2019 at <http://www.omengaming.co>.

Pricing and Availability

- OMEN X 2S Laptop is expected to be available on September 2019 via HPSHopping.id and official HP store for the price of Rp64,999,000.
- OMEN 15 Laptop is expected to be available on July 2019 via HPSHopping.id and official HP store for a starting price of Rp23,999,000
- OMEN Photon Wireless Mouse is expected to be available in September 2019 via HPSHopping.id and official HP store for a starting price of Rp1,499,000.
- OMEN Outpost Mousepad is expected to be available in September 2019 via HPSHopping.id and official HP store for a starting price of Rp1,499,000.
- Pavilion Gaming 15 Laptop is expected to be available by July 2019 via HPSHopping.id and official HP store for a starting price of Rp14,999,000.

For more information, visit HP.com/id/.

About HP

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¹ Based on gaming laptops shipped as of 04/15/2019 with integrated dual-screen. Gaming laptops defined as laptops with models targeting specifically to gamers. Gaming laptops defined as laptop with NVIDIA® GeForce® GTX 1060 or NVIDIA® GeForce RTX™ or AMD Radeon™ R9 or AMD Radeon™ RX 470 & above Graphics, excluding detachable PC's.

² 2018 Games Market Report by Newzoo, 2018

³ Global Games Market Report, by Newzoo, June 2019

⁴ Global Esports Market Report, by Newzoo, January 2019

⁵ Asian Games 2018 esports competitions by Esports Charts, September 13, 2018