Twenty Years of Innovation:
HP Deskjet Printers 1988 – 2008

Overview

The HP Deskjet printer was introduced in February 1988. Since that time, more than 240 million Deskjet printers have been sold worldwide and continue to sell at a pace of more than 18 million printers per year.[1] The HP Deskjet has evolved from a 1-2 pages per minute (ppm), 14 pound printer to today's version, which boasts a speedy 36 ppm[2,3] and weighs in at only five pounds. Twenty years after its first introduction, the HP Deskjet continues to deliver on its original value proposition of quality, reliability, affordability and ease of use – all while maintaining its leadership in the inkjet printing market.

Evolution of the HP Deskjet printer

1988

February   HP Deskjet – The first HP Deskjet plain-paper printer and offered pigment black ink for letter-quality black-and-white printing at up to 300-dpi output[4] and an average speed of 2 ppm. At $995, it was the lowest priced printer of its kind on the market.

1989

April   HP Deskjet Plus – $995. Price of original HP Deskjet drops to $795. Added option of landscape printing.

July   HP Deskwriter and new HP 26 black inkjet print cartridge – HP's first printing system aimed at the Macintosh audience. Priced at $1,195.

1990

April   AppleTalk began to ship with the HP Deskwriter at no additional cost.

July   Deskwriter price reduced to $995.

August   HP Deskjet 500 and HP 26 black inkjet print cartridge – Replaced the HP Deskjet and HP Deskjet Plus. A monochrome, pigment-ink printing system that delivered up to 300 dpi[4] and speeds of up to 3 ppm. Priced at $729.

1991

August   HP Deskwriter 500C – The first Deskwriter to offer color printing as an option, using interchangeable black and tri-color (CYM) pigment-based inkjet print cartridges. This system offered the same print quality and

speed as the original Deskwriter. Priced at $1,095.

| October | HP Deskjet 500C – Identical speed and output of up to 300 dpi[4] as the original Deskjet 500, with optional color printing, using interchangeable black and tri-color inkjet print cartridges. Priced at $1,095. |

HP Deskjet and Deskwriter prices reduced to $599.

1992

| October | HP Deskjet 550C and Deskwriter 550C – The first HP Deskjet printers to offer resident black and color printing – allowing both cartridges to be installed together and removing the need to swap between cartridges for black and color printing. Printing system delivered up to 300-dpi output,[4] and speeds of up to 4 ppm black. One full color page could be printed in up to 4 minutes. Priced at $1,099. |

HP Deskjet Portable with new HP 33 black and 25 tri-color inkjet print cartridges – A mobile printing system that featured up to 3 ppm black text in a compact, four pound printer. Priced at $599.

1993

| May | HP Deskjet 1200C and 1200C/PS with new HP 40 Black, Cyan, Magenta and Yellow ink cartridges – Included pigment inks for richer black and color print quality and greater durability. Printing system offered up to 600 x 300-dpi output[5] for black text at a speed of up to 6 ppm. One full color page could be printed in up to 1-2 minutes per page on plain paper at up to 300 dpi.[4] The HP Deskjet 1200C was priced at $1,699. |

| October | HP Deskjet 310 and Deskwriter 310 with new HP 33 black inkjet print cartridges – HP's second portable printing system featured up to 300-dpi[4] monochrome output, speeds of up to 3-4 ppm, an optional color kit for full-color printing ($49) and an optional cut-sheet feeder. Both printers were priced at $379. |

1994

| January | HP announced the shipment of 5 million HP Deskjet products in 1993, nearly half of which had a color inkjet print cartridge as an option. |

| March | HP Deskjet 520 and Deskwriter 520 – Boasted improved features such as up to 600 x 300-dpi[5] for black text at speeds of up to 3 ppm. The system also included resolution enhancement technology (REt) for improved print quality. Both printers were priced at $365. |

HP Deskjet 560C and Deskwriter 560C – The first printing systems to feature HP ColorSmart technology to intelligently analyze documents in the process of printing to provide the best color output. These systems

offered up to 600 x 300-dpi[5] black text with REt, as well as full-color text. Both were priced at $719.

September	HP Deskjet 540 and Deskwriter 540 – These printing systems featured up to 600 x 300-dpi[5] monochrome output with REt at a speed of up to 3 ppm, and an optional color printing accessory for $49 that allowed for up to 300-dpi[4] color printing with ColorSmart at a speed of 1.5 minutes per page. Both printers were priced at $365. The new models replaced all previous color-capable and monochrome models. As a result HP could boast "Now All Deskjet Printers Offer Color" – a claim no other competitor could make.[6]
October	HP Deskjet 320 and Deskwriter 320 – This four pound notebook printing system offered up to 600 x 300-dpi[5] output for black text with REt and up to 300-dpi[4] color printing with ColorSmart at speeds of up to 3 ppm for monochrome and 4 minutes per page for color. The printers were both priced at $379.

1995

May	HP Deskjet 660C and Deskwriter 660C with new HP 29 black and 49 tri-color inkjet print cartridges – These printing systems were the first to offer pigment-based black inks and dye-based color inks. They also offered up to 600 x 600-dpi[7] output for black text, up to 600 x 300-dpi output[5] for color printing and were able to print up to 4 ppm in black text and up to 1.5 ppm in color with ColorSmart. They contained both black and color ink cartridges and were priced at $599.
	HP Deskjet 850C and Deskjet 855C with new HP 45 black and 41 tri-color inkjet print cartridges – The first implementation of HP's Color Resolution Enhancement technology (C-Ret), these printing systems had a print quality of up to 600 dpi[8] in black text with REt and up to 300 dpi[4] in color with C-REt. Print speeds were up to 6 ppm black text and up to 2 ppm color. The HP Deskjet 850C was priced at $618 and the 855C was priced at $623.
September	HP Deskjet 340 – This printing system featured up to 600 x 300-dpi[5] print quality for black text at speeds of up to 3 ppm. Color printing was available with an HP Color Kit at a resolution of up to 300 dpi[4] and print speeds of up to 2 minutes per page. Priced at $365.

1996

April	HP Deskjet 680C and Deskwriter 680C with new HP 29 black and 49 tri-color inkjet print cartridges – The first HP printers to offer continuous-feed banner printing, these printer's writing systems offered up to 600-dpi[8] print quality for black text and up to 600 x 300-dpi[5] color printing at speeds of up to 5 ppm for black text and up to 1.5 ppm for color. The Deskwriter model offered Macintosh compatibility. Both were priced at

$386.

HP Deskjet 820Cse – The first of HP's professional series of inkjets, this printing system offered up to 600-dpi[8] black output and up to 600 x 300-dpi[5] color printing with C-REt at speeds of up to 5 ppm for black text and up to 1.5 ppm for color. The printer came with Microsoft® Publisher and Quickstart bundled at a price of $486.

August   HP Deskjet 400 – The first printing system to be introduced with an average street price of $200. The HP Deskjet 400 had a small footprint and a fold-up paper tray, up to 600 x 300-dpi[5] black text output and up to 300-dpi color[4] output and speeds of up to 3 ppm in black and up to 2-3 minutes per page in color.

HP Deskjet 870Cse – Offered print speeds of up to 8 ppm for black text at up to 600 dpi[8] and up to 4 ppm in color at up to 600 x 300 dpi[5] with C-REt. Priced at $599.

October   HP DeskJet 690C with HP 29 black, 49 tri-color and new 16 photo inkjet print cartridges – This printer was the first to offer optional HP Photo Kit and photo cartridge to produce photo-quality prints. The printing system delivered continuous-feed banner printing capability, up to 600-dpi[8] black text printing and up to 600 x 300-dpi[5] color printing with up to 5 ppm in black and up to 1.7 ppm in color. Priced at $419. Optional HP Photo Kit priced at $62.

1997
July   HP Deskjet 400L – At $149, the lowest-priced home printing system offered to date by HP.

October   HP Deskjet 720C with HP 45 black and new 23 tri-color inkjet print cartridges – Included print speeds of up to 8 ppm in black and up to 4 ppm in color, in addition to breakthrough photo-quality color with new HP PhotoREt II and ColorSmart II technologies. Priced at $299.

1998
February   HP announced the 10th anniversary of the HP Deskjet with shipments of more than 68 million HP Deskjet printers since 1988.

November   HP Deskjet 895 with HP 45 black and new 23 tri-color inkjet cartridges – Introduced HP's Color Layering Technology for brilliant photo quality and draft print speeds of up to 11 ppm in black and up to 8.5 ppm in color. Priced at $399.

1999
January   HP Deskjet 882C – A successor to the HP Deskjet 722C, this printing system increased color print speed by 25 percent – up to 8 ppm in black

and up to 5 ppm in color. Priced at $299.

August   HP Deskjet 970C with HP 45 black and new 78 tri-color inkjet print
           cartridges – Part of HP's largest introduction of home imaging products
           and services to date, the HP Deskjet 970C printing system offered up to
           2,400 x 1,200 dpi,[9] true-to-life photo quality printing using HP PhotoREt
           III, automatic duplexing and speeds of up to 12 ppm in black and up to
           10 ppm in color. Priced at $399.

January   HP Deskjet 1220C – The successor to the HP Deskjet 970 with advanced
           software features. Priced at $499.

February   HP Deskjet 842C/932C/952C with new HP 15 black and 17 tri-color
           inkjet print cartridges. Priced at $149-299.

March   HP Deskjet 935C – printer showcased a colorful industrial design to
           complement Apple products. Priced at $199.

April   HP Deskjet 350C and HP Deskjet 350CBi with new HP 19 black and 49
           tri-color inkjet print cartridges – The successors to the HP Deskjet 340C,
           these mobile printing systems featured faster print speeds of up to 5 ppm
           black and up to 2 ppm color, new batteries and improved print quality.
           The HP Deskjet 350CBi included the battery and IR dongle and was
           priced at $299. The base model was priced at $269.

June   HP Deskjet 648C with HP new 20 black, 49 tri-color and 16 photo inkjet
           print cartridges – The successor to a long line of 600-series models, with
           the added feature of having both a USB and parallel port and an
           optional photo print cartridge. Priced at $119.

September HP Deskjet 990C – A printing system that succeeded the HP Deskjet
           970C, delivering faster speeds of up to 17 ppm in black and up to 13
           ppm in color as well as providing automatic paper-type sensing and
           automatic duplexing. Priced at $399.

2001
February   HP Deskjet 630C – An entry-level one-pen product priced at $49.
           Comparable to the HP Deskjet 648C, but shipped with tri-color cartridge
           alone; the black ink cartridge was an optional upgrade.

March   HP Deskjet 960C – Replaced the HP Deskjet 970C in retail with faster
           print speeds of up to 15 ppm black and up to 12 ppm color. Automatic
           duplexer was offered as an optional accessory for $79. Printer priced at
           $299.

October   HP Deskjet 656C – Replaced the HP Deskjet 630C and shipped with both
           black and tri-color ink cartridges. Priced at $49.

HP Deskjet 825C with new HP 15 black and 17 tri-color inkjet print cartridges – One-pen product which replaced the HP Deskjet 648C. Priced at $79.

November   HP Deskjet 995C – The sibling to the HP Deskjet 990C and one of the industry's first consumer inkjet printing systems with built-in infrared and Bluetooth™ wireless printing capabilities. Priced at $399.

2002

June   HP Deskjet 5500 with new HP 56 black, 57 tri-color and 58 photo inkjet print cartridges – Innovative printing system delivered stunning print-quality, a smaller size and more intuitive printing features at a lower cost. Optional photo cartridge offered six-ink photo printing, fade resistance for up to 78 years on Premium Plus Photo Papers[10] and PhotoREt IV with no compromise in speed for an optimized dpi of up to 4,800.[11] System also offered color black text up to 17 ppm and color up to 12 ppm. Priced at $149.

HP Deskjet 3820 – Offered up to 4,800 optimized dpi,[11] up to 10 ppm in color and up to 12 ppm in black. Price at $99.

HP Deskjet 3420 with HP new 27 black and 28 tri-color inkjet print cartridges – Ultra-compact printing system delivered exceptional quality, simplicity and lower-costs for basic home printing. Also offered brilliant color-quality and laser-quality black printing at up to 2,400 dpi[9] and printing speeds of up to 10 ppm in black and up to 8 ppm in color. Priced at $79.

2003

July   HP Deskjet 3520/3650 inkjet color printers and HP Deskjet 5150/5650 color inkjet printers. Priced from $39 to $149.

August   HP launched its largest product introduction to date – 158 consumer products, including:

HP Deskjet 3550 Color Inkjet Printer – The successor to the HP Deskjet 3420 with increased print speeds of up to 14 ppm in black and up to 10 ppm in color. The HP Deskjet 3550 belonged to a family of products that were designed for the cost-conscious consumer interested in a simple, reliable printer. Priced at $49.

HP Deskjet 5850 – Offered built-in wired Ethernet networking and wireless (802.1b) printing for up to five users. Offered six-ink printing or up to 4,800 x 1,200 optimized dpi[11] and draft speeds of up to 21 ppm in black and up to 15 ppm in color. Priced at $199.

HP Deskjet 9650 photo printer – Delivered photos up to 13 x 19 inches in size. Priced at $399.

HP Deskjet 995ck – A successor to the HP Deskjet 995C offering innovative Bluetooth wireless printing from select camera phones, PDAs, notebooks and other devices. Priced at $199.

2004

August   HP Deskjet 6540 and Deskjet 6540dt with new HP 96 black, 97 tri-color, 99 photo color and 100 photo gray inkjet print cartridges – Next-generation printing system with breakthrough print speeds, enhanced photo quality and front USB port for notebook printing. New HP Vivera inks delivered vivid, enduring black and color printing. High-capacity ink cartridges with innovative print head and nozzle design delivered a black speed of up to 30 ppm and a color speed of up to 20 ppm. Lab-quality photos, using up to 4,800-optimized dpi[11] or six-ink color, last for generations[10] and can be printed in full borderless sizes up to 24 inches. The HP Deskjet 6540 was awarded the *MacAddict* "Printer Design of the Year" award in 2005 for the classic and clean mirrored sides and metallic top.[12] The HP Deskjet 6540dt included two accessories – an auto two-sided printing accessory and a 250-sheet paper tray. Printers were priced at $149 and $199 respectively.

HP Deskjet 6840 – Step up product from the HP Deskjet 6540 with the inclusion of direct photo printing from PictBridge-enabled cameras using the printer's front USB port, plus built-in networking and 802.11g wireless printing. Priced at $199.

HP Deskjet 3740/3745/3845 – Priced from $39 to $99.

2005

August   HP Deskjet 6940 and Deskjet 6980 – Followed the full-featured HP Deskjet 6540/6840 series but cranked the draft speeds of up to 36 ppm in black and up to 27 ppm in color. Also offered professional photo-quality color up to 4,800-optimized dpi[11] with HP Vivera inks. The HP Deskjet 6940 included wired Ethernet printing and print sharing up with up to five computers, while the HP Deskjet 6980 included built-in networking and 802.11g wireless printing. Priced at $129 and $149, respectively.[13]

HP Deskjet 460/460cb/460wbt/460wf with new 94 black, 95 tri-color, 99 photo color and 100 photo gray inkjet print cartridges – HP's newest line of full-featured mobile printing systems with HP Vivera inks. Priced from $249 to $349.[13]

HP Deskjet 6620 – Followed the HP Deskjet 6840 with built-in Ethernet 802.3, rather than wireless 802.11. Priced at $149.

HP Deskjet 5940 – Printing system delivered up to 4,800 optimized dpi,[12] and speeds of up to 30 ppm in black and up to 24 ppm in color. Borderless photo printing up to panorama size, PictBridge connectivity, print-cancel button, Media Sense calibration, front-panel ink display and optional photo ink cartridge. Priced at $99.

HP Deskjet 5440 – Sibling to the HP Deskjet 5940 with slightly slower print speeds of up to 21 ppm in black and up to 21 ppm in color. Priced at $79.

HP Deskjet 3940 – Replaced the HP Deskjet 3745 with faster print speeds of up to 16 ppm in black and up to 12 ppm in color, borderless 4 x 6-inch photos and a fold-up paper tray. Priced at $39.

HP Deskjet customers using HP 57 and 78 inkjet print cartridges with their legacy printers had the option to get vivid and longer-lasting HP Vivera inks with new HP 57+ and 78+ cartridges.

2006

January   HP began to focus the HP Deskjet brand on reliability, simplicity and compact, elegant designs for less than $99.[13]

April   HP Deskjet D1360/D2360/D4160 printers with HP 92 black and 93 tri-color inkjet print cartridges. Priced at $39 to $69.[13]

August   HP Deskjet F380 All-in-One – the first HP Deskjet-branded all-in-one offering high-quality printing and copying with HP Vivera inks. Laser-quality black text and vivid colors, plus beautiful photos in optional six-ink color.[10] Print speeds up to 20 ppm black and 14 ppm color. Priced at $79.

2007

April   HP announced new strategy for managing entire ink cartridge portfolio, delivering clearer choice and value offerings for printers $69 and above. HP Deskjet customers were able to choose between standard cartridges for everyday printing, XL cartridges and multi-packs for frequent printing and + cartridges for specialty photo printing.

HP Deskjet D1460/D2460 printers. Priced at $39 to $49.[13]

HP Deskjet D4260 printer with new option of high-capacity HP 74XL black and 75XL tri-color inkjet print cartridges. Laser-quality text and vivid color graphics using HP Vivera inks, plus optional 6-ink color with the HP 99 Photo inkjet cartridge. Printer priced at $69.[13]

HP Deskjet F2180/F4180 All-in-Ones. Priced at $59 to $79.[13]

September	HP Deskjet 6988 and Deskjet 6988dt – Included all the features of the HP Deskjet 6980, with even faster print speeds of up to 36 ppm in black and up to 27 ppm in color. The HP Deskjet 6988dt included two accessories: an auto two-sided printing accessory and a 250-sheet paper tray. Printers priced at $129 and $179, respectively.[13]
November	HP Deskjet 9800 – HP's newest prosumer printer system offering vivid photo images from postcard to poster-size. Priced at $299.[13]

2008

February	Announced 20-year anniversary and shipments of more than 240 million HP Deskjet printers and all-in-ones since 1988.
	HP Deskjet D2500 Printer Series with new HP 60/60XL black and tri-color ink cartridges – Energy Star®-compliant printer with ink cartridges newly molded from recycled plastic resins. More than 70 percent of each cartridge body (by weight) is recycled content from used HP cartridges collected through the HP Planet Partners recycling program, and other sources such as water bottles. New printing system and HP Vivera inks deliver improved water- and smudge-resistance with HP Advanced Photo Paper, finer image-quality with smaller ink drops and easy to use black and tri-color cartridges with fill-levels that support standard and high-volume printing. Also offered HP Smart Web Printing[14] and an ultra-compact 80-sheet fold-up paper tray. Priced at $39 to $69.[13]
	HP Deskjet F4200 All-in-One Printer Series with new HP 60/60XL black and tri-color ink cartridges – Energy Star-compliant all-in-one with ink cartridges newly molded from recycled plastic resins. More than 70 percent of each cartridge body (by weight) is recycled content from used HP cartridges collected through the HP Planet Partners recycling program, and other sources such as water bottles. New printing system and HP Vivera inks deliver improved water- and smudge-resistance with HP Advanced Photo Paper, finer image-quality with smaller ink drops and easy to use black and tri-color cartridges with fill-levels that support standard and high-volume printing. Also offered HP Smart Web Printing[14] and an ultra-compact 80-sheet fold-up paper tray. Priced at $59 to $79.[13]

[1] Sales results based on internal HP database results through 2007.

[2] After first page; more details available at www.hp.com/go/inkjetprinter.

[3] 36 ppm for black; 27 ppm for color.

[4] Econofast mode.

[5] Presentation, normal modes.

[6] *The Hard Copy Observer,* September 1994.

[7] Best, normal modes.

(8) Best mode.

(9) Up to 2,400 x 1,200-optimized dpi color and 1,200-input dpi.

(10) Display-permanence rating by Wilhelm Imaging Research, Inc. or HP Image Permanence Lab. More details available at www.hp.com/go/printpermanence.

(11) Up to 4,800 x 1,200-optimized dpi color when printing from a computer on most HP Photo papers and 1,200-input dpi.

(12) *MacAddict Magazine,* March 2005.

(13) Estimated U.S. street price. Actual price may vary.

(14) Not compatible with Windows® 2000 or Macintosh operating systems.

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