

Quality Calculator Images

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Legacy HP calculator users have the perspective of watching the various ways of how HP has approached the process of describing and promoting their calculators. In addition to the promotional descriptions (features and benefits), specification sheets, and comparison tables, the calculator photograph is a vital part of conveying the essence of a particular model.

The old adage of dubious origin, “A picture is worth a thousand words” certainly applies to calculators with their use of precise keyboard notations of text, symbols, and colors.

I am recently re-sensitized to the quality of HP calculator images because of the HHC 2007 and 2008 Calendars-of-HP-Personal-Calculators project because they include images of all of HP’s calculators. This “issue” has been a topic of interest to me for decades. From a documentation perspective the most important image or photo of an HP Calculator is a straight-on-high-resolution photo. Much of what is inside may be gleaned from the keyboard, especially for experienced users.

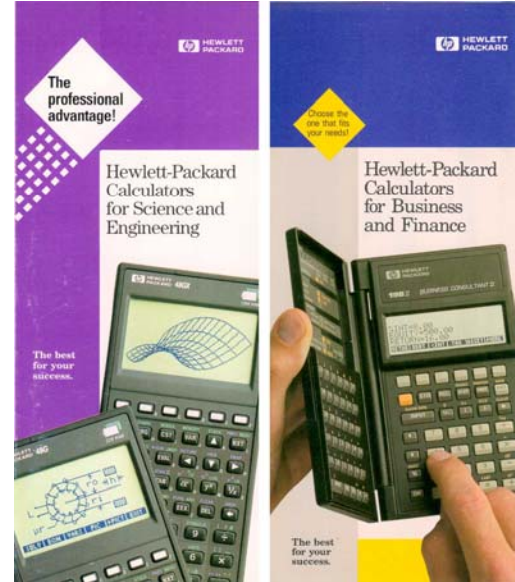


Fig. 1 – Examples of images being cut off.

Marketing photos often break this important straight-on-documentation-type-photo rule to present the machines at oblique angles, showing hands, and cutting off the image to get your attention. This is OK as long as you provide a proper documentation high resolution image as well. Figures one and two provide examples using the shirt pocket z-fold promotional, “Slim Jim”, type literature. The one on the right of figure two is the most recent version produced for the 2009 Consumer Electronics Show, CES – 4AA2-0278ENUS, December 2008.

Wouldn’t it be nice if there was a source of official high quality HP calculator images? There is, The HP Calculator Channel Partner Kit at: <http://www.hp.com/united-states/calculators/toolkit/index.html>

username: **hpcalc** password: **calc4hp**

This site contains images, sample ads, fact tags, literature, and catalog copy as well as official messaging. This is for current products only, NOT to-be-announced products, or legacy products.

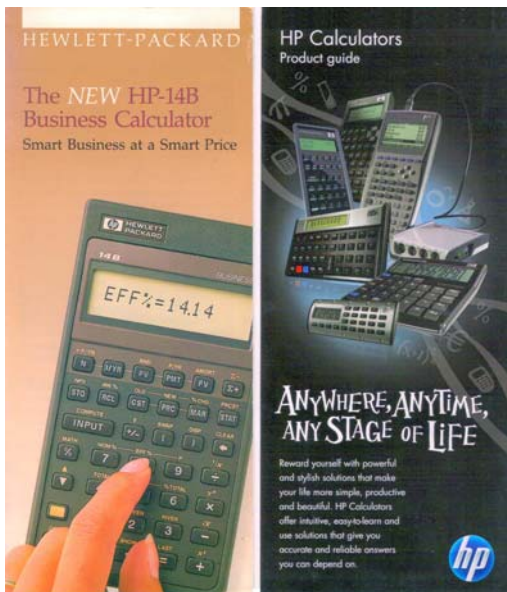


Fig. 2 – “Slim Jim” literature examples.

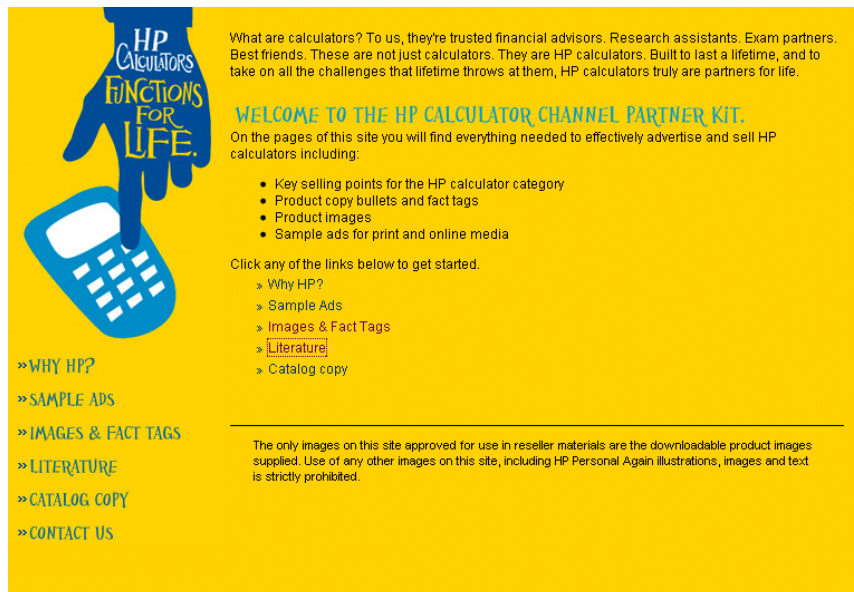


Fig. 3 – HP web site provides quality photos, literature, and more.



Fig. 4 – One example of images found on The HP Calculator Channel Partner Kit web site. See text for the URL.



Fig. 5 – Another example of the many images found on The HP Calculator Channel Partner Kit web site.