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Abbreviations

When referencing measurements of any kind, use abbreviations in both bullet lists, tech specs, and copy blocks (e.g., kg, lb, MP, "). One exception is when writing the browser title for SEO, use the term "inch" without a hyphen (as it ranks higher). Also, our standard is to close up the space between the number and the measurement, as in 1.28kg / 2.82lbs—note that we always provide metric first and then the Imperial (aka American version). See also [Symbols](#).

Acronyms

When using an acronym for the first time, spell out first occurrence along with acronym in parentheses:

- Remote PC Assist Technology (RPAT)
- Active Protection System (APS)
- Trusted Platform Module (TPM)
- high-performance computing (HPC)

Thereafter (in the same section only), just use the acronym. Note, however, that people don't necessarily read linearly on the web; so if an acronym is used multiple times on a page (e.g., in the hero, in the features, in tech specs), be sure to spell out in full for each section. If the acronym is widely known and understood by our audience (e.g., CPU, RAM, HDMI), just use the acronym. Also, keep in mind that while the acronym is always