



NEWS

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FOR IMMEDIATE RELEASE

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PALO ALTO, Calif., May 22, 1984 -- A new personal laser printer that fits on a desktop and provides fast, letter-quality output with virtually no noise was introduced today by Hewlett-Packard Company.

Priced at \$3,495, the new LaserJet printer employs laser technology to print text virtually indistinguishable from that of an electric typewriter at eight times the speed of the typical daisywheel printer. Since no printhead strikes the paper, the printer operates at a noise level of less than 55 decibels -- below that of normal conversation.

HP also announced a corporate agreement with ComputerLand, the world's largest retail outlet for personal-computer products, to carry the new printer as well as HP's recently announced portable computer, called The Portable. The agreement opens the door for ComputerLand's 650 stores to handle the new HP products.

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The LaserJet printer is designed to operate with personal computers such as the HP 150 touchscreen personal computer, the IBM PC and IBM-PC compatibles. It will be available June 1 from HP or from authorized HP dealers, including ComputerLand.

As the primary printer for a small business or company department, the LaserJet printer is ideal for letterhead correspondence, memoranda, financial spreadsheets and other applications. It can print horizontally or vertically in a variety of character fonts and can produce graphics under the control of an HP 150 or IBM PC.

The printer employs a disposable print cartridge, capable of about 3,000 pages of printing, and comes with a standard sheetfeeder for automatic printing of up to 100 pages at a time. Print speed is eight pages per minute.

HP said the new printer is its fourth major product offering for the mainstream personal-computer market since September. It follows the HP 150, The Portable and the ThinkJet personal printer, a smaller device that works as quietly as LaserJet but with less versatility and fewer features.

In addition to computers and computer peripherals, Hewlett-Packard Company designs and manufactures test and measurement instruments, handheld calculators, electronic components, medical electronic equipment and instrumentation for chemical analysis. The company employs 76,000 people worldwide and had sales in its 1983 fiscal year of \$4.7 billion.