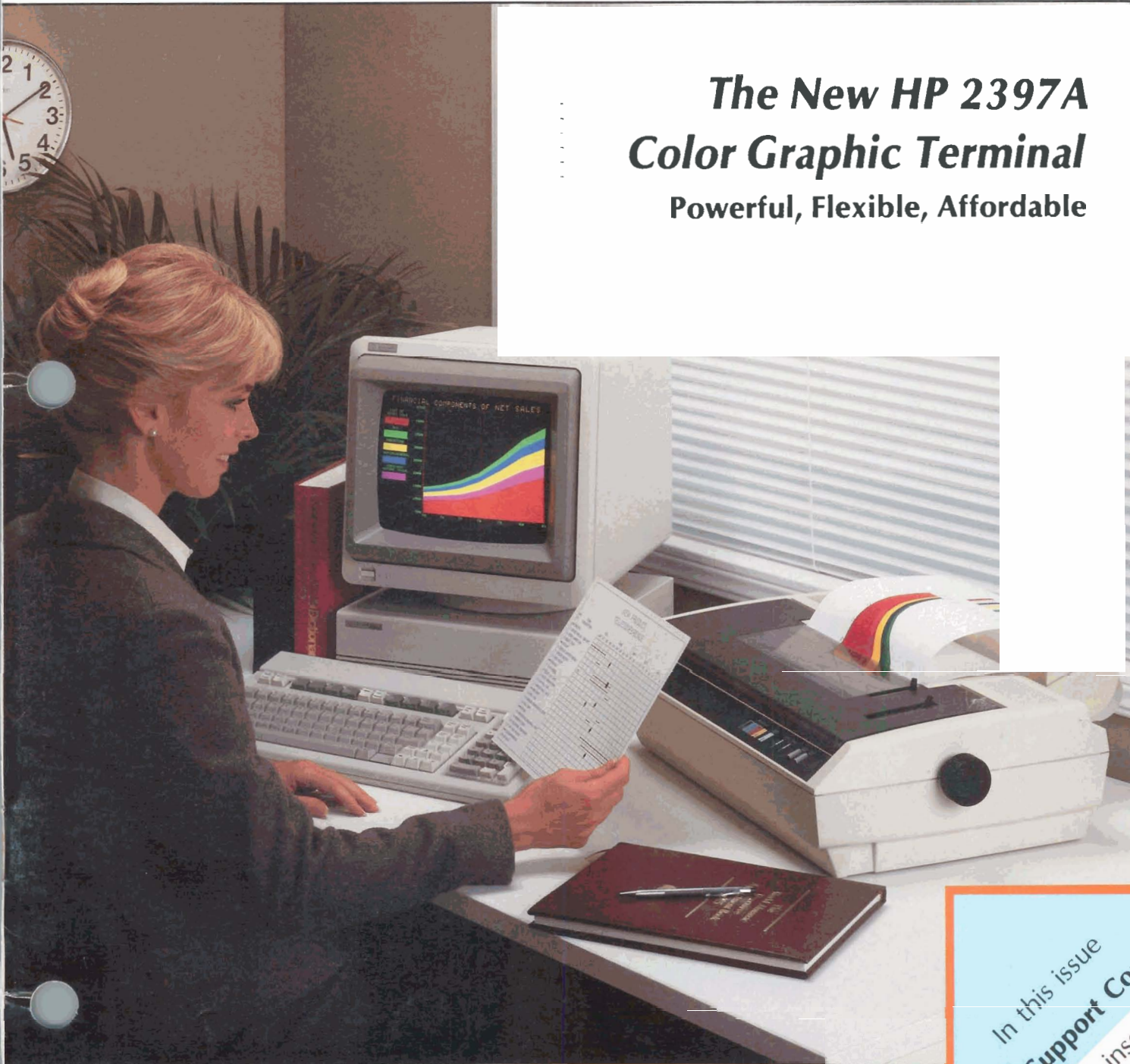


Announcing
HP LaserJet PLUS
See page 34

Computer News

For HP Field Personnel Worldwide
September 1, 1985

The New HP 2397A Color Graphic Terminal Powerful, Flexible, Affordable



In this issue
Sales Support Contacts
see insert

For HP Use Only

Computer News

Vol. 10, No. 21

Editor

Roman Kichorowsky

Assistant Editors

Tracy Wester

Darleen Brettes

Computer News is published biweekly for Hewlett-Packard field personnel to help you sell HP computers, computer-related products, and computer-based systems by *organizing, summarizing, and highlighting* marketing information about new and existing system solutions.

Address editorial correspondence to *Computer News*, Hewlett-Packard Company, Building 20BV, 3000 Hanover Street, Palo Alto, CA 94304-0890 USA, COMSYS 0000.

Please send address changes and subscription requests* to COMPUTER NEWS, HP Desk HP0000/53.

*For subscription requests, provide the following information:

- (1) Employee No., (2) Name, (3) Division/Office Name,
- (4) COMSYS No., (5) Building No., (6) Job Title, (7) Sales Force, (8) Manager's Name, and (9) Manager's Employee No.



On the Cover

The new HP 2397A Color Graphics Terminal — priced at 48 percent less than its predecessor, the HP 2627A — offers a powerful, flexible, and *affordable* color graphics display for technical and business users. It will help you sell more graphics solutions on HP as well as non-HP systems. See story on page 37.

About the insert

At the center of this issue you will find a newly organized and updated telephone directory of Sales Support Contacts. It will tell you who to call to answer your sales support questions. Updated versions will be published quarterly.

MARKETING & INTERNATIONAL SECTOR

US Field Operations
European Operations
Intercontinental Operations
Major Accounts Marketing
Corporate Marketing

MIC Marketing Information Center
FRD Finance and Remarketing Division
PRSD Product Support Division
ASD Application Support Division
DMK Direct Marketing Division
CPC Corporate Parts Center
TPM Third Party Marketing
FMO Federal Marketing Operations

COMPONENTS, MEASUREMENT & DESIGN SYSTEMS SECTOR

Microwave & Communications Group (MCG)

SPD Stanford Park Division
NMD Network Measurements Division
SAD Signal Analysis Division
SPK Spokane Division
CTD Colorado Telecom Division
QTD Queensferry Telecom Division
MWTD Microwave Technology Division
QMO Queensferry Microwave Operation

Electronic Instruments Group (EIG)

NJD New Jersey Division
SCD Santa Clara Division
BID Boeblingen Instrument Division
YID YHP Instrument Division
YCD YHP Computer Operation
ICD Integrated Circuits Division

Design Systems Group (DSG)

FSD Fort Collins Systems Division
FEO Fort Collins Engineering Operation
LSD Logic Systems Division
LDO Logic Design Operation
CQL Colorado Springs Division
BCD Boeblingen Computer Division
LSD Lake Stevens Instrument Division
BEO Boeblingen Engineering Operation
TSC DSG Technical Software Center

Component Group

MSD Microwave Semiconductor Division
OED Optoelectronics Division
OCD Optical Communication Division
SAO Southeast Asia Operation

Corporate Engineering

INFORMATION SYSTEMS & NETWORKS SECTOR

Information Systems Group (ISG)

ISM Information Systems Marketing
CSV Computer Systems Division
OSD Office Systems Division
PSD Personal Software Division
OPD Office Productivity Division
BGD Boeblingen General Systems Division
GCO Guadalajara Computer Operation
APD Administrative Productivity Division
IRO Information Resources Operation
APO Administrative Productivity Operation
FSO Financial Systems Operation

Information Networks Group (ING)

RND Roseville Networks Division
IND Information Networks Division
GND Grenoble Networks Division
CNO Colorado Networks Operation

Information Technology Group (ITG)

CID Cupertino IC Division
FID Fort Collins IC Division
NID Northwest IC Division
IHO Information Hardware Operation
ISO Information Software Operation

Personal Computer Group (PCG)

RTD Roseville Terminals Division
PCD Portable Computer Division
HCCO Handheld Computer & Calculator Operation
GPCD Grenoble Personal Computer Division
POD Personal Office Computer Division
PCDO Personal Computer Distribution Operation
PCGO Personal Computer Group Operation
HPPR Puerto Rico Operation
PCS Singapore Operation
BPC Brazil Operation

Peripherals Group (PG)

BOI Boise Division
DMD Disc Memory Division
GLD Greeley Division
CPB Computer Peripherals Bristol Division
SDD San Diego Division
VCD Vancouver Division

MANUFACTURING, MEDICAL & ANALYTICAL SYSTEMS SECTOR

Manufacturing Systems Group (MSG)

DSD Data Systems Division
AMSO Advanced Manufacturing Systems Operation
MFD Manufacturing Productivity Division
SPNO Semiconductor Productivity Network Operation
LID Loveland Instrument Division
PAO Panacom Automation Operation
MTD Manufacturing Test Division
LMISO Lyon Manufacturing Systems Operation

Analytical Group

AVD Avondale Division
LASO Laboratory Automation Systems Operation
SID Scientific Instruments Division
WAD Waldbronn Division

Medical Group (MED)

AND Andover Division
BMD Boeblingen Medical Division
MCM McMinnville Division
WAL Waltham Division
HCP Health Care Productivity Operation
MSC Medical Supplies Center

Corporate Manufacturing

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Table of Contents

Computer News is organized into market-focused categories to help you sell integrated solutions.

SALES & CUSTOMER NEWS

- 5 General**
UNIX Expo '85 — a new selling tool
HP forms group to market personal computer peripheral products
- 6 Major Account Activity**
Only one month to go on the GSA ADP contract
- 6 Third Party Program**
Bundled financing for third party channels
- 7 Customer Support**
Predictive Support enhances HP 3000 support
HP-ASSIST commission policy
FCOPY/3000 CAI training for HP customers and internal use
SINOPEC visits customer training
- 9 Sales Successes**
Metropolitan Airways Ltd. flies with HPFA
HP EGS ad leads to successful sale
HP teamwork provides Union College with the right equipment for the right price
Improving sales to a major account
- 11 Special Offers**
HP 264X trade-in program available in Europe
The Megabyte Express program expanded
A-Series promotions gain momentum

INFORMATION SYSTEMS

- 12 General**
- 12 Small Business Computing**
Announcing the Fast Track/260 Program
PCDO distributes the HP 260
- 13 Office Systems**
Colorful HP Map/3000 samples help you sell
New PPC competitive guide now available
- 14 Financial Applications**
Customer accolades for new version of HP Financial Accounting
- 14 Distribution Systems**
Transferring data between HP SFD and Lotus* 1-2-3®
- 14 Vertical Markets**
New HP ads for vertical markets

PERSONAL COMPUTERS

- 16 Portable**
The Custom Solutions Program for the HP Portable PLUS
Bulletin board for HP Portable PLUS software developers
New HP-IB interface card for the HP Integral PC
- 17 Desktop**
Series 80 installed base informed of new extended mass storage ROM
HP Touchscreen II to replace Touchscreen personal computer
Tape backup for HP Touchscreen personal computers
Introducing Painter for the HP Touchscreen personal computer

Presentation graphics seminar available
EtherLink hardware and software now two separate products
Supplement to HP 150 Technical Reference Manual available
New HP ThinkJet printer accessory kit available
HP data storage solutions for IBM PCs
HP 82905B printer obsolete November 1

MANUFACTURING SYSTEMS

- 22 General**
HP announces four new digital board test systems
- 23 Manufacturing Applications**
Introducing the SPN/ENHANSYS engineering solution
HP Just-in-Time video products fill market need for education
- 24 Factory Automation**
New features for PMC/1000
Series A900 memory card price reduction
QDM/1000 sales aids



DESIGN SYSTEMS

HP 9000 Series 300 HP 2392A/VT100 terminal emulator
New data storage for engineering workstations

NETWORKS & PERIPHERALS

- 28 General**
New warranty program for peripherals
- 28 Networks**
HP SNA IMF and IMF performance enhanced
New cable for HP 2334A STAT MUX
- 30 Mass Storage**
Move up to an HP 7907A disc drive
New mass storage for HP 9825 and 9845 owners
- 31 Plotters**
New HP 7510 color film recorder sales literature
Sales opportunities for HP 758X low-priced drafting plotters
New supplies package for HP 758X drafting plotters
Revised HP 758X drafting plotter data sheet
Drafting plotter September ad schedule
HP 7550 availability continues to improve
Plotter demo discs available
HP 7090 Achiever Program extended
- 34 Printers**
Introducing the HP LaserJet PLUS
HP LaserJet PLUS printer ordering information
Downloadable fonts for the HP LaserJet PLUS printer
How to position the HP LaserJet PLUS printer with the original LaserJet printer
Introducing HP PCLPak
Introducing the 92286K font cartridge
HP 26096A Digital Camera System discontinued
- 37 Terminals**
Introducing the HP 2397A color graphics terminal
Order HP 2397A consignments now
New color monitor available
The difference between half duplex or local echo

COMPUTER SUPPLIES

- 40 Computer Supplies Operation Europe now Direct Marketing Operation**
New HP ergonomic chairs
DMK direct order phone numbers

In This Issue

Product Index

For your convenience, the Product Index organizes articles by computer and peripheral category.

SERIES 80

Series 80 installed base informed of new extended mass storage ROM 17

SERIES 100

The Custom Solutions Program for the HP Portable PLUS 16
Bulletin board for HP Portable PLUS software developers 16
HP Touchscreen II to replace Touchscreen personal computer 17
Tape backup for HP Touchscreen personal computers 18
Introducing Painter for the HP Touchscreen personal computer 19
Presentation graphics seminar available 20
EtherLink hardware and software now two separate products 20
Supplement to HP 150 Technical Reference Manual available 20
New color monitor available 38

HP 260

Announcing the Fast Track/260 Program 12
PCDO distributes the HP 260 12

HP 1000

A-Series promotions gain momentum 11
New features for PMC/1000 24
Series A900 memory card price reduction 25
QDM/1000 sales aids 25
Move up to an HP 7907A disc drive 30

HP 3000

Predictive Support enhances HP 3000 support 7
HP-ASSIST commission policy 8
FCOPY/3000 CAI training for HP customers and internal use 8
Metropolitan Airways Ltd. flies with HPFA 9
HP teamwork provides Union College with the right equipment for the right price 10
New PPC competitive guide now available 13
Colorful HP Map/3000 samples help you sell 13
Customer accolades for new version of HP Financial Accounting 14
Transferring data between HP SFD and Lotus® 1-2-3® 14
New HP ads for vertical markets 14
Introducing the SPN/ENHANSYS engineering solution 23
HP Just-in-Time video products fill market need for education 24
HP SNA IMF and IMF performance enhanced 28

HP 9000

UNIX Expo '85 — a new selling tool 5
HP EGS ad leads to successful sale 9
Introducing the SPN/ENHANSYS engineering solution 23
HP 9000 Series 300 HP 2392A/VT100 terminal emulator 26

New data storage for engineering workstations 26
Move up to an HP 7907A disc drive 30
New color monitor available 38

HP INTEGRAL PC

New HP-IB interface card for the HP Integral PC 17

NETWORKS

HP SNA IMF and IMF performance enhanced 28
New cable for HP 2334A STAT MUX 30

MASS STORAGE DEVICES

The Megabyte Express program expanded 11
HP data storage solutions for IBM PCs 21
New warranty program for peripherals 28
Move up to an HP 7907A disc drive 30
New mass storage for HP 9825 and 9845 owners 31
New data storage for engineering workstations 26

PLOTTERS

Improving sales to a major account 10
New warranty program for peripherals 28
New HP 7510 color film recorder sales literature 31
Sales opportunities for HP 758X low-priced drafting plotters 31
New supplies package for HP 758X drafting plotters 32
Revised HP 758X drafting plotter data sheet 32
Drafting plotter September ad schedule 33
HP 7550 availability continues to improve 33
Plotter demo discs available 33
HP 7090 Achiever Program extended 34

PRINTERS

HP teamwork provides Union College with the right equipment for the right price 10
New HP ThinkJet printer accessory kit available 21
HP 82905B printer obsolete November 1 21
New warranty program for peripherals 28
Introducing the HP LaserJet PLUS 34
HP LaserJet PLUS printer ordering information 35
Downloadable fonts for the HP LaserJet PLUS printer 35
How to position the HP LaserJet PLUS printer with the original LaserJet printer 35
Introducing HP PCLPak 36
Introducing the 92286K font cartridge 37
HP 26096A Digital Camera System discontinued 37

TERMINALS

HP 264X trade-in program available in Europe 11
Introducing the HP 2397A color graphics terminal 37
Order HP 2397A consignments now 38
New color monitor available 38
The difference between half duplex or local echo 39

GENERAL

UNIX Expo '85 — a new selling tool

Chris Bego/ITG

Hewlett-Packard will be among the premier vendors of the UNIX™ operating system participating in the UNIX Expo trade show, this September 18 to 20 in New York City. UNIX Expo is the second largest trade show focused on products which incorporate the UNIX operating system and is the only one of its kind on the East Coast. It provides you with an excellent opportunity to show your customers what HP has to offer.

Our primary goal at UNIX Expo is to convince solution creators that HP is their vendor of choice. Highlighted in our booth will be the factors they need to be successful: solid business relationships, flexible products (including the new HP 9000 Series 300), dependable standards (especially HP-UX), assured reliability, and renowned sales and support.

Customers will be able to talk with third party and technical representatives, as well as view demos on the HP 9000 Series 300, Series 500, and the HP Integral PC.

Invitations are being mailed to thousands of users of the UNIX operating system on the East Coast. In addition they will be sent (along with free passes) to customers and prospects via the New York and New Jersey technical sales force.

For more information on the show, contact National Expositions at 212-391-9111.

UNIX is a trademark of AT&T Bell Laboratories.

HP forms group to market personal computer peripheral products

Gary Schneider/SDD

Hewlett-Packard has formed a group to direct the marketing efforts of the company's personal peripheral products. The group, which is based at HP's San Diego Division (SDD) in Rancho Bernardo, California, will provide marketing management, product marketing engineering, marketing communications programs, and product supplies management for computer peripheral products. These products include graphics plotters, manufactured in San Diego, California, and Barcelona, Spain; computer printers, manufactured in Boise, Idaho, and Vancouver, Washington; and personal mass storage devices, manufactured in Greeley, Colorado.

Manager of the group is Al MacIlroy, formerly design graphics product marketing manager for SDD. MacIlroy joined the company in 1970 and has held a variety of sales and marketing positions. "The marketing group was formed to provide an overall personal peripherals marketing direction and take advantage of our strength in the field," MacIlroy said.

Reporting to MacIlroy, other managers in the group include Product Marketing Manager Craig Schmidt, Marketing Communications Manager Lee Kufchak, and Supplies Product Manager Bill Clark.

Schmidt joined HP in 1978 and most recently served as design graphics sales development manager for SDD. Kufchak joined HP in 1976 and most recently served as marketing communications manager for SDD. Clark came to work for HP in 1973 and most recently was manager for SDD's product supplies.

MAJOR ACCOUNT ACTIVITY

Only one month to go on the GSA ADP contract

Teresa O'Neill and Jenny Gispem-Schultz/FMO

You still have 30 days to make use of current ADP contract #GS-00k-8501S5972 (the contract expires September 30, 1985). Because it is so easy to use and eliminates the need for other time-consuming government paperwork, you can still bring in significant government dollars for HP. Let's make the next 30 days as profitable as we can during this peak government spending period.

Federal Marketing Operation (FMO) would like to remind you that using the ADP contract takes the difficulty out of doing business with the government. An important fact to remember is that purchases made under GSA contracts are considered competitive bids and those under \$50,000 are totally free from other advertising or bidding requirements.

FMO is working toward beginning October with a new, on-time, and updated ADP contract. The new contract, currently under negotiation, should be an even more effective tool for building HP's computer business with the federal government and all other agencies eligible to use GSA supply sources. Once again it will offer our complete range of hardware and software and their associated support products; discounts are expected to be the same as last year, 24 and 33 percent. The proposal also includes a new discount of 40 percent for office software. For the first time ever, HP is proposing a lease-to-ownership plan. We are offering very favorable terms and are hopeful that this program will bring incremental government business to HP.

Questions regarding this information should be directed to Teresa O'Neill, Federal Marketing Operations, 415-857-5911 or TELNET 857-5911.

THIRD PARTY PROGRAM

Bundled financing for third party channels

Reese Williams/FRD

For North America only

In the past, Hewlett-Packard computer customers who selected third party software and desired 100 percent financing had to secure financing elsewhere. Over the past several months, Finance and Remarketing Division (FRD) has implemented financing programs for various third party channels to better accommodate our customers and further enhance HP's Third Party Program.

HP Financing now offers "bundled" financing for configurations where the third party software is no more than 50 percent of the list price of HP equipment for the following third party channels:

- *Software Suppliers* — Financing is available for all Referenced Software.
- *Software Resellers* — These are suppliers that resell or distribute a product that was developed by another software supplier. We can offer financing provided that (1) both the original supplier and the reseller are HP software suppliers, (2) the software is referenced by the original supplier, and (3) the reseller does not substantially modify the software.
- *Software OEM acting as a Software Supplier* — Financing is available for any transaction where an established OEM is acting as a software supplier.
- *Selected OEMs* — Financing is available provided that (1) the OEM is a Value-Added Solutions Marketing National Program OEM, and (2) the equipment is shipped directly from HP to the customer.

In addition to the above opportunities, HP Financing now can offer *hardware only financing* to most OEMs. This program allows the order to be placed against the customer's credit, thus freeing the OEM from any credit line restrictions. The OEM can pass some, all, or none of its discount to the customer and receive a

check for its portion within 30 days after installation and customer acceptance.

All of the above programs offer your customers the advantages of HP Financing: low fixed rates, flexible payment structuring, upgrade flexibility, and much more. For further information regarding these programs, see your local Sales Finance Representative or call Reese Williams at 408-720-4184.

CUSTOMER SUPPORT

Predictive Support enhances HP 3000 support

Mike Balma/PRSD

For US only

HP has announced a significant enhancement to the hardware support service for HP 3000 customers. As part of HP's continuing research in support technology, HP's Knowledge Systems Lab has developed advanced software that can identify potential problems in your customer's HP disc drives, magnetic tape media, and system memory. This new software is part of a program called Predictive Support, which is designed to help improve system availability and replaces the previous program of manually analyzing error logs and allows customers to run this software as often as they choose.

HP's Predictive Support software resides on your customer's system. It reads and analyzes error logs. When it identifies a potential problem, it transmits a message to the Response Center (with customer approval). Response Center engineers examine the Predictive Support findings and develop a diagnosis based on the history of Predictive Support calls. The Response Center's diagnosis is then passed electronically to the account customer engineer, who will work with the customer to determine what specific measures should be taken.

Not all Predictive Support calls result in on-site action. Since the predictive software is designed to identify problems before they become a problem, some Predictive Support messages are sent to the Response Center to provide data for the ongoing support profile of the customer's system. When on-site action is

required it is performed at a mutually agreed upon time within the hours of coverage.

Features and benefits

- No additional expense since Predictive Support is a standard feature of Standard, Basic, and Guaranteed Uptime services.
- Early warning of potential hardware problems reduces unscheduled down time and reduces the chance of a catastrophic failure.
- Automated analysis of error logs saves time over manual inquiry.
- A printed report provides a hardcopy history of system functioning for improved system management.
- Electronic data transfer of support data to HP's Response Center builds a support profile of your system's functioning for more effective diagnosis of potential problems.

Results

Test results indicate that Predictive Support can identify most disc and system memory problems before they affect system availability. No other manufacturer provides such a service, short of full redundancy.

Eligibility criteria

- A hardware system support contract
- Participation in HP's Remote Support Program
- Use of the datacom module built into the Predictive Support software to inform HP of events detected by Predictive Support

Availability

The enhancements to Predictive Support will be rolled out over the next nine months; check with your local customer engineering operation for availability in your area.

Predictive Support will be introduced to customers at the International User's Group in Washington, D.C., the week of September 8. Fact sheets (P/N 5954-2763D) are available from the Literature Distribution Center to help you describe this new enhancement to HP's hardware support service.

HP-ASSIST commission policy

Taia Ergueta/ASD

Now all HP-ASSIST products are commissionable, with no exceptions. These support products were singled out for commission because HP-ASSIST services require the selling effort of the sales rep and often are the key to closing the sale with customers and helping them become referenceable accounts.

Customers who have trouble implementing their systems quickly become disillusioned with the system and the vendor. The press has partially attributed the current sales slump in the computer industry to this kind of customer disillusionment.

In summary, both you and your customers benefit from each sale of HP-ASSIST. These products are unique in the industry and have become an important competitive feature of the HP solution. Take advantage of HP's leadership in implementation services.

FCOPY/3000 CAI training for HP customers and internal use

Patricia Penno/Corporate Computing Center

SIMULEARN, Inc., a Minnesota corporation specializing in computer-based training for the HP 3000, has announced a totally on-line course on FCOPY/3000. The course contains basic commands through tape applications and full and partial code translations. Beginning HP 3000 end users, as well as programmers, can benefit from the same course.

The menu-driven course lets users select the instruction they need, at any level of sophistication. Trainees learn FCOPY commands by using them, not by reading about them in the manual. Since the instruction is precisely simulated, there is immediate transference of skills learned to the job environment, yet no risk to valuable files or data. Illustrations let the trainee visualize the effects of the various commands. Total course time is about four hours if the student decides to take advantage of all the options included for extra practice.

There is no need to install a driver program or computer-aided-instruction (CAI) software. The FCOPY course utilizes V/3000 and has its own HP 3000 account (which takes up about 5800 sec-

tors). With a UDC (user-defined command), the account manager may monitor who has taken the course and what parts of the course were completed by the student.

Ordering information

The price includes a perpetual, paid-up license with *no* update options. To order, HP customers can call: SIMULEARN, Don Mitchell or Carol Parry, 20233 Quinell Ave. North, Scandia, Minnesota 55073, 612-433-5367.

Internal HP entities must also call SIMULEARN to order the FCOPY CAI course. By contract with SIMULEARN and the Corporate Computing Center, HP entities can order this course at a special price. Except for the HP 3000 Series 37, all copies of the FCOPY course will be \$500 per CPU. The cost for the Series 37 is \$300 per CPU. These special prices are for internal HP only — *do not quote these prices to HP customers.*

If you think you might want to purchase this course for your department, call Pat Penno, Corporate Computing Center, 415-857-5502 or TELNET 857-5502 (HP Desk 0000/72), for information about receiving an FCOPY demonstration tape.

SINOPEC visits customer training

Wei Huang/PRSD

On July 15, a delegation of SINOPEC (Chinese National Petrochemical Works) engineers visited the Customer Hardware Support Training Group in Mountain View, California.

Mr. Shiao-xing Chang, a high-ranking R&D engineer from Beijing, headed the seven-member group which came to learn about customer training programs. The group had just completed a two-week "Provox" training course with Fisher Automatic Controls, a subsidiary of Monsanto and a maker of precision process control systems in Dallas, Texas.

SINOPEC will be using the Fisher "Provox" System to control and route oil process and storage in the Guangzhou plant. This will be the third such system installed in China. Each "Provox" System is accompanied by an HP 1000 technical computer and peripherals. SINOPEC has over a dozen similar oil refining

and extract plants throughout China. The successful installation of the upcoming unit will open up more opportunities for HP 1000s in Chinese petrochemical engineering.

The Chinese expect equipment installation in October and will come for hardware maintenance training by early 1986.

SALES SUCCESSES

Metropolitan Airways Ltd. flies with HPFA

Fulvia Mambrito/APD

Metropolitan Airways Ltd. is an independent UK airline operator based at Bournemouth-Hurn Airport, England. The company operates three commuter aircraft and has a turnover of \$4.25 million (£3.2 million). Metropolitan needed a system with growth potential, versatility, and the ability to manipulate detailed operating statistics on their fleet and routes. Their HP 9845 system, with a user-modified third party accounting software package, was unable to handle such tasks. They took a look at HPFA and, according to customer support rep John Orr, and sales rep Lynne Stafford, it was the perfect match. HPFA was clearly the best fit with its flexibility, versatility, and support guarantee.

Metropolitan purchased HP General Ledger, HP Accounts Payable, HP Accounts Receivable, and HP Allocator. The ledgers were implemented in less than a month, and implementation of HP Allocator will be completed soon. In-house applications include revenue accounting, flight operations, and payroll. The system is an HP 3000 Series 42, with 256-Mbyte disc and five terminals

Metropolitan Airways' financial controller commented on the success of HPFA as follows: "HPFA offered the growth potential and features we needed to sustain the company during a period of rapid growth and change. The ease of implementation was a key factor, as people resources are limited."

For more information, please contact John Orr at the HP Uxbridge office, UK.

HP EGS ad leads to successful sale

Kathy Babcock/FEO

John Hamm, sales representative from Santa Clara, California, recently closed a \$75,000 deal that began as an anonymous lead only one month earlier.

When John returned from vacation in early April, he found a message asking him to follow up on a call that had come in during his absence. With little information to go on, John sent HP EGS literature and set up an appointment to meet the prospective client. In their first meeting, John asked the prospect what had initiated his interest in Hewlett-Packard. The response, "I saw your HP EGS ad in *Electronic Design* — it caught my eye; I liked what I saw, so I called your office."

John Hamm's job immediately shifted to qualifying the potential customer, setting up an HP EGS demonstration, and configuring a system that met the needs of the 13-person analog printed circuit board company. The multiple workstation configuration with peripherals proved the best solution for the customer.

In discussing this sale, John reports that the new SRM hardware made the difference in leveraging the sale of the second workstation. HP Leasing came in to provide financing arrangements, and John went on to coordinate training for the customer's company. It was a single-vendor HP sale from start to finish.

The HP EGS ad is but one tool to help increase HP's share of the CAD market. John Hamm coordinated an effective team effort to provide the customer with the most specific, most cost-effective solution for his CAD application.

HP teamwork provides Union College with the right equipment for the right price

Wayne Scott/Albany Sales Office

Union College of Schenectady, New York, is like most private colleges — the decrease in college-age students requires offering very competitive programs while keeping expenses to a minimum. Union has strong programs in both Liberal Arts and Engineering, and has provided state-of-the-art systems for students. The computer facilities under Wayne Holt are a real showcase. Union has an HP 3000 Series 68 for administrative applications, having installed one of the first Series 64s, with an HP 2680 laser printer that is used very extensively for a wide variety of printing applications.

Union College has a VAX cluster for academic computing. Union connected the VAX cluster to the HP 2680 (through MRJE on the HP 3000) so that all the printed output from the cluster is printed out two up on the laser printer. The quality of the laser, the high throughput and the many added features have made the print set-up so effective that the Union Board of Trustees approved a laser print station that would include a second HP 2680 laser printer with an HP 3000 Series 48 as a print controller for both printers. The laser print station will print all output from both the HP 3000 Series 68 as well as the VAX cluster.

Once the decision had been made to go with the laser print station, Union realized that there was not enough money budgeted to cover everything. Ray Dean, of Finance and Remarketing Division (FRD), and Rick Wakeman, of Boise Division, rushed to the rescue. A remarketed HP 3000 from FRD gave Union good delivery and saved them money. An HP 2680 laser demo unit from Boise brought the total price in line with Union's budget and closed the deal. An order was closed due to the close teamwork of everyone involved.

Improving sales to a major account

Jan Craven/SDD

The facilities department is the key to successfully selling into a major account according to Jim Wiley, HP Neely sales rep, who serves McDonnell Douglas Automation (McAuto). The facilities department interfaces between the major account's sales/marketing channel and their buyer. Jim says you must get things cleared in the facilities channel before HP's products can be packaged and sold to the major account's buyer, so facilities is the place to begin when starting fresh with a new account. Facilities personnel define the specs, power requirements, cables, and interfaces in order to deliver a clean package to the buyer.

Since McAuto's customers can specify either Hewlett-Packard plotters or a competitor's product, and McAuto cannot make a recommendation about which to buy, Jim has some other techniques to make it easier for the customer to buy from HP.

- He works with the McAuto sales representative when making a presentation to the buyer and may actually give the plotter portion of the pitch or give a demo. He gives the customer whatever information is needed to make a comparison.
- He works with McAuto's Purchasing Department in matters such as setting up a service contract on the plotter. Reliability is played against throughput when he has to sell against higher performance.

Jim's approach to a sale may not be unique, but it is very effective:

- 1) Determine the makeup and buying cycle of an account and where you can make a difference in how many they buy.
- 2) Learn the organization and who you can trust, who knows the answers. Learn how to recognize the right people and what questions to ask. Learn to read a customer and know the customer's needs.
- 3) Ask if they have any money.
- 4) Tailor your product knowledge to the specific account: know the customer's product and how it's built, know generally what HP products fit where in their cycle/process, and then bone up on product specifics.
- 5) Check a piece of information at least three times to be sure it's correct before running with it. (Jim credits Joe Gattuso of Network Measurements

Division (NMD) with sharing this excellent advice.)

Jirn shared this information at the end of a long day of booth duty at the A/E Systems show in Anaheim, California, last June. We hope learning about his successful strategies will be of interest to others. If you have a strategy for volume plotter sales that you would like to share, contact your San Diego Division regional support engineer.

SPECIAL OFFERS

Promotion programs and special offers announced in Computer News may not be valid outside of the US. Before promotions are valid in other countries, they must be announced by the Country Marketing Organizations.

HP 264X trade-in program available in Europe

Patrick Rabu/GPCD

Because of the highly successful HP 264X trade-in program in the US and Canada, the program has now been extended to Europe.

As of September 1, your European customer can trade in an HP 264X terminal (except the HP 2649D) for an HP 2392A, and receive a \$400 reduction off the list price of an HP 2392A if purchased at the same time.

Please contact your local order processing personnel for complete details on the ordering procedure.

The Megabyte Express program expanded

Mike Billings/DMD

The Megabyte Express program has proven to offer a real advantage over the competition. Due to many requests, Disc Memory Division, Computer Peripherals Bristol, and Guadalajara Computer Division have joined to expand the Megabyte Express program. It will now include the HP 7907A, 7945A, 7914P, 7914R, and 7914CT. As before, this program offers

72-hour delivery at no extra charge to your customer. Accordingly, HP 7945s ordered in the US, the UK, and Mexico will be on your customer's loading dock in just 72 hours after receipt of the order by the factory. (For orders going out of the US and Mexico, the Megabyte Express program insures the disc drive will be at the freight forwarder within 72 hours. Bristol will ensure that all orders going out of the UK will be shipped within 72 hours.)

This no-charge program is available to you by following a few simple steps:

- 1) Place a valid HEART order (COCHISE in Bristol) for one or more disc products. (The order may not be system coordinated.)
- 2) Be sure to order through the division from which you normally order. (The Megabyte Express program does not complicate your normal ordering procedure.)
- 3) Indicate "Megabyte Express" in the special instructions section.

The expanded program will begin September 1, and run through November 30, 1985. Of course, if the expanded Megabyte Express program is as successful for the new products as it has been with the HP 7933 and 7935, we may extend it.

A-Series promotions gain momentum

George Billman/DSD

Significant interest is building about the promotion for the Micro/26 and Model 29XP. The Micro/26 promotion offers *savings* of \$2,335 and the Model 29XP promotion offers *savings* of over \$25,000. Order processing reports indicate good early order volume for both promotions. Make sure your customers are informed of these excellent money saving opportunities.

Correction: The Micro/26 and Model 29XP promotions MUST include the following MEMORY CONNECTORS, 12038A and 12222A, respectively.



GENERAL

Also in this issue

**Predictive Support enhances
HP 3000 support**

7

SMALL BUSINESS COMPUTING

Announcing the Fast Track/260 Program

George Low/ISG

For North America only

Attention all commercial/horizontal sales reps. Have you ever run into a lead for a small business system that doesn't seem to fit because the HP 3000 is an overkill and the customer can't afford it; you can't afford to spend the time for a small system because you have other orders to book; or you can't find the specific application solution? The new Fast Track/260 Program alleviates these problems by:

- Configuring an HP 260 small business system configuration that your customer can afford
- Finding the right solution for the customer from the wide range of application software available from HP 250/260 VARs and OEMs
- Using the ISG marketing team's resources without spending much of your own valuable time.

What's the payoff? Just as in the HP 3000 sales situation, you will receive 50 percent quota and 50 percent commission if your lead results in an HP 260 sale and HP gains another customer instead of losing it to the competition.

How to use Fast Track/260

- 1) Call George Low of the ISG marketing team at 408-865-6384.
- 2) Use the HP Desk mail node "SMALL BIZ" and leave a message.

- 3) Fill out the Fast Track/260 form (*Note: this form will be available to the field sales force in August; in the meantime, please use steps 1 or 2*).

Note to commercial third party reps: you can also use Fast Track/260 — many cross-licensing and joint sales arrangements can materialize through bringing VARs together.

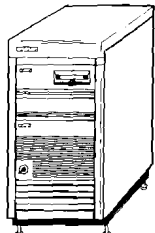
PCDO distributes the HP 260

Ray Esquivel/ISG

For US and Canada only

Beginning September 1, a two-phased effort will begin to distribute the HP 260 small business computer system to the US and Canada through the Personal Computer Distribution Operation (PCDO). Phase I will start on September 1, when a limited HP 260 SPU configuration will be offered on a stand-alone basis.

THE HP 260 FROM PCDO



- * 512 Kb Memory
- * PCI
- * 4 HP-HIL Ports
- * Add-on ASI (5 RS-232-C Ports)
Must Order Option 004
- * U.S. Language Software
- * U.S. Power (120 VAC, 60 Hz)
- * HP Installation
- * 90 Day Warranty

Standalone
HP 260 SPU
(45291D)

MODEL 20
Package
(45290B)

MODEL 24
Package
(45291A)

AVAILABLE SEPT. 1AVAILABLE OCTOBER 1

REPCDO

The available SPU is limited to the standard SPU with 512 Kbytes of memory, PIC, HP-HIL, plus an add-on ASI card, which provides five RS-232-C ports (normally an option). Because this ASI card is standard on the SPUs carried by PCDO, one 45261D Option 004 must be ordered if the order is to be supplied by PCDO. Only US language software and US power (120 VAC, 60 Hz) are available. HP installation is also standard and cannot be deleted from PCDO orders. The standard 90-day warranty applies. Orders for any



other factory installed SPU options must be placed with B200.

Phase II will begin on October 1 when the HP 260 Model 20 (P/N 45290B) and Model 24 (P/N 45291A) system packages will also become available through PCDO for the above inventoried SPU configuration.

With the availability of the HP 260 through PCDO, the HP 260 now has two distribution points.

| Distribution point | Serving | Standard availability |
|---|---------------|-------------------------------|
| B200 Boeblingen General Systems Division | Worldwide | 8-10 weeks for all products |
| D700 Personal Computer Distribution Operation | US and Canada | 2-3 weeks for limited variety |

The inventory carried at PCDO was selected to meet approximately 80 percent of the system requirements in the US and Canadian markets. Orders for systems not matching that carried at PCDO should be placed with B200 and quoted at standard availability. For additional details on product availability from PCDO, refer to your local HP 260 third party sales rep.

This program will place the HP 260 in a much improved competitive position where HP 260 value-added resellers (VARs) compete against products which offer two to three week availabilities. Now you can get the HP 260 with superior ease-of-use, low-price, quality vertical solutions for a variety of small businesses, and much faster availability.

OFFICE SYSTEMS

Colorful HP Map/3000 samples help you sell

Paula Dieli/PSD

The HP Map Mapping Applications Casebook is a great demo tool for showing customers some of the ways HP Map/3000 can be used in business. HP Map/3000 is HP's newest HP 3000 business graphics product — a business map maker for the office professional. HP Map lets you view geographic data in an easy-to-understand format, and that helps your customer make faster and more effective business decisions.

The casebook includes six sample cases including full-color maps. For each case, the book describes the task addressed in each case, the data used in each case, the best map for each sample case (in the professional, high-quality output HP Map produces), and a series of menu screens and descriptions that provide a step-by-step guide for creating each map in the casebook. Also included in the casebook are color maps for each case. Each case is a separate pamphlet. Give one to your customer to show what HP Map can do, and how easily it can be done.

Show prospective customers the sample data. Then show them the map created using HP Map/3000. Let them see how effective HP Map's professional quality business maps can be in presenting geographic data.

The Mapping Applications Casebook can be ordered using P/N 32113-90002. Transfer at cost (TAC) price is \$17.52, and US list is \$43.82.

New PPC competitive guide now available

Sue Mills/OSP



A major independent office automation consultant analyzes IBM, DEC, Wang, and Data General in a new Personal Productivity Center Competitive Guide. Information is presented in side-by-side comparisons with HP so you can easily

reference office strategies, office product strengths and weaknesses, and key strategic areas of office systems development. A special section on newly released IBM System/36 office offerings is included.

The Personal Productivity Center Competitive Guide is on its way to HP field sales and support personnel. Additional copies can be ordered, via normal inter-company procedures, from the Literature Distribution Center by referencing P/N 5954-0469.

FINANCIAL APPLICATIONS

Customer accolades for new version of HP Financial Accounting

Kurt Hellinga/APO

The A.02.01 version of HP Financial Accounting (HPFA) was released in December 1984. This quality patch, along with HPFA's revamped training materials, elicited this response from the general accounting office of one of our major customers: "... since the upgrade of the HPFA system to the A.02.01 release, the system has been working flawlessly.

After seven months of operation, benefits received from the system have surpassed our expectations. We have been able to absorb all of the accounts payable input (previously handled in our data processing center by two people) while reducing our own staff by one person. As a result, we have saved about \$100,000 a year. Also, since we have been able to pay our vendors' invoices faster, we have been able to negotiate better discount terms. We recently renegotiated existing non-discount purchase orders with 77 vendors to include discount terms based solely on our payment record over the past several months.

Thank you for your efforts in installing the HPFA system, in training the staff and for always being available and helpful whenever we have a problem."

Also in this issue

Metropolitan Airways Ltd. flies with HPFA

9

DISTRIBUTION SYSTEMS

Transferring data between HP SFD and Lotus® 1-2-3®

Liam Mennis/Los Angeles Sales Office

How often have you heard a personal computer user comment that spreadsheet programs such as Lotus® 1-2-3® and VisiCalc® would be much more useful if data did not have to be manually transferred between the spreadsheet and a database such as HP SFD (System for Distributors) on the HP 3000 using reports or some other computer listing? The common response I frequently hear is "It doesn't. All you need is a custom program written in COBOL, BASIC, FORTRAN, or another language." Not true. By creatively using standard HP 3000 programs Query, Editor, and Sort/Merge, the HP SFD maintenance program DBMAINT, and a data communications package such as DSN/LINK, LINK/125, or Advance-Link on the HP Touchscreen personal computer, you can transfer data from an HP SFD database (or another IMAGE database) to a spreadsheet on a personal computer and take data from a spreadsheet to automatically update an IMAGE database.

I have written an article explaining how to do this for the June 1985 issue of the IRO Distribution Sales Newsletter. If you would like a copy, contact Rebecca Derrington at IRO, at 303-889-4518 or COMSYS D100.

Lotus® and 1-2-3® are US registered trademarks of Lotus Development Corp.

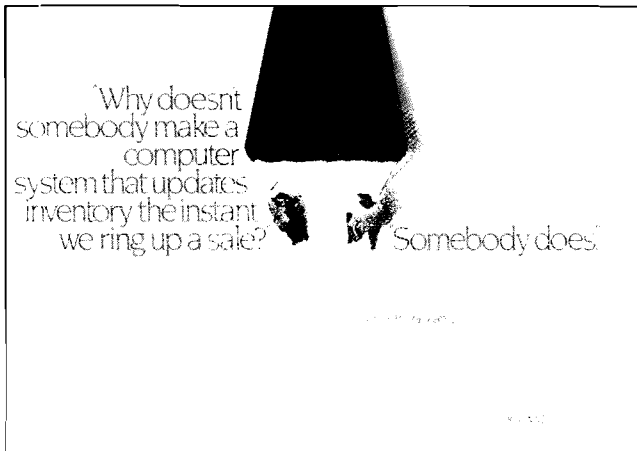
VisiCalc® is a US registered trademark of VisiCorp.

VERTICAL MARKETS

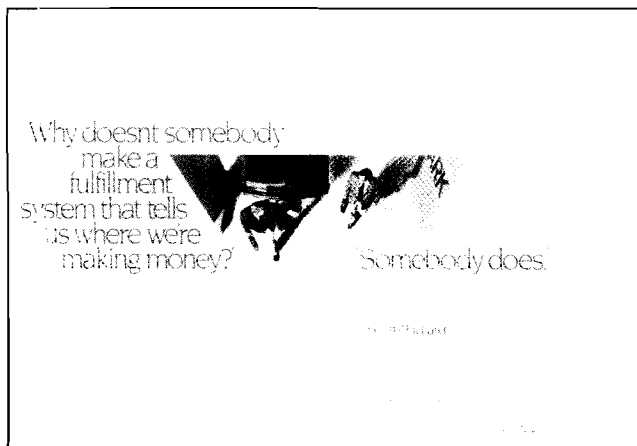
New HP ads for vertical markets

Reggie Sanders/ISG

Continuing our marketing thrust into specific vertical markets, ISG's Marcom and Vertical Markets groups have developed two new ads targeted specifically at two segments of the retail market.



One ad is targeted at hard goods retailers. These include retailers who sell stereos, TVs, and videos; household appliances; computer retailers; and camera and photographic supply stores. The hard goods retail solution is provided through American Data Industries (ADI), an HP National Account VAR. This solution is a complete retail management system which integrates point-of-sale (HP Touchscreen IIs with cashdrawers, etc.) with other applications including inventory, merchandising, and financial management. This solution allows inventory to be updated every



time a sale is made. The system even allows the retailer to access the latest information to generate inventory and gross margin reports by product, category, salesperson, store, or type of transaction.

The other ad is targeted at mail order retailers. Our mail order solution is provided through Brooksmith Associates (BSA), also an HP National Account VAR. This solution is a complete mail order fulfillment system which includes applications for order entry, inventory management, customer service, and

accounting. The unique advantage offered by the BSA solution is that it not only does fulfillment, but profitability analysis as well. This system makes it possible to calculate the profitability of each mailing list and catalog page fraction down to the penny. And, for a given customer, the system can also calculate how often he's bought, how recently, and his anticipated lifetime value.

Both are powerful solutions that have been very successful at leveraging HP 3000 sales (from Series 37s to Series 68s) into new accounts, even into accounts that HP has not been able to penetrate in the past.

For more information on these solutions contact Ihab Abu-Hakima, HP Vertical Markets, 408-865-6377, or Clay Bullwinkel, HP Vertical Markets, 408-865-6376. For more information regarding the hard goods retail solution, contact Louise Jacob, HP third party representative, 714-999-6700, or Rich Plough, vice-president of marketing at ADI, 714-660-0130. For information regarding mail order retail, contact Craig Heil, HP third party rep, 201-981-1199, or Peter Hupp, vice-president of marketing at BSA, 201-493-8062.

The current advertising schedules are listed below.

Hard goods

| Publications | Issues |
|---|--|
| <i>Consumer Electronics</i> | Aug., Sept., Oct. |
| <i>Computer Retail News</i> | July 22, 29 Aug. 19, 26 Sept. 16, 23 |
| <i>Merchandising</i> | Aug., Sept., Oct. |
| <i>Mart</i> | Aug., Sept. |
| <i>NARDA News</i> (National Assoc. of Retail Dealers of America) | Aug., Sept., Oct. |

Mail order

| Publications | Issues |
|-------------------------|--|
| <i>Catalog Age</i> | Aug./Sept.; Oct./Nov. |
| <i>DM News</i> | Aug. 1 & 15 Sept. 1 & 15 Oct. 1 & 15 |
| <i>Direct Marketing</i> | Aug., Sept., Oct. |

hp

PORTABLE

The Custom Solutions Program for the HP Portable PLUS

Bill Kemper/PCD

The Custom Solutions Program for the HP Portable PLUS is progressing well. Six independent custom consultants (ICC) from North America were trained on the Portable PLUS in early July. The ICCs will provide several cost-effective services for customers. The six ICCs in North America are:

| | |
|--|--|
| Horizons Technology, Inc. 7830 Clairemont Mesa Boulevard San Diego, CA 92111 Phone: 619-292-8331 Contact: Kelly Skinner and Maureen "MOE" Reardon | Firmware Specialists, Inc. 605 N.W. 5th Street, Suite 2A Corvallis, OR 97330 Phone: 503-753-9314 Contact: Dave Conklin |
| Profit Management Systems, Inc. 9600 Koger Boulevard, Suite 103 St. Petersburg, FL 33702 Phone: 813-578-0190 Contact: Gary M. Goelkel and Robert M. DeLoach | Traveling Software, Inc. 11050 Fifth Avenue, N.E. Seattle, WA 98125 Phone: 206-367-9080 Contact: Mark Eppley |
| Government Marketing Services, Inc. 701 E. Gude Drive Rockville, MD 20850 Phone: 301-340-3010 Contact: Art Phillips | Totalogic Systems, Ltd. 1684 Woodward Drive Ottawa, Ontario, Canada Phone: 613-727-1580 Contact: Ian Menzies and Lauren Hansman |

With the exception of Traveling Software, all of these ICCs are also consultants on HP's Series 40 and Series 70 handheld calculators and computers. Many of these consultants have been providing customization services for HP customers for several years. The ICC is not part of HP. When requests for customization services are made, the ICCs should be represented as independent companies that provide services for the Portable PLUS. Each ICC has different areas of expertise and areas of interest. You should not imply any endorsement of one ICC over another, but you can relate the information that is printed in the ICC Capabilities Guide (P/N 5954-1257). This information will be updated to include information on Government Marketing Services and Traveling Software. Each ICC will provide quotes on particular services. There is no list price for custom ROMs. If an ICC establishes a published price for a product, you can provide this information, but there are no published prices at this time. The best that you can provide is that a custom 128-Kbyte ROM will cost in the ballpark of \$50,000 for up to 2,000 units. There will be additional charges for consulting and program development separate from the ROM cost. The ICC is

free to bid whatever price they want to bid. In many cases EPROMs will be the most cost-effective way of customization. In all cases, the initial prototypes and field testing will be in EPROMs and not ROMs. The cost of the actual ROMs is quite variable and will most likely be coming down with competitive pressures and technological advancements in the next year.

Additional ICCs were trained in Europe in late August. This list will be updated and made available soon.

Bulletin board for HP Portable PLUS software developers

Mike Steed/PCD

For North America only

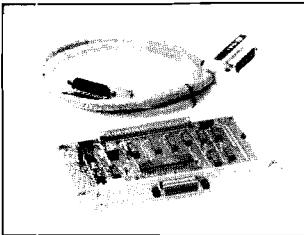
Do you have customers who are writing programs for the HP Portable PLUS? They can now have access to a variety of utilities, programming libraries, bug lists, and helpful tips. The only cost is the price of a phone call.

Portable PORTAL is a dial-up computer bulletin board intended for software vendors, independent custom consultants, OEMs, and programmers within major accounts. The caller will be able to read news messages, trade information with other users, and download programs. The bulletin board is *not* intended as a hotline to the factory for support questions; everyday support should still be handled through the usual channels.

Calls to 503-752-7789 will be answered by PORTAL, at either 300 or 1200 bits per second. The caller's computer must be configured to an eight-bit word with no parity bit (or seven bits with zeroes parity) to be recognized. Press the Return Key once or twice so PORTAL can determine the transmission speed, then give your first and last names when prompted. You will be asked to give yourself a password and told how that password can be approved for full access to the system.

New HP-IB interface card for the HP Integral PC

Bill Hodges/PCD



The 82998A HP-IB interface plug-in card for the HP Integral PC is now available and on the September 1 Corporate Price List. The new separate HP-IB interface was created for the Integral PC

primarily so that HP and non HP instruments would not have to share the same HP-IB interface bus with peripherals such as external hard disc drives, printers, and plotters. Using the 82998A HP-IB interface card allows data collection and instrument control processes to run at more effective rates.

The 82998A HP-IB interface is supported by HP-UX Tech BASIC Version 1.0.2. An HP-IB DIL (device independent library) driver is being prepared for use by applications written in HP-UX "C", FORTRAN 77, and Pascal.

Hardware features of the 82998A HP-IB interface include a jumper to allow system controller and non-system controller states to be selected, and an HP-IB address switch which enables a default HP-IB address to be selected. Two or more Integral PCs can now be interconnected via the new 82998A HP-IB card. This is not possible with the internal HP-IB interface built into the Integral PC, because it always remains in the system controller state.

Ordering information

| P/N | Description | US list price |
|--------|--|---------------|
| 82998A | HP-IB Interface Card | \$395 |
| 10833A | One-meter HP-IB cable (Recommended cable) | 80 |
| 10833B | Two-meter HP-IB cable (Recommended cable) | 90 |

Series 80 installed base informed of new extended mass storage ROM

Nancy Matela/GLD

HP Series 80 customers will be receiving a flyer telling them about the new extended mass storage ROM enabling users to access Subset 80 (SS 80) disc drives including the new 10- and 20-Mbyte Winchester hard discs. These new drives offer higher capacity at a much lower cost than ever before. Other SS 80 drives include the HP 9133D/H, 9134D/H, and 9153A.

This flyer instructs the user to contact their HP sales rep or dealer for ordering information and will also be included in each new Series 80 product shipped over the next six months.

Bundles of ten flyers will be sent to your sales office for each technical sales rep to distribute to potential customers. This is a great opportunity to bring new things to old customers and at the same time convert them to our newer disc drives. If you need more flyers, please call Kim Willis, Greeley Division, 303-350-4411 or TELNET 350-4411.

HP Touchscreen II to replace Touchscreen personal computer

Jenifer Williams/POD

With the worldwide introduction of the HP Touchscreen II (HP 150 II) on May 1, 1985, HP has built on the success of the Touchscreen personal computer (HP 150B) by giving you and your customers many of the additional features that you have asked for, while still maintaining full compatibility with our installed base of HP 150s and Touchscreen personal computers. As a result, effective November 1, 1985, the HP Touchscreen II will fully replace the HP Touchscreen (HP 150B) in all countries except localized versions for Latin America, the Mid East, Iceland, and Mexico. These localized Touchscreen products will be orderable until May 1, 1986.

Introduction of the Touchscreen II makes available to the customer those features that made the

Touchscreen a success, while additionally providing a wide variety of features to those customers wanting to expand system capabilities. Standard features included in the Touchscreen II not offered on the Touchscreen include a 12-inch screen, four accessory slots (compared to two), tilt display, SAVERAM utility, cable cover, HP-HIL, and easily accessible controls. The Touchscreen II's basic design — two PC boards versus seven boards on the HP 150B — enhances product reliability. The Touchscreen II also supports all accessories available on earlier versions plus accessories and peripherals that are not available with the HP 150B — including the 8087 co-processor accessory and new low-cost disc drives (dual-floppy, 10-Mbyte and 20-Mbyte disc drive). In addition, both the Touchscreen and Touchscreen II are fully software compatible.

In finalizing these plans, we ask that you encourage your customers to purchase the Touchscreen II as it has all the offerings of the Touchscreen with further enhancements. Orders for the HP 150B should not be transmitted after October 31, 1985. In order to meet the Corporate Price List deadline, quotes should not be made after September 1, 1985 (legally HP must honor 120-day quotes).

The following products will, therefore, be removed from the November 1985 Corporate Price List (all localized versions except BM BS BT BV*):

| P/N | Description |
|-------------|----------------------|
| 45610 B "X" | Touchscreen terminal |
| 45612 B "X" | HP 150 PC Kit |
| 45650 B "X" | HP 150 w/9122D |
| 45660 B "X" | HP 150 w/9133D |

"X" = A,B,C . . . Z (each alpha character represents a country/language)

*The four localized versions remaining on the November Corporate Price List will be removed at the end of April 1986.

Tape backup for HP Touchscreen personal computers

Barbara Bennett-Brown/GLD

The low cost ¼-inch tape backup, HP 9142A, was designed for the HP Touchscreen and Touchscreen II workstations and supports our present Subset (SS) 80 protocol data storage products. It presently does *not* support the older Amigo protocol drives that some of your customers may be using. The following list will show the protocol each disc drive uses:

| SS 80 disc drives | Amigo disc drives |
|-------------------|-------------------|
| HP 9122D/S | HP 82901/2M |
| HP 9123D | HP 9895A |
| HP 9134D | HP 9121D/S |
| HP 9133H | HP 9135A |
| HP 9134H | HP 9134A |
| HP 9125S | HP 9133A |
| HP 9153A | HP 9133B |
| HP 9154A | HP 9134B |
| HP 9114A | HP 9133V/XV |
| | HP 9134XV |

We hope to have Amigo support in place by the first quarter of 1986, but in the meantime, HP Touchscreen (150B only) customers having Amigo drives can order the HP 9144A with Option 150 utility (P/N 9144-87900 Rev. B.01.01), which allows the HP 9144A to support Amigo disc drives on the 150B only. A copy of this utility will be shipped with each HP 9144A Option 150 order.

Current tape backup support for the HP 150 is as follows:

| | HP 9142A | HP 9144A |
|-------|----------|----------|
| 150A | No | No |
| 150B | | |
| Amigo | No* | Yes |
| SS 80 | Yes | Yes |
| 150C | | |
| Amigo | No* | No* |
| SS 80 | Yes | Yes |

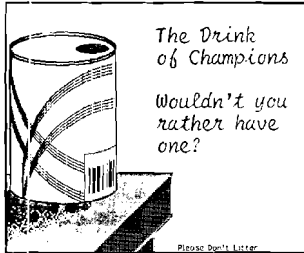
*Support scheduled for Q1 '86.

Please remember to use Option 150 when ordering these products with the HP Touchscreen or Touchscreen II.

Introducing Painter for the HP Touchscreen personal computer

Carol Luebke/PSD

Personal Software Division (PSD) is proud to introduce Painter, an icon-driven painting program for your HP Touchscreen personal computer customer who wants graphics for artistic expression or entertainment. Similar to MacPaint for the Macintosh, Painter allows the user to sketch freehand using an HP mouse or graphics tablet (or the touchscreen or keyboard).



With Painter your customer can easily sketch freehand using a variety of pen tips and patterns; add circles, ellipses, and rectangles to the picture using a variety of patterns and borders; cut and paste within the same picture or

into another picture; annotate illustrations with text in a choice of raster fonts (the picture shown with this article illustrates a sample font).

System requirements

Painter will run on any standard (256-Kbyte) HP 150 or Touchscreen personal computer. Adding additional memory to the system will increase the number of fonts available (from three to seven) and increase the number and size of pictures that Painter can edit at any one time.

Supported peripherals

We recommend either the HP-IL Mouse (PN 46060A) or new Graphics Tablet (P/N 46087A) for creating pictures. Painter also supports HP Touch and the keyboard. Painter does not support the Microsoft Mouse. Supported printers include HP LaserJet, ThinkJet, 82905B, and 82906A. *Note: Since Painter creates and stores images in raster (rather than vector) format, Painter cannot support plotters.*

Software support

Due to Painter's low price and easy-to-use features, support will be provided via business reply cards in the back of the user's guide instead of the HP Helpline. Personal Software Division (PSD) will respond promptly to any reported problems.

Painter and Drawing Gallery — how do they compare?

HP has already introduced outstanding presentation graphics software in the Graphics Gallery. Painter opens up the graphics market to a new, complimentary set of users. As the following chart illustrates, Drawing Gallery and Painter are optimized for two very different applications — professional quality business presentations versus freehand, artistic creations.

| Drawing Gallery | Painter |
|---|--|
| High-quality filled fonts with smooth edges at any size | Raster fonts — “fun” styles, jagged edges |
| Edit Charting Gallery charts | No |
| HP 7470, 7475, 7550 support | No plotter support |
| Color output on transparencies or paper for professional presentations | Black and white printed output only |
| Integrated text with graphics for memos and reports | Stand-alone use only |
| Aided drawing — templates for org/flow charts, picture libraries — optimized for business use | Freehand drawing — with multiple pen tips, drawing tools, fill patterns, borders, eraser nibs — optimized for artistic use |

It is important to note that since Painter and Drawing Gallery employ fundamentally different technologies — raster versus vector — there is no picture compatibility between these programs.

Sample pictures

In addition to the picture shown with this article, we have compiled several sample pictures created by Painter. If you would like copies of the pictures to show your customers, send an HP Desk message to Carol Luebke HPD600/IM and request the Painter Picture Pac.

International concerns

Painter supports 8-bit international keyboards and is available worldwide. The user interface is icon driven, but the user's guide and error messages are in

English. There are currently no plans to localize the product.

| P/N | Description | US list price |
|--------|-------------|---------------|
| 45540A | Painter | \$149 |

Presentation graphics seminar available

Carol Luebke/PSD

The Graphics Gallery demo kit includes a presentation graphics seminar, complete with slides and script and easy-to-follow instructions, to present to your customers. The demo kit, available now, includes a 25-minute presentation graphics seminar that can be tailored to fit your style and sales strategy. The seminar includes overhead slides stored on disc and a prepared script. To plot the slides you will need an HP Touchscreen, the Drawing Gallery software, and a plotter. If you wish, you can use Drawing Gallery to customize the slides for your specific customer.

The kit also includes a Graphics Gallery demo disc that your customers can walk through at their own pace. All of this comes in a folder with easy-to-follow instructions.

To order copies of the demo kit, contact Rhonda Rick in Corvallis, Oregon, via HP Desk HP3900/20 or COMSYS 3900. Please reference P/N 5954-2407 and be sure to include your shipping address.

| P/N | Description | Cost |
|-----------|----------------------|------|
| 5954-2407 | Demo and Seminar Kit | \$20 |

EtherLink hardware and software now two separate products

Kirk Knapp/POD

EtherLink (P/N 45644A) is an accessory product that can be used to connect an HP Touchscreen personal computer to the 3Com EtherNet network. EtherLink is being unbundled into two products: EtherLink PC User Software and EtherLink hardware, which is now

called the ThinLAN Interface Card. The new product number for EtherLink software is 45844A: the product includes the software (the same software as in product 45644A) on a 3½-inch disc and the EtherLink User Manual priced at \$90 US list. The new ThinLAN Interface Card is P/N 27208A: it is the same hardware as in product 45644A, and its price is \$660 US list. There is also a localized version of the EtherLink PC User Software (P/N 45844AB) and it is the same as P/N 45844A, except that it includes a French Installation Guide and a German Installation Guide in addition to the US user manual.

Note that while product 45644A will no longer be offered, if products 45844A and 27208A are ordered, then the combination of these products and the total price are the same as product 45644A. The result of unbundling is that now the components can be ordered separately, if desired.

Supplement to HP 150 Technical Reference Manual available

Kirk Knapp/POD

On September 1, a supplement to the current *HP 150 Technical Reference Manual* is available. This supplement provides detailed technical information on the HP 150 Touchscreen II hardware, firmware, and software. It is designed to be used with the current *HP 150 Technical Reference Manual*.

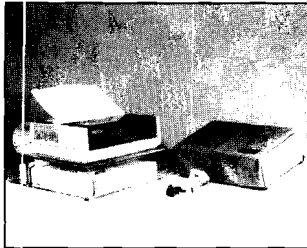
The part number for the current technical reference manual is 45625A: it is on the Corporate Price List priced at \$100 US list and is offered through Direct Marketing Division (DMK). Beginning September 1, the supplement will be supplied with the existing manual under the same part number (45625A) and price.

If you have already purchased the 45625A technical reference manual and wish to have detailed technical information on the HP Touchscreen II, you can order just the supplement through DMK (P/N 45625-90002) for \$25 after September 1. Again, note that the supplement can only be used with the current *HP 150 Technical Reference Manual*.

New HP ThinkJet printer accessory kit available

Nadine Beyeler/DMO

For Europe only



Everything your customers need to achieve the best performance with their HP ThinkJet printer is included in our new ThinkJet printer accessory kit. With this kit, your customers can save more than 20 percent over the

total price of the products when purchased individually.

The ThinkJet printer accessory kit features a new and improved ThinkJet printer stand, one print head cartridge, one custom-fit dust cover, and 500 sheets of fanfold paper (11 or 12 inch).

For fast service, customers can call our Direct Order phone numbers listed in the Computer Supplies section.

| P/N | Description | Factory base price |
|--------|--|--------------------|
| 92261E | European HP ThinkJet printer accessory kit (12-inch paper) | \$62 ea. |
| 92261F | European HP ThinkJet printer accessory kit (11-inch paper) | 62 ea. |

HP data storage solutions for IBM PCs

Renee Gehrig/CPB

For Europe only

The HP 88500A disc/tape interface card is now available in Europe to allow you to sell HP personal data storage solutions to the IBM marketplace. Please refer to your July 1 issue of *Computer News* for details.

You should receive a complete package of literature, including data sheets, set-up guides, hardware/

software support guides, application notes, and a sales guide with competitive supplements. All of these pieces can be reordered from the Literature Distribution Center in Boeblingen, Germany.

HP 82905B printer obsolete November 1

Laird Clow/VCD

Effective November 1, 1985, the HP 82905B printer and all of its options will be removed from the Corporate Price List. Introduced in late 1981, the 82905B represented HP's version of the popular EPSON MX-80 personal printer. Superior printer technologies such as those found in the HP ThinkJet and the 82906A printers have significantly reduced the demand for the 82905B, making it obsolete in price and performance.

The following voltage and interface options will be removed from the Corporate Price List on November 1:

| P/N | Option | Interface |
|--------|--------|------------------------------|
| 82905B | 002 | HP-IB, 120 VAC |
| | 003 | HP-IB, 220 VAC |
| | 004 | HP-IB, 240 VAC |
| | 240 | RS-232-C, 120 VAC |
| | 340 | RS-232-C, 220 VAC |
| | 440 | RS-232-C, 240 VAC |
| | 242 | Centronics Parallel, 120 VAC |
| | 342 | Centronics Parallel, 220 VAC |
| | 442 | Centronics Parallel, 240 VAC |
| | 248 | HP-IL, 120 VAC |
| | 348 | HP-IL, 220 VAC |
| | 448 | HP-IL, 240 VAC |

In place of the 82905B, we recommend the HP 82906A printer (for HP-IB interface applications) or HP ThinkJet printer (which is available in any of the above interface configurations).

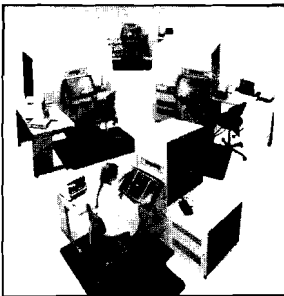
Support life for parts and service will be five years from date of last customer shipment.

GENERAL

HP announces four new digital board test systems

Gary Ogden/MDT

Manufacturing Test Division (MTD) has expanded its HP 3065 digital/analog in-circuit test system family with the addition of four new board testers, each offering users a selection of price and performance.



HP's compatible new additions to the 3065 Board Test Family.

The product line now starts with an entry-level board tester targeted primarily at first-time users and low volume manufacturers. The other systems add higher throughput, advanced analog functional testing, multiple testheads, remote testheads, and an increased number of programming/repair stations. The high-end system contains all of these capabilities. All systems have improved vector application rates of 5 MHz and use the recently released hybrid card. All systems participate in the HP 99 percent Guaranteed Uptime Program announced in March 1985. To protect current and future customer investments, each system is hardware and software compatible with the existing HP 3065 system. In addition, current customers can easily upgrade to the 5-MHz capabilities and trade in their existing digital and analog cards for hybrid cards.

The four testers are based on two main components — the controller and the testhead. Both of these components offer two price and performance levels. Users select the controller's level of performance in areas such as computational power, throughput, number of terminals supported, multiple testheads, and remote testheads. By combining controllers with specific testhead capabilities, including advanced analog functional testing and type of power supplies, users can specify a digital/analog board test system to meet their specific price and performance requirements.

The top-of-the-line tester is the HP 3065CX/HX. It was designed for maximum board throughput and maximum testhead flexibility. It supports up to 3 testheads and as many as 10 terminals for programming and repair. Operating at a 5-MHz digital vector rate, the CX/HX features 3 Mbytes of main memory (expandable to 6 Mbytes), standard disc size of 132 Mbytes, and a maximum disc capacity of 1,344 Mbytes. Repair and data collection capabilities are standard. Factory base prices start at \$235,000 for a complete system.

Available options for the CX/HX include advanced analog functional test equipment, and networking (IEEE 802.3 compatibility). A choice of peripherals includes line and strip printers, remote support, terminals, and bar code readers.

The HP 3065CL/HL entry-level board tester starts at \$159,000 factory base price. It operates at a 5-MHz digital vector rate and offers one testhead, supports up to three programming/repair terminals, and has 2 Mbytes of main memory (expandable to 4 Mbytes). The standard disc size is 55 Mbytes with a maximum capacity of 1,269 Mbytes. Repair and data collection capabilities are standard.

Options for the CL/HL include networking capabilities and peripherals including line and strip printers, remote support, terminals, and bar code readers.

The remaining two new testers within the HP 3065 family — the CL/HX and the CX/HL — are designed to meet either computer power or testhead capability requirements of the user.

For customers with low volumes of complex digital and analog boards, the CL/HX implements the testhead capabilities of the CX/HX tester, including advanced functional testing for analog boards and a maximum of eight programmable DUT power supplies. The controller capabilities of the CL/HX are the same as with the CL/HL including up to 4 Mbytes of main memory, 55 Mbytes standard disc size, support of one testhead and up to three terminals, and the same optional peripherals. The CL/HX has a factory base price starting at \$175,000.

The CX/HL, on the other hand, targets high-volume, mainly digital boards by combining the testhead capabilities of the CL/HL with the controller power and throughput of the CX/HX. Included in the testhead capabilities are a maximum of two programmable DUT power supplies and four fixed DUT power



supplies, while the controller offers up to 6 Mbytes of main memory, 132 Mbytes standard disc, 1,344 Mbytes disc capacity and the same peripheral options. The CX/HL starts at \$220,000 factory base price.

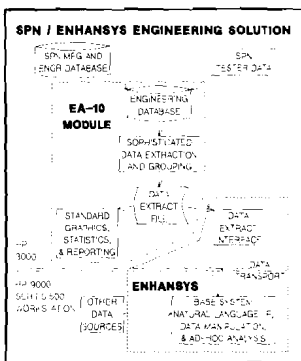
Even if you don't carry PL-80 quota, please let your board test sales rep know if you have a potential customer in your territory.

MANUFACTURING APPLICATIONS

Introducing the SPN/ENHANSYS engineering solution

Tim Grolle/SPNO

The SPN/ENHANSYS engineering solution is a product of HP's partnership with ENHANSYS, Inc., of Cupertino, California. In 1984, HP entered into a joint development agreement with ENHANSYS to port ENHANSYS data analysis software to the HP 9000 Series 500 workstation and develop an interface to HP's Semiconductor Productivity Network (SPN) solution.



The SPN/ENHANSYS solution gives engineers and managers the tools they need to more effectively monitor and control existing processes, solve part and process problems, and characterize new processes. Given today's semiconductor challenges of shrinking line geometrics, increasing defect densities,

and rapidly increasing process complexities, the SPN/ENHANSYS engineering solution provides a means for increasing yields, reducing cycle times, and accelerating movement down learning curves through better process understanding.

SPN/ENHANSYS solution software

- **SPN Engineering Analysis Module (EA-10)** (P/N 33904A, \$28,000 US list) — Manufacturing, engineering, and tester data is collected by various SPN modules and transferred to the engineering database within EA-10. EA-10 then performs sophisticated data extractions and data groupings to provide a complete table of data for statistical analysis, graphing, and reporting. EA-10 output processors are especially good for performing high-volume, repetitive analysis and reporting tasks, including batch graphical outputs.
- **ENHANSYS LEA Extract Interface** (P/N 33942JA, \$7,500) — Data files resulting from EA-10 extractions (called "LEA extracts") are formatted for transfer from the HP 3000 to the HP 9000 Series 500 workstation by the LEA Extract Interface.
- **ENHANSYS Data Transport** (P/N 33943JA, \$15,000) — The data files are transported via RJE from the HP 3000 to the HP 9000 Series 500 workstation by the Data Transport software.
- **ENHANSYS Base System** (P/N 33944JA, \$20,000 + \$4,000 per additional CPU) — The ENHANSYS Base System provides users with a wide range of data manipulation and analysis tools on the HP 9000 Series 500 workstation. ENHANSYS's friendly, interactive command language helps users easily perform ad-hoc analyses and quickly generate associated graphics and reports. ENHANSYS also has the flexibility to let users import and manipulate non-SPN data (e.g., raw tester data). A wafer contour mapping option is also available for \$4,500 plus \$900 per additional CPU in the HP 9000 Series 500 workstation.

Additional information

The ENHANSYS, Inc., strategy is to support the linkage of different information networks already in place in a customer's facility. Towards this goal, ENHANSYS software is offered on IBM, DEC VAX, and Tandem processors in addition to the HP 9000 Series 500. A variety of links between these processors are supported or under development. ENHANSYS also offers extensive data analysis consulting and education services. For more information concerning the SPN/ENHANSYS solution, contact Tim Grolle at 408-559-5306. For non-SPN leads, contact Joshua Rosenberg at 303-226-3800. The ENHANSYS pre-sales contact is Geoffrey Moore 408-255-2920.

HP Just-in-Time video products fill market need for education

Kristine Johnson/MPD

Your manufacturing customers have probably asked you about Just-in-Time (JIT) manufacturing and now Manufacturing Productivity Division announces a series of videos which will help your customers learn about JIT and how it can work in their environment. These videos feature HP experience and are excellent lead generation tools for companies who want to learn from HP's well-publicized success in JIT.

JIT concepts education

Many of you are familiar with the "Stockless Production" or Greeley video. This 30-minute video has enjoyed enormous acceptance by companies who want to learn the JIT concepts. It is now available for purchase by customers but will still be most effective when presented by an HP representative.

JIT "how-to" education

The newest addition to our series is "JIT at Vancouver — Getting Started." This video is designed to address two critical elements of implementing JIT production — starting the project and involving people. It should be used with customers who understand the concepts of JIT manufacturing, are contemplating JIT for their own company, and are a possible fit for the HP-JIT software. This videotape is most effective when used as a springboard to discuss your customers' environment and how to start a JIT implementation. A teaching note provides you with background information and pointers that help you identify the key points in the video and lead a discussion with the customer to analyze their environment and develop action steps for a successful JIT implementation.

Ordering information

Both videos are best used as an accompaniment to your visit to the customer, but for companies with little chance of becoming a software/hardware customer, or for customers who want to use the tape

on an ongoing basis, both tapes will be on the Corporate Price List as of September 1.

| P/N/Opt. | Description | US list price |
|-----------------|--------------------------------------|---------------|
| 32137A | Stockless Production | \$300 |
| Opt. 022 | ¾" U-Matic | |
| Opt. 023 | ½" Beta Max | |
| Opt. 024 | ½" VHS | |
| Internal Orders | | |
| 32137-92001 | ¾" U-Matic TAC | 38.55 |
| 32137-92002 | ½" Beta Max | 26.11 |
| 32137-92003 | ½" VHS | 27.46 |
| 32138A | "JIT at Vancouver — Getting Started" | \$300 |
| Opt. 022 | ¾" U-Matic | |
| Opt. 023 | ½" Beta Max | |
| Opt. 024 | ½" VHS | |
| Internal Orders | | |
| 32138-60001 | ¾" U-Matic TAC | 29.13 |
| 32138-60002 | ½" Beta Max | 26.11 |
| 32138-60003 | ½" VHS | 20.56 |

Internal orders will include the video and the teaching note.

FACTORY AUTOMATION

New features for PMC/1000

Dilip Modi/AMSO

Total PMC/1000 sales are approaching 80 systems now, and we are getting frequent calls about new PMC sales opportunities. While you were busy selling PMC/1000, Advanced Manufacturing Systems Operation (AMSO) has been busy adding new features to PMC to make it more attractive to your accounts. These features are included free in the next release of PMC.

New PMC/1000 features

- Independent multi-users and multiple subsystems capability — A PMC system can now contain multiple subsystems which may be configured and executed independently of each other. For example, by dividing the multiple experiments in a lab automation application into separate subsystems, one of the experiments can be stopped, reconfigured, and restarted while the other experiments continue uninterrupted operation. This eliminates PMC's earlier shortcoming of having to stop an entire PMC system to make any control changes.

- Historical data storage selectivity and flexibility — PMC/1000 now allows more efficient utilization of the disc space by providing independent save rates for subsystems and devices. Blocks can be individually saved (at subsystem rate) or not saved. Therefore, now you can save data from different parts of your application at different intervals by dividing them into separate subsystems. Prior to this enhancement, all historical data (variables as well as constants) had to be saved at the same rate.

Increased memory requirement

PMC memory requirement has increased by ½ Mbyte as major changes have been made to PMC in order to add the above features. From now on, PMC memory should be sized based on the following new guidelines:

- One display terminal, 1,200 blocks, 500 input/output: 2 Mbytes minimum memory required.
- Up to seven additional display terminals: add ½-Mbyte.
- 2,100 additional blocks: add ½ Mbyte
- 10,000 additional input points: add ½ Mbyte.

Memory upgrade program

AMSO will be offering a special memory upgrade discount to the existing qualified PMC/1000 A-Series customers encountering problems due to inadequate memory capacity for installing this PCO. Systems engineers will receive the details of this program through the F&PA newsletter on HP Desk by mid August; otherwise you may contact your regional sales development engineer in Cupertino, California, for details of the program. The PMC PCO is expected to be released in August/September 1985.

Disc support changes

Additional discs supported: HP 7942A (23.8 Mbytes); HP 7946A (55.5 Mbytes). Discontinued disc support: 9133XV Option 111 integrated 15 Mbytes disc (due to insufficient disc space for historical data logging).

A flyer with the above information was sent to the field in the first week of August.

A revised PMC/1000 data sheet reflecting the above changes will be mailed to sales reps and the field sales offices in September/October 1985. Please inform your prospective PMC/1000 customers about these changes.

Series A900 memory card price reduction

David Bayer/DSD

The 12221A 3-Mbyte memory card for the HP 1000 Series A900 computer will be available for \$16,000 as of September 1, 1985. This is a 33 percent price reduction from the previous price of \$23,990, passing on cost reductions of 256-Kbyte memory chips.

This new price is equivalent in price to the 12220C package which bundles together four 768-Kbyte boards. Since the 12221A takes up only one slot, it frees three slots when compared with the 12220C and increases reliability. The 12220C bundle will be obsolete in September 1986.

In September, Options 102, 104, 112, and 114 to the Model 29 (HP 2199C and 2199D), which bundle 3 Mbytes of memory using the 12220C will be rolled over to the 12221A.

QDM/1000 sales aids

Andy Meyer/SMC

With the transfer of QDM/1000 from Manufacturing Productivity Division (MPD) to Advanced Manufacturing Systems Operation (AMSO), the part numbers of several product sales aids have been changed. These include:

| Product | Old P/N | New P/N |
|-----------------------------|-------------|---------------|
| QDM/1000 Overheads | 32147-91001 | Not available |
| QDM/1000 35mm Presentation | 32147-92001 | 22999-90621 |
| QDM/1000 Screens | 32147-93001 | 22999-90622 |
| Quality in Manufacturing | 32147-94001 | 22999-90623 |
| Statistical Quality Control | 32147-95001 | 22999-90624 |
| QDSS at Boise | 32147-96001 | 22999-90625 |

All available sales aids are on 35mm slides and are orderable from AMSO (Product Line 65, Marketing Division 2200, Supply Division 2299). These are the same sales aids that have been available in the past; only the product numbers have been changed.



HP 9000 Series 300 HP 2392A/ VT100 terminal emulator

Rita Wigglesworth/CNO

You will be pleased to know that the HP 9000 Series 200 HP 2392A and VT100 Terminal Emulator has been upgraded to run on the Series 300 under the Pascal 3.1 operating system. This Terminal Emulator allows you to use your Series 300 computer as a terminal to a host computer, transfer files between the host and disc drives connected to the Series 300, and run applications packages such as HP DeskManager for the HP 3000.

The new terminal emulator is Revision 2 of the HP 98791B product, and it sells for \$500 US list. Two disc options are available, Opt. 042 for 5.25-inch and Opt. 044 for 3.5-inch. All 98791B orders received on or after August 1 will be filled with the new revision. First shipments of the new revision are planned for August.

Upgrade kits

Series 200 customers who purchased the Pascal 3.0-based release (98791B Rev. 1) may want to upgrade to the Pascal 3.1 based version (98791B Rev. 2). If the customer is signed up for HP's inexpensive 98791B +S00 Software Material Subscription (\$5/month) they will receive Revision 2 automatically. If not, they may purchase the 98791-69301 upgrade kit for 3.5-inch media or the 98791-69601 upgrade kit for 5.25-inch media. They must also return two production discs (P/N 98791-10X14 and 98791-10X15 where X=3,6). The exchange price is \$300, whereas the price of the original is \$500. Failure to return the discs will result in an additional \$200 charge. Customers who own the 98790A, 98791A, or 09800-10X80 Terminal Emulators must order the 98791B Revision 2 instead of these upgrade kits.

Security system compatibility

The security system implemented in the new version of the Terminal Emulator allows the customer to link the codeword either to the computer's ID PROM.

(Models 216, 217, 220/98203, 236, and 237 only) or to the HP 46084A HP-HIL ID Module (Models 217, 220/46020, 237, 310, and 320 only). Customers who want to purchase one copy of the Terminal Emulator to run on both Series 200 and Series 300 computers at different times should select the ID Module approach. This method is of interest to customers who rotate computers through different sites, who use a backup computer when the primary computer is on loan or undergoing repairs, or who lease one computer for awhile and then replace it with another. Please note that Series 300 customers must order the HP 46084A HP-HIL ID module.

New data storage for engineering workstations

Barbara Bennett-Brown/GLD

Two new data-storage solutions for the engineering marketplace are now available for HP 9000 Series 200/300/500 systems. Choose from the "quiet" entry-level 10-Mbyte hard disc (with 3½-inch microfloppy or hard disc stand-alone version) as a floppy alternative for BASIC and Pascal users and EGS applications or the 20-Mbyte hard disc (both versions available) for those single UNIX® workstations and dedicated instrument control markets.

Today's HP customers are looking for the most value for their dollar investment. These new products combine capacity, performance, convenience (much greater than with floppy-based systems), and HP renowned quality at a very attractive price to enhance the value of any Series 200/300/500 system.

Ordering information

| Product | Description | US list price |
|----------|--|---------------|
| HP 9153A | 10-Mbyte hard disc with 3½-inch microfloppy | \$1,940 |
| HP 9154A | 10-Mbyte hard disc standalone (for add-on sales or IBM/Compaq) | 1,690 |
| HP 9133A | 20-Mbyte hard disc with 3½-inch microfloppy | 2,740 |
| HP 9134H | 20-Mbyte hard disc standalone (for add-on sales or IBM/Compaq) | 2,390 |

These data storage products are supported on Pascal 3.0 or later, BASIC 3.0 or later, HP-UX 2.2L or fully 5.0 or later.

For specific configuration support, please refer to *Configuration Guide*, P/N 09800-90020 (Series 200), P/N 98561-90020 (Series 300), or P/N 09050-90050 (Series 500) available from Direct Marketing Division (DMK).

UNIX® is a registered trademark of AT&T Bell Laboratories.

Correction

In the August 15 issue of *Computer News*, in the article on page 36 entitled "HP 9000 Series 200/300 MUX available," the new 98642A four-channel multiplexer is introduced for the HP 9000 Series 200 and 300. Please note that this product in the current version will work only on the Series 300. It will not work on the older Series 200 until HP-UX 5.1 is released in the second quarter of FY86.

Also in this issue

UNIX Expo '85 — a new selling tool 5



GENERAL

New warranty program for peripherals

Bill Boles/GLD

Reinforcing HP's reputation for quality products, the warranty period for most personal peripherals will be changed to one year beginning September 1, 1986. The following products will be covered by this new one year return to HP warranty.

| Printers | Personal data storage solutions |
|----------------------------------|---|
| HP 2225A/B/C/D HP 2686A | HP 9123D HP 9122D/S |
| Plotters | HP 9133H HP 9134H |
| HP 7470A HP 7475A HP 7550A | HP 9153A HP 9154A HP 9142A HP 88500A |

In keeping with our price protection policy, any products purchased after June 1, 1985 will have their warranty extended to one year. To determine if a product is still within the one-year warranty period, the on-line warranty tracking system or proof of purchase will be used.

Until new user manuals or change sheets can be produced, the following interim statement will be put in each peripheral to notify the customer of the new warranty. This statement will be translated into five languages.

"Your Hewlett-Packard peripheral is warranted against defects in materials and workmanship for a period of one year from date of delivery. For warranty service or repair, return this product with proof of purchase to a Hewlett-Packard Field Repair Center or an authorized dealer. Contact your local Hewlett-Packard sales office for the address of the Hewlett-Packard Repair Center or authorized dealer nearest you.

Note: If you received this peripheral as part of a combined shipment with a Hewlett-Packard computer which receives a 90-day on-site warranty, this peripheral will receive a 90-day on-site warranty. (For products sold outside the US and Canada contact your local

Hewlett-Packard Sales and Support Office to determine warranty terms.)"

Please note that in certain cases, peripheral customers will receive a 90-day on-site warranty in lieu of the one-year return-to-HP warranty. As a convenience to the customer, this warranty was retained to make the HP peripheral warranty consistent with the host mainframe warranty, i.e., an HP 9133H disc drive on a Series 200 computer.

This new one-year warranty program is another feature enhancing HP's competitive position in the PC marketplace. HP products are known for their reliability — the one-year warranty is tangible proof of their value.

Also in this issue

HP forms group to market personal computer peripheral products

5

NETWORKS

HP SNA IMF and IMF performance enhanced

Karyn Mashima/IND

Information Networks Division (IND) is happy to announce the most frequently requested enhancement to IMF and SNA IMF — enhanced performance. A write optimization feature which improves screen handling was added to the products resulting in up to 25 percent improvement in pass-thru response time. (The actual percentage of improvement will vary depending on application and configuration. Refer to the September 1, 1985, issue of *PN2* for more detailed information.) The price of the first license or "A" copy will be increased for the HP 3000 Series 4X/6X to \$8,000 on the October 1, 1985, Corporate Price List. The enhanced versions of SNA IMF and IMF will be available on the T-Delta-2 MIT.

Pass-through performance enhancement

This feature works by repainting only the modified rows on the terminal screen, beginning with the first edited character in the row, in response to a host update. This minimizes the traffic between the HP 3000 and the terminal resulting in superior performance. This improvement not only represents a sig-



nificant enhancement in response time, but also provides the user with a friendlier interface over previous versions of pass-thru which repainted the entire screen after each transaction with the host.

The Beta site for this enhancement ranked it five (on a scale of one to five) as compared to the previous version. The enhancement will enable them to significantly expand SNA IMF usage, displace IBM equipment in some cases, and eliminate the requirement for a separate third party performance enhancement product which they had previously been using.

IND recommends HP 150, 2392A (only supports eight softkeys), and 2394A terminals running at 19.2 kilobits/sec to the HP 3000 for use with SNA IMF and IMF for data entry applications. HP 150, 2394A, and 2624B terminals are recommended for use with program development applications due to their support of modified data tags (MDTs). The write optimization enhancement, together with faster line speeds between the terminal and the HP 3000 and support of MDTs, act to minimize response time.

The results of the performance testing comparing the old version of SNA IMF to the enhanced SNA IMF will be published in the September 1985 issue of *PN2*. Comparison performance data is for the HP 3000 Series 4X. Performance data for the Series 37 was done for the enhanced version only.

SNA IMF and IMF — very competitive products

When comparing HP SNA IMF and IMF products to competitors' IBM 3270 emulations, it is evident that HP has a very complete feature set. Some of the features that differentiate our products from competitors' are:

- The support for both pass-thru and programmatic modes.
- The capability to run both SNA IMF and SNA NRJE over the same hardware (INP and datacom line) *concurrently* at 56 Kbits/sec.
- The support for modified data tags (reducing response time).
- The support for rolling softkeys (enabling users to define and label multiple levels of up to 16 soft/function keys).
- The write optimization feature.
- The Network Configuration Checkout.

This is only a partial list of features that represent those we suggest stressing when selling in competitive environments as these are the capabilities not usually found in competitors products. Consult the

SNA IMF data sheet (P/N 5954-0433) and SNA IMF field training manual (P/N 5954-0434) for a complete list of features.

One competitive product to reference is the WANG VS SNA 3274 emulation. It does not support a programmatic interface and, as with WANG's other SNA products, only runs at 9600 bits/sec. The interface card they use is less intelligent than the INP in the HP SNA Link product, in terms of offloading CPU cycles. Most significantly, due to the type of PU 2.0 device WANG has implemented, their SNA batch and interactive products will not run over the same line concurrently; there have been conflicting reports on whether they have remedied this last issue. Supporting two lines could result in extraordinary telecommunications costs. Our customers should ask WANG for reference accounts where WANG has solved needs similar to theirs (not demos) prior to any purchase.

DEC's SNA implementation for the VAX is quite different from HP's. DEC divides their IBM 3270 capabilities into three products: a terminal emulator, a programmatic interface, and a product to support printing. Each is fairly inexpensive on a stand-alone basis as compared to HP's SNA IMF product. However, in order to implement an SNA solution, the customer must first purchase a dedicated PDP 11-24 SNA Gateway processor. The implications of this implementation include: greater physical space and the inherent cost of that space, more hardware with the reliability and support problems involved, and the significant upfront costs of a dedicated processor and gateway software.

| DEC | Wang |
|--|--|
| <ul style="list-style-type: none"> • Dedicated PDP 11-24 SNA Gateway Server <ul style="list-style-type: none"> — cost of hardware and software — greater physical space/cost — more hardware with potential for reliability and support problems • Three separate products to provide capability of HP solution <ul style="list-style-type: none"> — terminal emulator — programmatic interface — printing support | <ul style="list-style-type: none"> • SNA batch and interactive products do not run over same datacom line concurrently* <ul style="list-style-type: none"> — telecommunication cost — hardware cost • No programmatic interface • Less intelligent interface card than HP INP <ul style="list-style-type: none"> — CPU overhead • Line speed 9600 bps <p>*Conflicting reports on this point</p> |

DEC and Wang SNA 3270 Product Summary Table

continued on next page

Price and ordering information

Due to this major performance improvement, on the October 1 Corporate Price List the prices of IMF (P/N 30250) and SNA IMF (P/N 30247) will be increased to \$8,000 from \$6,000 for the first license ("A" copy) on the HP 3000 Series 4X, 5X, and 6X. "R" copy prices are 50 percent of the "A" copy prices (meaning that the "R" copy price will increase to \$4,000 from \$3,000 for the Series 4X, 5X, and 6X). The SNA IMF upgrade program (\$3,000 "A" copy credit for all HP 3000 IMF customers upgrading to SNA IMF) will still remain in effect until January 31, 1986.

Product information

An updated SNA IMF data sheet will be included in the HP 3000 Data Communications Products Guide Supplement (P/N 5954/6583) which you will receive as part of AdvanceNet mailing number eight scheduled for early September 1985.

New cable for HP 2334A STAT MUX

Alic Rakhmanoff/GND

Customers using the HP 2334A in STAT MUX configuration with packet switching network (with switched virtual circuits), or with leased line doing switching or contention on computer ports, would benefit from this new HP 40221A cable.

The HP 40221A cable allows you to clear the computer port (by clearing the switched virtual circuit) after the terminal user has typed "BYE". Another terminal can then access this port.

This new HP 40221A cable will be on the October 1 Corporate Price List at the same price as the HP 40220A (\$65).

Technically, both cables are identical, except that pins 5 and 6 have been inverted.

We strongly recommend that starting October 1 HP 2334A users order:

- HP 40221A — for async computer port connection (ATP, ADCC).
- HP 40220A — for connection of HP 2334A to asynchronous modem.

MASS STORAGE

Move up to an HP 7907A disc drive

Diane Leeds/FRD

As a part of HP's continuing goal to provide customers with lasting value, Finance and Remarketing Division (FRD) and Disc Memory Division (DMD) are pleased to introduce an upgrade path to the new HP 7907A disc drive. Customers currently using HP 7906 disc drives on their systems now have a cost-effective way to move up to an HP 7907A disc drive. Starting September 1, customers can receive between a \$2,000 and \$3,000 upgrade credit when they purchase a new HP 7907A disc drive depending upon the drive returned. These credits will be available until December 31, 1985.

Who should you target for this upgrade? Users of HP 1000 and HP 9000 systems who require removable media and are in need of additional storage capacity will be able to double the capacity of their HP 7906. Likewise, customers who are constrained by space can increase the storage capacity of their system within their existing rackmount system. In addition, customers operating their systems in harsh environments will benefit from the more rugged and reliable design of the HP 7907A.

The return credit must be ordered as a coordinated delivery on the same section of the order as the HP 7907A. Specific ordering information is as follows:

| P/N | Description | US list/ Factory base price |
|-----------|-------------------------------|--------------------------------------|
| HP 7906MN | Return credit for HP 7906M/MR | \$3,000 |
| HP 7906SN | Return credit for HP 7906S/SR | 2,000 |
| HP 7906HN | Return credit for HP 7906H/HR | 2,500 |

If you have any questions on this or other disc drive upgrade programs, please call your FRD regional Market Development contact.

New mass storage for HP 9825 and 9845 owners

Rick Connolly/DMD

In a continuing program to offer new products to the installed base, Disc Memory Division (DMD) has reviewed an HP midrange disc and third party ROM combination that enables certain models of the HP 9825 and 9845 to be equipped with additional mass storage. The HP 9825/45s are among the most popular ever offered by HP, and the worldwide installed base exceeds 85,000 units.

New mass storage solutions available include the HP 7941/45 fixed discs, the HP 7942/46 disc/tape subsystems, and the HP 7907 fixed/removeable disc drive.

The system interface for these discs is provided through mass storage ROMs developed and sold by a reputable third party — Structured Software Systems (SSS). Not only do these SSS supported ROMs provide the interface to HP's new mass storage solutions, but they offer useful features not found on earlier HP supported ROMs.

The combination of HP's new mass storage products and the advanced ROMs from SSS, coupled with an 85,000 unit installed base makes this a powerful sales opportunity.

Currently, the ROMs designed for the HP 9825T and 9845B/C models will provide an interface to CS/80 devices. If a Disc/ROM combination potentially fits your customer's growth needs, contact Structured Software Systems, Inc., Irick Road, Box 1072, Mount Holly, NJ 08060, 609-267-1616.

SSS will be happy to give you more information about the ROMs, current product specifications, new products, availability, pricing, service support, warranty, and so on.

Also in this issue

The Megabyte Express program expanded

11

New HP 7510 color film recorder sales literature

Melissa Gerberich/SDD

Look for these new publications from San Diego Division (SDD) on your literature shelves. If you need additional copies, they can be ordered from the Literature Distribution Center in Palo Alto, California.

| Title | Description | P/N |
|--|---|-----------|
| HP 7510 technical data sheet | Full-color, six-page brochure. | 5953-9858 |
| HP 7510 flyer | Full-color, two-sided flyer. Great for direct mail and tradeshow. | 5953-9869 |
| HP 7510 sample slide package | Resealable light blue envelope contains two slides created by the HP 7510. | 5953-9871 |
| Interface Cables for HP Graphics Plotters and Personal Printers (revised version, June 1985) | This four-page brochure lists cables and configuration information for HP plotters and personal printers. | 5953-9828 |

Sales opportunities for HP 758X low-priced drafting plotters

Jan Craven/SDD

Here's important information to help you increase sales in this slow growth period. With the tremendous price reduction on drafting plotters, you will find the market very receptive to your sales pitch. This is a good time to make use of those pre-qualified leads San Diego Division (SDD) has been sending you.

Benefits

HP 758X plotters are supported by 80 percent of CAD software vendors, and they provide consistently reli-

able, accurate, fast, high-quality pen plotting.

Markets and applications

- **Mechanical market** — computer aided drafting, design, manufacturing, and engineering; packaging and mold designs, machine design, no tool paths; and assembly and fabrication drawings.
- **Electrical market** — electrical, circuit, and wiring designs; drill drawings, assembly checkplots; and schematic drawings.
- **AEC (architectural engineering and construction)** — architectural and structural drawings; facilities layout; and land, plat, boundary, and topographic surveying.
- **Other** — mapping, mining, scheduling, and presentations.

Customer profile

Anyone who currently develops manual drawings is a candidate for a CAD system, and current CAD system users are candidates for additional systems.

Customers are found in Fortune 500 firms, architectural firms, small engineering design and manufacturing firms.

- **Mechanical** — CAD/CAM and drafting department managers; mechanical, tooling, package design, methods, and structural engineers; R&D engineers, section leaders, and project managers; and documentation and engineering analysis managers.
- **Electrical** — electrical and electronic engineers; R&D engineers, section leaders, and project managers; and documentation and engineering analysis managers.
- **AEC (architectural engineering and construction)** — architects, designers, cartographers, and surveyors; planners, facilities and plant engineers; and civil and structural engineers.
- **Other** — systems, data processing, and computer support managers; geodesists, geologists, and geophysicists; logging, marine, and mining engineers; and meteorologists and schedulers.

Computer systems

Personal computer systems, single or multiuser workstations, and mini and mainframe computers.

New supplies package for HP 758X drafting plotters

Jane Kelly/SDD

In response to the popularity of the new disposable drafting pens, changes are being made to the accessories package included with the purchase of an HP 758X drafting plotter.

Starting September 1, all shipments will include a disposable drafting pen carousel and four disposable drafting pens with adapter and pen cap assemblies. These supplies will replace the refillable drafting pen carousel, drafting pen bodies, cleaning syringe, cleaning solution, and drafting ink which was formerly included with HP 758X purchases. One roller-ball pen package with four colors will still be included.

In addition, five sheets of vellum (used with disposable pens) will replace the five sheets of polyester film (used with refillable pens) in the Media Sampler.

The supplied accessories will no longer include a digitizing site, but a *Drafting Supplies Catalog* will be included for the customer's convenience.

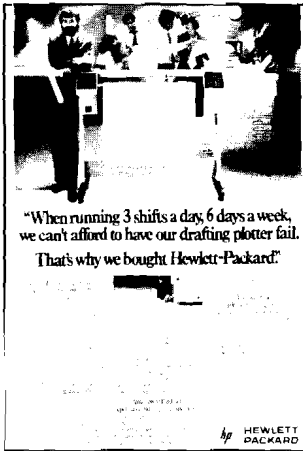
Revised HP 758X drafting plotter data sheet

Jane Kelly/SDD

The HP 758X drafting plotter data sheet has been revised and is now available. The new lower prices are reflected in the US version (no prices are listed in the foreign version). The new data sheet also reflects the changes made to the "supplied accessories," which now include the popular new disposable drafting pens. The data sheet is available from the literature Distribution Center in Palo Alto, California, in a domestic (P/N 5953-9878D) and foreign (P/N 5953-9878) version.

Drafting plotter September ad schedule

Jan Craven/SDD



Your OEMs, ASP dealers (SF12 only), and volume end users will want to know we are continuing our heavy advertising campaign throughout the fall. We have a strong commitment not only to the hot architectural market, but also to the computer-aided design and mechanical/electrical design markets. Look for the HP drafting plotter ad with the reliability

message in these September publications: *Architectural Engineering Systems*, *Architectural Record*, *Architectural Technology*, *Computer Aided Engineering*, *Computer Design*, *Computer Graphics World*, *Design News*, *Digital Design*, *Electronics*, and *Machine Design*.

HP 7550 availability continues to improve

Bill Higley/SDD

Availability on the HP 7550 was reduced to three weeks in July. Check your current availability schedule for the latest quoted delivery time.

We anticipate that availability will continue to improve by one or two weeks. We hope this makes HP 7550 delivery very attractive to your customers and we thank you for your patience.

Plotter demo discs available

Winifred Green/SDD

Demos sell plotters. That's why we've created several plotter demonstration discs for your use. These demo discs can be ordered through the HEART system.

| P/N | Computer | Plotter | Disc size (inches) | Contents |
|-------------|------------------|---------|--------------------|---------------------|
| 07090-18020 | HP 9816 | HP 7090 | 3½ | N |
| 07090-18025 | HP 9826/ 9836 | HP 7090 | 5¼ | N |
| 07470-18001 | HP-85 | HP 7470 | Cart. | A, B, C, G, H, J, M |
| 07475-18001 | HP-86/87 | HP 747X | 5¼ | A, B, C, G, H, J, M |
| 07475-18002 | HP-86/87 | HP 757X | 3½ | A, B, C, G, H, J, M |
| 07550-18001 | HP 9826/ 9836 | HP 7550 | 5¼ | C, D, H, J, M |
| 07550-18002 | HP 9816 | HP 7550 | 3½ | C, D, H, J, M |
| 07550-18004 | IBM PC/XT/AT | HP 7550 | 5¼ | C, G, H, I, M |
| 07550-18005 | Apple II/E/C | HP 7550 | 5¼ | A, C, M, I |
| 07586-18020 | HP 9826/ 9836 | HP 758X | 5¼ | H, I, J, M |
| (two discs) | | | | |
| 07586-18022 | HP 9816 | HP 758X | 3½ | H, I, J, M |
| (two discs) | | | | |

Contents key: A — Bar chart; B — Pie chart; C — Line chart; D — A, B combination; E — A, C combination; F — B, C combination; G — A, B, C combination; H — CAD design; I — CAM design; J — CAE design; K — Page advance feature; L — Long axis; M — Miscellaneous design; N — Instrumentation.

HP 7090 Achiever Program extended

Otto Talle/SDD

Due to its great popularity, the HP 7090 Achiever Program has been extended until further notice. Notify your regional systems engineer (RSE) in San Diego when you sell your first HP 7090 Measurement Plotting System and you'll receive a jade crystal paperweight. Sell 20 and you'll receive a beautiful Cross pen and pencil set. Your regional systems engineer will need your name, sales rep code number, order number and date, and complete shipping address (street, city, state, country).

Also in this issue

Improving sales to a major account 10

PRINTERS

Introducing the HP LaserJet PLUS printer

Linda Lewis/BOI

On August 26, HP introduced the HP LaserJet PLUS, the second member of the LaserJet family of personal office printers. The HP LaserJet PLUS offers the same capabilities as the original, top-selling LaserJet and, in addition, increased graphics and flexibility.

Features PLUS

Compared to the LaserJet, the HP LaserJet PLUS's 512 Kbytes of memory allows more advanced graphics (full page at 150 dpi or half page at 300 dpi), better merged text and graphics, downloadable fonts and

forms, and electronic forms including shading and pattern images.

More flexibility

The HP LaserJet PLUS printer has downloadable fonts capability (up to 30 points or about two times the size of typewriter print) that offers customers new flexibility for printer sharing as well as mixing and matching typefaces. Up to 32 fonts (depending on font size) can be downloaded to the printer's memory. Up to 16 fonts can be printed on one page, utilizing any combination of cartridge and downloaded fonts (also known as Soft Fonts).

The HP LaserJet PLUS has available a Centronics parallel interface, which allows faster printing of graphic images from the IBM PC.

LaserJet compatibility

The HP LaserJet PLUS is 100 percent compatible with the original LaserJet printer design. The HP LaserJet PLUS uses the same toner cartridge, font cartridges, and paper trays and runs with the same software as the HP LaserJet. However, software designed specifically to use the additional HP LaserJet PLUS memory may not necessarily work with the LaserJet printer.

LaserJet PLUS software support

Boise Division is currently working with many independent software vendors (ISV) to provide advanced software support of LaserJet PLUS's advanced features. Enhancements to packages for typesetting, general and technical word processing, graphics, business presentations, and image processing (scanning) are available. For an HP LaserJet printer ISV listing, order P/N 5954-2273.

LaserJet PLUS pricing

The HP LaserJet PLUS sells for \$3,995, and the existing LaserJet printer's price has now been reduced to \$2,995. Until January 1, 1986, the LaserJet to LaserJet PLUS upgrade kit is \$1,495. On January 1, the upgrade price will increase. A separate parallel interface kit is available for \$65. These kits are customer engineer or authorized service dealer installable.

For additional information on the LaserJet PLUS printer, refer to the HP LaserJet sales guide addendum (P/N 5954-2452D).

HP LaserJet PLUS printer ordering information

Linda Lewis/BOI

The following is a list of options and literature that is available for the HP LaserJet PLUS.

| P/N/Option | Description |
|------------|--|
| 2686A | 115V LaserJet |
| Opt. 200 | 115V LaserJet PLUS w/RS-232-C |
| Opt. 210 | 115V LaserJet PLUS w/parallel |
| 2686AB | 220V LaserJet |
| Opt. 200 | 220V LaserJet PLUS w/RS-232-C |
| Opt. 210 | 220V LaserJet PLUS w/parallel |
| 2686AU | 240V LaserJet |
| Opt. 200 | 240V LaserJet PLUS w/RS-232-C |
| Opt. 210 | 240V LaserJet PLUS w/parallel |
| 26051A | LaserJet to LaserJet PLUS upgrade kit |
| 26052A | LaserJet PLUS parallel interface cable (used in conjunction with 26051A) |
| 5954-2451D | Product brochure |
| 5954-2455D | Statement stuffer |
| 5954-2499D | Font flyer |
| 5954-2270 | Font matrix |
| 5954-2274 | Data sheet |
| 5954-2452D | Sales guide addendum |
| 5954-2273 | LaserJet ISV listing |
| 5954-2275 | LaserJet third party hardware solutions |

Downloadable fonts for the HP LaserJet PLUS printer

Mary Boles/BOI

On September 1, downloadable fonts are available for the HP LaserJet PLUS printer. The downloadable fonts are available in 5¼-inch IBM and 3½-inch HP floppy disc format as well as USASCII and Roman-8 symbol sets. The first downloadable fonts available for the HP LaserJet PLUS printer are designated as a "Base Set." This Base Set provides a selection of fonts for general word processing and presentations. The Base Set consists of the TMS RMN and HELV fonts in 8-point medium; 10- and 12-point medium, bold, and italic; and 18- and 24-point bold.

Additional downloadable fonts known as "Supplemental Sets" will be available shortly after introduction. The Supplemental Sets will provide an increased number of point sizes for the TMS RMN and HELV

type styles. The combined Base and Supplemental Sets for the TMS RMN and HELV type styles will consist of medium, bold, and italic faces in point sizes of 6, 8, 9, 10, 11, 12, 14, 18, 24, and 30.

The downloadable TMS RMN and HELV fonts for the HP LaserJet PLUS were developed with the Bitstream® Bitmap Factory, resulting in high-quality fonts for the HP LaserJet PLUS print engine.

Base Set downloadable fonts ordering information

| P/N | Description | Factory base price | US list price |
|----------------------|------------------------|--------------------|---------------|
| IBM Format (5¼ inch) | | | |
| 33412AA | TMS/HELV Base, USASCII | \$245 | \$250 |
| 33412AB | TMS/HELV Base, Roman-8 | 245 | 250 |
| HP Format (3½ inch) | | | |
| 33411AA | TMS/HELV Base, USASCII | 245 | 250 |
| 33411AB | TMS/HELV Base, Roman-8 | 245 | 250 |

The HP LaserJet PLUS downloadable fonts can be ordered through Personal Computer Distribution Operation and Direct Marketing Division.

Bitstream® is a US registered trademark of Bitstream, Inc.

How to position the HP LaserJet PLUS printer with the original LaserJet printer

Debbie Hooten and Linda Lewis/BOI

The HP LaserJet PLUS and the original LaserJet printers give you a powerful combination for building sales. Each is designed to appeal to a large segment of the fast-growing laser-printing market. In 1985, it is estimated that sales, in units, of 0-10 page-per-minute printers will reach 172,700 worldwide growing to 319,500 in 1986. To allow HP to maintain and even expand its leadership position established by the HP LaserJet printer, Boise has introduced the HP LaserJet PLUS.

The HP LaserJet printer product positioning

The HP LaserJet printer, the most popular personal

computer laser printer, is for customers who want:

- Quiet, quick, letter-quality word processing or spreadsheet printing.
- Merged text and graphics (75 dpi full page or smaller pictures with higher resolution).
- A variety of font styles — over 29 font styles (up to approximately ¼ inch high) are available on 15 plus-in cartridges. You can mix up to eight different fonts on a single page.
- A superior daisywheel replacement — it is much quieter, is 3 to 10 times faster, has greater print versatility, and offers comparable pricing.
- An alternative to the near-letter-quality dot-matrix personal computer printers.
- The benefits of laser printing at a lower cost.

HP LaserJet PLUS printer positioning

Many of your customers may need more capability than the original LaserJet printer can give them, especially if they require:

- Shared printing or local area networks — here downloadable fonts provide increased flexibility for multiple users with different font needs or preferences.
- Electronic forms capabilities including forms overlay (or forms repeat).
- Merged text with high-resolution graphics.
- Technical word processing.
- In-house typesetting — full families of typefaces, ranging from 6 to 30 point (up to approximately ½ inch in height) available.
- Presentations — larger characters and larger high resolution graphics are key.
- Graphics — full page graphics at 150 dpi, half page graphics at 300 dpi.

Introducing the HP PCLPak

Larry Haley/BOI

Not available in Europe until October 1.

On September 1, Boise Division introduces the new HP PCLPak, a simple software utility which provides a menu-driven interface to the HP LaserJet and HP LaserJet PLUS printers. PCLPak allows the user to configure the printer (such as selecting character sets, lines per page, number of copies, and so on) prior to running an application without entering escape sequences or writing a computer program.

PCLPak enhances the HP LaserJet and LaserJet PLUS printers

For the HP LaserJet PLUS printer, HP PCLPak also provides font downloading, printing rules, and formatting and printing simple text. Your HP printer's features can be utilized by entering commands from simple menus. A "help" facility provides further explanation. And, to make it even easier, the accompanying user's guide includes simple step-by-step instructions and examples.

The HP PCLPak disc includes a program file and message catalog, 19 cartridge font configuration files, and 10 blank standard forms such as a calendar, schedules, and accounting forms that can be customized.

Distinguishing PCL versus PCLPak

The Printer Command Language (PCL) is HP's standard protocol for communicating with printers. PCL defines the escape sequences used to access the features of a printer. While PCL is an excellent method for computer programs to communicate with printers, HP PCLPak is designed for the end user because it eliminates the need for the user to understand escape sequences. For more information on PCL, refer to the February 15 *Computer News* article on page 30 entitled "Printer Command Language explained."

PCLPak ordering information

HP PCLPak is included free with the HP LaserJet PLUS printer Base Set of soft fonts. It can also be purchased for use with the HP LaserJet printer for \$79 through Personal Computer Distribution Operation (PCDO) or Direct Marketing Division (DMK).

Introducing the 92286K font cartridge

Mary Boles/BOI

In May, a TWX from Personal Computer Group and the Dealer Price Guide announced the 92286K font cartridge as a Math Gothic font cartridge; however, the 92286K font cartridge is a Math TMS font cartridge. This cartridge is now available for \$395 factory base price and \$400 US list price.

Although Boise Division has no current plans of introducing a Math Gothic font cartridge, two math font cartridges (92286J, Math Elite, and 92286K, Math TMS) are now available. The Math Elite font cartridge provides technical word processing with fixed-pitch fonts. The Math TMS font cartridge provides technical word processing with proportional spaced fonts. These math cartridges should supply all of your customer's technical word processing needs. However, if your customer has a specific need for a special math font cartridge, please contact Gary Locklair at Boise Division Specials.

Below is a complete list of the font cartridges available for the HP LaserJet printer:

| P/N | Cartridge name | Factory base price | US list price |
|--------|--|--------------------|---------------|
| 92286A | Courier | \$220 | \$225 |
| 92286B | TMS Proportional 1 | 220 | 225 |
| 92286C | International 1 | 220 | 225 |
| 92286D | Prestige Elite | 220 | 225 |
| 92286E | Letter Gothic | 220 | 225 |
| 92286F | TMS Proportional 2 | 325 | 330 |
| 92286G | Legal Elite | 325 | 330 |
| 92286H | Legal Courier | 325 | 330 |
| 92286J | Math Elite | 395 | 400 |
| 92286K | Math TMS | 395 | 400 |
| 92286L | Courier (Portrait and Landscape) | 325 | 330 |
| 92286M | Prestige Elite (Portrait and Landscape) | 325 | 330 |
| 92286N | Letter Gothic (Portrait and Landscape) | 325 | 330 |
| 92286P | TMS Rmn (Portrait and Landscape) | 325 | 330 |
| 92286Q | MEMO 1 | 325 | 330 |
| 92286T | TAX | 395 | 400 |
| 92286U | Forms P | 395 | 400 |
| 92286V | Forms L | 395 | 400 |
| 92286W | 3 of 9/OCR A | 395 | 400 |

The HP LaserJet printer font cartridges can be ordered through Personal Computer Distribution Operation (PCDO) and Direct Marketing Division (DMK).

HP 26096A Digital Camera System discontinued

Rick Wakeman/BOI

As of October 31, 1985, the HP 26096A Digital Camera System will be discontinued. The HP 26096A was designed to capture existing line art for use in technical publication applications employing the HP 2680A or 2688A laser printers. It is also being used in electronic mail and trademark search and retrieval applications.

The HP 26096A is a Boise "special" product and is not on the HP Corporate Price List. Final orders must be received by October 31, 1985. Price quotes from the Boise Market Development department will be required. Before a price quote can be issued, a special service support form must be reviewed and signed by your local office management. Contact the Boise Market Development department at 208-323-3822 to get your price quotes and other information.

TERMINALS

Introducing the HP 2397A color graphics terminal

S. Sundaresh/RTD



At \$3,095 US list — a 48 percent reduction off the price of the HP 2627A color graphics terminal — the HP 2397A is priced within reach of most technical and business users. The HP 2397A color graphics terminal,

together with the HP 2393A graphics terminal, will enable you to sell more graphics solutions (software and peripherals on HP 1000, 3000, and 9000 systems, as well as non-HP systems such as DEC).

The HP 2397A has all the graphics, alphanumeric, ergonomics, and ease-of-use features offered on the HP 2393A (see *Computer News* July 1, 1985, page 40). It also provides the same level of input/output flexibility.

In addition, the HP 2397A offers unbeatable customer benefits:

- High quality color — Graphics can be displayed in eight colors from a palette of 64. More colors are possible using dither patterns. In alphanumeric mode, foreground and background colors can be defined for each character cell. At any one time, eight color pairs can be displayed from a total of 64 possible pairs. Color hardcopy is possible with HP plotters, the new HP 7510 film recorder, and the Diablo C150 color inkjet printer.
- Instant software leverage — The HP 2397A is backward compatible with the HP 2627A graphics terminal. The terminal ID field in the HP 2397A can be configured as an HP 2627A to run graphics applications written for the HP 2627A, without modifications, on HP and non-HP systems.
- Low cost of ownership — Using state-of-the-art technology, the HP 2397A has achieved significant reliability improvements. As a result, the Product Monthly Maintenance Charge for the HP 2397A is only \$6 compared to \$20 for the HP 2627A color graphics terminal.

And, to make it easier to sell on DEC and other non-HP systems, the HP 2397A provides TEKTRONIX 4010/4014 compatibility and a no-cost ANSI X3.64 option, as well as support by major third-party software vendors, such as ISSCO, Precision Visuals, SAS Institute and Megatek.

The HP 2397A color graphics terminal is very competitive and offers outstanding value to your customers.

Order HP 2397A consignments now

S. Sundaresh/RTD

HP 2397A consignment units can be ordered now. Every sales office should have at least one fully configured color graphics terminal and associated peripherals. We recommend the following:

| Product | Description |
|----------|-------------------------|
| HP 2397A | Color Graphics Terminal |
| Opt. 046 | HP-IB interface |
| Opt. 092 | RS-232-C interface |
| Opt. 093 | Centronics interface |

Order appropriate keyboard and modem cable options and peripheral cables. European and Intercon orders should include Option 015 to obtain the international monitor. To demonstrate the flexibility of the HP 2397A color graphics terminal, we suggest you also have on hand the following input peripherals:

| P/N | Peripheral |
|--------|-----------------|
| 35723A | Touch accessory |
| 46060A | Mouse accessory |
| 46087A | Graphics tablet |
| 92916A | Bar code reader |

Orders for the HP 2397A color graphics terminal are handled through Roseville Terminals Division (RTD). For complete ordering information, contact your demo coordinator.

New color monitor available

Mark Thompson/RTD

The HP 35741 color monitor is a 12-inch 640 x 400 resolution RGB analog color video display monitor. An excellent choice for use with HP computer systems or workstations, the color monitor features an innovative ergonomic design and HP quality and reliability at a competitive price. Support for the 35723 HP Touch Accessory is included as a standard feature of the color monitor. (The HP Touch Accessory must be purchased separately.)

The color monitor is currently being used with the HP 2397A color graphics terminal, the HP 9000 Models 310 and 320 and HP personal computers. The monitor features: RGB P22 color phosphor, a 0.31mm dot pitch, available resolution of 640 x 400, analog video inputs capable of providing a continuous spectrum of colors, HP-HIL support for the HP Touch Accessory, convenient front panel brightness and contrast controls, non-glare screen, integral tilt and swivel, internal speaker, and a one-year warranty. All of these features for a US list price of only \$995.

For further information and technical specifications on the color monitor, refer to the HP 35741 data sheet (P/N 5953-8626).

Ordering information

| P/N | Description |
|---|--|
| 35741A | Color monitor for US and Canada only — switch selectable voltage — includes US power cord |
| 35741BA | Color monitor — switch selectable voltage — includes South African power cord |
| 35741BB | Color monitor — switch selectable voltage — includes European power cord |
| 35741BK | Color monitor — switch selectable voltage — no power cord included |
| 35741BM | Color monitor — switch selectable voltage — includes US power cord |
| 35741BQ | Color monitor — switch selectable voltage — includes Swiss power cord |
| 35741BU | Color monitor — switch selectable voltage — includes UK power cord |
| 35741BY | Color monitor — switch selectable voltage — includes Danish power cord |
| <i>Note: The 35741B versions are UL recognized, but not UL labeled.</i> | |
| Accessories | |
| 35723A | 12-inch user-installable touchscreen bezel. Installation instruction manual included. |
| 46020-60001 | HP-HIL cable (consult literature of the HP system being used to determine if you need this cable.) |

The difference between half duplex or local echo

Art Newman/RTD

Many customers seem to confuse the terms "half duplex" and "local echo" as they apply to terminals. This confusion can lead to an unnecessary loss of sales. Often a customer will ask for half duplex operation, when in reality, the customer needs only local echo. Some of our terminals do not support half duplex, whereas all of them support local echo. This article is an attempt to describe these two terms so that future sales opportunities can be captured.

Local echo

Local echo means that data generated at the terminal is echoed locally to the screen. This is for applications in which the host CPU does not echo the characters. HP systems do echo characters, but most other ven-

dors systems do not. Most of the time, this is the feature that customers are asking for when they say half duplex.

Half duplex

Half duplex is a hardware/software protocol created in the days when modems could only transmit information in one direction at a time. Through the means of hardware lines and/or extra characters in the data stream, the direction of the transmission can be changed. For this type of application, it would be extremely wasteful to have to switch the transmission direction character by character in order to provide echo to the screen. Therefore, half duplex operation usually requires local echo at the terminal.

Today, most terminal connections provide the ability for continuous data flow in both directions without having to switch the transmission direction. This is known as full duplex. Even though the transmission medium provides for this, many vendors still treat the port as if it is half duplex and, therefore, requires local echo.

To summarize, a request for half duplex doesn't always mean half duplex. A large portion of the time all that is needed is local echo. A little more investigation could mean getting that sale, even though, at first, things don't look good. The table below summarizes the type of support available on our current terminals.

| HP terminal | Local echo | Half duplex |
|-------------|------------|-------------|
| HP 2392A | Yes | No |
| HP 2622A | Yes | No |
| HP 2623A | Yes | No |
| HP 2624B | Yes | Yes |
| HP 2625A | Yes | No |
| HP 2626A | Yes | Yes |
| HP 2627A | Yes | No |
| HP 2628A | Yes | No |
| HP 2393A | Yes | No |
| HP 2394A | Yes | No |

Also in this issue

HP 264X trade-in program available in Europe

11



□ Computer Supplies



Computer Supplies Operation Europe now Direct Marketing Operation

Walter Stierle/DMO

Computer Supplies Operation Europe (CSO-E) has been renamed Direct Marketing Operation (DMO). In keeping with our objective, we will continue to serve your customers' needs with our easy and friendly order-taking capabilities as well as fast, in-stock shipments for more than 1,800 products.

Products we offer include magnetic media, printer and plotter supplies, cable connectors, office furniture, and publications/learning aids.

In order to save you time and help your customers select the right products for their needs, we publish the *Computer Users Catalog*. It's available in the following editions:

| P/N | Catalog edition |
|---------------|---|
| 5953-2450 | International edition (English language) |
| 5953-2450(FR) | French language edition* |
| 5953-2450(GE) | German language edition* |
| 5953-2450(IT) | Italian language edition* |
| 5953-2450(UK) | UK edition (In the UK, order by calling 0734-697201.) |

*Order from your local Literature Distribution Center.

To order our products, your customers can call their local Direct Marketing center. The Direct Order phone numbers are listed in this section of *Computer News*.

New HP ergonomic chairs

Jim Kinney/DMK

Ergonomics is becoming more of a concern in today's modern office, especially for those who sit for extended periods of time doing data entry or other computing activities. Direct Marketing Division has added three new outstanding features at a very competitive price.

Features of the new 92209E/F/G chairs include gas cylinder height and back-tilt adjustments, mechanical back-height and seat-tilt adjustments, self-braking casters to prevent roll-away, and optional arm set.

Customers can easily add arms to the chair, making an affordable managerial chair.

| P/N | Description | US list price |
|--------|--------------------------|---------------|
| | Workstation chair | |
| 92209E | Rust color (1-2 chairs) | \$215 ea. |
| 92209F | Dove blue (3-9 chairs) | 198 ea. |
| 92209G | Beige color (10 or more) | 190 ea. |
| 92209K | Arm set (1-2 sets) | 65 ea. |
| | (3-9 sets) | 57 ea. |
| | (10 or more) | 53 ea. |

See the *Computer Users Catalog*, (P/N 5953-2450D), for more information on these and other ergonomic chairs. For fast service, customers should call our Direct Order phone numbers.

| DMK DIRECT ORDER | |
|--|--|
| DMK Fast Phones — the easy, direct way for you to order supplies, accessories, media, furniture, and software. | |
| Location | Telephone Number |
| Australia | (03) 895-2645 (03) 895-2615 (03) 895-2815 (03) 895-2861 |
| Austria | (0222) 2500-615 (0222) 2500-616 |
| Belgium/Luxembourg | (02) 762 32 00 |
| Canada | |
| Toronto Local | 416-671-8383 |
| Ontario | 1-800-387-3417 |
| Quebec | 1-800-387-3417 |
| British Columbia | 112-800-387-3154 |
| Other Provinces | 1-800-387-3154 |
| Denmark | (02) 816640-258 |
| Finland | (80) 887 2361 |
| France | (6) 928 32 64 (6) 907 78 25 |
| Greece | (01) 6471673 |
| Italy | (02) 9236 9437 (02) 9236 9478 (02) 9236 9585 |
| Middle East | |
| Athens | (01) 6828811 |
| Norway | (02) 171180 |
| South Africa | |
| Johannesburg | (011) 8025111 |
| Cape Town | (021) 537954 |
| Spain | 91-6374013 91-6370011 |
| Sweden | (08) 7502028 (08) 7502027 (08) 7502204 |
| Switzerland | (057) 31 22 54 (057) 31 22 53 (057) 31 22 59 |
| The Netherlands | (020) 547 6606 |
| United Kingdom | (0734) 697201 |
| United States | 800-538-8787 |
| California | 408-738-4133 |
| West Germany | (0130) 3322 |