

THE LEGENDARY HP 15C IS BACK BY POPULAR DEMAND!

Bring it back!
Regresala al mercado!
Bring het terug!
Bringe es zuruck!
Retourné!



While the Voyager Spacecraft journeyed to the Milky Way in 1981, HP explored engineering innovation with the Voyager Calculator Series—whose timeless design made the 15c one of the most esteemed calculators in HP history.

Today, this “blast from the past” is back; celebrate with a limited-edition 15c calculator.

www.hp.com/go/voyager

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September 2011



THE LEGENDARY 15C--BACK BY POPULAR DEMAND



Introduced to the market in 1982 as a part of the HP Voyager Series, the 15c scientific calculator quickly achieved a loyal following as fans marveled at the calculator's premier performance and functionality. After 7 successful years in the market-place, HP discontinued the 15c and replaced it with multiple line display calculators.

This decision devastated 15c loyalists. Since then, they have beaten their chests loudly for HP to bring it back, creating websites such as, ["Bring Back the HP15c"](#).

Their passion for the dearly departed 15c was so strong that over 15,000 people in 175 countries have signed a petition—"HP, bring back the 15c."

With demand on this petition exceeding 84,000 units, bidding wars on Ebay reaching over \$500, and tireless forums of fans lamenting the loss of "The long gone but not forgotten" 15c, HP relented—"It's time to resurrect the legendary 15c!"

The 15c PR campaign will commence on September 1, 2011 and be featured in numerous engineering and scientific publications world-wide. The ad is a play on the Voyager Calculator Series and the Voyager Space Mission— both symbols of the technology revolution during the early 1980s. The Voyager Space Shuttle discovers the 15c on the outer edges of the Milky Way, floating further and further away from planet earth and its devotees. The Golden Record, intended to relay messages from human life to extra terrestrial life, communicates the sentiments for the return of the 15c.

Today, fans everywhere can celebrate the return of the HP 15c with this limited-edition collector's special. Each 15c comes in a leather gift box, is embossed with a "Limited Edition" emblem, and is stamped with a unique production number, making it the perfect gift for 15c aficionados!

The 15c Limited-Edition Calculator will be available for purchase September 1, 2011 in retail stores and online at: www.hp.com/go/voyager.