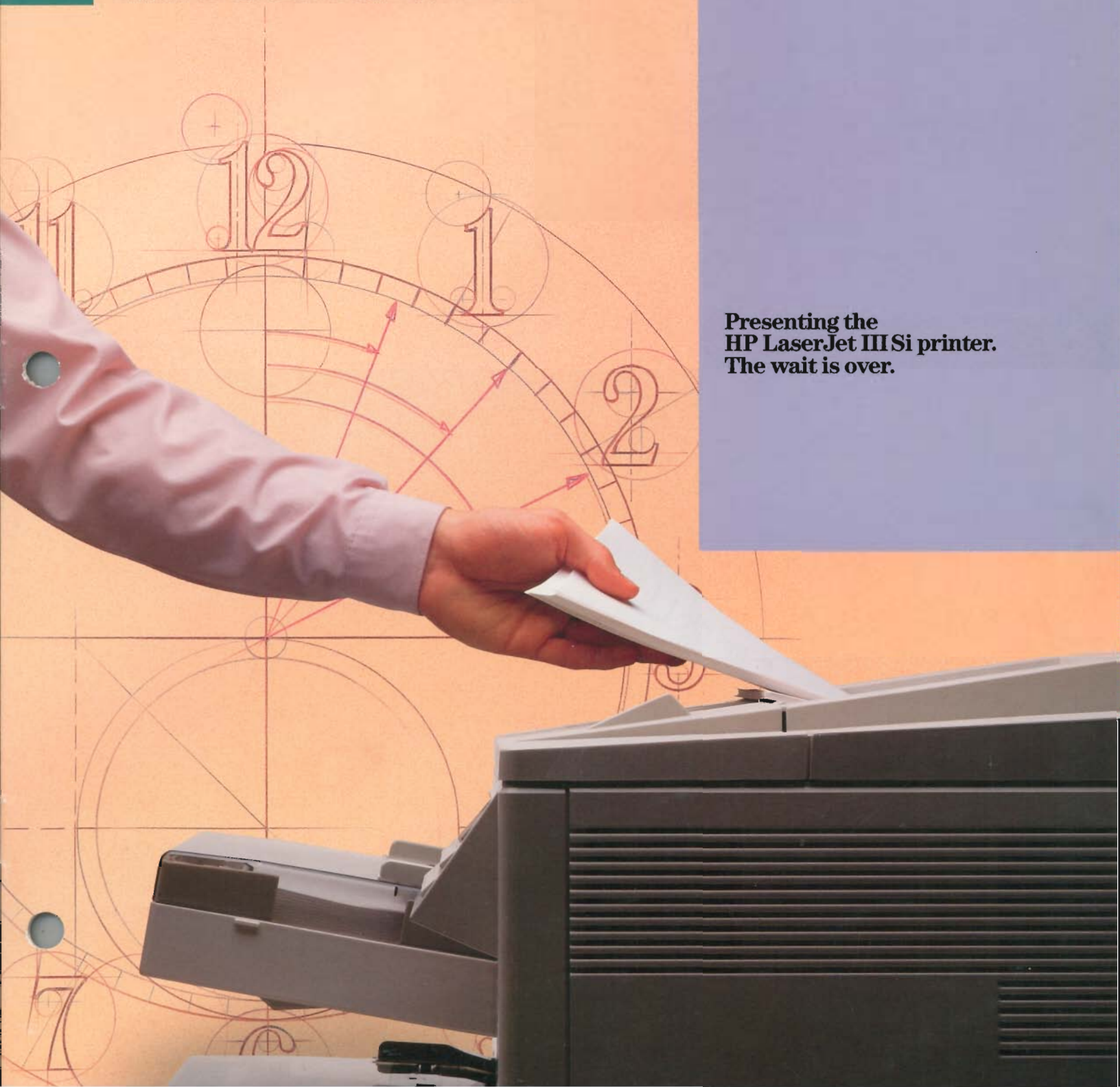


The shortest  
distance between  
here and now.

Presenting the  
HP LaserJet III Si printer.  
The wait is over.



---

**Where do you need it?  
Here.**

Where do you need your documents printed? Here.

When do you need your documents printed? Now.

Getting from here to now has been a long time coming. There's been a long wait for a laser printer that prints on demand, right where you want it, right when you need it.

The wait is over. The first high-speed, high-performance, networkable HP LaserJet printer is here now: the HP LaserJet III Si printer. Designed and built from the desk up--to operate at the speed of business.

**Business speed.**

With a new 17 page-per-minute engine and a remarkable new formatter keeping pace, the HP LaserJet III Si printer flies at the speed of productivity. Unlike other high speed printers throttled by slow formatters and I/Os, the HP LaserJet III Si delivers true 17 page-per-minute throughput.

It's the on-demand level of performance that meets the demands of business.

**Its mother was a racehorse.  
Its father was a workhorse.**

The HP LaserJet III Si printer is built from a completely new design. No printer has ever

been built with higher expectations.

It's designed to be a paper factory, printing up to 50,000 pages per month.

It's designed to be a crowd pleaser, a networkable printer ideal for workgroups.



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

**For research and education purposes only.**

**When do you need it?  
Now.**



**Start with the here and now,  
then go where you want to go.**

With the HP LaserJet III Si printer, you start with brilliant printer performance, then add capabilities for your specific printing needs.

For example, optional Ethernet and Token Ring interfaces let you plug directly into LANs using the world's most popular network operating systems, and locate your printer anywhere on your network. Or put both HP PCL 5 and optional Adobe® PostScript® in one printer and switch between printer languages without leaving your desk.

The HP LaserJet III Si printer was created under high expectations for added functionality and performance. HP has met the demands, unequivocally, with the type of machine that has always made HP LaserJet printers the best investment for business.

You get it all. Right here.  
Right now.

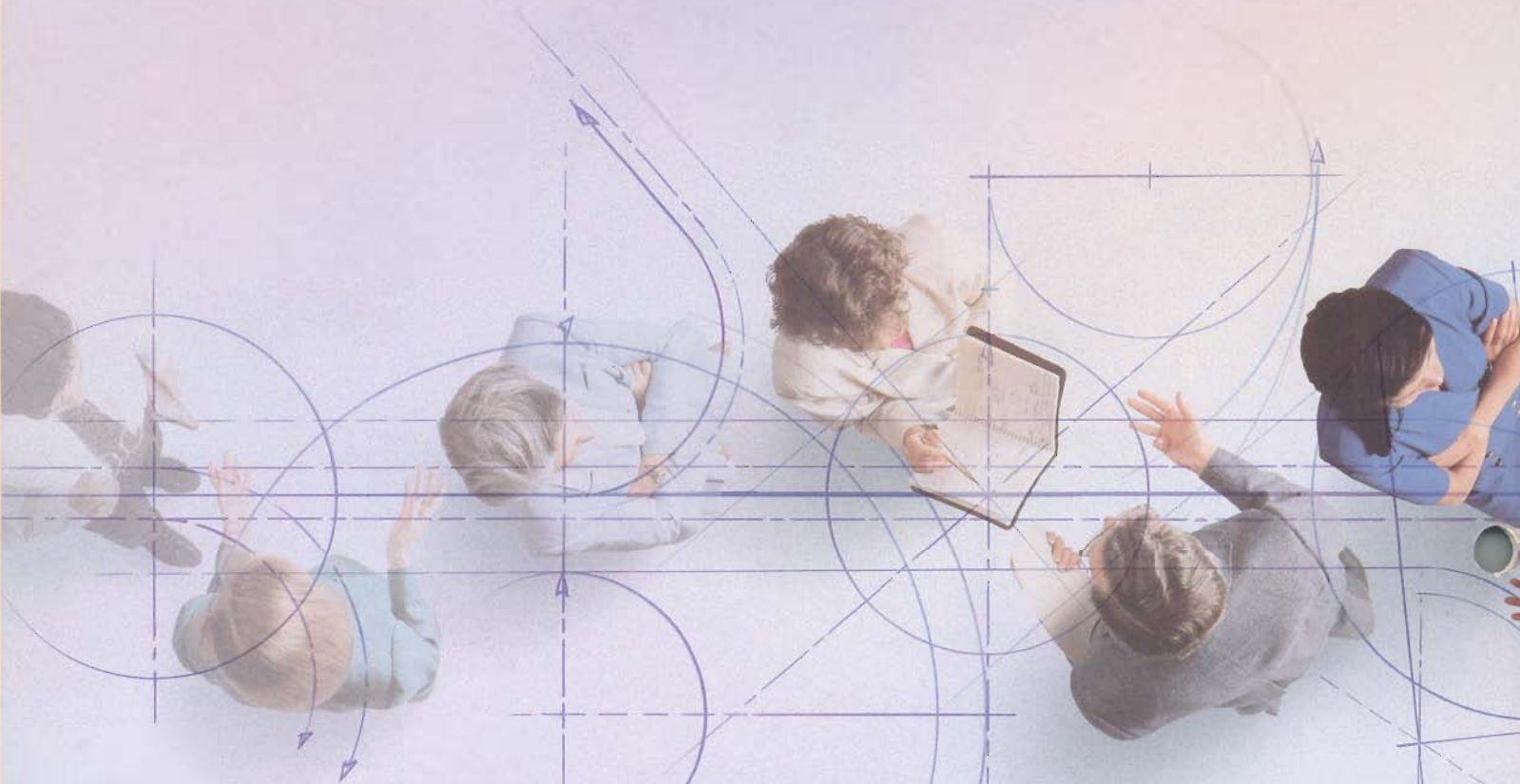
It's designed to handle a lot of paper, and handle that paper in a lot of ways.

It's designed to cut your cost-per-page by one-third. And turn your cost-per-user into a fraction of what it used to be. To eliminate the high cost of waiting.

And it's designed to do something that no high-speed, high-performance printer has ever done before: improve print quality. With Resolution Enhancement technology and microfine toner, you get the best print quality available in any 300 dpi printer...challenging many 600 dpi printers.

---

**True 17 page-per-minute performance is here. Now your printer can make the lines disappear.**



They're waiting. Biding their time at the coffeemaker. Biting their nails at their desks. Pacing near the printer. And when the invisible line begins to form, work stops.

Your business can't wait while your most important resource waits in line at the printer. Time is always in short supply. The time has come for a laser printer that works at the speed of your business.

But there's a lot more to printing speed than engine speed. Engine speed is a printer's maximum

speed under optimum conditions using the simplest of documents. A 20 ppm printer isn't fast if it takes two minutes to format your file before printing the first page. Businesses don't have time for a printer that needs a head start.

**Business speed. Honest speed.**

At HP, we're concerned with *business speed*: the time it takes your printer to do it all. Download. Format. Print. Deliver.

The HP LaserJet III Si printer has an engine speed of 17 ppm. So what is its business speed?

In almost all cases, it's the same—*seventeen pages per minute*.

That's on-demand performance. The ability to send any type of document to the machine—text, complex graphics, scalable typefaces, multiple fonts, large fonts, PostScript files, PCL files—and have them print *right now*. Often formatted and printed within the time it takes to move the page through the printer.

*That's* business speed. Made possible by a new formatter HP developed expressly for the HP LaserJet III Si printer. And



as you might expect, this exceptional throughput is only a starting point for HP.

**Added speed. Added value.**

There's another aspect of business speed: the speed with which the HP LaserJet III Si printer pays for itself.

Start with a high-speed, high-performance printer. Price it like a desktop printer. Then divide that price by the number of users you can support with just this one printer. Chances are the HP LaserJet III Si printer is the

most affordable printing solution you can buy.

At 50,000 pages per month, it's also an investment built for the long run. HP's new design puts the emphasis on durability. But that's no surprise; HP LaserJet printers base their reputation on hardnosed reliability.

Over time, consumables—toner, transfer roller, drum, cleaner blade—are about two-thirds of the cost of owning a laser printer. So HP makes sure the HP LaserJet III Si printer uses them efficiently with the HP LaserJet Toner Imaging

System, a new all-in-one consumables cartridge. The result: more economical operation... and less hassle.

What else do you want your printer to do? Chances are, the HP LaserJet III Si can do it. One thing you can always expect from an HP LaserJet printer is the flexibility to change to meet your needs. For example, you can add up to 16 Mbytes of accessory printer memory to handle the toughest jobs: heavy network printing, complex and intensive graphics printing, and desktop publishing.

**Advanced paper handling is here.  
Now you can keep up with the press  
of business.**

*Whirr-click.*

For the HP LaserJet III Si printer,  
that's the sound of productivity.

*Whirr-click, click, click, click,  
click, click, click, click, click.*  
Of 17 page-per-minute throughput.

*Whirr-click. Whirr-click.  
Whirr-click. Whirr-click.*  
Of optional two-sided printing.

*Letterhead. Second sheet.  
Letterhead. Second sheet.*  
Of dual-bin printing...

*Envelope  
Envelope*  
... and an optional power envelope  
feeder.

*Click.  
Click.  
Click.  
Click.*  
Of the job offset feature that  
makes finding your output a snap.

*Whirr-click. Whirr-click.*  
The HP LaserJet III Si printer

doesn't just handle a lot of paper.  
It handles a lot of paper in a  
lot of ways.

**Virtuoso paper handling.**

Two 500-sheet letter-size input  
trays let you print 1,000 sheets  
between paper changes. Pick up  
jobs from a 500-sheet correct-  
order, face-down output tray,  
or select the 50-sheet face-up  
tray; both are software  
selectable from your PC.  
A full paper tray sensor  
avoids overflow.

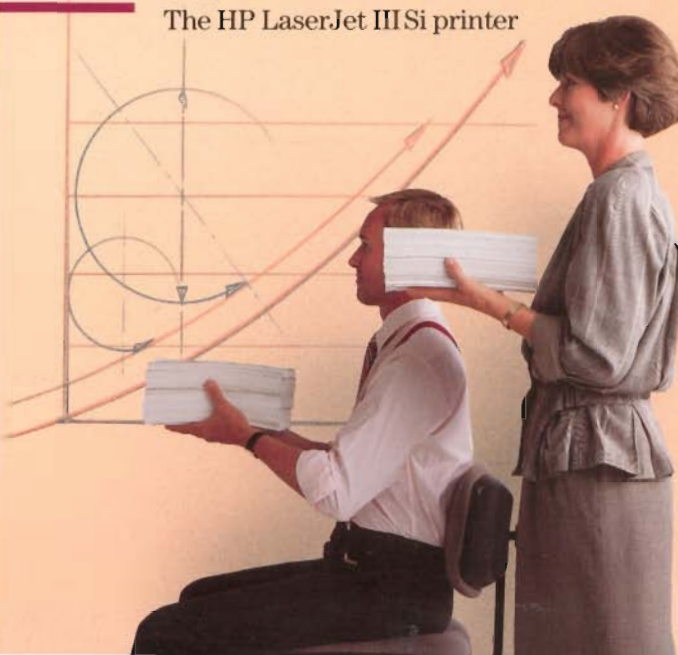
The HP LaserJet III Si  
printer handles different  
paper sizes and different  
media, including Letter,  
Executive, Legal and A4  
paper, overhead trans-  
parencies, labels, and  
envelopes in multiple  
sizes. An optional power  
envelope feeder lets you  
print up to 100 envelopes  
at a time.

**Print 1,000 pages—two full reams—  
between paper changes.**

**Optional two-sided (duplex) printing  
offers two ways to save on every sheet  
of paper.**

Duplexing—two-sided printing—  
is a great way to save paper,  
filing and mailing costs...and  
any number of trees. With the  
HP LaserJet III Si printer, duplex-  
ing is an affordable and versatile  
option. It can print both sides in  
one fast pass through the printer.  
And by duplexing, you can print  
up to 2,000 images without stop-  
ping to add paper.

And HP takes care of details.  
A software-selectable job offset  
function makes it easy to find  
your output when stacked with  
other jobs. When the output trays  
are full, the printer goes off-line  
and displays an "Output bin full"  
message. "Toner low," "Scheduled  
maintenance" and other control  
panel messages help users with  
the care and feeding of their  
printer.



**Stunning print quality is here.  
Now the best look is a fast look.**



Until recently, all laser printers shared an image problem: 300 dpi laser printing had reached the limits of resolution.

To HP, the solution was obvious: stretch the limits. Find a new way to use those 300 dots. That's the basis of HP's exclusive Resolution Enhancement technology, built right into the HP LaserJet III Si printer. It automatically resizes and repositions dots to polish away jagged edges, stair-stepping, ragged curves, and toner clumping, enhancing the look of everything you print... without slowing down the printer.

The microfine toner developed for the HP LaserJet III Si printer takes quality a step further. Using toner particles 50% smaller than conventional toner, microfine toner delivers even sharper edges, consistent coverage, and a stunning leap in the quality of scanned images. The

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Editor-in-Chief: Ramona Z. Sweetlink

**HP's LaserJet III Si has really LANded**

by Quinella A. Waym  
Communications Manager

From executive suite floor, everybody at Technology Systems Corporation is about the new HP LaserJet III Si printers installed last week. Everyone is "printing like a pro," and doing more productively. Thanks to HP, you can Techniquity a "10" for morale.

That's why we're devoting this entire issue of the *Forecast* to these remarkable news and how they help us work faster and better. Where is this power more evident than in the revolutionary Network Printer Interface? It's a notion that is part of this printer's capability to do on to see how many ways it can save time and money, and make our job easier.

**Slaying the sloth of network sluggishness**

by Ralph T. Halibow  
Productivity Administrator

Three articles of the new HP LaserJet III Si printers? Obviously we think they're an important asset to "Tech." When you have printers as fast and easy to use as these, it's good to know they handle network interfacing effectively for the hassle-free printing.

This page was created using Aldus PageMaker 3.01 and the printer resident CG Times Ten font system, and mastered on an HP LaserJet III Si printer. Images were scanned on an HP ScanJet Plus. Information is subject to change without notice. © Hewlett-Packard Company 1991.

result: text print quality that challenges many 600 dpi printers.

**PCL 5: The language of eloquence.**

HP's PCL printer language has brought laser printing to millions. The HP LaserJet III Si printer is fueled by the most powerful version yet: PCL 5. With built-in scalable typefaces. HP-GL/2 vector graphics. And the power to do what you've never done before.

**Technical Overview.**

The Resolution Enhancement technology found in the HP LaserJet III Si printer improves edge smoothness and prints sharper points and line intersections by intelligently adjusting dot sizes and positions in relation to neighboring dots. The process enhances the print quality of both text and graphics without affecting gray scale images.

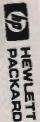
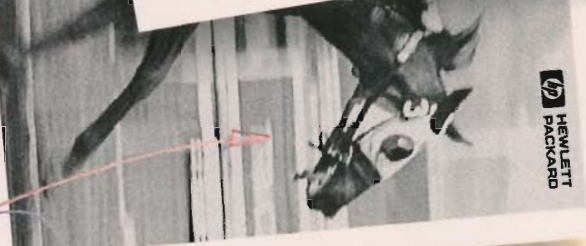
A patented application-specific integrated circuit (ASIC), designed and manufactured by HP, interrupts the video signal and adjusts the timing and power of the printer's laser beam through pulse-width modulation; the laser beam can be controlled at a faster

Varying the intensity of the laser beam controls dot size, smoothing nearly horizontal lines and creating sharper points and line intersections.

rate than is required for normal printer operation. Resolution Enhancement produces no degradation and requires software support; information processed as fast as the signal passes through the system intercepts a six-dot-high by 2,560 row of information at then looks at each dot to its 49 closest neighbors. Through a process of recognition, potentiality problems are identified. Decisions are made by adjusting the placement of a dot to create a better intersection or point.

This page was created using Aldus PageMaker 3.01, Corel Draw and mastered on an HP LaserJet III Si printer. Information is subject to change without notice.

The race belongs to the swiftest. The HP LaserJet III Si Printer.



With 13 scalable typefaces and 14 bitmapped fonts built-in – and the hundreds of accessory typefaces available from the HP MasterType library – PCL 5 makes it easy to print the typeface you want at exactly the size you want.

With its built-in HP-GL/2 vector graphics, the rule is, if you can draw it or write it, you can print it. With limitless special effects for graphics, text, and merged text and graphics.



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**The integrated LAN printer is here.  
Now put your network printer here,  
there, and everywhere.**

A LAN is a powerful data communication system devoted to overworking laser printers. And no wonder. A LAN printer has to support multiple users demanding instant turnaround on a heavy workload. Who need to print a wide diversity of documents. Who want to plug in their printer anywhere on the network. And who can't allow the printer to slow down their network.

Finally, there is a LAN printer up to the job: an HP LaserJet III Si printer with the HP Network Printer Interface option. It's the printer that can take on all the work a LAN sends its way. With the flexibility to plug right into the most popular LAN operating environments: Ethernet and Token Ring LANs using Novell® NetWare® and 3Com 3+OPEN™. With the high-performance I/Os that eliminate the slowdowns of serial and parallel interfaces. And with the speed to serve a full crew with on-demand performance.

The HP LaserJet III Si printer is the location-flexible LAN printer. Put it where it's wanted, where it's needed, where it's most conven-

ient. There's no longer a need to connect the printer directly to a file server.

It comes with plug-in simplicity: using HP's optional Network Printer Interface, installation is easier than adding a PC to your

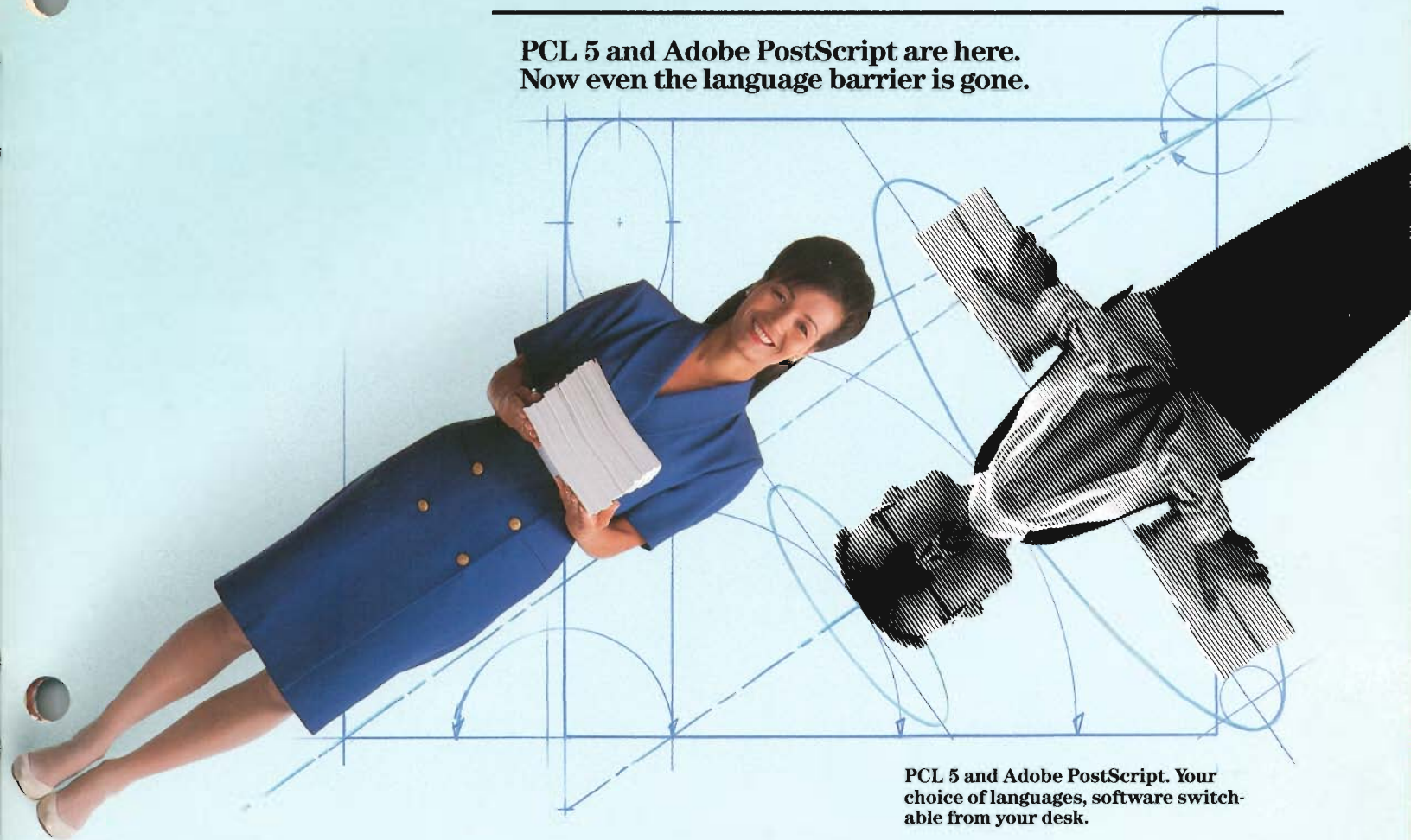
LAN. To your users, the change is invisible. The only difference they'll notice is, at an honest 17 ppm, they don't have to wait for their printing anymore... and they don't have to go out of their way to pick it up.



**Location flexibility: put your LAN printer where it's needed.**

---

**PCL 5 and Adobe PostScript are here.  
Now even the language barrier is gone.**



**PCL 5 and Adobe PostScript. Your choice of languages, software switchable from your desk.**

Start with PCL 5, the most advanced version of HP's industry-standard printer language. Add optional authentic Adobe PostScript from HP. And watch how much work gets done when one printer can do it all.

The HP LaserJet III Si printer is the PostScript productivity solution: a high-speed, high-volume, high-quality printer fine-tuned to make the most of PostScript's graphics capabilities, extensive software support, 35 resident typefaces, and ATM® typeface scaling.

The HP LaserJet III Si printer puts an end to the usual wait for the

first page of a PostScript file. You can even print graphics files at near-engine speed. PostScript files can go straight to image-setters, slidemakers, and other devices without reformatting. And thanks to Resolution Enhancement technology and microfine toner, your PostScript documents will look sharper than ever.

**Two languages let you speak with one voice.**

The combination of authentic Adobe PostScript with authentic PCL 5 gives businesses a near universal printing capability. Mixed environments, networks,

workgroups, heavy graphics and sophisticated desktop publishing users get the two languages they want and need. Switching from language to language is far easier than with other multi-language printers. And because only HP offers authentic, fully-integrated Adobe PostScript and PCL 5—not emulations or clones—you're assured of absolute software compatibility, the highest level of PostScript printer performance, and sheer productivity.

---

**The HP LaserJet III Si printer is here.  
Now there is an HP LaserJet printer  
for every business need.**

The HP LaserJet III Si printer is newly designed to handle an unprecedented load. But it's also a full-fledged member of the HP LaserJet printer family. And as more than three million HP customers will tell you, the HP LaserJet printer family is the best buy for business.

You get "plug right in" support for hundreds of leading software products, HP typefaces and fonts, and many accessories.

You can standardize on one brand of laser printer for every printing need, from personal printers to LAN printers.

You enjoy the ease-of-use and ease-of-training inherent in the HP LaserJet printer family.

You can count on the well established reliability and durability of HP products.

Your investment in HP printers and accessories is protected. HP

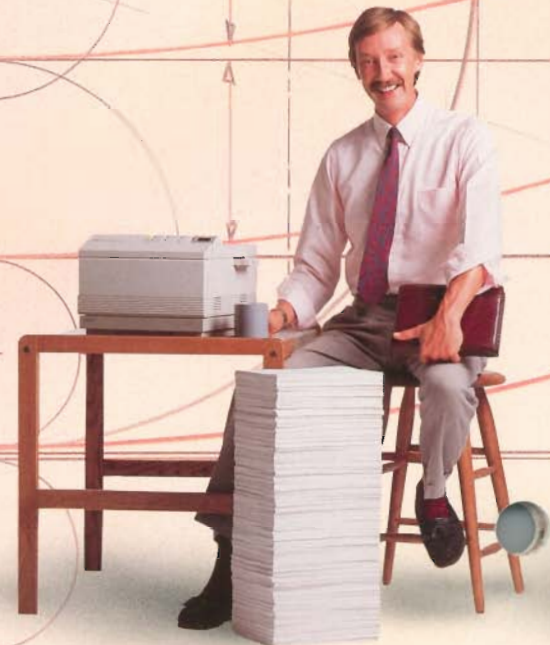
printers you already own can work side-by-side with the HP LaserJet III Si printer.

With the HP LaserJet III Si printer, you pay only for the features you need—but have the freedom to grow.

And with the HP family, there's just one company to call to get a legendary level of service and support for all your printing needs:

- Expert, in-depth attention from your authorized HP dealer.
- Long-term warranties plus sensibly priced service contracts that reflect the product's reliability.
- U.S. Personal Peripherals Assistance Line for immediate help.
- New HP FIRST, Fax Information Retrieval and Support Technology service in the U.S. for instant application and software support—from our fax to yours.

To learn more about how the HP LaserJet III Si printer takes you from here to now, see your HP dealer. Now.



**HP LaserJet IIP printer.  
Up to 6,000 pages-per-month.**

**HP LaserJet printers:  
A family business.**

The HP LaserJet III Si printer is the new leader of a family with a solid reputation for quality. Innovation. Easy and familiar operation. And the stubborn reliability and software compatibility that have always made HP LaserJet printers ready for business. Now with the HP LaserJet III Si printer, there is an HP LaserJet printer for every business... and every business need.



**HP LaserJet III printer.**  
Up to 16,000 pages-per-month.

**HP LaserJet III D printer.**  
Up to 20,000 pages-per-month.

**HP LaserJet III Si printer.**  
Up to 50,000 pages-per-month.

	<b>HP LaserJet III</b>	<b>HP LaserJet III D</b>	<b>HP LaserJet III D</b>	<b>HP LaserJet III Si</b>
Print speed	Up to 4 ppm	Up to 8 ppm	Up to 8 ppm	<b>Up to 17 ppm</b>
Text and graphics	300 dpi	300 dpi, Resolution Enhancement	300 dpi, Resolution Enhancement	<b>300 dpi, Resolution Enhancement/microtinter</b>
Monthly usage	6,000 pages	16,000 pages	20,000 pages	<b>50,000 pages</b>
Paper capacity	50 sheets 250 sheet option	200 sheets	400 sheets	<b>1,000 sheets</b>
Internal fonts and typefaces	14 bitmapped	14 bitmapped 8 scalable	14 bitmapped 8 scalable	<b>14 bitmapped 13 scalable</b>
Interfaces (Std) (Opt)	Serial/parallel AppleTalk	Serial/parallel Ethernet interface Token Ring interface AppleTalk	Serial/parallel Ethernet interface Token Ring interface AppleTalk	<b>Serial/parallel Ethernet interface Token Ring interface AppleTalk*</b>
Optional I/O slot		Extended I/O	Extended I/O	<b>Modular I/O</b>
Printer language	HP PCL 4	HP PCL 5	HP PCL 5	<b>HP PCL 5</b>
Adobe PostScript	Optional cartridge	Optional cartridge	Optional cartridge	<b>Optional integrated</b>
Duplex printing	No	No	Standard	<b>Optional</b>

\* Available Fall 1991

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Hewlett-Packard Company  
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