

HP-33C Programmable Scientific

The new HP-33C is a scientific calculator that incorporates Continuous Memory, extraordinary problem-solving power, and versatile keystroke programmability to help you solve repetitive problems quickly and easily. Programming with the HP-33C eliminates the drudgery of lengthy or iterative calculations, saving you time for decision-making. And programming the HP-33C is simple. Just switch to PRGM and press a problem-solving series of keystrokes to be remembered by the calculator, then switch to RUN, key in your data, and press the **[R/S]** (run/stop) key. The HP-33C does the rest. There's no complicated programming languages to learn, and no elaborate start-up procedures to memorize.

The HP-33C features 49 lines of program memory (each line can contain a complete instruction, regardless of whether the operation takes one, two, or three keystrokes) and a variety of specialized functions to make programming more useful and powerful.

Three levels of subroutines. Eight conditional tests. Eight user storage registers. Fast and easy editing. Pause function. A full range of mathematical, trigonometric, and statistical functions.

The HP-33C Programmable Scientific Calculator comes complete with:

*HP-33C Owner's Handbook
Solving Problems with Your
Hewlett-Packard Calculator
Standard Applications
Book*

*HP-33C Quick Reference
Card
AC Adapter/Recharger
Soft Carrying Case*

And you may choose from the following optional Applications Books: Mathematics, Statistics, Student Engineering, or Surveying.



HP-38C Financial Programmable

The new HP-38C is a powerful financial calculator that combines a wide array of financial functions with the ability to remember all of the keystrokes in a calculation—and repeat them—at the touch of a key. The HP-38C provides capabilities that are invaluable to business managers and investment analysts. The HP-38C makes the most efficient use of its memory space by sharing it between pro-

gram memory and data memory. Memory is automatically converted from data storage to program memory (at a ratio of 1 to 7), until you've reached a maximum of 99 lines with 7 storage registers remaining inviolate.

The HP-38C calculates net present value (NPV) and internal rate of return (IRR) for up to 20 uneven cash flows, with up to 99 cash flows in each group—a total of 1,980 cash flows. And with the touch of the **[g]** and **[MEM]** keys, the Memory Map feature of the HP-38C shows you at any time how memory is allocated in the calculator. Linear estimate and correlation coefficient. Interest rate per period. Present value. Future value. Simple interest. 2000-year calendar. Five financial plus 20 user storage registers. The HP-38C calculates percents, percent of total, and percent change. The HP-38C also has a full range of mathematical functions and computes square roots, exponentials, reciprocals, factorials, natural logarithms, and antilogarithms all at the press of a key.

The HP-38C Financial Programmable Calculator comes complete with:

- * *HP-38C Owner's Handbook and Programming Guide*
- * *Your HP Financial Calculator: and introduction to financial concepts and problem solving.*
- * *HP-38C Quick Reference Card*
- * *AC Adapter/Recharger*
- * *Soft carrying case*

* Free Applications Book Coupon for your choice of one of the following Applications Books:

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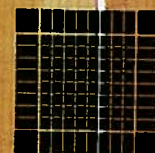
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**NEW
FROM
HEWLETT-PACKARD**



HP-33C, HP-34C, HP-38C



YOU ASKED FOR CONTINUOUS MEMORY IN SERIES E . . . WE DIDN'T FORGET!

In 1976 Hewlett-Packard pioneered Continuous Memory for handheld calculators with the introduction of the HP-25C. Today, HP's CMOS technology remains the standard in the industry.

Because of this standard, and because you asked for Continuous Memory in Series E calculators, three new models are available to meet your Continuous Memory needs.

Continuous Memory provides tremendous value in time-saving and convenience to any professional or student who uses a few long programs repeatedly. It helps save you time because there is no need to reload the program after turning the calculator off. As a result, you can program a frequently-needed calculation once, and then perform it as often as necessary—without the bother or time lost in reentering your program. And Continuous Memory makes it possible for you to add the functions you need most to those already preprogrammed into the calculator. Once stored in the HP-33C, HP-34C, or HP-38C, your functions are retained—no matter how many times the calculator is turned off and on—for repeated calculations at the touch of a key.

Each of the new C models provide all of the features designed into the Series E models. They include: Easy-to-read displays, with commas* automatically inserted; exclusive self-check capability; coded error messages and improved accuracy; convenient shape and size; and, an affordable price range.

These features, added to the time-proven RPN logic system and traditional Hewlett-Packard quality, combine to provide you with a professional calculator—to match your professional need.

The HP-34C Advanced Scientific Programmable Calculator

Hewlett-Packard's Exciting New Keystroke Programmable

The totally new HP-34C offers more problem-solving power than ever before available in the Series E line—plus two unique new keyboard functions that represent a major breakthrough in personal



calculating convenience. The advanced programming capability is supported by a flexible continuous memory system that allows the memory to be allocated to program storage or data storage, as needed. A full set of keyboard functions is highlighted by the two unique new keys: **[SOLVE]**, for finding roots of equations; and **[∫]**, for evaluating definite integrals.

Are you a professional? A student in a professional field of study? Take a closer look at the advantages at your fingertips with an HP-34C.

Advanced HP-34C Programming and Editing

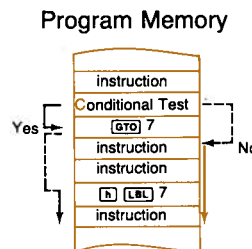
Each fully-merged program instruction, whether one, two, or three keystrokes, requires only one line of program memory. This means the HP-34C's maximum of 210 program lines are comparable to as many as 370 program lines on other calculators. And editing is no problem. The HP-34C's editing keys let you easily review programs and insert or delete instructions as needed.

Dynamic Memory Allocation

The HP-34C's memory allocation begins with 70 lines of program memory and 21 data storage registers. When you need more than 70 lines of program memory, the HP-34C *automatically* converts data registers, one at a time, to more program lines—as you need them. And you don't have to remember current memory allocation—the HP-34C does that for you.

More Programming Features

The HP-34C's 12 reusable address labels, with the **[GTO]** and **[GSA]** keys, let you easily create branches and subroutines. With the conditional test set of four x/y comparisons, four x/0 comparisons, and four flags, plus the increment/decrement loop counter, you can program the HP-34C to make a wide range of program control decisions. And, with the versatile I-register you can indirectly address data and program locations.

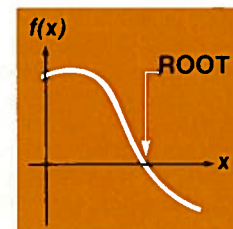


Computer-Strength **[SOLVE]** and **[∫]** Keys

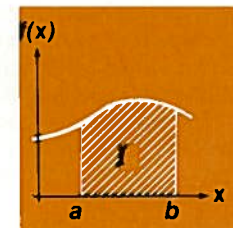
The **[SOLVE]** and **[∫]** operations are the most advanced and powerful ever found on a handheld calculator. Yet both feature an ease of operation that must be seen to be appreciated.

[SOLVE] finds the real roots, and **[∫]** finds the definite integrals of any function which can be keyed into program memory. To use either **[SOLVE]** or **[∫]**, begin by simply keying in the function you wish to evaluate. Then ...

... to find a root, enter two guesses and put **[SOLVE]** to work for you. Even if your guesses don't bracket the root, SOLVE's sophisticated algorithm expands the search automatically. The HP-34C's ability to find a root is one of the most advanced ever created—even compared to full scale computers. Imagine, *this* power in a personal, handheld product!



... to calculate an integral, enter the limits of integration and let the HP-34C take care of the laborious computations. The HP-34C's ability to find an integral was previously found only in large computer systems—it has never been this easy.



Compare the HP-34C's new functions to any other solutions and see if you don't agree—Hewlett-Packard has made another major contribution to technical problem-solving.

Accessories? Software? Of course! The HP-34C comes complete with:

HP-34C Owner's Handbook
and Programming Guide

Solving Problems with
Your Hewlett-Packard
Calculator

HP-34C Standard
Applications Book

HP-34C Quick Reference
Card

AC Adapter/Recharger

Rechargeable Battery Pack

Soft Carrying Case

Four optional applications books are available from Hewlett-Packard, or from your local HP dealer: Math, Statistics, Student Engineering, and Surveying.

* or periods depending upon local convention