

# COMPUTER SYSTEMS NEWSLETTER

*For HP Field Sales Personnel*

REINHARDT, HELMUT  
FRANKFURT  
HPSA

HEWLETT  PACKARD

Vol. 2 No. 1  
Nov. 1, 1976

# ANNOUNCING the



## 3070A/3071A REAL/TIME APPLICATIONS TERMINALS

section of this issue. This new procedure represents a significant savings to HP and will be passed on to your customers in the form of a 7% average price reduction for HP 3000 line printers. All of the line printer subsystems offered for use on the HP 3000 systems are affected by the price decrease. They include the following:

LINE PRINTER	(U.S.) PRICE REDUCTION
HP 2607A 200 LPM Dot Matrix Line Printer Subsystem	\$ 350
HP 2613A 300 LPM Line Printer Subsystem	1450
HP 2617A 600 LPM Line Printer Subsystem	1575
HP 2618A 1250 LPM Line Printer Subsystem	1975

The line printers listed above offer a complete line of printer subsystems to fill your customer needs on HP 3000 systems.

At the low end, the **200 LPM dot matrix printer** subsystem includes a low cost, light duty printer (2607A) with clear, consistent printout on up to six copies. The 200 LPM printer subsystem offers an excellent opportunity for your customer to increase throughput capabilities and provide a backup printer to eliminate the possibility of total print downtime.

Light to medium-duty drum printing is offered in the **300 LPM line printer** subsystem to provide moderate speed and low price with high print quality. A 64 character set is available as standard with a 96 character set optional.

A good compromise between the low and high end of the HP 3000 printer line is available in the **600 LPM line printer** subsystem. A combination of high print quality, speed and low prices are all provided at 600 LPM with a 64 character set printed in 136 columns, applications requiring medium duty printing and increased job turnaround can be achieved.

Finally, the high end of the printer spectrum provides an optimized combination of speed, reliability and print quality. This excellent combination can be found in the **1250 LPM line printer** subsystem, which is ideally suited for applications requiring heavy duty cycle or continuous operation.

## RIBBON CONTROL KIT FOR 2613/17 LINE PRINTERS

*By: Gary Ferguson/Boise*

At last! There is an active ribbon control mechanism available for the 2613A and 2617A line printers.

We have found that printing unevenly across the width of the printer can cause the ribbon to stretch and wind unevenly on the take-up spool. This results in ribbon jams and missing print on the left side of the paper. Installing a ribbon control mechanism will eliminate the effects of ribbon skew and significantly extend ribbon life by automatically adjusting the relative angle between the supply and take-up spools.

The kit (part no. 02613-81199) required for this product improvement may be purchased directly from Boise Division. Orders (IOS) should be transmitted with a price of \$250.00 (U.S.) each. This price will cover parts only. Installation, which is approximately one hour, plus travel should be quoted by your local customer engineering organization.

## SERIES 1000 TAPE DRIVES

*By: Nick Voigt/Boise*

When ordering tape drives on the HP 1000, you can order Option 050 — olive-black paint — to match the accent panels on the XE. This is a no-charge option, with availability the same as a standard drive or subsystem. The 2100 systems still use the *standard* mint-grey accent panels.

## NEW OPTION FOR 2607A/12987 LOWERS PRICE \$500

*By: Steve Bolen/Boise*

Don't forget there is a new option available to delete the stand from the 2607A/12987A. This allows for a \$500 reduction in price for the printer or its subsystem.

Order the new options as follows:

<b>2607A Line Printer 200 LPM Dot Matrix</b>	<b>\$7675</b>
<b>H02 Delete Printer Stand</b>	<b>- \$ 500</b>
<b>or</b>	
<b>12987A Line Printer Subsystem 2607A</b>	<b>\$8325</b>
<b>H03 Delete Printer Stand</b>	<b>- \$ 500</b>

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

# DISC MEMORY NEWS

## DISC MEMORY DIVISION FORMED

By: Dick Hackborn/DMD

As you probably already know, we have decided to consolidate the various disc peripheral activities within Data Systems into a new division. This is because our disc-related operations have grown to the point where they will greatly benefit by having a division dedicated to this product line. The new Disc Memory Division (DMD) will formally come into existence on November 1, 1976.

Currently our product line responsibilities include the 7900A (5 Megabyte) disc drive, the 7905A (15 Megabyte) disc drive, and their associated controllers. Over 7000 of these disc drives have been shipped since introducing the first model in 1971. In addition, we currently are developing in engineering several new drives which will significantly expand our disc product line capabilities during 1977.

We have also decided to relocate the new division in Boise, Idaho, through a series of moves over the next two years. There are several major benefits in doing this. First, our Bay Area computer systems operations are growing so rapidly that unless we relocate some of this growth elsewhere, we will lose control over being able to provide space locally. Second, and very importantly, there is a tremendous synergism in having two major electro/mechanical peripheral divisions share the same site.

We will be keeping you informed as our move plans are firmed up. Introducing new disc products into production and relocating the division in Boise will be a major challenge. Your help and consideration in getting this new division on its way will mean a lot to all of us.

## Product News

### NEW PRODUCTS FOR THE NEW DISC DIVISION

By: Bob Hoke/DMD

We are now offering extensions to the multi-CPU capabilities designed into the 13037 Disc Controller to allow up to eight CPU's to access the disc through a single controller. This capability offers advantages to the system designer in the shared data base or "fail soft" type applications. We must state these capabilities are not necessarily supported by HP's current operating systems, but are immediately available to OEM's that are designing their systems for these applications (see SDC application, this page). For the current limitations of support under RTE, see the Multi-CPU Section in the RTE Operating Manual.

To demonstrate this capability, the Lab put on an outstanding demo. In showing the capability of multi-CPU, we also demonstrated another of HP's virtues, i.e., backward compatibility. The system included a combination of 8 processors, the 2100, 2105's, 2108's and 2113A, all talking through a single controller to eight disc drives. Some of the processors were running diagnostics on a specific disc drive, others were running a modified RTE and one was running an IMAGE data

base. All in all, it was a powerful demonstration of unique advantages offered by HP's multi-CPU capabilities.

The offering consists of:

<b>12962C</b>	<b>Disc Subsystem</b>	<b>\$15,000</b>
<b>12962D</b>	<b>Disc Subsystem w/mini Rack</b>	<b>\$16,200</b>
<b>13037B</b>	<b>Storage Control Unit</b>	<b>\$ 3,500</b>
<b>13175A</b>	<b>21MX/E Series Interface for Disc Subsystem</b>	<b>\$ 1,000</b>
<b>13178B</b>	<b>Multi CPU Kit (8 CPU's)</b>	<b>\$ 1,200</b>

These products will replace the 12962A/B and the 13178A.

For customers who currently have 12962A/B subsystem and would like to upgrade to the multi CPU (up to 8 CPU's) we are in the process of defining the upgrade procedure and will let you know shortly.

For E-Series compatibility, customers will have to order the 12962C and D. If customers currently have a 12962A/B and

are upgrading their system to include the E-Series, then they will have to replace their interface by ordering a 13175A.

The Lab Team of, *Bob Passmore/Project Manager*  
*Larry Byler/Firmware*  
*Howard Lee/M-Processor*  
*Chuck Geber/Device Controller/Interface*  
*Don Langdon/Diagnostics*  
*Bob Colpitts/Testing*

have done an outstanding job in providing this capability, and it's now up to you to carry it to your customers. We think it is a unique set of tools.

**MULTI-CPU APPLICATIONS**

*By: Bob Hoke/DMD*

According to *John Tourkolias*, Neely Airport, System Development Corporation (SDC) is now offering an enhanced version of their turnkey newspaper word processing system. Utilizing the unique advantages offered by HP's multi-CPU capabilities SDC now dominates their market segment with recent customers such as the London Times and Philadelphia Enquirer. SDC feels the key to this dominance is:

- When competing against a single large CPU configuration (read IBM), they show that if the main processor goes down, the news dies on the presses.

or

- When competing against DEC and DG's multi-CPU configuration, they show the requirement for complex CPU-to-CPU communication. This requirement gives a system vulnerability similar to the single CPU environment i.e., if you lose the CPU link, again you're dead. Additionally, this extra hardware increases the cost.

The HP solution requires no CPU-to-CPU communication hardware, supports 30-50 page mode terminals per 21MX, and by duplicating the disc subsystem, allows any element in the system to fail without losing any function. Loss of a CPU does mean partial loss of terminals, but system design (possible only with HP's controller) has turned this potential liability into a "lockout" sales feature. As the saying goes, - "nothing is older than yesterday's news", so a deadline missed because of a "down system" is an opportunity lost forever.

A Los Angeles area newspaper once published an entire paper, blank except for the front page headline that said, "Thanks to DEC's Computer System, we are unable to print our paper today". This demand for system integrity and reliability is a natural for HP's multi-CPU capability. Other customers have similar problems.

Have you shown multi-CPU's to your customer?

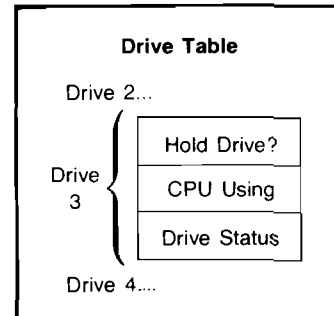
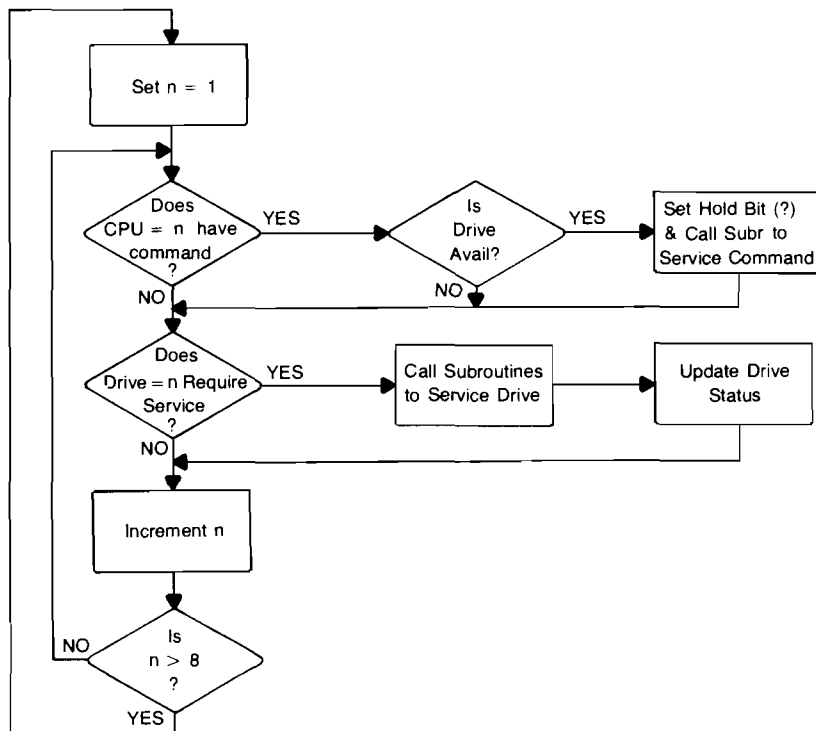
**GOOD LUCK and GOOD SELLING!**

**MULTI-CPU CONTROLLER. HOW DOES IT WORK?**

*By: Bob Passmore/DMD*

The 13037B controller is actually a very fast (200 ns) special purpose computer with an I/O port for CPU's and an I/O port for drives. These I/O ports cannot interrupt the controller, so it has been programmed to "poll" each CPU and drive frequently to supply service.

**CONTROLLER POLLING LOOP**



Referring to the diagram above, the controller continuously polls each CPU and drive waiting for a command. Suppose CPU 1 requests a "Seek Withhold" from Drive 3. The controller upon polling CPU 1 detects the command, and checks a table for Drive 3. This table contains busy/available status on the drive, and indicates whether any CPU has set the "Hold" bit. If the drive is available, the controller loads the Hold bit & CPU 1 address into the table for Drive 3. Subroutines are then called starting the Seek, and the controller resumes polling.

If any other CPU now attempts to access Drive 3, the controller will poll the command and ignore it for this pass through the loop, because, a) the Hold bit is set, and b) Drive 3 is busy.

Eventually Drive 3 completes its seek, and the controller polls Drive 3 determining that this has happened. The controller consults its drive table, clears Drive 3 status and seeing that CPU 1 is waiting, generates an interrupt to CPU 1.

Polling is resumed, and if any other CPU now attempts to access Drive 3, it will again be "ignored" (temporarily) because the Hold bit is still set.

CPU 1 now generates a read or write command, and when the controller polls, the command is processed, clearing the Hold bit. The next time a CPU attempts to access Drive 3, the Hold bit will be clear, and access granted.

Note that an individual command on an interface may be polled numerous times before a drive is available, and the command actually accepted. The Hold bit and drive table serve to prevent conflicts, and to allow controller activity for several drives simultaneously.

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# A Grand Welcome to the New DISC MEMORY DIVISION



# DATA SYSTEMS NEWS

## Division News

### HOW DOES IT ALL FIT TOGETHER?

By: Joe Schoendorf/DSD

During the Recent 1000 NPT Dick Anderson and I used the following slide to outline how the 1000 fits into the marketplace relative to the 2000 and 3000. We promised many of you copies. Here it is. Of course there are overlaps but the focus outlined is primary.

### HEWLETT-PACKARD COMPUTER SYSTEMS

COMPUTER SYSTEM	HP 1000	HP 2000	HP 3000
SYSTEM FOCUS	COMPUTATION, INSTRUMENTATION, & OPERATIONS MGMT.	DATA ENTRY, EDITING & REMOTE JOB ENTRY	GENERAL PURPOSE BUSINESS DATA PROCESSING
APPLICATION CENTER	DEDICATED APPLICATIONS IN ENGINEERING & MANUFACTURING	COMMUNICATION APPLICATIONS IN BUSINESS & EDUCATION	MANAGEMENT OF GENERAL BUSINESS & FINANCIAL INFORMATION
THEME	IMPROVING PRODUCTS PRODUCTIVITY & PROFITS THROUGH AUTOMATION	PROVIDING LOW COST ACCESS TO LARGE SYSTEM CAPABILITIES FROM REMOTE TERMINAL LOCATIONS	COST EFFECTIVE ON-LINE PROCESSING OF BUSINESS INFORMATION

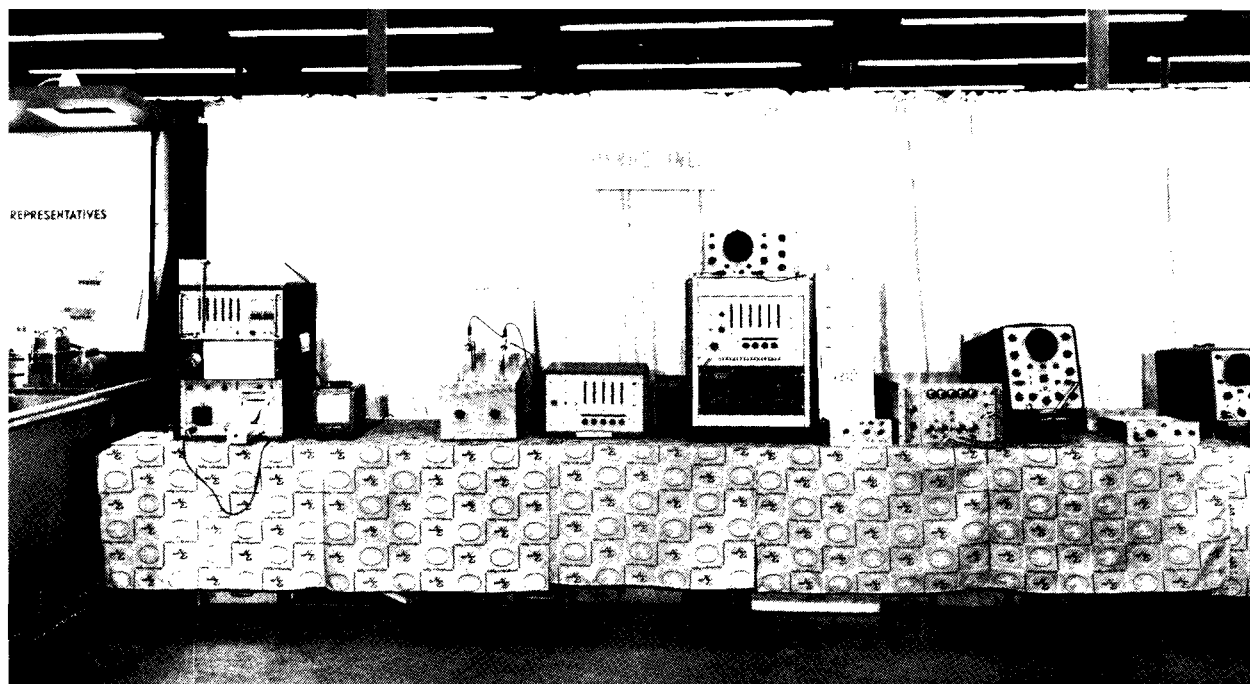
**KEY TO ALL:**

- DISTRIBUTED COMPUTING AND COMPUTER NETWORKS
- TERMINAL HANDLING CAPABILITIES
- DATA BASE MANAGEMENT

## TEN YEARS AGO TODAY??

By: Joe Schoendorf/DSD

As we approach the 10th anniversary of the introduction of the 2116, I thought you would enjoy seeing these old photos. Dynac was the name of the division before Dymec. Dymec was the division that invented the 2116A. The group photo is an old Neely picture. The flat top in the second row belongs to our illustrious Group Manager, *Ben Holmes*. Anybody spot *Jim Arthur* in the back row trying to place a wager?



# HAPPY 10th ANNIVERSARY



## Sales Successes

### NASA ORDERS TWO DISTRIBUTED SYSTEMS

By: *Carlos Avila/DSD*

NASA-Johnson Space Center in Houston found itself with a little spare change at the end of the fiscal year that it wanted to spend with HP. *Ron Guyote* was more than willing to oblige, and signed up NASA for two RTE-III 9700's and two BCS satellites (ordered as components on the GSA ADP schedule). Each 9700 will have 96K of memory, a 7905 disc, two tape drives, and five 2645 terminals.

The two distributed systems will be used to monitor and control environmental test chambers used to checkout various parts of the space shuttle. The BCS satellites will be used to pre-process data acquired from Data Products A/D converters, each with 1000 channels.

This order brings *Ron* to \$1.5 million through September! *Ron*, as usual, is finishing out the year in style.

### BENEDETTO BATS AGAIN!!

By: *Frank Jackson/DSD*

No wonder *Walt Benedetto*, Paramus, of late a Field Engineer, is now a newly-promoted District Manager. As of October 15 he tells he is going to wrap up in excess of \$400K of Data Systems business prior to October 31, 1976.

He has within his grasp (or at his fingertips!) a 9603 system and 8 BCS test stations for an automated production facility producing ordinance fuses. Another 9603 system, for the same customer, utilizes two each 2313 subsystems and involves lasers for trimming the amplifier section of the fuse.

Additionally, *Walt* has a 9602 system proposed for the control of nineteen environmental chambers at I.T.T. Avionics.

Best wishes, *Walt*, for 100% success in your new job and in closing these three orders.

## Sales Engineers' Corner

### HAPPY "NEW" YEAR TO THE CLASS OF '76

(2<sup>3</sup> CLASSES = 27 NEW GRADUATES)

By: *Dave Bunch/DSD*

That was the year that was as the Computer Systems Group hosted a total of 8 Orientation Seminars for new field hires. That represents 128 new Tigers in the Domestic Sales Force and a new CSG record.

As the new year of 1977 enters, 38 are still in the process of visiting DSD, AMD, DTD, DMD, GSD and Boise.

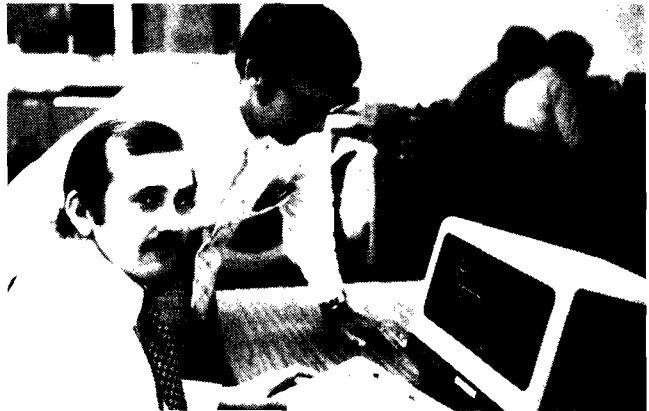
A hearty congratulations to the talented Class of '76.

### HP-1000 DEMO INSTALLATIONS IN EUROPE

By: *Pam Macdonald/DSD*

Prior to the new Product Tour, HP-1000 systems were installed at Frankfurt, Milan, Grenoble, Paris and London. Installations were accomplished by local personnel in each office with the demonstration training being accomplished by *Dieter Schmidtke* from the Grenoble factory and *George Taylor* from Data Systems Division.

The excitement generated in each office by the presence of the HP-1000 system should provide a significant stimulus for future sales.



*Dieter Schmidtke and George Taylor operating the HP-1000 system in the Frankfurt Demo Center.*

## OEM CORNER

### OEM POW-WOW

By: *Chuck Wain/DSD*

With the introduction of HP 1000 we, for the first time, have a computer SYSTEM from DSD that is available to OEM's at a discount. This is a tremendous selling point — particularly for "software only" systems houses. We need to take advantage of this situation, thus we are initiating a "Sell HP 1000 to OEM's and make lots of dollars" program. We are going to come up with specific techniques to sell HP 1000 and other components to OEM's.

Things we will be doing are:

- OEM shows, open houses at the sales offices for OEM's to discuss and see the HP 1000 system.
- On-site customer shows, taking a system to the customer's plant, demoing it, and giving sessions on RTE, microprogramming, etc.
- Customer visits by factory people.
- Coming up with innovative selling tools — slides, system demos, etc.

We will be contacting all DSM's within the next couple of weeks to arrange shows or visits on HP 1000. However, if you need immediate help, contact one of us at these extensions: *Stu Kagan X3227, Bill Burger X2645, Chuck Wain X2308, Wendi Brubaker X2516, Frank Jackson X2643, John Trudeau X2810.*

## SELL OEM; SELL HP 1000!!

### BELIEVE IT OR NOT!!

*By: Wendi Brubaker/DSD*

September was a busy month for our OEM/COMBO Sales Representatives with eighteen agreements being signed. Good work guys!!

What is even better news, is two-thirds of these contracts are with first-time HP customers. This means our OEM base is really growing and that's what we are looking for!

#### Company

I.P. Sharp  
J. D. Development  
Purvis Systems  
Spear Medical  
Foxboro/Transonics  
Total Computer Services  
Trans Data, Inc.  
Data Devices, Inc.  
McInnis & Associates  
Brow and Root, Inc.  
Maryland Comp. Service  
Atec, Inc.  
Real Estate Data, Inc.  
NCR  
Vought Corp.  
Scan-Tex Systems  
Quotron

#### Field Engineer

Tony Hidalgo  
Bob Ulery  
Barry Charton  
John Lands  
John Lands  
Phil Aramoonie  
Mike Merrill  
Wayne Rardon  
Neil Fisk  
Ron Guyote  
Bob Bolcik  
Tom Wade  
Steve McKenzie  
Joe Euse  
Roy Toth  
Lou Castagnola  
John Tourkolias

September was a good month — thanks to your efforts. Keep it up!

### 21MX E-SERIES

*By: Willie Whitfield/DSD*

This is a reminder that each of your OEM customers can order one 21MX E-Series computer between now and the first of the year. This will allow your OEM customers to have a unit for evaluation and design considerations. But we can only ship one machine per OEM customer and since there is a limited number of machines available, your OEM's should order theirs as soon as possible. **Sell OEM!**

## Product News

### 29402B CABINET ADD-ON BAY

*By: Frank Jackson/DSD*

This is an update to my article "Cabinet Tie-Together" in the last newsletter dated October 15.

It is now possible to order through the specials group (until its

on Corporate price list) a 29402B add-on bay. This is opt. 400 (price \$385) and includes a combination of option 100 fan assembly 120V/60Hz, option 300 NEMA power strip, and the tie-together hardware.

29402B-opt. 400 is orderable as a stand-alone item or may be used to order a second bay to system 1000 Model 31 with 7900 disc (Product #2170A). Blank panels would have to be ordered separately as required if you do not order a 93723A racking and checkout service.

### I/O INTERFACING ON THE NEW 21MX E-SERIES COMPUTER

*By: Bill Burger/DSD*

We have a new feature on the E-Series called Variable Microcycle Timing (VMT) which allows the CPU to execute some instructions in 175 nsec and others in 280 nsec, depending on the instruction type. This VMT capability, which significantly increases the performance of the E-Series, causes the I/O cycle timing to be variable, rather than fixed as in the 2100 and M-Series computers.

The result of VMT on I/O cycle timing is that existing interface cards have to be looked at carefully to verify compatibility with the 21MX E-Series. DSD has verified many of its own cards already, with a list of the currently guaranteed compatible cards appearing in the E-Series Field Training Manual.

Customers using I/O cards of their own design should be advised that their cards may not work with the 21MX E-Series, and that they should be tested on an E-Series Computer to verify compatibility.

I/O Cycle timing on 21MX Series and 2100 are based on 5 time periods,  $T_2$  through  $T_6$ , that control the timing between an I/O device, I/O interface, and the CPU. On the 2100 and 21MX M-Series these timing periods are fixed, at 196 nsec for the 2100 and 325 nsec for the M-Series. These fixed "T" periods result in I/O cycle timing of 980 nsec ( $5 \times 196$ ) and 1.625 nsec ( $5 \times 325$ ) for the 2100 and M-Series respectively.

On the 21MX E-Series, variable microcycle timing allows the I/O cycle timing to vary. For example, during I/O on the E-Series, T period  $T_3$ ,  $T_4$ , and  $T_5$  are always 280 nsec, but  $T_2$  and  $T_6$  will be either 175 nsec or 280 nsec, depending upon I/O processor and control processor synchronization or the instruction type. This results in I/O cycle timing that is optimized to the instruction type, varying a minimum of 1.190  $\mu$ sec to a maximum of 1.400  $\mu$ sec.

Problems using customer designed I/O cards could occur if they have used T periods for internal clocking on the I/O card or if the interface logic is too slow for the I/O cycle timing. The I/O Interfacing Manual for HP 21MX M- and E-Series Computers; p/n 02109-90006, will be available shortly to provide user documentation for I/O interfacing questions.

# Sales Aids

## AN "OLD PRO" GOES TO A COMPUTER SHOW!

By: Dave Hendrix/DSD

Hewlett-Packard at Los Cruces, New Mexico participated in the minicomputer show and exposition of the Data Processing Management Association (DPMA) held at the Hilton Inn in El Paso, Texas and their success is evident from the write up shown below that was printed in the El Paso Times:

### El Paso Times **Business**

Page 10-B

Friday, September 24, 1976

## 'Whzat, Glich Blink,' Quoth The Computer Man

By **ED KIMBLE**  
Times Business Writer

"What are you whzattin'?"

"Nothing now. We just had a power glich."

"Blink is our lowest priority program."

Whzat, glich, blink. These and other words seemingly concocted by science fiction writers speckled conversations of data processing equipment sales persons and their prospective customers Thursday at the Mini-Computer Show and Exposition of the Data Processing Management Association (DPMA) at the Hilton Inn.

The exhibit/"trade fair" continues Friday 9 a.m.-9 p.m.

Representatives of IBM, Burroughs, Univac, Mountain Bell, Hewlett-Packard, Holguin & Associates, NCR and other data processing equipment companies were on hand to demonstrate their wares: Hardware (computers) and

software (program systems for computers)

One of the most entertaining exhibits was that of Hewlett-Packard, whose offices are in Las Cruces. That company's HP-9640 was programmed to flash answers to any question a sports fan might ask about the 1972 National Football League on a video display terminal (looks like a television mounted on a typewriter keyboard).

Simultaneously, a graphic plotter attached to the same computer was drawing biorhythm charts for individuals.

Based on the time and date of birth, biorhythm charts theoretically show when an individual will have his best days and his worst days physically, intellectually and emotionally.

The price tag on the HP-9640 is about \$90,000, William W. Little, Hewlett-Packard salesman, said.

Obviously few people are going to trade in their Rolls-Royces for HP-9640's just to play football trivia games or keep abreast of fateful days. But the point is, they could if wanted to.

In fact, in the not too distant future, people may be able to trade in their Chevrolets and Fords for computers that will perform the functions of the HP-9640.

Little noted that the price of data processing hardware is dropping by about 30 per cent per year. In other words, in 10 years, a computer that performs the same functions of the HP-9640 will cost about \$3,600 if the declining price trend continues.

Little said he sees two other trends emerging in the data processing field in the near future.

First, he said, the concept of several companies sharing one

computer is losing favor. "It's becoming more cost effective to have each individual company have their own computer," Little said.

Secondly, he said, computers are becoming friendlier.

"Friendlier?"

"Yes, friendlier," Little said. No longer is it necessary for a computer operator to learn a whole new language in order to ask for information from the computer and interpret that information once the computer supplies it.

"The need for the highly trained professional computer operator will become a thing of the past," Little said.

It already may be a thing of the past. Right around the corner from Little's display, a salesman for Barnhill was beginning to work a problem. In tiny digital letters, his video display terminal greeted him with, "Hello, user."

Thanks to the team effort from our Las Cruces office and an "ol Pro" effort from *Bill Little*, F.E., HP was well recognized as one of the outstanding representatives at the show. The net result of HP's participation has not been determined but all indications are that the "ol Pro" will collect many cans of "Falstaff" from his efforts.

Congratulations, *Bill*. Super job!

## ROCKVILLE 2100 USERS GROUP

By: John Harris/ESR

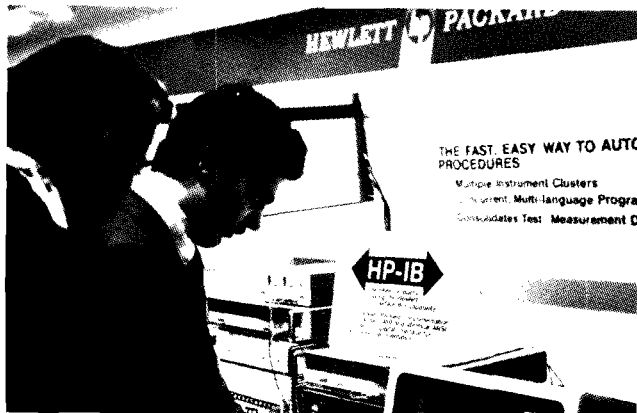
Rockville sales district held its first 2100 Users Group meeting on September 15. The meeting was attended by 40 users plus 12 HP sales and support persons. A steering committee was formed to organize the users group and plan future

meetings. After dinner an RTE presentation was given by *Hugh Hanks* of the Department of Defense. The instigators of the users group were *Hugh Hanks* and myself. The next meeting will be November 4 at which time officers will be elected, interest groups will be formed, and technical presentations on RTE generation, class I/O and the new HP 1000 System will be given.

## WESCON — 76 HUGE SUCCESS

By: Neal Kuhn/DSD

WESCON — 76 was held in Los Angeles recently, and was a huge success. Over 38,000 people toured the exhibit hall. The HP booth was on the main aisle, and drew considerable interest. In fact, more than 400 people requested more information or sales calls from the Data Systems section of the booth.



Neal Kuhn, HP 1000 Product Manager, demonstrates how to tie IMAGE and HP-IB together for a Research Manager from Rockwell.

The Data Systems exhibit included demonstrations of HP-IB, IMAGE, the Video Card and the system. The enhanced HP 1000 RTE software and HP 1000 consoles (2645) were also used (9600 baud is so nice).

One highly successful HP OEM introduction was a new product by Fairchild. Called "The Integrator", the product is a central for their distributed automatic test system. The system is designed around a 21MX CPU and 7905 disc, with RTE-II software, and the terminals are 2644's.

## NPT NOTEBOOKS

By: Dave Borton/DSD

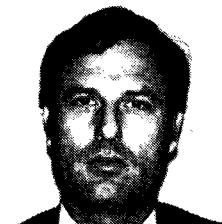
HP 1000 Computer Systems notebooks have been distributed to all sales engineers and system engineers around the World either through the public mails to intercon or at New Product Tour stops in North America and Europe. However, some of you may have missed getting your copy. If so, we have a few copies left at the factory and they are now available. Just send a TWX message to Sylvia Cohen at Data Systems and one will be sent to you right away as long as the supply lasts.

## OOPS!!!!

By: Bob Lindsay/CSG



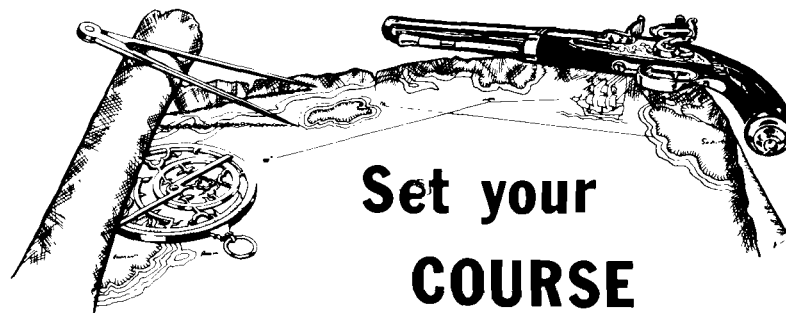
Mike Merrill



Stan Merrell

In the last issue of the Newsletter we inadvertently placed a photo of Stan Merrell (F.E. - NSR Bellevue) over an article describing the recent sales success of Mike Merrill (F.E. - MSR St. Paul) at Medtronics in Minneapolis.

Congratulations again to Mike and apologies to both Stan and Mike for the mix-up. Hope you'll both go merrily on your way to further sales successes!!!!!!!



Set your  
**COURSE**

for that OEM ~~Sale~~  
**Sale Now!**

INNOVATIONS FROM

An Advertisement

**HEWLETT-PACKARD****COMPUTER ADVANCES**

Fast, flexible and efficient, the HP 2645 is a powerful addition to Hewlett-Packard's growing family of multi-purpose display terminals. With extensive features, the HP 2645 was designed to adapt to a diversity of application requirements. Its micro-programmed HP 2645 offers simplicity of operation through user-defined "soft keys" that match the keyboard to the application.

**HEWLETT-PACKARD  
ANNOUNCES THE 2645**

HP's 2K bytes of display memory connect to the display to fit the application. Added 1M cartridge memory supports the operation of a wide range of applications independent of the com-

puter. Flexibility in data communication speeds up to 600 bits per second and polling (asynchronous and synchronous) facilitate hardware fitting to an application. Forms drawing capability, check-out, adjustable margin, and tab editing make the HP 2645 perfect for data handling applications. The HP 2645 is simple to use, yet adept with complex applications.



**A DISPLAY STATION WITH CAPABILITIES  
AS DIVERSE AS YOUR COMPANY'S REQUIREMENTS.**

DATAMATION September, 1976

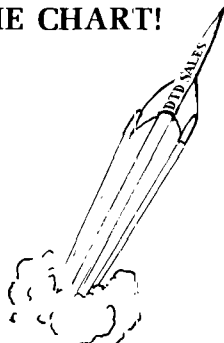
45

# DATA TERMINALS NEWS

## Division News

### DTD BLASTS OFF THE CHART!

By: Rich Ferguson/DTD



So you say you want to be a winner, Bunky? The best way to do it is to sell a product that's already a winner and you guessed it — it's the 2645 family from DTD!

September was the biggest month in the history of Data Terminal Division. What winners these products are turning out to be! DTD ended up the month of September at 174% of target. Orders from both domestic and the international areas look extremely strong and at the time of this writing, we are again way above quota month-to-date for the month of October.

Features such as soft keys, flexible and easy editing, flexible communications and powerful stand-alone features have made the 2645 series a leader in the terminal CRT marketplace. Your customers know what super products are in the 2645 family, so be a winner and sell them the best CRT's in the world.

So you say you want to be a winner, Bunky? Sell terminals and count the commission dollars.

## Sale\$ Successes\$

### SACRAMENTO SUCCESS

By: Rich Ferguson/DTD

RON MARQUART from our Sacramento sales office in Neely has turned in a blazing success! He sold over \$60K to Bxxxxxxx.

Bxxxxxxx is an OEM that is buying not only terminals from Hewlett-Packard, but also well-known multilingual terminal controllers from one of our sister divisions. Bxxxxxxx currently is addressing a number of dedicated terminal applications using the multilingual controller. Such things as sophisticated text editing, actuarial programs for insurance type applications and interfacing high-quality printers are among the applications currently being addressed. Needless to say, the zesty performance of the 2645's and 40B's that Marquart is selling to Bxxxxxxx has improved the competitive edge that Bxxxxxxx enjoys.

The things that Bxxxxxxx liked most of the 2640 series was the ease of use, high quality and reliability. We're looking forward to a steady flow of business from Bxxxxxxx and much congratulations to Ron who has put Sacramento on the map.

### JOE'S BACK IN THE SADDLE AGAIN!

By: Rich Ferguson/DTD



Welcome to another chapter in the never-ending saga of success of JOE PIFKO from none other than our North Hollywood sales office located somewhere in the vicinity of Neelyland.

As you may recall, in our last episode, we left Joe and his sidekick, Tonto, somewhere over Los Angeles after having signed Txxxxxxx for a vast quantity of terminals. Joe, after yelling "Hi Ho, Silver" and disappearing into a cloud of dust, did not dissolve in the L.A. smog — rather, he galloped his way into the hearts of the people at Lxxxxxxx xxxxxxxx. His latest adventure is undoubtedly proving to be a throbbing success.

This morning, we find Joe blazing away, armed with his trusty 2645's and smoking dual cartridges, tracking down new applications and ambushing the competition. We found out

about this new application when Joe called to the factory and yelled into the telephone, "Head 'em up and move 'em out!" I then responded "Head what up and move what out?" Joe then went on to explain that Lxxxxxxx's data processing group has just standardized on the 2640 series terminals, which means at least 100 terminals in this next coming year. Not being picky on the kind of computer we hook up to (even HP computers will do!) we found out that these zesty little terminals will be sprucing up some IBM 360 and 370 equipment in addition to a horsy little Sigma 7. In fact, folks, this customer was so taken in by Joe's jovial jargon, they canceled six 3275's that they had on order and instead, will use these terminals utilizing a CCI Mod CC70 which is an IBM 270X emulator.

After having overwhelmed Lxxxxxxx, the data processing manager is known to have asked "Who was that masked man?" Joe's trusty sidekick then gave him a silver auto linefeed key and replied "That was the Lone Plunger!"

Giddyup horsey, away!!

**"SWEET SONG OF VICTORY"**

By: Eric Grandjean/DTD



The Rumanian Ministry of Heavy Industry has selected Hewlett-Packard for their Data Processing Systems requirements. Congratulations and many thanks to Heimo Scherer from our Vienna-CSSR Sales Office for his successful efforts in selling data terminals to the Institute of Metallurgy for Bucharesti. His order for 2640B's and 2644A's amounts to more than a quarter of a million dollars after discount, which is one of the largest sales of this kind outside of the USA. We are also very happy that our terminals will be supported by eight powerful Access systems from GSD.

Heimo won over heavy competition from Data General, DEC and IBM, who were his last surviving competitor. We were told that IBM could not provide anything like the 2640B and the 2644A and therefore, lost everything. The application is in the area of general data processing and research.

All terminals have been ordered with display enhancements, math set and line drawing set and optional 4K RAM memory — a real price-effective "competition killing" combination.

We understand that Heimo, instead of enjoying a deserved vacation on the Black Sea beaches, has been heard saying that "selling terminals is more fun."

Thanks again to Heimo and his management team, Rene Alder and Reiner Lorenz for bringing this order to DTD.

**Product News**

**MINICARTRIDGE PRICE ADJUSTMENT**

By: Tom Anderson/DTD

Quantity prices of the 9162-0061 MiniCartridge have been increased. Effective 1 October, USA prices for MiniCartridges purchased from CPC will be increased \$3 each for quantities 10-50 and \$2.50 each for quantities 100 and above. All orders must be for multiples of 5.

QTY.	PRICE PER CARTRIDGE
5-50	\$18.00
55+	\$15.00

Data Terminals will continue to offer a five pack of Mini-Cartridges as option 013 to the 2644A Mini DataStation and 2645A Display Station at an effective price of \$18 per cartridge. Discount earned by quantity purchases of terminals is applicable to option 013.

**"AUTOMATIC DATA VERIFICATION ON FORMS ENTRY" SOFT KEY APPLICATION NO. 4**

By: Rich Ferguson/DTD

Customers in the data entry market are always concerned with the integrity of the data that is entered for batch programs in various business applications.

To assure that correct data is being entered, many existing customers use data verification techniques that involve having the data keyed in twice. For example, in the old days, a keypunch operator would keypunch separate cards from source documents. The card deck that was created and the corresponding source documents were then given to a verifier operator who would then re-key in the same data from the same source documents, verifying the correctness of the previously keypunched data. Many businesses still use this basic procedure for their data entry functions.

Alas, this same function can be performed using a 2645 terminal! In fact, the 2645 has many advantages over keypunching and verifying.

First off, entire forms can be verified at once with a single keystroke, not just one record. The line drawing character set allows friendly looking source documents on the screen, with automatic alphanumeric checking; protected and unprotected fields, and more. To make your 2645 into a keypunch verifier, load the soft keys with the following escape sequences: (f1 through f3 will be the only keys that you need.) This will work with any form you have: try it with the one out of the Demo tape!

- f1 = E<sub>c</sub>H E<sub>c</sub>&p3s1dF E<sub>c</sub>&p1u1p2C E<sub>c</sub>h E<sub>c</sub>J
- f2 = E<sub>c</sub>H E<sub>c</sub>&p3s1d1F E<sub>c</sub>H E<sub>c</sub>&p1u1p2C
- f3 = E<sub>c</sub>&p3s2dF E<sub>c</sub>h E<sub>c</sub>J

Note: Set the keys to N = normal mode

The operation will go something like this:

1. After the form is on the screen and the terminal is in format mode, enter the data (automatic numeric/alpha checks occur during this step.)
2. Press the f1 key after the data is entered. This will dump the screen contents to the left tape and will home the cursor and clear the display.
3. Re-enter the same data and press f2 (f2 compares the variable data on the screen with the contents of the left tape.) If there is an error, a message will flash on the screen. Press the Return key to reset the error condition and edit the data.

Upon successful verification; i.e., no error messages, press the f3 key and now the verified data will be entered permanently on the right tape.

If you only want a card image to be verified; i.e., one 80-column line on the screen, then define the start of an unprotected field in column 1, turn on format mode and use the following key definitions:

f1 = E<sub>C</sub>H E<sub>C</sub>&p3s1dB E<sub>C</sub>h E<sub>C</sub>J E<sub>C</sub>&p1u-1p8C  
 f2 = E<sub>C</sub>H E<sub>C</sub>&p3s1d1B E<sub>C</sub>h E<sub>C</sub>&p1u-1p8C  
 f3 = E<sub>C</sub>&p3s2dB E<sub>C</sub>h E<sub>C</sub>J

Note: Set the keys to N = normal

The procedure is the same as in the above example.

There you have it folks! A way to verify data using the advanced features of the 2645 terminal to help transition your customers from a batch-oriented system to an on-line system using the 2645A.

## Sales Aids

### FREE! 2645 REFERENCE MANUAL

By: Carl Flock/DTD

Here it is, folks! It may be your one and only chance to get a "freebie" from DTD! Return this coupon, worth \$20 retail value, to our division and we'll mail you, free of charge, your very own copy of the 2645 Reference Manual. Please note that this may soon become a collector's item and, as such, do not give it away frivolously since the coupon is good for only ONE free copy per person. If you need multiple copies, order Part No. 02645-90005 from Corporate Parts Center.

-----  
**TO: SALES DEVELOPMENT/DTD**  
**Building 40, Cupertino**  
**ATTN: SONI HOGAN**

YES, I WANT A FREE REFERENCE MANUAL. I WILL STUDY IT WHEN I RECEIVE IT.

NAME \_\_\_\_\_

HP OFFICE \_\_\_\_\_

(NOTE: LIMIT ONE PER FIELD PERSON. OFFER EXPIRES DECEMBER 1ST, 1976)

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For your free copy, please clip the attached coupon and send it to DTD. Nothing else will be necessary — and we'll rush your personal copy to you.

## Service News

### TERMINAL SERVICE PRICING

By: Ed Hayes/DTD

Let's review the service and warranty policy for the 2640 series terminals.

For your information we believe we have the lowest service rates of any of our competitors for products in our price and performance category.

- All Data Terminals products have a 90-day warranty. Exceptions to this are found in some countries which offer a 12-month warranty and make up the difference in their conversion factors.
- The 90-day warranty includes travel, parts and labor.
- Two options are available to customers after their warranty runs out:
  1. Service contract — which is generally 1 year and includes parts, labor and travel. Our standard BMMC rates are as follows:

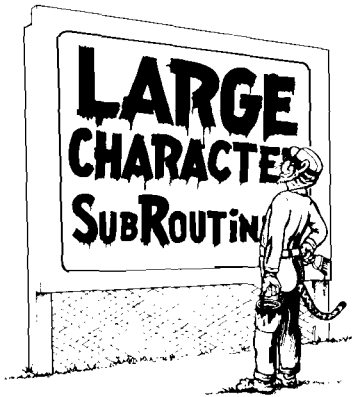
2640A	—	\$20
2640B	—	\$20
2640C	—	\$20
2640N	—	\$20
2640S	—	\$20
2644A	—	\$20
-008	—	-\$ 8
2645A	—	\$22
-007	—	+\$ 8
13246A	—	\$20
13246B	—	\$20
13349A	—	\$30

increased by the following amounts beyond 100 miles:

101 - 200 Miles	—	1.5X BMMC
201 - 300 Miles	—	2.5X BMMC
301 - Up	-	Negotiated with Local C.E./Service Manager

2. Time and material — customer pays the standard hourly service rate plus parts.
- We offer a discount of 20% on service rates anytime 5 or more terminals are in the same location.
  - The local service manager is in a position to negotiate his own service contract rate when a large quantity of terminals are involved (quantity greater than 5); at the same location or locations close to one another depending upon the customer's particular requirements.





By: Carl Flocki/DTD

Due to the many requests for a program to draw LARGE CHARACTERS, I have written this BASIC/3000 sample program. (Just send me a blank cartridge with your name and office and I'll send you a copy of the program.)

```

9000 REM SUBROUTINE TO PRINT STRING IN L1$ IN LARGE CHAR. SET
9010 REM USES VARIABLES L1$ THRU L4$, L1 THRU L3
9020 DIM L1$(26),L2$(11),L3$(128,9),L4$(1)
9030 IF UND(L1)=1 THEN DO
9040 PRINT CTL(208);'27"C";
9050 L3$(33)=" 0 E E "
9060 L3$(34)=" ## "
9070 L3$(35)="C&C0 0C&C"
9080 L3$(36)="!C+GC+GCL"
9090 L3$(37)="^ #3<DE ^"
9100 L3$(39)=" E "
9110 L3$(38)=" * & 4 "
9120 L3$(40)="!& 0 G& "
9130 L3$(41)=" &+ 0 &L"
9140 L3$(42)=" ( K "
9150 L3$(43)=" C "
9160 L3$(44)=" L "
9170 L3$(45)=" & "
9180 L3$(46)=" E "
9190 L3$(47)=" #3<DE "
9200 L3$(48)="!&+0 0G&L"
9210 L3$(49)=" - 0 E "
9220 L3$(50)="!&+!&LF&,"
9230 L3$(51)="!&+ &@G&L"
9240 L3$(52)="# #F&C E"
9250 L3$(53)='34"&,F&+G&L"
9260 L3$(54)="!&+/&+G&L"
9270 L3$(55)="&&. >D E "
9280 L3$(56)="!&+5&@G&L"
9290 L3$(57)="!&+G&?G&L"
9300 L3$(58)=" E E "
9310 L3$(59)=" E L "
9320 L3$(60)=" 3 2 "
9330 L3$(61)=" & & "
9340 L3$(62)=" ) D "
9350 L3$(63)="!&+ >D V "
9360 L3$(65)="!&+/&?E E"
9370 L3$(66)='34"&+/&@F&L"
9380 L3$(67)="!&+0 G&L"
9390 L3$(68)='34"&+0 0F&L"
9400 L3$(69)='34"&,/& F&,"
9410 L3$(70)='34"&,/& E "
9420 L3$(71)="!&+0 .G&L"
9430 L3$(72)="# #/&?E E"
9440 L3$(73)=" ' 0 I "
9450 L3$(74)=" # 0G&L"
9460 L3$(75)="# #/6AE E"
9470 L3$(76)="# 0 F&,"
9480 L3$(77)="$( -070E E"
9490 L3$(78)=")$ #08BE E"
9500 L3$(79)='34"&.0 0F&M"
9510 L3$(80)='34"&+/&LE "
9520 L3$(81)="!&+0 0G&N"
9530 L3$(82)='34"&+/&@E E"
9540 L3$(83)="!&+G&+G&L"
9550 L3$(84)="&' , 0 E "
9560 L3$(85)="# #0 0G&L"
9570 L3$(86)="# #0 02JD"
9580 L3$(87)="# #090HKO"
9590 L3$(88)="# #1:AE E"
9600 L3$(89)="# #2;D E "
9610 L3$(90)='34"&.3<DF&M"
9620 L3$(91)='34"& 0 F& "
9630 L3$(93)=" &. 0 &M"
9640 L3$(95)=" &&&"

```

```

9650 DOEND
9660 FOR L1=1 TO LEN(L1$)
9670 L2=NUM(UPSS$(L1$(L1,L1)))
9680 IF L3$(L2)="" THEN PRINT CTL(208);'27"&a+3C";
9690 ELSE DO
9700 PRINT CTL(208);'14+L3$(L2,1,3)+'27"&a-3c+1R"+'14+L3$(L2,4,6)+&
'27"&a-3c+1R"+'14+L3$(L2,7,9)+'27"&a-2R";
9710 DOEND
9720 NEXT L1
9730 PRINT CTL(208);'27"&a+3R" '13'10;
9740 RETURN

```

# GENERAL SYSTEMS NEWS

## Sales \$ Successes \$

### MILLION DOLLAR MAN PROVES TO BE JUMPIN' JOE PIFKO

By: Barry Klaas/GSD

Do you have to be bionic to be rated as a million dollar man? Not if you're *Joe Pifko* of Neely-North Hollywood. Starting in August, *Joe* landed a spectacular \$1,058,000 in orders over a thirty-day period!!!! Heading up the parade were three (count 'em, three!!!!) HP 3000 Series II Systems sold to Alexander Grant, the ninth largest CPA firm in the U.S.; Teledyne, an electronic-oriented conglomerate; and Marketron, a service organization in broadcasting. Two other systems completed the remarkable feat; they were an 8542 automatic network analyzer and a 9603 system.



THE MILLION DOLLAR MAN IN ACTION!!! JUMPIN' JOE PIFKO.

Alexander Grant is both a large CPA and consulting firm to many city governments. Recognizing how well suited the HP 3000 is for their clients, Alexander Grant went HP and bought their first system, a Series II Model 7, with the idea of adding value with their applications software. They will be offering their clients payroll, utility billing, and city government-related packages. RPG, COBOL, and IMAGE have been ordered and the competition came from an IBM System/3 Model 15 and a Burroughs 1726.

Teledyne will use their Series II Model 7 primarily for project management information related to manufacturing of their inertial navigation and aircraft computers. Much of this information will be shared with an IBM 370/158 via RJE. Even

with on-line access, this system will do a lot of printing, in fact, over a million print lines per weekend!! IMAGE and COBOL helped close the deal. And, in this sales situation, DEC, Data General's Eclipse 300 and CDC's 17000 were our chief competitors.

Finally Marketron's Series II Model 9 will generate reports telling how many people will be listening to or watching an advertisement at any time of day. The reports also predict the characteristics of the audience, which is key information for effective advertising. APL/3000 clinched the sale. And, DEC was a key competitor here.

*With the HP North Hollywood office so close to Universal Studios, Joe could easily be in competition to the six million dollar man! Congratulations, Joe!*

### U. of T. CHATTANOOGA ADDS 3000

By: Bob Ingols/GSD

Less than a year ago, University of Tennessee at Chattanooga received the first 2000 Access system to be used for academic computing. In August, they received one of the early 3000 Series II systems. Essentially, this Model 7 configuration with 600 LPM printer and 3780 emulator will replace an administrative IBM 360/30. The COBOL conversion is well underway, with changes being made to make these programs on-line to IMAGE data bases. The first on-line application, registration, is scheduled to begin in November.

Competition was heavy from IBM, DEC, Burroughs, and Educomp (DEC OEM), but the 3000's data base, terminal, and multiprogramming capability won out. Both the 2000 and 3000 are also used to RJE into a 360/65 at the Knoxville campus.

This is an excellent reference account, particularly since the 2000 (a Model 40 with 3 7905's, 600 CPM reader, 300 LPM printer) and 3000 will be side by side, making a room full of HP computers. Contact *Jack Clarke* in Atlanta for more information at (404) 434-4000.

# Sales Aids

## SYSTEM/3 UPGRADE PROGRAM LEADS

By: Rich Edwards/GSD

Are you aware that there is a data base available at your Regional Data Center containing names and addresses of over 8,000 System/3 users? This data was purchased last October from International Data Corp. (IDC) and reformatted and distributed by GSD. After receiving several requests recently at the factory for this type of data, I thought I'd review the material for you.

Each region has a copy of the files for the sites in that region, determined by a zip code sort. The data is from two sources: 1) IDC's user questionnaire and 2) Informatics subsidiary's, Group/3, mailing list (name and address only — unqualified as to whether or not they have a System/3).

A sample of the reports for each of the data sources is shown below. Reports can be customized for individual zip codes; particular applications, Sys/3 models, SIC codes, etc.

Anyone needing documentation please write to Rich Edwards (GSD) for a copy of "System/3 Site Data Base." Any feedback on past, present or future use of this data would also be appreciated.

\*If for some reason your region does not have this IDC list, contact Rich Edwards at General Systems Division (408) 249-7020.

WED, OCT 6, 1976 IBM SYS/3 SITE LIST CUSTOMIZED FOR YOUR NAME

MURPHEY FAVRE INC  
SPOKANE&EASTERN BLDG } Prospect  
SPOKANE, WA 99201 } company  
(509) 624-4101

SYSTEM AT SITE = SYS 3/10  
NUMBER AT SITE = 1  
DATE INSTALLED = 01/72  
FINANCING PLAN = LEASE/3

R VIERRA DP DIR ← DP manager

PRIMARY APPLIC = 060  
SECONDARY APPL = 801

SIC CODE = 6211 ← see  
CORPORATE SALES = IDC  
CORP EMPLOYEES = Manual for  
SITE EMPLOYEES = 50 codes

COMPONENTS : 01 CDRP/0036  
01 LPR/0028  
02 DISC/0052

WED, OCT 6, 1976 SYS/3 LIST FROM (IDC) + (GROUP/3) FOR YOUR NAME

ENTRY # 17

SOURCE OF NAME : SYSTEM/3 WORLD

SYSTEM TYPE :

Note that  
System type  
information  
not available

FIBERFORM CO  
PO BOX 14289  
SPOKANE, WA 99214

MGR, -DATA PROCESS

# Product News

## HOW NOT TO BUILD A CX

By: Bob Lewin/GSD

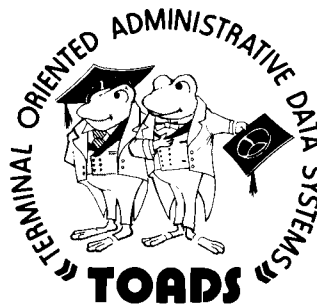
Some customers upgrading their pre-Series II HP 3000 have asked if it is possible to use the parts replaced by the 30409A upgrade product together with some new peripherals to 'build' a HP 3000CX computer at their location. If a customer desires to have a Series II and a pre-Series II HP 3000, the best alternative is to keep the current computer and purchase a new Series II; not upgrading and 're-integration'. *We are not prepared to offer this re-integration service to our customers. We feel the product which would result is likely to fall short of our customer's expected level of satisfaction with an HP product. Specifically, the reasons we feel this may be the case are:*

- The field C.E.'s are trained to install and maintain our computer. They have not been given training on integrating a computer system. Many procedures, for example proper routing of internal cables are not available to the field C.E.'s.
- There is no system test procedure available to the C.E. to properly check the results of a field integration.
- Miscellaneous parts, i.e., nuts, bolts, cables, wires, etc., may not be available to the C.E. No material list exists which specifies exactly which parts would be needed to perform a 're-integration'.
- The integrating of a system with new boards may require an additional supply of extra boards to be available on site in cases where troubleshooting a problem becomes necessary. Our experience at the factory in integrating pre-Series II systems showed that, when a complete set of new subassemblies and controllers were first married to a CPU, we sometimes encountered problems requiring substantial technical expertise and a ready supply of extra boards to troubleshoot. Since the service kits are based on maintenance history, some boards might not be available in the existing kits. The ordering lead time of these boards can result in an excessive amount of delay integrating the system.
- We have not established UL approval on any 're-integrated' system.

In summary, there is a great potential for problems in field integration of a HP 3000 computer system. We have decided that the potential complications which might result from offering this service (and the costs of properly equipping the field to supply it) outweigh the benefits when compared to simply purchasing a second system — a new Series II.

## TOADS GEARS UP FOR A BIG YEAR

By: Babs Brownyard/GSD



The coming year is going to be one of significant growth for HP in education. In anticipation of this, we are taking several steps to strengthen our total offering in the administrative area and to ensure effective support for our customers. Not only can you look forward to an exciting new product in this area, but you should also be aware of the on-going activities for existing products. We have just completed maintenance cycles on CIS/2000, SIS/3000 and SAS/3000, resulting in recent update releases for all of them.

Work has also been scheduled on EBA/2000 and EPS/2000 in order to make them more effective packages. Because they require considerable attention, we are temporarily withdrawing them. They will be made available again after the work has been completed. How they'll be reintroduced (price, support, availability, etc.) at that time has not yet been fully determined. Existing commitments to customers on these packages will be met, but no further orders will be accepted at this time.

In summary please note the following changes to the TOADS products:

- An update to CIS/2000 (24384A and 22694A) has just been released — this update corrects reported bugs and will be noted in the Communicator
- Updates to SIS/3000 (32900A) and SAS/3000 (32901A) have also been released — these updates include re-compilation in COBOL B and an adjustment to run on Series II (COBOL B ONLY).
- EBA (20352A and 22689A) is being removed from the Corporate Price List and is presently unavailable for shipment or quotation.
- EPS (20353A and 22688A) is not a released product and is unavailable for quotation.

**PRE/SERIES II CONFIGURATION GUIDE***By: Bob Lewin/GSD*

In mid-November, when you receive your revised HP 3000 Price/Configuration brochure, you'll find a 'Pre-HP 3000 Series II Configuration Guide' has been included. This guide contains notes, charts, and diagrams to aid you and your customers when ordering add-on peripheral for pre-Series II HP 3000 computer systems.

In general, the rules for ordering add-on peripherals to pre-Series II systems are the same as for the newer Series II. That is, line printers and tape drives are now ordered directly from Boise, controllers from GSD, etc. See *Ed North's* article in this issue of the newsletter for full details.

There is one additional consideration involved, however, when ordering add-on I/O devices for pre-Series II systems. Most pre-Series II systems were shipped with one power supply and two card cages in the I/O bay (2nd bay from the right). This one power supply is not adequate if the card cages are more than about two-thirds full. Until now, the factory would check it's records each time a new peripheral was added to a pre-Series II machine, and send along a power supply free of charge if one was needed. *As of December 1, 1976, this will no longer be the case.*

On the December 1, 1976 price list we have added the 30412A Add-on Power Supply. This product is required if additional power is needed when adding peripherals to a Pre-Series HP 3000. Details on how to determine whether the power supply is needed are explained in the Pre-HP 3000 Series II Configuration Guide described earlier.

There are a few rare cases of pre-Series II system with only one card cage in the I/O bay. To cover these few cases, an option (30412A-001) has been set up to obtain the additional card cage.

Add-on selector channels (30030A) for pre-Series II systems always require a card cage to install them. Card cages will continue to be supplied with each 30030A as in the past.

In summary, as of December 1, 1976, adding an I/O controller to a pre-Series II HP 3000 requires that you determine if an additional power supply is needed. Information on how to do this is in the new (mid-November) *HP 3000 Performance Prices, and Configuration* brochure (5952-3398). Contact sales development if you need help in the meantime.

**APL/3000 MANUAL***By: Mike Sullivan/GSD*

Need an APL manual? See your SE or DM for a preliminary draft of the APL/3000 manual. They have been distributed as follows:

- Sales Development has shipped a copy to each of the District Managers, and
- SE Support has given a copy to attendees at the October APL SE training.

Actual APL/3000 Reference Manuals (Part Number 32105-90002) will not be available to order until approximately December 1, 1976, two weeks after the product release.

**COORDINATED SHIPMENTS RESPONSIBILITIES REDEFINE GSD PRODUCTS***By: Ed North/GSD**Steve Bolen/Boise*

Beginning November 1st, a program of coordinated shipments is being initiated for many Boise, Disc Memory, and General Systems products. Add-on mag tapes and 7905 discs ordered in addition to the basic Series II model and all line printers will be shipped directly from the supplying division to the customer site. To accommodate this change, the subsystems have been redefined and shipping responsibilities divided between General Systems Division, Boise Division, and Disc Memory Division. The redefinition calls for the interface board, software and system related documentation to be shipped from GSD. The devices, interconnect hardware and peripheral documentation will be shipped from Boise Division and the Disc Memory Division (See Figure 1). This change will better enable individual divisions to control inventory and place full product responsibility with the supplying division.

To help explain the redefinition of subsystems, Table I has been prepared. It shows the old subsystem, the equivalent new product(s), the new price, and the new versus the old price difference. The table headings are explained below:

- Classification — Indicates product type
- Old 3000/2000 Subsystem — Subsystem numbers with options as ordered from GSD until November 1st.
- GSD Interface — The product number that will be used to order the appropriate interface from GSD as of November 1st.
- Peripheral Product Number — The product number of the device that must be ordered.
- 3000 option — Indicates HP 3000 options for the device interconnect capability.

- New Price — The price as of Nov. 1 of the GSD Interface, Peripheral Product, and 3000 option.
- Price Change — The difference between the price of a new equivalent product(s) minus the price of an old subsystem. If the sign is (-) the net price has decreased, if it is (+) the net price has increased.

**HP 3000 SERIES II PRODUCT LINE SPLIT**

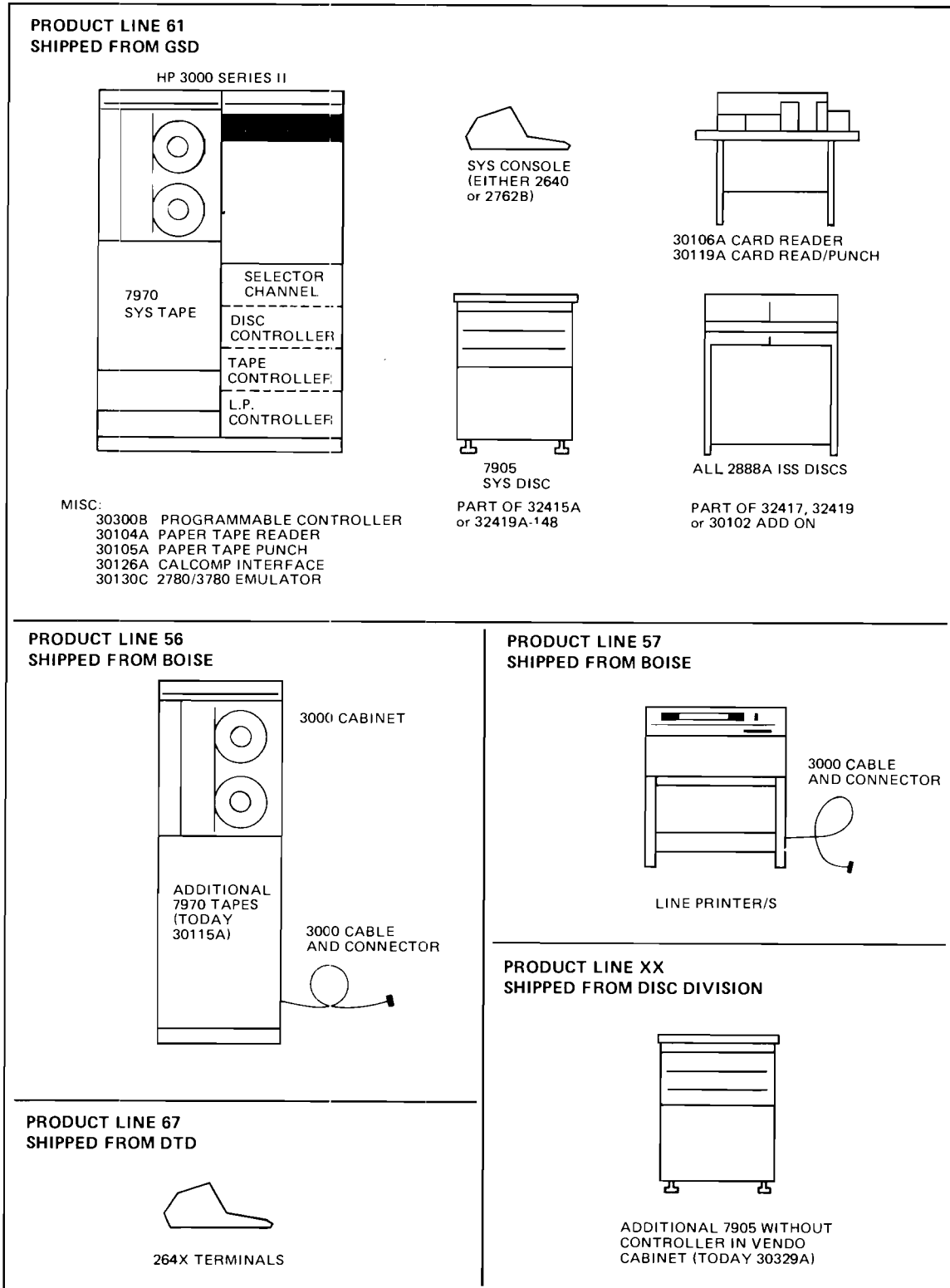


Figure 1

TABLE I

CLASSIFICATION	BEFORE NOV. 1	AFTER NOV. 1			NEW PRICE	PRICE CHANGE
	OLD 3000/2000 SUBSYSTEM	GSD INTERFACE	PERIPHERAL PROD. NO.	3000 OPTION		
Line Printer 200 lpm	30118A	30209A +	2607A	300	\$9400	\$- 350
	30118A-001		2607A	001	500	0
	30118A-015		2607A	015	0	0
Line Printer 300 lpm	30127A	30209A +	2613A	300	\$12,550	\$- 1450
	30127A-001		2613A	001	1,675	\$- 325
	30127A-015		2613A	015	0	0
	30127A-001		2613A	016	1,675	\$- 325
	30127A-015					
Line Printer 600 lpm	30133A	30209A +	2617A	300	\$17,425	\$- 1575
	30133A-001		2617A	001	1,675	- 325
	30133A-015		2617A	015	0	0
	30133A-001		2617A	016	1,675	- 325
	30133A-015					
Line Printer 1250 lpm	30128A	30209A +	2618A	300	\$37,125	\$- 1975
	30128A-001		2618A	001	1,900	- 100
	30128A-015		2618A	015	0	0
	30128A-001		2618A	016	1,900	- 100
	30128A-015					
Mag Tape 800/1600 bpi	30115A (800 bpi) w/Controller	30215A +	7970B	304	\$12,220	\$+ 220
	30115A-002 (pre-CX Cabinet)	30215A +	7970B	305	12,380	\$- 120
	30115A-100 (1600 bpi) w/Controller	30215A +	7970E	304	\$14,845	\$+ 220
	30115A-100,002	30215A +	7970E	305	15,005	\$- 120
	30115A-200 (800 bpi)		7970B	300	9,520	- 30
	30115A-200,002		7970B	302	9,680	- 370
	30115A-300		7970E	300	12,145	- 30
	(1600 bpi)					
	30115A-300,002		7970E	302	12,305	- 370
	30115A-400 (1600 bpi slave)		7970E	301	10,300	+ 800
	30115A-400,002		7970E	303	10,460	+ 460
	Disc 7905 - 15MB Cartridge	30129A	30229A +	13180B	001	\$16,200
30329A		13180B			11,700	0
19701A			13180B		11,700	0
19701A-005			13013A	002	250	\$- 105
19701A-006			13013A	003	250	- 25
19701A-007			13175B		4,500	0
			13037B			

A more complete description of the new products and options developed to accommodate coordinated shipments is presented in Table II. Please note that most of the new products in this table are actually options to existing products. The full price of a product must include the parent plus the option (e.g., 7970E at \$8885 plus option 300 at \$3260 for a total price of \$12,145).

TABLE II

## General System Division

PRODUCT	OPTION	DESCRIPTION	LIST PRICE	MONTHLY MAINTENANCE
30209A		Line Printer controller. Interfaces one 2607A, 2613A, 2617A, or 2618A Printer with Option 300 to an HP 3000.	\$1275	\$ 7
30215A		Mag Tape Controller. Interfaces up to four 7970B or 7970E mag tapes with option 300, 301, 302, 303, 304, or 305 to an HP 3000.	\$2700	\$21
30229A		7905A Controller. Interfaces up to four 13180B drives to an HP 3000	\$4500	\$31

## Boise Division

7970B		800 bpi Mag Tape Drive	\$6360	\$61
	300	2nd, 3rd, or 4th add-on 800 bpi mag tape for an HP 3000. Racked in a CX/Series II cabinet.	+ \$3160	\$ 0
	301	Same as option 300 but drive is racked in a pre-CX cabinet.	+ \$3320	\$ 0
	304	First 800 bpi mag tape on a 30215A Controller for an HP 3000. Racked in a CX/Series II cabinet. (30215A must be ordered)	+ \$3160	\$ 0
	305	Same as option 304 but drive is racked in a pre-CX style cabinet.	+ \$3320	\$ 0
7970E		1600 bpi Mag Tape Drive	\$8885	\$70
	300	2nd, 3rd, or 4th add-on 1600 bpi master mag tape for an HP 3000. Racked in a CX/Series II cabinet	+ \$3260	\$ 0
	301	2nd, 3rd, or 4th add-on 1600 bpi slave mag tape for HP 3000. Racked in Series II cabinet.	+ \$1415	\$ 0
	302	Same as option 300 but drive is racked in a pre-CX cabinet.	+ \$3420	\$ 0
	303	Same as option 301 but drive is racked in a pre-CX cabinet.	+ \$1575	\$ 0
	304	First 1600 bpi master mag tape on a 30215A Controller for an HP 3000. Racked on a CX/Series II cabinet. (30215A must be ordered)	+ \$3260	\$ 0
	305	Same as option 304 but drive is racked in a pre-CX cabinet.	+ \$3420	\$ 0



PRODUCT	OPTION	DESCRIPTION	LIST PRICE	MONTHLY MAINTENANCE
2607A		200 lpm Line Printer	\$7675	\$72
	300	Adds HP 3000 interface cable, documentation and installation. Must be ordered with 30209A Controller.	+\$450	\$ 0
2613A		300 lpm Line Printer	\$10,825	\$133
	300	Adds HP 3000 interface cable, documentation and installation. Must be ordered with 30209A Controller.	+\$450	\$ 0
2617A		600 lpm Line Printer	\$15,700	\$147
	300	Adds HP 3000 interface cable, documentation and installation. Must be ordered with a 30209A Controller.	+\$450	\$ 0
2618A		1250 lpm Line Printer	\$35,400	\$150
	300	Adds HP 3000 interface cable, documentation and installation. Must be ordered with 30209A Controller.	+\$450	\$ 0

**Disc Memory Division**

13180B		15MB Cartridge Disc	\$11,700	\$99
	001	Provides correct cable lengths for first 7905A drive in a low profile cabinet.	+\$0	\$ 0
13013A		Multi-Unit Cable - 12 ft.	\$250	\$ 0
	003	8 ft. multi-unit cable	+\$ 0	\$0
13037B		13180B Controller. Mounts in system cabinet. (Requires 13175B).	\$3500	\$25
13175B		13180B Controller interface for 2000 Systems (Requires 13037B).	\$1000	\$ 6

The "Old 3000 Subsystem" products in Table I will be removed from the November Price List. Two options will also disappear from 2000 Systems. They are:

PRODUCT	OPTION	DESCRIPTION
19700A	223	Add one 7905A Disc
	224	Add to 7905A Discs

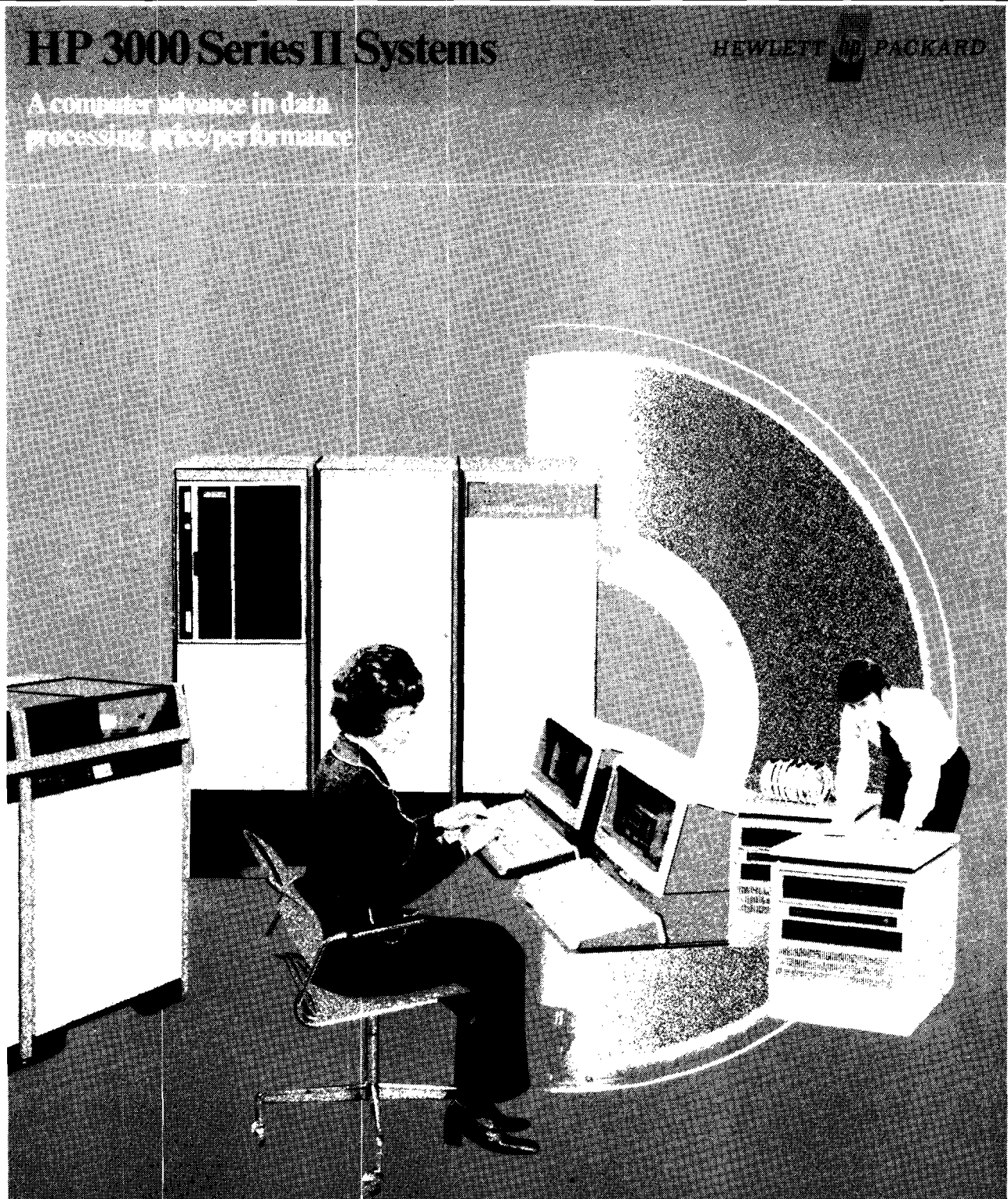
Options 700 and 701 on the Series II Models (32415A) were inadvertently removed from the November Price List. During November these options can be ordered by overriding HEART. They will reappear on the December Price List.

All orders in-house as of November 1 and those shipped in the last five days of October will be eligible for price reductions resulting from the above product redefinitions. A quota adjustment should be transmitted on the original sales order number for the amount of the price reduction.

A new Performance, Prices, and Configuration Guide for the Series II is now being prepared which includes all the above changes pertaining to the HP 3000. The Planning Guide for the Series II is also being updated to include information on coordinated shipments. A more detailed article on the subject of coordinated shipments is included in this issue of the Computer Systems Newsletter.

**NOTE: Pre Series II Computers**

When ordering add-on peripherals requiring an additional bay for a pre-Series II HP 3000 computer system, check to be sure the proper cabinet style is ordered. For example, 7970B-300 are 800 bpi magnetic tape units in CX/Series II cabinets while 7970B-301 are the same units in pre-CX cabinets (30390A - 52" bay with pedestal and modular color-coordinated door). The color of the door is indicated in the 'Special Instructions' section of the order. The choices are wood-grain, gold, red, or blue.



# HP GRENOBLE NEWS

## Division News

### WE HAD A GREAT TIME

By: Peter Stuart/HPG

The last few weeks have been quite an experience for us at HP Grenoble. Launching our new Data Entry Products gave us an opportunity to renew contacts and remind ourselves what selling is all about. We would like to say thanks again for selling our products in FY'76 and thanks for the enthusiasm you demonstrated for the new products we introduced.

## CE CORNER

### K-SERIES REPAIR IN EUROPE

By: Wim Roelandts/HPG

As previously discussed in the K-Series special newsletter and in the *Computer Systems Newsletter*, the K-Series repair is done on a board-return basis only. To handle repairs after warranty, a special service has been set up to repair K-Series components and related equipment on a fixed price, board return basis. In Europe, the defective boards should be shipped at the customer's cost, to the Customer Engineering department of the main sales and service office of the country. They will then send the board to the Computer Repair Center-Grenoble, where it will be repaired, updated (unless specific instructions request maintaining the old revision level) and returned to the sales office. The sales office will then return the board to the customer.

Same prices apply as in the U.S.

## Sales Successes

### GOOD DEALS IN SEPTEMBER

By: Georges Retornazi/HPG

From Amsterdam, we received a \$179K order for a Distributed System including a 9700, a 9602A and 9604. The

salesman is *Henk Bijleveld* and the customer is *Stevin Laboratorium*.

From Germany, *Bundesamt fuer Wehrtechnik und Beschaffung* in Koblenz, ordered a 9603 System for \$71.5K to *Ekhart Rumej*, the salesman based in Frankfurt.

At the same time, *Georg Wuermser* from Munich, sold three DOS System's for \$107K to *Bundestelle fuer Fernmeldestatis* in Stockdorf. And finally, to demonstrate again that the OEM business is going well *Mike Delaney*, F.E. in Widdersh, U.K., got an order for 14 2105 CPU's for a total of \$106K, the customer being *Sperry Gyroscope*. More about corresponding applications later-on. In the meantime, congratulations to each of the salesmen.

### ED OAKLEY GETS FIRST 3070A SALE

By: Bernard Guidon/Boise

We did not have to wait too long before getting the very first 3070A order. Before the NPT was completed, the order was already in house!! *Ed Oakley* from the HP Richmond sales office can be congratulated for selling the first 3070A's in North America.

General Electric in Lynchburg, Va., is a manufacturing plant of mobile radio units and is currently using automatic HP-IB testers in their quality control information system. Their initial plan was to interface locally such testers with Distributed HP 9825 Calculators that would then communicate through RS232 to the centralized 9604 RTE System.

When the 3070's were introduced to *Ed*, he rushed back to G.E. and closed the sale for an initial subsystem and 5 terminals in only a few minutes. Multidropped remote control of automatic testers was very valuable to G.E. as well as the cost effectiveness of the 3070's.

Amazingly, the 3070's will be used in an application similar to the Field Training Manual production control example. The keyboard will be used to enter the S/N of the unit and to select the actual test to be performed. The prompting light will guide the user in the test process. *Ed* feels that the evaluation phase will certainly lead to a large number of 3070's and systems. A perfect sale, *Ed*, with so much follow up business!

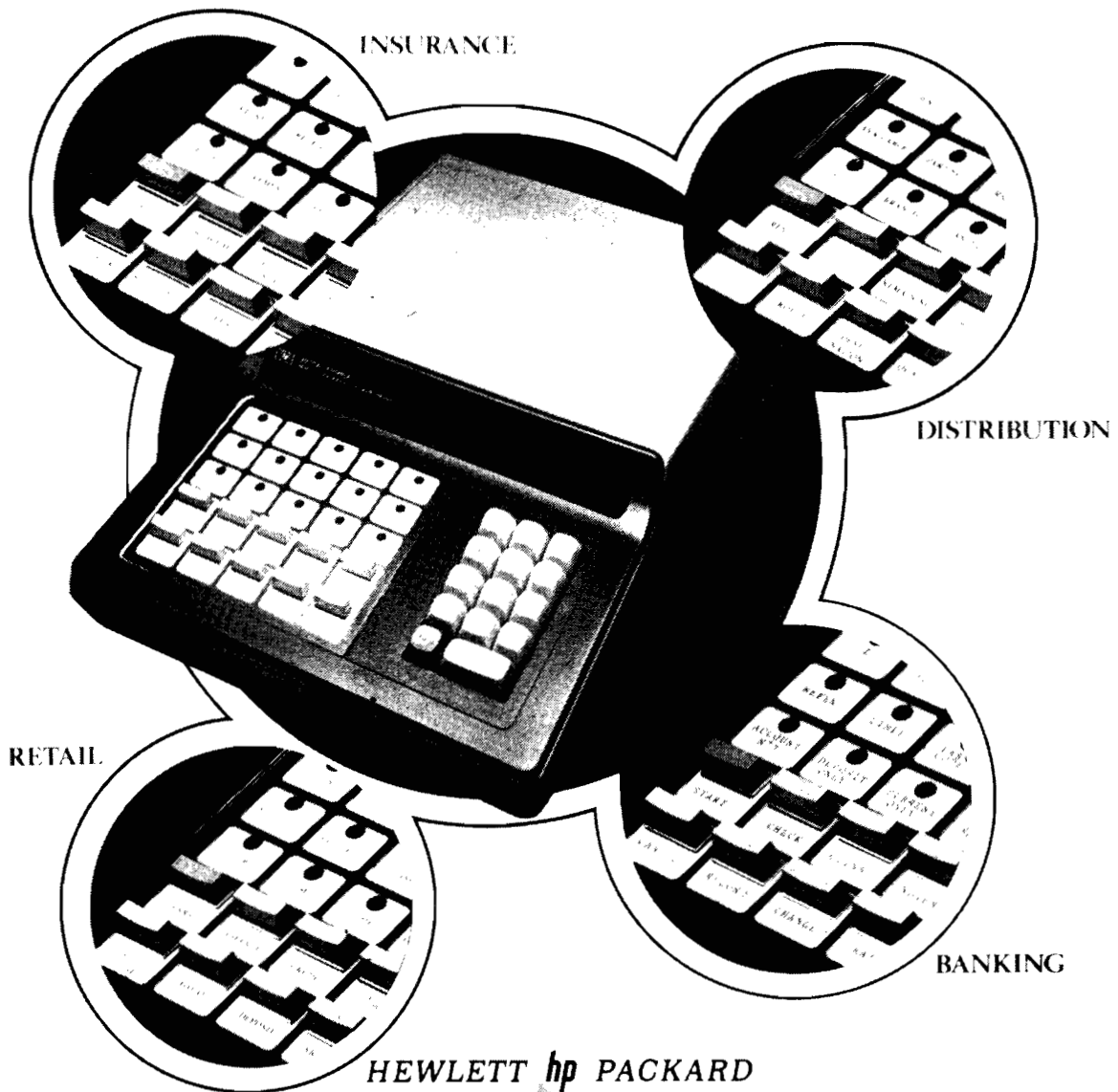
We are very proud of you, *Ed*, and sure that you have enjoyed the good bottle of French wine that you have deserved. Selling 3070's is a good business!



# 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.



Sales and service from 172 offices in 65 countries.

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In Japan: Yokogawa-Hewlett-Packard, 1-59-1, Yoyogi, Shibuya-ku, Tokyo, 151

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# CS GROUP NEWS

## COORDINATED DELIVERY UPDATE

By: Ken Kormanak/CSG

For the past six months we have been shifting from factory consolidation of multi-division shipments towards direct shipments to the customer, coordinated to arrive within a two-week window. We have been analyzing problem areas during this period, and are now taking actions to increase the efficiency of this system.

This subject is especially important to Field Sales people at this time, as on November 1, the 1000, 2000, 3000 and racked 9640 systems will all be part of our Coordinated Delivery policy. The remainder of this article describes the system, the responsibilities of various parties, and improvements that are being implemented now. This subject is also discussed in greater detail in the new update to the HEART manual and the Computer systems Group Policies/Procedures manual. The definition of a coordinated delivery order is:

- A *coordinated delivery* order involves multiple supplying divisions and contains a system and/or products to be installed and integrated by H/P personnel at the customer's site, thereby requiring all products to arrive at approximately the same time.
- Only *defined* systems as described in the system's Configuration Guide will be allowed to be coordinated for delivery.
- Parts and consumables will be *excluded* from all coordinated delivery orders. Highlights of the new policy for the field sales force are:
  - (1) The need for the salesman to know the products that only will be allowed to be coordinated. This list will be distributed to all sales offices by Joe Rogers in the Computer Systems Group. This list will go out with the policy update to all sales offices and factories, and follows this article.
  - (2) Quotes for systems that will be coordinated will be prepared with each unique system and its subsystem options on a separate *quote/section*. This separation will help to keep all items that must be coordinated together, so the sales office and factory can handle the order correctly.

New reports for tracking the coordinated delivery order have been prepared by the Corporate Marketing Services Group. The field sales office and factories will have better visibility of your coordinated delivery order with these reports.

European sales offices will be requested to adjust their required dates on coordinated delivery orders to reflect differences in shipping times between U.S. and international factories. More work is currently underway in the Computer Systems Group and Corporate Marketing Services to further improve international coordinated deliveries.

The factories are 100% behind satisfying all coordinated delivery orders. All peripheral divisions will have their products' availability within the availability of the systems they are found in. Every reasonable effort will be made by all divisions to ensure a successful coordinated delivery policy which will lower transportation costs between factories, reduce inventory costs, and increase profits.

Will coordinated deliveries work? *We'll make it work!*

## COORDINATED SHIPMENT PRODUCT MATRIX

By: Ken Kormanak/CSG

The accompanying matrix is provided to help you clarify the systems and products which may be coordinated beginning November 1. These are the only systems which may be ordered as coordinated shipments (with the exception of "component systems", see note below). All other orders that consist of products from multiple divisions that the customer would like to see arriving at approximately the same time will *not* be coordinated among divisions. Divisions in this case will only notify the sales office when they are unable to meet the order's Required Date. The sales office then will be responsible for coordinating the delivery and possibly changing the required date for orders with those products not in the matrix.

NOTE: Those customer-defined "component systems" (i.e., systems from DSD containing CPU's or DISComputers together with products supplied by other CSG divisions) may have these orders coordinated for delivery by the following method:

- You must specify the 93723A racking option in the order along with the other line items to be supplied by DSD and other divisions.
- You must have your order processing department follow the standard coding procedures for identifying the order as a coordinated shipment (i.e., No-partial code of 6 or 8 used, and appropriate special instructions).

Remember, for end-user customers those products that don't include installation may be installed by HP on a time-and-material basis. Also, OEM customers will have only the first system installed and charged like an end-user customer. Subsequent systems to OEM's will be installed at 1% of system cost.

### SYSTEMS AND THEIR PERIPHERALS WHICH CAN BE ORDERED AS COORDINATED SHIPMENTS

SYSTEM SERIES	1000	2000	3000	9640	
SYSTEM PRODUCT NUMBER	2170A 2171A 2172A	19700B	32415A 32417A 32419A 30209A 30215A 30229A	9640A	PRODUCT DESCRIPTION
SUPPLIED BY:  BOISE DIV. (46)	12925A  2762A 2762B 2752A  12970A 12972A  12975A 12983A 12987A 13053A  12986A	2762A 2762B  12970A 12972A  12975A 12983A 12987A 13053A	2762A 2762B  7970B 7970E  2607A 2613A 2617A 2618A	12975A 12983A 12987A 13053A  12986A	Paper tape reader  Terminal printer Terminal printer TTY  Tape drive Tape drive Tape drive Tape drive  Line printer Line printer Line printer Line printer  Card reader  Line printer Line printer Line printer Line printer
SUPPLIED BY:  DISC MEMORY DIV. (48)	13180A 13180B 12960A	13180B  13037B 13175B  13013A	13180B		Disc Disc Disc Disc controller Disc controller  Cable



SYSTEM SERIES	1000	2000	3000	9640	
SUPPLIED BY: DATA TERMINALS DIV. (42)	2640B  2645A	2640B 2644A 2644A 2645A	2640B 2644A 2644A 2645A 2641A	2640B  2645A	Terminal Terminal Terminal Terminal Terminal
SUPPLIED BY: GENERAL SYSTEMS DIV. (47)	12985A			12985A	Card reader
SUPPLIED BY: AUTOMATIC MEAS. DIV. (06)	9603R  9611R 91000A			9603R  9611R 91000A 9571A	Rem. scientific station  Rem. industrial station A-to-D interface Digital test station
SUPPLIED BY: SAN DIEGO DIV. (11)				12935A	Plotter
NOTE: Many of the peripherals not listed above, but which are contained in these systems are found as options in these systems, and are therefore automatically coordinated with the order.					

**IMPORTANT: NEW "SYSTEM TYPE" CODE FOR CSG ORDERS!**

By: Sherry Harvey/CSG

Beginning November 1 Computer Systems Group will be categorizing orders by "System Type." This will facilitate producing profit and loss statements for our products by system and all system-related peripheral sales as well as by individual product lines. In addition to evaluating HP's worldwide "systems" business, these data will be a valuable tool for forecasting, budgeting, product development, marketing, and sales. For this information to be accurate and useful, every sales force 02 order must have a system code.

To implement this process, we are requesting that each sales representative write across the top of the handwritten quote: "This is a 3000 system," or "This is for a 3000 system," or just "Type 3." If there is no quote, the sales rep should be ready to help OP when they request the information before coding the order.

The new system type code will be coded in the rightmost position of the HP Quote Number field on the order header. In those cases where more than one type of system is involved in a particular quote or order, it will be necessary to specify the "system type" for each system.

It is important that the sales reps provide the information, since they are often the only ones who know, especially for add-on sales. The three simple categories are as follows:

**System Type**

**Definition**

- 1000 Type (Code = 1) All 21XX-based systems such as HP 2000 systems (ACCESS), 1000 systems, 9600 series, 8500, 9500, DOS, RTE, MTRS, BCS, etc.
- 3000 Type (Code = 3) 3000 Series Systems
- 0 Type (Code = 0) Stand-alone components which will not be used with a specific "System Type" above such as 21XX component sales, DISComputers, stand-alone discs, and peripherals which are *not* add-ons to existing systems.

(Note that all peripheral "add-on" orders are coded with the customer's existing "System Type", *not* as a stand-alone.)

Procedures for incorporating this code into the quote number have been sent to all sales offices and order processing personnel.

Starting November 1, all Sales Force 02 orders must have a "System Type" code. Those orders without a valid code (1, 3, or 0 in the 12th digit of the quote number) will be flagged, placed on a special weekly report, and receive a HEART warning message indicating correction necessary. So, please include this as part of your final check of all quotes and orders. We really need and appreciate your support in implementing this new process.



## NATIONAL SELLING TO KNIGHT-RIDDER NEWSPAPERS

By: Jim Schmidt/CSG

### Knight-Ridder Newspapers, Inc.

One Herald Plaza, Miami, Florida 33101

NORMAN MORRISON

Director, Information Systems

(305) 350-2065

September 2, 1976

Mr. Dennis McGinn  
Hewlett-Packard Company  
450 Interstate North, N. W.  
Atlanta, Georgia

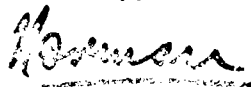
Dear Dennis:

I would like to express my appreciation for the way in which the relationship between Knight-Ridder and Hewlett-Packard is shaping up.

One of the things that is coming to the forefront already is the speed with which I am getting answers from you personally. One essential ingredient to a successful business relationship is the ability to obtain information accurately and immediately. This has been the case on the number of occasions that I have needed quick response from you, and I am absolutely thrilled with the way in which things have proceeded so far.

Let's keep this thing going and keep the support coming along the lines that you have done up till now.

Sincerely,



Norman Morrison

nh

cc: Mr. Jim Schmidt, H-P, Cupertino, Ca.

The above letter speaks for itself. It is a good example of the fine selling job that was done on the Knight-Ridder newspaper chain. (The Knight-Ridder chain consists of 32 newspapers including the Miami Herald, the Philadelphia Inquirer and the San Jose Mercury and News in the San Francisco Bay Area.) What isn't described is the excellent coordinated sales effort that went on in three different sales regions. *Dennis McGinn* and *Ed Wilson* covered Corporate headquarters in Miami and dealt with *Norm Morrison*, the Corporate Director of Information Systems for Knight-Ridder. In Long Beach, *Mike Leavell* and *Bob Ulery* covered the Long Beach Press Telegram where the first two 3000's were installed. *Tom Rappath* and his crew covered the Duluth, Minnesota paper where the 3rd 3000 may be installed. The Corporate Director of Information Systems stated that each local newspaper was to decide for themselves if they wanted a 3000, but of course the central staff group influenced the decision.

This sale was a good example of the coordinated selling that must go on in covering a large multi-location corporation with a central Information Systems department that influences local decisions. As you can see, the sale was conducted in a most professional manner.

# COMPUTER ADVANCES

By: Carol Scheifele/CSG

Two innovations from the new 2645 Display Station were presented in the most recent edition of *Computer Advances*, an HP/CSG advertising piece. Six consecutive pages which describe the 2645 and 21MX-K appeared in the September issues of both *Computer Design* and *Datamation*. Plus, the issue is being distributed via direct mail to some 30,000 prospective customers who have requested *Computer Advances* on a regular basis. (See page 14)

Reply returns from the September *Computer Advances* are pouring in. Those reply cards requesting HP literature have received the brochures listed below and those requesting an HP contact have been forwarded to the appropriate FE. Look for yours and call them while they're hot!

# COMPUTER ADVANCES

INNOVATIONS FROM HEWLETT-PACKARD

## DIRECT RESPONSE CARD

For fast response, please use this prepaid reply card.

Please send more information.  Please contact me.

- A. The new HP 2645
- B. Data Communications for the HP 2645
- C. The 2649 CRT
- D. The 21MX-K Series

*YOUR NEXT CUSTOMER*

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TITLE \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_



D-9-76

A. "HP 2645A- Display Station" 5952-9963D

C. "2649/13290 Data Sheet" 5952-9970

B. "Data Communications for the HP 2645 Display Station" 5952-9964D  
 "International Sales & Service Offices" 5952-6900

D. "21MX-K Series Brochure" 5952-9934  
 "21MX-K Series Data Sheet" 5952-9941  
 "International Sales & Service Offices" 5952-6900

Each FE automatically receives several reprints of every issue of *Computer Advances*. If you wish more copies for a special seminar or mailing, just send me a TWX or return the coupon below.

Another prospect handout that's available is the reprint of the *Dunn's Review* article which describes Hewlett-Packard as one of the *Five Best Managed Companies* in the U.S. Use the coupon below to order copies of this super article.

## EASTERN TECHNICAL CENTER (E.T.C.)

By: Jean Mitchell/ESR



Meet the people of the Eastern Training Center. We're doing fine....and getting better every day!

Beginning November 1, the Eastern Training Center (located in Rockville, Maryland) will become the Eastern Technical Center. What is the significance of the one-word change?

Instead of devoting our talents solely to professional computer training we'll be expanding the Center's charter to include such support services as phone-in consulting (for our 3000 product line) and on-site product intensive training courses for the eastern parts of the United States and Canada. Specifically, E.T.C. will be responsible for the following sales regions: Eastern, Southern (except for Texas), Midwest-East, Toronto and its surrounding areas.

To accomplish all of this, we'll be adding more people to our existing staff; but here's a chance to see some of the people you'll soon, no doubt, come in contact.

- DIANE BOLLMAN — Building Receptionist
- BOB CHAFFIN — 3000 Comprehensive Introduction/System Manager/Image/Advanced User/System Programming Language
- MIKE KRON — On-site 3000 Comprehensive Introduction/System Manager
- GARY McCARNEY — RTE/Measurement Subsystem/HPIB/Distributed Systems/Driver Writing
- JEAN MITCHELL — Center Administrator
- GREG RUFF — RTE/BASIC/Image
- CAROL SHAFER — Secretary/Registrar
- GEORGE TIBALDI — S.E./Technical Manager
- MAL WISEMAN — 2100/MX Assembler/Maintenance