

WHY HP ?

Hewlett-Packard Is a Great Place to Start!



The Measure of Success

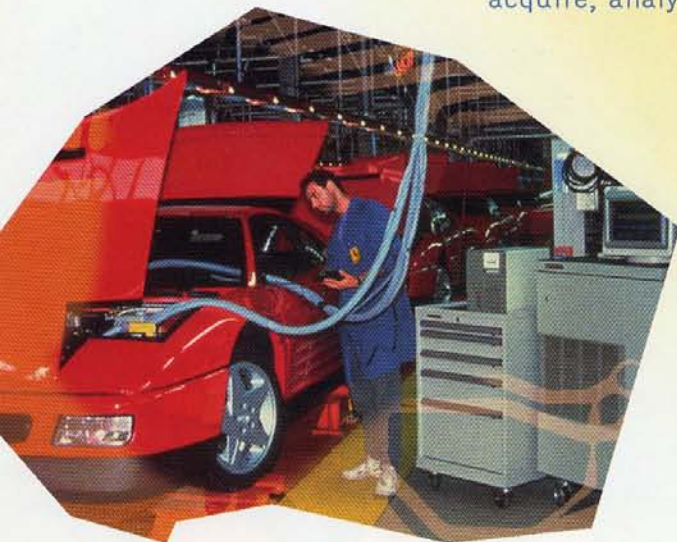
Images produced by the HP SONOS 1500 cardiovascular-imaging system give physicians improved diagnostic capabilities that can help save lives.

At Hewlett-Packard, the formula for continuing strong business growth and long-term corporate success is $HP=MC^2$.

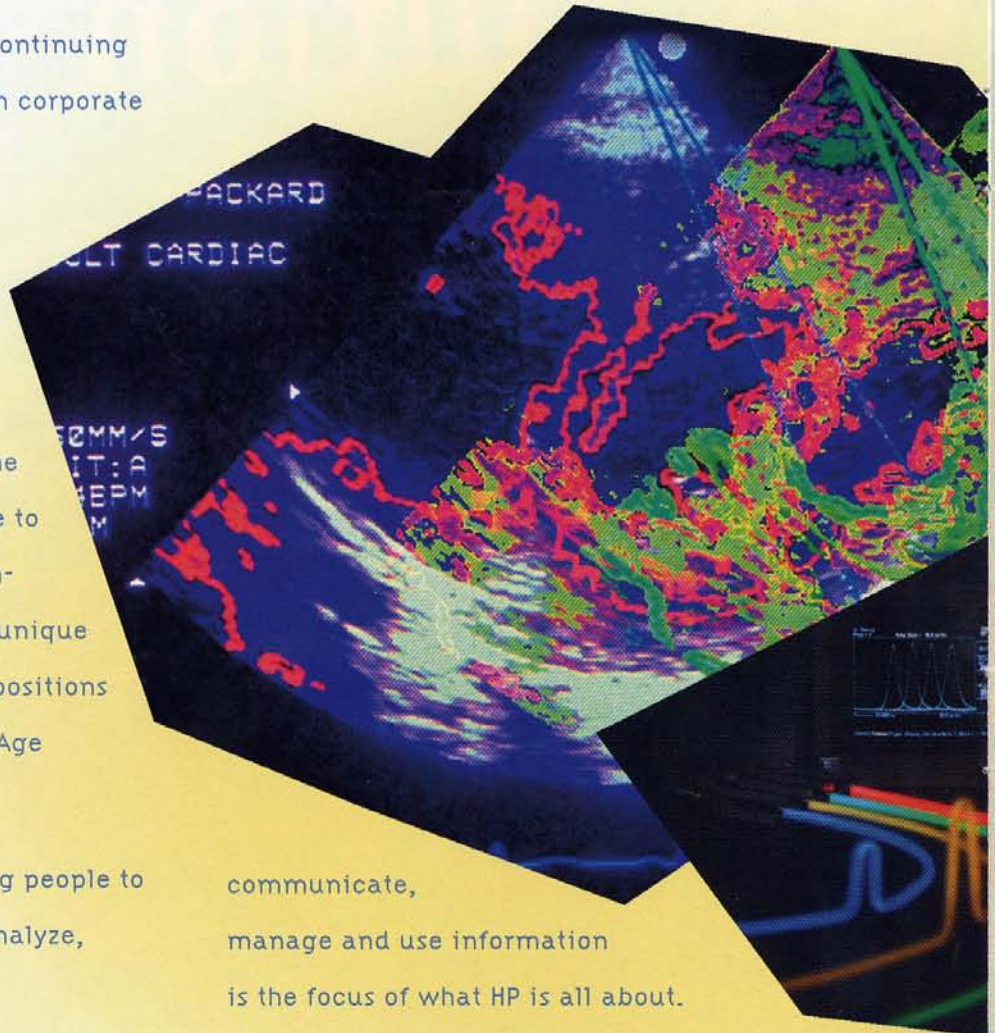
MC^2 is shorthand for the powerful synergy that takes place among HP's "core competencies": measurement, computing and communications. Increasingly, the marketplace is forcing the three to reinforce one another or to converge outright — so that HP's unique combination of strengths positions it to be an Information Age powerhouse.

In fact, enabling people to acquire, analyze,

communicate, manage and use information is the focus of what HP is all about. It is at the heart of HP's Corporate Purpose: "To create information products that accelerate the advancement of knowledge and fundamentally improve the effectiveness of people and organizations."



A Hewlett-Packard electrical test system helps production workers at Ferrari monitor the assembly process of the high-performance 348 sports coupe.





Today HP is #1 worldwide in handheld computers.

- In 1992, HP introduced its Kittyhawk personal storage module; the smallest disk drive available at the time, it was a breakthrough for the mobile computing marketplace.

- In 1993, HP introduced the OmniBook, which weighed less than three pounds and had an eight-hour battery life. It created an entirely new "super-portable" PC market category.

In 1993, the total revenue from Hewlett-Packard's computer business was \$15.6 billion, making it the second largest computer company in the U.S. And with HP consistently spending 8 to 10 percent of its annual revenues on R&D, it is certain to remain a computer front-runner.

In other words, it doesn't take an Einstein to see that MC² definitely computes!

The Vectra 486XM (top) is Hewlett-Packard's first desktop personal computer based on Intel's powerful Pentium processor. The HP 9000 corporate business server, a PA-RISC-based system, costs less to purchase, operate and maintain than traditional mainframes.



Computing Technologies

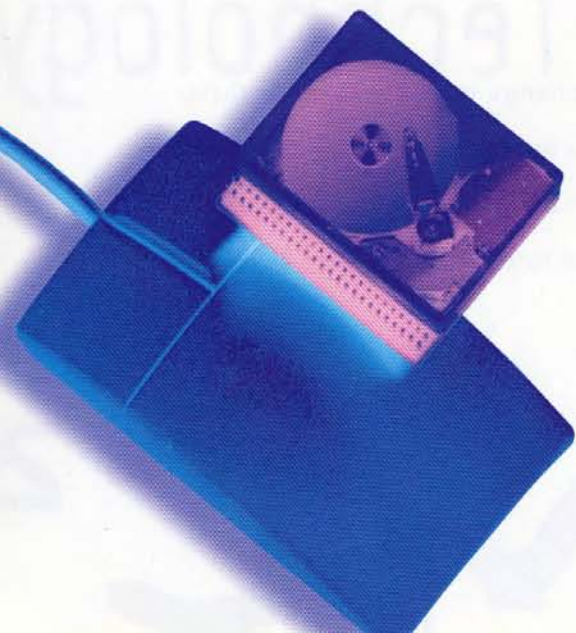
Computers may make today's world tick, but they're going to make tomorrow's world *hum*. That's why cutting-edge **computing technologies** are the second element in MC².

Hewlett-Packard has long been the world's leading supplier of inkjet and laser printers for computers. (By the beginning of 1994, HP had sold more than 10 million laser printers and 10 million inkjet printers!) And HP is a leading manufacturer of state-of-the-art plain-paper facsimile machines, scanners and large-format plotters.

Now HP is increasingly being recognized as a leading innovator of computer technology itself:

- In 1991, HP introduced the HP95LX, a full-function PC in a "palmtop" complete with business software.

Pushing the Computer E



The HP Kittyhawk II personal storage module fits a wide range of applications, including digital imaging, mobile computing, hand-held data collecting and patient monitoring.



From "superportables" to "palmtops," from printers to plotters, HP is recognized as a leading innovator of computers and computer peripherals. HP's OmniBook (pictured at upper left of the product collage) created an entirely new PC market category.