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# COMPUTER SYSTEMS NEWSLETTER

*For HP Field Sales Personnel*

HEWLETT  PACKARD

Vol. 1, No. 9  
Oct. 15, 1976

## ANNOUNCING the HP 1000 Computer Systems

For computation, instrumentation and operations management applications that demand high performance.

### A New Focal Point For DATA SYSTEMS MARKETING



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# AMD DIVISION NEWS

## Sale\$ \$ucce\$\$e\$\$

### BROKEN RECORD DEPARTMENT

By: Tom Freed/AMD

This might sound like a broken record (RE: Vol. 1, No. 7 COMPUTER SYSTEMS NEWSLETTER), but here we go again:

WHAT WE LACK IN VOLUME, WE MAKE UP IN DOLLARS — this time, AMD recently logged five orders for over \$2 million. The five orders represented only a total of nine systems. One of the systems was slightly less than \$700K.

### HATS OFF DEPARTMENT

By: Tom Freed/AMD

We thank you *Ernie Hineman*/HP Bellevue for the effort on the Navy/Keyport 9500 sale for slightly less than half million \$\$\$!

We thank you *Ron Tarkowski*/HP Skokie for the effort on the Northrop 9500 sale for slightly less than \$700K!!!

We thank you *Joe Pitko*/HP No. Hollywood for the effort on the ITT 8542B sale for approximately a quarter million \$\$\$!!

### THE MASKED SALESMAN RIDES AGAIN ... AND AGAIN!!

By: Tom Freed/AMD

As we left our hero in the last issue, he had just bagged systems # 19, 20, 21, and 22. Let us return to the on-going saga of *Frank Lebert*, the Masked Salesman of Long Island. Well folks, he did it, and before November 1, too! *Frank* has landed an order for 3 additional 9500's for Grumman's "CAT-D" system program. This brings the total number of systems sold to GAC on this program exclusively to 25, all in this fiscal year. In addition to these stations, *Frank* also has landed a \$100K "Program Prep" station at GAC. Nice going, nice year. Thanks, *Frank*!

### DTS-70 IN THE "WON" STATE

By: Tom Freed/AMD

For a while it seemed that the DTS-70 was in the "OFF" state, status bit stuck at zero. But, thanks to a super field force that won't quit trying, AMD has taken a quantum step to 8 sales (outside of HP). Our deepest thanks to:

<b>Greg Michels</b> — Neely Fullerton	3 — 9571's to GD/Pomona
<b>Bob Payne</b> — Neely Santa Clara	1 — 9571 to Daconics
<b>George Inglehart</b> — Neely Airport	1 — 9571 to Hughes/Culver City
<b>Jack Ferguson</b> — ESR Syracuse	1 — 9571 to GE/Utica
<b>George Bowden</b> — Neely Phoenix	1 — 9571 to Hughes/Tucson
<b>Karl Ryngebrandt</b> — HP Stockholm	1 — 9571 to RSAF

Average sell price these 8 systems — \$44K.

## Product News

### ADVERTISING SPACE

By: Tom Freed/AMD

AMD thanks *Dave Hendrix* of DSD for the free coverage of AMD DTS-70 sales in the DSD section of Issue #7. We'd like to return the favor by reminding you that the DTS-70 sells 9640's for DSD.

### HP-IB ON 9500'S AND 8580'S

By: Tom Freed/AMD

We have an HP-IB package for HP-IB instrumentation on 9500's and 8580's. Package consists of card, cable, ERS of General Purpose Device Subroutine, Source Code of Device Subroutine, and TODS HP-IB Driver. Source provided on paper tape or cassette. Please contact your RSE for details, pricing, and ordering info.

### QUESTIONS THAT DRIVE YOUR FACTORY CONTACT OUT OF HIS/HER TREE!!

By: Tom Freed/AMD

For grins, let's try it this way — "What weighs 120 pounds and has a center of gravity approximately 2 inches forward of its pivot point??" Give?? Of course, it's a 360 pin, 9571A DTU with programmable cards that's going to be mounted in a submarine. Beautiful, just \*!@??\*/ Beautiful!!!

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

**For research and education purposes only.**

## SYSTEM 1000 ON THE DTS-70???

By: Larry Amsden/AMD

With the introduction of the System 1000, customers will be asking "Is the System 1000 available as a controller for the DTS-70?"

At the present time — No! AMD has not checked out the System 1000 as a controller for the DTS-70, and until that time, we will not quote it either as a standard or as a special. AMD presently has a System 1000 on order from DSD, and we will begin testing it on a DTS-70 as soon as it is delivered. In the meantime, both the 9640 option 542 or specified configurations of the 21MX/7905 are acceptable controllers whose performance has been verified with the DTS-70.

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## 8500 MICROWAVE SYSTEMS NEWS

By: Ron Carelli/AMD

### ARFTG MEETING

The ninth meeting of the Automatic RF Techniques Group was held in Albuquerque on September 9th and 10th. HP attendees were *Larry Amsden* and *Steve Stark*. They also gave a brief presentation. The essence of the presentation is contained in the minutes of the meeting which will be available in a few weeks. A copy of the pertinent sections of the minutes will be printed in the next available newsletter.

### 1331A VS. 1332A

Due to the obsolescence of the 1331A by Colorado Springs Division, this display is being replaced by the 1332A in the 8580B. The system rack configuration for a standard 8580B system or a system with a power meter (Opt. 050) may be slightly modified due to the System II cabinet in which the 1332A is packaged. When an 8580B system contains more than two preselector/preamplifier options, an additional cabinet is required (see Corporate Price List 8580B opt. 080 for details). Please contact *Ralph Kenton* or myself if you have any questions.

### FIELD SUPPORT KITS

Field Support Kits for 8542B/8580B/8500A systems have just been introduced. These kits allow 8500 series Automatic Test and Measurement systems to be supported by customers in remote or secured locations. All customers who wish to purchase these kits are required to complete a maintenance training program for the systems to be maintained.

These kits reaffirm our commitment to the support of our systems and promote sales which require this type of special support. A full complement of kits is a nice additional sale. For 8580B, this would be about \$50K (without maintenance training).

Ordering information sheets, HP literature request number 5952-8509, are currently available in all sales offices. Pick one up and give your customer's support and your sales quota \$\$ a boost!

## SELLING DTS-70'S

By: Paul Accampo/AMD

As most of you who have called upon a DTS-70 customer are painfully aware, he has probably been called upon by GR or Computer Automation, and has questions which relate to relative competitive capabilities. For several months, we have been collecting and answering these, and adding features to the product to remove major customer objections, most of which have been related to formats and cosmetics. As a result of this effort, we believe the latest version of Testaid, which is available now on all demo systems, has equivalent "ease of use" capability to any offered by competitors.

In this, and several future articles, we will describe these features and would like you to become familiar with a few major technical points. Discuss them with your SE's and call us if necessary for further clarification.

One of these features is "MACRO". This is actually a capability of repeatedly executing a file which contains test patterns. If you have a frequently-used pattern set, you can file using a NAMR, and "INVOKE" it as follows:

```
11011111011
  1
  0
*INCLUDE INIT; ; -16
001100
*END
```

"INIT" is a file on LU 16, which can contain any legal Testaid command. This is the "Macro" capability often talked about. "INCLUDE N" enables the INIT file to be run N times.

People have complained that the format with which we specify patterns is hard to use. We have added a way of specifying logic states by their names, as follows:

```
*HI CLOCK LOAD D1
*LOW DATA 1$
$
*TOGGLE CLOCK $
$
*SIM
```

The above translates to setting CLOCK, LOAD, and D1 to 1, and DATA 1 to a 0. Pattern 2 toggles the CLOCK, setting it to a 0.

People have asked for a listing which relates signal nodes to their states as a function of time. A new capability, called TRS 16 provides this. It will list signals by IC, INPUTS ONLY, or via a specific signal sequence.

Some competitors have told customers that Testaid is a zero delay simulator, which cannot detect races, and that the right approach is via a unit delay simulator. This is not true, of course because we also have Eichelberger race detection! This is simply the fact that when a signal changes states, it goes to an x-state prior to going to its new value. If a circuit can go to an unknown state due to a race condition, this

technique will show it. This is a more conservative approach than unit delay, which can miss races if device tolerances change.

The fact is that our 1-X-0, 0-X-1 technique will cause any memory element to X-up if a critical race path exists, and will force the human to decide whether or not a real race exists. This is not a severe burden. Such decisions typically occur once or twice on a card and are found by a fast (less than 10 minutes) \*no fault simulation. We recently ran a card (the TRT demo) for which a 92% detect level was claimed. Testaid showed a 74% detect level because many elements remained uninitialized due to obvious inherent races. Testaid's detect percentage is more believable, although somewhat harder to achieve. We believe other simulators may mask potential race conditions.

Other new commands are:

\*RUF — remove undetectable faults — This eliminates VCC SA0, GND SAL and redundant connections automatically.

\*RP0 — removes stuck-at-0 pin faults, where possible. SA0 pin faults do not occur when using TTL, since the input signal drifts to 1.

\*PDL:N — Probability detect limit (set to N) this is the number of times the simulator will detect before dropping the fault machine. Default (and the right way to run it) is 7.

We believe the fundamentals on which Testaid is based are theoretically solid, and fewer tradeoffs (which ease simulation but produce a poorer test) have been made; giving us several major technical selling points. With the latest features available in Testaid, (copies of which have been distributed with all demo systems), you can counter your competition with confidence that our total offering is a superior product.

# THANK YOU:

- **ERNIE HINEMAN**
- **RON TARKOWSKI**
- **JOE PIFKO**
- **FRANK LEBERT**

# BOISE DIVISION NEWS

## Product News

### BOISE IS READY TO HELP YOU SELL 3070's!

by: *John Whitesell/Boise*

Boise is ready and eager to support the U.S. and Canadian Sales Forces in selling Grenoble's new products, the 3070 and 3071 Data Terminals.



We are participating in most of the U.S. and Canadian NPT's, have identified and trained Boise people in the areas of sales support, customer engineering support, and order processing for these new products, and hope to have a real-life factory data collection system, using the 3070's, implemented here in Boise within two months. These new products are easy to use, inexpensive, and surprisingly flexible — just the thing for basic push-button data entry.

Let us help you finish off FY 76 with a bang, and start off FY 77 with even bigger one, by selling bunches of 3070's!

### PRINTER SELECTION GUIDE

by: *John Freeman/Boise*

For the past few months Boise has been collecting and analyzing data about HP printers so that information can best be represented to the customer.

Well, it is finally here!

"A Guide to Hewlett-Packard Printers," (Document No. 5952-9413), is now in circulation. A description of each printer in our line is presented with print samples. Suggested

output rates have been calculated to help the customer select a proper printer. Mean Time Between Failure from actual field data has been calculated. And, finally, a price/performance comparison has been made.

The data is there to help the customer through his printer selection requirements.

Feedback is the key to good marketing documentation. We would appreciate any response as to customer response in order to improve this type of documentation. Thanks for your help!

## Sales Aids

### 96-CHARACTER SETS ADD FLEXIBILITY

by: *Steve Richardson/Boise*

Recently, several of our customers have been asking about a field up-grade from 64 to 96 characters on their drum line printers. This is an expensive way to get 96 characters as it costs up to \$4500 for the drum alone. When you add installation, your customer has paid quite a bit for the extra characters he needed.

On the other hand, if the customer buys the 96 character option initially, the cost is typically under \$1900 and chances are he will find some good uses for those extra characters. Furthermore, he will have the flexibility to meet his future needs for characters without taking the expensive up-grade route. So if you're not in a super price competitive situation, try suggesting 96 characters!

## Division News

### BOISE USED EQUIPMENT SALE RESULTS

by: *Nick Voigt/Boise*

The Boise used equipment sale is over and the winners have been determined. Top overall was *John Lands* of the Lexington Office, selling over \$31,000 worth of used printers to Sprague Electric. Runner up was *Mel Hauck* of the Rochester Office, selling over \$21,000 worth of used printers to Kodak. For *John, Mel* and all the others who participated in this sale, Boise sends its thanks. Your prizes will be in the mail soon.

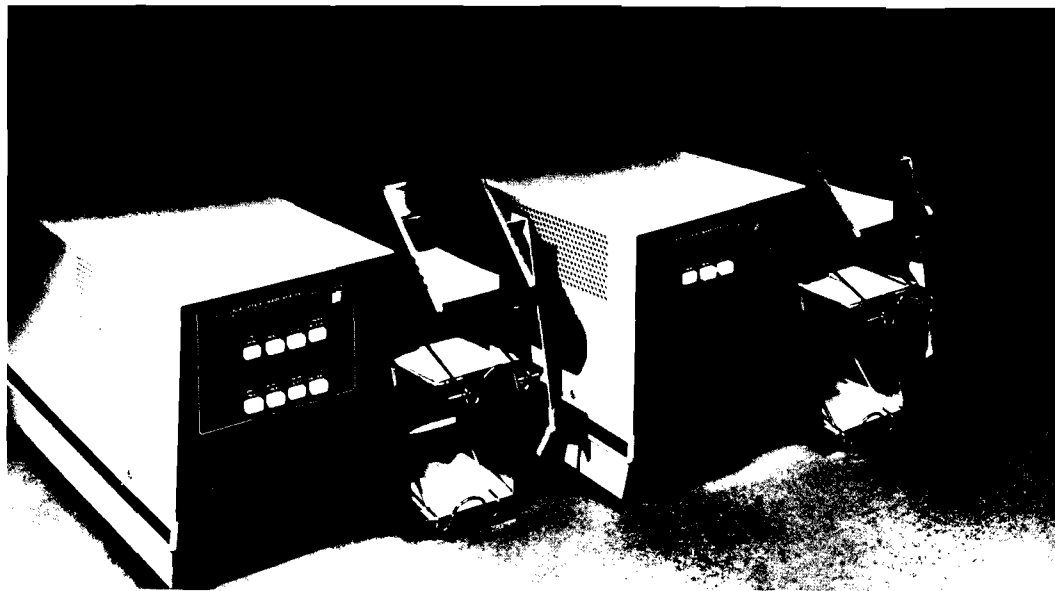
## LILLIAN BLANKINSHIP JOINS BOISE SALES AND PRODUCT SUPPORT TEAM

by: John Whitesell/Boise

Lillian Blankinship has joined the Boise Sales and Product Support Teams as our secretary, replacing Artie Stone, who is now Marketing Secretary. Lillian previously worked in the Manufacturing Specs Group here in Boise.

After spending the first few years of her life in New Jersey, she moved with her parents to Idaho, where she has lived ever since. She and her family enjoy the out-of-doors and think Boise is a great place to live.

Welcome to Sales and Product Support, Lillian!



## The new Optical Mark Readers from Hewlett-Packard.

We put a lot more into our hardware,  
so you can get a lot more  
out of your cards.

A pencil marked card is the simplest possible device for both data preparation and entry. For timekeeping, stock control, sales reports, test results or whatever.

And now Hewlett-Packard has two new Optical Mark Readers that let you get the greatest possible flexibility from your marked card system. They let you use cards with or without clock marks, with any combination of pencil marks and prepunched holes, printed instructions and even tear off stubs.

Since HP's Readers accept cards with both punches and marks, you save time and money. And you can use standard size tab-cards or cards up

to 11 1/8 inches long to accommodate up to 96 columns of data.

Choose from two Readers with standard interfaces for your particular system. One has a parallel output for computers, smart terminals or calculators. The other gives you a serial (RS 232-C) output for applications where remote data entry is important. Both handle cards at speeds up to 300 cpm. An optional select hopper is available that even lets you sort cards from the deck.

With a serial output reader, you get the versatility of switchable baud rates from 110 to 2400. Internal buffering insures that data transmission rate will be optimized to your special

requirements. Buffering also allows retransmission of data to aid in data comparison and identification of transmission errors.

Hewlett-Packard's Optical Mark Readers have the features and flexibility to give you the widest possible latitude in designing card forms for your special application. All your people do is mark information on the card with an ordinary soft pencil.

You'll get more out of your cards, because we put more into our hardware. OEM discounts are available. For details, write Hewlett-Packard, 1501 Page Mill Road, Palo Alto, California 94304.

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# DATA TERMINALS NEWS

## Division News

### "THE STAR OF THE SHOW"

by: *Eric Grandjean/DTD*

Singapore Division Analyst, *Esther Sum*, draws a captive audience at the U.S. Trade Center Exhibition in Singapore. Held in conjunction with the Southeast Asia Computer Conference and with delegations from all Southeast Asia countries, including Japan and representatives from the U.S., U.K., Australia, and New Zealand, this U.S. exhibition is one of the main computer events of the year.

*Malcolm Kerr*, ICON Marketing Manager, seen opposite *Esther* and across from a well-known DTD product, commented upon his return to Cupertino that our terminals drew a lot of interest. DTD looks forward to a bright future doing business in this part of the world.

Thanks to *Esther* and all HP people involved in the show on behalf of the entire Data Terminal Division.

Sell terminals!

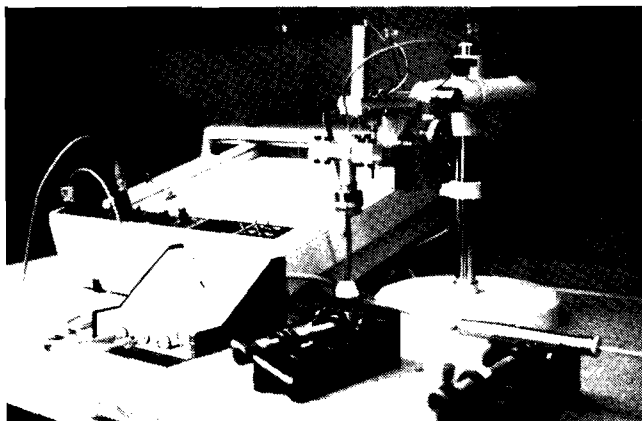


**WHAT IS TERMINAL RELIABILITY?**

by: Rich Ferguson/DTD

One of the major sales points that all of us talk about is Hewlett-Packard reliability. I'm sure all of you, as with myself, have said how reliable HP equipment is but beyond those words, we usually don't substantiate it all that well.

It would be appropriate to cite some of the pains and lengths to which DTD goes to insure a reliable product. One example is the elegance and detail we pursue to achieve a reliable



keyboard. The picture you see is our force displacement analyzer which is used to plot force vs. keystroke travel on various types of keys being considered for 2640 series keyboards. Such testing programs include not only testing various types of keys but also key response as a function of side force loading; i.e., "typing in the cracks," and plotting force vs. distance on worn-out keys after thousands of keystroke depressions. The purpose of all of this is to make sure the keyboard works when you want it to. Keep in mind that is only one program of many, designed to help your sales efforts by instilling the image of quality in your customers' minds.

Although this may seem to be a lot of effort toward an ambiguous end, the fact is without these types of activities, the reliable reputation HP enjoys would go down the drain rather quickly. If one were to describe this type of testing that goes on, it would go a long way to crystallize in your customers' minds what HP means when we say "we make a very reliable product."



**PIFKO'S PRODUCT PERCEPTION PROVES PERSPICACIOUS!**

by: Rich Ferguson/DTD

Joe Pifko from our North Hollywood sales office has just sold six 2640B's to Teledyne Systems Company in Northridge, California.

Because of Pifko's proficient and piquant proclamations, Teledyne "saw the light" and has ordered the first of what will be many 2640B's and 2645's from Hewlett-Packard.

Teledyne's terminal requirements are wide-ranging since they need a terminal which is versatile enough to satisfy different needs, yet at the same time has enough power to be more than just semi-intelligent for any one particular application. These terminals, as is the case sometimes, will enhance the performance of one of our fellow division's multi-lingual terminal controllers. Since most customers only see the terminal that is hooked to any particular computer system, I'm sure Teledyne will be pleased even more because of such fine terminals.

The features they liked best about the 2640B were the display clarity, scrolling, and the excellent reliability we build in. I'm sure that Joe's judicious and jovial jargon aided immensely in landing this big customer.

**THE ULTRA-TERMINAL FOR ULTRA-TEXT**

by: Carl Flock/DTD

Sandy Effron of the Woodbury office has BASE Information Systems as one of his successful accounts. An article from the August, 1976 issue of "THE OFFICE" describes the application:

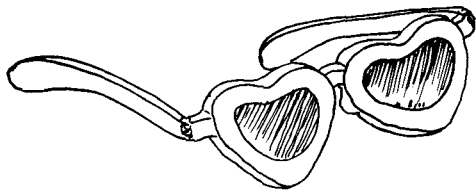
**WORD PROCESSING SYSTEM**

Base Information Systems, Inc., 437 Madison Ave., New York, N. Y. 10022, announces its Ultra-Text minicomputer-based visual-display



text-editing system with full data processing capability. Supported by a Honeywell Level 6 minicomputer, the system includes a 5" x 10" Hewlett-Packard 2640A visual display with 24-line capacity. Alphanumeric keyboard contains standard typewriter control keys. Diablo HyTerm daisy-wheel printer has print-out speed of 45 cps. Extended line capability up to 154 characters wide accommodates financial and statistical formats. Nationwide field service is provided by Honeywell Information Systems. Prices start at \$20,000 for Ultra-Text stand-alone system with CRT display-keyboard, CPU, dual diskette and printer.

# Order Processing



## WHAT WE SEE IS WHAT YOU GET!

by: Fran Codispoti/DTD

If your customer has special requirements for their order, use the SPECIAL INSTRUCTIONS space on the HEART order to tell us about them.

What we see is what you get!

## MORE DISCOUNTS FOR YOUR CUSTOMERS

by: Fran Codispoti/DTD

Remember that when your customer orders more than five terminals, they are entitled to full discount received on the mainframe on all accessories when the units are purchased. This is because of DTD's aggressive discount policy to help you land new business.

Remember also that the six-pack is dead and your customers are entitled to an 8% discount when five or more terminals are ordered on one purchase order.

As a side note, there is a spot on the HEART order form that is reserved for required date of delivery. If your customer requires a certain delivery time, put that date in that spot because we do pay attention to your required dates and make every effort to deliver the equipment when you need it.

So, you got the discounts and you got the delivery — now get 'em!

# 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 MiniCartridges 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.

## FANCY FORMS IN A FLASH

by: Tom Anderson,  
Dwayne Murray/DTD



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.

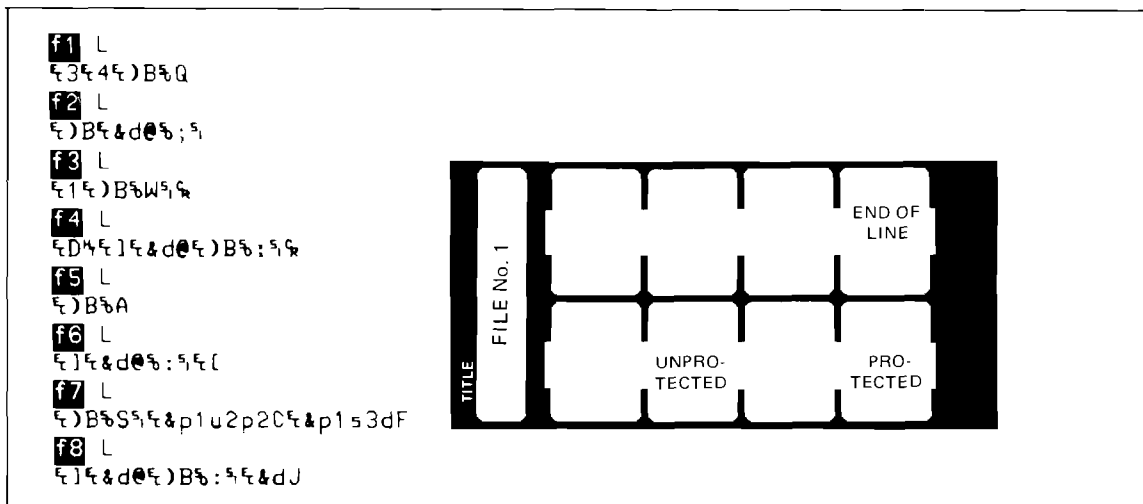


Figure A-1. Soft Key Programming and Soft Key Overlay For File 1

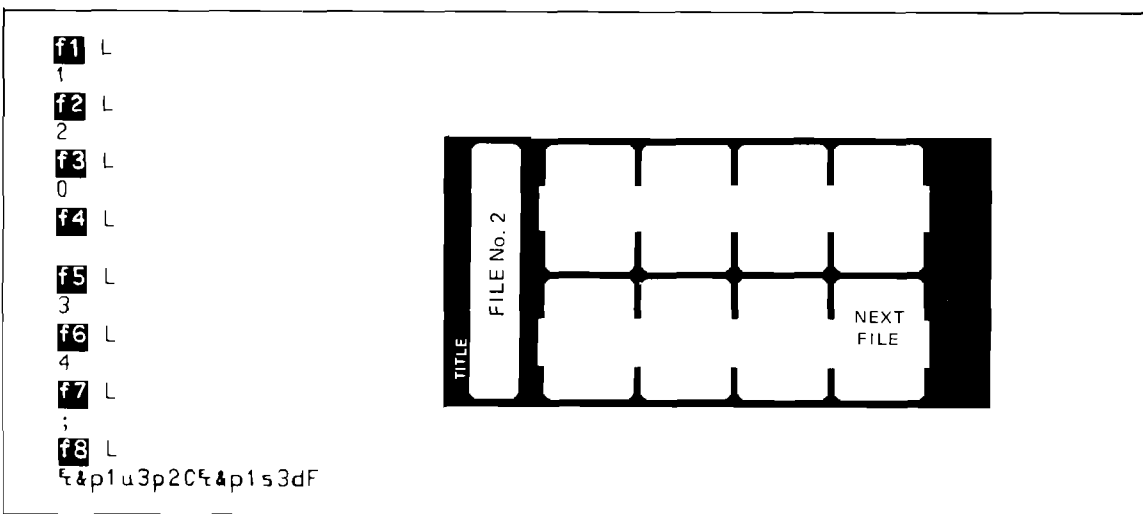


Figure A-2. Soft Key Programming and Soft Key Overlay For File 2

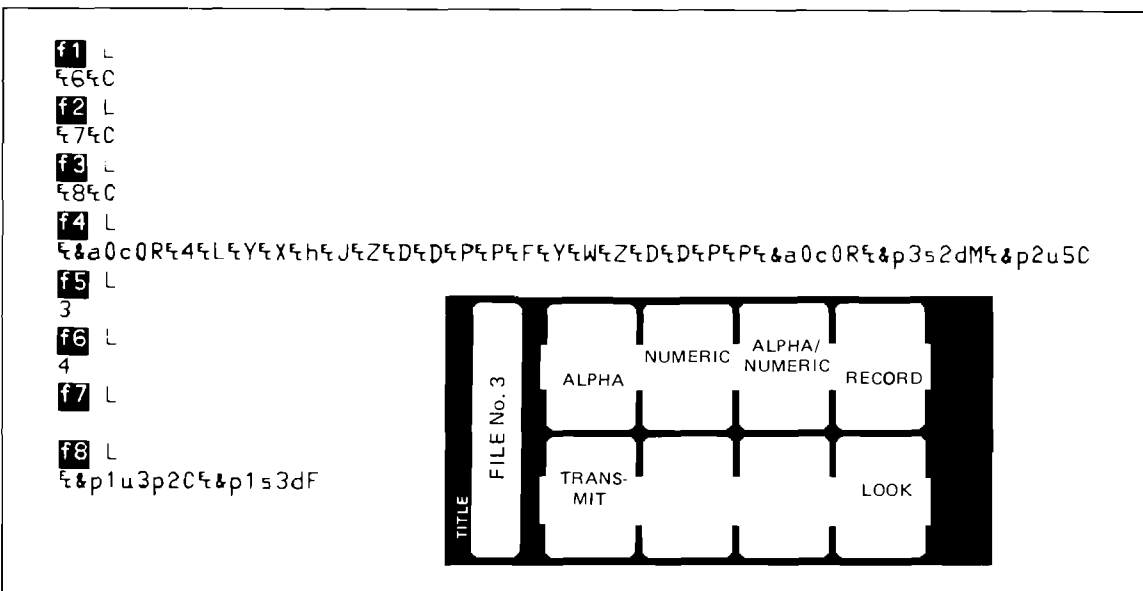


Figure A-3. Soft Key Programming and Soft Key Overlay For File 3

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.

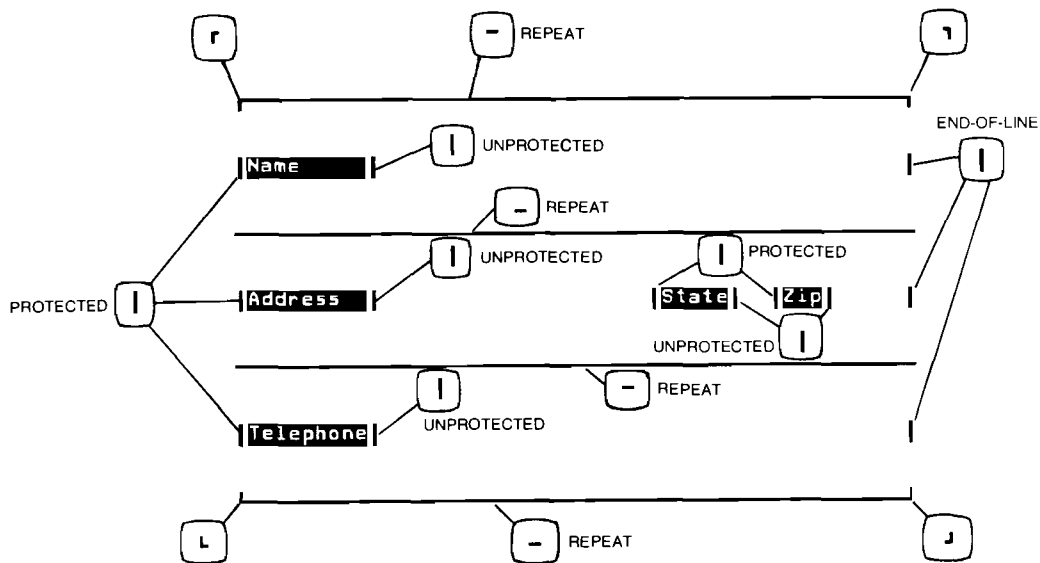


Figure A-5. Building a Form — Phase 1

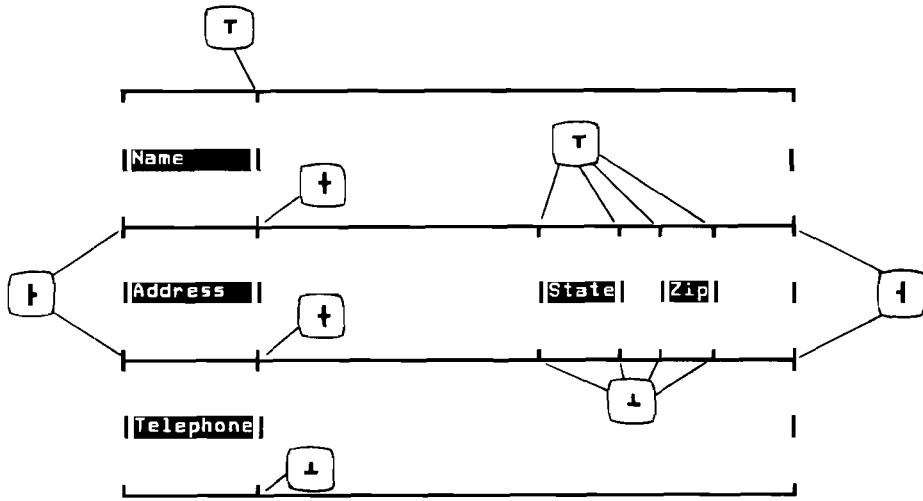


Figure A-6. Building a Form — Phase 2

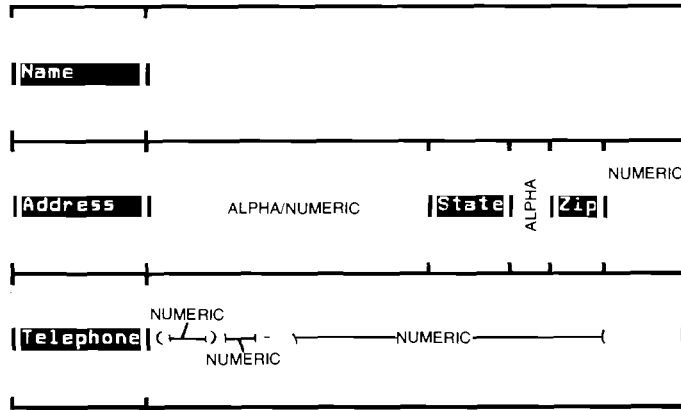
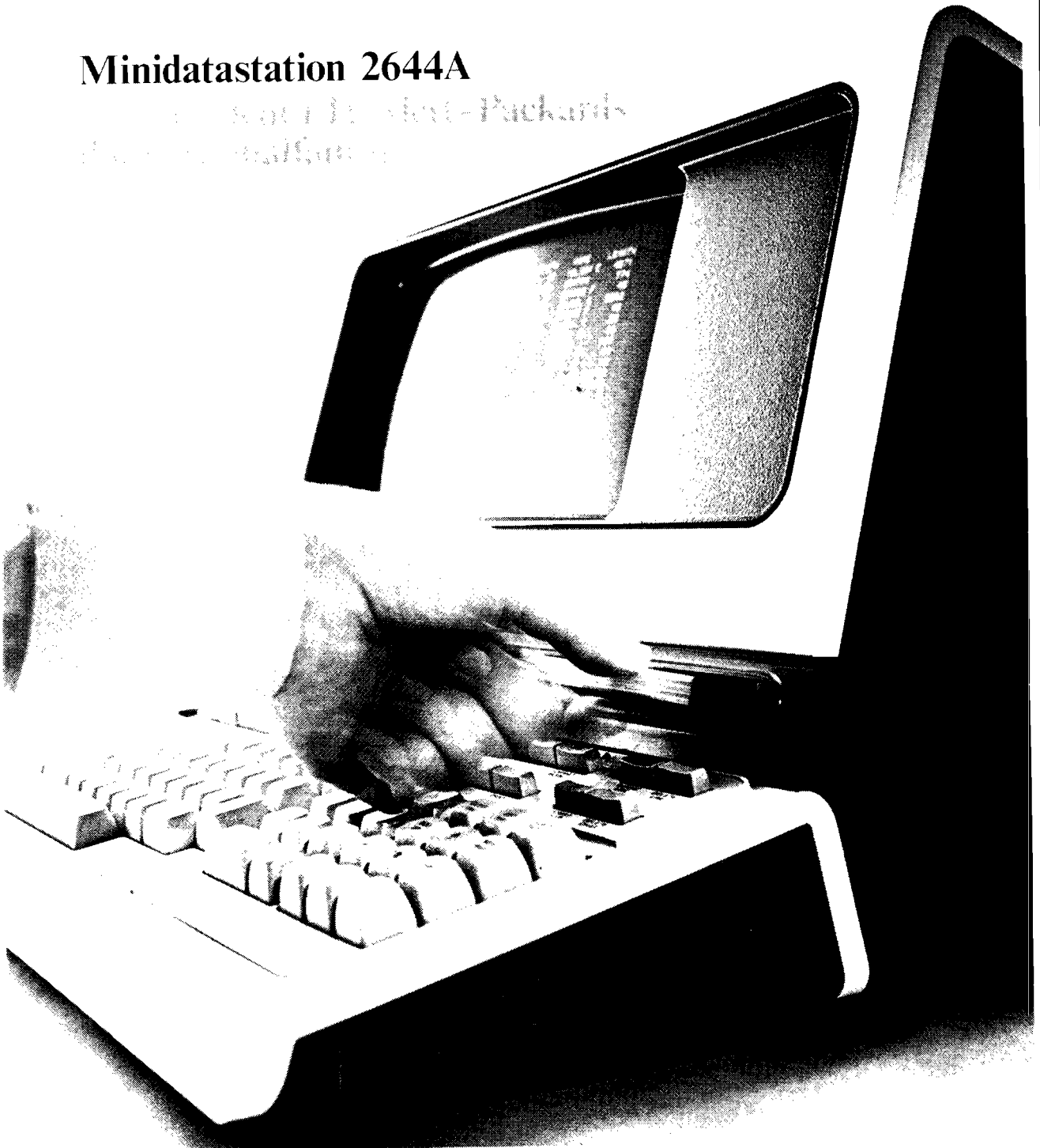


Figure A-7. Building a Form — Phase 3

HEWLETT  PACKARD

## Minidastation 2644A

... Hewlett-Packard  
... minicomputer



# DATA SYSTEMS NEWS

## Product News

### HP 1000 DRAWS RAVE REVIEWS FROM FIELD CRITICS AT NPT

By: Jerry Gross/DSD

The new HP 1000 Computer System considerably sharpens the claws of the CSG sales tigers, according to favorable field reaction reported from New Product Training Tour sessions.

Field response from the first five stops along a nine-city NPT tour of the U.S. and Canada — and similar reports trickling in from an NPT road show in Europe — form a unanimous consensus that the HP 1000, and its accompanying sales tools, will send HP back into the forefront of the competitive battle. Some early comments:

**"Super!" — Dick Peake/Dayton**

"Our people liked the entire package," reported *Peake*, "along with all its enhancements, and particularly the excellent demo package. The NPT was super. Of course, *Dick Anderson* was here, so it couldn't fail."

**"It gives us everything we need. . . — Ray Drost/Dayton**

"The reaction here was very favorable. A lot of guys were glad to see the system is aesthetically pretty, and were surprised the 21MX E-Series processor is so much faster than the M-Series. We also were impressed with the literature, which was very professionally done, along with the configuring guide and meaningful customer demonstration programs. It gives us everything we need to put together a really good sales presentation," *Drost* said.

**"It will have a major impact on our sales." — Mike Leavell/North Hollywood.**

"The field was very favorably impressed with the product itself, and the factory preparation to help us sell it to our traditional customers, key accounts and system houses. The HP 1000 was very professionally introduced, and will have a major impact on our sales," *Leavell* said.

**". . .really blew everyone's mind!" — Ted McCarthy/Lexington.**

"We're very positive on the HP 1000. The soft keys on the 2645 terminal really blew everyone's mind, along with the 21MX-E's excellent speed. And we like where it fits, with the OEM's and software houses. We also were impressed with

the clean and in-depth documentation—a really super job. Our only complaint is that there aren't enough HP 1000 Systems to go around yet," *McCarthy* reported.

**"It gets us into a good competitive situation." — Bill Hilliard/Santa Clara.**

"Everybody's excited about it. The HP 1000 combines a lot of things we've been waiting for, and will help us sell the product: the elimination of paper tape, the new packaging, the pricing — all of it looks good. I'm sure the field will give it the emphasis it deserves because it gets us into a good competitive situation," *Hilliard* said.

**"It definitely takes us in the right direction." — Bill Richion/Fullerton.**

"It was very well received," says *Richion*. "The over-all product concept is good, and it definitely takes us in the right direction, particularly with its improved price/performance ratio."

**"It should have real impact. . ." — Phil Conway/Skokie**

"The HP 1000 is a very nice job of packaging, and should give us a lot of zing in the marketplace," said *Conway*, "because it's so price competitive. We were quite impressed with the whole thing, and it should have real impact in a lot of sales situations. I think this will be especially true in large corporations, where customers can utilize it in many "smart terminal" situations where people want to do a lot of things without being frightened by a big computer."

**". . .we already have orders. . ." — Bill Shellooe/Santa Clara**

"Reaction was very positive," *Shellooe* reports. "Our people like the system's aesthetic appeal, the over-all speed and characteristics of the 21MX-E, and of course the elimination of paper tape is a real boon. Our systems houses are very excited about it, and we already have orders ready to transmit as soon as it's officially announced."

**". . .this is a very significant new product." — Bob Stringer/Skokie.**

"The field is very positive," says *Stringer*. "The guys all feel this is a very significant new product, and not just a rehash of something. They were pleased by the new packaging, but the surprising part was the excellent demonstration capability, which makes the HP 1000 System much friendlier than what we've had before. It's a very saleable system, and we have a lot of people to go talk to right away."



## NEW SMALL COMPUTER SYSTEMS FAMILY — THE HP 1000 HAS BEEN ANNOUNCED. . .

By: Van Diehl/DSD

*"New Hewlett-Packard 1000 Systems are designed to serve computation, instrumentation, and operations management applications which demand high-performance, both for OEM system houses and for manufacturers with computer-application experience."*

The HP 1000 COMPUTER SYSTEMS family have now been introduced to the trade press and to the field personnel. The field introduction was received very well. Everybody loved the HP 1000 (see the report on the HP 1000 New Product Tour). Parallel with the product tours the product has been released to the trade press. A special visit was made to Datamation in Los Angeles. In Boston a group of six magazines (Computer World, Digital Design, Computer Design, Minicomputer News, Mini-Micro System and EDN), visited the HP 1000 demonstrations and presentations at the Lexington office. In New York City, visits were made to Electronics, Electronic News, Computer Decisions and Electronic Design. Further

visits were made in Cleveland and Toronto to Automation, Machine Design, Canadian Data Systems and 10 other Canadian magazines.

As a result of these visits the HP 1000 will receive the cover story in Mini-Micro Systems and feature article placement in others.

HP 1000 advertisements will appear in the October 25th issue of Business Week, the November issues of Datamation and Computer Design (All of the six pages of Computer Advances!) and in Scientific American.

The HP 1000 will also be the feature article in the HP Measurement/Computation News ad in the December issues of Electronics and Electronic Design.

We have a good start to make the HP 1000 the most successful computer system, of its class, in the industry.

Let us know how we can make the job of selling HP 1000's even easier.

## HP 1000 COMPUTER SYSTEM DEFINITION

By: Van Diehl/DSD

HP 1000 Computer Systems are a powerful new series of HP Computer Systems for Computation in Science and Engineering, Manufacturing Information Control, Measurement and Control, Data Collection, Automatic Electronic Testing, and Distributed Computer Networks.

HP 1000 Systems offers a choice of models, each one of which provide specific capabilities, or physical configuration. Four models are being introduced at this time: Models 30, 31, 80, and 81.

TABLE 1

	Model 30	Model 31	Model 80	Model 81
Cabinet	Desk and low profile	Single-bay 56-inch upright cabinet	Desk and single bay 56-inch cabinet	Two-bay 56-inch upright cabinet
Computer	E-Series	E-Series	E-Series	E-Series
Memory	64K bytes	64K bytes	128K bytes	128K bytes
Disc size	15 Mbytes	5 or 15 Mbytes	15 Mbytes	15 Mbytes
Console	2645 and cartridge	2645 and cartridge	2645 and cartridge	2645 and cartridge
Operating System	RTE-II/III	RTE-II/III	RTE-III	RTE-III
Mag tape	Optional	Optional	Required	Required
Line printer	Optional	Optional	Required	Required
Other Software	Optional	Optional	IMAGE/1000	IMAGE/1000
Prices	\$37,500	\$33,500 or \$37,500	\$67,200	\$68,200
		<b>Introductory offer</b>	<b>\$61,200</b>	<b>\$62,200</b>

HP 1000 New features are:

- A family of systems designed for diverse computational, instrumentation and operations management needs.
- Choice of cabinet enclosures: traditional upright and desk style
- New fast processor

- IMAGE/1000
- Support of up to 608K bytes of memory
- Super 2645 intelligent terminal with programmable keys that can store entire log-in sequences.
- Support of 2645 peripherals: minicartridges and 9866 and 9871 printers.
- Distribution of RTE software on disc cartridges and diagnostic on minicartridges — *GOOD BYE PAPER TAPE!*
- New RTE operating system with on-line generation capabilities
- Simpler way of ordering
- UL and CSA approval

And • • • the HP 1000 is on the OEM discount schedule.

You can find many more features in the Sales Training Manual.

Why HP 1000? The best answer to the question is in the note of *Paul Ely* in the preface of the HP 1000 Sales Training Manual:

"In addition to viewing HP 1000 Systems as an important product line, you should be aware of their broader and even more important role as a new focal point for our Data Systems sales and marketing efforts.

It has been my personal goal to use the HP 1000 to provide a clearly understandable and easily recognized product identity for our 21XX-based computer systems. I felt we had been confusing ourselves and our customers with a baffling array of product numbers and system configurations.

With the HP 1000, we now have a small number of systems suitable for a wide variety of customer needs. And because they're all called an HP 1000, we can focus all our DSD systems capabilities into a single, clearly-positioned systems family.

A number of truly significant contributions were purposely timed to coincide with the HP 1000 and thus increase its impact on the market. These include the fast new 21MX E-Series processor and the new 2645 terminal with its mini-cartridge fully supported by RTE. The elimination of paper tape has been long overdue, but the 2645 helps us leapfrog our competition in an elegant manner. IMAGE/1000 is another real contribution. While this was announced earlier, the arrival of the HP 1000 gives us an ideal vehicle for implementing the data base management software. Finally, the HP 1000's dramatically-improved packaging gives us aesthetic appeal to match its performance advantages."

## HP 1000 NEW SOFTWARE AND NEW DISTRIBUTION MEDIA

By: *Van Diehl/DSD*

Concurrent with the introduction of the HP 1000, a number of new software products are being introduced. A new set of options are being introduced for these new and also for the existing software products to indicate the desired distribution media. Listed below are a list of these packages:

**92001B**      **NEW RTE-II Software Package. Includes operating system, Batch-Spool Monitor, On-line and Off-line generators, Data Processing drivers, Languages and Utilities.**  
**Note: BSM is now included with RTE-II and RTE-III**

- Option 001      Upgrade allowance from 92001A to 92001B. Must order option 030 or 031.
- Option 010      Software distributed on paper tape.
- Option 020      Software distributed on minicartridge.
- Option 030      Software distributed on 7900 cartridge.
- Option 031      Software distributed on 7905 cartridge.

**92060B**      **New RTE-III Software Package. Includes operating system, Batch-Spool Monitor, On-line and Off-line generators, Data Processing drivers, Languages and Utilities.**

- Option 001
- Option 010
- Option 020      (Same as 92001B)
- Option 030
- Option 031

**92062A**      **NEW RTE data processing drivers supplied on paper tape.**

- Option 020      Replaces paper tape by minicartridges.

**92066A**      **NEW RTE Measurement & Control drivers and ISA FORTRAN supplied on paper tape.**

- Option 020      Replaces paper tape by minicartridges.

**92061A**      **NEW RTE microprogramming package supplied on paper tapes**

- Option 020      Replace paper tapes by minicartridges.

- 91700A** Distributed System Central software/hardware kit.  
Option 020 Replaces paper tape by minicartridges.
- \* **91703A** Distributed System BCS hardware/software kit.  
Option 020 Replaces paper tape by minicartridges.
- \* **91704A** Distributed System RTE-B hardware/software kit.  
Option 020 Replaces paper tape by minicartridges.
- \* **91705A** Distributed System RTE-C hardware/software kit.  
Option 030 Replaces paper tape by minicartridges.
- \* **91780A** RDTS  
Option 020 Replaces paper tape by minicartridges.
- 92101A** **NEW PRICE Multi-User Real Time BASIC.**  
Option 020 Replaces paper tape by minicartridges.
- 92400A** Data Acquisition Library.  
Option 020 Replaces paper tape by minicartridges.
- 92409A** Plotter Software Library.  
Option 020 Replaces paper tape by minicartridges.

In conjunction with the release of software in multi-media, Software Numbering Catalogs have been released. The Software Numbering Catalogs provide cross-reference lists of the software modules and the media on which the software modules are distributed. The following catalogs are available:

PRODUCT		PART NUMBER
91700A	D.S. Central	91700-93005
91703A	SCE3	91703-93003
91704A	SCE4	91704-93003
91705	SCE5	91705-93003
91780A	RDTS	91780-93004
92062A	D.P. Drivers	92062-90001
92101A	MURB	92101-90001
92400A	DAS Library	92400-93003
92409A	Plotter Library	92409-93002
92001B	RTE-II	92001-93003
92060B	RTE-III	92060-90019
92066A	Instrument Drivers	92066-90001
92413A	ISA FORTRAN Library	92413-90001

\* These options are not available on the HP 1000 Systems. 91703, 91704, and 91705 can be used in the HP 1000 for satellite generation only.

## WHERE HAVE ALL THE 9600'S GONE?

By: Van Diehl/DSD

The 9640A is the only 9600 computer system that will remain in the Corporate Price List after November 1st. You order 9640's when you need stand-alone or satellite memory-based systems or as a controller for the HP 9571. (The HP 1000 does not support presently the 9571).

Measurement systems are ordered as shown in the diagram below:

### Examples

#### 1. Disc-based systems

Before	Now
HP 9603A SCIENTIFIC MEASUREMENT -AXX	HP 1000A  HP 9603R -200 Local interface option -201 Software on minicartridges
Note: 9603A will still be orderable under GSA contracts.	
HP 9611A INDUSTRIAL MEASUREMENT -AXX	HP 1000  HP 9611R -200 Local interface option -201 Software on minicartridges
HP 9602A HIGH ACCURACY MEASUREMENT -AXX	HP 1000  HP 59310B HP 3455B Digital Voltmeter HP 3495A Scanner (Relay or Reed)
HP 9700 DISTRIBUTED CENTRAL	HP 1000A HP 91700A -020

Note: AXX is A03 and A04 and A05, etc. (RTE-II/III, 7900/7905 and, in some cases, cabinets)

2. Memory-based systems

**Before**

HP 9603A SCIENTIFIC MEASUREMENT  
-A01/A02 RTE-B or RTE-C

HP 9604A

HP 9611A INDUSTRIAL MEASUREMENT  
-A01/A02 RTE-B or RTE-C

HP 9602A HIGH ACCURACY MEASUREMENT  
-A01/A02 RTE-B or RTE-C



**Now**

HP 9640A  
-A01/A02

HP 2313B

HP 9640A  
-A00

HP 2313

HP 9640A  
-A01/A02

HP 9611R  
-200 Local interface option  
-201 Software on cartridges

HP 9640A  
HP 59310A  
HP 3495A Scanner (Relay or Reed)  
HP 3455B Digital Voltmeter

9603A and 9640A material lists are being changed to include the new RTE-II (92001B) or RTE-III (92060B) software. The Batch-Spool Monitor is now included with RTE-II options (A03, A05, A13, A15, A04, A06)

**HOW TO ORDER?**

By: Van Diehl/DSD

As you can see in the HP 1000 Configuring Guide, the HP 1000 System is configured from basic system computers 2170, 2171, and 2172 and additional supported hardware and software subsystems, that are ordered via appropriate product numbers (instead of options as in the HP 9600 Systems). As an example, let us configure a system consisting of CPU with 128K bytes memory, 7905 subsystem, 1600 bpi mag tape, CRT terminal and 600 lpm printer and IMAGE DBMS.

1) Ordered as an HP 1000 Model 81 (56-inch cabinet style)

QUANTITY	MODEL	DESCRIPTION	U.S. LIST PRICE
1	2171	System controller, 64K bytes includes 2645 Display station and mini-cartridges	\$ 37,500
1	-001	Replaces RTE-II by RTE-III; add DMS and 64K bytes	4,500
1	-002	56-inch Cabinet, for mag tape, including fan and doors	1,375
1	12972A	1600 bpi mag tape	10,900
1	13053A	600 lpm line printer	16,350
**1	92063A	IMAGE/1000 DBMS	6,000
**1	-020	Mini-cartridge distribution	no charge

\*\* Until Dec. 31st you do not have to order 92063A-020. It is automatically added to your order at no charge.\*\*

2) Ordered as Model 80

1	2172	System computer, 64K bytes; includes 2645 terminal	\$ 37,500
1	-001	Replaces RTE-II with RTE-III; add DMS and 64K bytes	4,500

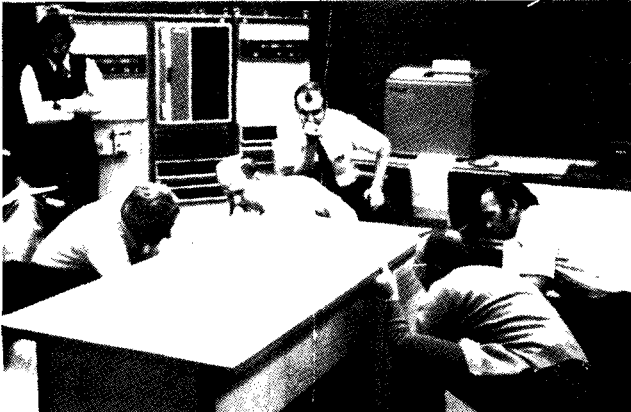
1	-002	Replace 7905 minirack with 56-inch cabinet	2,375
1	12972A	1600 bpi mag tape	10,900
1	13053A	600 lpm line printer	16,350
**1	92063A	IMAGE/1000	6,000
**1	-020	Mini-cartridge software distribution	no charge

\*\* Until Dec. 31st you do not have to order 92063A-020. It is automatically added to your order at no charge.\*\*

## THE NEW HP 1000 SYSTEM!!

By: Phil Williams/DSD

September 16, 1976! An extremely important day in the life of Data Systems Division.



(Around the Table-left to right) Stan McCarthy (DSD Q.A. Manager), Dick Anderson (DSD General Manager), Gaylan Larson (DSD Manufacturing Manager) and Lee Johnson (DSD Lab Manager) assemble the HP 1000 cabinetry.

On that day, DSD's General Manager, Dick Anderson, and his staff installed the first HP 1000 System at Neely Sales Office in Santa Clara. The HP 1000 System, a new concept in modularization, incorporates the new 21MX E-Series Computer, desk style cabinetry, the new 2645A Terminal, and the low-boy 7905A disc subsystem. Dick and his crew really got down to the nitty-gritty as they uncrated components and integrated the System. The atmosphere reached a fever pitch just before the enhanced RTE-III operating system was booted up, and a great cheer rang out as the "SET TIME" message appeared on the terminal screen. Testing the system revealed that it was operating perfectly and everyone involved left Neely feeling extremely confident in the latest of Data Systems' technological achievements. The pictures reveal our team hard at work, with the leader both directing and participating.

"I THINK that plug goes in the wall!!!"



## FIRST HP 1000 SHIPS!

By: Hugh Amick/DSD



HP 1000 production team surrounds Frankfurt system.

Thursday, September 9 marked the first shipment of DSD's new HP 1000 System. This first HP 1000 was destined for HP's Frankfurt Germany Sales Office in preparation for the first stop on the European HP 1000 New Product Tour, September 27.



Frankfurt system out the door and on the truck!

Other consignment unit shipments followed to the remainder of the 15 domestic and European NPT sites as well as the Grenoble plant.

DOMESTIC	EUROPE
Santa Clara	Frankfurt
Fullerton	Milan
Dayton	Paris
Skokie	London
Atlanta	Grenoble
Houston	
Toronto	
Lexington	

Consignment HP 1000 NPT units all consisted of Model 30's, specifically 2172A's w/option #001 and IMAGE 1000 providing each NPT site with:

- 21MX E-Series 2113A Computer
- 128K Byte Memory
- RTE-III Software
- 15 M/Byte 12962D Minirack Disc
- 2645 Display Station System Console
- IMAGE/1000 Data Base Management

**WE'RE SHIPPING AT DSD!**

**HP 1000 SYSTEM PURCHASE AGREEMENT AMENDMENTS DISTRIBUTED**

*By: George Fernandez/DSD*

To facilitate the acceptance of HP 1000 System orders for Purchase Agreement customers, copies of the amendments (OEM, End-User and Combo) were mailed to all District Managers (U.S. and Canada) and Regional Contract Administrators on October 1, 1976.

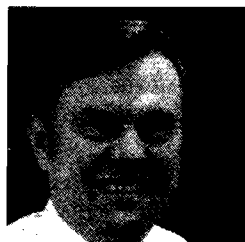
You have the product and now have the amendments to make your efforts a success.

Remember the HP 1000 System earns two Functional Units and is subject to OEM Discounts under the same discount structure as 3000/2000 systems.



**POLCYN HARVESTS ORDER AT U.S. DEPT. OF AGRICULTURE**

*By: Hugh Amick/DSD*



Gary Polcyn (F.E. — Skokie) and Lloyd Kusak (S.E. — Skokie) recently combined efforts in an impressive \$115K sale to the APHIS program at the National Residue Laboratory in Peoria, Illinois.

The National Residue Laboratory is charged with analyzing tissue samples to determine foreign residue content for the U.S. Department of Agriculture. The N.R.L. specifically needed a system that could analyze and index data transmitted on low speed lines from gas chromatographs, mass spectrometers and other computerized instruments as well as handle conventional instrumentation easily. The answer was RTE-III, HP-IB and IMAGE/1000.

The order was transmitted under GSA as a 9603A w/option #542 (which deletes the 2313A and supplies the 59310B HP-IB card) with RTE-III, additional memory, and assorted peripherals. As those of you with GSA customers know, these options can make you lots of bucks!

Gary used the product strengths of the relatively new IMAGE/1000 package and HP-IB to close this deal quickly. (Ask him how quick!) DEC went in with an 11/34 based system, but couldn't counter our IMAGE/1000 with a Data Base Management System when Gary "discovered" the customer's need. DEC then bumped their proposal to an 11/70 with CINCOM supplied TOTAL DBMS which was "out of the ballpark" in price. Our super HP-IB capability for N.R.L.'s instrumentation was the final "closer" which left Gary counting his \$'s.

**GOOD SELLING GARY AND WHAT A YEAR!**

**"YOU GOTTA HAVE HEART . . ."**

*By: Dave Bunch/DSD*

To beat the Maynard Yankees.



Mike Merrill, FE, Saint Paul does not like to lose orders; especially big orders.

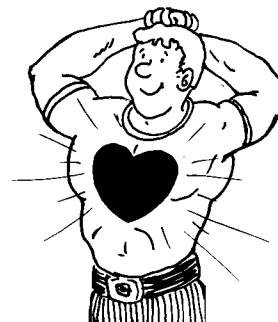
Medtronics of Minneapolis last year chose a DEC 11/70 over an HP 3000 and DEC sat back fat and sassy. Medtronics was DEC country. "HA" said Mike, and worked harder with the QA, receiving inspection and bench automation people.

Why is QA Inspection important to Medtronics? They are manufacturers of Heart Pace Makers. (No recalls, please.)

What do you use for weapons against an installed 11/70? (Well, almost installed. DEC dropped the ball on site prep and slipped installation three weeks.) HP-IB and a proven record in distributed systems.

The waters muddied as Digital refused to let loose. Mike responded with classic HP success tools! Factory visit, an on-site visit by Joe Schoendorf and a technical presentation to the somewhat Digital oriented MIS Board by a team from the factory and field.

The effort proved worthwhile as the board of Medtronics finally signed off the initial \$100K order. This development system should spawn many additional dollars. Great going Mike. (P.S. Digital offered to show Medtronics HP-IB on DEC hardware. Installation was in Germany however, and was probably user implemented. DEC would quote HP-IB no sooner than March — April '77 as a special).



**NOW — 105 HP NETWORK REFERENCES**

By: *Bill Stevens/DSD*

SALES REGION: Neely  
UPDATED: 8/30/76 COMSYS CODE: 2414

SALES REGION: Neely  
UPDATED: 8/30/76 COMSYS CODE: 2410

SALES REGION: MIDWEST  
UPDATED: 8/30/76 COMSYS CODE: 2601

CUSTOMER		DIVISION		HOST SYSTEM(S)		REFERENCE	SHIP DATE	SYSTEM APPLICATION COMMENTS
CUSTOMER F. E.	CUSTOMER F. E.	CUSTOMER F. E.	CORPORATION OFFICE	Operating System	Main Memory/Disc Memory			
LAWRE	BOEING	GTE	Automatic Electric Division Ron Tarkowski, Skokie	1 2100 Host RTL-II 32K, 20MB		Excellent	1974	This is an excellent network for customer visits. GTE uses it very heavily. GTE manufactures telephones here. One satellite performs long term life tests on telephone components. One takes data in a Lab. The host has 2 Coupler Controllers connected to it. The Host also has a Fortran Cross Assembler for an Intel 8080.
S.R. Met Jok	BOEING	CATERPILLAR TRACTOR	Basic Engine Plant Bldg. 8D Mossville, Ill. Gary Polcyn, Skokie	1 9900A Host RTL-I 32K, 10MB		Good	abt. 5/75	Final production testing of Caterpillar diesel engines.
BY A S	BOEING	CATERPILLAR TRACTOR	Basic Engine Plant Bldg. 8D Mossville, Ill. Gary Polcyn, Skokie	1 9790A Host RTL-III 125K, 35MB		Not yet	9/76	The Network is being implemented now. It will support 48 test cells for final diesel engine testing. Each satellite has 2313 subsystems and 6 TV Interface Cards.

An HP Distributed Network Reference Account List for North American Sales Regions is in the mail to you now. In the U.S. and Canada alone, you've sold 105 HP Distributed Networks to some 90 customers. These networks have approximately 270 satellite computer systems connected to them. All this on just one continent!

I want to thank all of you who took time out to describe your network accounts to me; that assistance has been very helpful.

Hopefully, you will find HP Distributed Networks that will make excellent references in a selling situation sometime soon. Do you need a reference account in a distribution/depot environment where several satellite systems perform complex electronic product testing and where the Network Host uses IMAGE/QUERY to analyze these failures by supplier and type? Well, thanks to *Rick Zagorski*, FE, King of Prussia, you're in luck!

Looking for a reference in a manufacturing environment in which the satellite systems test the product, the Network Host produces inventory and management reports, and in which the network design virtually eliminates paperwork? Well, talk to *Al Wood*, FE, Kansas City.

Do you want a reference for an HP Network used in a Research Laboratory? *Gene Ackerman*, FE, King of Prussia, has an excellent reference for you!

Is your customer interested in a network to test their engines before shipment? You need not go farther than this page! These are just a sample. There are many, many more good references on their way to you.

At the end of each month, the master list will be updated by incoming sales orders. As the reference level and/or configuration of your customers' networks change, please don't hesitate to call. Many of the networks being implemented now ("Not Yet" references) are really, really exciting. We plan to put this information on the IMAGE Database you saw demonstrated as on the recent HP 1000 NPT tour.

Sale of HP Distributed Network Software often ties together a huge dollar volume of HP hardware providing the customer more power for his hardware dollar and providing HP an excellent source of incremental sales. A very conservative estimate of the dollar value of HP Computer Systems in the 90 North American Networks is in the range of \$20 million. Congratulations on super selling!

# Product News

## ALL SEATS TAKEN ON THE NEELY-FULLERTON BUS

By: Dave Hannebrink/DSD

It was standing room only at the Fullerton Sales Office training room on September 23 and 24 as the curious from miles around flocked to attend an outstanding HP-IB seminar.

Recognizing needs to clarify the HP-IB concept, qualify potential MX based applications, and simplify the HP-IB sales effort, Fullerton FE *Bill Hitchcock* and SE's *Mark Solle* and *Bob Myers* organized a professional three hour HP-IB presentation.

Over 120 people came to the two 9 am — noon sessions. Each morning included a two-hour discussion and slide presentation covering operation, programming, and application of the bus. An hour long demo/lab built around a 9640 RTE-III system followed. The configuration had two HP-IB clusters; one included a 6940 Multiprogrammer and a 3490 DVM performing a DAC component test, the other used a 3495 Scanner and 3490 DVM to do QA resistor scanning. Program development was done in Basic on a 2645. As an extra added attraction the system also was running the IMAGE DBMS package.

Attendee comments ran the gamut from "And I thought HP-IB was only used to ground instruments", to "Who'll take my order?". The Fullerton team managed to both educate the uninformed and grease existing proposals, by no means an easy task in a three hour seminar.

The gold medal for luring bodies onto the bus went to FE *Greg Michaels*, who had 80 acceptances of his juicy invitations. *Greg*, having his customer data base on the Fullerton office 3000, sorted those with 2100 interest, printed the necessary mailing labels, and sent out 180 invitations in a single afternoon. His creativity resulted in maximizing attendance while minimizing effort.

The Fullerton team is available as an excellent reference when you plan your HP-IB seminars; they have proven advice for a successful pitch.

A first class bus ride, Fullerton.

P.S. By the way, look for a new improved HP-IB slide presentation from DSD in early November.

## ANYBODY GOT AN ORDER FOR 1,800 59310B CARDS?

By: Dave Hannebrink/DSD

A typo in the September 15 newsletter article "HP-IB: Forget-Me-Not" states that we've sold 2000 59310B cards. It should have read "200," not 2000. But 200 "ain't" bad when you consider the options that go with them — like a computer, disc, etc.

## NEW DISC PRODUCTS

By: Bob Hoke/DSD

Customer spares kits for the 7900A and the 7905A Disc Subsystem.

### 7900A

13216A 7900A Disc Spares	\$3400
13216A-001 21xx Controller Spares (7900)	\$ 875

### 7905A

13214A 7905A/13037 Spares	\$7200
13214A-001 21xx Interface Spare	\$ 650
13214B 7905A Service tools (Including Disc Service Unit)	\$6200

New Prices on the Disc Multi Unit and Data Cables.

13013A	12 Ft. Multi Unit Cable	-\$250
001	5 Ft.	0
002	18 Ft.	0
003	8 Ft.	0
13213A	10 Ft. Data Cable	75
001	25 Ft.	0
002	50 Ft.	0
003	75 Ft.	0
004	100 Ft.	0

**Good Selling!**

## DISC TRADE-UP

By: Bob Hoke/DSD

The Disc Trade-Up Program is in the home-stretch and I have to admit I'm underwhelmed by the sales to date. I've had lots of calls but too few orders. Remember this is a good deal for your customers and for you (not to mention the Disc Memory Division).

I realize that you're trying to close the big ones but a little time spent now could yield those future upgrades that are so important to the pocket book.

**Good Luck & Good Selling!**

## CABINET TIE-TOGETHER

By: Frank Jackson/DSD

With the obsolescence of two- and three-bay cabinets, some customers will want to tie together single bay cabinets (29402B). Until we have a kit available, the necessary items may be purchased from Customer Parts Center:

Tie block	02960-20006	4 required
1/4-20 screw	2940-0107	8 required
Washer	2190-0432	8 required



**“SOFTWARE SERVICE PROGRAM PAYS OFF FOR RTE CUSTOMERS”**

*By: Al Wagner/DSD*

The new “B” versions of RTE-II (92001B) and RTE-III (92060B) will be provided *free-of-charge* to customers who opted for support under our software Subscription Service program. The upgrade kit will consist of all new paper tape parts and new manuals. A grandfather disc will not be supplied but the customer can purchase it separately if desired. An explanatory letter will be attached to the upgrade kit. These customers can immediately begin realizing the numerous benefits from our product enhancements project. Plus, they will more than ever see the value of having purchased an HP software subscription agreement.

Non-subscription customers can purchase the upgrade to “B” version for a net price of \$500.00. This price is to be published in the Corporate Price List November 1.

The Software Subscription Service program has been doing a fantastic job thus far in keeping these customers up to date. Now the “B” version update gives us a chance to drive the point home.

Sell service — it pays off.

**DOS GOES AWAY; QUIETLY**

*By: Dave Borton/DSD*

With the advent of the 1000 Computer System, it is obvious where our resources have been concentrated this past year. Such a concentration of new and enhanced hardware and software has not occurred at Data Systems for a long time. This emphasis on RTE has helped make the 1000 System possible.

But that left us with an open question: “What about DOS?” To make it obvious to you that we are serious about making RTE the best minicomputer operating system in its class and to encourage you to keep customers going down a path with a future, DOS will be removed from the price list on November 1. That means DOS and all its related products will be removed. Specifically the following products will be removed from the November 1 Corporate Price List:

24307B	DOS/7900
24307C	DOS/7905
24342B	TCS
24376B	IMAGE/2100
24386B	ON-TOP
19657B	M/210 System

This is the first step in the obsolescence procedure. Formal obsolescence will occur in 1977.

**OEM CORNER**

**OEM AGREEMENTS SIGNED IN AUGUST**

*By: Wendi Brubaker/DSD*

The results are in for August, we are happy to announce that fourteen OEM/COMBO contracts have been signed. Seven of these contracts are new HP OEM customers. August contracts were signed by:

**Sales Representative**

Business Comp. Service	Lou Castagnola/ESR
Measurex	Dave Marsh/NSR
Info. Development & Application	Lou Castagnola/ESR
Satellite Computing	Ed Oakley/SSR
Fairchild Sys. Technology	Dick Olson/NSR
ICS Control System	Ken Blake/ESR
Telesciences	Ken Vole/ESR
Hughes	
Rockwell International	Jack Lazenga/MSR
Hopper Associates	Barry Pehoski/MSR
Medical Comp. Service	Ed Wilson/SSR
Transaction Technology	John Tourkolias/NSR
Collier-Jackson & Assoc.	Ed Wilson/SSR
ITT-Optical Division	Mike Naughton/MSR

The number of OEM customers keeps growing, thanks to your work! Let's make next month even better. Keep it up!

**Sell OEM!!**

**Order Processing**

**APO's FOR 9640A's**

*By: Mary Wahlin/DSD*

Since our 9640A availability has decreased to 8 weeks, we are starting to have the problem of APO's staying open until the week we begin integrating the system (4 weeks prior to shipment).

In accordance with CSG policy and reason, we do not want to begin the integration of an APO. Consequently, we will re-schedule APO's two weeks out when they remain open into our integration window.

This means if we don't have a firm order 5 weeks prior to your APO's required date, we will have to move the scheduled ship date out two weeks. If your order is “hot”, be sure to get the firm order in 5 weeks ahead of required date!

# Sales Aids

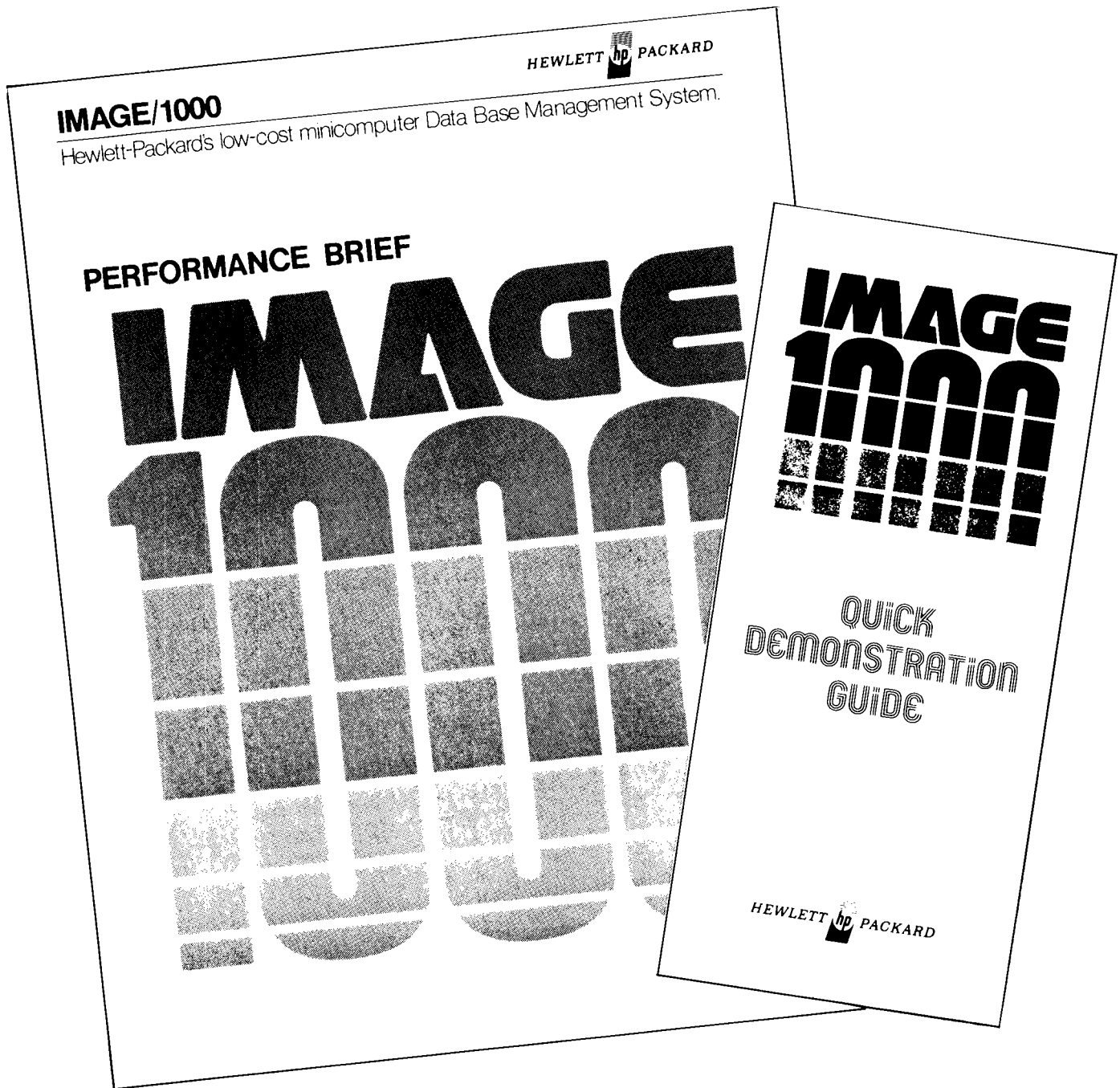
## NEW SELLING TOOLS FOR IMAGE/1000

By: Fred Gibbons/DSD

Two new tools are available to help you sell IMAGE/1000. First is a performance brief that describes the throughput and response time of IMAGE/1000 for 1 to 8 terminals. It also includes a discussion on how to use the CLASS I/O feature of RTE as a replacement for the TCS feature of DOS.

The second new tool is a quick demonstration guide for IMAGE/1000. It's great for giving you and your prospective customers a feel for what Data Base Management can do.

Both of these tools will be distributed in bulk to the literature shelves of your office.



**GTE/SYLVANIA***By: Bob Blake/DSD*

GTE Service Corporation announced to *Pat Tucciarone* that their evaluation of HP 21MX family is completed and is available internally as Product Standardization Bulletin No. 2596. This evaluation recommends as GTE standard all Type I A, B, C, and Type V equipment, i.e. 21MX family of CPU's, Discomputer, Peripherals, Software and Terminals.

This success is the result of superb sales efforts by *Ted McCarthy, Ed Wilson* and *Ken Blake* coupled with *Pat Tucciarone's* tenacious coverage of GTE Corporate Headquarters.

What does this mean to you?? Well with this endorsement (see letter below) and the close-to-being-signed Combo Agreement, you'll be able to call on the many GTE Sylvania buying locations with a new confidence level that you'll get the order.

September 1, 1976

Mr. Pat Tuccorione  
Hewlett Packard  
West 120 Century Road  
Paramus, New Jersey 07652

Reference: MIR SC 021-76

Dear Mr. Tuccorione:

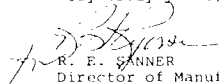
The GTE Service Corporation staff has been evaluating your Minicomputers.

This letter is to let you know that our evaluation is complete; and the equipment is being recommended as GTE standard. This recommendation is based on current design. Any changes in material or manufacture which might affect product characteristics will require re-evaluation.

The GTE telephone companies have been notified of MIR approval in Product Standardization Bulletin 2596.

Thank you for your cooperation during our evaluation.

Very truly yours,

  
R. E. SANNER  
Director of Manufacturing Liaison

RES:WDS:su

Attachment

**Group News****SYSTEM 1000 OFF TO A ROARING SUCCESS****DAVE KALMAN BOOKS FIRST ORDER***By: Joe Schoendorf/DSD*

Only ten days after its introduction, *Dave Kalman* of Neely Santa Clara sold the first HP 1000. (I know there are lots of other deals working, but September 30 is the earliest date I have seen on a firm P.O.). The customer is TASC0, an OEM systems house in San Francisco. We believe that such customers are one of the two major channels of distribution for this product. The configured, integrated system with a full OEM discount with the top price/performance in the industry make it a natural. TASC0's application is "Inventory control application using IMAGE/1000 Data Base Management system for a warehouse situation."

While *Dave* was picking up the order, he also managed to get another P.O. for a small add-on. I believe it was called the HP 3000 — \$180,000 for a day's work ain't bad! By the way, *Dave* is the same guy who has already sold five 3000's in downtown San Francisco — one of the toughest markets in the country, and he sees great opportunities for the HP 1000 in the same markets, only selling these through OEM system houses.

Nice work, *Dave*. Thanks for your efforts on our behalf.

P.S. Just so everybody understands we all play by the same rules, *Dave* received his hard copy P.O. on September 30 and has to wait until October 11 for transmittal, just like anyone else. We plan in the next issue to acknowledge all the first day orders when they come in on October 11. Right now we know of many deals working. From here, business has never looked better.

**Training News****A LITTLE HEART FOR CUPERTINO TRAINING***By: Jane Seligson/DSD*

Not too long ago, a training order on HEART was something of a joke, except to those of us who had to try and figure them out. There were as many ways to transmit a training sales order as there were sales offices. For years the field figured that as long as M32 appeared somewhere on the order, anything else goes. Here are some of the typical types of transmissions:

The first and most dreaded variety (privately referred to as "what the H-I is this!") was the order that would come in containing 4 classes on 5 different dates for 8 different students, (2 of whom already cancelled), addressed to "DSD". Commonly, there was also some note such as "ship equipment immediately" in the comment section. If that was not confusing enough, you could also ponder whether the courses were given in Rockville, Cupertino or split between them.

Then there was that clever invention known as the "Guess When." That was even more popular than the "What's This." This type gave the student's name and class, but you had to figure out if the student took it last year, last month, or may attend next week or sometime in 1982. If you had the good luck to receive a class title and date, you could almost count on it, that the PFZATSLOSKI typed on the order actually belonged to Pat Lossi, and by process of elimination, you might even ascertain that Ms. X was actually replaced by Mr. T at the last minute.

When things got particularly dull, you could always depend on the "Scribble Sheet". They were recognizable by the addit, delete, B/O and section 907 stamped all over. Naturally, section 7 had a different price than section 3, which cancelled section 1, which. . . .

It was no wonder that HEART orders were painstakingly filed in places known only to God and the janitor.

Now, due to the efforts and cooperation of OP, Training, Finance, and the Field, orders are coming in that are readable, contain all the necessary information and which, for the most part, can be successfully billed without the hired services and incantations of a fortune teller.

Congratulations to all involved, and for those of you who have

never initiated a training sales order, please remember the following points are REQUIRED information:

- course number
- course title
- course date
- student's name
- training center
- price

**INTERIM TRAINING SCHEDULE**

*By: Jane Seligson/DSD*

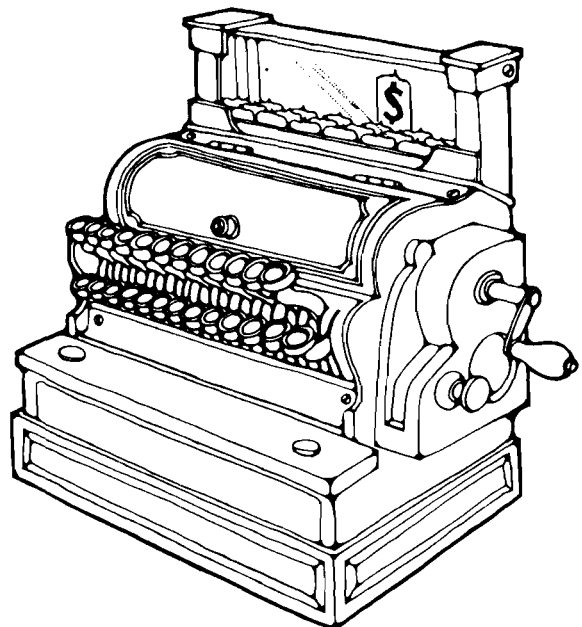
Because of the heavy demand for certain DS courses, the following schedule is being released prior to normal distribution in the Computer Systems Group Course Schedule. These dates are firm and reservations are being taken to fill them. (All courses are given at Cupertino.)

Also two of the most popular training manuals have been extensively redone and carry new part numbers. If you want one, use the new number. They are the RTE-II/III Student Workbook #22999-90101, and Batch Spool Monitor #22999-90102.

COURSE NUMBER	TITLE	COST	DAYS	JAN					FEB				
				3	10	17	21	31	7	14	21	28	
22950A	2100 Series ASSMB.	500	(5)										
22960A	21MX Microprogramming	500	(5)										
22965B	RTE O.S. II/III	1000	(10)										
22979A	RTE Multi-Terminal BASIC	300	(3)									T-Th	
22969A	Distributed Systems	500	(5)										
22977A	IMAGE/DBMS 1000	500	(5)										
22980A	HP-IB Minicomputer BUS BASICS	300	(3)				M-W						
22981A	HP-IB Programming Under RTE	200	(2)				T F						

**Make this year an Outstanding Year...**

**Ring up those OEM Sales!**



# GENERAL SYSTEMS NEWS

## Sales Successes

### EUROPEAN SUCCESSES WITH SYSTEM/3 UPGRADES

By: Rich Edwards/GSD

Thanks to *Heinz Studiger* (GmbH), we are up-to-date on Europe's installed System/3 upgrades:

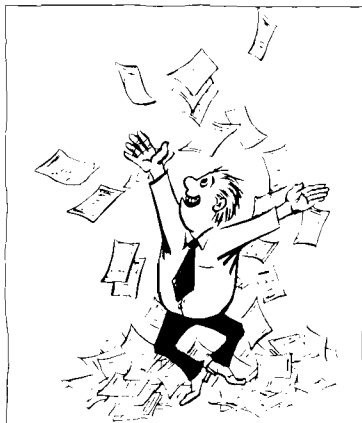
#### SYSTEM/3 UPGRADE INSTALLATIONS

CUSTOMER	CITY	COUNTRY	FIELD ENGINEER	OFFICE	INSTALLATION DATE
Cordier	Bordeaux	France	Michel Garel	Lyon	6/76
*Festo	Milano	Italy	Rudi Almaschi	Boeblingen	9/76
*Festo	Malmo	Sweden	Rudi Almaschi	Boeblingen	3/77
Fortuna	Vienna	Austria	Franz Schiller	Vienna	8/76
Terma	Lystrup	Denmark	Gerd Troglauer	Copenhagen	9/75

\*OEM contract for 13 systems — 9 System/3 Replacements and 1 Univac 90/30 in Vienna

### STEWART'S SOUTHERN RAIDERS ARE RIDING HIGH

By: Bob Ingols/GSD



*Russ Stewart* and his team in SSR continue to bust quota for GSD products. In what must be some sort of a record they "flooded" GSD in August with enough orders to be 365% of quota for the month. There were no multiple systems orders. Fortunately, nobody was injured in the torrential downpour. In fact, we're geared up to handle these "calamities" and hope they become a normal occurrence.

Congratulations to all involved!

### SYSTEM/3 SEMINAR PAYS OFF!

By: Bob Ingols/GSD

Following a lead from a System/3 seminar last December, *Bill Payne*, Cleveland, recently closed a Series II order with *Foseco Minsep, Inc.*, a chemical manufacturing company in Cleveland. The system we will replace is the Model 15, one of the largest System/3's installed in Cleveland. Our price: \$280K.

Critical technical assistance was put forth by *Shirley Henry*, S.E. The benchmark involved converting and running ten programs from IBM's Bill of Material Processor (BOMP).

In competition with IBM, Burroughs and Univac, the key benefit that set us apart is our true interactive use of terminals with no special programming involved.

After the order *Foseco* wrote a S/3 program to convert their 800 RPG programs automatically to 3000 RPG code and store them on mag tape. During one weekend, all 800 were compiled on the 3000 and 588 converted cleanly. The rest, because of some special table look-ups involved, will take some more effort but *Foseco* is extremely pleased with the ease of conversion process.

Since this is their only computer it will be put through a variety of paces including accounting, billing, inventory control, order entry, payroll, personnel, problem solving and sales forecasting.

Congratulations to *Bill, Shirley* and their D.M., *Dar Weir*.

## Product News

### APL/3000 INTRO GOING GREAT!!!

By: *Mike Sullivan/GSD*

GSD has just announced the first major software advancement at HP since MPE . . . APL/3000. The reaction has been excellent for two big reasons:

- **Full Power at a Low Price**  
APL/3000 is the first full-performance implementation of APL on a small computer. Previously it was necessary to buy a computer costing over \$350K to obtain equivalent power. Now, APL/3000 can support up to twelve terminals for around \$150-\$200K.
- **Unique Technical Contributions**  
Virtual workspace (limited only by the amount of disc storage) and APLgol (an easier to read and maintain ALGOL-like extension of APL) are only two of several important contributions unique to APL/3000.

APL/3000 will be on the price list November 1 and will be available after November 15. It can be purchased as a separate line item for \$15K or as a no-cost option when substituted for other software with a Model 7 or Model 9 purchase.

The HP 2641A, a new APL terminal similar to the HP 2645, will also be on the price list November 1. It is not expected to be available until late December.

Here is WHAT IS HAPPENING with the introduction:

#### 1. Shows

APL/3000 was a hit at the APL '76 convention (Ottawa, September 22). This THE event of the year for APLers and *Jean Danver* (GSD), *Jim Elliot* (DTD), and the inventors from HP labs had their hands full handling questions from people like *Iverson*, the inventor of APL. All were favorably impressed with the technical innovations of APL/3000 and with the HP 2641A terminal's clarity.

Intro was pushed up prior to the availability of field demo equipment and complete field training in order that APL/3000 could debut at this event. This move proved to be worth the extra effort; HP had to increase the number on booth duty from 3 to 5 persons and they collected more than hundred leads. Also, attendees at APL '76 are among the most enthusiastic APLers in the world and soon will be spreading the word of APL/3000 in your area.

At SICOB (Paris, September 23), APL/3000 also attracted excellent interest. At the Canadian Computer conference (September 27), it was one of the big four exhibits.

#### 2. PR Program

APL/3000 is getting good press coverage as demonstrated by solid new leads being called into the factory and sales offices.

Some of the articles which have appeared are as follows:

- **Computer World** Sept. 20 p. 17
- **Electronic News** Sept. 20 p. 24
- **Minicomputer News** Sept. 23 p. 1
- **Computer World** Sept. 27 p. 46

#### 3. NPT Tour

Going well. Typically half the sales people have previously had inquiries about APL. APL/3000 looks like a good way to break into new key accounts and can sometimes be used to close existing sales situations.

If you missed getting your APL packet (including a brochure and field training manual) at NPT, contact GSD sales development. We will quickly get you one.

#### 4. SE Training

Due to popular demand, two 2-1/2 day SE courses will be presented in October:

- **October 13-15 at Rockville**
- **October 27-29 at GSD.**

The number of attendees will be limited. In early 1977 when field demo equipment has been updated and HP 2641A terminals are more readily available, more SE classes will be given. *Bob Crum*, at GSD, is your contact for SE support.

#### 5. Literature

The following literature was handed out at NPT:

- **APL/3000 brochure #5952-5596(47)**
- **APL/3000 field training manual**
- **HP 2641A preliminary brochure and price list #5952-9973(42)**
- **A copy of the NPT slides.**

Brochures were shipped to the sales offices approximately October 8th. Data sheets will be ready for the November 3000 Data Book. Your SE will be able to get a preliminary draft of the APL/3000 manual from *Bob Crum* prior to November 15th. A final version of this manual can be ordered after November 15th.

#### 6. Advertising

Corporate advertising is enthusiastic about APL/3000 and will feature it in one half of HP's two full pages in:

- **Business Week** October 25th issue
- **Scientific American** November issue

We also plan to advertise in *Computer Advances* in December. And in early 1977, a direct mail campaign to APL enthusiasts will follow.

**7. Demos**

Demos are being set up on 512K byte machines at Toronto, GSD, Rockville, and Boeblingen. Call up sales development or have your SE contact *Bob Crum* at GSD, if you need help.

In early 1977, APL/3000 will be installed in all major field demo sites.

We will keep you informed through sales development and through future articles as to progress of the introduction. Already we are seeing some breakthrough situations in accounts that had been untouchable previous to APL/3000. Sales stories will follow in future issues.

Good luck in getting one of those 50 incremental Series II sales expected to result directly from the availability of APL/3000.

**COBOL VERSION C RELEASED (32213C)**

*By: John Page/GSD*

If you have a prospect who wants to offload some COBOL work from a big mainframe to a local 3000, one more barrier has been knocked down. Now with COBOL Version C customers with large 370 programs, for example, will now find their conversion task eased by an order of magnitude.

COBOL/3000 Version C differs from Version B in the way the compiler's internal symbol table is handled. In the old version, this table would overflow on programs more than about 3000 lines in length (or even less if the program had a large number of symbols), causing a compile-time abort which was very difficult to get around. In fact, the only viable solution was to break up the program into subprograms and compile them separately — a very painful job.

Version C has a symbol table which extends itself onto disc when it gets too large, *effectively eliminating program size restrictions.*

**COMPATIBILITY**

Apart from the change described above, there are no differences between Version B & C. It will run on both CX and Series II. (See the performance section.)

**WHEN**

COBOL C will be on the MIT date coded 1640 which should be in your CE's hands 1st week of November. As of end of October, all Series II systems will be shipped with Version C. It will appear in the November 1 Corporate Price List.

**PERFORMANCE**

Due to the fact that some extra code had to be added to the compiler, it now takes up slightly more space in memory. On the Series II this has caused the compiler to take about 10% longer to compile a program than the B Version.

On the CX it will take between 40 and 100% longer. *For this reason the standard COBOL for a CX will remain Version B.* However, in order to provide CX customers with the capabil-

ity to compile the occasional large program, they will be provided with the Version C in addition to B compilers, but it will be accessible through the :RUN command. In summary:

	VERSION B	VERSION C
CX	:COBOL	:RUN COBOLC...*
SERIES II	Not Needed	:COBOL

\*The exact method will appear in the *Communicator*.

**PRICE**

\$4,500.00

**MAINTENANCE**

Both Version B & C will be maintained until further notice (Version A has already been obsoleted).

**ORDERING**

If ordered separately COBOL should be ordered as follows:

**Series II**

32213C COBOL/3000 \$4,500 (Customer receives COBOL C only.)

**CX**

32213B COBOL/3000 \$4,500 (Customer receives both COBOL B and C.)

**SERIES II TEMPERATURE SPECS CHANGED**

*By: Ed North/GSD*

GSD Product Assurance recently conducted a series of re-qualification tests on the 2888 ISS disc drive and discovered what a lot of CE's have long suspected: *the ISS is now less tolerant of high temperatures than it was when it originally went through environmental testing back in 1972.* Specifically, at temperatures near the top of its operating range "drive not ready" would occur, and "select lock" would occur when the temperature was within spec but dropping too fast.

In examining the problem, we considered two avenues of approach,

- 1) to redesign the system to meet the unrealistic specs, or
- 2) to change the specs to fit a normal environment and meet an acceptable margin of safety.

We've chosen to do the later and here are those adjusted specifications:

- The operating temperature range for the Series II, its discs and mag tapes is now 18 to 25°C (64 to 77°F). (Its upper limit used to be 89°F.)
- For 2888 discs the maximum rate of change of temperature is 10°F per hour (5.5°C per hour).

- It is recommended that ISS discs and the room air conditioner be left switched on permanently. If this cannot be done, it is recommended that the disc be given an hour with power on and disc spinning to achieve full internal thermal equilibrium before use. This is particularly true if the disc is exposed to non-operating temperatures between working hours.

gin of safety so your customer need not hesitate about running that critical job if the temperature is right on the upper limit.

The new price/configuration guide (#5952-5588(47)) contains these new specifications. The current site preparation manual is incorrect, but will be corrected in a minor update, October 22, 1976.

Unlike the previous specs, these new figures contain a mar-

# Competition

## DBMS COMPARISON

By: Rich Edwards/GSD

For your edification, we'd like to quote a DBMS comparison written by Russ King and Gary Irwin of Fendco Corp., Santa Anna and published in the March, 1976 issue of *System/3 World*.

"Your recent articles on Data Base Management Systems have been very helpful in our own evaluation of available DBMS packages. We thought your readers might find our research useful.

Our interests revolved around those DBMS which would run on the System/3 or similar systems and which would interface with RPG II. These two parameters seemed to narrow the field down to two packages: Cincom's TOTAL and Hewlett-Packard's IMAGE (it is unfortunate to note that there is no offering from IBM.)

Our findings are summarized below:

Of the features compared above, the most significant differences were based on how the DBMS was instructed by the programmer. With TOTAL, there are no input specs and all communication is done through EXITs and RLABLs. With H.P.'s IMAGE, the File Continuation Specs have additional parameters for passing the needed descriptions to the DBMS software. H.P.'s method is not only more logical and simpler, but use of Concoms's TOTAL results in the loss of the Input Specs. The latter requires the programmer to handle control levels, record I.D., resulting field indicators and anything else done on the Input Specs through programming on the Calc Specs.

We weren't able to evaluate the relative speeds of these two DBMS packages because the packages' speeds depend largely upon hardware performance, and in this case the HP-3000 runs circles around the System/3. We'd be interested in hearing of any other studies."

TYPE OF FEATURE	CINCOM'S S/3 TOTAL	H.P. - 3000 IMAGE
Data Base Linkage	Network	Network
Definition of Data Base	Calcs—Exit/RLABL	File Continuation Specs
Security Passwords	Calcs—Exit/RLABL	File Continuation Specs
Passing of Access Parameters	Calcs—Exit/RLABL	File Continuation Specs
I/O Initiated	Calcs—Exit/RLABL	Calcs ("CHAIN")
I/O Status Responded	Calcs—RLABL	Calcs (Resulting Indicators)
Disposition of Data	Calcs—RLABL	Input Specs
Record Identification Indicators	Not supported	Yes
Resulting Field Indicators	Not supported	Yes
Data Structures Supported	Zoned	Zoned, Packed, Binary
Operating System Interface	S/3 SCP	MPE/3000 (Multi-Prog. Batch and On Line)
Internal Chain Sequences	Yes	Yes
Source Languages Interfaced	RPG II, COBOL	RPG II, COBOL, FORTRAN BASIC, SPL
Data Base Inquiry Language	None supported	QUERY
Purchase Price	\$ 9,750	\$ 10,000
Software Maintenance	\$ 750/year	\$ 360/year

It was a hands down win for the 3000! Chalk up another sale. Congratulations to Tom Bailey/Fullerton! Recently, Fendco Corp., a service bureau, purchased a Series II Model 5 to perform manufacturing applications.



# Sales Aids

## SYSTEM HOUSE SURVEY

By: Carol Budkowski/GSD

A list has been compiled of the various systems houses located in the U.S. that have implemented packages on the 3000 and 2000. Included in this list are the location, contact name, and types of packages available from each vendor.

You may call the designated system house's contact for more information.

If you have any other information about systems houses in your area that have packages specifically designed to run on either the 3000 or 2000 Series Systems, please send them in to Carol Budkowski/GSD. Or if you wish, call me at (408) 249-7020, extension 2747 with the information.

Thanks to all the sales representatives who aided us in compiling this list.

### SOFTWARE PACKAGES DESIGNED ON THE HP 3000 AND 2000 SYSTEMS

SYSTEM HOUSE	CONTACT NAME	ADDRESS	PHONE NUMBER	PACKAGES	PRICE	HP SALES REP
Advanced Management Systems	Bob Marcum	6101 South West Freeway Houston, Tx. 77057 (Has Chicago Office)	(713) 664-6444	Distribution packages in BASIC on 3000 and 9600.	Varies	Patti Horwitz Houston
Boeing Computer Services	Graeber Jordan	P.O. Box 24346 Seattle, Wa. 98124	(206) 773-8114	Manufacturing package for the HP 3000.	\$40,000.00	Roy Nelson:41
Data Systems for Industry	Don Whipple	3450 E. Spring St. Long Beach, Ca. 90806	—	Manufacturing info sys., on-line., terminal based MRP, order entry on the 3000.	<i>Purchase Only</i> Packages run on 21MX or 3000	Don Pantle: Fullerton
David E. Phillpott	D. E. Phillpott	5120 Campbell Av. Suite 126 San Jose, Ca. 95130	—	Manufacturing and accounting in COBOL with IMAGE and QUERY on the 3000.	<i>Negotiable</i>	Michael Chonle: Santa Clara
General Computer Corporation	Ken McClain	360 Highland Rd. Macedonia, Oh. 44056	(216) 467-0880	Accounting, pharmacy, and PSRO packages under IMAGE in COBOL on the 3000.	Commercial = \$5,000.00 Medical = Varies	Bill Payne: Cleveland
Hopper Associates	Jim Taylor	23777 Greenfield Rd. Suite 157 Southfield, Mi. 48075	(313) 559-8530	Consultants recommend hardware i.e. the 3000. Precious metal commodity broker.	Varies with system	Barry Pehoski: Farmington
Los Altos Research Center	Martin Gorfinkel	339 S. San Antonio Rd. Los Altos, Ca. 94022	---	Word processing package on the 3000.	\$6,000.00	John Knopp: Santa Clara
Octal Systems	Wade Harrison	1717 W. Eules Blvd. Eules, Tx. 76039	(817) 469-9121	Offers consulting services for pharmaceutical applications. Soon to offer inventory control packs. Both on the 3000.	Varies	Don Gollahon: Richardson
Q.E.D., Inc.	Dr. Arnold Winikoff	6490 Excelsior Blvd. Minneapolis, Mn. 55426	(612) 925-2830	Terminal-oriented accounting applications in FORTRAN on the 3000.	<i>Negotiable</i>	Owen Benson: St. Paul
Smith, Dennis and Gaylord, Inc.	Steve Dennis Don Gaylord	790 Lucerne Dr. Suite 38 Sunnyvale, Ca. 94086	(408) 739-9110	A/R, A/P, payroll, DE, Travel Agency, general ledger packages on 2000 and 3000.	<i>Varied</i> In COBOL, RPG II, FORTRAN, BASIC	G. Leight: Santa Clara

## A NEW HOME FOR THE COMPUTER CURRICULUM PROJECT

By: *Chris Doerr/GSD*

As of September 1st, we have entered into an agreement with a publisher to take over sales of the books known as the Computer Curriculum Project. This agreement was undertaken to solve customer difficulties in ordering these books. Some of the well-known titles included are *Conversational Statistics, Interactive Forecasting, Cases in Computer and Model-Assisted Marketing, Air Pollution, COBOL 2000 Workbook, INQUIR, Computer Graphics* and a whole series of mathematics, physics, and social science workbooks. The books are no longer available from HP but **MUST BE ORDERED** from:

**Scientific Press  
Stanford Barn  
Palo Alto, CA 94304  
(415) 322-5221**

Please contact me if you have any questions regarding this agreement at GSD Santa Clara, X2910.

## SYSTEM/3 PROGRAM: WHAT WE HAVE LEARNED

By: *Rich Edwards/GSD*

Since *hindsight is better than foresight*, let's recap what we have learned through your experiences in the field one year after the initiation of the System/3 Upgrade Program.

- RUTHLESSLY QUALIFY!
- UPGRADE, don't REPLACE!
- Best prospects:
  - System/3 Model 15 users
  - System/3 Model 10 users contemplating upgrade to System/3 Model 12 or Model 15 to ADD TERMINALS
- What sells them on HP?
  - TERMINALS
  - IMAGE/QUERY (Data Base Management System)

Don't get into a spec. fight; if the prospect isn't sold on a terminal oriented system, sell him the concept or walk away.

- In a small company, the decision on which vendor/computer to purchase is often emotional, not completely factual. Get to know the President of the Company as he will make the decision since it affects his whole operation — especially going from batch cards to on-line terminals. Make this as a plus by taking a terminal into the President's office and giving him a QUERY demo. IBM will be in the President's office — you'll lose out if you're not.
- Be aware of the impact on the company in moving from batch cards to on-line terminals. This can involve new personnel and new methods of paper-work as key punching is eliminated and accountability for data (also easy access!) moves to the originating departments.
- Good sales leads come from:
  - Sys/3 Seminars (locally by HP)
  - REFERENCES from current Sys/3 upgrades
  - User's Groups: try to make presentations to local meetings . . .

I would like to hear more on what *you* have learned in selling System/3 upgrades!!! Please send your inputs to me, *Rich Edwards* in care of GSD.



## CX TO SERIES II UPGRADE DISCOUNT POLICY CHANGED

By: *Dave Sanders/GSD*

Effective immediately, the 30409A Pre-Series II and Series II upgrade product will qualify for 4 functional units on any of our Computer Systems Group Volume Purchase Agreements. This will be implemented by changing the 30409A from type VI-B to type VI-A. Hopefully this will provide additional incentive for our volume purchase customers to upgrade their 3000CX's before the expiration of their purchase agreements.



# HP GRENOBLE NEWS

## Product News

### HPG POINTS THE WAY

By: Peter Stuart/HPG

At the time you read this newsletter, two fantastic new terminals will have been introduced to the U.S. and European sales forces — the HP 3070A and 3071A Real Time Applications Terminals. These new products open up a whole new range of opportunities for sales successes. The main member of the family, the HP 3070A, includes exciting features such as:

- Up to 63 terminals multidropped on a single twisted pair cable.
- Error-free communications with data checks and automatic retransmission facilities.
- Distances up to 2 kilometers (1.24 miles).
- Terminal expandability with the HP-IB.
- Customer defined keyboard definition labels.
- No modems required.

Not only this, but the 3070A is fully supported on the HP 1000 and 2000 systems right from the start.

The 3071A has an RS232/CCITT-V24 interface and may be used with asynchronous low speed full duplex modems.

Applications for the new terminals will be found wherever people with little experience of using computers have to enter data. They will prove particularly attractive in manufacturing and warehousing applications where fast, easy entry of numeric data is a must.

The terminals may be quoted now and will appear on the November 1st price list. Availability today is only 10 weeks.

Place your orders quickly and beat the rush.

### WE TESTED THEM

By: Pierre Ollivier (R&D Mgr.)/HPG

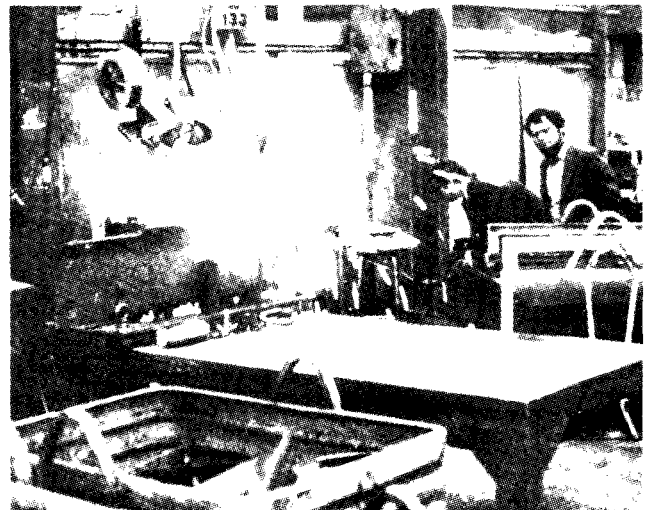
It's only human to wonder if a division introducing its own first product thought everything through. We have therefore taken a lot of care to extensively test all of the unusual claims which make the terminals special. For example:

#### 57 TERMINALS MULTIDROPPED TO THE SYSTEM 1000.

This is more easily said than done since it required us to pack 57 terminals and 57 people into a room, along with 4KM (2.48 miles) of cable. Everything worked beautifully and we also got a good start on collecting performance data that we will be publishing in the near future.

#### ERROR-FREE DATA COMMUNICATIONS.

The photo illustrates one of the field trials we did with the 3070 terminal. Do you know of any other terminals that can withstand interference from an arc welding machine?



We even looped the cable around the supply lines in an attempt to create problems. But it all worked beautifully.

#### 3070A FULLY SUPPORTED ON HP 1000 and 2000 SYSTEMS.

Have a look on the grandfather cartridge of the 1000 system or Rev. 1638 of the 2000 system (coming out now) and you will see that we really mean it. This has taken a lot of hard

work for a division located more than 6,000 miles from the systems divisions and we must thank DSD and GSD for their splendid cooperation. Q.A. tests for the software have now been successfully completed by both divisions.

There are many more tests we have done but rather than have us tell you about them why not try the terminals yourselves — we think you will like them. Incidentally, the terminals have been designed to meet UL requirements and have been submitted for approval. We will let you know as soon as they are listed.

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### 3070A DEMO UNITS

*By: Guenter Kloepper/HPG*

How's that for co-ordination? The NPT demo System/1000's had the 3070A drivers and demo programs already included on the demo cartridge. Even better; the 30 demo units shipped for the NPT's will be left in the field on loan for 1 year — FREE OF CHARGE — compliments of HPG.

This means you will have a permanent data collection demo in your office right from the start — a real tool to help you GET THOSE ORDERS.

We know how anxious you are to sell these terminals, but please order new ones from us and do not quote the demo units that we left in the field. These come from the first production run and therefore do not include all the last minute production tidy-ups. You know how we are careful about quality.

Those unlucky ones who did not have the chance to host the NPT in their sales offices, we will be happy to receive your order for consignment units through the usual consignment procedure.

---

### YOU SELL THEM — WE'LL DELIVER THEM

*By: Jean Melot (Mfg. Manager)/HPG*

Even as our marketing team is doing the rounds introducing the new terminals we're busy making more of them.

We have already built more than 230 of them, including 150 already shipped to our first customer, so we are getting pretty good at producing them. Ask your CE to tell you about the quality we have packed inside the terminal and then start sending the orders.

By the way, our own manufacturing group is also one of the first customers. We are installing them to monitor and control production activity.

---

### SEEN THE 3070A DEMO YET?

*By: Alic Rakhmanoff/Marc Henri Bricquet/HPG*

If you were present at one of the NPT stops, you know that the 3070A Data Collection terminals are fully integrated and supported with the HP systems 1000 and 2000. To demonstrate the terminal's multi-drop and error-free communication features, we designed a simple demo program to simulate a

production inspection station. This demo program runs on the system 1000 and is available in every sales office where System 1000's have been installed. The demo can be configured on line for up to 57-3070A's and, consequently, can demonstrate what we mean by multi-drop capabilities!

The demo program and the keyboard definition labels are designed to illustrate a production inspection station where parts are sorted as good or bad, along with the reject reason. However, by replacing the keyboard definition label you will be able to tailor the demo to the "real thing" of your customers. Along with the demo manual we have some Systems Analysts notes that explain just how the program was constructed.

If you need another copy of the demo program tape or demo manuals, drop a line to *Phil Price* in Boise or *Marc Henri Bricquet* in Grenoble. The 3070A demo — a great selling tool!

## Service News

### NEW LOWS FOR MONTHLY MAINTENANCE: ONLY \$4 PER MONTH PER TERMINAL

*By: Wim Roelandts/HPG*

A completely new repair policy for CSG has been created to minimize costs of supporting the new 3070A and 3071A terminals. Recognizing the high percentage cost of travel associated with on-site repair of terminals we have calculated Basic Monthly Maintenance Costs on the assumption that the customer will return the terminals to an HP Sales and Service office for repair. This benefits the customer in a number of ways.

Firstly, savings from the cost of travel are such that with a typical 20-terminal installation the customer could save the cost of two spare terminals in less than one year.

Secondly, the customer's system is not required for running diagnostics — he simply unplugs a faulty terminal and sends it to HP. If he has a spare unit he can plug that in its place and be back on the air within a few minutes instead of waiting while a CE travels to the site.

The interface card is, however, included in the normal on-site board exchange program since it is unreasonable to expect a customer to diagnose if he has a faulty interface card or computer in the event that all terminals stop working.

What about the customers who insist on having on-site service for everything? No problem — we have given all CE managers guidelines for calculating the cost of this, together with the provision of loan units.

Component level repair centers are being set up in CSRC in Mountain View and each major country. In the meantime, direct any questions you have on the support of the first demo units shipped to *Phil Price* in Boise for U.S. and Canada or *Maurice Richez* in Grenoble. We are ready to support you.

# Order Processing

## ORDERING INFORMATION/DISCOUNTS

By: Serge Boivineau (Mktg. Services Mgr.)/HPG

The following new products will appear on the November 1st price list. Orders should be sent to Grenoble or, for U.S. and Canada, to Boise. Orders will be accepted now, using overrides.

MODEL NO.	DESCRIPTION	IPL	U.S. LIST	BMMC
92900A	Real Time Applications Terminal Subsystem includes: 1 ea. HP 3070A Terminal and its accessories 1 ea. HP 40280A Interface Kit 1 ea. Test Cable 1 ea. Diagnostic Tape 1 ea. Manual	\$2,500.	\$2,650.	\$ 9.
Opt. 422	RTE Driver & Manual	N/C	N/C	N/A
Opt. 425	For use with 2000 Computer System	N/C	N/C	N/A
40280A	Computer Interface Kit includes: 1 ea. Interface Board 1 ea. Interface Link Cable 1 ea. Termination Set 1 ea. Manual	\$1,125.	\$1,200.	\$ 5.
3070A	Terminal, includes: 1 ea. Terminal 1 ea. Terminal Link Cable 1 ea. Custom Label Pack 1 ea. Manual 1 ea. Power Cord	\$1,375.	\$1,470.	\$ 4.
92901A	Series of 5 Serial Link Junction Boxes. Minimum required one box per terminal <i>plus one</i> for the computer.	\$ 25.	\$ 30.	N/A
92902A	Serial Link Cable One of the following options must be ordered:			
Opt. 01	100 meters reel	\$ 150.	\$ 165.	N/A
Opt. 02	300 meters reel	\$ 450.	\$ 490.	N/A
3071A	Real Time Applications Terminal, includes: 1 ea. Terminal 1 ea. Interface Cable 1 ea. Custom Label Pack 1 ea. Manual 1 ea. Power Cord	\$1,200.	\$1,285.	\$ 4.

Both terminals, the 40280A Interface card and 92900A are purchase agreement discountable. New purchase agreements are being prepared now to include the new products, and should be mailed to the field within the next 30 to 60 days. In the meantime, use the 1B schedule for the subsystem and interface card and 5A schedule for the terminals when discussing prices with your customers. We are also going through the process of having them G.S.A. listed.

We are ready to process your orders, so good luck — and keep in touch.

## BOISE IS GEARED TO PROCESS YOUR ORDERS!!

By: Bernard Guidon/Boise

Boise sales support of the Grenoble product line has been so good it's been expanded to include the New Data Entry Terminals. Full support for sales representatives, SE's and CE's is available for U.S. and Canada from your friendly Boise team — as close as the next telephone set.

To ensure Boise can provide the traditional good service and responsiveness on all your questions, the Boise Sales Development team went back to school and received intensive training on all the goodies of the products. *John Whitesell, Nick Voigt, Ronnie Covington* and *Steve Richardson* are all very excited about the features and customer benefits of the 3070A. They are ready to help you make a KILLING!!

On a technical side, *Phil Price* of Boise's Service Group, spent three weeks in Grenoble's Division learning the hardware as well as the software of the products. *Phil* brings to his knowledge of the products, his great experience of HP systems, which will be especially valuable to your SE's.

We are geared in Boise to handle your phone calls and . . . your orders. We are ready to help you sell more systems with the latest goodies from Grenoble Division.

## Sales Aids

### WONDERING ABOUT MANUALS?

By: *Georges Ouin/HPG*

We introduced our new data entry terminals with a complete set of literature: Data sheets, brochures, operating and service manuals and software manuals.

- Bulk distribution of 3070A/3071A data sheets and brochures have been mailed to your office. Rush to your literature depot and get your hands on:
  - 3070A Data Sheet 5953-0102
  - 3071 Data Sheet 5953-0103
  - On-site Data Capture Brochure 5953-0104
- 3070A Users Manual (03070-90003) and 3070A Operating and Service Manual (03070-90001) are being supplied with the 3070A terminals (Option 715 for the service manual). However, additional copies can be obtained from the Corporate Part Center starting approximately the middle of November.
- 3071A Operation & Service Manual (no User Manual) is supplied with the 3071A and extra copies will also be obtainable from CPC after mid-November (03071-90001).
- 92900A Subsystem Operating & Service Manual (92900-90001) and Diagnostic Manual (92900-90003). Both manuals are supplied with the 92900A subsystem and will be orderable as parts from CPC starting November 1.

- 40280A Interface Operating & Service Manual (40280-90001), is supplied with the subsystem 92900A or the 40280 interface card. Once again, this manual can be ordered from CPC after mid-November.
- RTE Software Driver manual (92900-90005): Is supplied with the Option 422 of the terminal subsystem 92900A. Additional copies will also be obtainable from CPC approximately beginning of November.
- 2000 Access manual. The 2000/Access BASIC Reference Manual (22687-90001) and Operator's Manual (22687-90005) have been updated to include the detailed use operations of the 3070A link terminals with 2000 systems. These manuals are supplied with system shipments and are now being mailed to your existing ACCESS customers having maintenance contracts (print date Sept. '76).

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### ADDITIONAL TRAINING MANUALS

By: *Catherine Clay/HPG*

We have a limited number of Sales Training Manuals on the 3070A/71A left. If, for some reason, you did not receive a copy let me or *Artie Stone* in Boise know and we will send you one. This offer can only last until stocks run out.

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### WONDERING ABOUT SOFTWARE?

By: *Georges Ouin/HPG*

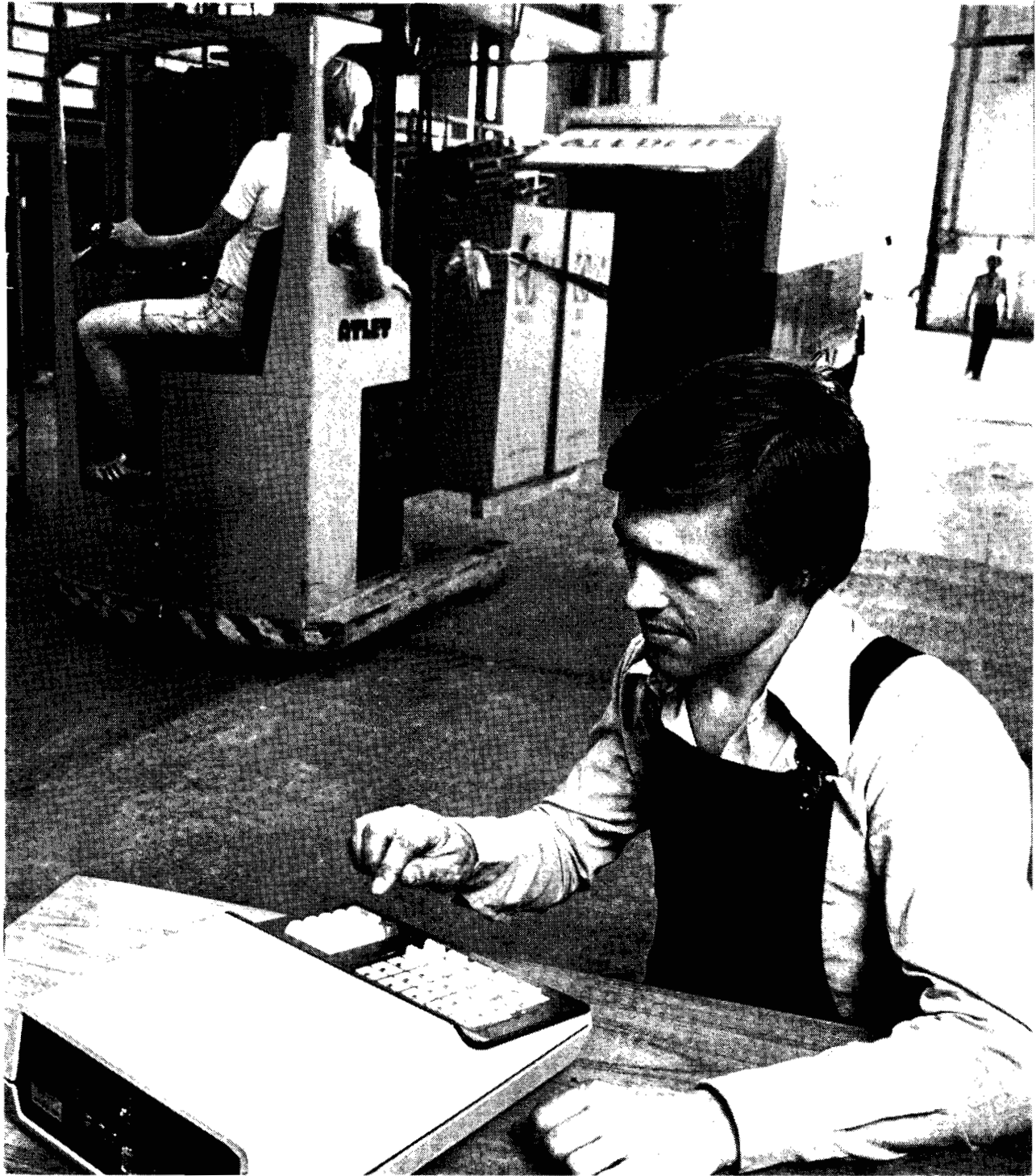
You are going to love the way that we handle the software distribution. Everything is supplied with the corresponding operating system!! Order a system 1000 — it includes on the grandfather disc the DVA47 RTE driver (HP P/N 92900-16002) or order a 2000 system (Rev. 1638) and get automatically the software package for 3070A's.

That's integration!

However, we will supply RTE software and manuals with subsystems whenever Option 422 is ordered. Of course, software tapes and manuals will also be available from CPC effective mid-November. To help us distinguish between orders for 2000 and 1000 systems, please order Opt. 425 for all 2000 system orders. The diagnostic tapes (HP P/N 92900-16001) will also be provided with every subsystem, (along with the diagnostic manual), and they can also be obtained from CPC as a part.

# ON-SITE DATA CAPTURE

With the Hewlett-Packard 3070A & 3071A Real-Time Applications Terminals



# CS GROUP NEWS

## NATIONAL ACCOUNT ACTIVITY

By: Jerry Klemushin/CSG

The new products just introduced give us the ammunition for Thinking Big in the major accounts. The Series II, HP-1000, HP-2645, and HP-3070 put the ball in our court to make important people aware of Hewlett-Packard's product and company capabilities. And that's what we are doing. Every week the California facilities are hosting managers from Fortune 500 companies who want to see the latest in computer systems. The effect of this new focus can be measured in the number of multiple-product orders described in recent CS newsletters:

- GM (Chevy Engineering's) distributed system for control of car testing.
- Northern Telecom's installation of Series II's for inventory control.
- R.J. Reynolds' order for Distributed Computers in their machine shops.

- National Semiconductor's installation of Series II's for manufacturing control.
- NCR's order for Mag-tape drives.
- Citibank's order for terminals.
- GTE/Sylvania's recommendation of HP computers.

If you are calling on a major account, getting familiar with the applications, system alternatives, and selection criteria of these HP successes could help you influence those conservative decision makers.

The divisions are organizing to support your major account penetrations, since a team effort is recognized to be an essential element for success. Their individual plans will be described soon.

To help you introduce our family of computer systems to corporate managers, I have included a "chart" that works well for an overview — prior to getting into specific examples:

### HEWLETT-PACKARD COMPUTER SYSTEMS

COMPUTER SYSTEM:	HP 1000	HP 2000	HP 3000
APPLICATION CENTER:	Engineering and Manufacturing	Education and Communication	Business Information Systems
FOCUS:	Computation, Instrumentation and Operations Management	Data Entry, Editing and Remote Job Entry	Multiple-Purpose Business Data Processing
ORIENTATION:	Dedicated Applications	People-Intense Applications	People and Information-Intense Applications
ENVIRONMENT:	Real Time	Time Shared	Multiprogramming
THEME:	Cutting Costs and Increasing Productivity	Operator Simplicity	Cost-Effective Business Data Processing

#### KEY TO ALL COMPUTER SYSTEMS:

- Distributed Computing and Computer Networks
- Terminal Handling Capabilities
- Data Base Management



After reviewing these general system characteristics, a follow-up with customer references and example applications for each system should make the product environments clear.

We are looking for creative, professional salesmanship to open up those major account doors, and are prepared to help — just ask us.



RECENT CSG PURCHASE AGREEMENTS

by: Ampy Soriano/CSG

CUSTOMER NAME	EFFECTIVE DATE	AGREEMENT TYPE				AGREEMENT NO.	SALES REGION				
		OEM	COMBO	VEU	TERM		NSR	ESR	SSR	MSR	HPCL
Aeronutronic-Ford Atec, Incorporated	Sept. 15/76 Aug. 27/76	X			X	CS-217 -220	X		X		
Calif. MiniComputer Sys. Inc. (supersedes and cancels CS-140)	Jul. 14/76				X	CS-211	X				
Caterpillar Tractor Company	Aug. 17/76			X		-193				X	
Collier-Jackson & Associates	Aug. 26/76	X				-203			X		
Collier-Jackson & Associates	Aug. 26/76				X	-204			X		
Data Devices, Incorporated	Sept. 9/76	X				CS-214				X	
Data Systems For Industry	Jul. 27/76	X				-184	X				
Dyna Craft, Incorporated	Aug. 25/76				X	-201	X				
Foseco Minsep, Inc	June 25/76				X	CS-221				X	
Financial Data Planning	Jul. 2/76	X				-161			X		
Foxboro Transonics	Aug. 24/76	X				-209		X			
Hopper Associates	Aug. 20/76	X				CS-196				X	
I. P. Sharp Associates, Inc.	Aug. 20/76	X				CS-197					X
ITT Aerospace Optical	Aug. 16/76	X				-206				X	
Interactive Applications	May 17/76	X				-109			X		
J. D. Development	Aug. 30/76	X				CS-205	X				
Kroh Systems	Sept. 16/76				X	-219	X				
Lynes United Services, Inc.	Aug. 9/76				X	CS-194					X
Maryland Computer Services	Aug. 27/76	X				CS-218		X			
McInnis & Associates	Sept. 10/76	X				-215			X		
Medical Computer Sciences	Aug. 20/76	X				-199			X		
Pacific Outdoor Advertising	Aug. 20/76				X	CS-202	X				
Pilkington Brothers	Sept. 1/76				X	-222					X
Purvis Systems	Aug. 30/76	X				-207		X			
R. J. Reynolds	Aug. 4/76			X		CS-198			X		
Real Estate Data, Inc.	Aug. 30/76	X				-223			X		
Rockwell International	Aug. 19/76		X			-195				X	
Spear Medical Systems	Aug. 24/76	X				CS-208		X			
Trans-Data	Sept. 8/76	X				CS-213				X	
Transaction Technology	Aug. 20/76	X				-200	X				
Total Computer Science, Inc.	Sept. 1/76	X				-210			X		
University of Southern California	Aug. 13/76				X	CS-212	X				

<h1 style="margin: 0;">COMPUTER SYSTEMS NEWSLETTER</h1>	<b>HEWLETT PACKARD COMPUTER SYSTEMS GROUP</b> 11000 Wolfe Road, Cupertino, California 95014 USA
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