# CES 2025 highlights AI-driven innovations from Lenovo and HP



CES 2025 has showcased groundbreaking advancements in AI-driven technology for businesses, with notable announcements from leading PC manufacturers Lenovo and HP, both of which are setting the stage for the future of work.

Lenovo has unveiled the ThinkBook Plus Gen 6 Rollable, a significant innovation in portable computing. This 14-inch laptop features a unique rollable OLED display that can expand to 16.7 inches, providing users with enhanced screen space for multitasking without sacrificing portability. Announced during the Consumer Electronics Show in Las Vegas, this product will be available in Q1 2025 with a starting price of $3,499.

The rollable display technology allows the screen to transition smoothly from its compact size to a larger format by either pressing a key or using hand gestures detected by the laptop’s camera. According to Ubergizmo, “the screen expands vertically in about 7 seconds,” significantly enhancing productivity for users engaged in document editing, presentations, and data analysis. The device’s display boasts 400 nits brightness and 100% DCI-P3 colour accuracy, ensuring that visuals remain sharp and vivid.

The ThinkBook Plus Gen 6 Rollable is powered by up to an Intel Core Ultra 7 processor paired with Intel Arc Xe2 graphics, supporting up to 32GB of LPDDR5x memory and 1TB of PCIe Gen4 SSD storage. It also incorporates AI-powered tools such as Lenovo AI Now and Cocreator, aimed at optimising workflow and providing assistance in content generation and data analysis. The integration of a dedicated 5MP camera and Dolby Atmos audio aims to enhance the overall user experience.

HP, in parallel, introduced several AI-powered solutions, notably the HP EliteBook Ultra G1i, touted as the world’s most immersive AI business notebook. This new addition is part of HP’s strategy to address the evolving needs of professionals in the modern workplace. Features include fast presentation creation, personalised tools, and built-in security through HP Wolf Security. The company’s latest EliteBooks utilise HP AI Companion, which personalises PC settings and summarises documents efficiently, promoting smart decision-making.

The HP ZBook Ultra G1a and the HP Z2 Mini G1a were also unveiled as part of HP's new line of high-performance workstations. These devices are designed for demanding tasks like 3D design and graphic rendering, with the ZBook Ultra recognised as the world's most powerful 14-inch mobile workstation and the Z2 Mini as the most powerful mini workstation currently available. Both products are equipped with AMD's Ryzen AI Max PRO processor and boast features such as scalable memory architecture and high-performance graphics capabilities.

Additionally, HP is launching a range of innovative docking stations with proximity activation, enabling users to start their devices seamlessly before sitting down. The Thunderbolt 4 G6 Dock family includes models tailored for different user segments, ensuring efficient power distribution and connectivity without disrupting workflow.

As the industry trends toward AI automation and enhanced productivity solutions, it is clear that solutions such as the Lenovo ThinkBook and HP workstation series are designed to meet the demands of contemporary professionals. Both Lenovo and HP's products indicate a robust future for AI in business computing, with features aimed at improving efficiency and multitasking capabilities. The ongoing advancements in hardware and software integration suggest a transformative period ahead in business practices, redefining how work is conducted in increasingly sophisticated environments.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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