

# Principled Technologies releases report on performance and value of the HP ZBook Power 16 G11 A

*Principled Technologies compared the performance and cost benefits of running AI-driven media and entertainment (M&E) apps locally instead of in the cloud*

SAN JOSE, CA, UNITED STATES, January 24, 2025 /EINPresswire.com/ -- Creative professionals working with AI-enabled M&E apps need ample processing power to handle demanding AI-driven tasks and ensure work gets done on time. While it may be tempting to run these M&E workloads in the cloud, Principled Technologies (PT) found that running them locally on an HP ZBook Power 16 G11 A Mobile Workstation PC instead could help users finish work faster while saving money over time.

In its test report, PT notes that “while making an investment in a powerful workstation PC can seem daunting, the truth is that it pays for itself rather quickly—and once you’ve made the purchase, it’s yours to continue creating with. In contrast, a major drawback of running workloads in the cloud is that you must continue paying cloud costs forever.”

PT analyzed how quickly it would take to see a return on investment after purchasing the HP system. As the report notes, “Without adjusting for improved performance that the ZBook Power delivers, the cost of the HP system is



**Principled Technologies®**

A Principled Technologies report: Hands-on testing. Real-world results.

Big productivity gains in AI-driven M&E apps with HP ZBook Power 16 G11 A let you pay off your investment in as little as:

- 5.3 months, if you use Autodesk Maya
- 7.1 months, if you use DaVinci Resolve Studio
- 9.5 months, if you use Adobe Premiere Pro

**Save money by running AI-driven media and entertainment apps on the HP ZBook Power 16 G11 A Mobile Workstation PC instead of in the cloud**

HP ZBook Power 16 G11 A improved productivity on AI-driven media and entertainment (M&E) apps over AWS EC2 G4dn instances, for a quick payoff on your investment

Creative professionals working with AI-enabled M&E apps need ample processing power to handle demanding AI-driven tasks and ensure work gets done on time. While it may be tempting to run these M&E workloads in the cloud, running them locally on an HP ZBook Power can help you finish work faster while saving you money over time.

We compared the performance of an HP ZBook Power 16 G11 A with AMD Ryzen™ Pro CPU and NVIDIA RTX™ 3000 Ada GPU to a workstation-grade AWS EC2 G4dn instance on four popular AI-driven apps that media professionals use: Adobe® Premiere® Pro, Avid Media Composer, DaVinci Resolve Studio, and Autodesk® Maya®. The ZBook Power ran all four apps without any compatibility issues and shaved enough time from routine tasks that you might expect to pay off your investment in as little as 5.3 months. In contrast, if you ran your apps in the cloud, you'd continue to incur monthly costs in perpetuity.

If you're looking for a powerful solution to handle AI-powered tasks in video editing and other media-related workloads, investing in the ZBook Power can give you the power to complete work quickly and save you from steep, ongoing cloud costs.

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