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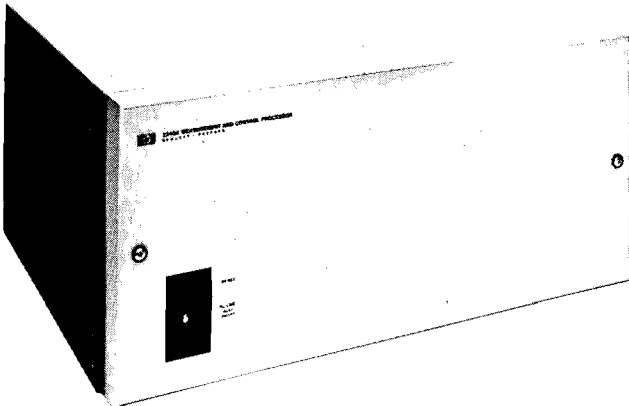
COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

HEWLETT  PACKARD

Vol. 2, No. 18
August 1, 1977

DSD Announces...



The 2240A Measurement and Control Processor

GSD Announces...

- **HP 3000 Software Support Services**
- **New Prices for HP 3000 Software**
- **HP 3000 Software Purchase Agreement**
- **HP 3000 Hardware Discounts**
- **HP 3000 Software Discounts**

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HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

AMD DIVISION NEWS

Product News



HP-IB Switching Now Available

By: Dawson Mabey/AMD

The new HP-IB switching from the 9580A ATS is now available for the do-it-yourself customer who wishes to build his own system. Prices will appear in the August 1 Corporate Price List.

Budgetary Prices

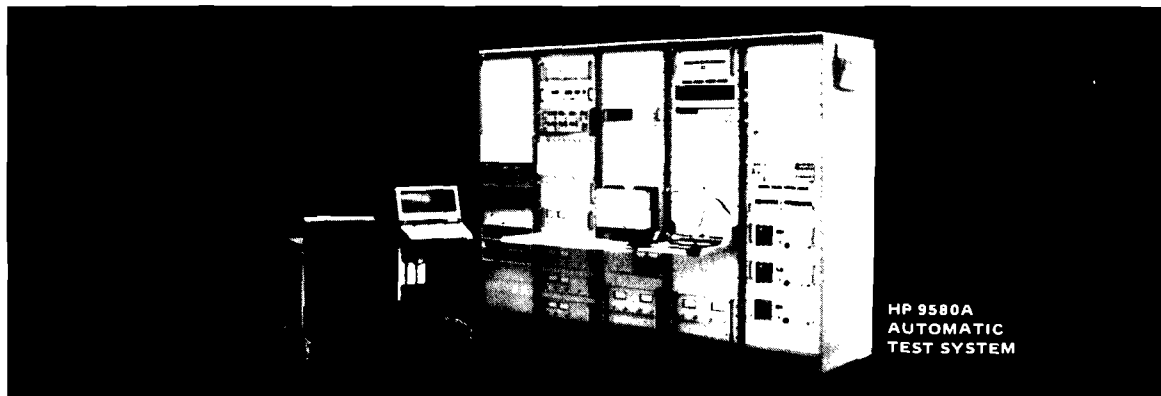
HP 9411A	Switch Controller	\$2350
-001	230 VAC Operation	0
-002	Auxiliary DC Power (115 VAC)	350
-003	Auxiliary DC Power (230 VAC)	350
HP 9412A	Modular Switch	5850
HP 94120A	Measurement Scanner Card	850
HP 94120B	GP Relay Card	700
HP 94120C	Reed Relay Card	700
20D	Driver/Storage Card	500
HP 94120E	Distribution Card	700
HP 94122A	Test Adapter, Vertical Panel	750
HP 94122B	Test Adapter, Slotted Panel	750
HP 94122C	Accessory Patch Cord Kit	500
HP 9413A	VHF Switch	1000
-001	BNC Front Panel	150
HP 94130A	Dual 1×4 Switch Module	500
HP 94130B	1×8 Switch Module	500
HP 9414A	Matrix Switch	3800
-001	Slotted Front Panel	700
HP 94140A	Relay Switch Card	375
HP 94140B	Quadrant Control Card	275
HP 94140N	Distribution Bus Card	275
HP 94124A	Manual Controller	1500
HP 94141A	PCA Test Fixture	2100
HP 94143A	Adapter Kit	200
HP 94144A	Adapter Board, 180 pin	100
HP 94145A	Adapter Board, 120 pin	150
HP 94146A	Adapter Board, 60 pin	100

Bulk distribution of technical data sheets is complete except for the HP 9414A Matrix which will be available in early August. At the same time, revised configuring information will also be available.

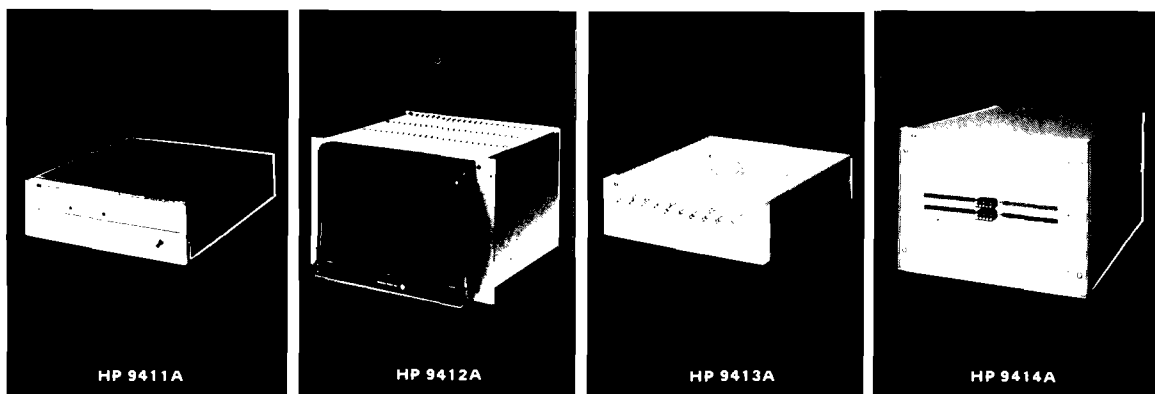
The switches are offered just like any other HP-IB instrument. They are supplied with operating and service manuals, including HP-IB programming instructions. It is up to the customer to integrate them into his system and configure his own software to fit his application. AMD does not intend to provide free integration help, software, etc. Those customers who need help should consider purchasing an integrated 9580 system or SE assistance at current rates.

ANNOUNCING SWITCHING

For Automatic Test Systems



Together . . . Superb.



Individually Excellent!

New HP-IB switch products are now available individually for the *do-it-yourself* ATE builder. Originally designed for use in the new generation HP 9580A Automatic Test System, these microprocessor-based switch products provide a flexible, high-performance, and cost-effective solution for computer and calculator based automatic test systems.

The new switches provide a commercially available solution to one of the most important parts of an ATE system - connecting the system to the unit-under-test (UUT).

Three types of switching units are available, all controlled by a single HP 9411A Switch Controller that provides microprocessor control of up to 8 switch mainframes.

- HP 9412 Modular Switch . . . for high-density, multi-function switching, with simplified interface for complex UUT's.
- HP 9413A VHF Switch . . . for high frequency pulse and video signal switching.
- HP 9414A Matrix Switch . . . for maximum flexibility in testing a large variety of analog and hybrid UUT's.

Call your AMD RSE for more information on our new switch products.

BOISE DIVISION NEWS

Product News

How Reliable are the 7970 Magnetic Tape Drives?

By: Mike Harrigan/Boise

HP 7970 Magnetic Tape Drives have been widely touted as one of the most reliable tape drives on the market. We all know this, but just how reliable are the 7970's? This may sound like a straight line on the Johnny Carson Show, but the answer is no joke.

Look at these facts. Every 7970 Magnetic Tape Drive is certified for Class B environmental conditions. That means that each tape drive is capable of operating under extremes such as high temperature (55C), high shock loading (up to 30G), and resonant vibration levels (5-55Hz at .38mm peak to peak) just to name a few. Class B environmental testing is considered by most electronics manufacturers to be too harsh for computer equipment, but the HP 7970 has no trouble meeting this difficult specification, because of rugged design and years of experience.

HP conservatively rates the 7970 at 2500 hours mean time between failures (MTBF). However, many customers who have large quantities of 7970's and a good preventative maintenance program report 7500 to 14000 hours MTBF! This is why OEM customers select HP tape drives for applications such as toll call logging in the telephone industry where one tape may contain \$100,000 worth of toll billing data. Aerospace industries use HP 7970's for data logging during test flights, where loss of data would require repeating an expensive and sometimes dangerous test flight. Another customer uses HP tape drives for logging betting transactions at horse racing tracks. The requirements for reliability here are obvious.

The examples go on and on, but the point is: HP builds a reliable tape drive! Use this when selling systems and watch for OEM customers with applications that demand reliability. And don't hesitate to call the factory for assistance.

BOISE DIVISION WANTS TO HELP!

60 VDC on a 7970?

By: Steve Richardson/Boise

Yes! Boise can now offer a 60 VDC power supply on the 7970 Magnetic Tape unit. This capability was especially designed for a major OEM in Germany.

In the telephone industry, typically a 48 VDC power supply is required. In Germany, however, 60 VDC is needed. By working closely with *Alfred Hagedorn* and others of the German Sales team, we were able to identify a real customer need and modify our present 48 VDC supply for this customer's needs. Good work, *Alfred!*

Although your customers may never need a 60 VDC power supply, call us and let us know what they do need!

Sales Aids

Used Equipment

By: Steve Davis/Boise

Product	Options	Serial No.	Sale Price
13182A	001/888	(1 available)	\$ 5,500.00
13193A	STD/888	(2 available)	230.00
13196A	001/888	(1 available)	460.00
2752A	STD/888	1302A-04462	1,625.00
2752A	STD/888	1302A-06160	1,625.00
2767A	STD/888	0976A-00172	10,725.00
2767A	STD/888	1309A-00488	10,725.00
2767A	STD/888	1309A-00663	10,725.00
7970E	150/007/888	1606A-02048	5,790.00
7970E	165/020/888	1631A-02810	8,235.00

All quotes should be made "subject to prior sale". Before transmitting your order, contact Boise Division Order Processing to insure that the unit you desire is available.

Each order should specify the serial number of the unit and should also specify option 888 (designating used equipment).

DATA SYSTEMS NEWS

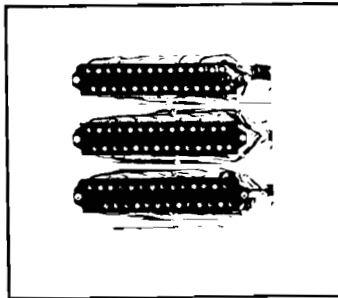
DSD ANNOUNCES...

HP 2240A Measurement and Control Processor

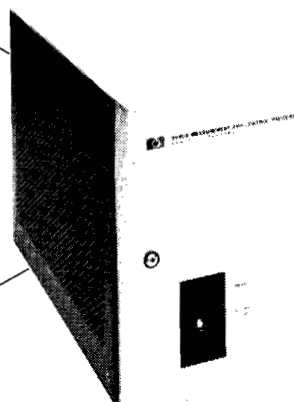
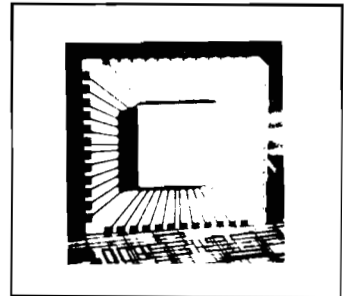
■ **EASY TO INTERFACE**



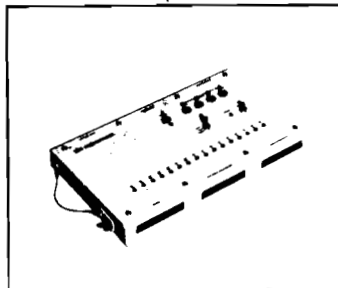
■ **EASY TO CONNECT**



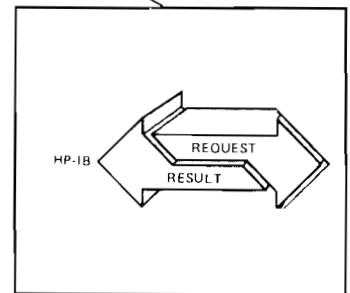
■ **SOS μ PROCESSOR INTELLIGENCE**



■ **EASY TO USE**



■ **EASY TO INSTALL AND SERVICE**



■ **EASY TO PROGRAM**

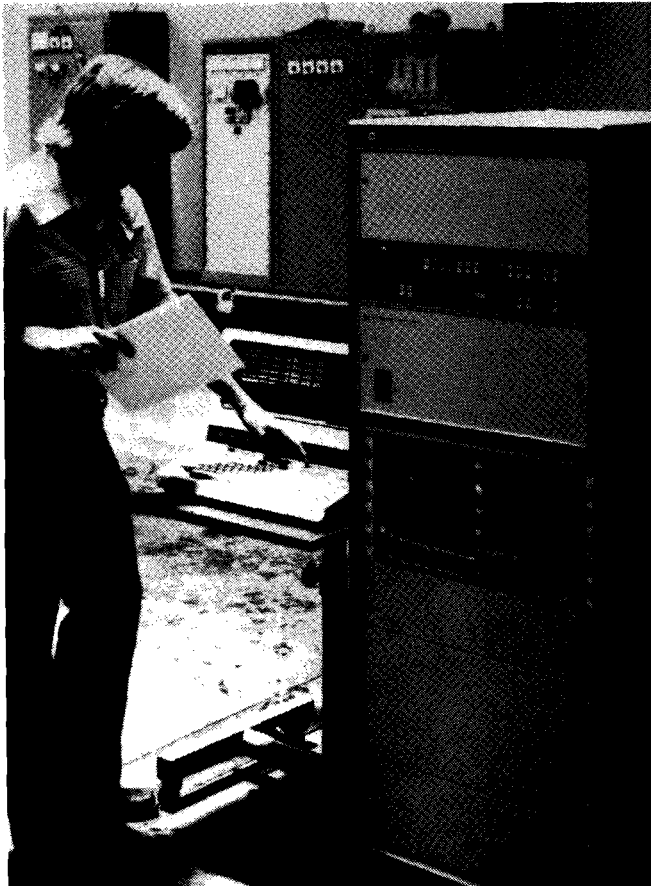
FIRST IN A FAMILY OF INTELLIGENT MEASUREMENT AND CONTROL SUBSYSTEMS

Product News

Introducing the HP 2240A

By: Ron Carelli/DSD

"A New Concept In Measurement and Control"



By now you've seen this message on the buttons which you received on the July NPT Tour. It means that the HP 2240A is the first product in a new generation of measurement and control subsystems from Hewlett-Packard. This first product of a new generation utilizes the power of HP's 16 bit SOS (silicon-on-sapphire) microprocessor together with an HP-IB interface chip, SOS ROM and RAM memory, plus a good mechanical design, to simplify and reduce the overall cost of implementing measurement and control systems.

How does the HP 2240A reduce this cost you ask? It does it by making many of the tasks of implementing measurement and control applications easier and less expensive. These include the following:

- **Interface to the computer**
The HP 2240A uses the HP-IB interface saving hardware and software design and support costs plus giving a choice of local or remote operation.
- **Connection to the test stand or process**
Both analog and digital signals can be easily connected to the HP 2240A, reducing process interface design costs and setup time.

- **Learning to use the Instrumentation**

The high level intelligence of the 2240A provides a powerful command set which is easy to understand and use. With the aid of a comprehensive user's manual, a user can learn and begin to apply this command set within two or three hours. This fast learning process reduces startup and training costs and encourages programming by computer neophytes rather than requiring an expert real-time programmer.

- **Design and implementation of the software**

The ability to delegate tasks to the 2240A and to decouple the computer from timing and synchronization reduces the number of interactions between computer and instrument and aids in modularity and simplicity of programming.

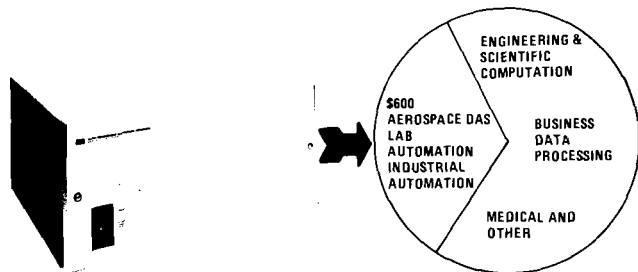
- **Installation and service**

The HP 2240A is easy to install and service using built-in self-test ROM's which together with a test fixture reduce software checkout, training, and service contract costs.



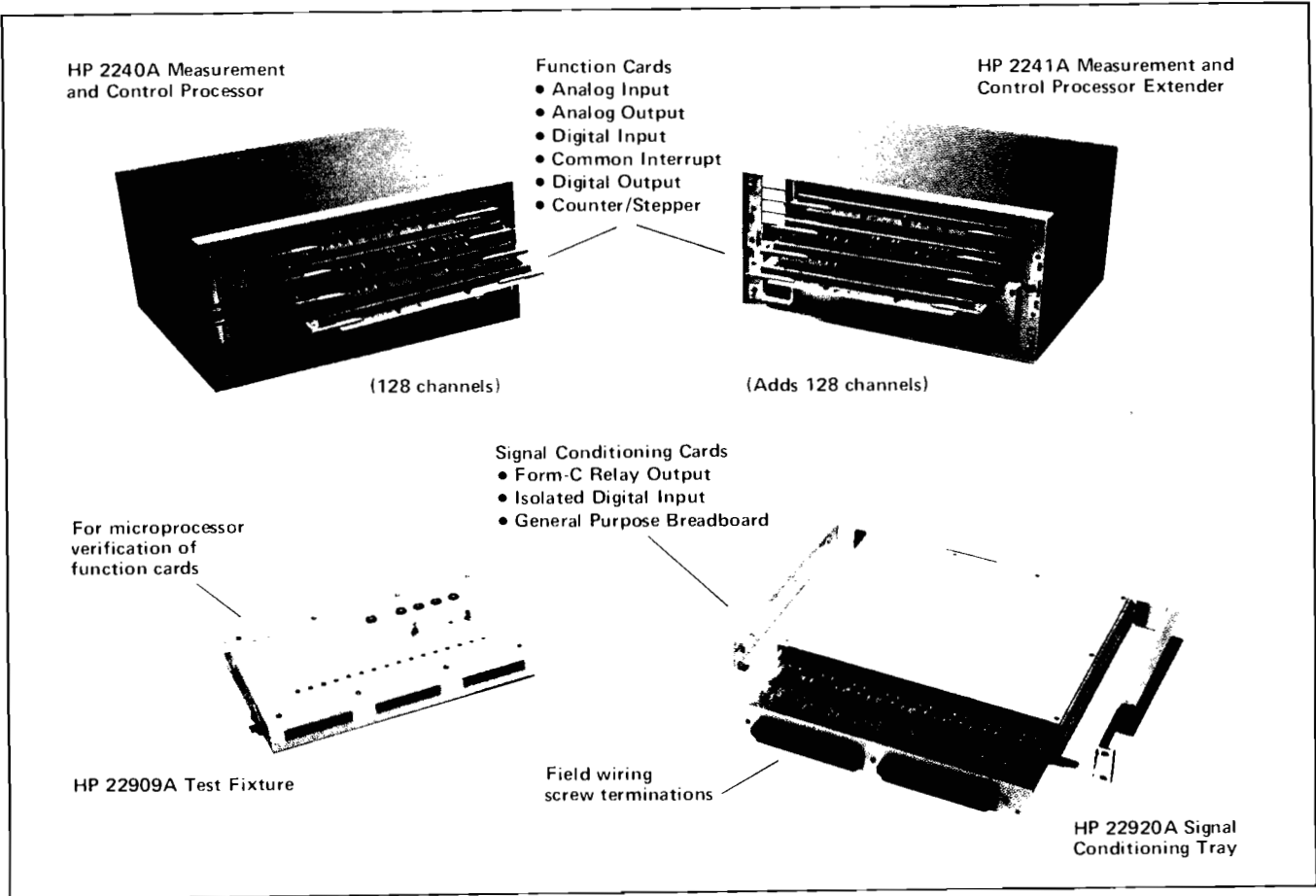
HP 2240A MARKET PLACE

The HP 2240A is aimed at a big \$600-million segment of the estimated \$2.5-billion market for all minicomputer and calculator based computer applications. The HP 2240A has been designed for the bulk of the general purpose measurement and control applications shown below, from electronic testing to electromechanical equipment control, and some "light" process control. In the aerospace and laboratory testing portions of this \$600-million market, where there are needs for high accuracy and high speed analog data acquisition, HP's 2313B and 3455A cover this need. The HP 2240A provides the digital I/O complement to these analog subsystems.



A \$600 MILLION PER YEAR MARKET	
APPLICATIONS ■ ENGINEERING TESTING ■ PHYSICAL MONITORING ■ ELECTRONIC TESTING ■ ELECTRICAL AND ELECTROMECHANICAL TESTING ■ PRODUCTION MONITORING ■ EQUIPMENT CONTROL ■ PROCESS CONTROL	ANALOG AND DIGITAL SUBSYSTEMS HIGH ACCURACY MEASUREMENT HP 3455A HIGH SPEED DATA ACQUISITION HP 2313B, PRESTON WIDE RANGE VOLTAGE MEAS. HP 2313B/HP 3455A GENERAL PURPOSE ANALOG AND DIGITAL MEASUREMENT AND CONTROL HP 2240A

FIRST IN A FAMILY OF INTELLIGENT ANALOG/DIGITAL SUBSYSTEMS
2240A COMPONENTS



To connect to the typical measurement and control applications, both analog and digital functions (inputs and outputs) are in one box; the four-slot 2240A mainframe handles 128 in/out channels and is cost competitive with low-cost laboratory subsystems. The HP 2241A extender adds 4 slots for an additional 128 channels (256 total), adequate for most MACS (measurement and control system) applications. Any of the function cards can be put in any combination in either the mainframe or extender.



As a safety measure for higher voltages and insulation from electrically noisy environment, the HP 2240A family includes separate signal conditioning trays for relays, digital isolation, and customer bread-board assemblies.

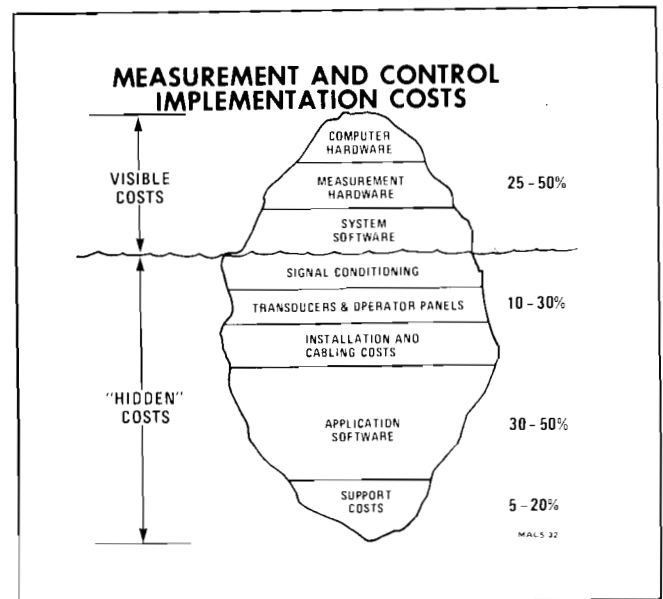


The fourth key element in the HP 2240A family is the test fixture which works in conjunction with functional test ROM's and the microprocessor to bring a new level of self testing not available on any competitive measurement and control system.

FOR ABOUT THE SAME HARDWARE \$\$, YOU GET A MUCH MORE INTELLIGENT MACS SUBSYSTEM.

HARDWARE \$ ARE ONLY PART OF THE COST!

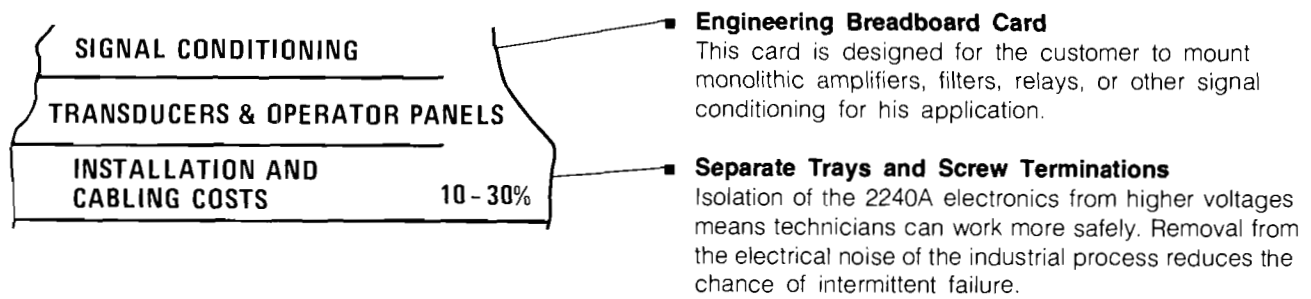
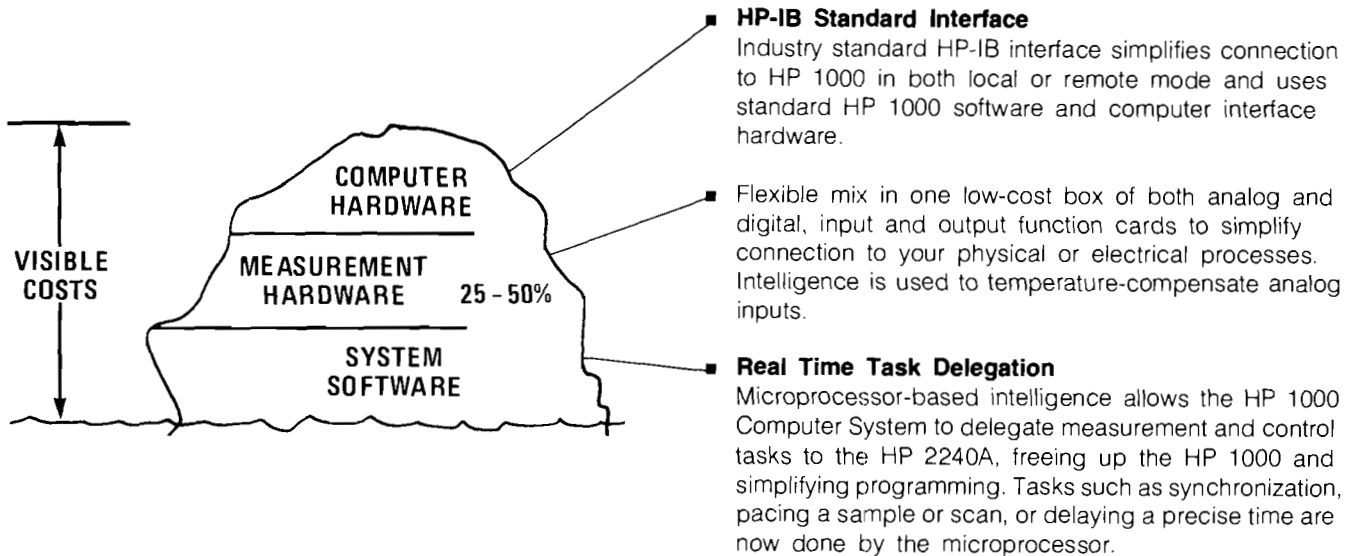
Another way to look at the contribution that the HP 2240A makes to the world of measurement and control is to examine the cost structure of implementing a measurement and control application.



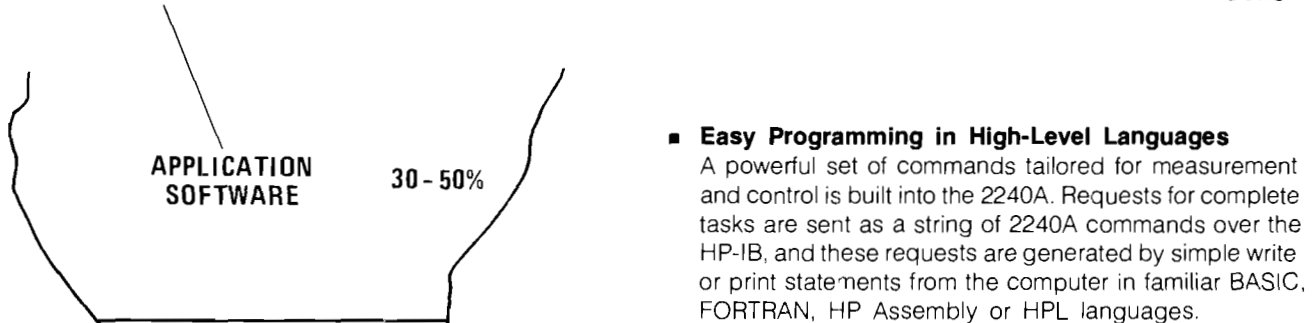
The overall costs of implementing a computer automated measurement and control application involve more than just the more "visible" costs of computer hardware, computer operating system software, and associated measurement and control peripheral hardware. Like anything you buy there are lower cost computers and measurement hardware available, but notice they only make up 25-50% of the total cost of implementing a measurement and control system. A number of industry articles and discussions with HP

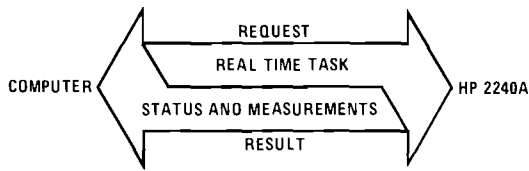
customers over the past few years has confirmed these numbers. In simple laboratory setups, the visible costs reach 50%. In industrial applications, the hidden costs loom larger and require extra attention. The HP 2240A Measurement and Control Processor can help you lower your costs in every one of these categories. Let's look at what new features in the HP 2240A family make this possible.

THE HP 2240A LOWERS THE OVERALL COSTS



AND THE BIGGEST SAVINGS OF ALL COMES FROM MICROPROCESSOR INTELLIGENCE THAT MAKES THE HP 2240A SO EASY TO UNDERSTAND AND PROGRAM THAT YOU CAN LEARN AND USE IT IN A FEW HOURS!





■ **Task Concept Minimizes Training.**

1. A complete measurement *and/or* control task is sent as a group of alphanumeric commands called a request. One task at a time. Like sending a "one-line program" to HP 2240A.
2. HP 2240A "decouples" from computer (no more interaction required until task is done). HP 2240A executes commands left to right.
3. Each command is completed and results *and/or* condition code formatted and put in buffer before proceeding.
4. HP 2240A holds results until computer reads them.

■ **Decoupled Operation Simplifies Prediction**

Now *you* can compute the time for a measurement and control task! You will have greater confidence that you can solve the problem.

■ **Test Fixture and ROM Self-Test**

ROM memories and a separate test fixture allow you to quickly install and service the HP 2240A, without the computer controller.

You now have all the tools to sell into this lucrative market place.

- A hardware cost competitive product.
- An SOS microprocessor which makes measurement and control *easy to understand, easy to program, easy to predict, and easy to install and service.*
- A set of sales literature which provides the right brochure for the right customer level—a 6 page management brochure (5952-8541) and technical information (5952-8542), and measurement and control application note #224-1 (5952-8543)
- A product easy to configure using the Configuration Guide (5952-8544)
- A product easy to Demo using a demo unit which will be in most central offices.
- A comprehensive set of User and Site-Planning documentation to minimize your pre- and post-sales efforts.

SELL EM!

MAC

- A New Family of Measurement and Control subsystems
- Competitive HP 1000 Measurement and Control systems
- Measurement and Control using ilicon-on- apphire
- The uperstar that Measures Up!!

IS HERE!

Errors in the New HP 1000 Configuration and Site Preparation Guide

By: Ted Proske/DSD

We've discovered errors in the BMMC prices for the 2170A, 2171A, and 2172A Computer Systems and option 033 for 2171A and 2172A systems (pages 9, 11, 13, and 15) in the new HP 1000 Configuration and Site Preparation Guide, 5953-0821(22)D, effective August 1. The correct BMMC prices are:

2170A	2171A	2171A-033	2172A	2172A-033
\$241	\$233	-\$8	\$235	-\$12

Equipment type designations for the systems and options are also incorrect. Instead of 3B for the systems, they should be 3D; the system options are incorrectly shown as 2B when they should carry no independent designation at all.

These errors will all be corrected in the next DSD Pocket Guide update booklet, now in preparation. Please advise me of any other errors you catch, so our information can be as correct as possible.

Sales Aids

Used Equipment at Super Savings

By: Judy Coleman/DSD

The following used equipment is available at great savings and all units carry a full 90-day warranty.

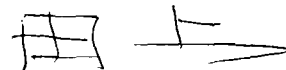
Qty	Product	Description	Price
4	12551B-888	Output Resistor	\$ 334.00
4	12676B-888	Fixed Shelf 1-3/4" x 15" x 41" for Double Bay HP Cabinet	\$ 156.00
8	12880A-888	I/F Terminal	\$ 227.00
10	12884A-888	8K Memory Expansion Kit for 2100A: From 4K to 8K; or 21K to 16K	\$ 500.00
12	12884A-002-888	8K Memory Expansion Kit for 2100A: 8K to 12K	\$ 500.00
4	12889A-888	High-Speed I/F	\$ 487.00
8	12944A-888	Power Fail Recovery for 2109A, 2105A, 2108A	8 390.00
2	2100A-008-888	Computer 8K Memory	\$ 8100.00
2	2100A-016-888	Computer 16K Memory	\$ 9600.00
1	2100A-024-888	Computer 24K Memory	\$11100.00
2	2100A-032-888	Computer 32K Memory	\$12600.00
1	91700A-888	System Kit for RTE-II-III Prereq. RTE-II and Batch	\$ 2275.00
2	91703A-888	Dist. Sys. Kit for BCS Satellite Prereq. BCS Software	\$ 2600.00

Please contact Judy Coleman (408) 257-7000, Ext. 3367 for availability and transmitting instructions. Units are available on a first-come first-served basis.

Division News

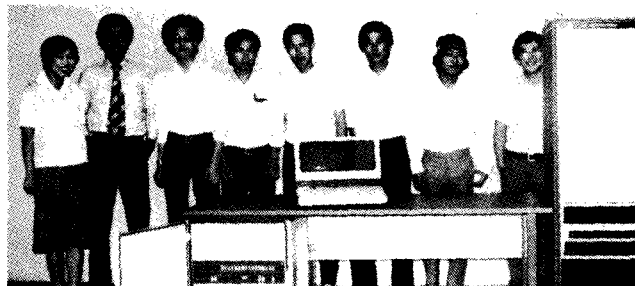
YHP 1000 System—First Production Run

By: Masaaki Tagami/YHP



First production run of YHP 1000 System was delivered to the Nippon Telephone Telegraph Laboratory at Musashino in June.

Congratulations to the people who made it happen!



From left to right; Ohno-san, Nakagiri-san (Production 2 Mgr), Mutoh-san, Fukasawa-san, Kigawa-san, Azuma-san, Mizumura-san, and Sugiyama-san.

DATA TERMINALS NEWS

Sales Aids

"Here Comes the AUTOMAN"

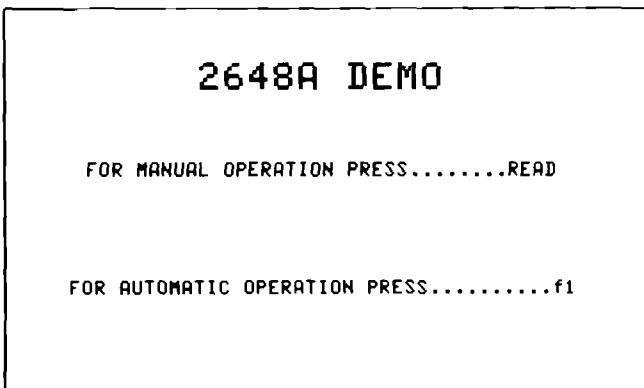
By: Rich Ferguson/DTD

You've heard of the Bionic Man and you've heard of Superman. Now, Data Terminals Division introduces the **AUTOMAN!** Yes, folks, not only has DTD provided you with the fantastic 2648A Graphics Terminal, but now, for the first time, you have the greatest demo tape in the World. We say that with all the humility and modesty DTD has become noted for.

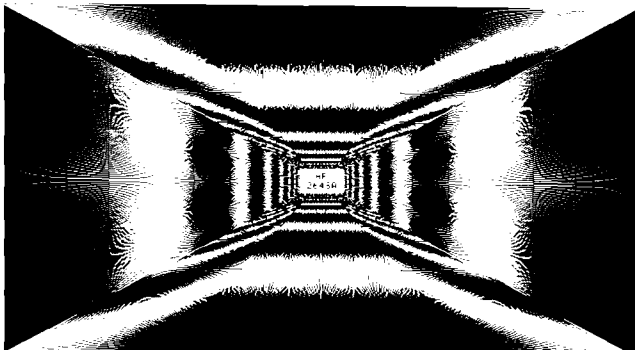
We call this tape the **AUTOMAN** because it's two demo tapes rolled into one. It can be an automatic salesman for shows and large gatherings of people, or you can use it as a standard manual demo tape for smaller groups. You select the mode you want with a single keystroke. What could be better? What other product could you completely demo right out of your shirt pocket?

The following are key slides in the **AUTOMAN** tape. Also, next to the slides are the key sales points that should be made when the slide is presented. All you need to do is to put the tape in the left slot and hit the READ key, and magical things will start to happen! Slide No. 1 as shown below will then appear.

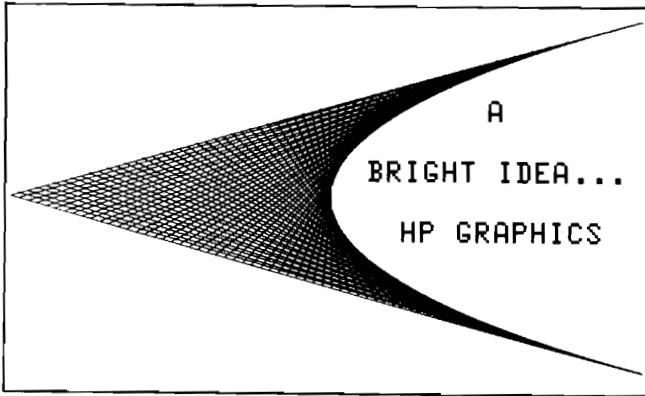
INTRODUCTORY SLIDES



Select Manual or Automatic operation. Automatic operation will endlessly repeat the entire demo. The indices used in manual operation will automatically be skipped. Also, if automatic operation is halted, you must restart with the f1 key. Press the READ key for manual operation.



This demonstrates the Vector drawing capability in "complement mode." A vector is drawn from the center of the screen to each point on the circumference.



Central theme for advertising—"A Bright Idea... HP Graphics."

INDEX

INSTRUCTIONS

1. CHOOSE THE SECTION YOU WANT
2. PRESS THE APPROPRIATE FUNCTION KEY
3. PRESS **FEAR** TO ADVANCE WITHIN THE SECTION YOU HAVE CHOSEN

NOTE

PRESSING **FEAR** WILL ALWAYS RETURN YOU TO THE NEAREST INDEX!

F1	=	INDEX
F2	=	GENERAL DESCRIPTION
F3	=	AUTO-PLOT
F4	=	APPLICATIONS
F5	=	COMPATIBILITY MODE

If automatic operation is chosen, indices will not appear. If manual operation, choose the section you wish to demonstrate with the appropriate soft key.

KEY SALES POINTS

AUTOMATIC PLOTTING

MONTH	SALES	COSTS	PROFIT
1	856	823	33
2	143	135	28
3	145	134	31
4	171	138	33
5	182	145	37
6	185	158	35
7	193	155	38

TABULAR DATA

Computer, Cartridge, Display → Terminal → Plot

Tabular data is plotted by the terminal. No computer graphics software needed. Easy to use. Data can come from three sources:

- Computer
- Cartridge
- Display

USER DEFINES THE PLOT PARAMETERS

AUTO PLOT

1. PLOT SPECIFICATION
 - 1. NUMBER OF COLUMNS
 - 2. LINE COLUMN
 - 3. LINE TYPE (9)
 - 4. MAX Y
 - 5. MIN Y
 - 6. MAX X
2. AXES SPECIFICATION
 - 1. UNITS BETWEEN X LABELS
 - 2. UNITS BETWEEN X TICS
 - 3. UNITS BETWEEN Y LABELS
 - 4. UNITS BETWEEN Y TICS
3. PLOT OPTIONS
 - 1. STOP FIRST POINTS
 - 2. STOP AFTER POINTS
 - 3. DRAW GRID
 - 4. FROM DISPLAY

The user specifies the plot parameters; i.e., max value, min Y value, etc.

No programming required.

NOTE: Using line type 9, a scattergram can be generated.

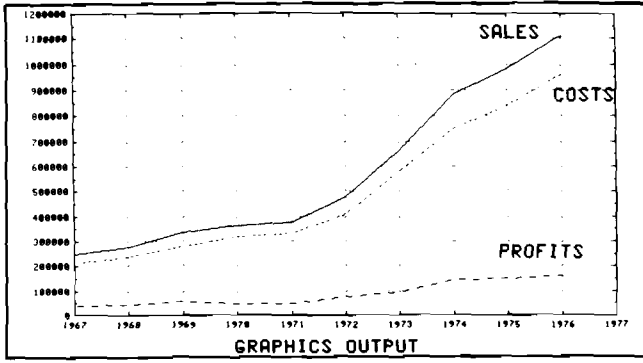
HEWLETT PACKARD
TEN YEAR CONSOLIDATED SUMMARY

YEAR	SALES	COSTS & EXPENSES	EARNINGS BEFORE TAXES
1970	\$1,111,648	\$962,813	\$160,671
1975	981,167	840,909	148,589
1974	884,053	748,503	144,262
1973	661,290	578,826	94,572
1972	479,077	408,333	74,314
1971	375,088	332,994	46,296
1970	363,593	319,742	47,653
1969	335,690	280,217	56,014
1968	277,681	235,379	44,192
1967	250,407	211,447	39,787

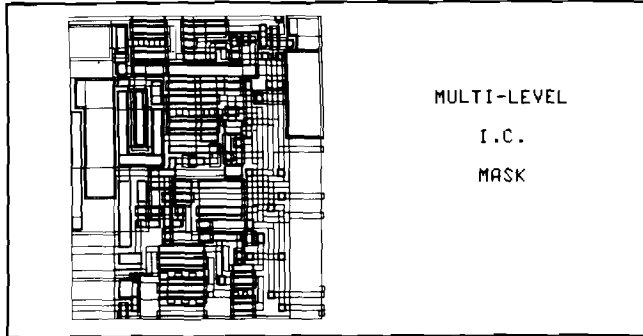
(THOUSANDS)

INPUT DATA FROM: *COMPUTER
*CARTRIDGE
*DISPLAY

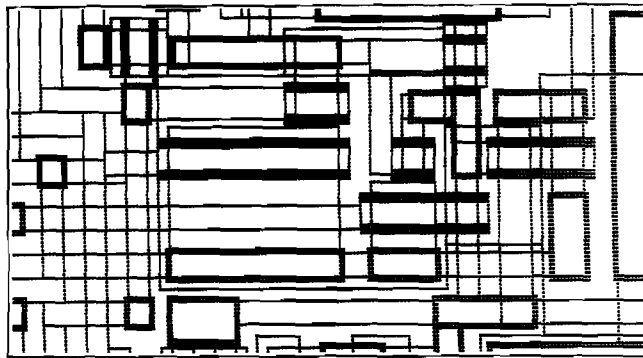
Data comes from any of three sources: Computer, cartridge or display. (Special Note: Full editing capability can be used at this point to edit the data.)



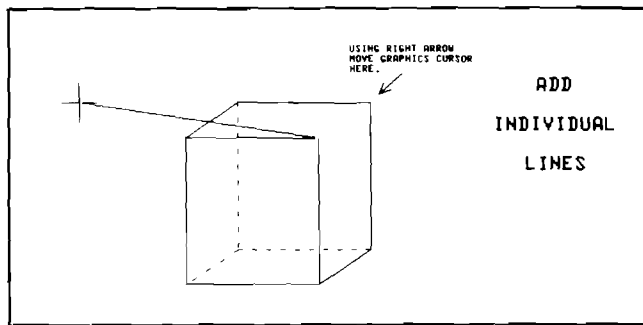
Graphic output is obtained by two keystrokes. Using graphics text, label the different curves. The terminal automatically scales and labels the axes.



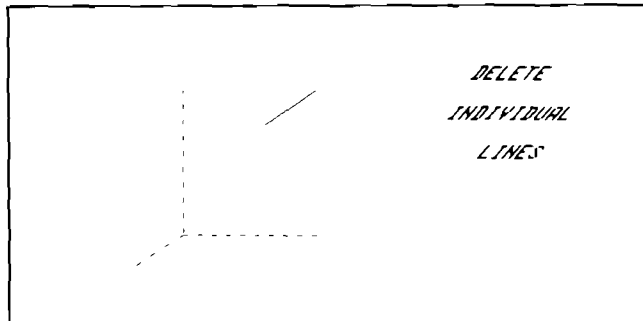
Zoom and Pan. Up to 16X magnification on any section of the screen.



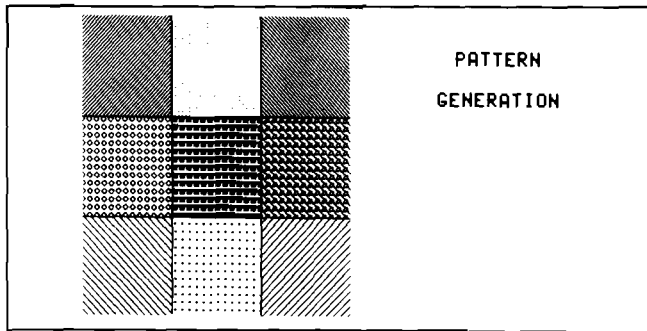
An example of 5X magnification of the previous I.C. mask.



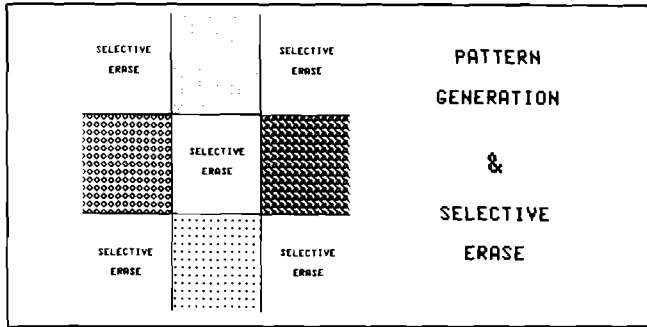
Rubber band line allows trial graphics adding selected lines that you choose. **Special Note:** Using display functions with rubber band line, escape sequences that generate the lines can be stored in the terminal for later transmission to a computer.



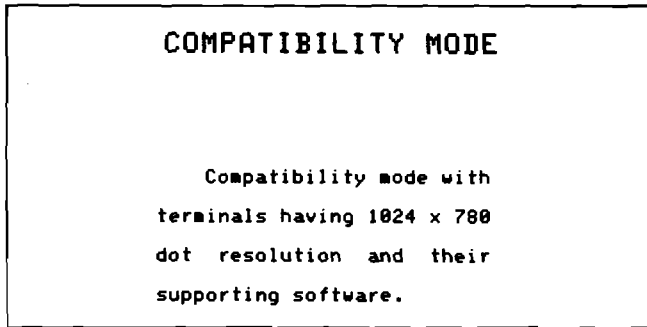
Rubber Band Line can also be used to delete individual lines.



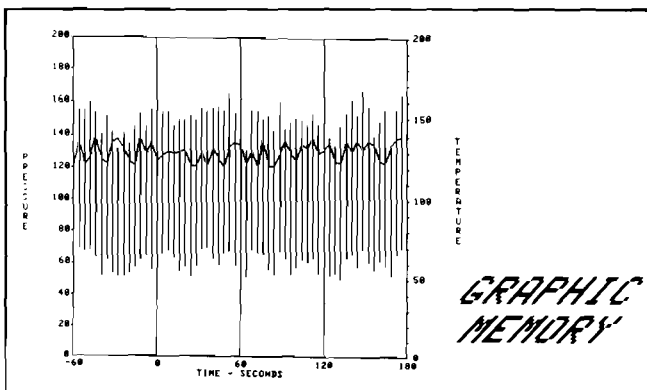
An 8 dot X 8 dot matrix is used for user-defined patterns. The user can specify any dot pattern he wishes with an escape sequence. To fill in rectangles, specify lower left and upper right hand corners.



Selective Erase. Erase selected portions of the screen without the need for redrawing the entire picture.

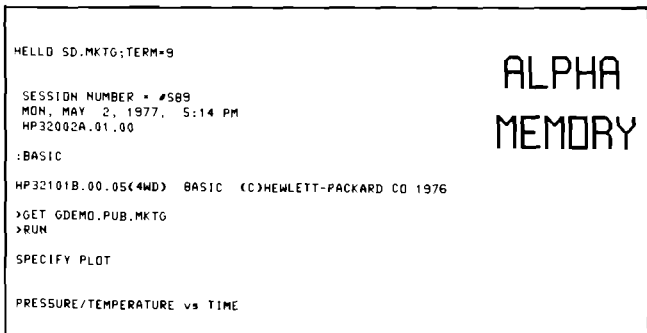


The terminal is TEK Plot-10 compatible. This is selected with switches on the keyboard interface.

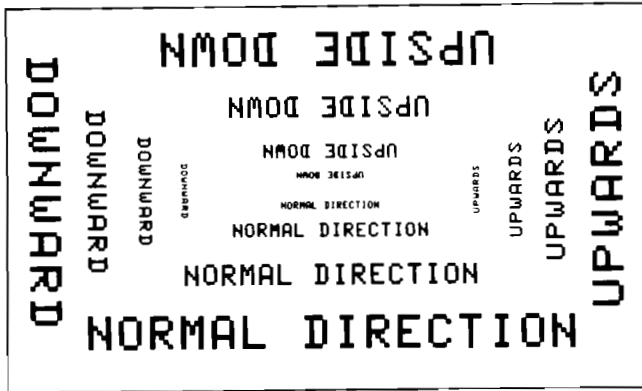
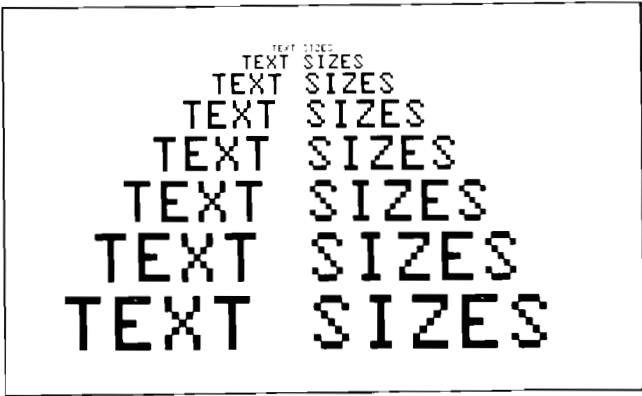


Independent alpha and graphic memories. Computer dialogue does not interfere with graphic output.

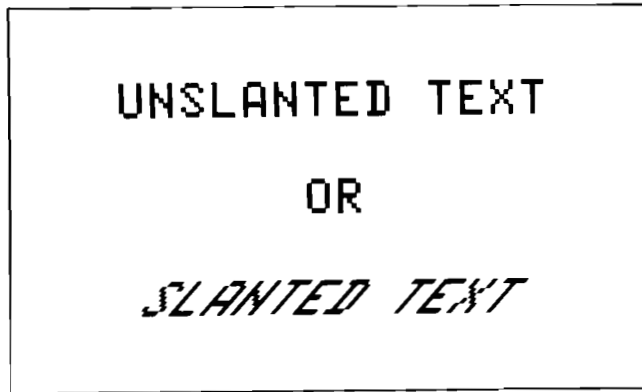
Entire screen can be used for graphic display. No screen partitions needed.



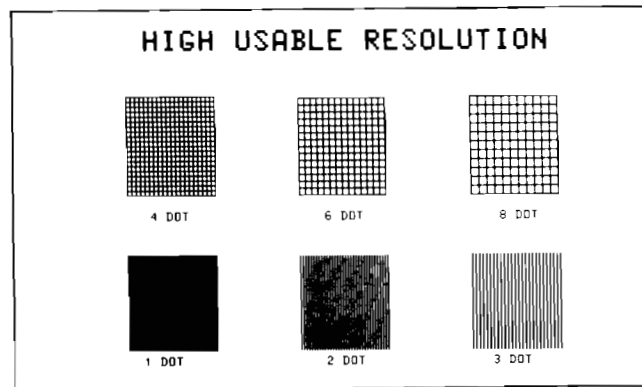
The graphic memory is a single 32K RAM memory board.



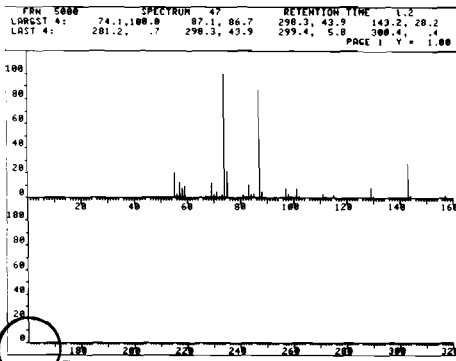
Flexible graphics text. Different sizes, directions, and slanting or unslanting provide easy graphic labeling. Optimizes graphics text labeling decisions.



These characters actually are written into the graphics memory.

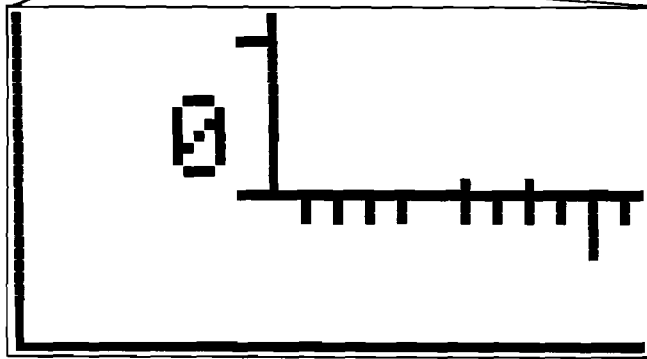


The 360 X 720 dot matrix is completely usable. Using ZOOM and PAN, the operator can easily distinguish adjacent dots. This isn't necessarily true with storage tube graphics.

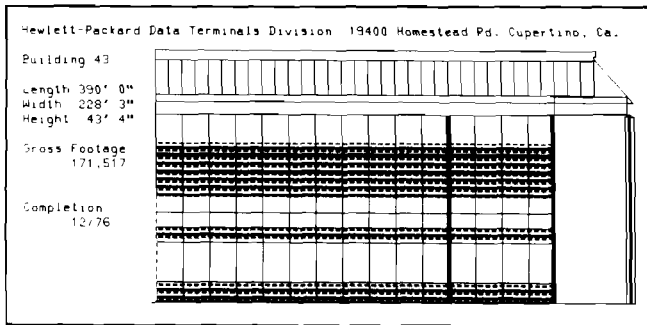


APPLICATIONS

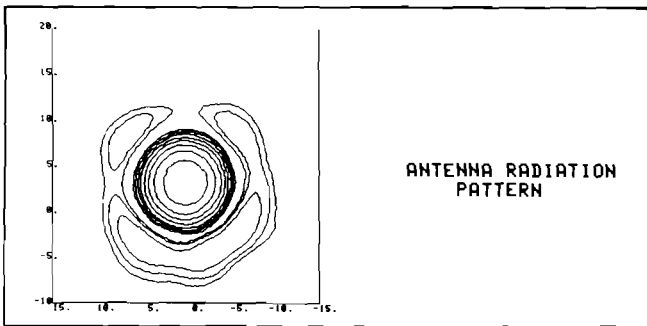
SPECTRAL ANALYSIS.



Special Note: This is a ZOOM'ed portion of the lower-left hand corner of a previous slide. Notice that two dots are easily seen when ZOOM'ed, where before you couldn't necessarily see them.

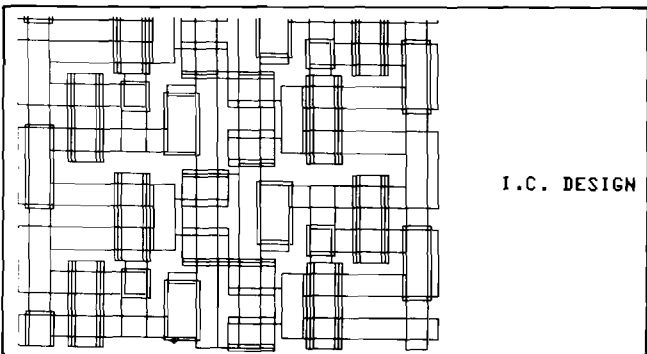


ARCHITECTURE. Note: Area fill with pattern generation provides the "HP" pattern seen here.



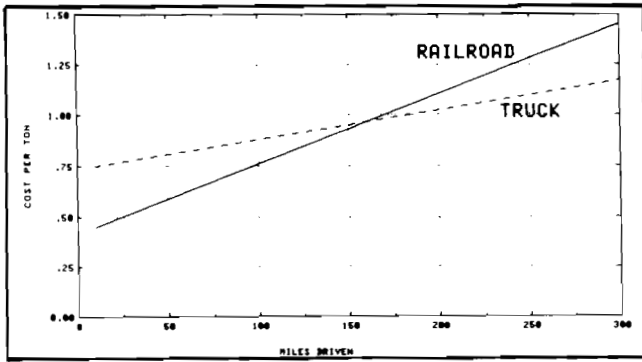
WAVE FORM ANALYSIS.

This screen was taken off a TEK 4012 application program.

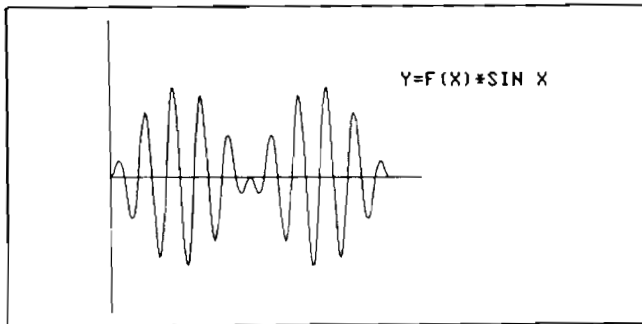


IC DESIGN.

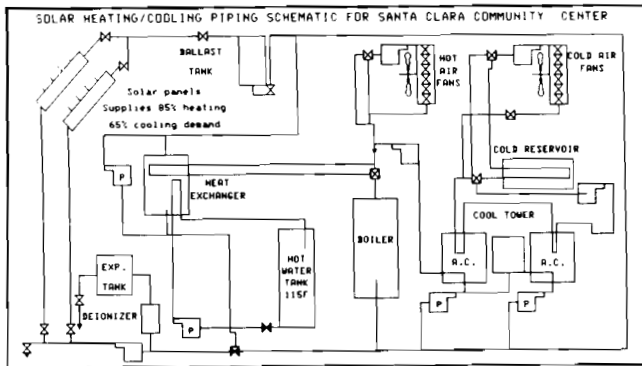
The fact that individual dots are precisely spaced is very valuable here since you can equate 1 dot to 1 micron, eliminating the need of measuring dot spacing with a ruler.



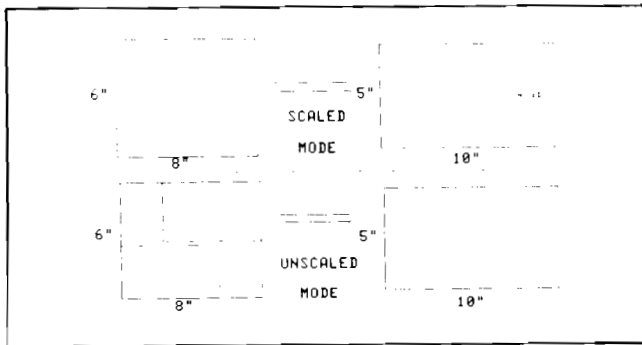
BUSINESS. Note: This is a reference to the autoplot capabilities.



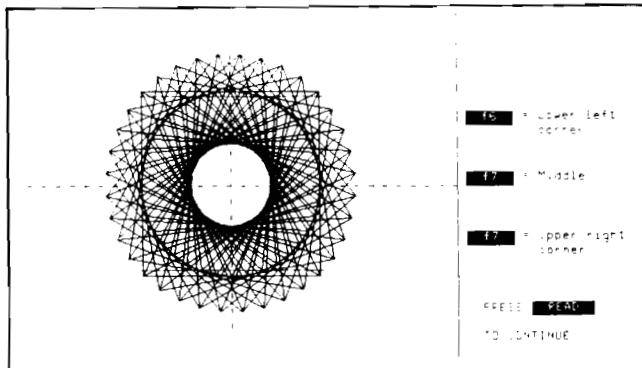
COMPUTER-AIDED INSTRUCTION.



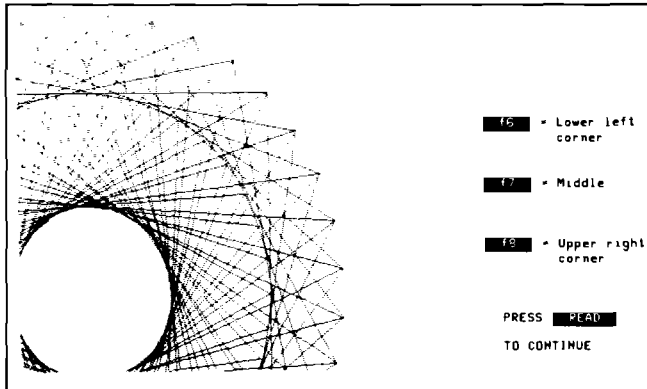
SCHEMATICS. Note the graphics text labels using the smallest size letters upper and lower case.



Two modes of Plot-10 compatibility. In scaled mode, the terminal will scale a 780 X 1024 dot matrix picture into the 360 X 720 dot matrix screen of the 2648A. In unscaled mode a 360 X 720 dot section of the 780 X 1024 matrix is viewed.



This shows a pattern in scaled TEK mode. Press a function key to view portions of the pattern in unscaled TEK mode.



The upper right-hand corner of the pattern in unscaled TEK mode.

Price Reductions

By: Steve Stark/DTD

Your customers will be happy to hear that, effective July 1, 1977, prices for the HP 13290A Development Terminal and

the HP 13292A 8K WCS boards have been reduced. The new price for the HP 13290A is \$6375 and the new price for the HP 13292A is \$375. The lower price for the 8K WCS should give you more of a competitive edge when pursuing RAM-based HP 2649A applications.

Product News

Graphics Soft Key Application #1

By: Rich Ferguson/DTD

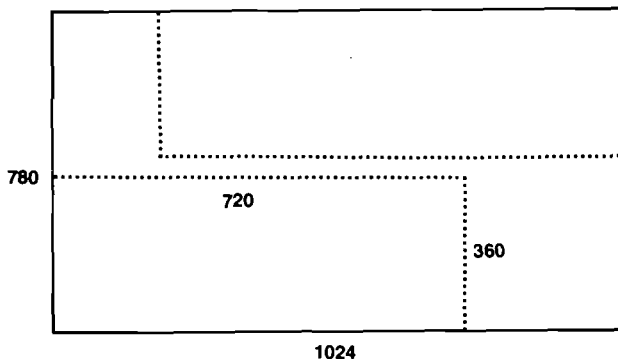
Did you know that the 2648A can window through the display area of TEK's screen area dot for dot? All you need to do is to change the "relocatable origin" of the 2648A.

Remember from your NPT that a TEK terminal has a viewable area of 780 X 1024 dots. The 2648A has 360 X 720.

Remember also that we have two flavors of TEK compatibility, scaled and unscaled. In scaled mode, the entire 780 X 1024 dot space is scaled by the 2648A firmware to fit in the 360 X 720 dot space.

In unscaled mode, we can view a 360 X 720 section of the TEK area, dot for dot.

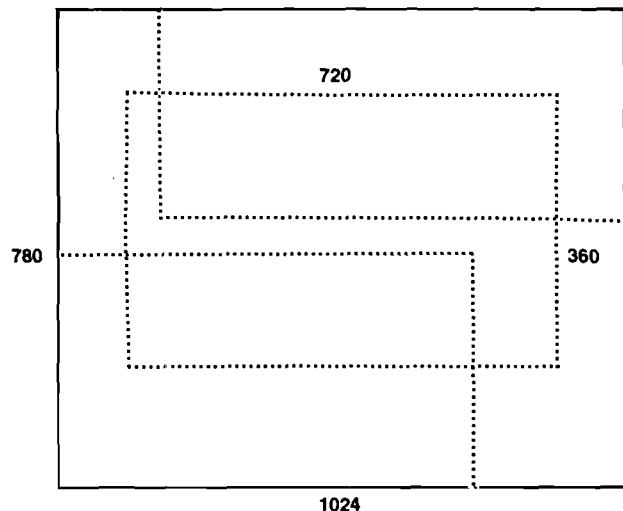
The relative dot areas look like below:



By specifying an XY coordinate other than 0, 0 for the relocatable origin, the 2648A will display only the 360 X 720 dot area designated when receiving data.

For this soft key application, we have chosen different areas of the 780 X 1024 space and coded the soft keys to change the relocatable origin of the 2648A appropriately.

Below indicates the areas and the soft key to be used:



Shown here are the lower left, middle and upper right:

- F1 = Lower left = Esc*m 0,0J
- F2 = Middle left = Esc*m 0,210J
- F3 = Upper left = Esc*m 0,420J
- F4 = Lower right = Esc*m 304,0J
- F5 = Middle right = Esc*m 304,210J
- F6 = Upper right = Esc*m 304,420J
- F7 = Middle = Esc*m 152,210J

For a moment, let's consider the plight of a typical TEK user. If he wishes to examine a particular portion of a graph on his screen, he must interact with his graphics software, erase the whole screen and redraw the portion to be examined.

If the original picture was recorded on tape in a 2648A, you would merely change the relocatable origin and play back the picture from the tape . . . no CPU involved at all!

GENERAL SYSTEMS NEWS



Product News

New HP 3000 S/W Support Services Set Standard For Industry

-A range of services to assure your customers' success

By: Rich Edwards/GSD

All existing software for HP 3000 systems sold after August 1 will include, as part of the purchase of the software, the software support services defined below. These services will be performed primarily by field System Engineers in one of three ways:

- via mail
- via telephone
- via on-site assistance.

These software support services are designed to solve three classes of problems:

- misinterpretation of HP documentation
- customer's application program bugs
- HP software design errors/enhancements.

The following description appears on page 8 in the new HP 3000 support services brochure: "Hewlett-Packard Customer Support for HP 3000 Systems"—(#5953-0514).

SOFTWARE SUPPORT SERVICES

Our Software Purchase Agreement provides all the services needed to keep your system software functioning reliably. With a reliable system you can implement your software applications with confidence. This Software Purchase Agreement is provided when you purchase an HP 3000 Computer System and includes the following services:

- **Software status bulletins.**
Bimonthly status bulletins provide you with information regarding future software enhancements, current software design errors, and suggested interim programming solutions.
- **Software updates.**
Your HP Customer Engineer installs, on a regularly scheduled basis, the latest updates and revisions to software purchased for your site.
- **Reference manual updates.**
You are automatically supplied with a set of manual updates pertinent to the software purchased for your site. These updates are mailed directly to your System Manager.

- **Phone-in consulting.**
If you have any questions or discover a software problem, your System Manager may call a trained HP System Engineer to discuss your questions and provide advice to resolve any problems. There may be instances when the problem cannot be resolved over the telephone. In this case, your System Manager can request on-site software assistance.
- **On-site software service.**
In a 100-mile radius of an HP Sales Office, an HP Systems Engineer arrives within 8 working hours of the telephone request by your System Manager. He assists the System Manager in verifying, isolating, and resolving any problems associated with the software purchased for your site. If the problem reported is not associated with Hewlett-Packard software, or is due to your application program, the Software Purchase Agreement will not cover this visit.

The following table maps these support services onto the three classes of problems described above:

Uses of Defined Services

PROBLEM	PHONE-IN (4 hr. response)	SOFTWARE BULLETINS & UPDATES	ON-SITE (8 hr. response)
USER APPLICATION BUG	✓		
INTERPRETING HP DOCUMENTATION	✓	✓	
HP DESIGN ERROR	✓	✓	✓

Note that there is a published typical response time for HP telephone and on-site assistance. Also note that if a System Engineer is dispatched on site to resolve a software problem and the problem turns out to be in the customer's own software, the customer will be billed the cost of the SE visit.

Implementation of this defined set of software support services begins August 1, 1977, by both the factory (GSD) and the field (System Engineers). This new, high level of support will be provided for all software purchased after August 1, 1977 and for customers upgrading their BMMC contracts to this new level of support. You're probably aware of the recent increase in training and hiring HP 3000 System Engineers. This will continue in the future as more systems are delivered with software covered by both the defined services and new prices.

This aggressive new program was described by *Ed McCracken* in the August 1st press release:

SANTA CLARA, CALIF., AUGUST 1, 1977—New policies toward the pricing and support of software for Hewlett-Packard 3000-Series Computers are said to be innovations in the small-computer field. Edward R. McCracken, Manager of the firm's General Systems Division, says "By greatly reducing the first cost of our business software, by offering software support for a full four years, and by defining clearly what services the customer may expect, we believe we are pricing our business software the way business people want it priced, and servicing it as business people want it serviced."

The executive explained that most HP 3000 business software packages now will have an initial price that is only about one-third of the former level, while monthly support costs will rise. "For example, in the U.S. our COBOL package formerly was \$4500 to start, and \$20 a month thereafter. Now it is \$1500 plus \$100 a month on a four-year contract. The total outlay will be about the same, but HP is no longer among the suppliers who ask customers to advance a large part of their software support cost before they get any services. Moreover, we are assuming responsibility for a full four years. The software support we now offer is more comprehensive than ever. Perhaps it is even more important, though, that we will offer customers one of the industry's clearest definitions of the services they may expect for their money." Some of these services will be performed by mail, some by telephone, and some on-site.

The new HP software pricing policy extends more generous discounts to volume-end-users. Said McCracken, "The quick acceptance the market has given HP distributed systems equipment has made it necessary to change our software discount schedules for volume-end-users. They may now receive discounts as high as 70% after 25 HP 3000s have been purchased."

To customers who cannot contractually obligate themselves to a four-year software purchase, Hewlett-Packard will quote special outright purchase prices.

Details of software and support services offered for HP 3000-Series computer systems are given in a brochure available without cost.

The HP General Systems Division, located in Santa Clara, California, is a part of the Hewlett-Packard Computer Group, a leading designer and manufacturer of small computers and computing systems, software, and peripherals.

New Prices for HP 3000 Software

By: *Rich Edwards/GSD*

FEATURING . . .

- Lower initial system cost
- Support services paid for as delivered over 4 years
- Increased support services delivered for approximately the same 4 year cost of ownership as previous prices

The purchase of a software product includes the following:

- the 'software' (object code) and the right to use it
- installation of the software
- documentation on the software
- support of the software

Realizing that a large portion of the value to the customer is received after the initial installation of the software product, we have changed the HP 3000 software pricing to reflect this.

On August 1, 1977, all HP 3000 software (object code, documentation, and support) will be purchased through the combination of an INITIAL PAYMENT and 48 MONTHS OF MONTHLY SOFTWARE FEES. By including the standard Hewlett-Packard 90-day product warranty, the software will be sold so that a customer will own it (take title) at the end of 51 months (4 years + 3 months). If a customer pays less than 48 monthly software fee payments, the software must be returned to Hewlett-Packard.

You might have customers (educational institutions, government agencies, companies outside the U.S.) whose business practices prevent them from purchasing software and support over a four-year period. There is an alternative option to purchase the software with one year's prepaid support included.

Those customers desiring IMMEDIATE ownership (title) of the software (rather than after 51 months as in the "plan 1" purchase) will pay for one year's support, documentation and "the right to use the software" (spread out over the full four years in "Plan #1").

The standard 90-day HP warranty is included in the software under the prepaid purchase option as well, so the customer receives a total of 15 month's support (3 warranty + 12 prepaid).

The table on the following page presents a complete comparison of the new prices under the 48-month and prepaid purchase plans with the old prices.

At the end of either the 51 month support period or the 15 month software support period the customer will have two alternatives for future software support:

1. Purchase full monthly support, as in the prior months. The price will be the monthly software fee for each software product.
2. Purchase the Software Subscription Service. This level of service, designed for the self-sufficient customer, will provide software updates, plus periodic mailings of manual updates, and software installation. NO SYSTEMS ENGINEERING ASSISTANCE (PHONE-IN OR ON-SITE) WILL BE PROVIDED BY THIS SERVICE. The Software Subscription Service will be priced lower than the full software support service, at approximately today's BMMC prices.

HP 3000 Software Price Comparisons.

PRODUCT	OLD PRICE		INSTALLMENT PLAN PRICE		PREPAID PURCHASE PLAN PRICE
	PURCHASE	BMMC	INITIAL	MONTHLY FEE	
COBOL	\$ 4,500	\$20	\$1,500	\$100	\$4,500
RPG	4,500	20	1,500	100	4,500
BASIC	4,500	20	1,500	50	3,000
FORTRAN	4,500	10	1,500	50	3,000
APL/3000	15,000	35	5,000	125	8,750
KSAM	2,500	10	1,500	25	2,250
DBMS (IMAGE + QUERY)	11,000	40	3,000	125	6,750
INDEX	2,000	10	750	25	1,500
DEL	1,500	25	300	50	1,800
SCIENTIFIC LIBRARY	1,000	10	300	25	1,050
DS/3000	9,000	75	3,000	125	6,750
RJE	2,250	10	750	25	1,500
SIS	9,500	35	3,000	200	9,000
FOS*	IN SYS	IN SYS	IN SYS	125	3,750

*Fundamental Operating Software (SPL, SORT, EDITOR, COMPILER LIBRARY, TRACE, FCOPY)

CSG Introduces S/W Purchase Agreement for HP 3000 Systems

By: Rich Edwards/GSD

- DEFINES HP SOFTWARE SUPPORT SERVICES
- Defines terms of purchase
- Sets discount rates for contract period

By announcing the new support services for HP 3000 software, Hewlett-Packard is taking a big step towards delivering the services that business data processing people want. The formal description of these services is in a new purchase agreement which is required for the purchase of HP 3000 software.

In order to have the customer agree to the payment of 48 monthly software fees in addition to the initial payment, he will be asked to sign an HP Computer Systems Software Purchase Agreement. This agreement also spells out HP's 51-month (3 months warranty + 48 months fees paid) obligation to provide the defined set of software support services. This is a new Hewlett-Packard agreement—don't confuse it with the existing Computer Systems Purchase Agreement.

After a customer has signed the Computer Systems Software Purchase Agreement, he will NOT be required to sign additional contracts for software support over the four-year purchase period, as in the past. The order placed for the software includes an order for 48 monthly software fees (details in Chapter 6, below) which will be billed quarterly with an option for annual billing.

The prices charged for the monthly software fee by HP are subject to change over the life of the purchase agreement. An important sales argument you have when the terms of the agreement come up for discussion is the following: "Mr.

Customer, you can be assured that in the future, as today, HP will be offering products and services at competitive prices. Each year of your contract you will find our SE consulting services and Monthly Software Fees priced competitively." Another indication that prices are expected to remain stable is found in the small print of the Software Purchase Agreement where it states that a customer may prepay one year's Monthly Software Fees, but that if HP LOWERS the MSF's, the customer will not get the benefit.

The Software Purchase Agreement will give the customer the right to cancel the purchase (stopping the payment of the monthly fee) of a given software module, at which time he must return the software to HP. At a later date if the customer decides to reinstall that software module, he must pay the initial payment again plus 48 monthly software fees. The customer must provide HP with the name(s) of the System Manager(s) who will be the contact for HP software support.

A preliminary copy of the Software Purchase Agreement is included as Appendix B of the HP 3000 S/W support services/Software pricing Sales Manual distributed in July. Fresh copies of the agreement itself should be in your office now.

No Software Purchase Agreement will be required for single end-user purchase of HP 3000 software under the prepaid purchase plan (it is required under the 4-year plan). The customer will be invoiced the total prepaid purchase price at the time of system installation. Note that customers purchasing multiple 3000 systems will need to sign a Software Purchase Agreement in order to determine the software discounts they shall receive for software ordered under the prepaid purchase option.

Use this agreement as another tool to show your business data processing customer that HP has the software pricing and support policies he wants!

New HP 3000 Hardware Discounts

By: Rich Edwards/GSD

- VEU discounts increased
- OEM discounts reduced

The HP 3000 (Series I and II) system discount schedules in the Computer Systems Purchase Agreement have been changed effective August 1, 1977 to reflect the following goals:

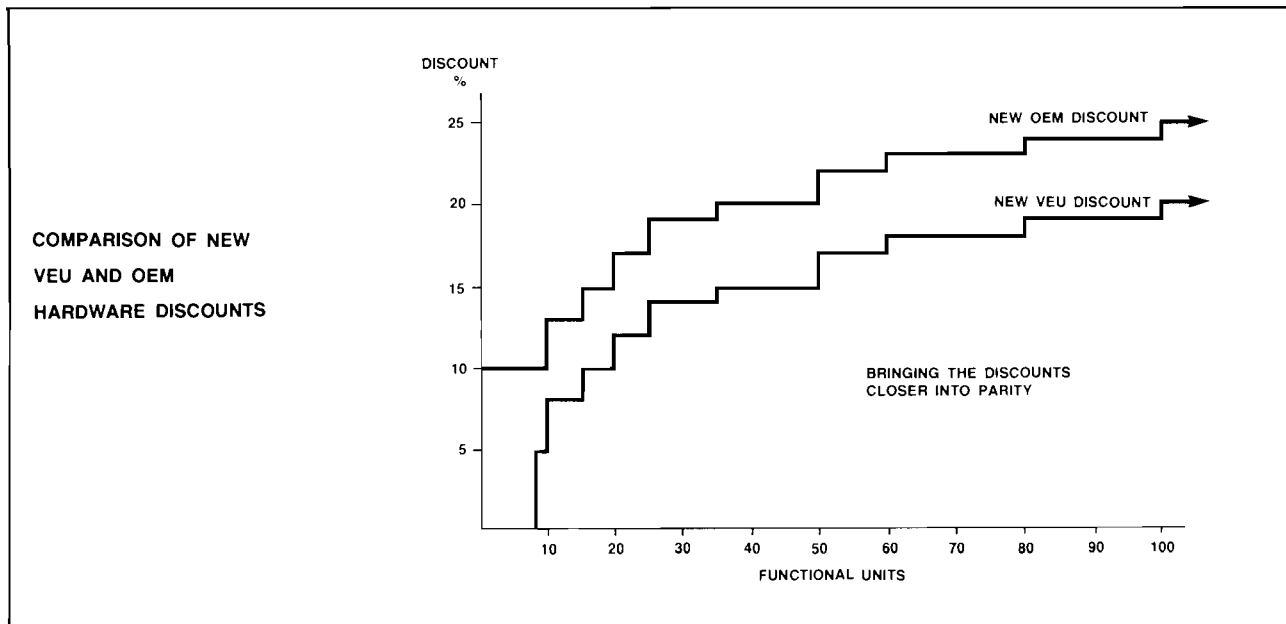
- Encourage VEU's to buy direct from HP
- Encourage OEM's to sell to small computer users where the OEM's profit is based on the value added by their software.

The effect of the changes is to bring the VEU and OEM discounts closer together while at the same time separating the HP 3000 systems from the other Computer Systems Group hardware discounts.

The VEU HP 3000 system discount is unchanged for up to 50 functional units. Above that, the discount will now rise to a maximum of 20% (at 100 functional units), instead of the previous maximum of 16% (at 50 functional units).

The OEM HP 3000 system discount has been reduced so that it is now 5% greater than the VEU discount at all levels except for a 10% difference for the first 7 functional units. The new maximum discount is 25% at 100 functional units versus the prior 30%.

The complete schedules are in the Computer Systems Purchase Agreements being distributed now. A reprint appears in your Software support services/Software pricing Sales Manual.



New HP 3000 Software Discounts

By: Rich Edwards/GSD

- Identical for VEU's and OEM's
- Discount categories accommodate centralized and decentralized software support

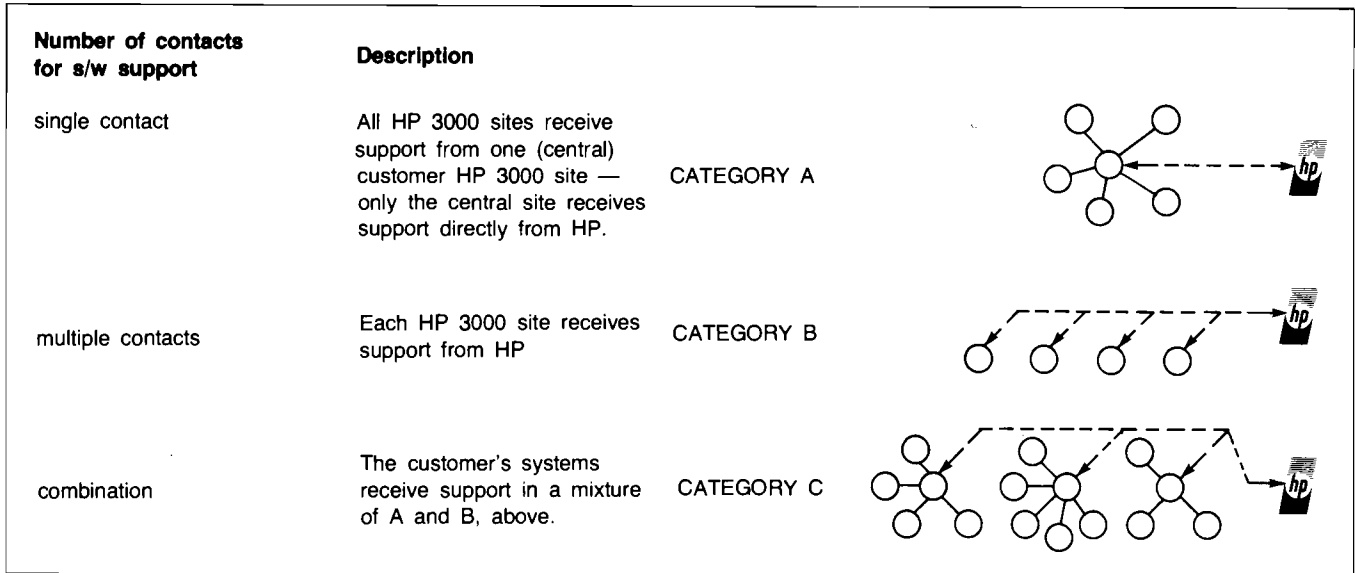
Because of the success of the Key Account Program and the introduction of DS/3000 and other communications products, more and more of our large customers are purchasing multiple 3000 systems. In order to make HP 3000 software pricing attractive to them, as well as to our OEM/System Houses, a new, unified, discount schedule for HP 3000 software will become effective on August 1. This new schedule reflects the following goals:

- Recognize that it costs less to service multiple sites (VEU or OEM) through a single customer support contact

- Encourage VEU's to buy direct from HP
- Encourage OEM's to sell to small computer users where the OEM's profit is based on the value added by their software.

The discounts range from 20% to 70%, depending upon the total number of HP 3000's purchased. All discounts are based on the total number of HP 3000's purchased at the end of the current contract period. This includes, intentionally, all HP 3000 systems purchased from HP in prior years (whether under a volume purchase agreement or not). For example, the ABC Mercantile Co. over the past two years has purchased 6 HP 3000 systems. This year's purchase agreement calls for the purchase of 4 additional HP 3000's. ABC Mercantile this year will receive a discount based on having a total of ten (10) HP 3000's purchased.

VEU and OEM customers will have the flexibility to tailor their software support to their needs. The following categories of volume customers are defined:



Legend: ○ = Customer HP 3000 System = HP SE Support

The following tables summarize what discount is applicable and presents the HP 3000 software discount schedule:

Summary of Software Services Discounts for Each OEM & VEU Category

CATEGORY	CONTACTS	DESCRIPTION	INITIAL PAYMENT	MONTHLY FEE
A	SINGLE		SCHEDULE A	SCHEDULE A
B	MULTIPLE		SCHEDULE A	NO DISCOUNT
C	COMBINATION		SCHEDULE A	REDUCED SCHEDULE A*

SOFTWARE DISCOUNT SCHEDULE A	
#3000's PURCHASED	% DISCOUNT
1	0
2-3	20
4-5	30
6-10	40
11-15	50
16-20	60
21-25	65
26-∞	70

*Monthly fee discount is determined by entering Schedule A at a level calculated as:

$$\frac{\text{projected \# 3000's installed}}{\text{\# contact points}}$$

Example: Customer has previously purchased five 3000's; contracted for seven more this year—projected # 3000's purchased = 12. Customer has two contact points for support. Use Schedule A at a level of 6 systems (12 ÷ 2).

There are three major effects of this new discount policy:

- Existing OEM's will see no change in policy until their present contract expires. This new policy goes into effect for new OEM's or existing OEM's signing a new contract: an OEM must purchase each software module for each and every HP 3000 he buys, with the applicable discounts on the initial payment and monthly software fees. Administratively, here's how this works: All existing OEM contracts state that: "Buyer may duplicate Type 4c (HP 3000) copyrighted materials (software) ONCE for each OEM-designated Type 4 (HP 3000) processor or system purchased hereunder for external distribution with Buyer's products to Buyer's customers." When the existing contracts expire (≤ 12 months) they will be replaced with new contracts eliminating the 'free' copies of HP 3000 software for OEM's.

A real benefit of the new plan is the ability for the OEM to purchase initial payments for each software product discounted at the OEM's rate while passing the monthly software fee on to the customer who wants to be supported directly by HP.

- VEU's will now be able to receive extensive discounts on software. This will be a very positive factor in selling multiple systems to key accounts and/or DS/3000 customers.
- SIS/3000 is excluded from any discounts.

Complete examples of how to apply the new discounts and what typical system costs are under these new discounts appear in the Software support services/Software pricing Sales Manual.

Order Backlog Conversion

By: Rich Edwards/GSD

All customers whose HP 3000 system is shipped after July 1, 1977, have the option of purchasing software under the old prices or either of the purchase plans of the new software program. Customers whose systems were shipped prior to July 1, 1977, are considered part of the installed base;

July Shipments

All HP 3000 shipments scheduled for July shipment from GSD will be shipped AS ORDERED AS SCHEDULED. You should present the new software support services and software pricing to these customers. Each customer is to be given his choice of how to be invoiced for his HP 3000:

- Software prices as ordered prior to August 1 prices. This requires no change in billing or in the customer's allocation of funds for the system purchase and subsequent monthly support expenses.
- Software priced under the new 48-month plan prices. This requires the customer to sign a Software Purchase Agreement which obligates him to 4 years of monthly

software fee payments; in return, he receives the full software support services from HP over the full 4 years (51 months).

- Software priced under the new prepaid purchase plan. The customer must sign a Software Purchase Agreement under the prepaid purchase plan if he is eligible for and wants the software discounts.

HP Sales Representative Action Items:

- Contact customers whose systems are shipped during July, 1977. Explain the above choices to them.
- For those customers wishing to purchase software under either the new four year plan or the prepaid purchase plan, you must contact your GSD Order Processing Coordinator to initiate a credit/rebill procedure. A Software Purchase Agreement must be signed in the appropriate cases before the credit/rebill takes place.
- You do not need to contact GSD if your customer does not wish to change the software portion of the order. Be sure, however, to read Chapter 5 on converting current customers so that you'll be able to explain the conversion policy to this customer.

Orders Transmitted by July 31 for Shipment After August 1:

All orders for HP 3000 Systems transmitted prior to August 1 should ORDER HP 3000 SOFTWARE UNDER THE CURRENT TERMS AND CONDITIONS. These customers will have the same choices as outlined in Section A, above; namely, 1) system invoiced as ordered, 2) software invoiced under the four-year purchase plan, or 3) software invoiced under the prepaid purchase option.

HP Sales Representative Action Items:

- Contact customers whose systems are ordered before August 1, 1977. Explain the above choices to them.
- For each system ordered before August 1, TWX or TELEPHONE your GSD Order Processing coordinator to inform her which way the system is to be shipped and invoiced: as ordered, under four-year purchase plan (requires Software Purchase Agreement), or under the prepaid purchase plan (requires Software Purchase Agreement if software is discounted.)

Editor's Note: Information on converting installed customers to the new HP 3000 software support services is contained in the GSD Software Sales Manual. The next issue of the CS Newsletter will feature GSD's plans, including the CHARTER CUSTOMER discount.

GSD Continues to Simplify CX to Series II Upgrades

By: Ross Hunt/GSD

As part of GSD's program to increase customer satisfaction and simplify ordering procedures, the 60 Hz 12.6KVA Isolation Transformer is now included in all domestic 30409B upgrade kits at no extra charge. This is identical to the new procedure for Models 6 and 8 Series II Computers shipped after July 1, 1977 (see *Fred Gibbon's* article concerning isolation transformers in the July 1 issue of the *CS Newsletter*).

The main points of the program are:

1. If the customer wishes to buy his own transformer, he may order option 050 (-\$2100) to delete the transformer.
2. If the customer wants the transformer, he should order option 050 and specify 30320A (\$2100) in a separate section of the order (Don't forget to mark "OK to partial").
3. No 230V/50 Hz transformers are supplied. However, option 051 has been changed in price from \$0 to (-\$2100), so all customers realize direct savings.
4. As before, the transformer is external to the system and it is the customer's responsibility to install it. Site prep is not changed.

Sales Aids

GSD Makes Large Company Distributed Processing Slide Presentation Available

By: Fred Gibbons/GSD

To support the large company sales effort GSD has provided a slide presentation specifically for large companies on distributed processing. It is available on overhead and 35 mm media. Both types have been color enhanced and are very professional.

The large company slide presentation consists of four sections:

Title	# Slides
A. HP in the Computer Business	13
B. Distributed Processing What? Why? How?	14
C. Distributed Processing a closer look at the components	17
D. Distributed Processing a successful implementation plan	7
	51

Presentation sets (complete only) may be ordered by sending an IOS to *Bob Hall*, GSD Graphics. Two different formats are available:

- 47-770502 Enhanced overheads (i.e. colored lines plus two full color overheads) (one of the HP Business Week cover and one of an HP 3000 II).
Price: \$90.00
Delivery Time: 2-4 weeks
- 47-770503 Color enhanced 35 mm slides
Price: \$50.00
Delivery Time: 2-4 weeks

With these tools, your presentations are enhanced in a way guaranteed to impress large company management and sell them on HP's distributed computing philosophy.

Please tell us about any ideas you may have to make them better—we want you to be successful in the important large company market.

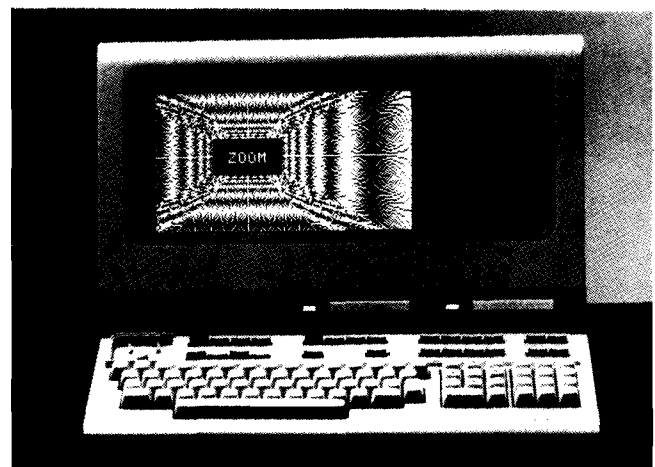
GSD Helps Introduce DTD's 2648A

By: Pat McGrath/GSD

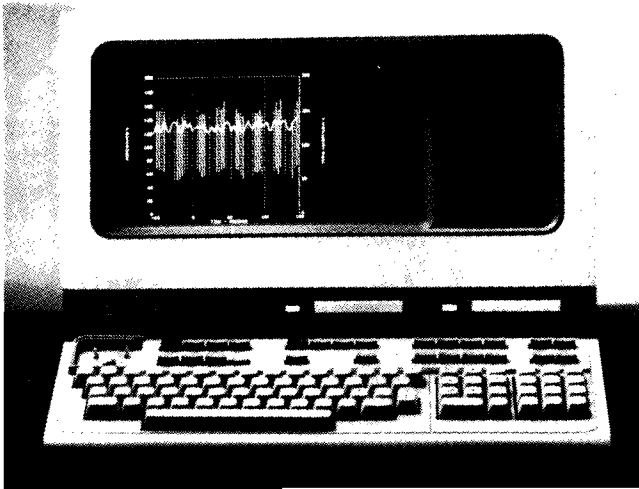
Does the 2648A Graphics Terminal work on the 3000? You bet! And to prove the point, GSD's SE group has developed a package to demonstrate 2648 from all six HP 3000 programming languages (lest you forget, COBOL, RPG, FORTRAN, BASIC, APL and SPL). The SE's have donated a copy of the package to each NPT tour site. Order one from there if you want one for your own data center.

Each FE should have received a copy of the demo guide called "Using the 2648A with the HP 3000." If you didn't get one, *TWX Arden Lawson* at GSD and request a copy or run the Xerox machine at your office—our supply is limited.

If you need an eye-catching, visual demonstration for your HP 3000 customers, use GSD's demo package and user's guide—the 2648A and HP 3000 are a powerful combination.



Pressing the ZOOM key enlarges the display area surrounding the cursor



Using different line types, composite X-Y plots are easy to read

BMDP Statistical Programs Now Available on the HP 3000 Series II Computer

By: Brenda Mapp/GSD

Looking for a statistical package for use on the HP 3000 Series II? Now, there is a statistical package which may fill your customer's needs! The Bio-medical Statistical Package, BMDP, is the 1976 release of the UCLA BMDP statistical programs converted from an IBM system to run on the HP 3000 Series II computer. BMDP will run on a minimum configuration system which supports the FORTRAN language. Execution requirements are a 32K word data segment and 5K word code segment.

How can you get BMDP? Or find out more about it? Although BMDP is not contained in the HP 3000 Contributed Library, it is available from one of our HP 3000 installations on a contributed basis. For more information concerning BMDP, please contact:

Dr. Gary D. Anderson
Department of Epidemiology & Biostatistics
McMaster University
Hamilton, Ontario
Canada L8S 4J9

New Sales Literature

By: Jerry Epps/GSD

Four new or revised pieces of promotional literature are now available to help you sell: the HP 3000 flyer, Support Services brochure, and Series I and Series II Price/Configuration guides.

The two-color flyer (#5953-0520) gives a quick overview of the HP 3000's major capabilities and is aimed at promoting our systems for business data processing. You'll find the flyer most helpful in answering general inquiries, distributing at trade shows, and using as a mailer to stimulate further inquiries. Series I and Series II models are described in the U.S. version, while the ICON version covers only Models 6 and 8. This flyer replaces #5952-5584.

Now we have a Support Services brochure (#5953-0514) that demonstrates to customers just how extensive are our capabilities in training, maintenance, and software backup. This 24-page brochure explains the Hewlett-Packard program for helping the customer all the way from initial planning and system installation through hardware and software maintenance, software support, and personnel training. Bulletins 5952-5587 and 5952-5589 have been replaced by this brochure.

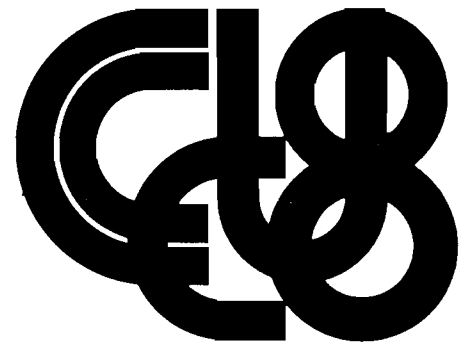
The Price/Configuration guides reflect the changes created by the new software policy. The new Series I guide is #5953-0522 and the Series II guide is #5953-0521. Obsolete versions of these guides should be discarded.

Supplies of each of these pieces of literature should be in your office now and more can be ordered from *Edna Rodriguez* in the Corporate Literature depot.



Successful Users' Group Meeting at CCUC/8

By: Gary Stump/GSD



Hewlett-Packard sponsored a very successful Educational Users' Group Meeting during the Eighth Annual Conference on Computers in Undergraduate Curricula (CCUC/8) which was set this year on the lush 5000-acre Michigan State University campus. Attendees of both the conference and Users' Group Meeting were there to find out how they might enlist computers as a means of modifying and enriching their undergraduate curricula. During this three day event from June 20 through 22, over fifty such proposals concerning computer usage in higher education were given as fifty separate speeches.

At the Users' Meeting, *Carol Budkowski* presented this coming year's *Hewlett-Packard Educational Users' Group Newsletter's* plans and fielded questions concerning the direction of the HP Clearinghouse and Contributed Libraries. Users from fourteen sites were represented.

On top of all this activity, an exhibit room was set aside. Among those who had displays were HP, DEC, Control Data, and Tektronix. Next Year's CCUC(9) will be held in Denver, CO.

Jon Jacobson Joins GSD's Series I Marketing Team

By: Ross Hunt/GSD



Entering the Series I Group in a Technical Sales Support capacity is *Jon Jacobson*. *Jon* brings 9 years of HP data

processing experience to our group. He has held positions in operations and programming on HP's 370 at our Corporate EDP center—Bay Area EDP. For the past 2½ years he has been working on an HP 3000 writing and managing the development of many of our International Division's administrative applications. He will be working with me in the marketing of Series I and his initial activities will be with benchmarks and additional performance testing of the Series I system. *Jon* replaces *Don Ringen* who has recently joined *Bob Lewin's* new European sales support activity located in Geneva, Switzerland. Welcome to GSD, *Jon*.



Series II Model 8

HP GRENOBLE NEWS

Applications

7260A Optical Mark Reader Terminal Proves Success for Consumer Surveys

By: Peter Stuart/HPG

A well-known major American tobacco company is now successfully using a number of HP OPTICAL MARK READERS to help obtain rapid reports of the frequent consumer preference tests which they make. Packets of cigarettes are mailed out to a selected sample population with the request that they indicate preferences for various key characteristics. Samples of two of the optical forms used together with the reverse side of the forms are illustrated to show you just how simple optical forms can be. Forms are identified for each brand by the addition of some key punched information just before distribution. Subsequently, completed forms are mailed back in prepaid reply envelopes to convenient regional locations where data is transmitted over phone lines to the computer system.

Due by				
Which cigarette do you prefer?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which cigarette is milder?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which cigt. has better overall flavor?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which cigt. has better menthol flavor?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which cigt. has more menthol flavor?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fill In	Signed	Please Use Pencil		
<input type="checkbox"/> Box For Address Change	Print new address	See Instructions on Back		
<input type="checkbox"/> Box For Comments	Print comments			

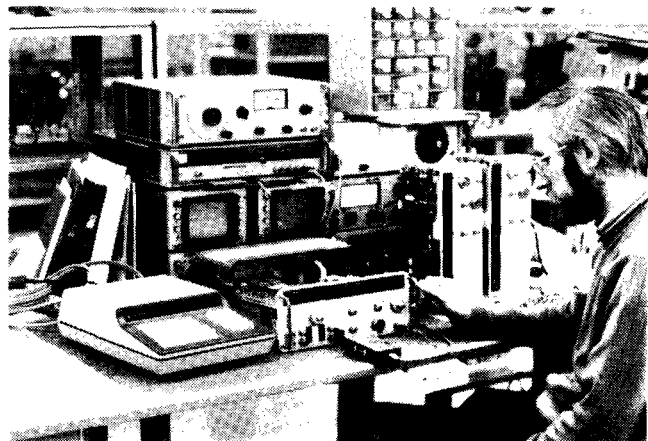
REC-30000-1 (PART 1) BALLOT TYPE 1

If the "change of address" or "comments" box is marked, the card can be selected by the unique 7260 select hopper for more personal attention by an operator who manually makes appropriate entries to the computer data base.

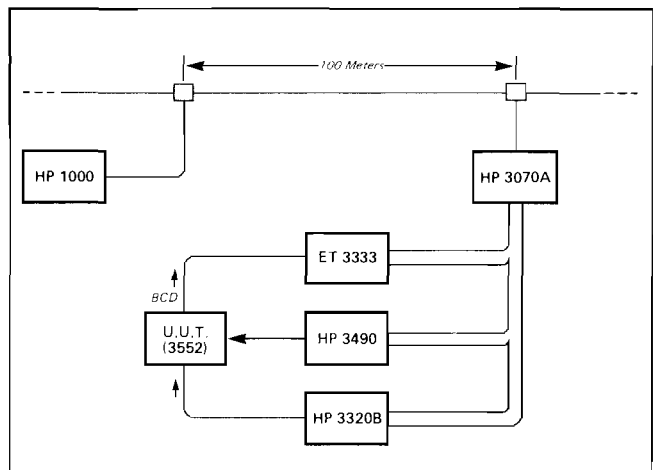
The 7260 is compatible with the HP 3000, HP 2000 and HP 1000 so sell, with confidence, the capabilities of HP OMR's.

HP Ltd. in South Queensferry Uses the HP 3070 for Production Testing

By: Peter Stuart/HPG



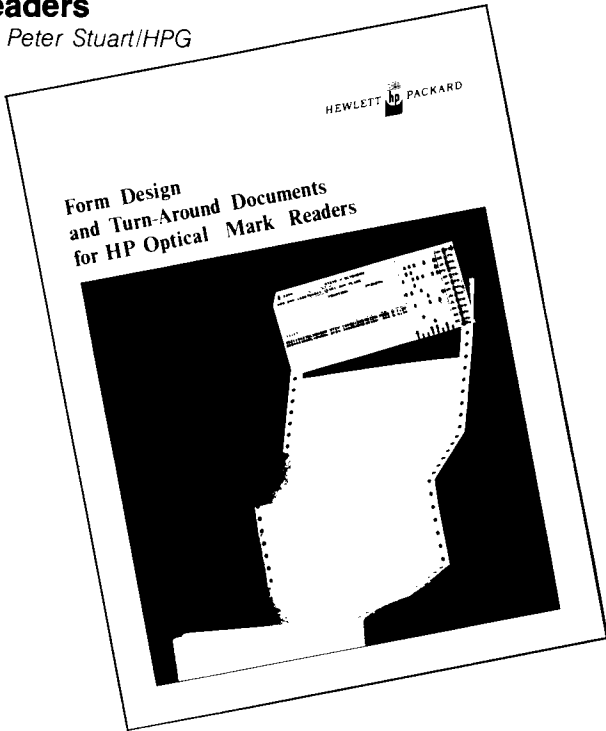
The HP 3070A is ideal for control of distributed HP-IB test stations, as one of our own production test organizations has found out. HP, in the U.K., now has a fully operational test station based around the 3070A for use in the test of the HP 3552A Transmission Test Set. Based on the success of this installation, they now plan to increase the number of 3070's and use them in the testing of other products they manufacture.



Sales Aids

More Support for the HP Optical Mark Readers

By: Peter Stuart/HPG



We are now in the process of mailing to you your personal copy of a brand new manual (07260-90015) that tells you all you ever wanted to know and never knew who to ask about the design and use of optical forms. We have combined information previously found in various documents together with some brand new information about printing on continuous line printer stationery using Boise line printers. The manual is designed to serve both as a sales and forms design aid to customers who start to ask more questions about the use of the OMR than are answered in the data sheet and avoids you getting involved in lengthy telephone calls to the factory. Bulk distribution is not being made, so be sure and order extra copies if you think you might need them in your area.

3071A Terminal on HP 3000 II

By: Alic Rakhmanoff/Boise

We have a very impressive demo of the 3071A on HP 3000 II showing an incoming inspection application. If you would like a copy of it, send a blank mini-cartridge tape to me in Boise or Richard Franklin in Grenoble.

Also, when you set up the transmission speed and parity switch, remember that OFF position = Open Position = "1", and ON position = Closed Position = "0" (3071A Operating and Service Manual, p. 4-3). Don't forget to assign as term type 0 the terminal port at the 3000 II, and to declare other parameters as "Teletype."

3071A terminals with or without modems provide an inexpensive and easy way of collecting data for the HP 3000 II.

New Product Tours

June European NPT

By: Francis Marc/HPG

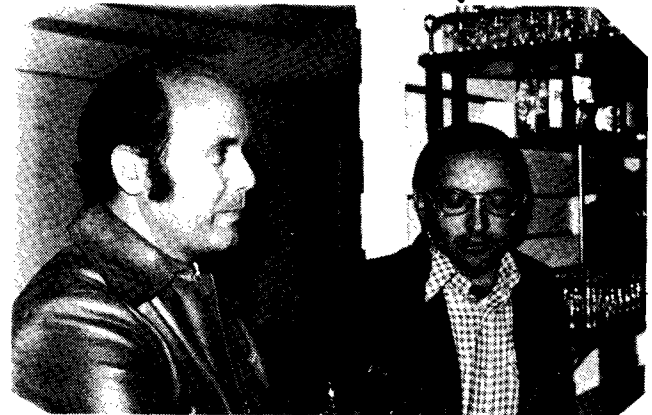
As a reminder, the stars of the show were:

- 2649 (OEM terminal) and 2648 (graphics terminal) from DTD;
- Jumbo Memory, dual port I/O extender and HP 1000 improvements from DSD;
- 2026 system and DS/3000 from GSD.

Instead of a long dissertation, we prefer simply to show you a selection of the numerous photographs taken during those three weeks.

A Bar Somewhere

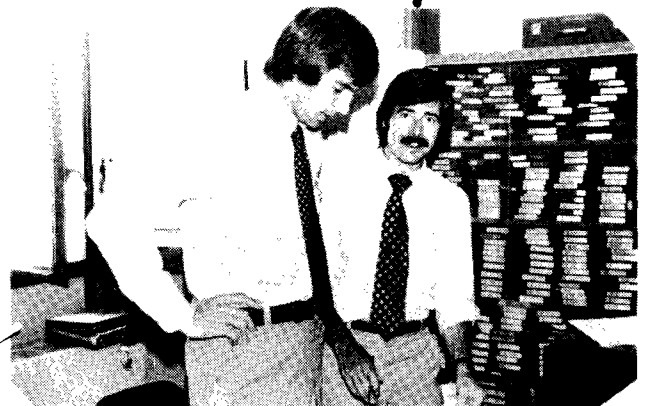
Well, Rich, we might end up operating from a trailer



Rich Nielsen Bob Lewin

Milano

... and if we show them that special tape we got in Amsterdam ...



Dave Carver Jack Griffin

**Under the Spell in the Morning
(Milano)**



Hanne Hochmayer Doris Friederich
Alfred Hofinger

**Short Sinking Feeling in the Afternoon
(Frankfurt)**



Fritz Jorn Bodo Wagner Rolf Mecklenburg
Berni Emme

Winnersh

Ed, This display is so bright, you know . . .



Ed Hayes Rich Nielsen Phil Royse

Orsay

If it's our 01 model, it's pretty big for a watch!



Louis Guigoz
Fritz Czaufal Claude Reymond

Brussels

That is something I can understand.



Hans Rahn

Brussels

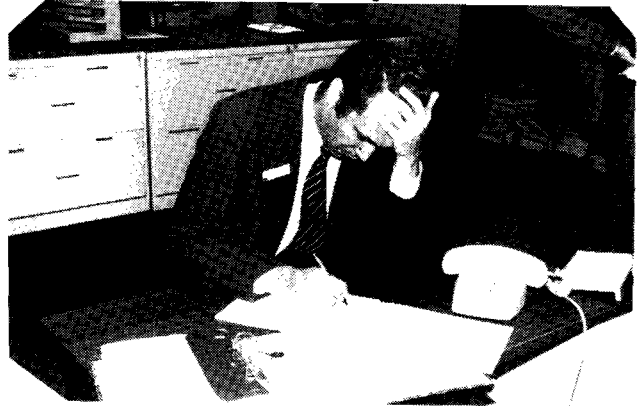
We are really supported by the Grenoble factory!



Francis Marc Andre Wagemans Georges Retornaz

Brussels

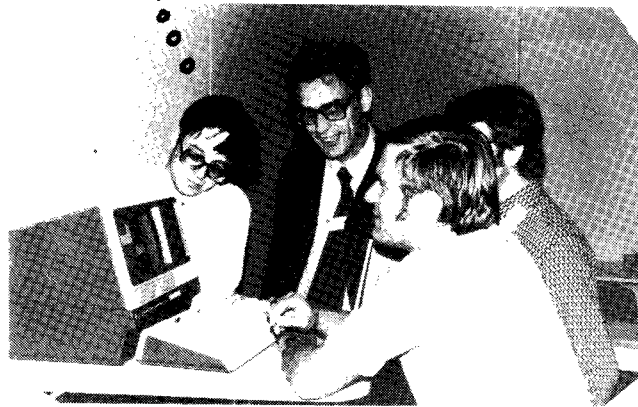
How to ESC from that terminal business?



Jean-Luc De Schutter

Menu, menu! What about that lunch they promised?

Frankfurt



Hans Abendschoen Rolf Roebcke Klaus-Dieter Klein

Frankfurt

How can we make the left one a little bigger?



Rudolf Beuerlein Hans Asendorf

Winnersh

I am just as smart as Ed. Why won't it draw pictures for me?



Derek Smorthit

Orsay

Some will wonder why I am still around!



Patrick Perron Yann Cordelle Luc Dussard
Raphael Lemarie

Frankfurt

With that "pattern generation" feature, we can now enter the flying carpet market...



Klaus Hambrock Hans Asendorf
Manfred Kessel

Claude Rocourt Gilles De Montety

Orsay



Gilles Bastien
Michel Garel

Claude Lievens-Soulay

Let me ZOOM on the keyboard!

It's why we finally chose Geneva instead of Amsterdam.

I can just imagine the quota they will get next year...

Brussels

Stockholm



Ben Jonkers Wim Koppenberg Bob Lewin



Olaf Meyer Andreas Rodhe
Francis Marc Kari Laatikainen

Brussels

Obsolete manual plotting board



Rinze Braakma

Dirk Brand

Andres Ten Have

Philippe Claeys

Bob Lewin

Ben Jonkers

Brussels

... and I'd like to buy a pair of trousers also ...



Ed Hayes

Ghislaine Putzeys

Yes, Georges is a nice guy ...

But?



Ed Hayes



Marcel Stantina

Orsay

**COMPUTER
SYSTEMS
NEWSLETTER**

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