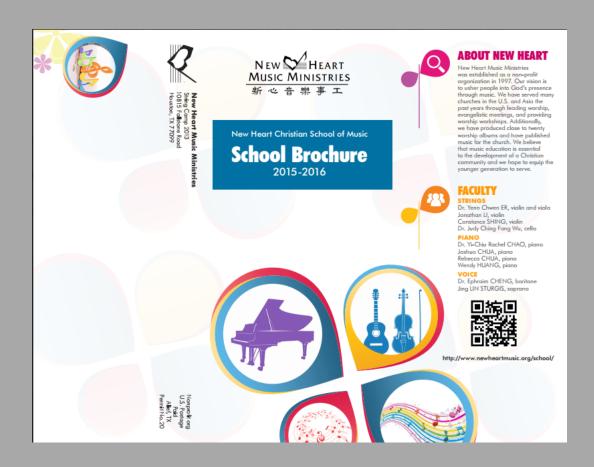


Selected Projects



Brochure





MUSIC PACKAGE

The Music Package is created to develop the musicianship of every student to the fullest. In addition to individual lessons, each package will include periodic master classes/group classes divided according to technical proficiency of the students, and recitals.

We encourage students to participate in the practical examinations administered by the Associated Board of the Royal Schools of Music (ABRSM) for graded certification, usually held in late May and November in Houston, as well as competitions such as Solo & Ensemble Contest, Concerto Competition of local youth orchestras, and Houston Music Teachers Association (HMTA) festivals and competitions.

16-week Package (Fall and Spring Semesters) Includes 16 individual lessons, master/aroup class and recital.

Length of Lesson	Paid in Full	Two Installments	
30 minutes	\$520	\$270 x 2 = \$540	
45 minutes	\$740	\$385 x 2 = \$770	
60 minutes	\$960	\$500 x 2 = \$1000	

8-week Package (Summer Semester only) Includes 16 individual lessons, master/group class and recital

Length of Lesson	Paid in Full	
30 minutes	\$240	
45 minutes	\$360	
60 minutes	\$480	

Fees and discounts

- Tuition is adjusted to include the registration, recital and moster/group class.

 • \$10 late fee will be applied after registration deadline.

 • Special Siblings/Second class Discount = \$10 per class
- per person

Additional school policy - Please refer to our

2015-2016 NH SCHOOL CALENDAR Fall Semester (Aug 17 to Dec 20, 2015)

Aug.17, 2015	Registration and tuition (full & 1s installment) due date
After Aug. 17, 2015	Late fee of \$10 applicable
Aug. 22, 2015	Open House & School Concert
Sept. 7, 2015	Labor Day
Sept. 26, 2015	Violin Region Music Master Class
Oct. 1, 2015	Tuition (2 nd installment) due date
Nov. 14, 2015	Group Class
Nov. 23-29, 2015	Thanksgiving Break
Dec. 6, 2015	Outreach Christmas Concert
Dec. 12, 2015	Student Recital
Dec. 19, 2015	Student Recital & School Concert
Dec. 21, 2015 - Jan. 03, 2016	Christmas and New Year Break

Spring Semester (Jan 4 to May 29, 2016)

	Registration and tuition (full & 1st installment) due date
After Jan. 4, 2016	Late fee of \$10 applicable
Feb. 8, 2016	Chinese New Year
Feb. 15, 2016	Tuition (2 rd installment) due date
Mar. 14-20, 2016	Spring Break
Mar. 25, 2016	Good Friday
Mar. 27, 2016	Easter Sunday
Apr. 23, 2016	Group Class
Apr. 30, 2016	Group Class
May. 21, 2016	Student Recital
May. 28, 2016	Student Recital

Summer Semester (Jun 6 to Aug 14, 2016)

June 6, 2016	Registration and tuition due date	
June 6-10, 2016	Music Comp	



NEW HEART CHRISTIAN SCHOOL OF MUSIC REGISTRATION FORM

TELL US ABOUT YOURSELF
Name:
Email:
() Returning Student (Skip to payment unles updating information)
() New Student (Please provide the
information)
Date of Birth:
Gender: M F
Student's Cell Phone:
Mailing Address:
City:

CURRENT STATUS	
() Studying - School:	Grade:
() Working -Occupation:	
Have you studied at NH?	() Yes () No
If yes, how long?	
If yes, who did you study with	he
Instrument:	Name of teacher: _requested:
() 30 min () 45min () 60 For students under 18, pleas Parent's Name:	
Parent's Email:	
Home phone:	
Parent's Cell Phone:	
PAYMENT	
Tuition fee	

Are you a Christian?

If yes, name of church:

() Yes () No

Late Fee Siblings or Second Class Discount Total Payment

() 16-week Package () Summer Package

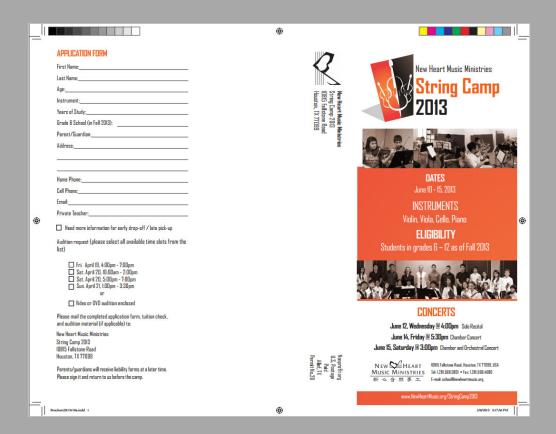
The signature below signifies that the student/parents have read, understood, and will comply by all the stipulations of New Heart Christian School of Music policy.

SIGNATURE

(parent's signature if student is under 18)

Please mail the completed form to New Heart Office with all

Brochure



ABOUT THE CAMP

String Camp 2013 is a week-long summer music program that provides middle and high school players with the opportunity to develop their musical skills through participation in chamber groups and orchestra. Intensive team coaching and rehearsal sessions are combined with games and snack time alongside interesting seminars on music history, theory and other technical workshops. String Camp 2013 distinguishes itself via its emphasis on teaching a high level of musicality with Christ-like love. We provide performance opportunities for serious young musicians and encourage all students to have fun and build lifelong friendships.



June 10-14 9:30am-5:00pm

4:00om Solo Recital June 12 5:30om Chamber Concert 1:30pm-3:00pm Oress Rehearsal 3:00pm Chamber & Orchestra Concert

All concerts are free and open to public. Schedule subject to change. Please visit www.NewHeartMusic.org/StringCamp2013 for updates.

Renistration and tuition must be received by April 15, 2013. All checks should be made payable to "New Heart Music Ministries."

All students will be notified by April 18, 2013 regarding their audition time. Please select your live audition time slot availability or mail a video audition (DVD) if none of the dates are suitable.

Auditions are extremely important in the admission process as the faculty will determine the appropriate grouping and suitable repertoire for each group based on the results.* Each applicant will perform a live or video audition for eight minutes. Live auditions will take place at

Students earning the distinction of regional orchestra year 2012-2013 are exempted from the audition.

AUDITION REPERTOIRE

1. One solo work that best represents your musical

(

- 2. One major scale and arpeggio, and One minor scale and arpeggio of your choice, harmonic or melodic. Must be at least two octaves, played with separate and slurred bow
- 3. One exercise, etude, or caprice for your instrument

\$240 Early-bird special before 4/1/13 \$220 Current New Heart Student before 4/1/13 \$275 if Registered after 4/1/13

Tuition, music scores, and all related materials included (except lunch)



New Heart Christian School of Music 10815 Fallstone Road Houston, TX 77899 Telephone 281-568-0831 x204 Web www.NewHeartMusic.org/StringCamp2013

Email school@newheartmusic.org

MASTERCLASS



Judy Ching-Fang Wu

Dr. Wu studied under the renowned string pedagogue, Professor Phyllis Young at UT Austin. She was the Second Prize winner of the 2nd Annual WRR Chamber Music Competition in 2005. Dr. Wu has a lot of experience in teaching and playing in various orchestras and chamber groups.

FACULTY

Angela Peugnet, conductor

New, Angale Peopert is the curvers Director of Drobestress at Fort Settlement Middle School since the fail of 2008. Under hard direction, the Fort Settlement Understress have consistently received top "Sweepstales" rating at University Internationalistic League Concert and Sight Reading Contests, have averaged over 30 students used year performing in the Texas Music Educators Association Region XIII orchestras, and have consistently earne "Superior" ratings at other festival performances.

Mrs. Peugnet received a Bachelors of Music with Teachers Certification from the University of Houston with Membership in the Honors College. Previous teachers include: Dr. Laurie Scott, Mr. William Dick, Mr. Andrzej Grabiec, and Maestro Franz Kraeger.



Shannon Coffman, violin

Miss Coffman is serving as concertmaster of the Symphony at Beorgia Southern University, where she will be graduating with her M.M. in Violin Performance studying with Larisa Elisha. She is a former member of the Topeka Symphony and Lawrence



Robert Hwang, violin

Mr. Hwang is a graduate of the University of Oklahoma's Music Mr. many is a graduate of the university of unationia's which docation program. He has been teaching in the public schools for 8 years. He is also involved in Houston Chinese Church where he helps directs the Church Orchestra. Currently, Mr. Hwang is the director of the orchestra program at Garden Villas Music Academy in HISD for the past 5 years



enn Chwen Er, viola

Dr. Er is currently serving his 16th year as the Director of New Heart. He was the Concertmaster of the ProMusics Chamber Orchestra in Columbus, Ohio, from 1997 to 2007. His teachers include the late Sergiu Luca and Rapheal Fliegel, under whom



muel Cho, cella

Mr. Cho appeared in Norfolk Festival, MISOA and Juilliand quartet seminar. He enjoys teaching and chamber music. Currently he is studying under the instruction of Steven Elisha at Georgia Southern University.



Chiu Rachel Chao, piano

Or Chan currently serves as a staff pianist at Rice University and is a performing member both as a solo and collaborative pionis of the Houston Tuesday Musical Club. She has joined New Hear Christian School of Music as piano faculty since 2012.

Brochure

NEW HEART CHRISTIAN SCHOOL OF MUSIC

REGISTRATION for Comprehensive Music Pockage For Essemble Coaching please call for details.

Nome:	Email:	
	kip to payment unless updating	
[] New Student Please	provide the information)	
Date of Birth:		Gender: M.
Student's Cell Phone: _		
Mailing Address:	the state of the s	
	Zip Code:	
Porent's Name:		
Porent's Email:		
Home phone:		
Porent's Cell Phone:		
Are you a Christianii) Yes () No	
If yes, name of church:		
CURRENT STATUS		
() Studying - School:		
	() Working Occupation:	
Musical education:		
Have you studied at NH	9	
Il yes, who did you stud	wift:	
PAYMENT		
Annual Registration/Ren	eval fee	5
(\$25 for new student \$15 return	ing stockert!	

Length of lesson (please select and): [) 30 min () 45min () 60 min The signature below signifies that the student/parents have read, understood, and will comply by all the stipulations of New Heart Christian School of Music policy.

Tultion fee () Pockage 1 () Pockage 2 \$ _____

Instrument: ______ Name of teacher requested: _____

parent's signature if student is under 18)

Recital, Master/Group class fee

Total Payment

(\$40 for each Full and Spring semesters)

Please mail the completed form to New Heart Office with all payments made payable to "New Heart Music

2014-2015 SCHOOL CALENDAR

FALL SEMESTER

Aug 11, 2014	Registration, fees, and tuition (
Aug 12-17, 2014	Grace Period
After Aug 17, 2014	Late fee of \$10 applicable
Aug 23, 2014	Open House
	Lessons will be suspended for incomplete registration
Sept 1, 2014	Labor Day
Sept 28, 2014	Tuition (Ind insulines) due date
Oct 4, 2014	School Concert
Nov 24-30, 2014	Thanksaiving Break
Dec 13, 2014	Student Recital
Dec 20, 2014	Student Recital
Dec 22, 2014 to Jan 4, 2015	Christmas and New Year Break

SPRING SEMES (Jan. 5 to May 24, 2015)	TER
Dec 29, 2014	Registration, fees, and tuition (is and to installment) due date
Dec 30, 2014 - Jan 4, 2015	
After Jan 4, 2015	Late fee of \$10 applicable
After Jan 11, 2015	Lessons will be suspended for incomplete registration
Feb 15, 2015	Tuition (Ind installment) due date
Feb 19, 2015	Chinese New Year
Mar 9-15, 2015	Spring Break
Apr 3, 2015	Good Friday
Apr 5, 2015	Easter Sunday
Apr 18, 2015	School Concert
May 16, 2015	Student Recital
May 23, 2015	Student Recital

SUMMER SEMESTER

June 8, 2015 Registration, and tuition due date June 8-13, 2015 String Comp 2015 Grace Period Late fee of \$10 applicable After June 14, 2015 After June 21, 2015 Lessons will be suspended for

incomplete registration



New Heart Christian School of Music School Brochure















About

New Heart Music Ministries was established as a non-profit organization in 1997. Our vision is to usher people into God's presence through music. We have served many churches in the U.S. and Asia the past eleven years through leading worship, evangelistic meetings, and providing worship workshops. Additionally, we have produced over fifteen worship albums and have published music for the church. We helieve that music education is essential to the development of a Christian community and we hope to equip the younger generation to serve.

COMPREHENSIVE MUSIC PACKAGE

The Comprehensive Music Package is created to develop the musicianship of every student to the fullest. In addition to individual lessons, each package will include periodic master classes/group classes, and recitals. We encourage students to participate in the practical examinations administered by the Associated Board of the Royal Schools of Music (ABRSM) for graded

certification, usually held in late May and November in Houston, as well as competitions such as Salo & Ensemble Contest, Concerto Competition of local youth archestras, and Gold Cup.

Package 1

Includes 16 individual lessons in the Fall or Spring semester, and 8 lessons in the Summer semester In the best interest of the student, we highly recommend that students enroll in this 16-week package. A 5% discount will be offered if the Fall or Spring tuition is paid in full by the registration due date, All registered lessors for the respective sensater are to be completed within the sensater, to case of non-completion, all moles-up lessors must be completed by the forth-coming semester.

Package 2

Includes 8 individual lessons in the Fall or Spring semester, and 4 lessons in the Summer semester We provide this flexible package for students who are not able to commit to weekly lessons. All registered lessons for the respective semester are to be completed within the semester. In case of non-completion, all make-up lessons must be completed by the forth-coming semester,

Master Classes/Group Classes

* SUSPINE IF PAID ON OR SEPONS REGISTRATION DUE DATE

Master classes or group classes are offered every semester. These classes, divided according to technical proficiency of the students, are either tought by our music faculty or guest artists. Each student is required to participate in one class first-serve hosis and students are encouraged to sign up at the beginning of the semester, Classes are open to all

registered students,					
Package 1	Number of Lessons	Duration of Lessons	Tuition per Semester	Tuition paid in Full (5% discount)*	Tuition paid in Two installments
Fall OR Spring semester	16	30 mins 45 mins 60 mins	\$480 \$720 \$960	\$456 \$486 \$712	\$240 x 2 \$360 x 2 \$480 x 2
Summer semeder		30 mins 45 mins 60 mins	\$240 \$360 \$480	N/A	N/A
Package 2	Number of Lessons	Duration of Lessons	Tuition per Semester	Tuition paid in Full (5% discount)*	Tuition paid in Two Installments
Fall OR Spring semester		30 mins 45 mins 60 mins	\$240 \$350 \$480 \$120	NA	N/A
Summer semeder	4	30 mins 45 mins 60 mins	\$120 \$180 \$240	N/A	N/A

In addition to the tuition, there is an annual registration fee of \$25 for every new student and \$15 for returning students. Registration fee is waived for students who have direct family member(s) registered in the school.

There is also a recital and master/group class fee of \$40 for every Fall and Spring semester to cover printing, promotion and

No discount or installment plan will be available to students who join in the middle of a semester. The tuition however, will be pro-rated according to the remaining number of lessons in

All payments must be received in full before lessons can begin,

ENSEMBLE COACHING

The Ensemble Coaching provides instructions for young musicians to play together as a team, All students must bring their own instruments, music score, and music stands. Please prepare an extra set of score for the teacher.

The dates and times for Ensemble Coaching should be mutually gareed between the students and teacher. Please contact us for

We strongly recommend our students to participate in our annual String Camp that emphasizes ensemble music playing. Please contact us for further information.

Length of Class	Tuition per group	
60 minutes	\$60 per group	
90 minutes	\$90 per group	
		PIANO

Dr. Yi-Chiu Rochel CHAO, pigne

Competition in 2005 Accumulated over 10 years of

Dr. Yi-Chiu tracher CHAO, prains A notive of Tolway, N-Chiu Rachell Choo studied with Walter Cosand at Astona State University and with Alan Chow at Northwestern University, from where whe holds a Masters and a Doctor of Music in plans who holds as Mouteus and a Doctor of Music in plants performance. Wiss many prises including Taiwan National Rano Competition, MINA Competition, and Bradshow & Bouno International Rano Competition, Purisipated in music feativals such as Israglewood Music Centre, The Bastli Centre, Gilmore Festival, and lighted Academy of Arts. Curearity stell plants of Rice



leshua CHUA, piane

Joshue CHUR, piane Began studying piano of the toge of the, Joshua Chua was clearically trained under the splitches of the Associated Board of the Noyal Schools of Music (A.R.R.S.M), Accumulated more than eight years of heaching upersiences in clearical planop playing and music theory, Currently a scholarship holder studying plane parlormance of the Musics School of Music, University of Houston under Tim Hester



STRINGS



Dr. Yenn Chwen ER, violin and viola Yens Chwen Er, a native of Singapore based in Houston, Teuas. Received Doctor of Musical Arts in 1997 under the late Sengiu Luca and Raphed Flagel 1997 under the total sergial Lace and haphed Height of Rice University, Currently serving in his 18th year as the Director of New Heart Music Ministries. Was First violated with Singapone Symphony Orchestro, Houston Bolliet Orchestro, and Concentrative of ProMusico Chamber Orchestro in Columbus, Ofilio.

Jonathan Ll. violin

Jonathan LL, violin.

Jonathan I van bom in Niev York and raised in Houston, Solo with the Houston Chric Symphony.

Concernmenter of the all-region orchestrin. Studied Masic Theory of the University of Texas of Austin, and Marked Masic Discourse of the University of Texas of Austin, and Wolfe London Land De Eugene Circlosich. In September of 2005, he jones of York of Market Market Ministries on a field-time world.

Constance Shing began her musical training in both piano and violin and received the Elizabeth Morris Performance Award and won first prise in the Instrumental Division of the Texas Music Facchers Association in 2007. Received a Bachelor of Music Education and was a recipient of the President's Gold Scholanhia Award and Music Incentive Talen Scholarship under the tutelage of Dr. Bruce Berg.



Dr. Ephralim CHEMG, barriona Ephrain Cheng measive Doctor of Musical Art dayres from the University of Houston under Elean Midelation of Kenhadre Custiniti. Witness of the University of Houston Music Competition and the Cancer Vicul Competition. Accumulated over 10 years of houcking experience and over 20 years of worthly localing experiences. Foundaries of New Heart Music Ministeries and the dichested himself to full-time Christian ministry.



Jing LIM STURGIS, sopreme
A native of Chine, any lin Surgia received
Master of Music in Yokica Performence
degrees under Myern Martin toon Booking
on the Open State Myern Martin toon Booking
on the opera and musical stage, including
type in a concent production of Rigoletto
with Photodio Domingo, Second Pitus witness
of 2011 Lank lange Compatition, the adoption
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annual Dis. Micipale Control Putres Art Song
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annual Dis. Micipale Control Putres Art Song
Competition, and





Wendy HUANG, piano

Born in Taiwan and graduated from National Taipei University of Education (Music Education), and Taipei National University of Arts (Master in Rana) under Dr. Toi-Cheng, Chen, Has accumulated over ten years of experience as a gifted teacher and



Born and raised in Houston, Ken Li has studied with Joyce Webb, Annete Chan and John Weems and was awarded several top prices and has performed with several orchestras within Texas. Received bachelor of music degree in piano performance at Rice University in uston, studying with Robert Rous.



Flyer

Code Blue

DRINK ONLY THE WATER

Bottle Water: Pure Drink or Pure Hype?

Bottled water sold in the United State is not necessarily any cleaner or safer than most tap water, according to a four-year scientific study recently made public by the National Resources Defense Council (NRDC) in which they tested more than 1,000 bottles of 103 brands of bottled water. While in the most awful and painful way. most of the tested waters were found to be high quality, some brands were contaminated, with one
Here in North America, we are just now realizing the extent of our Arsenic contamination, The third of them containing an unhealthy mix of synthetic organic chemicals, bacteria, and arsenic!

Their report reveals 25% to 40% of bottled water is actually bottled tap water!

Bottled Water Purity Questioned AND it's very Expensive!

The purity of bottled water is at question, but there is no question that bottled water is very, very expensive. We now spend 22 billion dollars a year on bottled water because they are charging us from posion in water. It's called the Code Blue Water Filtration System, and it's samplean arm and a leg for it—so it usually costs lots more than gasoline! Many families find themselves requireing no installation and no maintenance. It takes the poisions out of your water every time. spending \$50.00 --\$100.00 a mounth just for WATER!

Cold Blue water is not only clean, it's MUCH cheaper than BOTTLED water.

SAVE UP To 417% Over Expensive Bottled Water!

We all need to drink plenty of pure, clean and healthy water. Now there's an easy and inexpensive way to make sure every glass of drinking water is clean and save for you and your family.

The Herb Store





Are you and your family still drinking water with Lead, Mercury, Nitrates, Nitrites and Arsenic in it?

In many conutries throughout the world. Arsenic polsoning is an epidemic that kills people

Government is finally beginning to recognize the problem, but there's been no mandate to

But there is Good news!

For the first time ever, there is a simple, inexpensive and powerful way to protect your family Our Filter's patented space-age pellets work like magnetic sponges to actually PULL the poisonous contaminants out of your drinking water!

And here's the best news--Code Blue is the first filtration system that everyone can afford!

Code Blue Water Filters Eliminate Thoese Poisonous Contaminats

Arsenic	2-4-5 TP	Ethylene Dibromide
Nitrates	Atrazine	Lindane
Nitrites	Benzene	MTBE
Mercury	Cadmium	Methoxychol
Lead	Carbofuran	Simazine
Alachlor	Carbon Tetrchloride	Styrene
2-4 D	Copper	Sulfate
Tetrachloroethene	Trichloroethane	Particulates
Toluene	TTHM	Bacteria
Toxaphene	Xylene	Zinc
Chlorine	Bad Taste and Odor	

To Order: 281-437-7994

www.HerbsAndVitaminsOnline.com



GIVING 2.0

A Conversation with Laura Arrillaga-Andreesen

Hosted by HP & EF

Tuesday, February 2, 2012

4:00 - 7:00 pm

HP Executive Briefing Center 19111 Pruneridge Ave, Cupertino, CA 95014

Camilla Nelson

Community Engagement, HP Office of Global Social Innovation camilla.nelson@hp.com

4:00 - 4:30 Registration

4:30 - 5:30 Conversation with Laura

5:30 - 6:00 Book signings

5:30 - 7:00 Reception



Giving 2.0 has made the Best Seller lists!



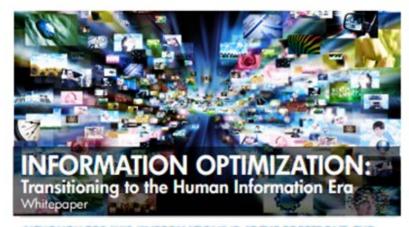








Boucher



ALTHOUGH TODAY'S "INFORMATION" IS AT THE FOREFRONT, THE REAL VALUE IS IN THE ABILITY TO UNDERSTAND AND LEVERAGE IT.

In the whitepaper, Information Optimization: Turning Information into Enterprise Business Decisions, we discussed the critical connection between enterprise success and the ability to understand and leverage ALL forms of information. In this paper, we take a closer look at the largest and fastest-growing component of enterprise-relevant information being created and consumed: unstructured, "Human Information," More importantly, we cover the technology breakthroughs. that enable the aptimization of Human Information, taking it from a 'desirable theory' to a real-time, competitive reality.

WE NOW LIVE IN AN ERA OF HUMAN INFORMATION.

"Human-Hamily" information makes up about \$5 percent of all date and includes emails, earlie, rides, social networking, blogs, coll center conversations, machine-generated sensor date, and more. It grows at a breatfacking rate: 62 percent CAGR. This is the future of information. Note binemolous a streamount & box polyupros it for way people and businesses interest with

Bayand its alway size, unstructured information is Rings frapper, When processing information



where off the interesting, differentiating, and with boking to uncover a crime, investigators look for inclinating ample. When trying to understand thair customer boss, morfatters look for information or flair customers. But unfortunately, customers. don't send you distributes; they have or blog. And this is only becoming more complicated with the explosion of social media activity.

 Ideas do not match, they have a distance. No two ideas are exactly the same, but they how depress of sindorty bosed on how close they are to each other conceptually. Consider the description "low-drop wing design expert" werses

Wing Designa

high-efficiency seroful designer," These words do not motch, but the ideas. one very similar. They are andy slightly different from one onother. These similar ideas are, in turn, very different from other ideas, such as soful animals

Distances between ideas also change with the context around them, When the stary "Clinton Arrives By Cor to Meet the Chinese Frenier, Drives Up in Black Lincoln' oppoors, the main point changes based on who reads it. For most people, the news is that Clinton has met with the

Chinese Premier, For the subscribers to Linousine, Charter & Tour Magazine, the mod news is that Clinton arrived in a Mack Lincoln, When analyzing human-friendly information, the contest must be understood to grosp the meaning of the information.

imousine

 Information does not exactly match. There is a definitional problem when dealing with humon-handly information. When a user poses a query, information never matches. exactly the way structured

The question "Is Snoopy a dog?" does not have a simple answer, as there are many ways to define Snoopy. You must take into account why he would or would not be considered a day. The preser to a question like "is Sneepy a day?" is

also dependent on other pieces of information. For instance, if the answer was "No, he is a cortoon character," then Snoopy would not be a dog. This demonstrates the relative nature of information.

Meaning is dynamic

This is especially true in the age of social media, where new slong is continually emerging. Even within the same phrase, a single word can have multiple meanings based on the intent behind it. Take the tweet "Sow Red Riding Hood, the wicked wolf get boiled - it was mally wicked." The word wicked can either mean bod or good, based on where it appears in the past. The evenchanging nature of a word's meaning moles it especially difficult to understand and process human-friendly

- Meaning is multi-layered. Within the same set of phroses or words, there can be multiple levels or layers of meaning. This principle is best seen in poetry, where complex metophors can run through a set of text, building an each other and adding depth.
- Meaning is relative. What something means is hapely informed by one's own perspective, whether historical, cultural, or other. Two appealing cultural groups will view a set of results very differently. Meaning also changes over time and is subject to historical perspective.



Boucher

Business value white pager 1 Big/Data epartment of framportation Airframe Integrity me Automation and Security Passenger Comfo Security Service Trunami Warning Systems Personal Sensor Submet Real-Time Traffic Conditions Large Structure Integrity Merchandise Tracking Auto Maker Ot Exploration and Production Climate Runitoring Wistife Tracking Wildlife Research Mireless Carrier

Today, sensors are collecting information on virtually every argect of daily tile, including wireless believely, energy meters, weather data, biological and chemical experiments, and device tocation. This is in addition to the already significant if I data that organizations' equipment already generates—e.g., togs, monitoring information, and security flows. Humans and machines are generating data so quickly that they dual if the growth is traditional, discharact information.

An eye-operang, real world example of the encomous amount of data sensors create every hour of every fag contex from ISS detends to commercial according from the horizontal state expenses are estimated to create more than 1,000,000,000 TB of data in part one year.



Return on Information—Translating Information into Time to Value

Naturn on information is a strategic view of investment. It is the higher order measurement beyond traditional BOs. Information Value, by definition, is the reason for all information. Technology investment. There are three key components to Return on Informations insight, time to value, and cost.

Both on this makes which the first of the control o

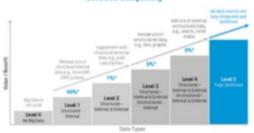
Business-value white paper | Big/Salar

In Spring 2013, HP engaged Gartner to better understand Big Data market needs and buying behaviors. Gartner interviewed 100 ODs and 100 Business Leaders worldwide to understand their Big Data interests and challenges.

Gartner discovered that while other C-Suite leaders are often key influencers and sometimes decision-makers for Big Data projects, rarely is a Big Data project Sunched today without IT leadership and envolvement. Like other major technology institutives, Big Data projects work best in organizations in which there is a strong partnership between IT and key organization stakeholders. Therefore, to be successful in harnesship between IT and key organization stakeholders. Therefore, to be successful in harnesship the power of Big Data, CDS must engage their C-level peers in all Big Data initiatives.

Gartner discovered that many organizations are incrementally building their Big Data capabilities, and that organizations vary where they are on their Big Data "Journey": scaling out Big Data capabilities, starting focused pilot programs, or just getting started with Big Data conversations.

Solution Complexity

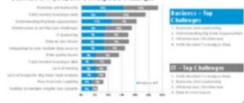


- Succe Server Research Servey, March 2017.
- "Personal of Samer constructions of the Samer Sa

Business and IT share common perspectives on the challenges faced by Big Data, and these challenges center around leadership, skills, and infrastructure/architecture concerns:

The top Big Data internal challenges

Business & IT perspective on Big Data challenges



A CORPORATION OF A CORP



Flyer/Poser



HP RANKS **No. 1** IN COMMERCIAL DESKTOP CUSTOMER SATISFACTION

HP ACHIEVES NO. 1 RANKING STATUS AND OBSERVES STEADY, LONG-TERM LOYALTY RATING





CORPORATE DESKTOP VENDOR	2Q11 TBR RANK	2Q11 WSI SCORE	2Q11STRENGTH/ WEAKNESS POINTS
Dell	1	84.6	+1
HP	1	84.1	0
Lenovo	2	82.9	-3

Publish Date: June 3, 2011 Author: Julie Perron (Julie perron@fori.com)

Repeat Performance: For the third quarter in a row, HP Commercial Desktops are Number 1 in customer satisfaction in the Corporate IT Buying Behavior & Customer Satisfaction study from TBR.

TBR Report Highlights

According to Technology Business Research, Inc., a widely respected market research firm, HP Commercial Deaktops ranked number one in the Q2°11 customer satisfaction study of business desktop PCs - the second quarter in a new for such an achievement.

In the survey, conducted between Jan. 10 and June 30 2011, HP earned an averall satisfaction index score of 84.1, setzing the number one position in customer satisfaction.

TBR observed that the level of HP's improvement during the first calendar quoriner of 2011 was substantial, most notably in the desktop value and delivery time categories. Not only that, but HP's customer layably sating stood apart from the crowd by winter of a greater number of perfect scores.

For more information on the TBR Q2"11 Commercial Desktop study, with http://www.tbri.com/products/ca.clm.

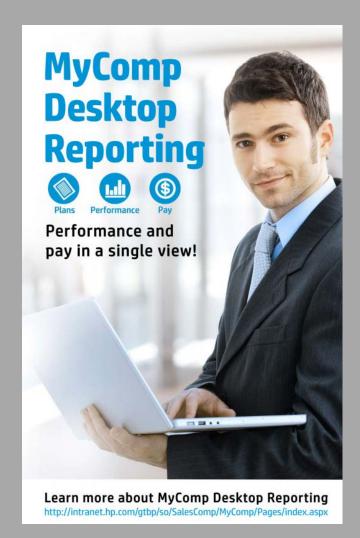
Consider these comments from TBR:

- HP maintains No. 1 ranking for third straight reporting period.
- TBR has observed steady, long-term improvement in HP's customer layalty rating, dominating the category for the 2nd straight period.
- HB's customer layalty was higher than the industry average at a high level of confidence, testing significantly higher than Lenava at 95% confidence.
- Just over 70% of the HP customer sample rated their loyalty to the brand a 5, in contrast to around 60% of Dell and Lenovo customers.

HP continues to facus on improving the customer experience and building customers for file. The company recently launched HP Eller Hremium Support with dedicated Elite agents, specialized training and 24/7/365 coverage. Vial the <u>HP Eller Violate</u> for more information.

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