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PALO ALTO, Calif., March 12, 1984 -- A new personal printer that sets new standards for quietness and performance among low-priced machines used in the office and home was announced today by Hewlett-Packard Company.

Priced at \$495, HP's new ThinkJet printer uses ink-jet technology to put characters and graphics on paper by spraying ink from tiny holes in its small, flat printhead. Since the printhead never touches the paper, the printer operates much more quietly (below 50 decibels) than conventional printing devices.

The printer may be used with desktop or portable computers from HP and a variety of other manufacturers, HP said. One version of the printer is battery-powered for use with portable computers.

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ThinkJet operates at 150 characters per second and produces high-quality, dot-matrix images. The printhead and ink reservoir are combined in a convenient, disposable unit, which can be replaced as needed for \$7.50.

Measuring 11.5 inches wide, 8.1 inches long and 3.5 inches high, ThinkJet weighs less than six pounds. Average life between recharges for the battery-powered version is about 200 pages. Virtually any type of paper may be used.

ThinkJet will be available April 1 through authorized HP personal-computer dealers and through HP's direct sales force.

In addition to computers and computer peripherals, Hewlett-Packard Company designs and manufactures test and measurement instruments, electronic components, medical electronic equipment and instrumentation for chemical analysis. The company employs approximately 74,000 people worldwide and had sales in its 1983 fiscal year of \$4.7 billion.

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