Intel® Pro Wireless Display Lets You Turn On Your Device, Connect to a Projector, and Begin Working

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Twin Cities–based managed services provider says once clients see a demo of HP devices with Intel® Pro WiDi, they instantly grasp the benefits

When Sam Hodgett, an account manager at Minneapolis-based aCOUPLEofGURUS meets with customers, he often brings along a digital presentation. But depending on the conference room setup, often he must search through his bag for the right dongle in order to connect to the projector. Once connected, he waits, hoping that the PowerPoint* presentation displays correctly.

But with Intel® Pro Wireless Display (Intel® Pro WiDi),[1] Hodgett can take advantage of technology that lets him connect wirelessly to projectors and displays, plus gives him the security, flexibility, and configuration capabilities that IT requires to keep data and PCs safe.

Hodgett says, "When you're sitting in a conference room, you don't want to spend five or 10 minutes figuring out how to hook up your computer to a display. You want to turn on your PC and have it connect and work."

Click, connect, collaborate

Intel Pro WiDi simplifies connectivity for devices built with the latest generation Intel® Core™ vPro™ processors. When your users can do the small things more efficiently, it can help your entire business make leaps forward.

Keith Schoolcraft, chief executive guru at aCOUPLEofGURUS says, "Pro WiDi has a practical application. When you're doing a presentation, you so often don't have the right dongle. With Pro WiDi you can just connect. It's time for Pro WiDi—it's inexpensive and our clients are investing in the technology to support it," says Schoolcraft.

Schoolcraft imagines any business with a conference room is going to see the benefit of Intel Pro WiDi. "People don't want a bunch of cables that you have to step over running across the floor in their conference room. But really, any business with big displays is going to want to use Pro WiDi—retail, law, or medical come to mind."

For more information on the benefits of Intel Pro Wireless Display for small and midsize businesses, visit **intel.com/prowidi**.

Built for business with built-in security

New 2 in 1 systems, mobile PCs, and tablets with the latest generation Intel Core vPro processors include Intel Pro WiDi and have features designed to deliver a better user experience, while meeting the needs of IT consultants and managed service providers.

Because Intel Pro WiDi is a part of Intel® vPro™ technology, IT staff can limit connectivity to only Intel Pro WiDi-enabled displays, reducing the risk of a laptop becoming a soft-access-point back door for malware through unsecured peer-to-peer connections.

"As a rule, the Internet of Things—this increasing set of stuff that can connect—is often insecure and our customers are concerned about this," says Schoolcraft. "But with Intel Pro WiDi the security is built-in, and people are going to want it. It's so inexpensive, it's easy to sell."

Customers will want Intel Pro WiDi adapters everywhere

All mobile PCs based on 4th generation and 5th generation Intel Core vPro processors support Intel Pro WiDi. They can be used with an Intel Pro WiDi-compliant projector, or you can use an Actiontec ScreenBeam* display adapter with any projector or TV.

Because the technology is relatively new, Schoolcraft says that many of his customers have not yet heard about Pro WiDi. "I think it's really going to require MSPs and resellers to give the technology exposure. Each time we visit our customers, we'll show them how simple it is to use and the benefits of Pro WiDi. And I guarantee, it will show its value instantly."

Schoolcraft continues, "Over the next three years, as systems get refreshed with Intel vPro technology-based PCs that support Intel Pro WiDi, you'll see companies start buying multiple Intel Pro WiDi adapters for conference room projectors and individual monitors.[2] They're going to want them everywhere. In fact, we're going to buy two more for our office: one for the conference room PC and one for my office," says Schoolcraft.

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For more information on aCOUPLEofGURUs, visit acoupleofgurus.com.

Why HP devices with Intel Core vPro processors?

"We use HP laptops, tablets, and 2 in 1s because they're built for business," says Schoolcraft. "If you look at HP's history and background, they're an engineering company and a longtime participant and creator of technology standards. These standards show in their products. Yes, there's a little bit of extra cost to their products, but they are a better-quality product. You have to remember, the cost of the system is not the purchase price—the cost is support over its lifetime."