



Sales Guide

HP ScanJet 4c

*HP's High-Quality
Color/Grayscale Scanner*



HP scanners give you every reason to succeed.

The HP ScanJet 4c color/grayscale scanner:

*High-quality image and text
scanning for your customers.
A great sales opportunity for you.*

HP has good news for you and your customers—the HP ScanJet 4c color/grayscale scanner. And it's loaded with features that mean plenty of sales opportunities.

HP's ScanJet 4c color/grayscale scanner makes it easy for your customers to get impressive, high-quality images and text into your office communications in a single, time-saving exposure. And it comes with award-winning Visioneer PaperPort™ software for easy document distribution via automated links to e-mail, e-fax, and groupware applications, and simplified document storage and retrieval. Plus HP DeskScan II scanning software that makes scanning easy for beginners and provides more advanced features for experts—so everyone can start scanning in just minutes, right from their application.

With its 2400 dpi enhanced and 600 dpi optical resolution, the HP ScanJet 4c produces crisp, high-quality images and line art. It's the perfect tool for capturing high-resolution color and monochrome images and pictures to create eye-catching presentations, reports, and promotional materials.

The HP ScanJet 4c is a complete, fully featured solution that gives your customers total control and delivers accurate, high-quality results in seconds. Your customers get the versatility they need to speed up everyday office communication tasks, and they can even use it with their printer to make convenient color and/or black-and-white copies right at their desk. It's compatible with most popular Windows® and Macintosh office applications to help them get more from their software, and it's ready to work with Windows 95.

A complete scanning solution.

In addition to Visioneer PaperPort and HP DeskScan II software, the HP ScanJet 4c scanner comes with Caere OmniPage Limited Edition OCR software with HP's AccuPage technology for fast and accurate scanning of text, Corel PHOTO-PAINT 5 (PC) or Adobe Photoshop LE (Macintosh) image-editing software, and the HP ScanJet copy utility.

Your customers can use the HP ScanJet 4c to scan anything they want, quickly and easily:

- **Photographic images.** Your customers can capture photographs in 1024 levels of gray and over 1 billion colors (internal). And use included image-editing software to enhance scanned images—even adjust the size, position, contrast, and color of those images.

- **Drawings and illustrations.** Your customers can scan color and black-and-white logos, drawings, and illustrations directly into their applications. And integrate scanned images into promotional materials, manuals, presentations, and reports to add impact.

- **Text.** HP's AccuPage technology and Caere's OmniPage Limited Edition OCR software quickly recognize a wide variety of text. And the optional 50-page automatic document feeder speeds up high-volume scanning for text recognition or electronic storage.

- **Document distribution.** The HP ScanJet 4c is ideal for scanning documents for quick distribution to colleagues via Visioneer PaperPort's automated links to e-mail, e-fax, and groupware applications.

Backed by the HP name and reputation.

Best of all, the HP ScanJet 4c is from Hewlett-Packard, one of the most trusted names in computer products. While your prospects may have different specific scanning needs, they have one thing in common: they all want the quality, versatility, ease of use, and service and support that come with every HP scanner.

HP ScanJet scanners provide your customers with the best value for the money. And each is backed by HP's rock-solid reputation for quality and reliability.

Service and support for the HP ScanJet 4c scanner includes:

- 1-year HP warranty
- HP Express Exchange (U.S. and most of Europe)
- 1 year technical support at no charge
- Extended hours and Saturday support for online technical support (U.S.)
- Optional HP SupportPack for 2 years of additional product replacement coverage
- 1-800 faxback service in the U.S. (1-800-333-1917)

Who are your best prospects?

Almost any business can benefit from the HP ScanJet 4c scanner. Your best prospects are business professionals who create presentations, reports, fliers, proposals, brochures, training manuals, and other documents designed to persuade, sell, or train—and who need the ability to share information with others easily and efficiently. They include trainers, educators, engineers, MIS service specialists, and marketing and communications professionals.

Where do they work?

- Manufacturing/industrial
- Retail trade, sales
- Banking, finance, investments
- Distribution/wholesale
- Communications

How big are their companies?

55 percent work in companies with fewer than 100 employees; 45 percent in companies with more than 100 employees.

Which applications are they using?

- Word processing
- Desktop publishing
- Presentation graphics
- Storage/retrieval
- E-mail
- E-fax
- Groupware
- Optical Character Recognition (OCR)

Which scanning functions are important to them?

- Adding color, grayscale, or black-and-white images to documents
- Recognizing text (OCR)
- Making color and black-and-white copies at their desk
- Fast communications with workgroup and other colleagues via fax, e-mail, and groupware
- Document storage and retrieval

Suggested scanning solutions.

Microsoft Word	Corel DRAW
Microsoft Publisher	Lotus Notes
Microsoft PowerPoint	Lotus 1-2-3
Microsoft Excel	Lotus cc:Mail
WordPerfect	Caere PageKeeper
WordPerfect Presentations	Aldus PageMaker
WordPerfect Office	Quark XPress

And Visioneer PaperPort provides direct links to over 60 popular applications, including e-mail, e-fax, and groupware.

Leveraging other sales.

Remind customers that an HP ScanJet 4c scanner can turn a PC and printer into a communication center—a complete scan, fax, and copy solution. For those using desktop publishing or other graphics software, the HP ScanJet 4c provides endless creative opportunities. And if you're making a sale of home, small-office, or large-corporation equipment, the HP ScanJet 4c complements and enhances daily tasks.

Your prospective customers not only provide opportunities to sell scanners, but also to supply them with other equipment to upgrade their computer systems.

Research shows that 59% of scanners are purchased as part of a larger computing solution. Your customers who are purchasing HP scanners may also need:

- The HP ScanJet 4c automatic document feeder (ADF)
- The HP ScanJet 4c transparency adapter
- Additional memory, both RAM and hard disk
- High-resolution monitors and graphics cards
- Laser or inkjet printers, color or black-and-white
- Faster processors
- Additional software for desktop publishing, presentation graphics, and document management
- Fax/modem card and software

HP ScanJet 4c scanner key features and benefits.

Feature	Benefit
High-quality black-and-white and color scanning	Professional-looking finished documents
2400 dpi enhanced and 600 dpi optical resolution	Crisp, high-quality images and line art
30-bit-color, 10-bit grayscale internal scanning	Greater shadow detail
Easy-to-use HP DeskScan II scanning software with automatic settings, and Caere OmniPage Limited Edition OCR with HP AccuPage technology	Ease of use for both novices and experts, and simplified document creation for greater productivity
Live Preview	See changes right away—no rescanning required
Automatic exposure	Best possible brightness and contrast
TWAIN/OLE support	Scan images into your applications without leaving them
HP ColorSmart technology support	Optimizes output for HP color printers
ColorSync support	Optimized for Macintosh
Automated software install program	Fast and easy software installation

Feature**Benefit**

Corel PHOTO-PAINT 5 (Windows) or Adobe Photoshop LE (Macintosh) image-editing software

Endless creative possibilities

Award-winning Visioneer PaperPort

Easy distribution of documents via e-mail and e-fax and document storage and retrieval

HP ScanJet copy utility

Make color and/or black-and-white copies right at your desk using your printer

Compatible with Windows® 3.1, Windows for Workgroups, Windows® 95, and Macintosh System 7 or above

Works with today's most popular office applications, including word-processing, spreadsheet, and desktop publishing programs

Optional automatic document feeder

Increases productivity by scanning up to 50 pages at a time

Optional transparency adapter

Flexibility to scan transparent media, such as 35 mm slides

HP telephone and electronic support services

Quick and accurate answers to your questions

One-year warranty

Peace of mind

HP Express Exchange warranty

Fast response/minimum downtime with next-day replacement (U.S. and most of Europe)

Optional HP SupportPack

Additional two-year product replacement coverage

Why the HP ScanJet 4c scanner is the industry leader.

FEATURE	Resolution	Grayscale	Color Recognition	Mechanism	Legal / Page Size Scan	Live Preview	Resizable Preview Screen	Layered Interface	Automatic Exposure	Autofind	Auto Type	Brightness/Contrast Settings	Spot Color	HP ColorSmart	
HP ScanJet 4c	2400 dpi enhanced 600 dpi optical	10-bit internal 8-bit external	30-bit internal 24-bit external	1-pass	Yes	Yes	Yes	Yes	Yes	Yes	Yes	250/250	Yes	Yes (HP printers)	
Canon IX-4015	1200 dpi interpolated 400 dpi optical	8-bit internal 8-bit external	24-bit internal 24-bit external	1-pass	No	Yes	Yes/ Ofoto	Yes	Yes/Ofoto	Yes/ Ofoto	No	255/255	No	No	
Epson GT9000, Epson ES1200C	PC 2400 dpi interpolated Mac 4800 dpi interpolated 600 dpi optical	10-bit internal 8-bit external	30-bit internal 24-bit external	1-pass/ 3-pass	No	Semi	No	Yes	No	No	No	7/6	No	No	
Microtek ScanMaker IHR	2400 dpi interpolated 600 dpi optical	8-bit internal 8-bit external	24-bit internal 24-bit external	3-pass	No	No	No	Yes	Yes	No	No	14/14Mac 200/200 PC	No	No	
UMAX UC1260	2400 dpi interpolated 600 dpi optical	8-bit internal 8-bit external	24-bit internal 24-bit external	3-pass	Yes	Semi	No	No	Yes	No	No	100/100	No	No	
COMPETITIVE INSIGHTS	HP DeskScan II allows choice of modes to fit need and reduce file sizes. UMAX only scans in 24-bit mode, which creates large files.	10-bit grayscale and 30-bit color internal scanning provides better shadow detail, smoother colors, and better transparency scanning.		The HP ScanJet 4c scans faster and creates high quality images the first time. 3-pass scanning processes are slower.		HP DeskScan II preview is live and resizable. Without live preview, changing scan modes (e.g. from grayscale to color), means rescanning. Rescanning with 3-pass scanners takes time. Some scanners may only preview in black and white.		HP Desk-Scan II has automatic features for the novice user and additional manual controls for the expert user.		HP DeskScan II automatically finds the image on the platen and provides the best exposure settings and image type.		HP DeskScan II allows more settings and more control for better images.		HP Desk-Scan II creates easily editable spot color files.	Optimized for HP, Apple's color matching grayscale matching

ColorSync Support	HP ScanJet Copy Utility	User-Selectable Resolution	User-Selectable Scaling (1% increments)	On-line Learning	TWAIN/OLE	Print Path Calibration	HP AccuPage Technology	OCR Accuracy	Host Support	ADF Option	Transparency Option	1-year Warranty	Next-day HP Express Exchange	Product Bundling	Dealer Training
Yes	Yes/ Color/ B&W	12-2400 dpi— dependent on scaling and image type	Yes	Yes	Yes	Yes	Yes	from 5-7 pt	AT, Micro Channel, Mac	50-page option	Yes	Yes and extended available	Yes (U.S. and most of Europe)	PC—Corel PHOTO-PAINT Mac—Adobe PhotoShop LE, Caere OmniPage Ltd.Ed. OCR, HP ScanJet copy utility, Visioneer PaperPort HP DeskScan II	Yes
Yes/ Ofoto	Yes	12-800 dpi color 12-1200 dpi B&W	Yes	No	Yes/PC	Yes/ Ofoto	No	to 8 pt	AT, Mac	20-page option	No	2 years	No	AT—Ofoto Mac—Ofoto	Yes
No	No	PC 50-2400 dpi Mac 50-4800 dpi	Yes	Yes	Yes/PC	No	No	to 8 pt	AT, Mac	30-page option	Yes	Yes plus 1 year free extended	No	AT—PhotoShop Mac—PhotoShop ScanTastic PIM/DA AT/Mac— Kai's Power Tools	Yes
Yes	No	6-2400 dpi PC 30-2400 dpi Mac	Yes	No	Yes	Yes	No	to 8 pt	AT, Mac	50-page option	Yes	Yes	No	AT—Picture Publisher Mac—PhotoShop LE AT/Mac— OmniPage Direct	Yes
No	No	1-9600 dpi	Yes	No	Yes	Yes	No	to 8 pt	AT, Mac, UNIX	25-page option	Yes	Yes	No	AT/Mac Pro Full PhotoShop AT/Mac LE PhotoShop LE OmniPage Direct	Yes

Printers and
scanning
system.

Provides
conve-
nience
copy
capability.

HP DeskScan II provides manual
control for the user who wants it.

HP DeskScan
offers easy-
to-use refer-
ence while
scanning.

User can
scan
direct
from
applica-
tions via
TWAIN
and OLE.

HP provides
an easy
method to
calibrate
the scan-
ning and
printing
path.

Exclusive HP tech-
nology helps third-
party OCR software
applications
recognize text on
more types of
documents, includ-
ing colored back-
grounds, while
retaining formatting.

HP supports Windows 3.1,
Windows 95 as well as
Macintosh 7.0 and above.

Scans up to 8.5" x 11.7"
transparencies. Can
scan regular images on a
flatbed with transparency
connected.

The HP ScanJet 4c offers a
complete scanning solution,
enhanced with Visioneer
PaperPort's distribution, filing,
and sharing capabilities.

Questions and Answers to help you sell.

Question:

What is Visioneer PaperPort?

Answer:

Visioneer PaperPort is a special software solution that simplifies document storage and retrieval, allowing users to search for files visually instead of by filename. It also makes it easy to share, file, edit, and distribute scanned information by providing automated links to more than 60 popular applications, including e-mail, e-fax, groupware, and word-processing applications.

Question:

What is HP DeskScan II?

Answer:

Included with the HP ScanJet 4c, HP DeskScan II is intuitive scanning software with features like live preview, automatic exposure, and image type selection that make getting the best scan easy, even for beginners. A second layer of functions allows more control for those who want it.

Question:

What is the HP ScanJet copy utility?

Answer:

The HP ScanJet copy utility allows you to make both color and black-and-white copies right at your desk. Of course, you need a color printer to make color copies.

Question:

What is HP AccuPage technology?

Answer:

HP's exclusive AccuPage technology works automatically to let your customers quickly and accurately scan a wider range of documents using more sophisticated OCR techniques. HP AccuPage works with third-party OCR software to read type as small as 5-7 points, even on varied or color backgrounds. It also scans multiple columns, embedded pictures, and tables, and preserves that formatting. HP AccuPage automatically scans and optimizes text and images simultaneously, speeding the scanning process and making it easier than ever.

Question:

Who currently supports HP AccuPage technology?

Answer:

All of the top OCR software vendors support HP AccuPage technology. An up-to-date list of supporting packages is available via HP FIRST faxback service (U.S. only).

Question:

What are the benefits of 30-bit color internal?

Answer:

The HP ScanJet 4c scanner provides 30-bit color internal/24-bit color external scanning capability for color images, and 10-bit grayscale internal/8-bit grayscale external scanning capability for grayscale images. The additional data captured by the scanner results in better image quality due to high total resolution in the scanned image. A 30-bit scanner captures detail in the shadows better than a 24-bit scanner because it collects more information from the image. It also helps compensate when your original image is poorly exposed.

Question:

Why don't you offer 30-bit color external?

Answer:

There is no support for 30-bit color external files. The display technology available today is only 24-bit. There are no mainstream applications that support 30-bit files.

Question:

What if my customer wants to match a color?

Answer:

The HP ScanJet 4c comes with settings for HP's most recent printers so colors will match. It also supports HP ColorSmart technology, which is optimized for HP printers. The HP ScanJet 4c also supports ColorSync color matching from Apple. For other printers, print path calibration sets up a specific path for each device.

Question:

What are the differences between the HP ScanJet 4c, the HP ScanJet 4s, and the HP ScanJet 4Si scanners?

Answer:

The HP ScanJet 4c is HP's high-quality desktop color/grayscale scanner—the perfect tool for capturing high-quality color and monochrome

images to create professional-looking promotional materials, presentations, reports, and other documents. The HP ScanJet 4s is an affordable personal desktop scanner that makes it simple for people to convert hardcopy information to electronic format for easy sharing via e-mail and e-fax. And the HP ScanJet 4Si is a direct Novell-connect network scanner designed to help workgroups share, file, and distribute information via e-mail, groupware, and PC-fax. The HP ScanJet Scanner Selection Guide (p/n 5964-0359E) provides more details about the differences between HP scanners.

Question:

What if my customer has a SCSI card in their system?

Answer:

The HP ScanJet 4c scanner includes drivers that support cards conforming to the CAM and ASPI specifications for SCSI cards.

Question:

What comes with the HP ScanJet 4c scanner?

Answer:

The HP ScanJet 4c scanner is shipped as a complete image and text scanning solution:

- HP ScanJet 4c scanner
- HP DeskScan II
- Visioneer PaperPort V. 3.0
- Caere OmniPage Limited Edition OCR
- Corel PHOTO-PAINT 5 (PC)
- Adobe Photoshop LE (Macintosh)
- HP ScanJet copy utility
- SCSI cable and adapter (PC)
- Power cord
- User manuals

Question:

What accessories are available for the HP ScanJet 4c?

Answer:

An optional 50-page automatic document feeder increases productivity by allowing unattended feeding of multi-page documents.

An optional transparency adapter allows scanning of transparent media such as film, slides, and overheads. It accepts visuals as small as 35 mm slides to 8.5 x 11.7 inch transparencies in both color and black and white. Your customers can even scan hardcopy media with the transparency adapter in place.

Question:

How do I qualify a customer?

Answer:

1. Ask if the customer is creating, distributing, filing, sharing, or retrieving documents electronically, or re-keying text.
2. If they are creating documents to sell or persuade, explain how incorporating images with an HP ScanJet scanner adds impact and makes their documents more persuasive and impressive. Show them how easy it is to use the HP ScanJet 4c by demonstrating HP DeskScan II software. Point out the automated features.
3. Ask if the customer is using e-mail or e-fax. If they are, explain and demonstrate how easy it is to share information by scanning hardcopy documents and using Visioneer PaperPort's automated links to e-mail, e-fax, and groupware applications.
4. If they are filing documents or would like to file documents electronically, ask if they are aware of document management solutions. Explain how the HP ScanJet 4c, with its included Visioneer PaperPort software, is an important part of an effective solution for document management.
5. Other points to discuss:
 - Use the list of key features and benefits to point out the many advantages of the HP ScanJet 4c.
 - Tell them how they can use HP ScanJet scanners to make copies.
 - Tell them about HP's exclusive HP AccuPage technology.
 - Tell them about everything that comes with the HP ScanJet 4c scanning solution.

Ordering information.

HP ScanJet 4c color/grayscale scanner.

<i>Product No.</i>	<i>Description</i>	<i>Product No.</i>	<i>Description</i>
C2527B	HP ScanJet 4c color/grayscale scanner for IBM AT-compatibles. Includes HP C2522B interface kit and Caere OmniPage Limited Edition OCR.	C2521B	HP ScanJet 4c color/grayscale scanner optional transparency adapter.
C2528B	HP ScanJet 4c color/grayscale scanner for Micro Channel. Includes HP C2523B interface kit and Caere OmniPage Limited Edition OCR.	C2522B	HP ScanJet 4c color/grayscale scanner interface kit for IBM AT-compatible PC. Includes HP DeskScan II v. 2.3, HP ScanJet copy utility, Visioneer PaperPort, Corel PHOTO-PAINT 5, AT interface board, cable, and user manual.
C2529B	HP ScanJet 4c color/grayscale scanner for Macintosh. Includes HP C2524B interface kit and Caere OmniPage Limited Edition OCR.	C2523B	HP ScanJet 4c color/grayscale scanner interface kit for Micro Channel. Includes HP DeskScan II v. 2.3, HP ScanJet copy utility, Visioneer PaperPort, Corel PHOTO-PAINT 5, Micro Channel interface board, cable, and user manual.
C2525B	HP ScanJet 4c color/grayscale scanner optional 50-page automatic document feeder.	C2524B	HP ScanJet 4c color/grayscale scanner interface kit for Macintosh. Includes HP DeskScan II v. 2.3, HP ScanJet copy utility, Visioneer PaperPort, Adobe Photoshop LE, cable, and user manual.

The HP ScanJet 4c color/grayscale scanner:

System requirements.

- IBM AT-compatible PCs 386 and above, or IBM PS/2 Model 30 and above, or Macintosh
- Microsoft Windows 3.1 or Windows 95, or Macintosh System 7.0 or above
- Memory: 8 MB of RAM (Windows), 4 MB of RAM (Macintosh); 8 MB recommended
- 12 MB available disk space

File formats.

- Windows: PCX, TIFF, TIFF Compressed, EPSF, Windows 3.0 BMP, OS/2, BMP, EPS with screen
- Macintosh: PICT, PICT Compressed, TIFF, TIFF Compressed, EPSF, MacPaint (read only)

Sales tools you can use.

Publication and Publication No.

HP ScanJet 4c Scanner Demo Kit and Materials
5964-0350E

Visioneer PaperPort Information Sheet
5964-0361E

HP ScanJet 4c Scanner Sales Guide
(this document)
5964-0364E

HP ScanJet 4c Scanner Technical Data Sheet
5964-0367E

HP ScanJet Scanners Selection Guide
5964-0359E

The Easy Guide to Scanners and Scanning
5964-0351E

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