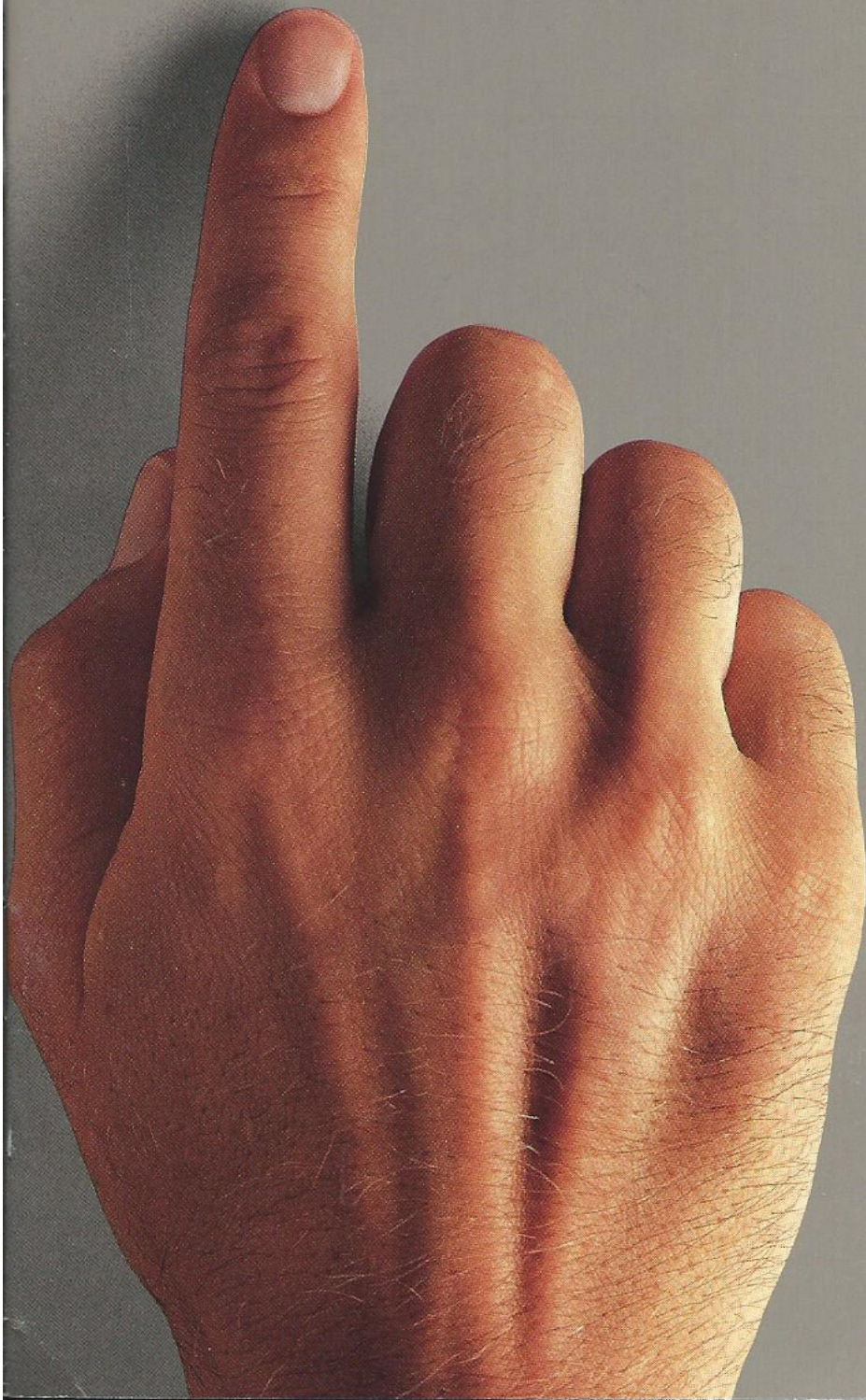


HEWLETT-PACKARD

The personal  
touch.







**Presenting Hewlett-Packard's family of personal computers, printers and plotters.** If you're looking to make yourself or your office more productive, you picked up the right brochure.

Here you'll find the most complete line of personal computer products. Including every conceivable software solution. From database management to cost accounting. For nearly every type

of business. From real estate to ranching. And everything in between.

What's more, all our products work together in a fully integrated system. Or individually. And the way they work is very familiar.

That's because we design each product with a personal touch. So they all make sense to everyone. And isn't that what you've been looking for all along?



**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**





**No other personal computer can touch it.** The Touchscreen Personal Computer. It's not just a better computer. It's a better way to work with one.

Instead of thumbing through a manual, just touch the screen. Labels appear in plain English describing everything you want to do. All you have to do is point the way.

Of course, the Touchscreen runs all the best-selling software. Like 1-2-3™ from Lotus™, dBASE II®, WordStar® and the rest. And it runs most of them

faster than the IBM PC or Apple IIe can.

What's more, the Touchscreen uses convenient 3½" microfloppies. They fit in your shirt pocket. And hold more data than most 5¼" discs—710K bytes to be precise. Or about 400 pages of text.

So go see (and touch) the Touchscreen Personal Computer today. Once you do, you may never want to lay your hands on an ordinary personal computer again.





**More power within your reach.** The Touchscreen MAX Personal Computer comes with a 15M byte Winchester disc drive. So now instead of creating a file of floppies, you can store dozens of your favorite software programs (and a good number of files) right in the computer.

And call them up in seconds.

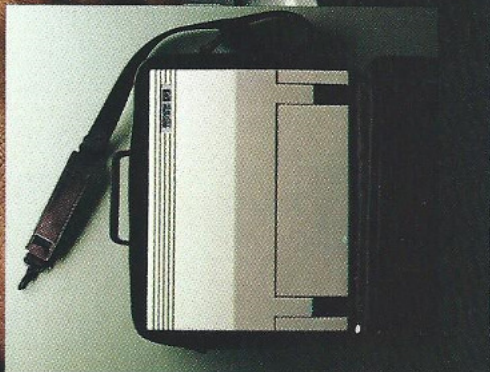
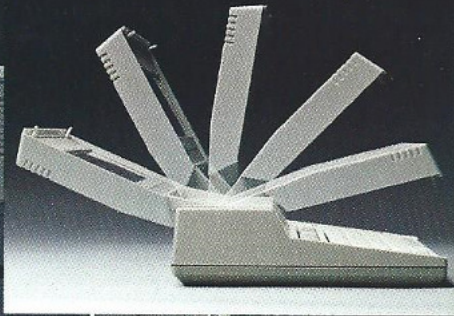
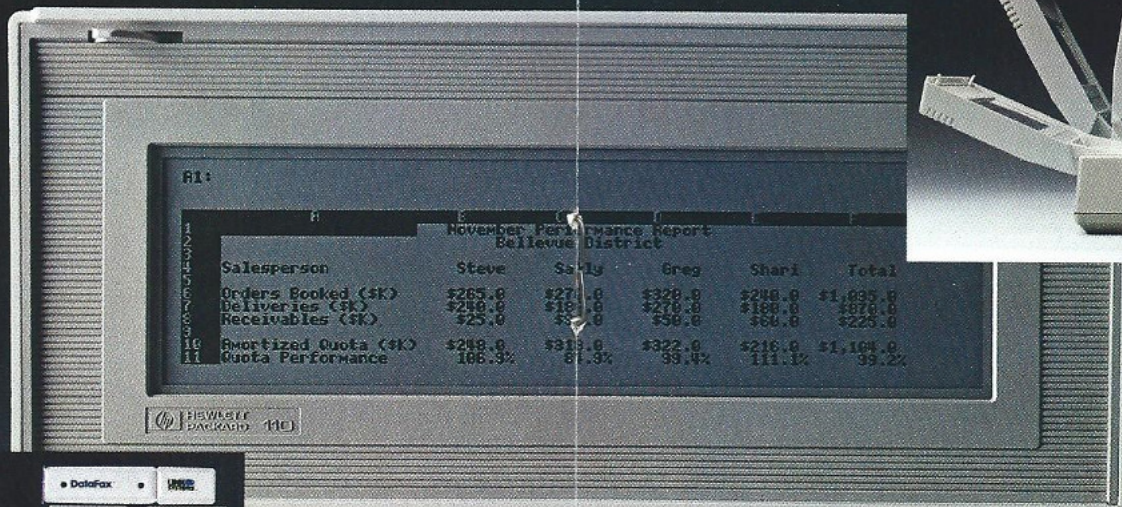
And that makes the Touchscreen MAX perfect

for all your business dealings. Like managing databases, running complex applications programs and otherwise conquering the competition.

You would think with all this added power the Touchscreen MAX might be more difficult to use. In fact, it isn't. You still just lift a finger to use it.

Which is not much to ask, considering everything it can do for you.





**It's a personal computer. Only smaller.** The PORTABLE from Hewlett-Packard.

It weighs less than nine pounds. But don't let that fool you. It has about \$900 worth of serious software *built in*. Including 1-2-3™ from Lotus™. Memo-Maker for word processing. Plus communications software and an on-board modem for sending data around the world. Or down the hall.

The PORTABLE comes with 656K bytes of standard memory. That's more than most desktop models offer. And The PORTABLE is up to two

times faster than an IBM PC.

Naturally, its peripherals are small in size. But big on performance. Like the compact ThinkJet Printer. And our 3½" microfloppy disc drive which lets The PORTABLE run a ton of software.

Yet, all told, our entire system is lighter than most so-called "portables" *without* printers.

Put it all together and you have the only personal computer worth taking with you. And the only portable worth taking seriously.





**When you're pressed for time, press here.** With the LaserJet Professional PC Printer, you can print an entire page of text in just  $7\frac{1}{2}$  seconds. While a hush falls over your office.

It's all done using unbelievably quiet, lightning-fast laser technology. So now for about the price of a loud daisy-wheel printer, you can have the LaserJet Printer. And print letter-perfect letters in a variety of type styles and sizes. Ten times faster.

Maintenance is quick, too. But never dirty. To replenish the ink supply, simply snap in a new printing cartridge. There are no messy ribbons or grimy type wheels to handle.

Finally, the LaserJet Printer works with any Hewlett-Packard Personal Computer, as well as the IBM PC and most others. Making it the perfect printer for anybody with more to print than time to print it.





**Quiet enough to think by.** The ThinkJet Personal Printer. It looks like a dot-matrix printer, but it doesn't sound like one. Or print like one.

Instead, it uses whisper-quiet, ink-jet technology to spray 150 characters per second. That's more than a page a minute.

The ThinkJet Printer weighs less than 7 pounds. It's about the size of a notepad. And it works with The Touchscreen, The PORTABLE and most other popular personal computers. There's even a

battery-powered model, so you can put your thoughts on paper wherever business takes you.

And the ThinkJet Printer is a snap to use. The ink supply and print head are contained in one neat, disposable cartridge. It clicks in without a mess. There's no reservoir to fill. No ribbons to replace.

And there's one last feature that'll be difficult to keep quiet.

A suggested retail price of only \$495.





**Draw better conclusions.** With the HP 7470A and 7475A Graphics Plotters, you can turn the most complex data into colorful charts, bars and graphs. So your reports and presentations look sharper. And you look smarter.

HP plotters come with built-in automatic pen capping, so you're not left high and dry. Plus, you can choose from a palette of vibrant colors.

The HP 7475A (pictured above) has an easy-to-load, 6-pen carousel. It holds pens of different widths

as well as different colors. And it works with transparencies, and either standard or legal size paper.

The economical HP 7470A is a 2-pen plotter. To add more than two colors to your presentation, simply exchange pens. It can also plot on transparencies for overhead projection.

Both HP plotters work with a variety of graphics software programs. And most every personal computer on the market.

Including the most personal. Ours.



# We'll point you in the right direction.

For the name of your nearby Hewlett-Packard dealer, simply call 800-FOR-HPPC. They can give you a personal demonstration of any of the computers, printers and plotters you've seen here.

Because, quite honestly, one touch is worth more than all the words in this brochure.



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