



# NEW PRODUCT

I N F O R M A T I O N

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## HP INTRODUCES NEW COLORPRO EIGHT-PEN PLOTTER

Hewlett-Packard Company today introduced the new HP ColorPro eight-pen plotter specifically designed for business professionals and supported at introduction by more than 100 software packages. The ColorPro plotter, combined with a personal computer and graphics software, provides easy and immediate high-quality graphics, HP said.

"The new HP ColorPro plotter is another important contribution to HP's complete business-graphics solution, which comprises a family of personal computers, software, printers and plotters," said Scott McClendon, general manager of HP's San Diego Division.

"In the past few years we have seen plotters emerge in an important role for business communications -- first, for the generation of graphics on paper for reports, and second, for the generation of high-quality text and graphics on overhead slides for business presentations.

"The new business plotter addresses the rapidly growing PC-plotter business market, which, according to Future Computing (a market-analyst firm) grows 45% annually in units over the next three years."

#### Multicolor Pie, Bar and Line Graphics and Text Charts

For reports and presentations, the HP ColorPro plotter produces multicolor pie, bar and line graphs and text charts on 8-1/2 x 11-inch (A4/A-size) overhead-transparency film and paper. This plotter offers fine-line quality -- one of the main features that have made HP plotters a leader in the market, said McClendon.

The new plotter's high resolution of .001 inch (0.025 mm), which is four times better than most published competitor specs, allows the plotting of solid areas of color and continuous straight lines, HP said.

The HP ColorPro plotter has a solid foundation of software support. Packages already supporting the business plotter range from popular integrated packages with graphics, such as 1-2-3 and Symphony from Lotus; dedicated graphics programs, such as Decision Resources' Chart-Master and Sign-Masters; and HP's own Graphics Gallery and Textcharts.

When customer needs expand, such as to accommodate emerging graphics standards, a ROM cartridge slot lets the ColorPro plotter adjust to those needs. A graphics-enhancement cartridge available as an accessory will add more advanced capabilities to the plotter, including a larger buffer and more advanced graphics commands.

Fiber-tip Pen Rate: 15.7 IPS

The plotter's mechanical arm maneuvers color fiber-tip pens at the rate of 15.7 inches (40.0 cm) per second. Pen selection is made from an eight-pen carousel via front-panel controls or program commands. When returned to the carousel, pens are capped automatically so they will continue to produce colorful and clearly lined graphics with fresh ink.

HP developed the ColorPro plotter for business professionals who need to produce effective charts and graphs communicating conclusions based on number analysis.

# **HP Computer Museum**

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

**For research and education purposes only.**

A Wharton School report indicates that presenting complex information in graphics form can shorten business meetings up to 28 percent, increase the ability to sell ideas, and make information easier to understand.

Also ideal for those who do have computer-programming skills, the new plotter features the HP-GL programming language, which allows users to create programs for specialized business and technical needs.

#### Full Range of Supplies

A full range of supplies for the HP ColorPro plotter is available from HP, including fiber-tip pens in two widths and 10 colors for paper (seven colors for transparencies), A/A4-size regular and glossy paper, and fast-dry transparency film.

Additionally, the plotter runs with desktop and personal computers from numerous manufacturers including HP, IBM, Apple and Compaq.

Compatible with most popular personal computers, the new plotter may be purchased with either of two interfaces: RS-232-C or the IEEE-488 bus.

The lightweight HP ColorPro plotter is easy to move from desk to desk and requires a minimal amount of space. It weighs 12 pounds (5.5 kg) and measures 18.1 inches (460 mm) wide by 12.1 inches (308 mm) deep by 4.9 inches (125 mm) high.

The new ColorPro plotter fills an important niche in the HP family of small-format graphics plotters, which also includes the HP 7475A and HP 7550A.

For the technical professional, the HP 7475A six-pen plotter produces high-quality A4/A- and A3/B-size graphics on polyester drafting film, as well as on paper and overhead-transparency film. The HP 7550A is an eight-pen plotter suitable for both shared-resource environments and high-volume individual users. It produces both A4/A- and A3/B-size graphics on a full range of media, and features automatic sheet feed.



U.S. List Price and Delivery

The new eight-pen ColorPro business plotter (HP 7440) is \$1,295 and delivery is estimated at stock to two weeks.

Hewlett-Packard Company is an international manufacturer of measurement and computation products and systems used in industry, business, engineering, science, medicine and education. The company employs 85,000 people worldwide and had revenue in its 1984 fiscal year of \$6.04 billion.

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#### MARKETING BACKGROUNDER

##### HP COLORPRO DESKTOP PLOTTER

According to a study conducted by International Data Corporation, 150,000 personal computers were used for business-graphics applications in 1983 and those numbers will increase to 10 million by 1989.

The new eight-pen ColorPro business plotter introduced by Hewlett-Packard Company addresses this burgeoning market, according to Scott McClendon, general manager of HP's San Diego Division.

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Low priced and easy to use, the ColorPro plotter is tailored to the needs of business professionals; it produces high-quality output for written reports and overhead transparencies for presentations from PC-generated graphics.

McClendon said the ColorPro plotter is designed to support virtually all popular personal computers. At introduction, it is supported by more than 100 software packages.

#### THE MARKET

Although engineers and scientists have long used pen plotters for technical drawings and drafting, plotters designed for the business professional are a more recent development.

Business professionals are finding that sophisticated new computer-graphics software and peripheral devices provide high-quality color graphs and charts that simplify data for reports and presentations both within and outside the company.

In addition to improving communications effectiveness, pen plotters also reduce the cost of producing graphics. An in-house plotter generates professional-quality color graphics on transparency film or paper at a significantly lower cost than an outside service bureau.

One reason for the success of business plotters is that they can be used by the professional with no formal computer training and yet are sophisticated enough for someone with computer experience.

HP is targeting business professionals on the benefits of the new plotter and on the availability of the 100-plus graphics software packages.



#### AVAILABLE SOFTWARE

For all HP graphics-hardcopy-output devices, HP maintains an on-going, progressive program with third-party software vendors. The ColorPro Plotter is no exception.

The goal of HP's third-party program is to support every business professional's personal computer. More than 300 third-party and HP software packages support the current HP desktop plotter -- HP 7475A -- and the company expects similar support for the newly introduced ColorPro plotter, including graphics software for various vertical markets.

Among the initial packages to support the ColorPro are such popular programs as:

1-2-3<sup>™</sup> and Symphony<sup>™</sup> from Lotus<sup>™</sup>;  
ChartMaster and SignMaster from Decision Resources;  
Graphics Gallery from Hewlett-Packard; and  
Microsoft Chart from Microsoft;

In addition, the ColorPro plotter contains the powerful HP-GL graphics language -- developed by HP and now an industry standard -- that makes it easy for users to do their own programming.

#### DEALER SUPPORT

HP has built a successful dealer channel for current desktop plotters. Currently, plotters are carried by most major chain dealers as well as leading independent dealers worldwide.

"HP now will concentrate its efforts on making sure dealers understand the new plotter and its position in the business market," said McClendon.

To do this, the company is educating dealers on how to

- (a) communicate benefits of the ColorPro plotter to the business professional;
- (b) recognize and qualify customers;
- (c) overcome objections; and
- (d) close a sale by demonstrating the plotter.

"A channel of educated dealers will enhance HP's role as the leader in the business-plotter marketplace," McClendon said.

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1-2-3 and Symphony are U.S. trademarks of Lotus Development Corp.