

HEWLETT-PACKARD

The ColorPro Plotter

Quality Presentations for Business Leaders

Sales Guide



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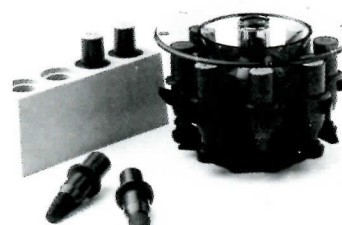
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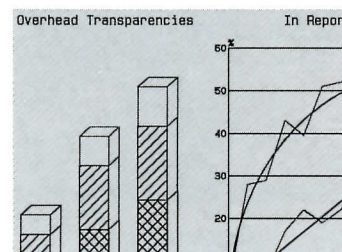
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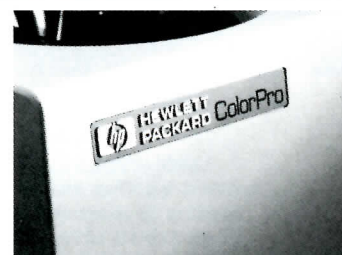
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2 Reviewing the Marketplace

A Quick Look at the ColorPro Plotter

It's time to get acquainted. You're selling the newest addition to Hewlett-Packard's family of products — the ColorPro plotter for business professionals who make presentations. Here are the basics.

The ColorPro plotter:

- handles A4/A-size (210 × 297 mm or 8½ × 11 in.) transparency film and paper for presentation and report graphics,
- holds 8 pens, changing and capping them automatically,
- offers a Graphics Enhancement Cartridge for additional plotting capabilities,
- and provides the same high quality your customers have come to expect from HP plotters.

Why We're Introducing this Product

For starters, we listened to what our customers had to say. They wanted a plotter with more pens — *without* a higher price tag.

Then, we looked at the marketplace. It's no news to you that as computer prices continue to drop, peripheral prices must drop, too. Or that in the last year, there's been a flood of low-cost printers and plotters from new and aggressive competitors.

Quite simply, the ColorPro plotter represents our on-going commitment to keep customers happy, to meet the needs of a changing market, and to remain the industry's price/performance leader.

A Bright Future for Plotters

The increased availability of business graphics software and low-cost PC hardware has created a great demand for color hardcopy output devices. While several technologies have responded to this need, the experts see high-quality graphics plotters as having a bright, strong future. Here are a couple of interesting predictions from Future Computing Inc.

- During the five-year span of 1983 to 1988, unit shipments for office-based desktop plotters (in the U.S.) will increase from 90,000 to more than 700,000 — a compound annual growth rate of 45 percent.
- During the same time period, U.S. revenues for plotters will increase from \$110 million to about \$500 million, a 35 percent compound annual growth rate.

Emerging Graphics Software Standards

There's another factor that will contribute to a growing future market — changing software standards. Today, these standards are being defined so that graphics software will be able to operate on almost any computer and with virtually all output devices.

We've prepared the ColorPro plotter for this future market. Once the graphics standards are firmly established, your customer will be able to enhance his ColorPro plotter by plugging in a new version of the cartridge. It's as simple and economical as that.

Business Leaders Need a Graphics Education

While it may come as a surprise, there are many professionals today who don't know that business graphics will improve their presentations, who don't realize there are easy ways to make presentation materials, and who can't imagine why they need a ColorPro plotter.

So aside from anticipating a growing future market, you can concentrate, now, on an untapped market of business leaders who need a graphics education. And when you convince your customer that graphics provide a better way to make presentations, you'll have yourself a sale.

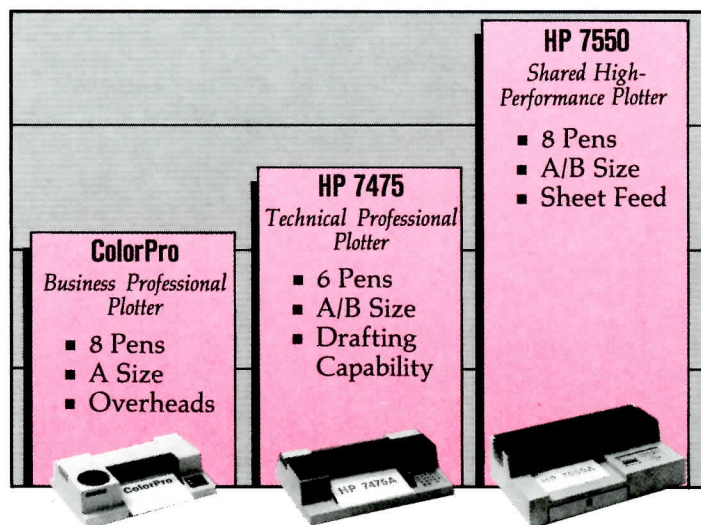
The ColorPro Plotter Provides Solutions

We know the ColorPro plotter is the right answer to a lot of different questions.

How do we effectively compete in the current market? By introducing a plotter with more features than the HP 7470 — without a higher price tag.

How do we provide for a growing future market? By introducing a quality color-hardcopy output device — one that can adapt to changing graphics software standards.

And how do we meet the needs of today's business professionals? By providing a quick, easy, economical way to make quality presentation graphics.



Positioning the HP Plotter Family

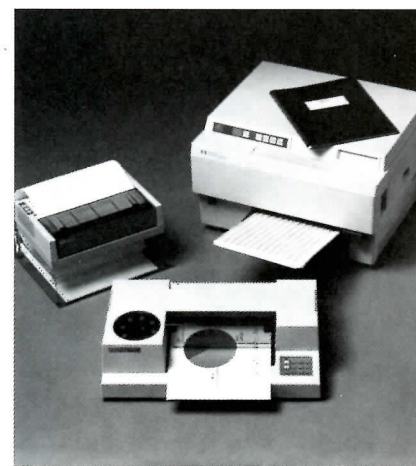
◀ The ColorPro plotter replaces the HP 7470 as our plotter for making presentation-quality graphics. It's also recommended for many data acquisition and smart instrumentation applications.

The HP 7475 is now positioned as our plotter for low-cost CAD applications or large-format business applications such as project schedules.

The HP 7550 is our plotter for shared environments and high-volume business and technical applications.



◀ According to International Data Corp. of Framingham, Mass., more than 500,000 people now use business graphics. IDC estimates that by 1987, the number of users will rise to an astonishing 7.5 million.



The Printer/Plotter Relationship

▲ The ColorPro plotter produces multicolor overhead transparencies for presentations, while printers are the perfect choice for pages of text. Recommend the HP Thinkjet for personal, working copy; the HP Laserjet for high-volume, report-quality output.

4 Recognizing the Customer

A Personal Profile

Your best customer for the ColorPro plotter is a professional who makes decisions *from* numbers and presentations *with* numbers. He may work for a Fortune 1000 company in the finance, production, sales, or marketing department. He might also work for a service organization — maybe a bank, an accounting firm, an insurance company, or a consulting group.

Whatever the business, your prime prospect will have access to a personal computer, such as the IBM PC; he'll work comfortably with software, such as 1-2-3™ from Lotus™; and he'll probably have a printer close by, such as the Epson FX-80.

Presentations Are Part of the Job

Whether a project scheduler, an account representative, a marketing manager, or a financial analyst, the prime prospect for the ColorPro plotter presents information.

In fact, your customer will make a business presentation at least once a month to an audience of up to a dozen people. That audience will most likely consist of middle management within the organization or clients and customers outside the company.

Most important, it's an audience that will make decisions based on the information your prime prospect presents.

Four Other Ways to Make Overhead Transparencies

Up until now, your customer has been depending on one of four methods to make overhead transparencies for his presentation.

1. He's been drawing or typing the original charts and taking them to the photocopier. This takes time, lacks quality, and if he's not much of an artist, can be very frustrating.
2. He's been sending the information to his dot-matrix printer. While this method is quick and convenient, it limits your prospect's presentation materials to black-and-white, poor-quality charts.
3. He's been counting on the company's internal art department — as long as they're not too busy. And if they are, he just has to wait.
4. He's been shuttling back and forth between work and an outside graphics service. This wastes lots of time, even more money, and makes last-minute changes impossible.

What Does the Customer Really Want?

That's easy. A better alternative.

A solution where he's in complete control. Where he can easily create quality graphics that make him look good, in time for a last-minute presentation, without costing his company a lot of money.

He wants the ColorPro plotter.



◀ When prospecting for the right customer, ask these three questions.

1. Do you make presentations?
2. Do you use an overhead projector?
3. Do you want to make *better* presentations?

Showstopping Results

Remember who your best customer makes presentations to? Decision makers. Who find it a lot easier to do their jobs when numerical information is displayed in concise graphs. Who will grasp the key points of a text chart at a glance. Who will perceive the presenter — your prime prospect — as being more prepared, better organized, and very professional.

So you see, the ColorPro plotter not only makes it easy for your customer to prepare his presentation materials, it also makes for a showstopping presentation.



Here are a few additional demographics about your customer: he's 25-45 years old, with a college education, making an annual salary of at least \$30,000. He's also an opinion leader, the kind of person others look to for new ideas. Sell him a ColorPro plotter and you'll be selling plotters to his peers!



"The person who comes in with a terrific graphics show looks a lot better than the person with a written report, even though they might contain the same information," says Lynda Martin, marketing representative for Executive Presentations in Atlanta.

6 Presenting the Features



Lots of Software

◀ The ColorPro plotter is supported by the popular integrated and graphics-only software packages.

Your customer can refer to the *ColorPro Plotter Software Guide* (P/N 5953-9843) for specific and up-to-date software support information. If he has questions about a package that isn't listed, contact the vendor directly.

Quality Plotting

◀ Your customer knows the value of quality and will go out of his way to do the job right. The ColorPro plotter is designed and manufactured to provide the kind of quality output his presentations and reports demand. Right down to the last details, like smooth circles, straight diagonal lines, and crisp characters.

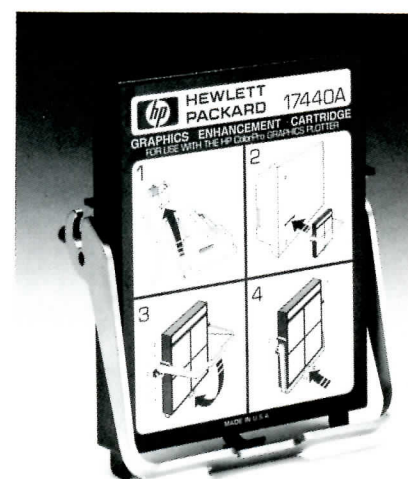
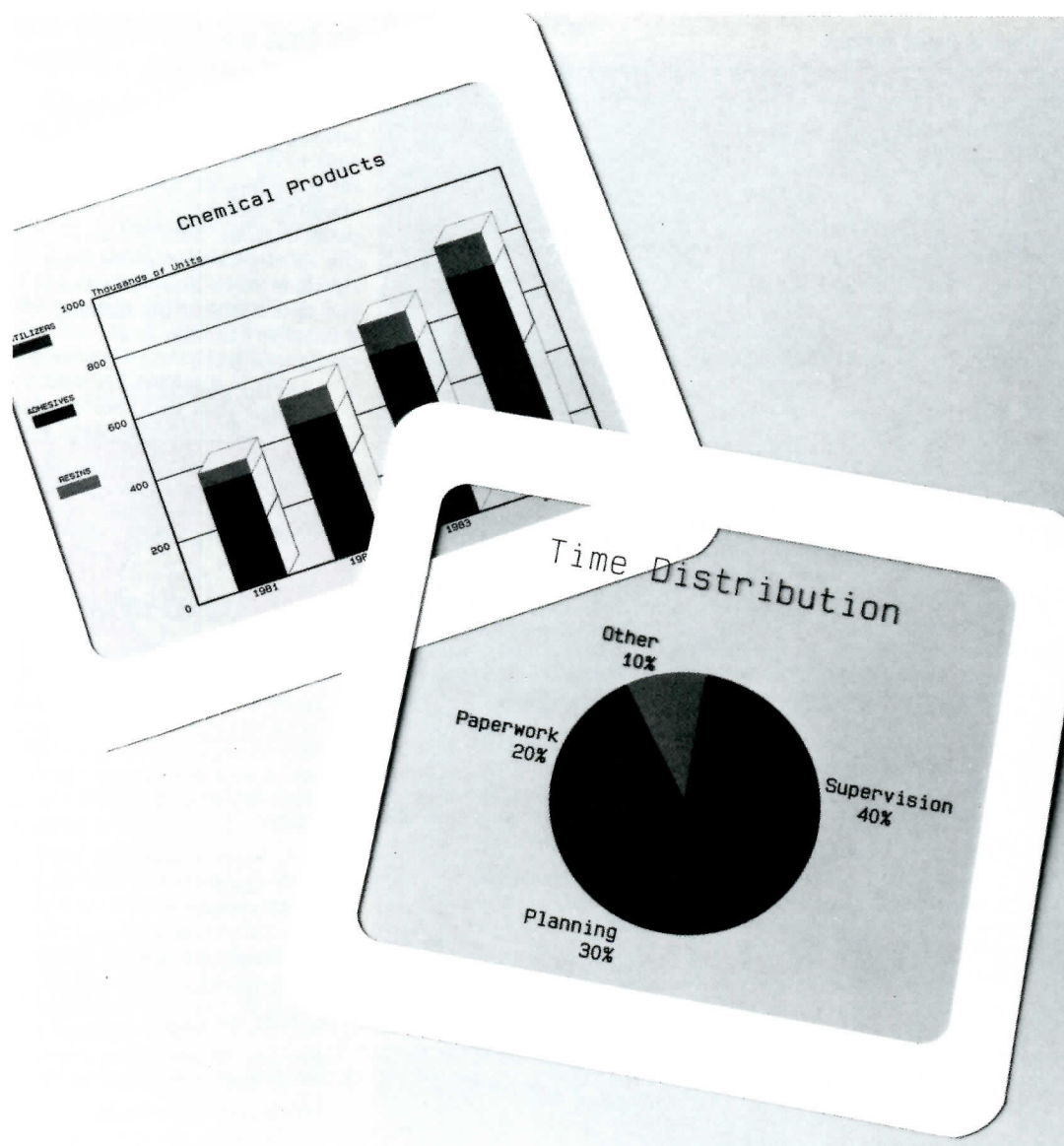
Friendly Documentation

▲ Your customer's introduction to his plotter will be trouble-free with the *HP ColorPro Graphics Plotter Operating Manual* (P/N 07440-90002). Divided into six chapters with a complete, detailed index, he'll never spend frustrating hours searching for the information he needs. The manual also provides step-by-step instructions for connecting the ColorPro plotter to 15 of today's most popular computers.



HP Reliability

◀ You've heard it before, but we think it bears repeating. The Hewlett-Packard name, its 15 years of experience in plotter technology, and its reputation for reliability go a long way to build your customer's confidence before the purchase and to reassure him after the sale.

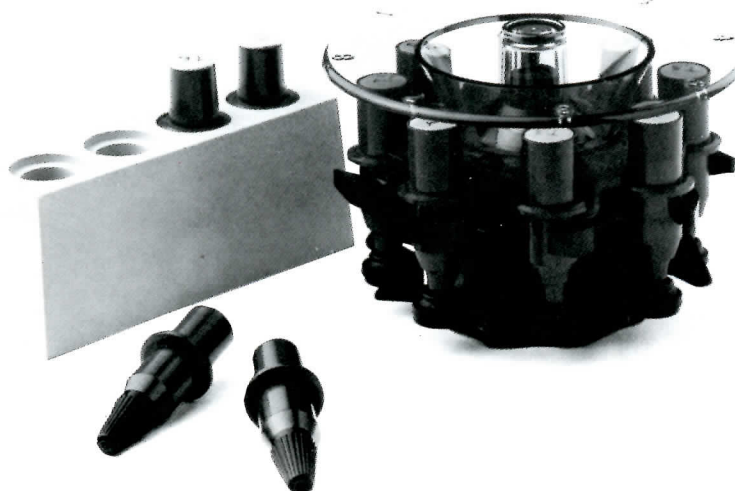


Graphics Enhancement Cartridge

▲ The Graphics Enhancement Cartridge, available as an accessory, adds capabilities to the ColorPro plotter, such as a larger RS-232-C buffer and handshaking similar to the HP 7475. Although most software written for the HP 7475 will run on the ColorPro plotter, the addition of the cartridge lets your customer run virtually any software program written for the HP 7475 — particularly for technical applications and mainframe graphics.

Overhead Transparency Capability

▲ Part of your customer's job is to make presentations. And anyone who's given a few knows how important it is to communicate clearly. With the ColorPro plotter, your customer can create colorful overhead transparencies to reinforce key points and to illustrate data in a way that's easy to understand. Best of all, he can make these overheads quickly and economically.



Variety of Pens and Paper










◀ Your customer will be happy to know that no matter what the application, he won't be limited by supplies.

He can choose from 3 types of A4/A-size media: regular and glossy paper (for reports or meetings) and quick-drying overhead transparency film (for presentations).

Pens come in an assortment of colors and two tip widths, for bold and fine lines.

8 Demonstrating the Product

The Control-Panel Buttons

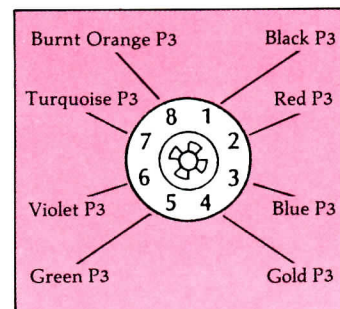
BUTTON	DESCRIPTION
 ON/OFF	Turns the plotter on and off.
 LOAD	Loads and unloads the paper.
 ENTER	Pressed with LOAD starts the demo plot. Pressed with P1 enters the pen location as the new P1. Pressed with P2 enters the pen location as the new P2. Pressed with PEN SELECT puts the pen away. Pressed with VIEW rotates the plot 90°.
 VIEW	Halts plotting and moves the paper to the front of the platen. When pressed again, resumes plotting.
 P1	Locates or repositions the upper-left scaling point on the plot.
 P2	Locates or repositions the lower-right scaling point on the plot.
 CURSOR CONTROLS (four buttons with arrows)	Moves the pen over the paper in the direction of the arrow.
 PEN UP/DOWN	Raises and lowers the pen.
 PEN SELECT	Manually selects a pen.






For a more detailed description of each control-panel button, refer to Chapter 2 of the *HP ColorPro Plotter Operating Manual* (P/N 07440-90002).

Six Steps to a Quick and Easy Demo

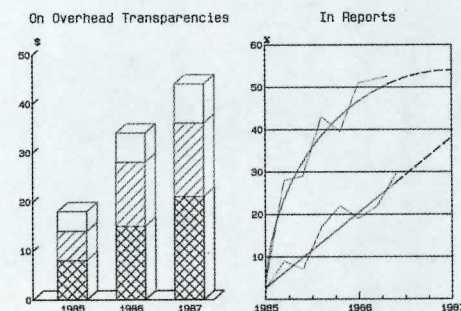
Now, one of your most convincing selling techniques is also easy to do. The ColorPro plotter has a built-in demo that starts by using the control-panel buttons. Simply follow the six steps below. (And since the demo uses many features and operations of the plotter, it can also function as a confidence test.)

1. Load the pens in the carousel as shown.



2. Load the carousel in the plotter.
3. Press  to turn on the plotter.
4. Place the paper's edge along the white line. Press  to hold the paper.
5. Hold down  and press  to start the demo.
6. Press  to release the finished demo.

Successful Presentations Use Graphics



When you run the ColorPro plotter's built-in demo, you'll see this chart come alive in full color. To help qualify the customer, hand him the hardcopy and ask if it meets his needs and standards.

Other Demonstrations Available

Of course, you may want to show your customer special applications. We have two demo discs available — for the IBM PC/XT/AT and Apple IIe/c — to meet this very need.

Each disc creates business and CAD/CAM plots as well as the popular birthday and bio-rhythm charts. For ordering information, refer to the section in Chapter 6 of this sales guide titled "Literature and Merchandising Material."

Some of our third-party software suppliers also have demonstrations available. Check with them for more details.

Points to Pass Along

For your customer, seeing the ColorPro plotter in action will generate a lot of excitement and interest. It will also provide you with a great opportunity to make some important points. Here are a few worth passing along.

- Your customer can use the ColorPro plotter to illustrate lots of different information: sales, profits, and revenues; working capital and cash flows; production curves; employee statistics; project schedules; market shares; organization charts; engineering and statistical analysis.
- The ColorPro plotter saves money in preparation costs. A typical fee for one five-color overhead transparency from a graphics service is \$50. With the ColorPro plotter, your customer can do it for about a dollar.
- Exceptional quality makes the plots perfect for the most professional presentations or reports.
- With an 8-pen carousel, your customer will load pens only once, but still have access to a variety of colors and line widths. And pens are capped automatically when they're not being used. This means no pen skipping and long pen life.
- When using software, your customer can press VIEW at any time to see how his chart is progressing. When he touches it again, plotting resumes.

Troubleshooting Tips

Symptom	Possible Cause	Solution
Plotter doesn't respond when the ON/OFF button is pressed.	No voltage at wall outlet.	Check power source.
	Power supply connector unplugged from plotter.	Reinsert connector.
	Power supply or plotter damaged.	See "Returning Your Plotter for Service" in Chapter 6 of the Operating Manual.
Plotter turns itself off immediately after being turned on.	Pen holder path obstructed by stray pen or other object.	Remove object.
Plotter responds when turned on, but front-panel controls don't work.	Paper has not been loaded.	Paper must be loaded before using other buttons. Refer to Chapter 3 of the Operating Manual for instructions on using plotter buttons.
	Plotter is temporarily "locked-up."	Reinitialize the plotter by turning it off and then on again.
	Plotter damaged.	See "Returning Your Plotter for Service" in Chapter 6 of the Operating Manual.
Plotter responds to buttons, but demonstration plot doesn't work or is drawn incorrectly.	Improper button sequence being used.	Make certain you are holding the ENTER button down when you press the LOAD button.
	Pens loaded improperly or pens out of ink.	Make sure pens are loaded properly.
	Plotter damaged.	See "Returning Your Plotter for Service" in Chapter 6 of the Operating Manual.

◀ Use this table if you're having problems with your plotter *only* (no computer interface attached).

Refer to the Operating Manual if you're having trouble using the plotter with a computer ("Plotter/Computer Symptoms and Solutions," page 3-6) or with a graphics software package ("Plotter/Software Symptoms and Solutions," page 4-5).

Configuration Guide

Computer System	HP ColorPro (part numbers are in parentheses)
Apple IIc	Plotter option 001 (RS-232-C) Apple printer cable (Apple A9C0308)
Apple IIe or II Plus Apple super serial card	Plotter option 001 (RS-232-C) M-to-M RS-232-C cable (HP 17355M)
AT&T PC 6300	Plotter option 001 (RS-232-C) M-to-F special RS-232-C cable (HP 17255D)
DEC Professional 350	Plotter option 001 (RS-232-C) M-to-M RS-232-C cable (HP 17355M) and DEC printer cable (DEC BCC05)
HP Series 80 I/O ROM, ROM drawer, HP-IB interface	Plotter option 002 (HP-IB) HP-IB cable (HP 10833A/B/C/D)
HP 150, HP Touchscreen I/II or HP Touchscreen MAX I/II	Plotter option 001 (RS-232-C)* M-to-M special RS-232-C cable (HP 13242G)
HP Series 200, HP Integral	Plotter option 002 (HP-IB) HP-IB cable (HP 10833A/B/C/D)
IBM AT	Plotter option 001 (RS-232-C) M-to-F special RS-232-C cable (HP 17255D) and IBM serial adapter cable (IBM 6450242)
IBM PC, IBM PC/XT or COMPAQ asynchronous communications adapter	Plotter option 001 (RS-232-C) M-to-F special RS-232-C cable (HP 17255D)
Olivetti M24	Plotter option 001 (RS-232-C) M-to-F special RS-232-C cable (HP 17255D)
Sirius 1	Plotter option 001 (RS-232-C) M-to-M special RS-232-C cable (HP 13242G)

*HP-IB also supported.

◀ For more detailed information, refer to Chapter 3, "Connecting Your Plotter to a Computer" of the Operating Manual.

10 Overcoming the Objections

Why Do I Need Graphics?

We've already mentioned that graphics improve communication, emphasize key points, highlight comparisons, and make the presenter appear prepared, organized, and *very* professional.

If your customer still doesn't think he needs graphics, pass along these conclusions from the University of Pennsylvania's Wharton Report. This 1981 study showed that using overhead transparencies in business meetings . . .

- enabled group decisions to be reached faster and enabled presenters to win more favorable responses to their business propositions,
- increased the retention of information from 10 to 50 percent, and
- shortened the length of meeting time by 28 percent — a big savings when the average executive spends 53 percent of his time in meetings.

Is the ColorPro Plotter Compatible with My PC?

Chances are excellent that whatever your customer's personal computer — from the Apple IIe to the IBM PC, the Compaq Deskpro to the HP Touchscreen II — the ColorPro plotter will fit neatly into his system. Although most personal computers use an RS-232-C/CCITT V.24 interface, we also offer your customer the option of ordering an HP-IB (IEEE 488-1978) interface.

What About Software?

The ColorPro plotter is supported by top-selling integrated and graphics-only software packages.

For specific software support information, your customer can refer to the *ColorPro Plotter Software Guide* (P/N 5953-9843). This handy brochure contains short descriptions of the packages currently supporting the plotter, taking special note of those few which require the use of the Graphics Enhancement Cartridge. If your customer is interested in a package that's not listed in the guide, we suggest he contact the vendor directly.

As time goes on and our software support continues to grow, you can be sure we'll keep you up to date.

Can I Use HP 7470/7475 Software?

Naturally, the ColorPro plotter uses HP-GL (Hewlett-Packard Graphics Language), so the software your customer's running and the programs he's written for the HP 7470/7475 should drive the plotter with few modifications or none at all. If he requires additional graphics capabilities — similar to those of the HP 7475 — the Graphics Enhancement Cartridge will accommodate your customer's needs.

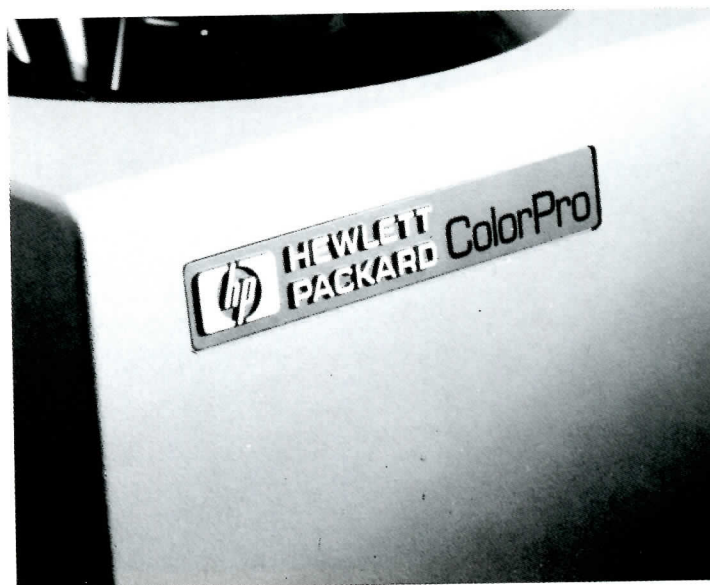
HP-GL is considered the industry standard. It's a simple, yet powerful, instruction set that controls plotting functions, such as pen movements, labeling, character set selection, and axis placement. Without HP-GL, a plotter will have very limited software support.

I Already Have a Printer

You may hear this remark from time to time. And knowing the right response will help clinch your sale.

Stress to your customer that a plotter isn't meant to replace his printer. It's meant to provide additional capabilities, most importantly, excellent line quality. The kind your customer needs for professional presentation materials.

In addition, plotters can be shared by many users, they offer a variety of pens, support paper *and* overhead transparency film, and provide good color capabilities.



◀ If your customer's *still* worried about price, remind him that you only pay for quality once.

Why Should I Buy the ColorPro Plotter When Others Sell for Less?

Your customer needs to know that purchase price is only *part* of his total investment. How satisfied he is with the output, the convenience and affordability of supplies, and the peace of mind that comes with reliability, are all factors that must be considered when making the buying decision.

Professional Output

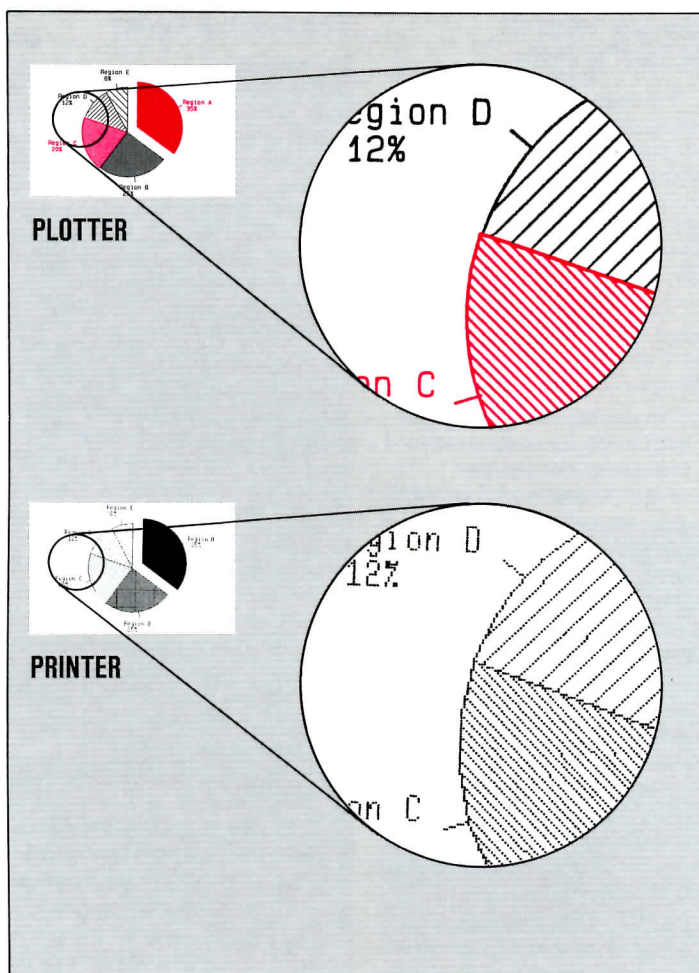
Technically speaking, the ColorPro plotter has a resolution of 0.025 mm (0.001 in.) which is four times better than most of its competitors who can claim a resolution of only 0.1 mm (0.004 in.). What does this mean to your customer? With a ColorPro plotter, lines, curves, and characters will be smoother — giving his charts and graphs a look of professionalism that's worth every cent.

Spectrum of Supplies

Hewlett-Packard offers your customer a wide variety of pens and media — supplies that have been specifically designed to optimize the performance of the ColorPro plotter. They're affordable and can be conveniently ordered by phone.

Built-In Reliability

Who has the time, patience, or money for a product that's always in for repair? Not your customer. The ColorPro plotter was designed and manufactured with his needs in mind. Our built-in reliability means low plotter downtime, fewer service calls, and long plotter lifetime.



◀ This comparison says it all. The ColorPro plotter will give your customer straight lines, smooth arcs, and crisp characters. The same graphic produced on a black-and-white impact printer shows jagged lines and arcs, and poor letter quality.



▲ Your customer will have extra confidence in his buying decision when he reads advertisements like this in the Wall St. Journal, Forbes, and Fortune magazine.

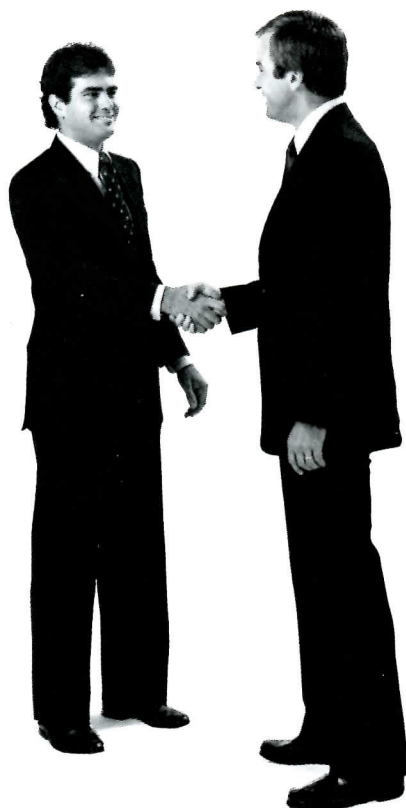
12 Closing the Sale

Advantage Points of the ColorPro Plotter

You've made it through this selling guide and have all the information you need about your best customer, the features of the ColorPro plotter, and the objections you'll face. Now all that's left is closing the sale.

To get you started, we've listed a few advantage points of the ColorPro plotter to pass along to your customer.

- You can communicate more effectively by using overhead transparencies in your presentation.
- You can make colorful presentation materials quickly, easily, and economically with the ColorPro plotter.
- You can connect the ColorPro plotter to all the popular personal computers and run all the popular software packages.
- You'll buy a plotter whose capabilities will change as your graphics software needs change — simply by plugging in the Graphics Enhancement Cartridge.
- You'll get output quality superior to that of a printer.
- You'll get HP reliability.



Five Secrets to Closing

We'd like to go a step beyond the advantage points and suggest five secrets that can help you close the ColorPro plotter sale.

1. Take action. Demo the ColorPro plotter and give your customer the chart to take home. This is a quick, easy, and powerful selling technique.
2. Ask a question of secondary importance. Like "which type of media will you most likely use?" or "do you own 1-2-3™ from Lotus™ with its built-in graphics?" If you can get your customer to answer these questions, you're putting him in the frame of mind to buy.
3. Ask about an upcoming event. "Do you have to make a presentation in the next few weeks?" Although this tactic borders on high pressure, it can help to speed along the buying process.
4. Tell stories about other satisfied customers. Third party endorsements reassure your prospect and build up his confidence. That's why we provide magazine reprints of application stories. See the "Literature and Merchandising Material" section of this chapter for ordering information.
5. Offer a special incentive. Little add-ons like the supplies that come with the ColorPro plotter or a free training seminar for new users can make a big difference. No one can resist the feeling of getting something for nothing.

What's in It For You?

◀ Well, there's the one obvious answer — money.

And then there's the not-so-obvious answer — more sales. By studying our current customers, we know that more than one-third of them found out about plotters through their business associates. If you create one satisfied user, he's likely to send several potential customers your way.

Accessories Supplied

Here are all the accessories your customer will find when he unpacks his new ColorPro plotter.

Operating Manual (language based on destination)

Power Supply (configured for plotter destination)

8-Pen Carousel

Plotter Paper Sampler*

- 1 Sample Plot on Glossy Presentation Paper
- 20 Sheets of Plotter Paper
- 10 Sheets of Glossy Presentation Paper

Transparency Film Sampler*

- 1 Sample Plot on Overhead Transparency Film
- 5 Sheets of Overhead Transparency Film

Paper Pens (2 packages, 0.3 mm)

Transparency Pens (2 packages, 0.3 mm)

*Depending on plotter destination, A4/A paper and transparency film will be either 210 × 297 mm or 8½ × 11 in.

Literature and Merchandising Material

Description	Part Number
Promotional Brochures	
<i>HP ColorPro Plotter Brochure</i> — the primary hand-out for your potential ColorPro plotter customers.	5953-9842
<i>HP Graphics Plotter Family Data Sheet</i> — a 12-page technical data sheet describing the HP ColorPro, 7475, and 7550 plotters.	5953-9829
Supplies and Accessories Information	
<i>HP Plotter Supplies and Cables Data Sheet</i> — a handy 6-page guide listing supplies, accessories, and cables for the HP ColorPro, 7475, and 7550 plotters.	
Domestic with prices	5953-9831(D)
Foreign without prices	5953-9831(F)
Sales Aids	
<i>HP ColorPro Plotter Sales Guide</i> — a brief, easy-to-read guide to help you start selling the ColorPro plotter.	164
<i>Advertising Slicks</i> for the HP ColorPro plotter — three black and white slicks to help you design your own print ads.	
Halftones	5953-9849
Line Art	5953-9850
Copy Blocks and Headlines	5953-9851
<i>Magazine Article Reprints</i> — great handouts for in-store traffic or seminars.	
"Pen Plotter Solves Small Firm's Graphic Problem"	5953-9852
"Hard Work and a Hewlett-Packard Plotter Result in Increased Sales and a Promising Career"	5953-9853
"Winery Improves with Age Thanks to Computer Graphics"	5953-9854
"Gold Medal Performance: <i>Los Angeles Times</i> Introduces a New Era in Newspaper Graphics"	5953-9855
"Hewlett-Packard Plotter Provides Bank with Economical Way to Produce Flowcharts and Forms"	5953-9856
Software Information	
<i>HP ColorPro Plotter Software Guide</i> — a customer brochure containing brief descriptions of software packages supporting the ColorPro Plotter.	5953-9843
Technical Documentation	
<i>Configuration Guide</i> — a pocket-size reference tool for salespeople listing typical configurations for popular personal computers and the HP ColorPro, 7475, and 7550 plotters.	5953-9848
<i>Set-Up Instructions</i> for the HP ColorPro plotter and popular personal computers — easy to follow, step-by-step instructions explaining how to connect and configure your hardware.	
Apple IIc/e	5953-9838
AT&T PC 6300	5953-9839
HP Touchscreen PCs	5953-9840
IBM AT	5953-9841
IBM PC/XT	9852-9837
Demo Discs	
<i>IBM Demo Disc</i> — for the IBM PC/XT/AT, and the HP ColorPro plotter.	07440-18001
<i>Apple Demo Disc</i> — for the Apple IIc/e, and the HP ColorPro plotter.	07440-18002

◀ We've got a bundle of literature — for you *and* your customers — that will help generate a lot of sales. It's free and easy to get your hands on. HP Sales Representatives order through the Literature Distribution Center. U.S. retail dealers call (800) FOR-HPPC; outside the U.S., contact your HP Retail Sales Representative.

Ordering Information

Item	Part Number	Description
ColorPro Plotter	HP 7440A, Option 001	RS-232-C/CCITT V.24 interface
	HP 7440A, Option 002	HP-IB (IEEE 488-1978) interface
Accessories	HP 07440-90001	Programming Manual (includes information on the Graphics Enhancement Cartridge; available in English only)
	HP 17440A	Graphics Enhancement Cartridge
Cables	HP 17355M	Male-to-male, RS-232-C/CCITT V.24, straight-through cable (3 metres). For use with Apple IIe, DEC Rainbow 100, and other DCE devices.
	HP 17355D	Male-to-female, RS-232-C/CCITT V.24, straight-through cable (3 metres).
	HP 17255D	Male-to-female, RS-232-C/CCITT V.24 cable, modem eliminator type (1.5 metres). For use with the IBM PC and other DTE devices.
	HP 13242G	Male-to-male, RS-232-C/CCITT V.24 cable, modem eliminator type (5 metres). For use with the HP Touchscreen I/II and other DTE devices.
	HP 10833A/B/C	HP-IB (IEEE 488-1978) cable, RFI shielded (A is 1 metre, B is 2 metres, C is 4 metres). Cables HP 31389 and HP 45529 are equivalent to HP 10833.

▲ Refer to this chart when you need part numbers for ordering the ColorPro plotter, the Programming Manual, the Graphics Enhancement Cartridge, and a variety of cables.

