HEWLETT hp PACKARD

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A faster, easier way to solve complex, repetitive or iterative problems

Hewlett-Packard's HP-55 Programmable Scientific Pocket Calculator

...and it has a built-in digital timer.

Once again the biggest news in the pocket calculator field comes from Hewlett-Packard.

The new HP-55. It's programmable...with 49 keystroke memories. It's the most powerful scientific pocket calculator yet made...with more keyboard commands... more data storage registers than any other.

For $395.00 (Domestic U.S.A.) you can now:

- ✔ Solve more types of problems faster, easier and more accurately than with other pocket calculators.
- ✔ Solve in minutes repetitive and iterative problems that take hours with other pocket calculators.
- ✔ Time lab experiments, processes and other events to the hundredth of a second, a convenience offered by no other pocket calculator.

More answers...quicker answers...thanks to power and programmability you probably never expected to enjoy in such a moderately priced instrument.

Until you've actually done "keystroke programming" with the HP-55, you can have no idea what sheer pleasure an HP calculator can give you.

Imagine an instrument you can program yourself, using up to 49 keystroke memories to store the keystroke sequences for one or more programs...an instrument that lets you review, change or test your program...or, program it to do computer-like branching...

...a calculator that offers 86 functions and operations that you can use separately, or, with few exceptions, even incorporate into your program...

...an instrument that offers 20 addressable data storage registers to make data handling simpler...

...a calculator that uses "computer logic" to make problem-solving quicker...

...in short, an easy-to-use, pocket-sized calculator so sophisticated that you can program it to help you become even more efficient whenever you solve problems.

Consider this too: the HP-55 includes its own built-in digital timer...accurate to plus-or-minus one-hundredth of a second...capable of timing up to ten procedures simultaneously.

Even with all of this power, keystroke programming with the HP-55 is this simple to do:

> Slide the mode switch to PRGM, "walk through" your program steps and you've automatically programmed your functions and constants into the HP-55's 49-step memory. Then slide the switch back to RUN and key in data for your first problem. You have your answer in seconds! Work as many additional problems as you wish from the same program -- it will remain in the keystroke memory until you turn the HP-55 off.

Let's see how you might run a simple program if you had the HP-55 in your hands right now. Simple, that is, for the HP-55.

For example, suppose you are working with heat sinks made of aluminum sheets and are interested in knowing the thermal resistance which is given for these particular sheets by the equation

$$\theta = 78.59\ (1/lw)^{.472}$$

You want to find several values of θ as a function of the width, w, and the length, l. You can program the calculator to act as if this intricate specialized function were already pre-programmed into it.

Simply turn the calculator on, and into "Program" mode, then key in these few keystrokes:

[x]	Calculation of (l,w)
[1/x]	Calculation of (1/lw)
[•] [4] [7] [2]	Key in the power
[y^x]	Calculate (1/lw) to the .472 power
[7] [8] [•] [5] [9] [x]	Calculate θ
[GTO] [0] [0]	Return to beginning of program

Next, switch to "Run" mode. Now you can create a table of thermal resistance values for your aluminum sheets (as shown below) by simply inputting the variables and running your specialized program.

l	w	θ
10	10	
10	12	
15	13	
15	14	

Just key in the length, l, and the width, w, and calculate the thermal resistance, θ, by pressing the "Run Stop" key as shown below.

Key in l and w	Display shows θ
[1] [0] [ENTER] [1] [0] [R/S]	8.94
[1] [0] [ENTER] [1] [2] [R/S]	8.20
[1] [5] [ENTER] [1] [3] [R/S]	6.52
[1] [5] [ENTER] [1] [4] [R/S]	6.30

It's this easy and convenient to use HP-55's keystroke programming.

The HP-55 is specifically designed to be a faster, easier way to solve complex, repetitive and iterative problems thanks to its:

* 49 keystroke memories - to store keystroke sequences for one or more programs
* 86 keyboard commands - more than any other scientific pocket calculator
* 20 data storage registers - more than any other scientific pocket calculator
* A built-in digital timer - found in no other scientific pocket calculator
* And a "computer logic" system (RPN) - so you can solve problems with speed, simplicity and confidence

Many more features and capabilities of the HP-55 are detailed in the enclosed brochure. Please look it over carefully.

I'm sure you have a multitude of professional uses for a fully portable, pocket-size, programmable scientific calculator...a multitude of reasons for wanting to get the HP-55 in your hands as soon as possible. So we are most pleased to extend to you this invitation:

Try the HP-55 for 15 days!

See for yourself how quickly the HP-55 solves complex problems with its 86 pre-programmed functions...how easily you can program it to work repetitive and iterative problems in a fraction of their usual time.

The HP-55 offers you all of these features for $395.00 (Domestic U.S.A.), complete with all accessories shown in the brochure. And should the HP-55 turn out to be anything less than the extraordinary instrument you expect, you may return it within 15 days for a full refund.

Return the enclosed order form today - and get the HP-55 in your hands!

Sincerely,

Ray C King

Ray C. King, General Manager
Advanced Products Division
Hewlett-Packard Company

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P.S. For even faster delivery, call us toll-free, Monday through Friday, between 8:30 and 5 P.S.T. at 800-538-7922 Ext. 1000. (In California 800-662-9862).