COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel
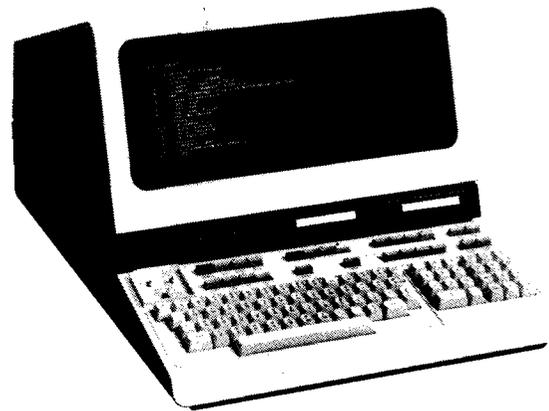
ANNOUNCING

the

HP 2000
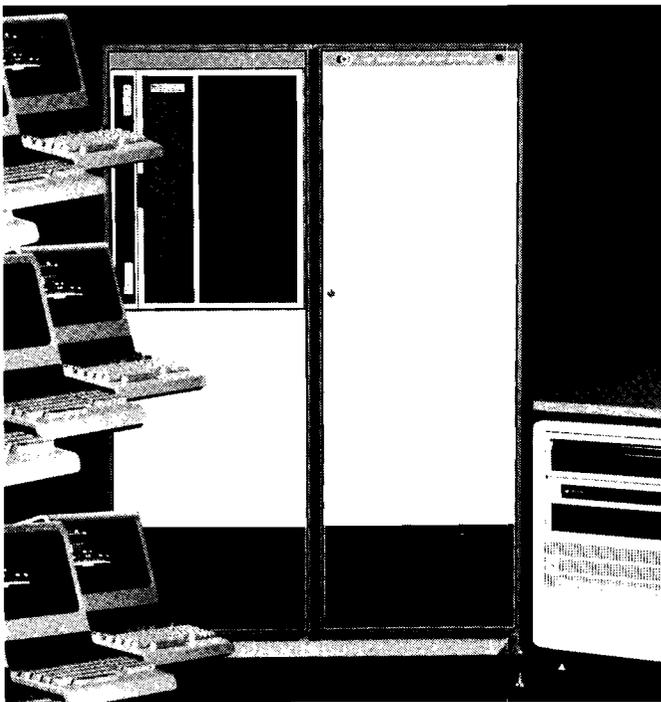
Computer Systems

the

2641A

APL Display Station

• ESR Sells Six 1000's from DSD

• DTD Announces 2641A APL Display Station .... page 10

• GRENOBLE Manufactures 3000th OMR

• DMD Manufactures 2000th 7905

• GSD Announces 2000 System .... page 16

In This Issue...

HP Computer Museum
www.hpmuseum.net

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BOISE DIVISION NEWS

LINE PRINTERS ON HP SYSTEMS

By: Nick Voigt/Boise

Recently we have received several requests for interface information to connect other vendor's line printers directly to HP systems. Aside from the obvious drawback of a lost sale, there are some other major problems which will be encountered.

First and foremost, 2613, 2617, and 2618, (although purchased from Dataproducts), are not standard Dataproducts printers, nor are they the same configuration that DEC, Honeywell, or CDC uses. HP purchases a special model printer from Dataproducts which, among other things, contains an interface specially designed to our specifications. A standard Dataproducts printer will not work on our system without hardware and software modifications. The modifications to these printers allow increased performance over the standard Dataproducts printers.

Second, Hewlett-Packard cannot support non-HP printers used with our systems. Often times, the 3rd party printer vendor will not have adequate service to properly support the customer. Even if he does, there are likely to be occasions where there is no clear definition of where a problem is — in the printer or in the system. With two separate organizations providing support, the customer can often be left holding the bag.

Be sure to make your customer aware of these pitfalls should he be inclined to purchase line printers separately. Saving a few thousand dollars when initially purchasing the systems may look attractive at first, but can cause untold difficulties as time goes on.
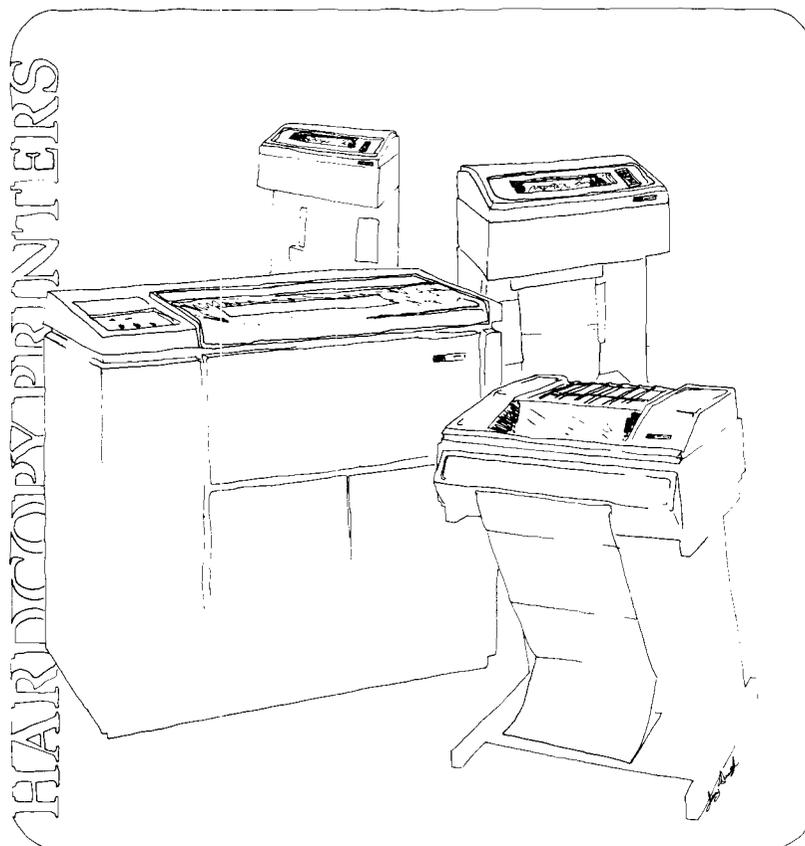
DISC MEMORY NEWS

Product News

RELIABILITY OF THE 7905 DISC DRIVE
By: Bob Hoke/DMD

Manufacturing has been doing an outstanding job these past few months in controlling the quality of the 7905A. They have been so successful we are even getting rave reviews. Witness the following COMGRAM from *Wim Roelandts* of Grenoble:

```
FRED REYNOLDS/DSD
RE. QUALITY OF 7905
IT SEEMS THAT THE PROBLEMS WITH THE 7905 ARE FINISHED. I HEAR A LOT OF GOOD
THINGS ABOUT IT. ANDRE JEANDOT (CE MGR OF ORSAY) TOLD ME THAT IT IS THE MOST
RELIABLE PIECE OF EQUIPMENT IN THE COMPUTER PRODUCT GROUP, EVEN BETTER
THAN THE PROCESSOR OF THE 3000 SERIES II.
BST RGDS.
WIM ROELANDTS/HPG
```

ADD-ON DISCS MADE EASY

By: Bob Hoke/DMD

As the various articles mentioned in the last Newsletter, we are moving very rapidly in the direction of coordinated shipments for the various system components. I wanted to point out that effective immediately, *all* add-on drives for any CSG system will be ordered directly from the Disc Memory Division as a 13180A/B or 12960A Option 10. A system, whether a 3000, 2000 Access or a System 1000, will be configured and integrated with a single system disc and add-on drives will be field integrated.

As *Ken Kormanak* said in his article on coordinated deliveries, "We'll make it work."

Good selling!

DISC TRADE-UP PROGRAM EXTENDED
By: Bob Hoke/DMD

Due to the phenomenal success we have had with the disc trade-up program, we have decided to extend the timeframe until the end of the calendar year. The new expiration date is 31 December 76. This allows those customers who are now using RDTS to participate.

We contacted all of the customers who have taken advantage of this outstanding offer and both of them feel that it's a tremendous bargain. Have you got a customer you want to do a favor for? Tell him about the DISC TRADE-UP PROGRAM. (See original article on page 3 of the July 15, *1976* issue of the CS Newsletter.)

Good selling!

2000th 7905 PRODUCED

By: Bob Hoke/DMD

Would you believe that in less than one year we have produced over 2000 7905A's?

Well, the 2000th drive has just rolled off the line and I think that *Tom Ashburn's* Manufacturing group has done a phenomenal job of producing high quality disc drives.

We will be having a ceremony and presenting this particular drive to one of our key customers. Watch this space for the announcement.

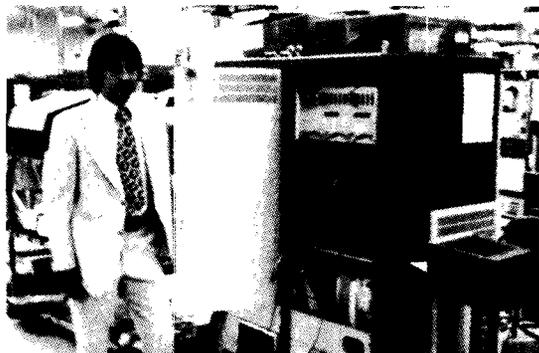In the meantime, do your customers a favor and sell them a 7905A.

DATA SYSTEMS NEWS

ale $ucce$$e$

GE MOBILE RADIO DIVISION AUTO-MATES WITH HP-IB, IMAGE/1000
By: Carlos Avila/DSD

A large 9640 system sold by *Ed Oakley,* Richmond Sales Rep, was recently installed at GE's Mobile Radio Division in Lynchburg, Virginia. The 80K RTE III system with IMAGE/1000 and two HP-IB Interfaces will be used to automate the production line testing of mobile radios.

To automate remote production test stations, GE has ordered four HP 9825 desk calculators with HP-IB Interfaces. The calculators will communicate with the 9640 via the RS232 interface.

Test results and quality/control information on each radio will be kept on an IMAGE/1000 data base. Q/C managers will use on-line QUERY to monitor the failure trends of each product line and then take corrective action to isolate and replace faulty components.

QUERY applications, as well as on-line program develop-ment, will be performed using the 2645 system console and three 2640 alternate consoles. All terminals, including the HP 9825 calculators, will communicate with the 9640 via the new RTE-III supported 16-line multiplexor.

Although the system was only recently installed, GE is al-ready looking ahead toward future expansion. *Ed Oakley* recently accepted an order for four HP 3070 data entry termi-nals. GE will take full advantage of the 3070 to automate more production test stations.

HP 1000 FLASH
By: Bob Blake/DSD

DSD thanks *Al Schallop's* King of Prussia team for the six HP 1000's sold this month. The successful Sales Engineers were *Gene Ackerman* (3), *Rick Zagorski* (1), and *Tom Kroupa* (2). We will have details on these success stories in the next issue.

This is a remarkable performance when you consider that King of Prussia did not receive an early NPT. A first rate sales job and a hot product made it all easier.

Be successful, sell 1000!

HP-IB KEEPS ROCKWELL UNDER WATER
By: Dave Hannebrink/DSD

The October 1 Newsletter reported that *Greg Michels,* Fuller-ton, has just closed a big deal at Rockwell Autonetics for four Trident submarine gyro test systems. We've now found that HP-IB played a major part in getting that order. Each system was comprised of redundant 2125's that used individual 59310B cards to communicate with a common bus. On the bus were two 5328A counters, two 3490A multimeters, and five 3495A scanners. Next Rockwell applications program-ming will keep the CPU's checking on each other for malfunc-tions and, in case of failure, switch CPU control of the bus. Net computer sales for the order came to over $200K; in-struments accounted for over another $100K. Great job, *Greg,* in selling HP's integrated capabilities.

Other HP-IB orders this month were gotten from such big guys as GE, Motorola, General Dynamics, Singer, Hamilton-Standard, and American Electric Power. Keep 'em coming!

Sales Engineer's Corner

HAPPY FISCAL NEW YEAR ICON
By: Mark Fowle/DSD

November 1st brought the beginning of fiscal year 1977, so I want to take this opportunity to wish a Happy New year to all of you who represent Hewlett-Packard at the far ends of the globe!

The introduction of the HP 1000 System should give us a strong start for 1977 with its emphasis toward low cost data base management, the features of the 2645A System console, and the new 21MX-E processor. Customer response has already been enthusiastic here in the U.S. and we are anticipating this same response throughout the world.

Your enthusiasm and salesmanship, and the HP 1000 System should make this the most prosperous new year ever.

STREETER GOES HOLLYWOOD

By: Dave Bunch/DSD

Desiring to know how it feels on the other end of the phone, *John Streeter* is the newest member on Neely-North Hollywood's field sales force.

John takes a lot of expertise with him on his new assignment and we wish him the greatest successes.

Taking the wheel for *John* in the End-User Support Area are *Dave Hannebrink* for Canada and *Mark Fowle* for Midwest-East.

HP 1000 DEMONSTRATIONS NOW ON VIDEOTAPE

By: Peter Palm, Van Diehl, Gary Gubitz/DSD

A new color videotape is now available for customers which demonstrates the data base management and microprogramming capabilities of the HP 1000. The Videotape demo is in four parts:

(1) Inventory retrieval and update using the 2645 reverse video and protected field features. This is the "FORMS" demo shown on the HP 1000 NPT.

(2) QUERY access and reporting of inventory, purchase orders, and bill of materials. (INVCT data base shown on HP 1000 NPT). This is a subset of our own (DSD) materials department data base.

(3) Single keystroke compiling and loading of a FORTRAN program, Data Base Schema Definition, Data Base Build, and running of "FORMS" program demonstrated in (1) above. This third capability is the "EASY FORMS" demonstration shown on the HP 1000 NPT using a minicartridge and the "soft" keys.

(4) Microprogramming activity profile generation with slow (assembly) and fast (XE Microcode) sort routines. Speed improvement: 6 times faster.

This videotape can be ordered via HEART as product number 90658, "VIDEOTAPE OF HP 1000 DEMONSTRATION PROGRAMS".

A second version, produced by *Van Diehl*, contains sound tracks in Portuguese and Spanish. It is an informal translation of the English sound tracks. No ordering number has been assigned to it. Contact *Van* at DSD if you are interested.

PRICE LIST ERROR

By: Bob Blake/DSD

Through an inadvertent keypunch error, the 12926A paper punch was left off the price list November 1 but the 2895 stayed on. This will be corrected November 1 and orders will be continued to be accepted.

CONTRIBUTED SOFTWARE ORDERS
By: Bill Senske/DSD

This is a reminder that *European offices* should order Contributed software through PCE in Boeblingen. The material is then distributed from Grenoble.

U.S. offices should continue placing their orders for Contributed software through Software Distribution, Bldg. 70, on an IOS.

Customers can place orders via the order form contained in the COMMUNICATOR.

DON'T GET MIXED UP
By: Chuck Wain/DSD

As introduced during HP 1000 NPT, we now have 12920B multiplexer support on the HP 1000 for RTE II and III! It is not UL listed, however, and therefore cannot be ordered integrated into a standard system without voiding UL approval.

The 12920B is currently undergoing UL approval and is expected to be released as a UL listed product in February 1977. Until then, the 12920B must be ordered as a separate line item and installed by the customer. Be careful, this will void UL approval on the system; something which is required in a few parts of the country for system installation.

The 12920B multiplexer can be installed in any upright cabinet system (HP 1000 Models 31 and 81, HP 9640, etc.) as is. Mounting in desk style cabinets (HP 1000 Models 30 and 80), is currently handled as a special due to required mounting modifications.

Also available as a special is a current loop and EIA (RS232) version of the mux (93537A). If you have need for either of these specials, contact Sales Development.

HARD COPY CAPABILITY FOR TV I/F
By: Dave Hendrix/DSD

Would it help to have hard copy capability for the 91200B TV I/F card? You can use the TEK 4632 Video Hard Copy Unit. The TEK 4632 is one-to-one signal compatible with the HP 91200B TV I/F. The standard TEK 4632 is 525 lines/screen which matches the HP 91200B Opt. 10 (American TV Std.).

We will not sell the TEK 4632 as a subsystem but suggest contacting Tektronix for more detailed information on their unit. *DO NOT* buy the TEK 4632 option that makes the hard copy unit compatible with our terminals, speeds are different!

HP 1000 COMPUTER SYSTEM LITERATURE IS NOW COMPLETE
By: Jerry Gross/DSD

The full array of promotional and technical literature for the HP 1000 Computer System family has been given full distribution, and should now be available in all HP sales offices.

While full press runs of the HP 1000 literature weren't completed until after NPT, everything has since been printed and distributed. Here's a brief recap of the HP 1000 literature available to you:

> **HP 1000 4-color Management Brochure — 5953-0818**
> **HP 1000 Technical Summary — 5953-0815**
> **HP 1000 Support Services Brochure — 5953-0819**
> **HP 1000 Technical Data (Data Book) — 5953-0800**
> **HP 1000 Configuration Guide — 5953-0807**

If you need more of these great new sales tools, your literature clerk can get immediate delivery of (almost) as many as you require.

NOVEMBER CORPORATE PRICE LIST CHANGES
By: Judy Coleman/DSD

Please note 12926A was removed in error. Please order via *HEART* override using *MK* 22, SP 2200, product line 65.

PRODUCT NO. (LINE)	DESCRIPTION AND NOTES	SALES FORCE CODES	MK	SP	G S A	USA PRICE IMP. COST	ZONE A ZONE B ZONE C	PREV USA PREV FBP	NT-WT AP-WT EX-WT CUBIC	FACTORY BASE PRICE	AS-ICON DS AS-HPSA
12926A (65)	Paper *<Tape Punch Sub>* System (75 CPS) 100/115/220/240 Volt; 47.5 to 100 Hz switchable. For use with 2100 Series Computers. Includes 2895 Tape Punch and Interface.	#02	22 22	2200 3300	A	3750.00	3762.26T 3771.20T 3776.17T		50 65 65	3750.00	375.00 375.00 450.00
#423ADD	*<BCS Driver>*					0.00					
#424ADD	*<SIO Drivers>*					0.00					

DELETIONS DIV 22 (DSD)

19657A	9602A	12889A only OPT 421	2320A
	9603A		2323A
24307B	9604A	12920A only OPT 421	
24307C	9611A	12966A only OPT 421	2402A
24342B		12967A only OPT 421	2471A
24376B	9700A	12968A only OPT 421	
24386A		12978A only OPT 001	2920A
	12587B only OPT 421	12996A only OPT 421	2921A
92001A			2922A
92060A	12637A	19664A	2923A
92002A	12638B		
92413A	12639A	20060A	
	12640A		
	12669A		
	12670A		

ITEMS TRANSFERRED FROM DIVISION 22 (DSD) TO DIVISION 06 (AMD)

12556B	2313B	91201A	92400A
		91202A	92401A
12604B	91000A	91203A	92402A
	91063A	91204A	92403A
12751A		91205A	92404A
12755A	91110A	91206A	92405A
12757A	91111A	91207A	92406A
12759A	91112A	91208A	92407A
12760A	91113A	91209A	
12761A	91129A	91210A	9603R
12762A	91131A	91211A	9611R
12764A	91132A	91212A	
12765A	91140A	91213A	
		91220A	
		91221A	
		91222A	
		91223A	
		91224A	
		91225A	

PRICE CHANGES DIV 22 (DSD)

PROD	OLD	NEW
12885A	4000.00	3200.00

HE TRIED IT AND LIKED IT (IMAGE 1000 THAT IS)
By: Neal Kuhn/DSD

Bob Puette's smile tells the whole story: "TRY IT – YOU'LL LIKE IT"

Bob Puette, our new Marketing Manager, took his copy of the IMAGE 1000 Pocket Demo Guide and went to the demo room. Apprehensively, he depressed the space bar and to his surprise, the system responded with the *prompt*. His first hands-on session with the HP 1000 had begun.

One hour later, *Bob* had one-fingered through to complete demo and was very pleased. We asked him what he thought of the demo, and he responded, "This Pocket Guide is really an effective sales tool. Every field engineer should spend an hour going through the complete demo to get a first-hand impression of how powerful our IMAGE package with QUERY really is and how easy it is to use."

If you haven't tried this tool yet, do it today. It could be the key to unlock your next sale.

YALL SHOULDA BEEN THERE — or . . .
THE HP 1000 SHOWS OFF IN ATLANTA
By: Dave Bylund/DSD

The HP 1000 Model 80 along with the new 3070A data collection terminal from HP Grenoble was shown for the first time at the 19th annual conference of the American Production and Inventory Control Society, held in Atlanta on October 18-20. (*See article by Bernard Guidon on page 26*).

Demonstration software was prepared to display some of the HP 1000 capabilities in data base management and source data collection applications for operations management. These demonstrations were similar to those used on the recent new product tour for the HP 1000, but very nicely enhanced by *Gary Gubitz* of DSD by effectively utilizing the 2645A "soft key" capabilities.

ASK Computer Services, Inc., also had an exhibit with an HP 21MX System at the show. ASK's Manufacturing Management (MANMAN™) application software was introduced and this package is a clear demonstration of how the HP 1000 can be effectively utilized in an operations management application. ASK's software provides a comprehensive manufacturing package for the creation and maintenance of basic records for manufacturing and engineering, material requirements planning, and inventory control. Their software is written in FORTRAN utilizing RTE III and IMAGE 1000. The combination of ASK's software and an HP 1000 model 80 is under $100K! (Additional information on the MANMAN™ package is available from: ASK COMPUTER SERVICES, INC., 730 DISTEL DRIVE, LOS ALTOS, CALIFORNIA, 94022).

The events at the show really began with a cooperative presentation, titled "Manufacturing Management-On-Line with a Mini-Computer" by HP and ASK to an audience of 350 (50 standing). This represents the largest attendance of any exhibitor session at the conference. Booth activity was also very high with people 3-4 deep around the terminals at peak periods at both the HP and ASK booths. Attendance at the conference was around 3000 and was diverse both from an industry and geographic standpoint. We distributed about 500 sets of HP literature and *Bernard Guidon* of Boise said he's sure that he ran the 3070A demonstration at least 150 times, himself!

This was an important new exposure to a very influential segment of the manufacturing industry and judging by their response, we really have something very attractive to offer.

Thanks from DSD to all the HP people involved, in particular the people from the Atlanta district for your help in making this such a successful exhibit.

DATA TERMINALS NEWS

Division News

THE 2641A APL DISPLAY STATION IS HERE!

By: Carl Flock/DTD

The new 2641A APL Display Station became orderable on November 1, 1976. It is the latest addition to the 2640 series family of terminals and the first to offer APL capabilities with 2645A features and performance.

With the 2641A the APL user now gets *Stand-Out Perform-ance* with an outstanding price.

Its high resolution display gives exceptional clarity to the APL character set, APL overstrike set and Roman set which helps ease sessions at the terminal. Extended sessions are even less tiring because the easy-to-read, typewriter-like charac-ters formed in the large 9 x 15 character cell help to minimize eye-strain.

When the need arises to interact with the computer in another language such as Fortran or Cobol the terminal can be switched from APL to ASCII operation with a single keystroke.

In either mode standard features like Text Editing, Enhance-ment of the display with uniquely distinguishable fields (with or without verification), and communications over asyn-chronous or optionally over synchronous lines at speeds up to 9600 baud mean that the 2641A stands out in perform-ance. And at $4100 users get all this and more at an out-standingly low price.

2641A KEY FEATURES

- Full APL Character Set
  — complete 128 character APL Set

- Both APL and ASCII Operation

- Full Integrated Mass Storage Option

- High Resolution Display

- Forms Mode and Full Editing
    Capability

- Reliability, Serviceability/Self-Test

- Full APL Overstrike set
  — 64 character overstrike set

  — immediate verification of overstruck
      character

- Soft Key-User Definable

- Choice of Communication Capability

- Hard Copy Interface

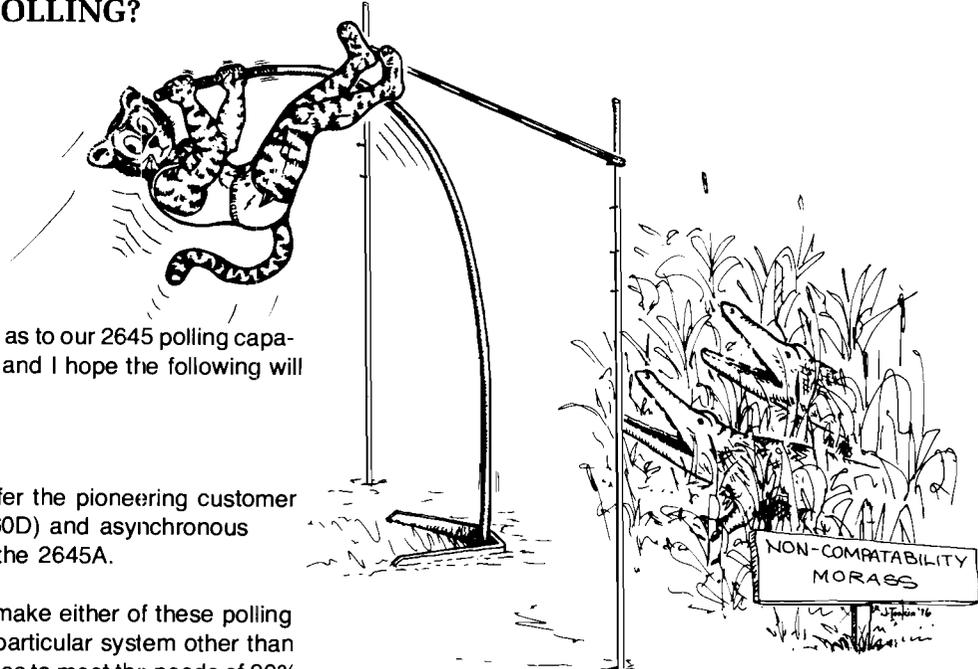- Modular Architecture, Microprocessor
    Controlled

HOW TO ORDER A 2641A

Ordering Information

2641A	APL Display Station	$4100

APL or ASCII operation (switch selectable); Block or character mode (switch selectable); 128 character APL set; 64 overstrike set; 64 character Roman; 4096 bytes RAM storage, expandable to 12K byte maximum; 110-9600 Baud; 8 user defined soft keys; supports 1 alternate character set. RS232; includes 5 option slots. All display enhancements are standard. **NOTE:** No interface cable included.

−001	128 Character Set — Roman	100
−007	Integrated Dual Cartridge Tape — Mini DataStation Requires 2 option slots — includes device support firmware.	1600
−013	5 Mini Cartridges	90
−015	50 Hz Operation	N/C
−030	Delete Standard Asynchronous Communications	−160
	Note: One of the 13260 Data Communications Accessories must be ordered when option 030 is ordered.	
−201	Math Character Set	100
−202	Line Drawing Character Set	150
−203	Large Character Set	150
	Note: Only one 200 series option can be ordered with each terminal.	

CONFUSED ABOUT POLLING?

By: Dick Byhre/DTD

There has been some confusion as to our 2645 polling capability and systems compatibility and I hope the following will help clarify our objective.

DESIGN OBJECTIVE:

Our design objective was to offer the pioneering customer generalized synchronous (13260D) and asynchronous (13260C) polling capability for the 2645A.

No R&D attempt was made to make either of these polling interfaces compatible with any particular system other than the 3000/II. The primary target was to meet the needs of 90% of the polling market and leave the turnkey business to the other guys.

Several examples were made with regard to IBM as a possible candidate for our synchronous polling card but none were intended to imply we were plug-to-plug (the turnkey terminal) compatible with IBM or Honeywell or Burroughs or Univac or any existing system.

The difference is in text sequence compatibility (not code A, Z, C, etc.) and will require our pioneering customer to write a completely new application program designed around our text before we can log on to his system. Or, if our pioneer has his application programs written around a specific terminal (example: 3270 type) he will have to modify his system software modules (example: CICS, IMS) to translate 2645

text to 3270 and vice versa, or modify the application programs themselves to interpret 2645 text.

In the case of IBM only we have added the hooks to be communication compatible (see Multipoint Application Note). What does this mean? Simply that we can hardware connect to an IBM system, as shown in the application note, type something on the keyboard and get an error message back. Our pioneering customer will have to take it from here and complete the text compatibility. The reason DTD has not taken the next step to total 3270 compatibility is future product priorities and available resources preclude proper pre-sales and post-sales support of the product.

Then who will buy it?

The customer who will buy the 13260D or C will be turned-on by our extended features and have the expertise to implement the 2645 on his system. To help you qualify the candidate give me a call at Ext. 2029 or Sales Development and we will wring out the details.

ale $ucce$$e$

WESTERGREN SELLS A BIGGIE
By: Rich Ferguson/DTD

Ron Westergren from our Neely Santa Clara sales office has just sold Employee Benefits Insurance Company ten terminals. These will be a mixture of 2640B's and 45's.

The terminals will be used by the insurance company for all their claims processing and data base management activities. EBI chose the 2640-series terminals because they provided a reliable and sophisticated terminal that made implementing their application much easier. It turns out that EBI will probably be ordering within the next year about ten to fifteen more terminals for similar applications in the other areas of their business. Congratulations, *Ron!*

Product News

FANCY FORMS
IN A FLASH
(Unabridged)
SOFT KEY APPLICATION
Number 3
by: Tom Anderson,
Dwayne Murray/DTD

Editors Note:
This article first appeared in the October 15th issue of the Newsletter minus some useful information on the illustrations. Here it is again in its complete and unabridged form . . . . . .
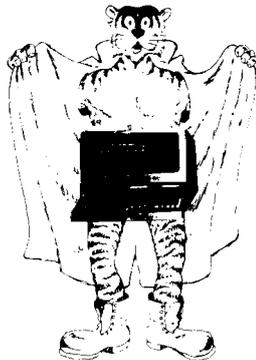
Here is a method of building forms off-line using the 2645A soft keys and two tape cartridges. One tape cartridge (containing three files that program the soft keys) is inserted into the left tape, and the other tape cartridge (for storing your completed form) is inserted into the right tape slot. The form is built in three phases:

PHASE 1 — Outlines the form and defines protected/ unprotected fields.

PHASE 2 — Details the form.

PHASE 3 — Assigns field checking and records the form on the right tape cartridge.

Programming the Soft Keys

Figures A-1 through A-3 show the escape sequences required for programming the soft keys. To record these on the

tape cartridge, proceed as follows:

STEP 1.   Press CNTL, NEXT PAGE to display the soft key assignments. (If you are not familiar with programming the soft keys, refer to the 2645A Display Station User's Manual, part no. 02645-90001.)

STEP 2.   Using figure A-1 as a guide, program each key, and mark a soft key overlay as shown.

STEP 3.   When you have finished programming the keys, press RECORD. The key assignments for the first phase are now stored in file 1 of the tape cartridge.

STEP 4.   Press (green), MARK FILE, RIGHT TAPE.

STEP 5.   Using figure A-2 as a guide, program each key, and mark a soft key overlay as shown.

STEP 6.   Press RECORD. The key assignments for the second phase are now stored in file 2 of the tape cartridge.

STEP 7.   Press (green), MARK FILE, RIGHT TAPE.

STEP 8.   Using figure A-3 as a guide, program each key, and mark a soft key overlay as shown.

STEP 9.   Press RECORD. The key assignments for the third phase are now stored in file 3 of the tape cartridge.

STEP 10.   Press (green), REWIND, RIGHT TAPE. After the tape is rewound, remove from the tape slot.

```
f1  L
ξ3ξ4ξ)BξQ
f2  L
ξ)Bξ&d@ξ;ξ
f3  L
ξ1ξ)BξWξξ
f4  L
ξDᴺξ]ξ&d@ξ)Bξ:ξξ
f5  L
ξ)BξA
f6  L
ξ]ξ&dξ:ξξ[
f7  L
ξ)BξSξξ&p1u2p2Cξ&p1s3dF
f8  L
ξ]ξ&d@ξ)Bξ:ξξ&dJ
```
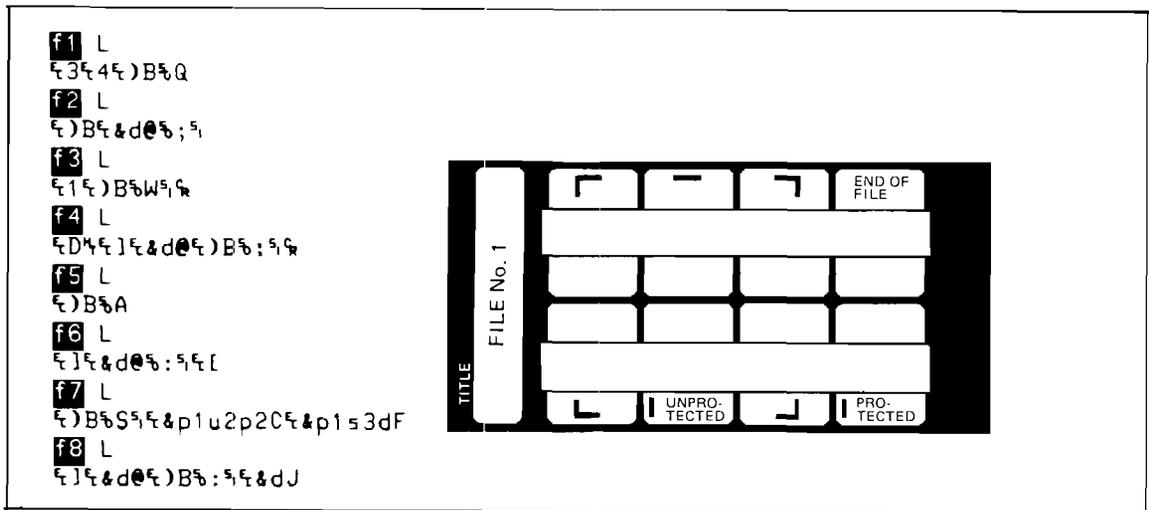
Figure A-1. Soft Key Programming and Soft Key Overlay For File 1

```
f1  L
1
f2  L
2
f3  L
0
f4  L

f5  L
3
f6  L
4
f7  L
;
f8  L
ξ&p1u3p2Cξ&p1s3dF
```
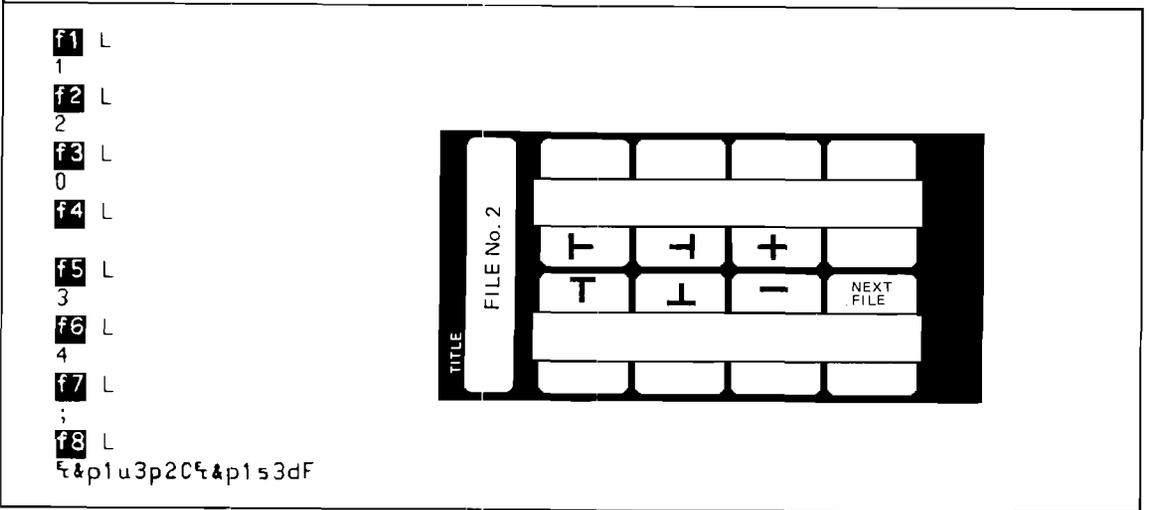
Figure A-2. Soft Key Programming and Soft Key Overlay For File 2

```
f1  L
ξ6ξC
f2  L
ξ7ξC
f3  L
ξ8ξC
f4  L
ξ&a0cORξ4ξLξYξXξhξJξZξDξDξPξPξFξYξWξZξDξDξPξPξ&a0cORξ&p3s2dMξ&p2u5C
f5  L

f6  L

f7  L

f8  L
ξ&p2u-1p2Cξ&p2s3dF
```

Figure A-3. Soft Key Programming and Soft Key Overlay For File 3

Name					
Address		State		ZIP	
Telephone					

Figure A-4. Sample Form

Building the Form
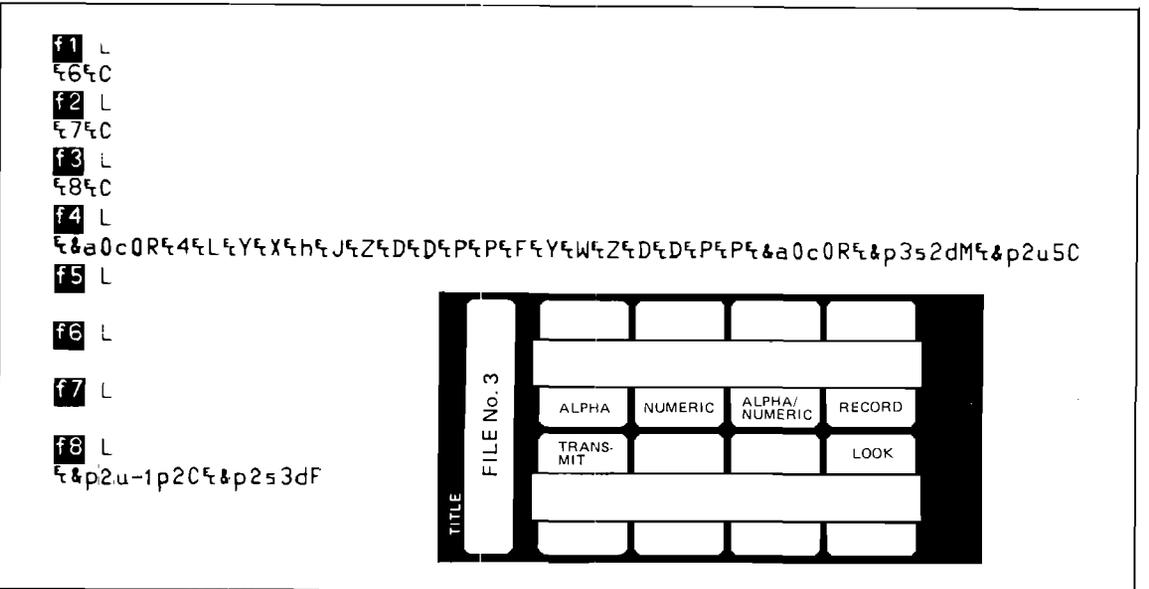
Figure A-4 contains a simple form which will be used as an example in this exercise. Insert your soft key program tape cartridge into the left tape slot and the other tape cartridge into the right tape slot. Assure that the device assignments are "from" left tape and "to" right tape.

PHASE 1.

STEP 1.   Press READ. This loads the soft keys with your program from file 1. Place the soft key overlay for file 1 over the soft keys.

STEP 2.   Starting at the top left of your form, proceed to build your form — from left to right — top to bottom. The soft key overlay will help you by giving the function of each key. Figure A-5 shows the details of building the sample form line-by-line during the first phase. The field headings (Name, Address, etc.) are "protected", and the fields to be filled by an operator are "unprotected".

After the length of the first line is defined (the top of the form), the cursor automatically tabs to the end of the first line when the END OF LINE (f4) key is pressed.

When the ⏌ (f7) is pressed (finishing the outline phase of the form), file 2 is automatically read to load the soft keys for phase 2.

PHASE 2.

STEP 1.   Place the soft key overlay for file 2 over the soft keys.

STEP 2.   Move the cursor to each line intersection, and press the appropriate soft key. (Figure A-6 shows the soft key used at each line intersection in the sample form.)

STEP 3.   When you have finished with the line intersection, press NEXT (f8). This will automatically load the soft keys with file 3.

PHASE 3.

STEP 1.   Place the soft key overlay for file 3 over the soft keys.

STEP 2.   Starting at the top of the form, move the cursor to beginning of the first unprotected field. (In this case, it would be where the operator will fill in the name.) Pressing ALPHA (f1), defines the first space as an alpha-only field. You should press f1 as many times as necessary to fill name field. This will prevent numbers from being entered erroneously in this field.

STEP 3.   Move the cursor to the beginning of each of the remaining unprotected fields, and define each as ALPHA, NUMERIC, ALPHANUMERIC, or undefined, as applicable. (Figure A-7 shows the definition of each field.)

STEP 4.   After each field has been defined, the form is complete. Now, press RECORD (f4) to store the form on the right tape cartridge. LOOK (f8) can be used to recall the form from the right tape cartridge to insure that it has been recorded correctly.
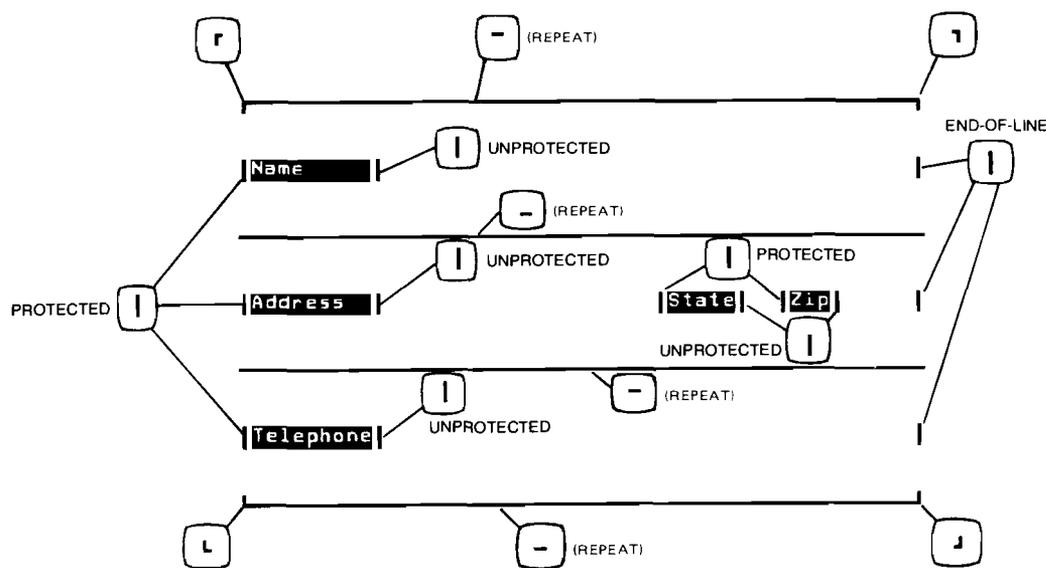

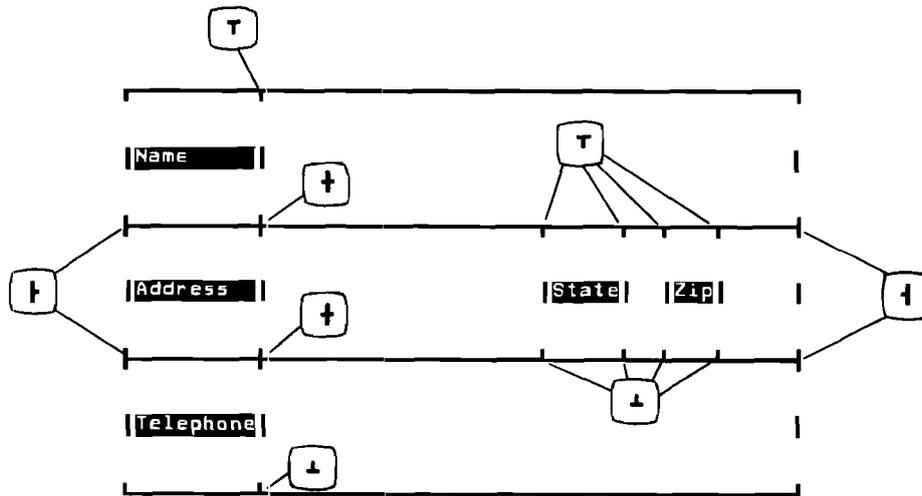Figure A-5. Building a Form — Phase 1
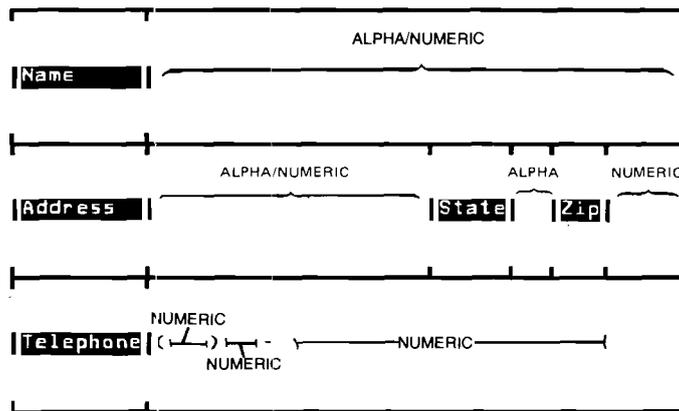
Figure A-6. Building a Form — Phase 2

Figure A-7. Building a Form — Phase 3

REMOTE AND CHAINED ACCESS
SOFT KEY APPLICATION #5
By: Carl Flock/DTD

How do you activate a soft key from the computer? How do you chain from one soft key to another? How do you repeat the last soft key function?

The following escape sequence may be used to remotely activate or chain to a soft key:

E_c & c 1 7 7 4 1 7 a 3 6 " n " d d 1 0 D

    Where n = [(soft key #) — 1]

    Example: E_c & c 1 7 7 4 1 7 a 3 6 0 d d 1 0 D
            means activate soft key f1.

If you want to repeat the last soft key executed, use the following sequence:

E_c & c 1 7 7 4 2 1 a 1 0 D

NOTE: Both of these Escape sequences are user contributed and
       therefore not found in the reference manual.

WHAT'S IN MY SOFT KEYS?
SOFT KEY APPLICATION #6
By: Carl Flock/DTD

From the computer you wish to read out the contents of the soft keys. How do you do it?

    Send E_c j which displays the user-defined soft keys. Now, home the cursor E_c h.
    Then E_c d as necessary depending upon your operating mode (i.e., block/page/line, etc.)

The terminal will format the reply message into E_c & f . . . sequences.

Service News

TERMINAL SERVICE PRICING
By: Martin Troy/DTD

The last issue of your newsletter showed a maintenance price for the 2644A of $20 — the correct BMMC is $30 — we did not slash prices again. It was just a tpyo eroor!

GENERAL SYSTEMS NEWS

Product News

Data Entry, Editing, RJE,
Time-Sharing for Business
and Education

ANNOUNCING the
HP 2000 Computer Systems

A New Approach to Distributed
Computing

HP 2000 FOCUSING IN ON THE DISTRIBUTED SYSTEMS MARKET
By: Dan Jorgenson/GSD

The new software capabilities and system hardware configuration that were introduced at the September New Product Tour further refine the HP 2000's thrust into the fast growing data communications and satellite systems market. The significant features covered in this introduction were:

- A new system configuration, the HP 2000 Computer System (HP 19700B), offers 21MX E-series processors, a 7905 instead of a 7900 disc drive, an enhanced operating system, a new editor, EDITOR/2000, and FCOPY/2000, file copy utility as standard components — and is $1000 less than the former HP 2000 Access System (19700A)!

- 2000 Computer System to 2000 Computer Systems data communications capability.

- 9600 bps synchronous data communications.

- Software support for the new HP 3070A Link Terminal utilizing HP-IB protocol.

- Improved system recovery procedures with the new WARMSTART program.

- LOAD command which loads the contents of an ASCII file i.e. images of a BASIC program, into the user's work space.

- Powerful new HP editor, EDITOR/2000, with editing *and* text formatting capabilities for document preparation and program development.

- Elimination of the paper tape reader on 21MX-based systems to load diagnostics and operating system software. (Contact *Dick Anderson*/DSD for left-over pieces!)

- Availability of 2000 Computer System Contributed Library.

- New sales literature.

These new features coupled with the 2000's unique combination of multi-station data collection and RJE capabilities further expand the application of the HP 2000 in three important market segments:

- Large Multi-Divisional Companies
- OEM's
- Educational Institutions

Let's take a look at why large multi-divisional manufacturing companies are especially good candidates for an HP 2000:

Concurrent data processing and data communications requirements are becoming more important in their application and equipment purchases. As a result, many large company EDP organizations are following the path to distributed data processing depicted in the chart below.
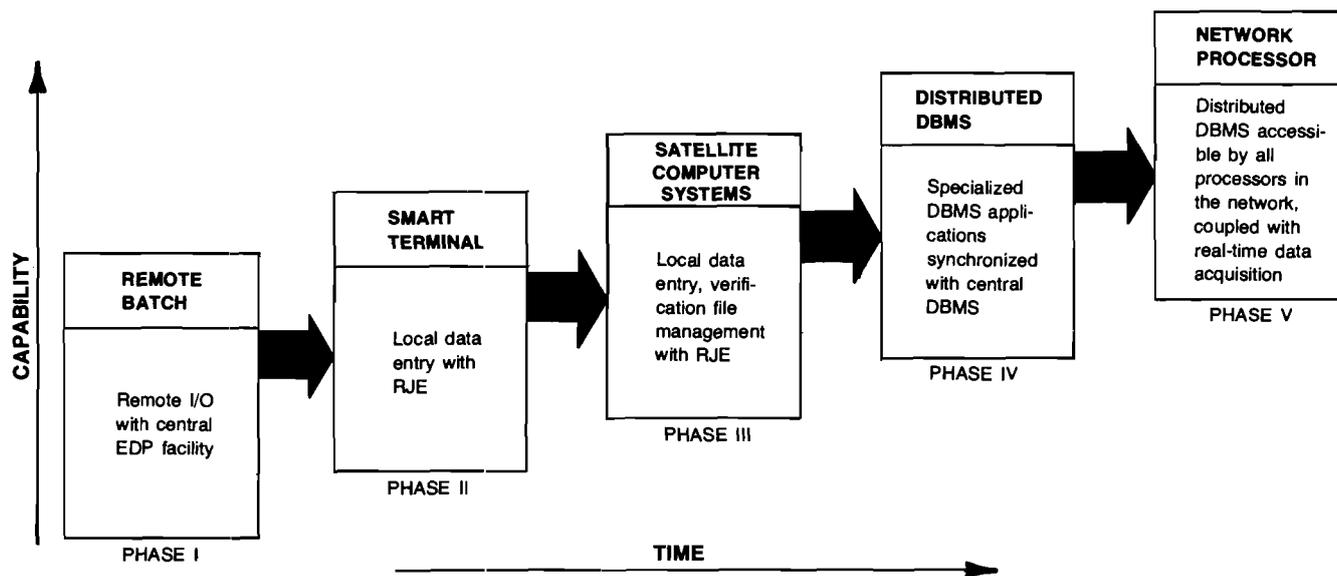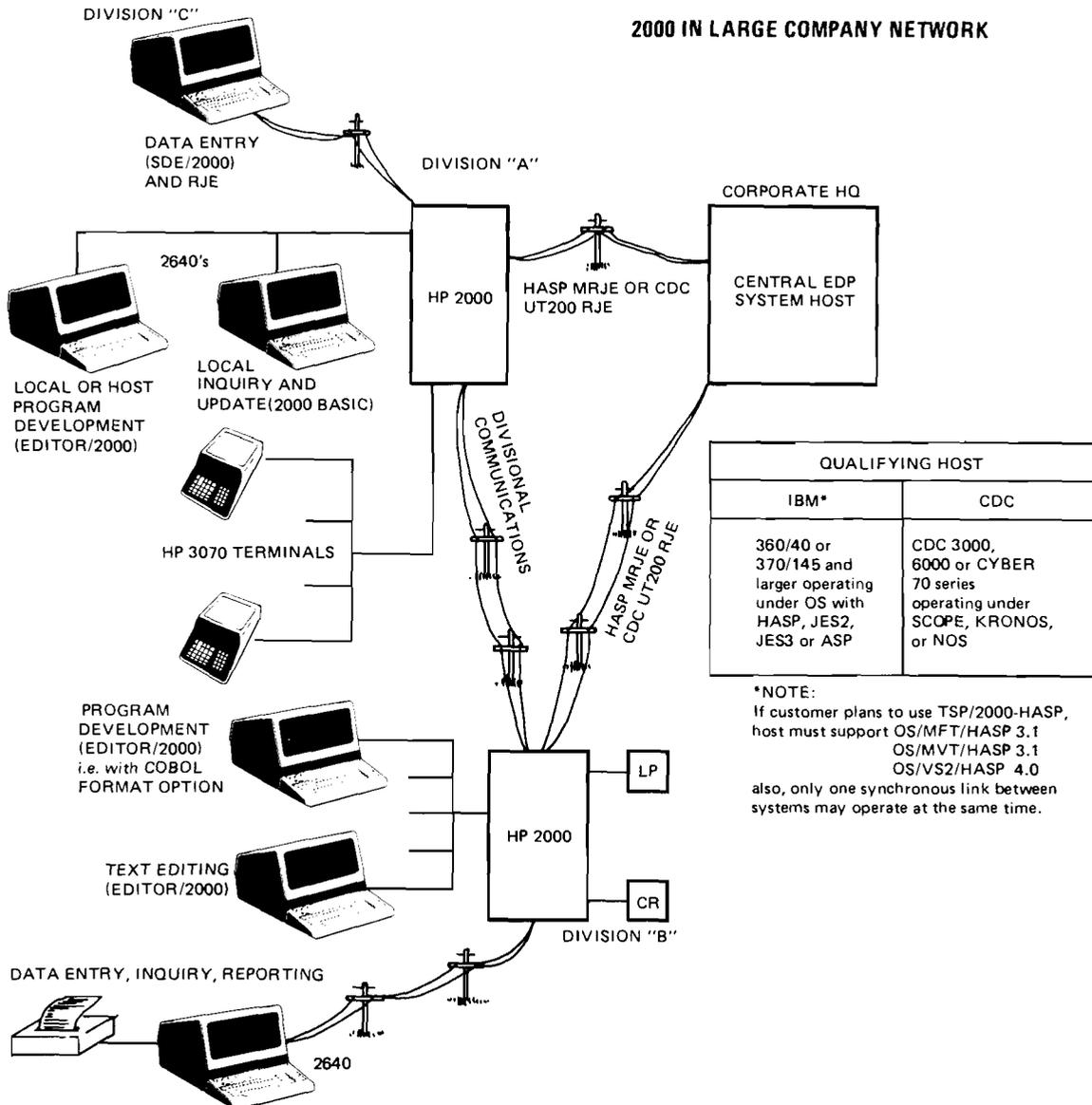
Initially these companies distributed the input/output operations of their large batch computers by installing card-oriented remote job entry terminals on a decentralized basis (phase I). Later, keypunch equipment supporting the card-oriented peripherals of the remote batch terminal, was replaced by clustered key-to-disc systems to reduce the amount of data entry errors and the resultant nonproductive processing on the mainframe. More sophisticated versions of these systems supported concurrent data entry and RJE applications but allowed little or no local file management (phase II).

The HP 2000 can provide capabilities required by phases I and II by bringing interactive terminal access to data entry and RJE capabilities to company locations where the volume of work is insufficient to support a full-blown remote batch terminal or data entry system. Under these circumstances, the shared processor concept of the HP 2000 is a far superior solution than a dedicated processor solution. Also, for those companies that have not implemented phase II, the migration from phase I to phase III with an HP 2000 can preserve the customer's current network investment, providing care is taken in qualifying the compatibility of the host system RJE software.

If your customer thinks that their problem is a $30K phase I problem or $50K phase II problem, your $70K phase III solution is not going to be an easy sell. Your challenge is to make your customer's phase I or phase II problems bigger so the $70K solution makes sense. With this in mind, it becomes essential to identify exactly where your customers are in terms of their growth in the various phases. If phase I and II satisfies the problem, be sure to remember to close the door behind you. However, if these phases are *not* satisfactory, sell the $70K phase III solution!

This third phase of development provides sales opportunities for both the HP 2000 and HP 3000. The concurrent operation of data, multiterminal RJE, and data management with extensive file and program security easily justifies the price of an HP 2000. Should the customer want even more local data processing capability, the HP 3000 has proven to be an excellent fit in many large company sales situations.

A typical phase III implementation HP 2000 in a large company's network is shown below.

2000 IN LARGE COMPANY NETWORK

QUALIFYING HOST	
IBM*	CDC
360/40 or 370/145 and larger operating under OS with HASP, JES2, JES3 or ASP	CDC 3000, 6000 or CYBER 70 series operating under SCOPE, KRONOS, or NOS

*NOTE:
If customer plans to use TSP/2000-HASP, host must support OS/MFT/HASP 3.1
OS/MVT/HASP 3.1
OS/VS2/HASP 4.0
also, only one synchronous link between systems may operate at the same time.

CORE MEMORY REDUCED!!!

By: Bob Lewin/GSD

If you have customers with 96 Kbyte, pre-Series II HP 3000's you and they will be pleasantly surprised at the Dec. 1, 1976 price list! The price of the 32 Kbyte add-on memory (#30431A) for PRE-CX HP 3000 and HP 3000CX Computer Systems has been *cut in half* to only $5500!!!!!

OBVIOUSLY, the 32 Kbyte add-on memory will be available only while they are in stock. So, get your orders in NOW!!

DISC PACK FITS

By: Bob Huffstetter/GSD

The disc pack (#3033A) used on our 2883, 2884, and 2888 Disc Drives, is mechanically equivalent to the IBM 2316 Disk pack. However, HP's and IBM's record formats are not compatible. To use a disc pack not supplied by HP, that disc pack must be formatted by an HP Customer Engineer for the 2000 and 3000 systems for an additional charge. Ask your local SE manager for prices.

ale $ucce$$e$

ARNOLDUS' BEER BUSTIN SUCCESS

By: Heinz Studiger/BBN

Leo *Arnoldus* joined HP Amsterdam last March and shortly afterwards he got in contact with one of the largest beer breweries GROLSCHE BIERBROUWERY B.V. in Holland. At first, the company was looking for a small 21MX based system with a mag tape for their data preparation. They were using a large Service Bureau which is running an IBM 370/158. After carefully analyzing the prospect's present and future requirements, *Leo* pushed the idea that for their own benefit they should have their own system. A successful demo with outside help of a COBOL specialist from a software-house and a meeting with HP's local management was convincing enough to place an order for a large Model 5 with a total value of $180K. The Series II will be used for a fully integrated order processing and inventory control system and for software development. The excellent prepared sales strategy of *Leo* was the key to his success! Even the customer admitted that the convincing salesman's approach helped them to make the decision.

CONGRATULATIONS to *Leo* for this super job!!

IMAGE WINS HUDSON PULP AND PAPER ORDER

By: Bob Ingols/GSD

Hudson Pulp and Paper Company in Palatka, Florida recently ordered a Series II Model 7 from *Bubber Smith* of our Orlando Office. Hudson is a paper mill which produces paper for sale plus paper products such as grocery bags, tissue, paper towels and napkins.

Our system will be handling their stores' purchasing and payment needs as well as keeping track of all the sales made. Once this customer service application is running, they intend to add payroll and manufacturing applications. Inventory control is important, particularly the actual receiving and storage of the logs. Eventually a digital weighing system to weigh incoming and outgoing shipments will be tied to the 3000.

Ed's winning strategy included promoting IMAGE as the solution to data base management. This was one reason we won over the competition, DEC 11/70 and Burroughs 1726. Also *Ken Posse* did a great job as S.E. over the several months it took to close the order. HP also demonstrated we could run some of their existing 370/135 programs to relieve the bottleneck on that machine which will remain installed.

Congratulations *Ken* and *Bubber,* another winning team selling Series II.

6X 2000=SUCCESS IN EDUCATION

By: Bob Ingols/GSD

Ken Ferguson's sales district, headquartered in Richardson, Texas, has just wrapped up a successful year of selling six 2000's to Education. Three things aided the sales effort (1) HASP demonstrated at customer facility, (2) Instructional capabilities of the 2000, and (3) good references at 4 previously installed customers. Six systems were sold for the applications listed below.

1. N. Texas State-Replaced instructional computing done at a service bureau.

2. Oklahoma City University-Replaced RJE terminals to a CDC 6600 plus doing concurrent CAI.

3. Waco, Texas-Replaced a 3780 link to a 370/158 for administrative work. Added CAI. Can now sell time to area high schools to help pay for the system plus do RJE.

4. W. Fall, Texas-Same application as (3).

5. Mt. Pleasant, Texas-Same application as (3).

6. Dallas, Texas-CAI. RJE is in future plans.

(The last four systems are within the Educational Service Center Region 10.)

With this excellent base to build from, we have established *Bill Burls* to handle all the Educational accounts in the area. *Bill* should have a busy year but we are prepared to ship as many systems as he can order. Congratulations, *Ken* and good selling, *Bill!*

Sales Aids

GENERAL SYSTEMS DIVISION CURRENT LITERATURE LIST
By: Jerry Epps/GSD

STOCK NO.	MODEL NO.	CODE	DESCRIPTION	DATE PUBLISHED	RESPONSE LEVEL
EDUCATION					
5952 −4450	32900A	SS	Student Information System SIS/3000	10/75	B
−4522		AB	HP Educational Users Group	10/75	B
−4554		BR	Instructional Systems for Health Sciences Education	1/74	A
−4595	24383B	SS	Courseware Conversion Service	10/74	B
−4598	20309A	SS	Instructional Dialogue Facility (IDF)	10/75	B
−4599	20308A	SS	Instructional Management Facility (IMF)	10/75	B
−4600		SS	HP Math	10/75	B
−4620	20311A	SS	Timeshared Graphics for Tektronix Terminals	8/74	A
−4647	20310A	AB	HP Math	10/74	A
−4658	32901A	SS	Student Assignment System (SAS/3000)	10/75	B
−5461		AB	GED - General Education Development Curriculum	9/72	B
−5535		BR	Computer Solutions for Elementary/ Secondary Schools	6/76	A
−5536		BR	Computer Solutions for Colleges/ Universities	7/75	A
−5537		FL	On-Line Data Processing and Higher Education Mean . . .	10/75	A
−5559	24384A	SS	College Information System CIS/2000	8/75	B
−5569		FL	On-Line Data Processing Systems for Education Mean	10/75	A
−5571	22692A	SS	Course Writing Facility	11/75	B
3000 COMPUTER SYSTEMS					
−5584		FL	HP 3000 Series II Systems Flyer	4/76	A
−5586		BR	Technical Summary — Series II	4/76	B
−5587		MS	Planning Guide — Series II	4/76	C
−5598		PL	Performance, Prices, Configurations HP 3000 Series II	11/76	C
−5589		MS	Support Services — Series II	4/76	C
−5590		MS	Presentation folder — Series II	4/76	C
−5591		BR	HP 3000 Series II Systems (Mgt. bro.)	4/76	A
−5594		PD	Performance Data — Series II	5/76	C
−5596		BR	Total Solution APL	9/76	A
−5597		DS	APL/3000	10/76	B
2000 COMPUTER SYSTEMS					
−5595	2000	BR	The HP 2000 Computer System (Management oriented)	9/76	A
−5566	20243A	SS	SDE/2000 Source Data Entry	1/76	B
−5567	19661C	SS	2000E Timesharing Data System	1/76	B
−5579	22700A	SS	FCOPY/2000 File Copy Utility	3/76	B
−5574		PL	Price/Configuration Guide	9/76	C
−5592		SS	Subsystem Data Book	9/76	B
APPLICATION NOTES					
−4407	2000C	AN145-5	Educational Problem Solving	12/71	B
−4411		AN145-9	Computer Science Laboratory (Calif. State Univ.)	10/75	B
−4413	2000C	AN145-11	Educational Consortium	7/72	B
−4415	2000C	AN145-13	Computer-Assisted Instruction	11/72	B
−4423		AN145-21	Small College	4/74	B
−4424		AN145-24	Community College	3/74	B
−4506		AN145-23	Educational Consortium	4/74	B
−4507		AN145-22	Timesharing Computer Network	4/74	B

HP 3000 GETS RAVE REVIEW!!
By: Rich Edwards/GSD

If one of your customers is looking for an interesting, independent evaluation of small business computing systems, refer him/her to the September, 1976 issue of *Small Business Computer News (SBCN)*. In a 19-page review, *SBCN* focused its attention on the HP 3000 Series II, its models and features. It praised the HP 3000 for having set new standards in small business computer capabilities and for having quality service and support.

Here's a brief quote from this review, ". . . The HP 3000 serves as an excellent measure of small business computer capabilities. If you can't find one that offers what you need within your price range, then maybe you ought to raise your price ceiling and consider the HP 3000 Series II.".

Check the June, 1976 issue of *SBCN* for some interesting comments concerning the future of the IBM Sys/3.

Sales Development is direct mailing one copy of the September, 1976 issue along with a Data Pro review. You should receive your copy in mid-November.

QUALIFY YOUR REFERENCE SELLING ACCOUNTS
By: Bob Huffstetter/GSD

Reference selling can be an important part of your sales plan. To assist you with this, HP produces the HP 3000 Customer Profile. If you want to assure the best results by using this, we suggest you call your Regional Sales Development engineer or the sales person on the account before you use any customer's names. It could save you some embarrassing situations.

NEW SALES LITERATURE AND FIELD TRAINING MANUAL
By: Dan Jorgenson/GSD

New sales literature and a training manual are available to help you sell the HP 2000 Computer System. Bulk distribution of the sales literature have already been made to your office.*

Here is a list of the 2000 Computer system manuals:

- **2000 Computer System Flyer 5952-5595**

- **2000 Computer System Price/Configuration Guide 5952-5574**

- **2000 Computer System Data Book 5952-5592**

- **HP 2000 Computer System Field Training Manual, 47-760910. (You may order additional copies of this manual by contacting your GSD sales development engineer.)**

JUST REMEMBER - - - -

The HP 2000 Computer System does:

- RJE
- Text Editing
- Source Data Entry
- Satellite to Satellite Communications
- Timesharing

*NOTE: I'm sure in reviewing your sales literature, you found inconsistencies in reference to the 2000's CPU. We are using the 21MX E-Series processor. Changes will be made to this effect in the next literature update.

ORDER PROCESSING CHANGES FOR 30409A CX-TO-SERIES II UPGRADE
By: Dave Sanders/GSD

Now that we have finalized the accounting procedures for the return equipment associated with the 30409A CX-to-Series II upgrade, we found it appropriate to make a few changes in our order processing procedures which allow the customer to return his old CX parts for credit.

The trade-in allowance should be coded as a miscellaneous charge (M62) and should be transmitted as a separate line item on the upgrade order. The quantity should be coded as a positive quantity, the appropriate price as a negative price, and 4700 as the supplying division. No entry should be made in the ship date field. Contrary to the initial policy published in August 1976, the M62 should now be transmitted on the *same section* as the 30409A upgrade. This will make it easy for GSD to automatically issue credit when the 30409A is shipped. We have implemented this change in policy in order to eliminate customer dissatisfaction and potential accounts receivable problems that could result from delays in issuing the credit.

All equipment being returned for credit should be shipped freight collect to General Systems Division, 5303 Stevens Creek Blvd., Santa Clara, Calif. 95050. Shipment should be made via surface in North America, via air from Europe and Intercon. Packing materials are included with the upgrade shipment.

A copy of the HEART order is shipped with each upgrade as the packing list. It is desirable that a copy of this document be sent back with the returned equipment with the M62 *credit circled*. This will be especially helpful in international environments where this packing list will document the transaction for import and export purposes.

Competition

WANT TO LEARN RPG?
By: Rich Edwards/GSD

Are you or your SE looking for RPG teaching aids? If you are, IBM and Informatics have either manuals or courses available for your purchase.

First, to learn a little about the structure of RPG (it has a unique program "cycle"), I recommend IBM's "Introduction to RPG II", part number GC21-F514-1. This manual is intended for a manager to get a quick introduction to the language. Also IBM publishes a programmed instruction text (3 volumes) which goes into more details. Volumes 1 and 2 are called "System/3 RPG II Programming Fundamentals Text". The 1970 edition has part numbers SR29-5006-1 and SR29-5007-1 for volumes 1 and 2, respectively. The third volume, SR29-5002-1 is called "System/3 RPG II Programming Fundamentals Illustrations." Order IBM's manuals from a local IBM office.

Secondly, Informatics offers an excellent audio-cassette course ($150 for 2 volumes of notes and 6 cassettes). Called RPG/TOP (techniques of programming), the course assumes no prior knowledge of RPG and gives a rapid, although concise, working knowledge of how to program in RPG. Included in the course are programming examples and practive exercises. It can be completed in 10 to 15 hours plus programming time (unnecessary to complete the course). An advanced RPG course is also offered by Informatics covering arrays and tables plus other "advanced" topics in more detail. Further ordering information on these courses (or the content of these courses, themselves) is available from Group/3 (subsidiary of Informatics), P.O. Box 1452, 21050 Vanowen St., Canoga Park, CA 91304.

Division News

HP MOBBED AT THE APL '76 CONFERENCE
By: Jean Danver/GSD

If you ask any members of the 11-member APL lab and marketing team who were at the APL Conference Sept 22-24 in Ottawa, Canada, how the sessions were they would answer, "What Sessions? We were too busy to attend sessions." It seems that a computer company named Hewlett-Packard surprised the attendees with a big introduction announcement of HP's APL/3000. . . and everyone wanted to find out about it.

There was so much traffic that six to eight people were needed to man the 20 foot booth equipped with four of the new 2641 Terminals attached to the Series II in the Toronto Data Center. Over 20% of the show's attendees filled out inquiry cards.

Booth visitors were particularly impressed with our virtual workspaces, editor and compiling of code. Visitors were known to state that it was about time someone put a decent editor into APL or "Can I really keep all that data in my workspace?" A favorite activity was executing a function a couple of times to see how much faster it went the second time.

The lab team put on a technical session describing the product to some thirty eager listeners.

Sales Development will be getting the leads out to you as soon as they are processed. District or area managers have already been informed about the hot ones.

A special thanks goes out to *Bob Sayliss, Mike Naggiar,* and *Dave Walmsley* of HP Canada whose time, effort and extra cooperation made this event possible.

NEW ORGANIZATION FOR 3000 UPGRADE AND TRADE-INS
By: D. Sanders/GSD

General Systems Division has decided to set up a new organization at GSD to be responsible for the on-going support of our 3000CX (or pre-Series II) customers, as well as managing our pre-Series II upgrade and trade-in program.

This organization will have three main goals:

- We will be responsible for supporting the approximately 300 pre-Series II HP 3000's that we manufactured and shipped over the past four years.

- We will be responsible for the engineering and marketing associated with the pre-Series II-to-Series II upgrade product (the HP 30409A). This is the product we announced last May with the Series II that allows owners of pre-Series II systems to upgrade their systems to a Series II.

- We will be responsible for implementing a program to make use of the parts which remain after a customer has upgraded his machine to a Series II.

We have organized our team into four groups — one responsible for software development and support, one responsible for hardware and system support, one responsible for our marketing program, and one responsible for our production and materials activity.

Hank Cureton heads up our software development and support activity. *Hank*'s group will be responsible for both support and development of MPE-C, the operating system for pre-Series II 3000's. *Hank*, himself, will be our first line of support for our field product specialists. *Joe Dietzgen, Hank Davenport,* and *Mas Suto* are the members of *Hank*'s team.

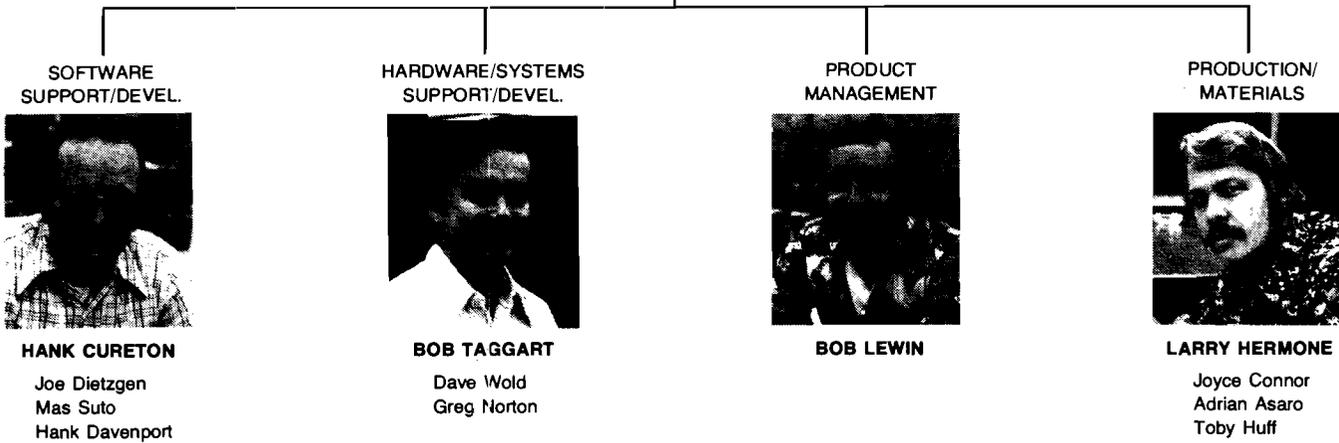## GENERAL SYSTEMS DIVISION
PRE-SERIES II OPERATIONS

OPERATIONS
MANAGER

DAVE SANDERS

--------Linda Coe

SOFTWARE SUPPORT/DEVEL.	HARDWARE/SYSTEMS SUPPORT/DEVEL.	PRODUCT MANAGEMENT	PRODUCTION/ MATERIALS
HANK CURETON	**BOB TAGGART**	**BOB LEWIN**	**LARRY HERMONE**
Joe Dietzgen	Dave Wold		Joyce Connor
Mas Suto	Greg Norton		Adrian Asaro
Hank Davenport			Toby Huff

Bob Taggart is responsible for our hardware and system support and development. *Bob* has just joined us from APD, where he was the lab project manager for HP's line of printing calculators. *Bob's* group will be the center of hardware technical expertise in our organization, and will be responsible for Customer Engineering support, Production Engineering, and the R&D necessary to make reliability oriented improvements in the pre-Series II hardware and system. *Dave Wold* and *Greg Norton* have joined *Bob's* team, and will be providing on-line CE support for pre-Series II systems.

Bob Lewin will be responsible for directing the sales and promotion program and product management activities for the pre-Series II-to-Series II upgrade (30409A).

Larry Hermone will be responsible for our production and materials activities. His team will be responsible for coordinating the return from customers of the parts which remain after customers' systems are upgraded to Series II's. *Toby Huff, Adrian Asaro,* and *Joyce Connor* are the other members of *Larry's* team.

Linda Coe is the department secretary for the Series II organization.

USED EQUIPMENT FOR SALE
By: Greg Yergatian/Waltham

I have some used equipment for sale. If you are interested in doing your customer a favor, give him/her the following information:

QTY.	DESCRIPTION	SELLING PRICE	DATE PURCHASED
1	HP 30103A Disc Subsystem (2MB)	$8600	11/74
1	HP 30112A Card Punch Subsystem	$8700	11/74
1	HP 7970B Tape Drive (800 BPI)	$1700	11/74
1	HP 7970B Tape Drive (800 BPI)	$ 400	1/74

*Please note that there is no quota credit given in this sale and the warranty is negotiable. Contact *Greg,* yourself. He can be reached at 175 Wyman Street, Waltham, Massachusetts, 02154, (617) 890-6300.

LETTER TO HP 3000 CX OWNERS

By: Dave Sanders/GSD

One of the pieces of feedback we received at the HP 3000 Users Group meeting in Baltimore in late September was that many owners of pre-Series II HP 3000 systems felt somewhat insecure because HP has not taken a strong, visible position on our plans for on-going support of their machines.

In order to address these concerns, I will be writing each pre-Series II owner a letter during the last half of November stating HP's position and plans. For customers in North America, I will mail the letters directly from Santa Clara. I will coordinate the letters with GSD Boeblingen for European customers and with the local sales managers for customers in Intercon.

The text of the letter follows:

HP 3000 Computer Center Manager
ABC Company
Slippery Rock, USA

Dear Sir:

Now that the HP 3000 Series II has been announced, I thought it would be appropriate to communicate with users of pre-Series II HP 3000 systems in order to clarify Hewlett-Packard's position and plans relative to these computers.

Although the pre-Series II HP 3000 (or 3000 CX as it was sometimes called) is no longer in new production, we at HP definitely view it as an on-going activity. We will continue to offer on-site maintenance support for both the hardware and software, as we have done in the past. The General Systems Division will continue issuing new releases of MPE-C which improve reliability or correct problems of which we become aware. We will also continue to correct problems with software subsystems which run on pre-Series II systems (EDIT/3000, SORT/3000, RPG/3000, etc.). I would like to emphasize that we at Hewlett-Packard definitely do *not* view the pre-Series II HP 3000 as an "obsolete" product. Hewlett-Packard has a corporate policy that we will provide full support for any Hewlett-Packard product for a minimum of five years after the end of production. In the case of the pre-Series II HP 3000 systems we have not started this "five-year clock" running.

In order to insure that the support of our pre-Series II customers gets the appropriate level of management attention, HP has decided to establish a new organization within the General Systems Division, reporting directly to the General Manager, to be responsible for continuing to improve the level of satisfaction of these customers. *Ed McCracken*, the General Manager of the General Systems Division, has asked me to head up this new organization which will be specifically responsible for software and system development and support of the pre-Series II systems, as well as for the marketing of the pre-Series II-to-Series II upgrade. This organization will therefore be responsible not only for providing our pre-Series II customers the on-going support needed to continue to operate their machines, but also for providing them with the information they may need if their long-term plans call for upgrading to a Series II.

This team of hardware and software engineers is already in place, and has accepted full development and support responsibility for MPE-C. This group has the charter to implement both enhancements and reliability improvements. Most of our resources today are concentrated on maintaining and improving reliability of MPE-C. In the future we also hope to be able to offer enhancements based on your needs.

Our overall objective with our new organization is to improve the level of satisfaction of our pre-Series II customers. We hope to do this by focusing our efforts on continuing to improve the quality of support you receive for your current system. Our software team will be making a special effort to respond to your problems in a professional and timely fashion. We hope you will be pleased with the results.

Yours truly,

David E. Sanders

David E. Sanders
Manager, Pre-Series II Operations
General Systems Division

CARE TO UNLOAD USED 2000F COMPONENTS?

By: Larry Hartge/GSD

Dick Dophin at the University of Iowa is quite interested in buying spare components for their own maintenance of four 2000F systems. If you have a customer who has any components that would work in the 2000F desiring to unload them, please call *Dick* at (319) 353-3170. He is interested in everything from PC boards to slightly damaged subsystems.

HP GRENOBLE NEWS

Division News

WHAT IS THE DIFFERENCE BETWEEN THE TWO PICTURES?

By: Georges Ouin/HPG

Answer: **1000 OMR's!**

The picture on the left was published in the December 5th 1975 issue of HPG News, showing our happy manufacturing team presenting the 2000th OMR manufactured.

The same team is now even more happy (even if the smiles seem the same) to celebrate the **3000th OMR** built.

Thanks for your efforts in the selling of the OMR's!

HPG PUBS

By: Gunther Kloepper/HPG

It seems that many people are unaware that we have had a publications department in Grenoble since January 1st this year. Although it is still a one-man operation, please route all your publications enquiries to *Mike Tupper.*

DATA ENTRY TERMINALS SELL IN VOLUME

By: Peter Stuart/HPG

As many of you are no doubt aware, our Dutch Sales Team sold 43 HP 3000 systems last year to a wholesale "Cash and Carry" organization called MAKRO. What you may not know is that the numeric Data Entry Terminals included in the sale were a special version of the new 3071A terminal. More than 480 terminals have been ordered by this customer. And already more than 300 have been shipped.

The special we incorporated into the terminal was a mechanical keyboard locking plate designed to provide a tactile feedback to an operator when keying in article numbers at high speed. If an invalid article number is keyed in, the keyboard is locked preventing the operator from keying in new article numbers, until the error is corrected. Use of a mechanical lock means an operator need not look at or listen to the keyboard during data entry.

According to the head of computer operations at MAKRO "The availability of a simple numeric data entry terminal was very important in our decision to purchase from HP. It demonstrated to us in concrete terms HP's expressed intention to sell and support customers in markets other than the scientific market where they had traditionally sold".

This is a key point to remember when talking to your non-scientific prospect who may be confused by bits and bytes, file structures, etc.

Remember the HP 307X terminals will help you sell systems (like forty-three 3000 systems!!!)

EQUIPMENT FOR SALE

By: Bruno Masserey/HP Vienna

We have two new 12615A memory expansion kits for 2116C for sale. Anyone interested, please contact *me.*

UNVEILING THE 3070A AT THE APICS SHOW
NO WONDER WE HAVE SUCH GREAT SUCCESS WHEN WE HAVE SUCH A GREAT PRODUCT
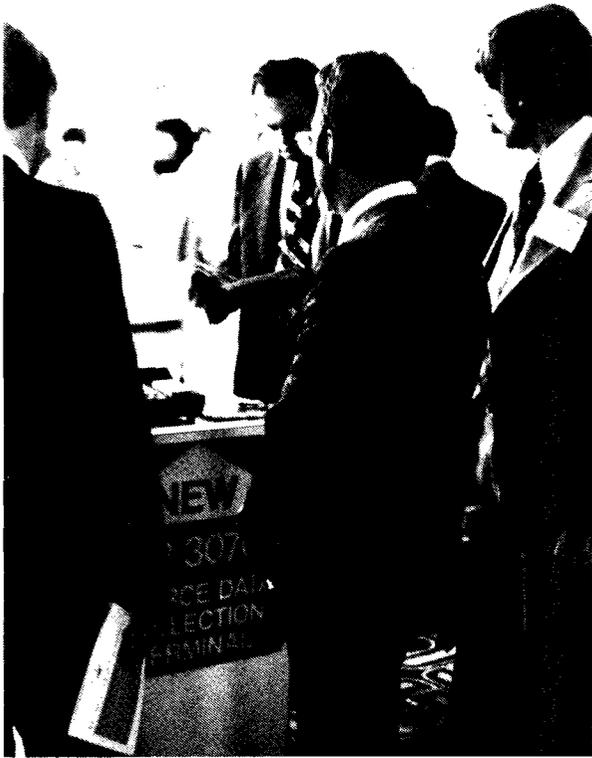*By: Bernard Guidon/Boise*

The APICS show, held October 18-20 in Atlanta, is the annual conference of the American Production and Inventory Control Society. Approximately 3000 people attended the show, nearly all in manufacturing management.

The APICS show provided the occasion for the unveiling and introduction of the HP 1000 computer system and the new 3070A data collection system. Judging from the crowds of people at the HP booth, it was clear that the 3070A's were a valuable alternative to the IBM 5230 Data Collection System.

Stan Segal, Phil Aramoonie and *Jack Clark* from the Atlanta sales office spent three days demonstrating the 3070A's. Buried among the crowds, they had a challenge answering the numerous questions tossed at them.

All the attendees were very impressed with the friendliness and flexibility of the 3070A. The single twisted pair cable connecting 63 terminals made the 3070A the WINNER of the show (once more, the French connection was a success).

We are generating much enthusiasm with the 3070A's. Therefore a lot of leads, and consequently....ORDERS for you!! Remember, 3070A's are helping you sell more systems.

Jim Eckford(DSD) on the right....ready to act again.

Wonder if Jim is really talking about 3070A's!!!!

TURN AROUND DOCUMENT USED FOR SCHOOL APPLICATIONS ON HP 3000 II
By: Bernard Guidon/Boise

Helen Hancock Community College, one of *Bob Ulery's* (Airport) accounts is using turn around documents to ease the student registration process. Helen Hancock had purchased the HP 3000 II Model 9 and a couple of 7260A Optical Mark Readers. *Jim Squires,* the College system analyst said "Amazing. The OMR's are our only data entry devices on the system and they do a terrific job for us".

At the time of registration, names and ID numbers of students are pre-printed, using the HP 2617 on continuous stock of forms. The forms are then detached and can be picked up by the students as they enter the college. Additional cards are then added to select the classes that the particular student would like to attend.

Cards are finally read back by the 7260's to feed data into the class schedule programs and different applications running on the 3000. Hancock college is printing a total of 50,000 cards at registration time and each reader processes about 20,000 cards.

Once more, the Optical Mark Readers and the turn around documents have proved to ease a data collection process and increase the 3000 II attractiveness.

Let the OMR help you sell systems!

Real-Time response in many different situations

If you are an OEM, or considering a large-volume purchase, you may wish to configure a system from individual components and software packages.

Ask your local HP field engineer about our attractive OEM and volume discounts.

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COMPUTER SYSTEMS NEWSLETTER