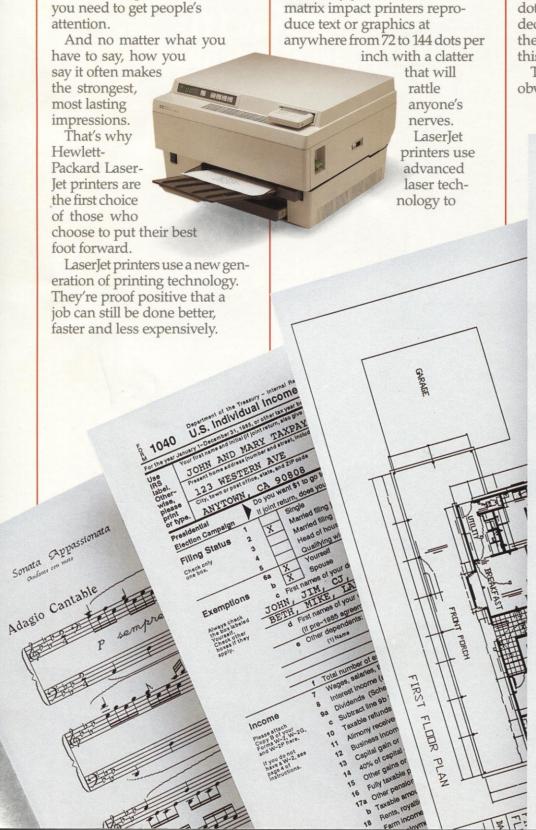"How did you get that great looking proposal together so fast?"

"I used my HP LaserJet printer."

"Nice move!"

HEWLETT PACKARD

A new way to

To win the game of business you need to get people's attention.

And no matter what you have to say, how you say it often makes the strongest, most lasting impressions.

That's why Hewlett-Packard Laser-Jet printers are the first choice of those who choose to put their best foot forward.

LaserJet printers use a new generation of printing technology. They're proof positive that a job can still be done better, faster and less expensively.

Quality you can see. Dot-matrix impact printers reproduce text or graphics at anywhere from 72 to 144 dots per inch with a clatter that will rattle anyone's 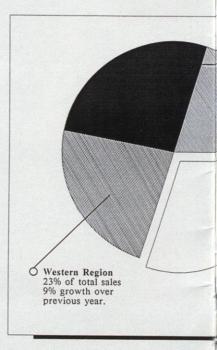nerves. LaserJet printers use advanced laser technology to resolve an amazing 300 × 300 dots per inch at less than 55 decibels. That's no louder than the sound you'll make turning this page.

The difference will be as obvious to your customer's eyes

Market Penetration

Since introduction in 1976, the product geographic areas. In fact, the only quarter when the rate of penetration stalled as a res competitor.

All regions are contributing to this growth experiencing a growth in market penetration three quarters, the **Southern Region** has inc in the previous year. _Figure 2a_ compares Sou

Western Region
23% of total sales
9% growth over
previous year.

This would indicate that the increased eff proved successful. No other elements were a
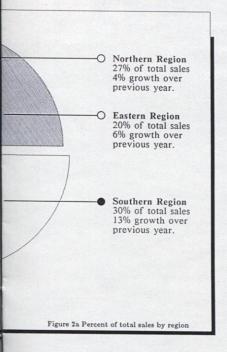
Impact on Profitability

After expenses for the new dealer program Region. In other regions, profits have held s

view the game.

as it is to your own. Business correspondence has a more polished, professional look. Newsletters approach typeset quality — at a fraction of the cost. Graphics are crisp and precise.

Speed you can measure. The letter-quality printer that taught you new meanings for the word *patience* probably crawls along at 12 to 50 characters per second. If you're lucky enough to own a "high-speed" dot-matrix impact printer, you've seen it jog off reports at somewhere around 150 characters per second.

HP LaserJet printers are rated at eight pages per minute (or about 400 characters per second). In less than a minute you can print a report that took anywhere from four to ten minutes on an impact printer.

Savings you can count. With LaserJet printers, there are no broken print wheels, twisted ribbons or tangles of continuous form paper to mess with. Just bond paper (or printed letterhead, forms, envelopes or transparency film) and an inexpensive toner cartridge. The math works out to far less than comparable costs for impact printers.

So if you're still using slow, loud and troublesome dot-matrix or daisy-wheel impact printers, spend a few minutes reading the next few pages. You'll discover a new way to win the game.

as experienced tremendous growth in all to-quarter exception occurred Q1-Q2 1980, ult of the $.35 coupon offered by the leading

, especially the Southern Region, which is far greater than industry average. In the last reased at a rate twice that of the same period thern Region with sales in other regions.

○ **Northern Region**
27% of total sales
4% growth over
previous year.

○ **Eastern Region**
20% of total sales
6% growth over
previous year.

● **Southern Region**
30% of total sales
13% growth over
previous year.

Figure 2a Percent of total sales by region

ort directed at the dealers in the South has tered.

profits have increased 29% in the Southern teady. This indicates that the ROI for dollars
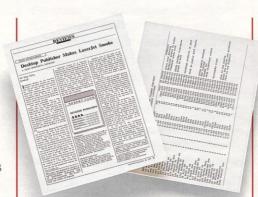
How LaserJe
software into

You already know that LaserJet printers are very compatible with your work place.

You'll also be pleased to know how well they operate with just about every brand of software.

That's because over 300 software manufacturers have worked hand-in-hand with Hewlett-Packard engineers to make sure that their programs take full advantage of the LaserJet printers' capabilities.

Innovation instead of emulation. Instead of merely emulating dot-matrix or letter-quality impact printers as many imitators do, LaserJet printers use a sophisticated HP Printer Command Language that allows you to use a variety of fonts in

documents, draw detailed graphs and charts, merge text with graphics and store forms.

multimate
advantage

Professional
Word Processor

WORDSTAR 2000

MicroPro

EASY WORD PROCESSING YOU'LL NEVER OUTGR

1 2

Spreadsheet.

Lotus

t printers turn successware.

Finally, everyone from writers to accountants can create strong, convincing communications.
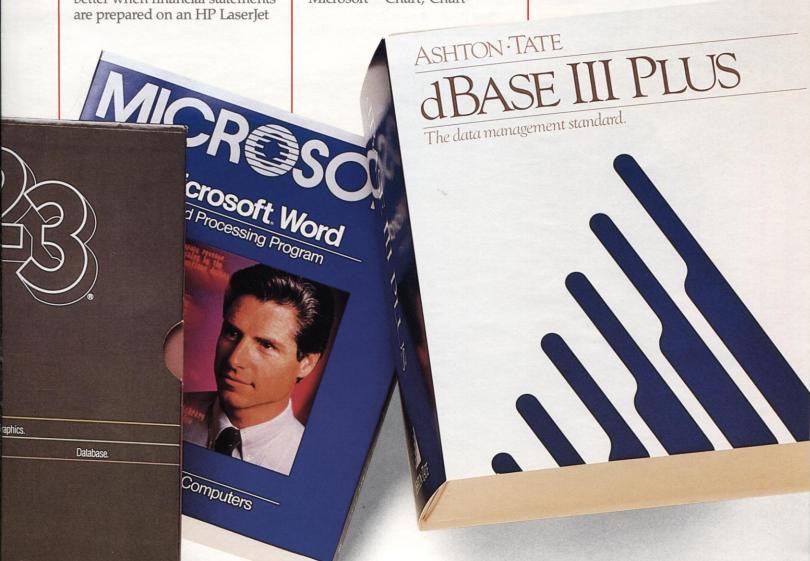
If you have a way with words, the LaserJet could spell the beginnings of your own publishing empire. Choose from all the top word processing programs including WordStar® 2000, Multimate Advantage,™ Word Perfect,™ Microsoft® Word and more.

The bottom line looks even better when financial statements are prepared on an HP LaserJet with financial software like BPI Accounting. By mixing sizes and styles of type, you can draw attention to the important information on income statements and balance sheets.

Software for all of us. Even if you aren't an accountant or a wordsmith, there's plenty of other HP LaserJet compatible software available for you. Scientific and engineering packages. Graphics software like Microsoft® Chart, Chart-Master™ and Picture Perfect.™ Database management systems including dBase III Plus™ and R:base™ 5000. And integrated packages such as Lotus 1-2-3® and Symphony™ or Framework II.™

In fact, you'll probably have a harder time finding software that isn't compatible with a LaserJet printer than you will finding software that is.

Three professio
with 45 years

With HP LaserJet printers, the limitations of printing technology will no longer come between your ideas on the computer's screen and a piece of paper.

All you need to do is decide *what* you want to say. Then we can show you *which* LaserJet is right for you.

The original is also the most inexpensive. If you work mainly with words, the original LaserJet printer can be your introduction to the world of professional printing. It features built-in fonts and uses optional, interchangeable font cartridges. Eight

different fonts may be mixed on a single page at sizes up to 18 points. 75 dot per inch full-page or 150 dot per inch one-quarter-page graphics are also supported.

But perhaps even more impressive than its performance is the LaserJet printer's very affordable price. Which is just one more good reason to retire the noisy old daisy wheel and restore some peace, quiet and productivity to your office.

The plus many people need. If your game is graphics, presentations or newsletters, the

LaserJet PLUS printer is perfect for printing charts, forms, logos and merged text with graphics.

The LaserJet PLUS printer uses a hefty 512K of internal memory to create stunning graphic images — with 300 dot per inch half-page resolution.

To further complement your creativity, the LaserJet PLUS

nals from a team of experience.

printer features built-in rules and shading plus support for HP's soft fonts. These are down-loadable type faces (up to 30 point) that remain resident in the LaserJet PLUS' memory. You can store up to 32 fonts in all and mix as many as 16 fonts on a single page.

The workhorse for the workstation. For applications requiring unattended operation, the LaserJet 500 PLUS printer is ideal. It's everything our less expensive LaserJet printers are — plus special features for increased throughput with less paper handling.

Two high-capacity 250 sheet input trays hold plenty of paper. Correct order output collates documents in the printer, first page on the top, last page on the bottom. And our job offset feature makes it easy to separate different documents in the output tray.

With all these reasons to choose one of our LaserJet printers, it's easy to forget the most important one: HP's 45 year reputation for creating electronics of unmatched quality and reliability.

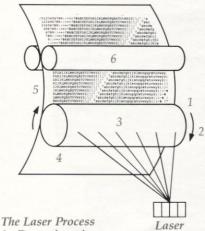For you, that means service, support and supplies — both today and tomorrow.

Reproduced here courtesy of an illustrator's brush is the anatomy of a LaserJet 500 PLUS printer.

It's an easy way to show you how a laser printer works while pointing out some of the unique features that make our printers special.

First, a word about lasers. Using the principle that opposites attract, a high-intensity precisely-controlled light beam (the laser) is directed at a rotating mirror. The light is reflected onto a cylinder that changes polarity wherever the light hits it. These areas attract particles of toner.

The Laser Process
1. Drum cleaned.
2. Positive charge applied to drum.
3. Laser discharges drum.
4. Toner applied to drum.
5. Negative charge on paper.
6. Hot rollers fuse toner.

When a sheet of oppositely charged paper passes through the printer, the particles are

What's going on. Status indicators show when printer is ready, on line or out of paper.

The right connections. Switch selectable RS-232C/RS-422 serial or Centronics parallel interfaces[1]

The end of the line. Documents are output in correct order, first page on top, last on bottom. Jobs can be offset to separate one from another[2]

Plenty of paper. Two 250 sheet input trays[2] for letter, legal or European size stock. Manual paper feed for envelopes, odd-size paper, etc.

A great memory for details. *512K of internal memory for storing fonts, graphic information or forms*[1].

A fantastic selection of fonts. *Built-in plus interchangeable font cartridges. Soft fonts are also available for the LaserJet PLUS and 500 PLUS printers.*

Easy care and feeding. *Clean, mess free maintenance. Just pop in a new toner cartridge and you're back in business.*

LaserJet 500 PLUS printer shown.

[1] *LaserJet PLUS and 500 PLUS printers only.*
[2] *LaserJet 500 PLUS printer only.*

transferred to the paper and permanently fused at high temperatures.

What all this wizardry means for you is simple. HP LaserJet printers produce sharper images, more reliably and less expensively than dot-matrix or daisy-wheel impact printers.

It all happens at the speed of light, right at your desk.

Getting started with an HP LaserJet printer is easy. Set up takes only minutes, and, in most cases, is as simple as plugging the printer into an HP, Macintosh,™ IBM® or other compatible personal computer, loading the replaceable toner cartridge and turning it on.

That's when the fun begins.

Using your software or simple commands, you can print documents in various type faces and sizes. Or use the landscape mode to print spreadsheets sideways on letter or legal size paper.

With a LaserJet PLUS or 500 PLUS printer, you can even create forms with rules, shading and patterns. Then let the printer remember the keystrokes so you don't have to — with time-saving "macro" commands.
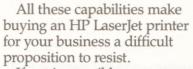
Congratulations. You've just learned how to spend less time printing, and more time making an impression.

How to make t

All these capabilities make buying an HP LaserJet printer for your business a difficult proposition to resist.

If not impossible.

But if this brief presentation isn't enough to sell you a LaserJet printer, we'd like to introduce you to some more members of the team—your authorized Hewlett-Packard LaserJet representatives.

HP sells solutions. Your HP LaserJet representative is trained to help you make all the right moves when buying both hardware and software.

Most likely the solution will include one or more software products from over 300 manufacturers combined with HP font cartridges or soft fonts that are tailored to your profession.
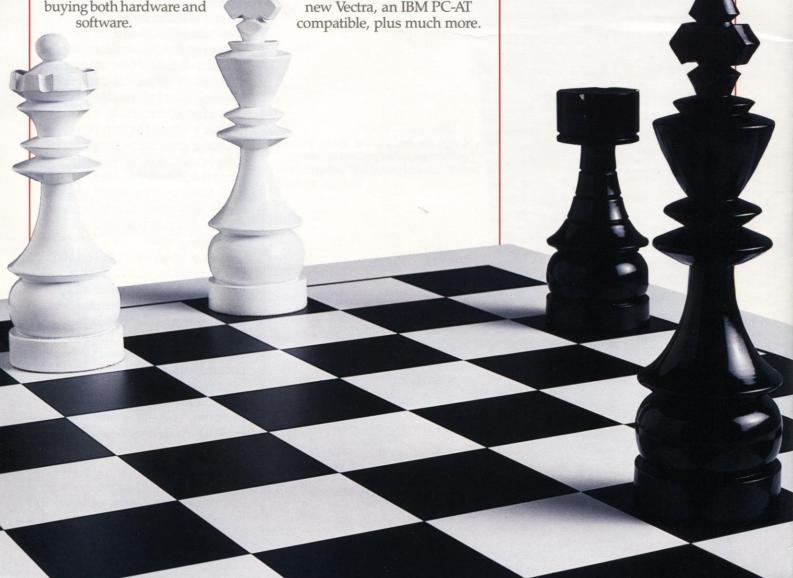
Everything from scientific and legal to foreign language character sets are available — with more being added all the time.

And if you need additional computing power, our LaserJet representative will introduce you to HP's family of personal computers, including the new Vectra, an IBM PC-AT compatible, plus much more.

It's all part of a new world of professional communications made possible by HP LaserJet printers. It's a way to be more productive and to achieve more with your software than was ever possible before.

Just ask for a hands-on demonstration of how professional and persuasive a Hewlett-Packard LaserJet printer can make all your printed materials.

After all, seeing is believing.

he right moves.

	LaserJet	LaserJet PLUS	LaserJet 500 PLUS
Pages per minute (maximum)	8	8	8
300 × 300 dots-per-inch text resolution	•	•	•
Input trays/Number of sheets	One/100	One/100	Two/250
Output trays/Number of sheets	1/20	1/20	1/250
Accepts legal-size and European A4 and B5 paper input trays	•	•	•
Manual paper or envelope feed	•	•	•
Correct-order output			•
Job offset			•
Built-in fonts	2	3	3
Interchangeable font cartridges	•	•	•
Downloadable fonts (maximum)		32	32
Downloadable letterheads & forms		•	•
Maximum point size of type	18	30	30
Fonts per page (maximum)	8	16	16
Built in gray scale, borders, patterns and rules		•	•
Portrait or landscape printing	•	•	•
Macro capabilities		•	•
Graphics resolution			
150 × 150 dots-per-inch	1/4 page	full page	full page
300 × 300 dots-per-inch	1/16 page	1/2 page	1/2 page
Switch selectable parallel or serial interface		•	•
Compatible with popular software programs	•	•	•
Simplified font selection (as supported by user software)	•	•	•
Total memory	128K	512K	512K
One year warranty	•	•	•

The great impression series from Hewlett-Packard.

Every team needs a coach.

HP's LASER ASSIST is Hewlett-Packard's trained telephone support team that specializes in LaserJet applications.
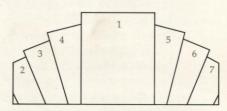
Like showing you how your new LaserJet printer can play together with your software and hardware.

HP's coaches are familiar with leading software packages and computer configurations. They'll help answer your questions, diagnose the source of your problems and solicit your suggestions on how HP Laser-Jets can do a better job for you.

So whether you're a new LaserJet owner or a seasoned professional, HP's LASER ASSIST team is ready and able to help, 10 hours a day, from 7:00 AM to 5:00 PM Mountain Time.

The service is available to all registered LaserJet owners.

Because winning the game of business is a team effort.

(1) Merged text and graphics courtesy of Polaris Software. (2) Sheet music courtesy of Data Transforms (Fontrix). (3) Tax return courtesy of Lacerte Tax Systems. (4) Floor plan prepared with Autodesk's AutoCAD. (5) Bar codes courtesy of Polaris Software. (6) Spreadsheet prepared with Lotus 1-2-3. (7) Graph courtesy of Digital Research, Inc.(GEM).

For the name of your local dealer:
1-800-FOR-HPPC
(1-800-367-4772)

Your authorized LaserJet representative is:

HEWLETT PACKARD

For more information, call your local dealer or HP sales office listed in the telephone directory white pages. Or write to Hewlett-Packard: **USA:** P.O. Box 10301, Palo Alto, CA 94303-0890. **Europe:** P.O. Box 529, 1180 AM Amstelveen, The Netherlands. **Canada:** 6877 Goreway Drive, Mississauga, L4V1M8, Ontario. **Japan:** Yokogawa-Hewlett-Packard Ltd., 3-29-21, Takaido-Higashi, Suginami-ku, Tokyo 168. **Elsewhere** in the world, write to Hewlett-Packard Intercontinental, 3495 Deer Creek Road, Palo Alto, CA 94304.

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