

HEWLETT-PACKARD

LaserJet.
The
Professional
PC Printer.

**Letter
Quality.
Laser
Quiet.
Lightning
Quick.**



The First Printer to Mix Business With Pleasure.

Used to be, you could get a fast printer. Or a quiet printer. Or a letter-quality printer.

Sometimes, you could even find one that met two of those requirements. But all three?

That's why you'll be happy to see—and hear—the new Hewlett-Packard LaserJet printer.

True letter-quality. The kind that looks like it came out of a typesetting machine.

Ultra-fast operation. Up to 10 times faster than the best daisy-wheel printers.

And so quiet you'll wonder if the machine is actually turned on!

It's the first printer really designed for people who use personal computers in business. And it's a real pleasure to own.



HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Characters For the Keen Eye.

A laser beam can actually split hairs. So you can imagine how precisely it forms letters.

You get sharp edges. Perfect curves. Crisp lines. In other words, true letter-quality.

We Made a Brand New Resolution.

The resolution is incredible. Three to five times better than ordinary dot-matrix printers. That's why LaserJet can handle a number of different type styles and sizes. Plus graphics. Including charts, graphs and illustrations.



A Great Loss of Wait.

LaserJet is fast: up to eight pages a minute!

Which means you can forget about long documents slowing down the distribution of important information. In fact, if you count up all the hours spent each month waiting for a daisy-wheel printer to, shall we say, spin its wheel, you'll find LaserJet to be quite a productivity tool.

And if you factor in the costs of personnel standing around waiting for a printed document, you'll begin to see what kind of economies LaserJet really delivers.

Time and money, just to name two.



Quieter Than Reading this Brochure.

Turn a page (then come right back).

LaserJet is actually quieter than that. You might hear the tranquil humming of the machine's fan. And you might hear some "oohs" and "ahhs" from people watching LaserJet. But what's really important is what you don't hear.

The raucous clacking of a daisy-wheel.

Because it makes so much noise, most businesses that use

a daisy-wheel printer enclose it in some kind of soundproof case. Which sits on a specially ordered table. Which also accommodates the specially ordered paper feeder. All of which cost plenty.

So LaserJet will eliminate the hidden costs that add up when you try to hide a noisy printer.

It's A Pleasure In Your Business.

The quality, quickness and quiet you get from LaserJet are just the beginning benefits you'll enjoy. Because along with its leading-edge technology, LaserJet gives you some of the

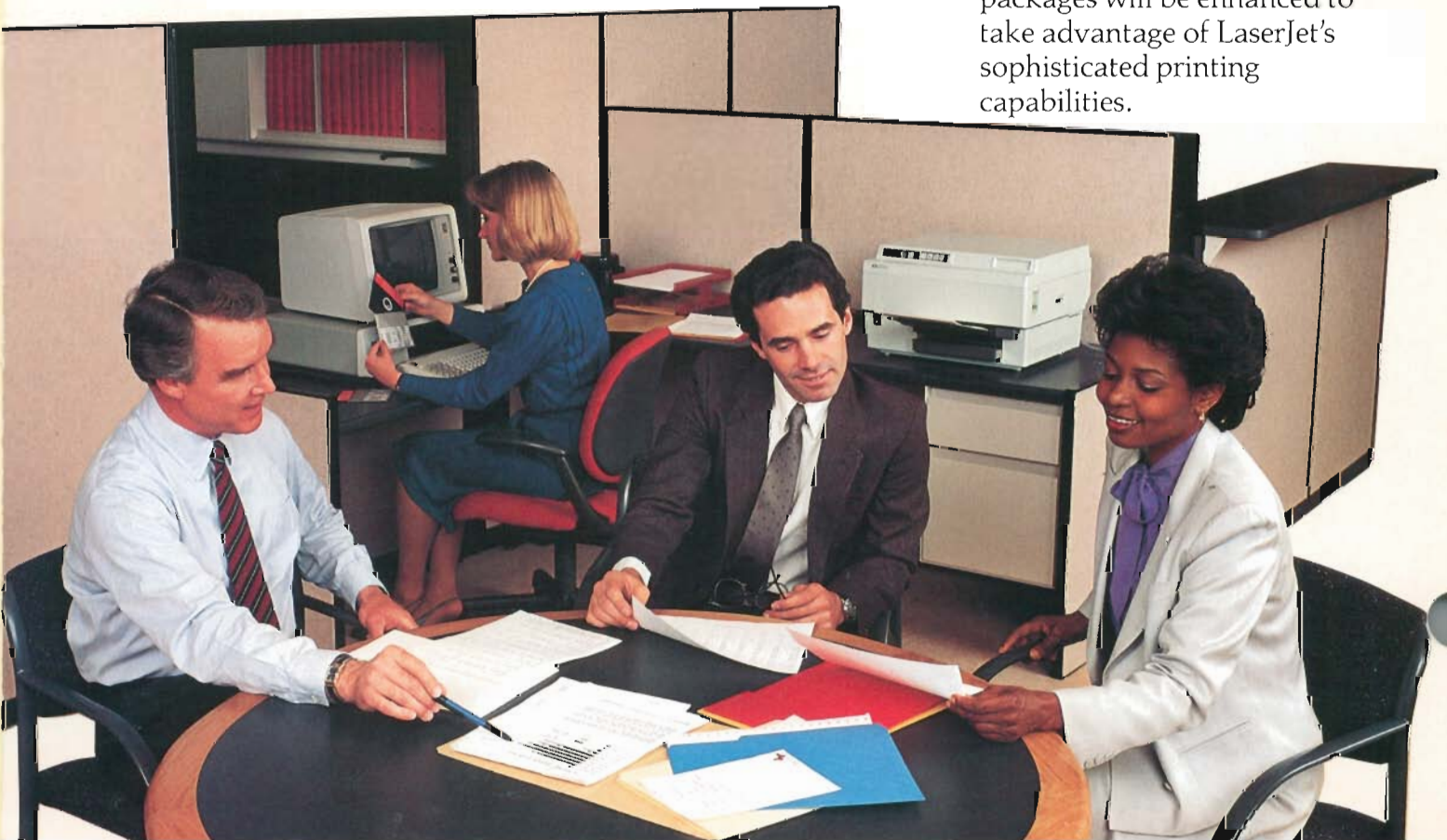
most powerful, most practical performance features any business executive could want.

It's Easy To Talk To.

Because it uses a standard RS-232C interface, LaserJet will work with most personal computers. Like our HP 150 Touchscreen Personal Computer and the IBM PC.

Software communication is easy, too. LaserJet was designed with word processing and spreadsheets as its major applications.

This means most of today's popular software packages can be configured to support LaserJet. These include WordStar,* MultiMate,[™] and pfs: write.* And in the near future, more packages will be enhanced to take advantage of LaserJet's sophisticated printing capabilities.



LaserJet. The P



LETTER PERFECT. Produce memos, reports and letters that look like they're made with a typesetting machine. Neat. Clean. Crisp.



FAST RESULTS. It prints up to *eight pages a minute*. Far, far faster than even the fastest daisy-wheel printer.



THE STRONG, SILENT TYPE. LaserJet does its job without calling attention to itself. Just 55 decibels (dBA) printing full speed.



EASY TO LIVE WITH. LaserJet is designed for virtually service-free operation. For example, to replenish the ink supply, just snap in a new disposable printing cartridge. There are no messy ribbons or dirty type wheels to handle.

Laserjet. The Professional



LETTER PERFECT. Produce memos, reports and letters that look like they're made with a typesetting machine. Neat. Clean. Crisp.



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FAST RESULTS. It prints up to *eight pages a minute*. Far, far faster than even the fastest daisy-wheel printer.



EASY TO LIVE WITH. Laserjet is designed for virtually service-free operation. For example, to replenish the ink supply, just snap in a new disposable printing cartridge. There are no messy ribbons or dirty type wheels to handle.



Printer from Hewlett-Packard.



JUST YOUR TYPE. LaserJet font cartridges let you easily mix italics, boldface and other type styles on the same page. No messy printing elements to change.



COMPATIBLE. It's designed to work with some of today's most popular computers. Like our HP 150 Touchscreen Personal Computer. And the IBM PC.



NICE IN LITTLE WAYS. The printer is extremely compact (18.5"W x 16.2"L x 11.4"H). See for yourself. The photo on the left is nearly lifesize, so take this brochure back to your desk and see how nicely it fits. It works where you work.



GRAPHIC RESULTS. With LaserJet connected to the HP 150, you can produce professional-looking charts, diagrams, illustrations and other graphic material. This gives you the best of both worlds: pictures and a thousand words!

Add A Little Creativity.

When you think of advanced printing capabilities, what comes to mind? Speed? Good looking characters? Of course.

But visualize this.

You're looking over an important report. Maybe it's going to go to a business prospect. Or maybe you have to sell a tough customer. Or explain a complex concept.

The report has an appealing header in a distinctive, readable typestyle. The body of the report is also clear and easy to read. Subheads are bold. Italics magnify particular words and sentences. And footnotes show that you've done your homework.

On some pages, there are bar charts, pie charts, histograms or other graphic representations.



Sound difficult? with LaserJet, it's simple. Because it can do it all. Change type styles and sizes. Print graphics. Quickly. Easily.

How? LaserJet comes with two built-in character sets like the courier type on your typewriter. Optional plug-in cartridges feature variations like bold and italic type, and proportional and compressed fonts. Using the compressed font, you can print up to 176 characters across the page when you're doing spreadsheet reports.

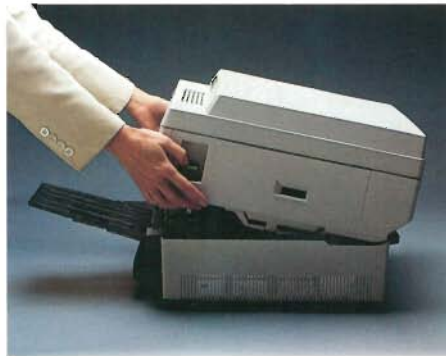
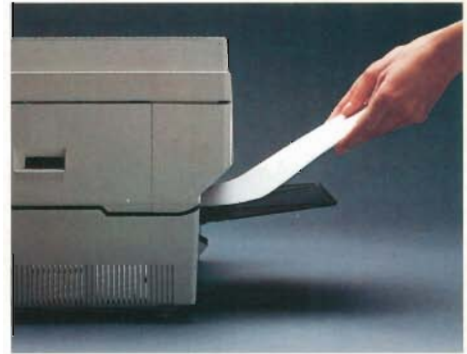
These cartridges just snap into a slot on the front panel, and allow you to alternate between fonts on a single cartridge through software commands. The result is a page that looks like it was typeset and professionally printed.

A Pleasure To Care For.

Before long, you'll take LaserJet for granted. Which is as it should be.

To load paper, just fill the slide-in tray. Then slide it in. You can even feed single sheets in from the back of the printer for fast, easy two-sided printing. There's no need to buy an expensive paper feeder.

And the paper itself is no problem, either. LaserJet uses standard 8½x11-inch bond. It'll print on your letterhead. It can accommodate legal and European (both A4 and B5) sizes. And it will handle all your special jobs. Like printing on colored, pre-printed labels and transparencies.



Maintenance is a snap, too. There are no toners or powders to handle or messy adjustments to make. Everything is contained in a single, disposable cartridge that simply snaps in and out. In less than a minute.

When the cartridge is spent, just put in a new one. It's that easy.

Finally, you'll have no trouble finding a home for LaserJet. It takes up less space than a typical daisy-wheel printer. And it doesn't waste space with bulky sound protection add-ons.

The Cost-effective Path to Printing.

Given the quality, speed and quiet operation of the LaserJet, you'd expect the real trade-off to come in its price.

Not so. You'll find its price will make most daisy-wheels wilt by comparison. It's competitive with the best daisy-wheel printers, and less expensive than many.

You'll also find one more important long-term cost saver: LaserJet is backed by Hewlett-Packard quality and reliability.

There are no cams to jam in the middle of a document. No complex mechanical head assemblies. No wheels to break. No ribbons to get twisted.

All this makes LaserJet one of the best-priced performance printers on the market.

Scrutinize LaserJet at your Hewlett-Packard dealer. Watch it print. And listen hard. You'll find that HP's LaserJet really is the first printer to mix business with pleasure.

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