

HP Brings Omen Brand Back

Written by Marco Attard
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HP announces a comeback of the Omen gaming PC brand-- one initially available in the shape of two laptops, a desktop PC and a 32-inch WVA display, all featuring black design replete with red highlights.



The company first used the Omen name back in 2014 in a gaming laptop designed to bring back memories of Voodoo, a gaming-focused PC maker HP acquired way back in 2006. The same can be said for the new Omen products, since all include the diamond-shaped logo from the original Voodoo brand.

As mentioned earlier the 2016 Omen lineup offers two laptops-- one 15.6-inch, the other 17.3-inch. Both feature either FHD or 4K/UHD displays, a choice Intel Skylake CPUs (up to a Core i7-6700HQ), either Nvidia GeForce GTX 950M, 960M or 965M GPU, up to 16GB DDR4 RAM, up to 4TB HDD and 512GB PCIe SSD.

Other standard features include a "dragon red" backlit keyboard, HDMI out, x2 USB 3.0 ports, card reader, dual-band 802.11ac wifi, ethernet port and optional Intel RealSense webcam. The 15.6-inch model is 24.5mm thick and 2.1kg heavy, while the 17.3-inch model is 30mm thick and weighs 2.85kg.

Meanwhile the Omen desktop is a micro-ATX tower PC customers can configure with up to an Intel Core i7-6700K CPU, 32GB DDR4 RAM, 3TB HDD or 512GB SSD storage and a choice of GPUs up to Nvidia GeForce GTX 1080 or AMD R9 Fury X. Standard I/O options are included and HP offers an optional upgrade to a 120mm closed loop liquid cooling system.

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The final Omen product revealed so far is the display-- a 32-inch QHD (2560x1440) WVA number offering response times of 5ms, full sRGB gamut and AMD Freesync compatibility.

The Omen laptops should be available from July 2016, with the desktop and display to follow on August.

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