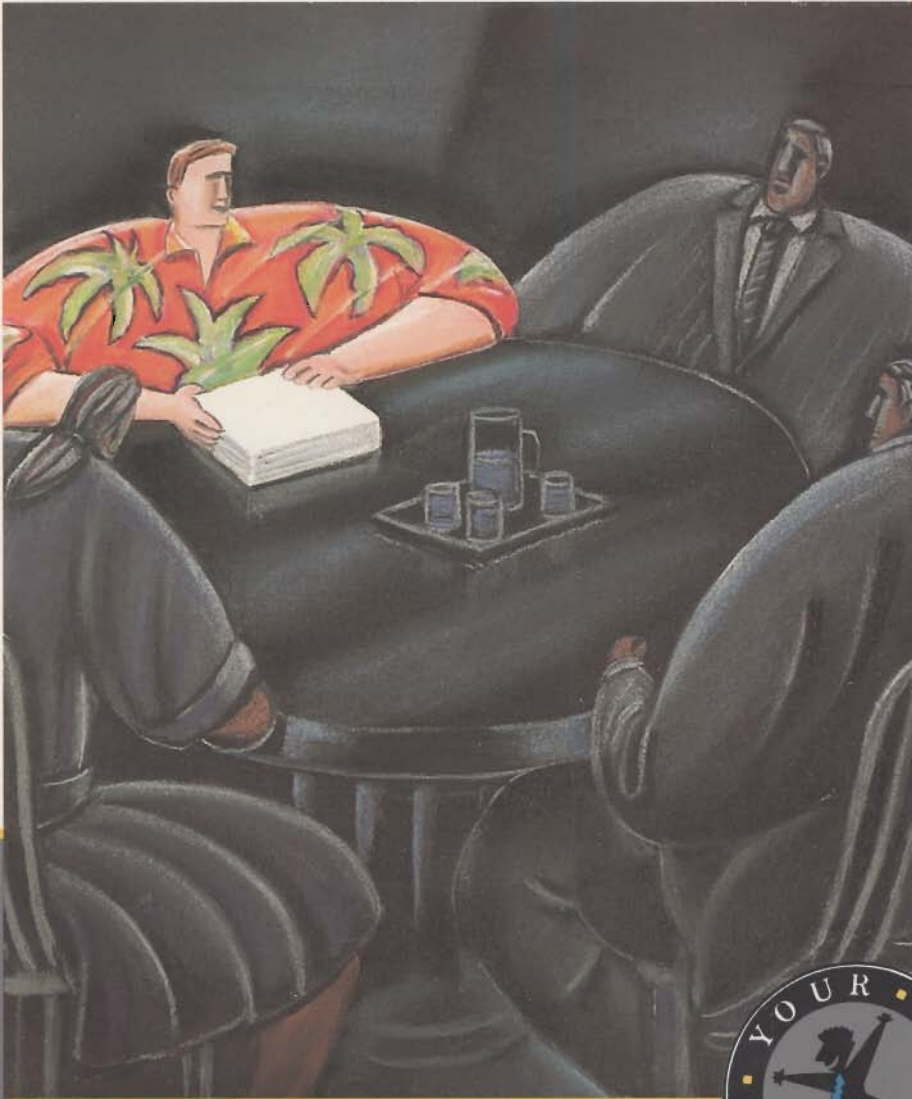


The New HP DeskWriter Printer For Your Macintosh



Laser-quality printing
you can call your own.



Get your own printer. And get on with your work.

All your life you've been told to share. Share your toys. Share your room. Share your office. Join the network and share your files.

Sharing is fine for some things, but for others—like printing—well,



sometimes it cramps your style. How can you do your best and look your best when you always have to share your printer with eight other people? When your creative urge surges, you have to wait your turn. When you

need to get your hands on the final product, you have to take a walk. It's time you got your own. A printer that makes you look as good as you are. A printer that lets you get on with the business of being you.

DeskWriter Page Setup

Paper: US Letter A4 Letter
 US Legal Envelope

Reduce or Enlarge: %

Orientation:  

Printer Effects:
 Font Substitution?
 Use High-Quality Printer Fonts?
 Precision Bitmaps?

OK
Cancel
Help

DeskWriter

Copies: Pages: All From: To:

Quality: Best Faster

Back to Front?

OK
Cancel
Help

There's not a thing un-Macintosh about the HP DeskWriter printer—right down to following Apple's dialog box standards.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Aldus PageMaker

4th DIMENSION

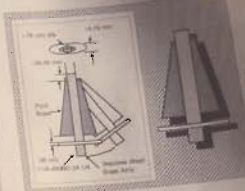


50% annual growth in gadget sales for exceeds growth of IGC's other businesses

INTERNATIONAL GADGET COMPANY
1989 Calendar
Economy Gadgets

IGC THE GADGET GAZETTE

July 1989
The New Gadgets Are Here... On Time!



Newly Patented Widget Is An Award Winner!

hp HEWLETT PACKARD DeskWriter
printer for Apple Macintosh computers

Product Performance

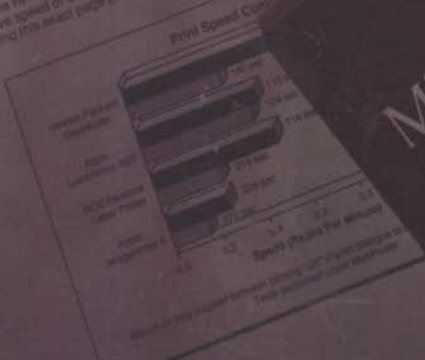
- The HP DeskWriter personal printer provides all the key benefits users often associate with PostScript printers costing thousands of dollars more, including:
 - Smooth, crisp text and graphics
 - A variety of fonts and typeface styles
 - Outline fonts scalable to any size up to 250
 - Text rotation in 90° increments
 - Text alignment for justification
 - Document smoothing for applications providing this feature
 - "Polygon smoothing" for applications providing this feature
 - Support for all Macintosh QuickDraw enhancements and modes

Revenue	
Sales	22,000
Gadget F&P	12,000
Discount	4,000
Net Revenue	18,000

Costs	
Material Cost	5,000
Overhead	0,500
Labor Cost	0,750
Warranty Cost	0,750
Prod. Cost	7,000

Funding	
R&D	0,750
Marketing	0,800
Administration	0,300
Allocated O/H	0,150
Total Funding	1,800

Profit	
Operating	8,500
Net	2,470



Microsoft Word
Advanced Programming Programs

Q SOLUTION
Microsoft Word 6.0

Introducing the DeskWriter printer: Look your best, always.



Laser-quality output on your very own desk.

The new DeskWriter printer from Hewlett-Packard combines laser print quality output and desktop convenience in an affordable package. So you can cut loose from the overused laser printer down the hall when you need to and get more done. Without slowing down for anyone else.

Laser-quality means 300 dots-per-inch resolution. Jet black text and graphics. Sharp, crisp edges. And a library of scalable fonts that you thought were available only on PostScript® printers costing thousands more.

Desktop convenience means a crisp, compact design that fits cozily on your desk and handsomely alongside your Macintosh® computer. And prints whisper-quiet, so you can hear yourself think.

Get your own, and get more done.

With your very own high-resolution printer at your side, your productivity soars. Because you don't waste valuable time always hiking to the laser printer. Or waiting for someone else's job to print.

Easy to welcome into your Mac family.

DeskWriter operation is plug-and-go easy. Connect a single cable to your Mac, and you're on your own. The DeskWriter printer complements your shared Apple LaserWriter® by offloading low-volume and confidential print jobs. So no one's disrupted. Just more productive.

Looks great with your favorite Macintosh software.

The DeskWriter printer works with hundreds of Macintosh application software packages. Like Microsoft Word and Microsoft Excel. Claris MacWrite, MacDraw, MacPaint and Aldus PageMaker. And the others you depend on. Your applications will look better than ever. And so will you.

Dependable, because it's from HP.

The fact that your DeskWriter printer will work as long and hard as you do should come as no surprise. Neither should its full one-year warranty. After all, the DeskWriter printer is made by Hewlett-Packard—the company known for dependability.

You, your Mac and your DeskWriter printer: making your personal mark.

With your Mac and DeskWriter printer at your side, you have all the power you need to make your mark on the world.

Call your HP representative today for a demo. And see the advantages of getting a DeskWriter printer of your own.



hp HEWLETT PACKARD

HEWLETT PACKARD
Product Performance
Details for Apple Macintosh computers



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Helvetica screen font corresponds to CS Triumvirate printer font. Times screen font corresponds to CS Times printer font. Courier screen font corresponds to CS Courier printer font. Symbol screen font corresponds to CS Symbol printer font. Palatino screen font corresponds to CS Palacio printer font. New Century Schoolbook screen font corresponds to CS Century Schoolbook printer font. Bookman screen font corresponds to CS ITC Bookman printer font. Avant Garde screen font corresponds to CS ITC Avant Garde Gothic printer font. N Helvetica Narrow screen font corresponds to CS Triumvirate Condensed printer font. Zapf Chancery screen font corresponds to CS ITC Zapf Chancery printer font. Zapf Dingbats screen font corresponds to CS ITC Zapf Dingbats printer font.

Technical information in this document is subject to change without notice.