



keep reinventing

Datasheet

# HP Sure View

Mobile computing continues to gain acceptance and popularity among business professionals. Mobile users with company laptops work on planes and trains, in airports and hotel lobbies, at restaurants and coffee shops. We've never been more connected and productive, but there are risks attached. Security software can protect sensitive data on a laptop that's been lost or stolen, but business users often overlook the threat of visual hacking. Passers-by can glean sensitive or confidential information with a quick glance at an unguarded screen.

HP Sure View was developed to minimize the risk of visual hacking.<sup>1</sup> The integrated privacy screen can be enabled discreetly at the touch of a button, keeping private information from public view. When activated, only users directly in front of the display can see the screen clearly—nearby users see only an obscured white screen.

## What is “visual hacking”?

When most people think of “hacking,” they imagine anonymous cyber-criminals breaking into protected systems over the Internet. Meanwhile, they shop online in the local coffee shop, unaware that their credit card number might be on display for everyone to see. “Visual hacking” occurs when sensitive information is displayed in public places, where business competitors, identity thieves, and other unscrupulous individuals can see, capture, and exploit it. Passwords, account numbers, financial data, and other confidential information might be safely stored on encrypted drives behind sophisticated firewalls, but no amount of security software can prevent someone from simply reading over your shoulder.

91%

of visual hacking attempts  
were successful.

52%

of visually hacked information came  
from employee screens.

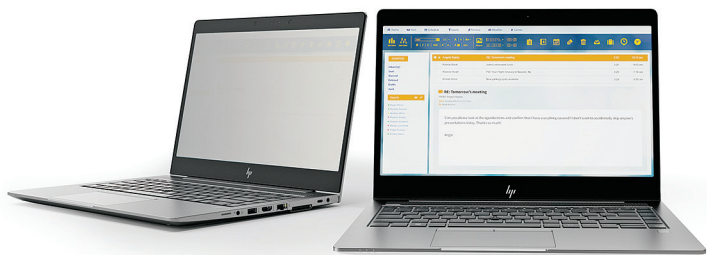
49%

of these visual hacking attempts  
took less than 15 minutes.

Ponemon Institute, “Global Visual Hacking  
Experiment,” 2016, sponsored by 3M.

## Visual privacy at the touch of a button

Press F2 to activate the integrated privacy screen, masking the contents of your display from prying eyes on either side.



## Controlling the viewing angle

A wide viewing angle is usually regarded as a desirable quality in a notebook display—it allows more viewers to collaborate on projects, view presentations, or enjoy videos—but when it comes to privacy and security, it can be a liability. One way to limit the number of people who can see your screen is to control the viewing angle with a privacy filter—a thin plastic sheet that is transparent only from one direction, and opaque when viewed at an angle. External filters can be fitted over a display and held in place with clips or adhesive tabs, but can be awkward for repeated use over the long term. They can be lost or left behind, bent or damaged inside a laptop case, or simply inconvenient to use.

## Integrated privacy screen

HP Sure View is fully integrated into the notebook display and can be activated or deactivated with a simple keyboard command: F2. When activated, HP Sure View is transparent to the user in both light and dark environments, but it obscures the screen so onlookers to either side cannot make out any details. It's an easy, elegant, and convenient way to conceal sensitive content from public view.

## Protect your work in public places with HP Sure View.

### New features in HP Sure View Gen2:

- Performs great in dark environments
- Built with IPS Panel Technology for wide viewing angles
- The 120Hz refresh rate for smoother scrolling and improved display performance

Visit [hp.com/go/computersecurity](http://hp.com/go/computersecurity) for more information.

1. HP Sure Click is available on select HP platforms and supports Microsoft Internet Explorer and Chromium. Check <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-0922ENW> for all compatible platforms as they become available.
2. Ponemon Institute, sponsored by Spikes Security, "The Challenge of Preventing Browser-Borne Malware," February 2015.
3. HP Sure Start Gen4 is available on HP Elite and HP Pro 600 products equipped with 8th generation Intel® or AMD processors.
4. HP Sure Run is available on HP Elite products equipped with 8th generation Intel or AMD processors.

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