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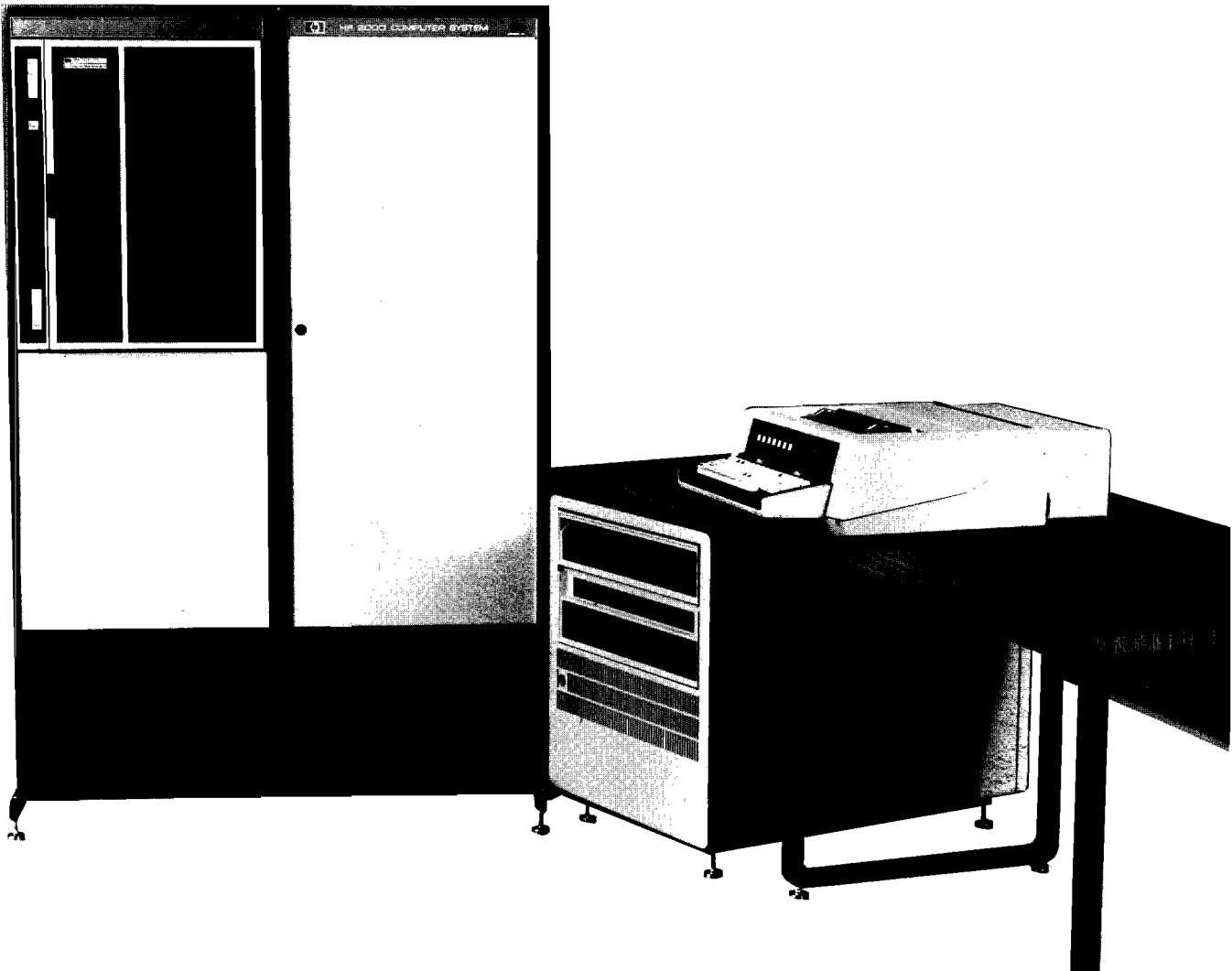
COMPUTER SYSTEMS NEWSLETTER

For H P Field Sales Personnel

HEWLETT  PACKARD

Vol. 2, No. 16
July 1, 1977

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New Prices for HP 2000

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AMD DIVISION NEWS

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User's Group Meeting

By: Jim Severs/AMD

AMD hosted the first annual Digital Test User's Group meeting on June 7 and 8. The main objective of the meeting was to select a "constitutional" committee which will draft the constitution and by-laws for the organization. The members elected were:

<i>Fran Krizan</i>	Rockwell International
<i>Cliff Wesler</i>	Actron Industries
<i>Charles Babcock</i>	Applied Technology
<i>Bob Leach</i>	Vadic Corporation

A draft of the constitution will be submitted to the organizing body by the end of July.

Several presentations were also given on the following subjects:

- A slide presentation on large complex systems used for digital and hybrid testing, by *Jerry Riekers* of Westinghouse Corporation.
- A discussion of the theory of TESTAID, by *Ken Parker* of AMD.
- Designing for Testability and ideas on how to test untestable circuits, by *Frank Krizan* of Rockwell International.
- Techniques of branch programs and manual digital programming, by *Hal Brook* of AMD.
- Using IMAGE to gather test data, by *Jim Severs* of AMD.

All concerned felt that the meeting was very worthwhile and informative.

Please have anyone interested in joining the User's Group contact me or one of the elected officers.

Product News

Software Subscription Service for DTS-70

By: Eric Isacson/AMD

A Software Subscription Service is now available for the 9571A Test Station and TESTAID-III (91075B). It is available under the terms of the standard HP Customer Maintenance Agreement (service contract). Price is \$90.00 per month for systems using 7905A disc memories, for example. Contract forms and details will be in the hands of HP Customer Engineers by late June.

The first DTS-70 software update under the Software Subscription Service is now available. It provides present users with the option 004 software now being shipped on new systems. As well as fixing various "bugs" it allows either RTE-II or III to be used. DTS-70's using it may now include as many as 6 terminals, 21MX-E, 21MX or 2100 computers, and user-defined soft keys on the 2645 terminal.



Sales Aids

New DTS-70 Sales Literature

By: Eric Isacson/AMD

Two new pieces of DTS-70 literature are now available in bulk: a Configuring Guide, and HP 9571A Specifications. The Configuring Guide has been revised to include the option 003 and 004 software, microcode storage requirements, HP 1000 controllers (in both 7905A and 7900A configurations), software and hardware maintenance services, site preparation information, and a configuration checklist.

Bulk quantities are being shipped on June 16. Individual copies are being sent to DTS-70 sales personnel earlier. The new literature supercedes the old Ordering Information and Specifications, effective immediately.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

BOISE DIVISION NEWS

Product News

Line Printers From HP vs. Dataproducts Corp.

By: Steve Richardson/BOISE

Occasionally customers feel they want to purchase their printers directly from our vendor, Dataproducts. This appears on the surface as a simple way for the customer to save some money, but can lead to a lot of problems and customer dissatisfaction.

HP does not purchase a standard Dataproducts printer. We purchase a special long-line interface (so your customer can locate his printer up to 1000 feet from the CPU); we also have a 12 channel VFU (for more customer flexibility), and even our connector is different.

What this boils down to is that if your customer gets his printer from Dataproducts, he may have lots of hassles getting it to work.

So, sell a single-vendor solution. A system that HP puts together, guarantees to work, provides system software to support, and backs with service. Your customer will be happier in the long run!

Standard HP Character Sets: The Difference can be Important!

By: Steve Richardson/BOISE

There are differences between the standard 64 character set and the standard 96 character set in HP drum printers (2613A, 2617A, and 2618A).

The most notable difference is the fact that they have different font styles. This means the characters actually look different. It can be very important to point out this difference to your customers when they are making their printer decision, especially the customer who is sensitive to print style.

Of course, there are also optional 64 or 96-character OCR-B font character sets. These are other alternatives for your customer to consider when choosing his printer.

A second difference between 64 and 96-character sets is the underscore character. The 64-character drum has a "true" underscore which strikes below other characters. The underscore on the 96 character set is a "base line" underscore and actually strikes the bottom of other characters. (This is dependent on the 96-character printer and cannot be avoided.)

The printer output can be a key determinant in the sale or customer's satisfaction after the sale. Please review the different character sets with your customer. If you need print samples, we'll be glad to send them.

Remember too that if your customer wants something that our standard character sets don't offer, please contact us about a special. We can often get your customer exactly what he wants at a relatively low additional cost.

Sales Aids

Used Equipment Sale

By: Steve Davis/BOISE

Boise Division still has a few items of used equipment that are available at sizeable savings. All the units carry a full 90-day warranty and have been fully refurbished and tested. Prices are F.O.B. Boise.

Just a reminder—all quotes should be made "subject to prior sale", each order should specify the serial number of the unit and should also specify option 888 (designating used equipment). Before transmitting your order, contact Boise Division Order Processing to insure that the unit you desire is available.

Product	Options	Serial No.	Sale Price
13182A	001/888	(1 available)	\$ 5,500.00
13183A	003/888	(1 available)	2,800.00
13193A	STD/888	(2 available)	230.00
13196A	001/888	(1 available)	460.00
2607A	STD/888	1337A-00450	5,000.00
2752A	STD/888	1302A-04462	1,750.00
2752A	STD/888	1302A-06160	1,750.00
2767A	STD/888	0976A-00172	10,725.00
2767A	STD/888	1309A-00488	10,725.00
2767A	STD/888	1309A-00663	10,725.00
7261A	STD/888	1509A-00602	2,450.00
12986A	003/888	1310A-00370	3,075.00
12986A	002/004/888	1316A-00319	3,115.00
12986A	003/888	1509F-00169	3,075.00
12986A	STD/888	1620F-00601	2,930.00
7970E	150/004/007/888	1606A-02048	6,250.00
7970E	165/020/888	1631A-02810	8,425.00

DISC MEMORY NEWS

Division News

DMD Marketing

By: Bob Hoke/DMD

On or around 1 July DMD Marketing will be reestablishing ourselves in our new home in Idaho. We will be sharing the existing Boise Division building, with most of the bottom floor devoted to our manufacturing and manufacturing support. DMD Order Processing and Product Management will

not be moving until the week of 5 July, so contact them in Cupertino until that time.

Our DMD telephone number in Boise is (208) 377-3000. We're looking forward to working with you from our new home.

GOOD SELLING!

HP 7920

7920, The Winner

By: Bob Hoke/DMD

The start-up of the 7920 has been tremendously successful. In the first six months of production we have seen excellent reliability and good availability.

Tom Ashburn's and *Larry Hyatt's* production team have earned permanent Hero buttons by producing a product that exemplifies DMD's motto "ROCK SOLID". In addition, the production rate has either met or exceeded the master schedule every month.

Congratulations to all involved!

DATA SYSTEMS NEWS

Product News

More HP 1000 Enhancements to Maintain Performance Leadership

By: Jim McCabe/DSD

A series of enhancements have been added to HP 1000 systems to further improve its price/performance advantage over the competition! All of these capabilities will be available July 1. Sales literature and a field training manual have been mailed to all Field Engineers. Check out these new exciting capabilities:

- **New RPL/Auto System Boot-Up (2113B)**
Friendlier HP 1000 systems!
- **New Graphics Console (2648)**
Graphics console on HP 1000 for only \$2000 additional!
- **New Graphics Plotter (9872)**
Graphics Plotter on HP 1000.
- **New 50Mbyte System Disc (7920M)**
Reduces price of 50Mb system by \$17K!
- **New Fortran IV Compiler**
Friendlier, faster and more!
- **New Model 20 Features (FTN IV, Basic Files)**
Complete program development capability!

RPL/Auto System Boot-Up

RPL (Remote Program Load) and Automatic System Boot-up are now standard features on HP 1000 systems. This feature has been made possible with a new enhanced CPU power supply for the 2113 which is now available only in HP 1000 systems. The 2113 with the new power supply and RPL feature is designated the 2113B. The new power supply will also be used in the memory and I/O extenders which will be designated the 12990B and 12979B respectively. Also, a new battery back-up unit (12991B) has been designed for the 2113B.

The Benefits of RPL

An unskilled operator can turn off system power at night—turn it back on again in the morning without touching the



front panel. Also, experienced computer users can use the RPL feature to boot up systems at remote locations (Shell Oil). No other minicomputer offers this capability as a standard feature!!

RPL in the HP 1000 is made possible by a new CPU power supply that automatically resets the CPU upon cold-start power-on. This power supply is a new design that is more serviceable and has lower RFI than the other supply. Also, the new supply has slightly different I/O current availability specs summarized below.

	2113A CPU	2113B W/New Supply	12979A I/O Extender	12979B W/New Supply
+5V	38.8A	38.8A	33.0A	47.0A
-2V	10.0	6.0	5.0	6.0
+12V	3.0	2.5	3.5	2.5
-12V	3.0	2.0	3.5	2.0

Configurations and Ordering Information:

- 2113B — use 12979B I/O Extender No price
 — use 12990B Memory Extender ----- change from
 — use 12991B Battery Backup "A" Models
- 2113A — use 12979B I/O Extender "A" models no
 — 12990B Memory Extender ----- longer offered
 — 12991A Battery Back-up after July 1st,
 1977

All HP 1000 system orders received after July 1st will automatically receive a 2113B computer. "B" models of 21MX computers will not be offered separate from systems until our production capacity can respond to high volume orders (at least several months). Upgrades from "A" models to "B" models are not available.

HP 1000 Graphics Capability

HP 1000 systems now take advantage of HP's growing graphics capability with the addition of Data Terminals Division's 2648 Graphics Terminal and San Diego Division's 9872 Graphic ; Plotter as compatible peripherals to the HP 1000. Be sure to check out the sales training manuals from the supplying divisions. There is a super demo available for

the 2648 and an excellent 11-minute video tape on the 9872 (Part No. 90416).

The 2648A Performs All 2645A Functions: The 2648A contains all the 2645 alphanumeric capabilities plus all 2645 datacomm options. Therefore the 2648A can serve as a complete and perfect replacement for the 2645 as an HP 1000 console. The only visible difference to a user is the numeric keyboard section which has been replaced with a graphics-oriented keyboard section. The 2648A is available as option 008 to all HP 1000 models. This option deletes the 2645 and adds the 2648 giving the user graphics capabilities on the system console for just \$2000!

User access to 2648 graphics in an HP 1000 System: All of the 2648's vector and pattern drawing modes can be accessed by programming escape sequences through DVR 05 and DVR 00. In addition, the "Autoplot" mode provides system independent plotting of graphs from data tables via easy to use menu questions/answers.

A third alternative is possible with the 2648 Tektronix emulation feature. Data Systems Division during the past four years on a special handling basis has developed its own high level graphics software for the Tektronix terminal. This software can be quoted for your customers on a special basis. Call your factory RSE for a quote.

A totally new state-of-the-art graphics plotter just introduced by San Diego Division.

- Intelligent, microprocessor based—performs complete self check and contains in firmware a high level graphics language interpreter (HPGL) permitting a user access to graphics capability via high level ASCII commands.
- HP-IB (IEEE 488) interface to computer
- Automatic pick-up and return of four different color pens under program control.
- Plotter firmware contains internal character generation—five character sets (2 ASCII, 3 European) with programmable slant, size and direction.
- Much more (see data sheet and 11-minute video tape)

The HP 9872 can be programmed with simple read/write statements in BASIC or FORTRAN through the HP-IB RTE Driver. Thirty eight high level ASCII commands completely program all features of the 9872.

The 9872 should be ordered directly from San Diego Division. It is not on the coordinated shipment program. In most cases the 9872 availability is expected to be 2 to 4 weeks better than the system.

HP 1000 50 Mb Disc Capability

Now a grandfather disc (master disc with all system software) exists for the 7920M in HP 1000 systems. Therefore it is possible to order 2171A and 2172A systems with a 7920M master 50 Mb disc without also having to have a 7905 disc

in the system. To get the 7920M disc in place of a 7905 disc order option 033 to either 2171A or 2172A for \$4020.

OPTION 033

Delete	7905 Subsystem	-\$14000
	Extra Cartridge	-180
Add	7920 Subsystem	17500
	Extra Cartridge	700
		\$4020

Remember that all 5 disc platters in the 7920 are a part of the removable disc pack. Therefore most applications require a back-up disc drive (7905 or 2nd 7920) or a back-up mag tape unit to protect the user's database in case of head crash.

The 7920M disc gives HP a significant competitive advantage over DEC and Data General in large disc data base management applications. The 7920M improves the Model 81 price for 30 Mb and 45 Mb disc capacity by \$5480 and \$17,355 respectively.

Model 81 (with 7905's)		Model 81 (with 7920)	
2171A	\$36500	2171A	\$36500
002	2375	002	2375
92063-20	2500	92063-20	2500
12766A	3500	12766A	3500
12970A	9500	12970A	9500
12987A	8325	12987A	8325
13180A	<u>9500</u>	033	<u>4020</u>
	\$72,200		\$66,720
3rd 7905 cabinet	9500		
	<u>2375</u>		
	<u>\$84,075</u>		

RTE-M is Modular!

By: Van Diehl/DSD

Now that RTE-M has FORTRAN IV and BASIC/1000M with flexible disc support (and distributed systems support is around the corner), you have a super competitive product! You have a memory-based system that in its basic mini-cartridge configuration runs multi-terminal BASIC/1000M; and in its flexible disc configuration runs BASIC/1000M (now with Flexible Disc File Support), FORTRAN IV, EDITOR, ASSEMBLER (all interfaced to files) and also supports multi-terminal operation. And no other comparable system supports up to 2 Megabytes of memory!

And RTE-M is modular. You can put together the right configuration for the application. In the HP 1000 Sales Training Manual—Vol. II, page 32, we show a table of the various standard and optional modules of RTE-MI, RTE-MII and RTE-MIII. Given below is a table giving the sizes of the different modules.

	RTE-MI	RTE-MII	RTE-MIII
Executive Module Scheduling by Operator or External Event	4800	5550	7279
2645 Terminal Support	Std	Std	Std
Output Buffering	170	Std	Std
Program-to-Program Scheduling	320	Std	Std
Memory Protect	N.A.	Std	Std
Dynamic Mapping	N.A.	N.A.	Std
On-Line Program Loading (APLDR)	880	880	1272 (required)
Clock Processor	110	110	110
Time Scheduling of Programs	490	490	490
Power Fail Driver	265	265	265
Auto-Restart Program	200	200	200
Resource Allocation	N.A.	100	100
Mailbox Data Exchange	N.A.	400	425
Multi-Terminal Monitor	N.A.	173	173

New Options and New Prices for RTE-II and RTE-III Software Products

By: Van Diehl/DSD

We have added, effective July 1, a new option to RTE-III (92060B). This is the Option 032 that will provide RTE-III in a "grandfather" disc pack for the 7920. This grandfather disc is only available for RTE-III, not RTE-II.

Also, effective July 1, we have increased the upgrade prices from RTE-I (2300E) and RTE-IIA (92001A) to RTE-IIB (9001B), and from RTE-IIIA to RTE-IIIB (92060B) to \$750.

Summary

92001B	RTE-IIB Software (Must order one media option)	\$5,000.00
Option 001	Upgrade RTE-I/IIA to RTE-IIB	-4,250.00
Option 002	Upgrade BCS, RTE-B, RTE-C or DOS to RTE-IIB	-2,500.00
Option 010	Paper tape media	-0-
Option 020	Minicartridges	-0-
Option 030	7900 Grandfather	-0-
Option 031	7905 Grandfather	-0-
92060B	RTE-IIIB (Must order one media option)	\$6,000.00
Option 001	Upgrade from RTE-IIIA to RTE-IIIB	-5,250.00
Option 002	Upgrade from RTE-IIA/B to RTE-III	-5,000.00
Option 010	Paper Tape	-0-
Option 020	Minicartridges	-0-
Option 030	7900 Grandfather	-0-
Option 031	7905 Grandfather	-0-
Option 032	7920 Grandfather	500.00

RTE-B is Not a Multi-Terminal System

By: Van Diehl/DSD

Remember, RTE-B cannot be used as a multi-terminal system because MTM (as currently implemented) uses CLASS I/O (Mailbox Data Exchange) and RTE-B does not support CLASS I/O. If you need multi-terminal support use BASIC/1000M or BASIC/1000D. Remember, you need one copy of BASIC for each user.

**FORTRAN IV Enhancements—
How Do I Get Them?**

By: Van Diehl/DSD

Last issue I announced the new FORTRAN IV enhancements and summarized its features. These enhancements are going to be distributed automatically to all RTE users that have signed up for the Software Subscription Service (isn't this Software Subscription Service wonderful? . . . tell your customer about it!). Customers that are not in the Software Subscription Service can obtain the new enhanced FORTRAN by the following part numbers:

- | | | |
|-----------------------|-------------|-------|
| 1. PAPER TAPE KIT: | 92060-14005 | \$250 |
| 2. MINICARTRIDGE KIT: | 92060-14006 | \$250 |

Reliability Manual

By: Jim Gillette/DSD

A 63 page Manual on Reliability is now available, HP part number 5950-3735. Copies may be ordered through normal channels.

The manual provides extensive coverage of fundamental reliability considerations without requiring the reader to have any significant skills in calculus and statistical mathematics.

The three main sections: Understanding Reliability Requirements, Reliability From a Customer Viewpoint, and Hewlett-Packard Data Systems Reliability Program, should provide answers for many of the reliability questions encountered in selling to OEM or other major accounts.

There is also a section on Software Reliability Considerations plus a Selected Bibliography and Reading Guide for those wishing to pursue the subject of reliability in greater depth.

NOTE:

I would suggest that each OEM Salesman obtain a personal copy to be studied as convenient, and also that copies be available at the sales office for handouts to potential OEM accounts.

Keep Pressing Those Soft Keys!!!

By: Garry Gubitz/DSD

RTE support for the "user programmable soft keys" of the HP 2645A Display Station has arrived! Distributed with all

HP 1000 systems after April 1, are two utilities which will greatly simplify the task of programming these Special Function keys.

In issue #12 of the Communicator you may remember an article "Start Pressing Those Soft Keys!!!", which described applications for soft keys that would help make your system friendlier. The same article also described a Contributed Library program which allowed one to get their hands on the real potential behind this soft key feature. Well, we went on to enhance this Contributed Library program, and thus created two super utilities that are used in conjunction with the 2645A Display Station. They are:

1. KEYS — a program that provides a simple operator interface for generating command sets in a standard format that will program the 2645A soft keys.
2. KYDMP — a program that provides the capability of outputting a soft key command set, created by the KEYS program, from a discfile or a 2645A mini-cartridge file or LU to a 2645A Display Station to program its soft keys.

When run, KEYS can perform the following functions:

1. Create a new soft key command set.

2. Modify a command set that exists in a file or a logical unit number.
3. List the eight soft key labels, types, and command strings of the current command set or one that exists in a file or a logical unit number.
4. Output the current soft key command set or one that exists in a file or a logical unit number to a 2645A to program its soft keys.
5. Output a soft key command set to a) a disc or mini-cartridge file, or b) a 2645A CTU logical unit number to save it.

Both utilities are completely documented in the updated RTE Utility Reference Manual (#92060-90017) dated March '77 including examples and worksheets.

For information and ideas concerning applications of soft keys, refer to issue #12 of the Communicator (if you do not already receive the Communicator, now you know what you've been missing!).

I'm sure you'll agree, that with a little imagination and these two GREAT utilities, the possible applications and benefits of the soft key feature are endless.

So good luck, and KEEP pressing those Soft Keys!!!

Competition

IBM SERIES I Competition

By: Jim McCabe/DSD

Here are some highlights on the IBM SERIES I minicomputer systems.

- 128K Byte Maximum of Memory
- Only 64K Byte Supported by OP System
- No Memory Based OP System
- No Multiterminal Program Development

- No Large Discs — Std. Disc 9M Bytes (Non-Removable)
- FORTRAN, PL/1: No BASIC
- Typical System Price ≈ \$42K
- No OEM Discounts
- Model 3 Memory Speed = 800nS
- Model 5 Memory Speed = 640nS

IBM sells to their own end-user market and we do not expect much direct competition for a year or so. One research firm reports that IBM is telling their FE's to sell minimum orders of 20 CPU's. For your reference, here is a comparison of the SERIES I price with our MODEL 30 price.

SERIES I		HP 1000 MODEL 30	
CPU w/16 Kb Memory	6165	2113A CPU & Accessories	
Additional 112 Kb Memory	14280	64 Kb Memory	
Power Fail	520	DCPC	
Floating Point	1190	MP	
9 Mb Disc and Diskette	8575	Power Fail	
Memory Mapping	805	Time Base Generator	
Battery Backup	1895		
Timer	570	2645 Console	
Rack	1315	Cabinet	
Display Console	2790	RTE-II	
Printer (120 CPS)	3720		
			31,500
TOTAL	<u>\$41,825</u>	64Kb Memory	3,200
		Line Printer 9872	3,400
			<u>\$38,1000</u>
	(Excludes Software)		(Includes Software)

Microprogramming with PDP 11/60 is 8.6 Times More Difficult Than With 21MX ... DEC Says!

By: Van Diehl/DSD

We have been telling you that our microprogramming is the best around, be it because of extensive addressability or because of our unbeatable set of microprogramming tools. But it's nice to see DEC admitting it.

The test below is taken from an article on minicomputers which appeared in *EDN*, June 5th. In that article, *Bob Frankenberg*, DSD Lab Section Mgr, states:

"Microprogramming is a game for software types and even very sophisticated users require lots of time to master it. On an HP E-Series machine, microprogramming can easily take six man-weeks to generate a typical 512-word program—and that's utilizing our 24-bit microword in an assembly-language format with debugging routines, text editors and other development aids. Ask DEC the amount of time that size program would take to write on an 11/60."

And ask we did!

"I'd say it would take at least one man-year to code 512 words on our 11/60," DEC's Jack Courtemache retorted



DEC 11/34 and 11/60 Competition

By: Jim McCabe/DSD

Here are some more highlights on the DEC 11/60 system.

- 11/60 uses 11/34 Instruction Set
- I/O via Unibus
- User Microprogramming—1K 48-bit WCS
- WCS = \$5000
- Microprogramming Tools:
 - Microassembler,
 - Micro-Debug Editor,
 - WCS Loader from Files,
 - PROM Tape Generator not yet announced.

- Error Correction Memory standard. Maximum Memory 248K Bytes
- Cache Memory standard. Effective Memory Cycle Time with Cache 532 nS (vs. 350 nS for the E-Series)
- FP Firmware standard; 11/34 does not have it
- 11/60 is an expensive system ≈ \$100K
- DBMS = \$16,500
- Incompatible Software Family — RT-11, RSM-11M
- OEM must buy software license for each individual system

DEC 11/34 & 11/60 VS. HP 1000 MOD 80

11S34	11S60	HP 1000/80	
11/34 CPU	11/60 CPU	2172	36500
128 Kb ECC MEM	128 Kb ECC MEM	OPT 002	2375
30M BYTES	30 M BYTES	(RTE-III) 003	0
LA 36	LA 36	(MEM) 012	3200
\$44130	\$62700	(7920) 033	4020
800 BPI MAG TAPE 14230	800 BPI MAG TAPE 14230	12783A 128 Kb MEM	9000
240 LPM PRINTER 14050	240 LPM PRINTER 14050	92063 IMAGE	2500
DBMS-11 16500	DBMS-11 16500	12970 MAG TAPE	9500
TOTAL \$88910	TOTAL \$104480	12987 PRINTER	8375
			\$69070

As you can see we maintain a significant price advantage over DEC for both systems. As we get more detailed competitive information on the 11/60 we will pass it along.

Sales Aids

HP 1000/21MX OEM Direct Mail Campaign is Under Way!

By: Carlos Avila/DSD

HP 1000 Technical Reference Library for OEM's, System Houses and Consultants

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I. HP 1000 Systems

- HP 1000 Brochure (5953-0805)
- 21MX Brochure (5953-0842)
- HP 1000 Tech Data Book (5953-0809)
- HP 1000 Tech Data Supplement (5953-0817)
- HP 1000 Configuration Guide (5953-0821)
- HP 21MX Price Information (5952-5532)

II. RTE Software

- RTE Brochure (5953-0812)
- Software Data Book (5953-0804)

III. IMAGE/1000 Data Base Management

- IMAGE/1000 Brochure (5952-9939)
- Inventory Control Application Note 212-1 (5952-0813)
- Billing and Order Processing Note 212-2 (5952-0814)
- Mini-Micro Systems Reprint (5952-5531)
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IV. Terminals

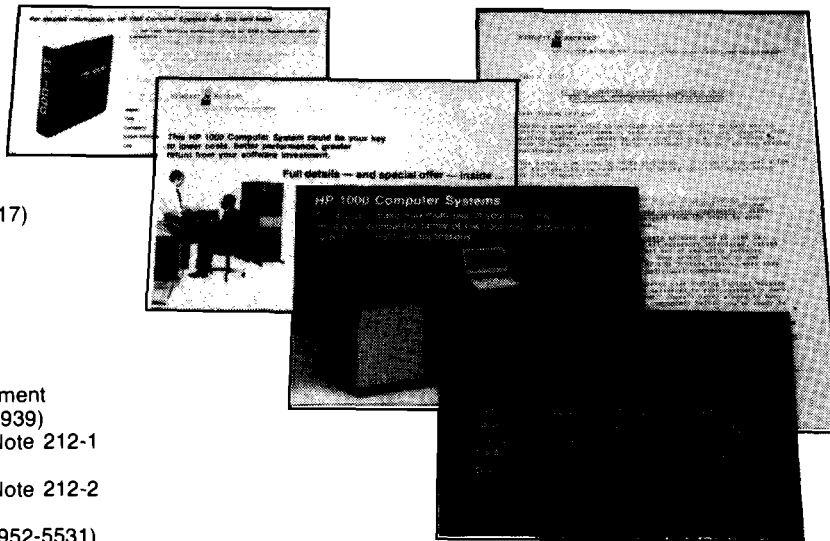
- 3070/71 Brochure (5952-0104)
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V. Measurement and Control

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VI. Support Services

- Support Services Brochure (5953-0819)



On Friday June 24 a direct mail piece was sent to over 9000 people representing 4000 OEM/Systems houses in North America. This mailing list was purchased from Mini-Micro Systems Magazine.

The direct mail piece contains:

- A letter from *Bob Puette* discussing the benefits of the HP 1000 for OEMs.
- An HP 1000/21MX product flyer describing the HP 1000 model 20/21, 30/31, 80/81 as well as the 21MX-E processor, along with price information based on a typical OEM discount of 30 functional units (15 HP 1000's).
- An HP OEM flyer describing the advantages of doing business with HP (i.e., no billbacks, stair-step discounts, a complete OEM product line from K-Series to completely integrated systems, etc.)

- A business reply card to be used to request a free copy of the HP 1000 Technical Reference Library for OEM's, Systems Houses, and Consultants (described below).

The HP 1000 Technical Reference Library for OEM's, System Houses, and Consultants

To encourage a prospective OEM to send in the business reply card, the letter and product flyer contain a limited-time offer (until Aug. 1) for a free copy of the HP 1000 Technical Reference Library for OEM's, System Houses, and Consultants, which consists of a special binder containing a compendium of HP 1000/21MX brochures, data books, and application notes. The table of contents along with the part numbers of all HP literature is shown above.

Please note that we only have a limited supply of these binders and they will *only* be used to satisfy requests from *potential* leads generated by the direct mail campaign.

For this reason, please do not request copies for your own use, as these binders contain sales literature which is readily available in HP sales offices, or otherwise orderable by normal procedures.

Lead Follow-Up Program

Leads from the business reply cards will be forwarded to the field offices for follow-up after the Reference Library has been sent to the prospect—just in time for you to call the prospect to see if he/she has any questions that you would be more than happy to answer.

GOOD SELLING!

SELL OEM!!

BASIC Enhancements Inputs Required

By: Van Diehl/DSD

We have been selling more and more BASIC software lately despite some of the shortcomings of BASIC/1000M and BASIC/1000D. I need — urgently — more of your inputs regarding missing features. Please send me a note describing the feature, priority, and sales situations where you were at a disadvantage relative to competition.

HP 1000 Ad Campaign

By: Dave Borton/DSD

The first U.S. ad for the HP 1000 is scheduled for mid-July in *Electronic News*. It is aimed at “computer pros”—both at Volume-End-User and OEM prospects. We think you and your customers will like its hard-hitting factual approach. The ad will key off our price/performance advantages in the form of a table:

Feature	HP 1000	Your Old Favorite
Performance ----- -----	----- ----- -----	(this column will be blank for the reader to mentally compare)
Cost	----- ----- -----	

The next issue of the *Newsletter* will include the full table filled-in for IBM, DEC, and Data General.

A coupon is included on the ad, so get ready for more leads!

GOOD SELLING!

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	\$ 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
5	2108A-888	21MX Computer	\$ 3180.00
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
6	2640A	CRT Terminal	\$ 2250.00
12	13232C	AS232C Cable Add Female RS232 Connector (5 ft.)	\$ 35.00

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

DATA TERMINALS NEWS

Division News

Introducing the BI-PHONE-IC Man!

Salubrious Swift Supports Several Salesmen Simultaneously

By: Rich Ferguson/DTD



Yes, siree, folks! *Bill Swift* has arrived on the scene! Nothing but the finest support has been the tradition at DTD and *Bill's* arrival will further enhance our fine reputation. (The fact that *Bill's* initials are "B.S." has been construed to be one of his greatest assets.)

Bill will be initially supporting Canada and ICON during the absence of one of DTD's own, *Eric Grandjean*, while *Eric* is in Grenoble for several weeks on special assignment.

Welcome aboard, *Bill!*

T.I. Tries to Compete

By: Tom Lee/DTD

Texas Instruments, in a move to compete in a portion of the terminal market currently being dominated by the HP 2645, has introduced a new CRT terminal, the TI Model 755. The TI sales force appears to be pushing their terminal as a viable alternative to the 2645. Here's a rundown on their specifications in comparison to the 2645:

	HP 2645A	TI 755
Maximum Baud Rate, Asynchronous	9600	1200
Tape Drive Type	3M Minicartridge	3M Minicartridge
Tape Capacity	110,000 bytes per cartridge	196,000 b.p.c.
Tape speed	10 ips Read 60 ips Search/ Rewind	20 ips Read 60 ips Search/ Rewind
Character cell size	9 x 15	5 x 7 upper case 5 x 5 lower case
Multiple pages of text stored in memory	Yes	No
Blinking, half-bright, underline	Yes	No
Programmable function keys	Yes	Yes
Build-in modem	No	Yes
Optional character sets	Yes	Basic line drawing only
Data entry language	No	Yes (requires 24K RAM option)
Bisync. Capability	Yes (option)	Yes (option)
Thermal and Impact Printers	Yes (option)	Yes—Thermal Built-In (optional)
3780 Protocol	No	Yes (option)

At first glance, it appears that the TI terminal has many desirable functions; however, it's not cheap! I recently spoke to a prospective customer who had also received a quote from TI. The terminal quoted had line drawing and the data entry language as options. They also require 24K of RAM for the data entry option. The cost of the terminal was in the area of \$8300 with a monthly maintenance charge of \$72. After showing the customer that in a five-year period he would save over \$25,000 by purchasing 2645's, he had real second thoughts about the TI terminal.

A full-blown terminal with printer, optional RAM, line drawing and data entry will run well over \$10,000 with a correspondingly high maintenance charge. The competition is trying hard, but we try harder! For once, instead of being the most expensive box on the block, we've got a price edge on the other guys, plus a field-proven product.

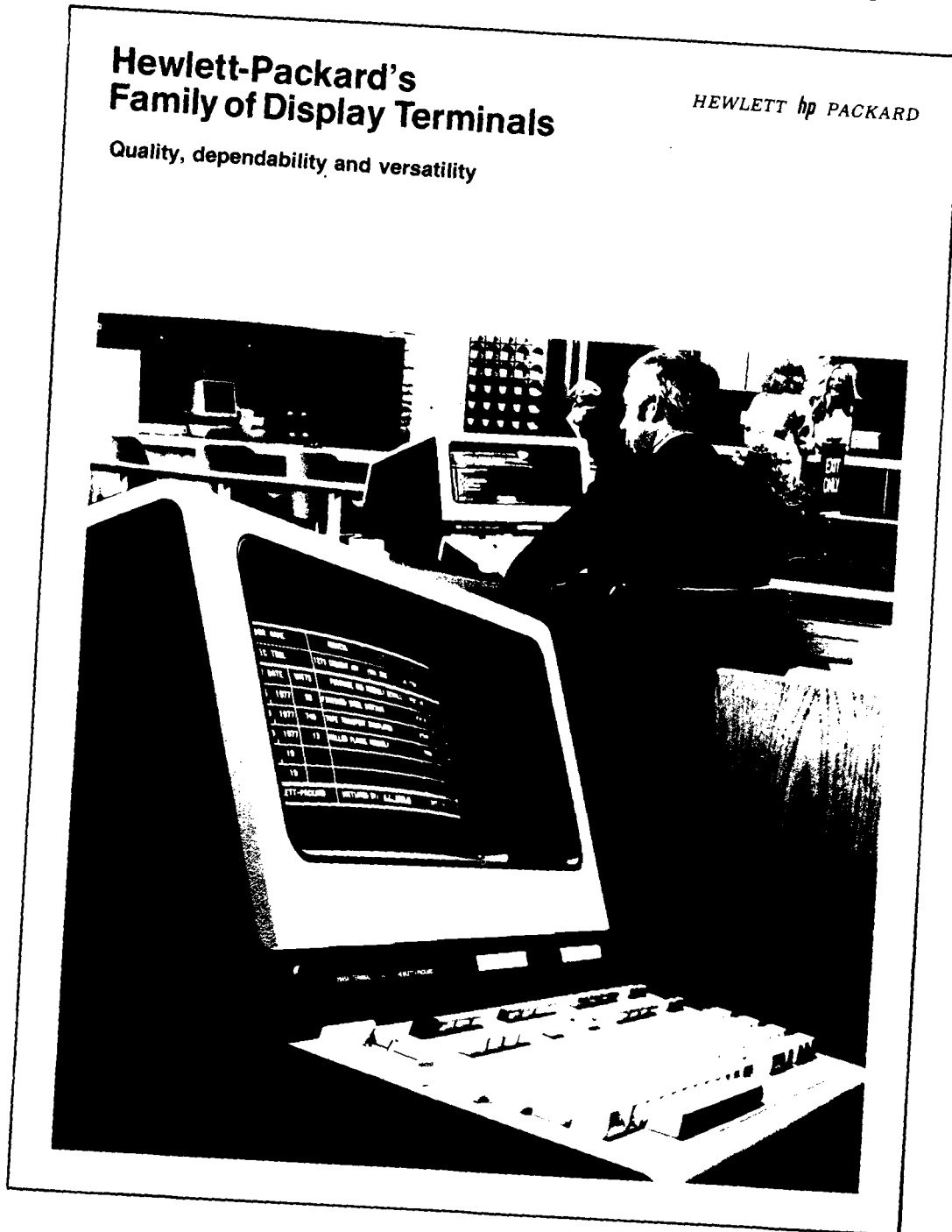
New Data Terminals Family Brochure

By: Tom Anderson/DTD

A new four-color family brochure is available and should be in stock at your office. "Hewlett-Packard's Family of Display Terminals" (5952-9981 D/F) describes each of the members of the 2640 family and features the 2645A Display Station, our hottest selling product.

This brochure is an excellent companion piece for any HP literature you hand out. We use it to respond to ad leads and for direct mail. We've printed plenty and hope you'll use them often.

GOOD SELLING!



HP's Terminals: smart, but simple.

With 10,000 sold in just two years, Hewlett-Packard's CRT line has made a considerable impact on the terminal market. The secret? Human engineering.

By designing our smart terminals around a microprocessor, we've managed to uncomplicate difficult jobs and make simple tasks a piece of cake.

But that was just the beginning. We wanted to make our terminals easy to maintain and expand. And we wanted to make them easy on the eyes, both from the operator's point of view and as pieces of office furniture.

We did it all. Our terminals won design awards for their appearance. And our exceptionally clear, high-resolution displays have won the hearts

(and eyes) of everyone who has to spend long hours in front of a CRT.

Reducing operator fatigue.

For our screens, we use a 9x15 character cell, with dot shifting to provide exceptionally clear definition. You don't have to peer at tall, skinny letters. Ours look like the best typewriter printing, with the right spacing and descenders below the line.

By using white characters rather than green, we've made the display brighter and easier to read. (Have you ever tried

watching black and green television?)

Several other screen features simplify an operator's life. Inverse video, optional half-brightness, underline or blinking characters can be used to stress important information, and reduce mistakes in transmission.

Plug-in modules for quick changes.

That's the simplest way of adapting a terminal to your job. So we offer a variety of components that pop in and out.

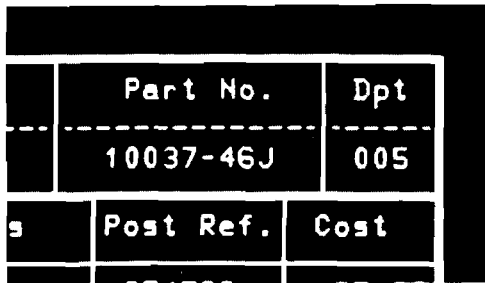
All our terminals have plug-in character sets to cover a wide range of computer languages. And a plug-in Forms Drawing option lets you generate almost any form your company uses.

Our smartest terminals let you plug in fully integrated mass storage. This takes the form of twin cartridges, each able to store up to 110,000 bytes of data or programs.

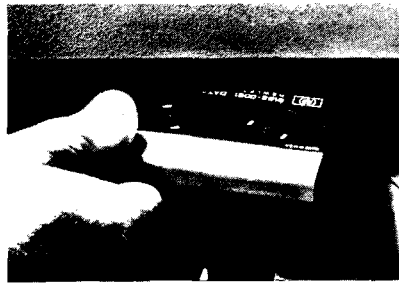
You can use this information locally (the terminal's "soft keys" save a lot of time and effort on off-line jobs) or transmit it to your central computer.

Another new terminal, the ultimate "have-it-your-way" design, should be extremely popular with OEMs. You can pick and choose from a variety of hardware modules, and write your own firmware. Everything plugs together for a virtually custom display station.

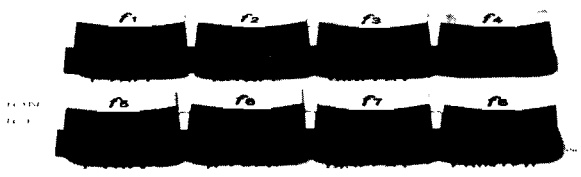
Some intelligent ideas for smart terminals:



An exceptionally clear display eases long sessions at the CRT. A Forms Mode aids accurate data entry.



Plug-in mass storage you can get up to 110,000 bytes per cartridge.



The "soft keys" on our smartest terminals let you execute complex operations with a single keystroke and eliminate many repetitive jobs.



Problems? The self-test key helps pinpoint them for you.

Maintenance is a snap.

Unsnap a couple of catches and our terminal is wide open. The plug-in PC boards are right there. What could be easier for changing options or speeding up repairs by our servicemen?

Not that downtime is a problem. Our terminals have such a good MTBF that we've lowered our maintenance price twice in the past 18 months.

And when you do need service, you've come to the right company. We have more than 700 Customer Engineers ready to



give you support, documentation and training.

So when you're choosing a terminal, think of your people first. Then think of the terminals that are smart enough to be almost human. Your local Hewlett-Packard sales office can give you complete information. Or mail us the coupon and we'll send you the facts.



Smart doesn't have to mean complicated: eight HP terminals that prove the point.

The HP 2640B Interactive Display Terminal. Even our simplest terminal has many intelligent features, including an enhanced high-resolution display, plug-in character sets, dynamically allocated memory, microprocessor control, full editing, self-test, forms mode and more. It's a lot of terminal for the money.

The HP 2640C Cyrillic Display Terminal. This has everything you like about the B



Cyrillic



Swedish



Arabic

version, but it speaks Russian too.

The HP 2640N is fluent in Danish or Norwegian.

The HP 2645S completes our Scandinavian coverage with Swedish or Finnish.

The HP 2645R. Designed for an application in Iraq, this model enters Arabic characters from

right to left. It also works from left to right for standard computer languages.

The HP 2645A Display Station. Our smartest terminal, it can transmit at rates up to 9600 baud, has a forms mode, user definable "soft keys," and optional fully integrated mass storage. A very intelligent choice.

The HP 2641A APL Display Station.

This is modeled after the 2645A, but also includes a full 128 character APL set, plus an APL 64 character overstrike set.

The HP 2649A Mainframe Terminal. This data station is ideal for OEMs. It lets you design custom firmware for your special application and nick the hardware modules your system demands. Available with all of the 2645A's advanced features.

I want to know more about HP's terminals.

Contact me to arrange a demonstration in my office.

Let me know dates of the HP Terminals Seminar to be held in my area.

Send me complete information about the following terminals:

Name _____

Company _____

City/State/Zip _____ Phone _____

Mail to: Ed Hayes, Hewlett Packard, 11000 Wolfe Road, Dept. 000, Cupertino CA 95014

42/02HPT3

Revised Training Schedule

By: Steve Stark/ITD



The dates for the 13294A Terminal Applications Course which appear in the current (March 15) Computer Systems Group Training Schedule are incorrect. The proper dates for the next three courses, which are to be presented at DTD, are as follows:

- August 1 – 5
- October 3 – 7
- December 12 – 16

You should advise customers wishing to attend the course to enroll early as the demand has been consistently high.

**Reprint of Softkey Application #12
One Softkey to Dump Your Data Tapes**

By: Eric Grandjean/ITD

Just in case you tried that escape sequence we printed in the last issue, and found it wouldn't work, it's just because there was a misprint, and part of the sequence was left out. So, the article appears below in its entirety, with the correct sequence this time.

— — —

The problem is to dump a multiple-file data cartridge into a system with only one key stroke.

Data was previously recorded off-line from a form (in format mode). This softkey does some housekeeping and loops on a "Control Read" command until "End of Data" is reached. The terminal can be in character mode or block mode — strapped for page.

The first sequence of escape sequence can be used to load soft key #1 from system. If you load Softkey from keyboard, skip that part. The only constraint is that whatever system is on the other end of the line, it should be capable to absorb this data as it comes, since there is no handshake and it's non-stop.

`Esc&f1k1a075L` (that loads f1)

`Esc&c177120a373d76d373d315d334d23d315d117dd315d10d50d330d303d131d376d177120aE`

— — —

Editor's Note: Apologies to any Newsletter readers who may have been inconvenienced by the accidental escape of the latter portion of the above escape sequence.

2649A—Option 200 vs. Option 201

By: Sarv Thakur/ITD



What's the difference between Option 200 and Option 201? Is the keyboard included in the option? How about if I just wanted to order the keyboard interface?

Well, the difference is *standard* 2645 keyboard in Option 200 as compared to *simplified* keyboard in Option 201. Both options include the keyboard interface as well as the respective keyboard. The interface is identical in either case. Yes, you could order the keyboard interface by itself. But not as a product, option or accessory. Being a low-volume part, we don't offer it as an independent product. Put in an order for HP Part No. 02640-60123 and you'll get what you're looking for. For as little as \$142!

Service News

2640B Display Station Character ROM

By: Eric Grandjean/ITD

You may not have read the Support Update issue of March 11, but it's a fact, the 2640B now has a new Display control board, PCA 02640-60152, hosting two new HP-built character ROM's. There is a chance that the documentation supplied may still refer to the original board, PCA 02640-60112.

In any case, these new ROM's are easily identifiable. Part Numbers are 1AA2-6011 for upper-case Roman (standard), and 1AA2-6012 for lower-case Roman (or Option 001).

Please make a note that to add a lower-case Roman character set to his 2640B, your customer should specify which board he has in his terminal. It may be wise to add this info to the DTD April prices memo, "miscellaneous parts" section. An update reflecting July 1 products and prices is forthcoming.

Reference:

Support Update March 11, 1977, No. 115
"2640B Interactive Display Station. The Best Quality at the Best Price." by: Ed Churka

GENERAL SYSTEMS NEWS

Product News

HP 2000 Computer Systems News Update

By: Gary Stump/GSD


ANNOUNCING

NEW PRICES ON THE HP 2000 COMPUTER SYSTEMS

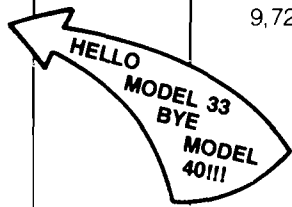
As of July 1, the price of the HP 2000 Computer Systems have

dropped dropped dropped!!!

Here's a brief breakdown of these new prices which are soon to be published in a new HP 2000 Computer system Price/Configuration Guide (5952-5574).

Product Number	Option Number	Description	Old Price	New Price
19700B		<p>MODEL 30 is a minimum configuration HP 2000 Computer System capable of supporting up to 16 concurrent terminals with 15 million bytes of disc storage. This model is the basic building block; various options may be exercised to enhance its capabilities.</p> <p>Hardware provided: System processor (2109A) with 64 K-bytes of semiconductor memory Communications processor (2113A) with 32 K-bytes of semiconductor memory Processor interconnect kit (12875B) 15M-byte cartridge disc subsystem (with controller) in stand-alone cabinet (12962B) 9-track, 800 bpi magnetic tape subsystem (12970A) Power fail recovery system (12944A) 16-channel asynchronous multiplexer (12920B) 30 cps system console, 75 column, pin-feed, with system table (40021A) Two-bay cabinet with front and rear access doors (29404B-K02)</p> <p>Software provided: HP 2000 Operating System, (22687A). Includes firmware supplied in read-only memory modules. Software supplied on 800 bpi magnetic tape unless Option 001 is specified.</p>	\$66,000	\$62,500* 

Product Number	Option No.	Description	Old Price	New Price
		Data communications to large central computers via <ul style="list-style-type: none"> • HASP • 2780 • CDC User 2000 FCOPY/2000 file copy utility program (22700A) EDITOR/2000 editor and formatter program (22701A)		
		Options available on MODEL 30		
	-001	Replace 12970A, 1600 bpi, 9-track mag tape subsystem (12972A). NOTE: All software will be supplied on 1600 bpi tape.	1,400	2,625
	-002	Add 16K word memory (13184A)	2,100	1,600
	-003	Add 12920B 16 channel multiplexer	2,500	2,000
	-004	Add single bay cabinet (29402B) with pop-on door for one mag tape	1,990	1,990
	-005	(Deleted)		
	-006	Add 12618A Synchronous modem interface for RJE communications	700	700
	-007	Delete system console and interface NOTE: Alternate supported console must be ordered. Pedestal or system table (40021A) required on 2762 consoles.	-5,000	-3,000
	-008	Add 12979A I/O extender (16 I/O slots) and 12898A dual channel port controller for I/O extender	5,000	5,000
	-009	Delete System table (40021A)	-285	-200
	-010	Add pedestal to console (2672A-018)		195
	-033	MODEL 33 2000 System includes the following changes and additions to the 19700B System: <ul style="list-style-type: none"> — Add 16K words of memory — Replace 7905A with 7920A — Add 16 channel Multiplexer — Replace 800 bpi Mag Tape with 1600 bpi Mag Tape — Add SDE Source Data Entry Package 		9,725



* U.S.A. prices only

**INTRODUCING
THE NEW MODEL 33**

As you can see, we no longer sport a Model 40. Instead, we now have a new Model 33 which is ordered as option #033 to a 19700B.

INCREDIBLE! The Model 33 adds up to \$72,225 and brings you 3 million more bytes of disc memory over that of the old Model 40 which cost \$83,000.

THE REASON? With the addition of the 7920 disc, you are now able to offer your customers:

- increased capabilities for \$10,000 less and
- reduced maintenance costs due to paying maintenance on one disc rather than two.

AGAIN, GSD BRINGS YOU HIGH PERFORMANCE PRODUCTS AT A NEW LOW PRICE!

Source Code for HP 2000 Systems

By: Gary Stump/GSD

We recognize that there are some customer situations where source code is necessary in order for the customer to use his computer for the purpose for which it was acquired. In order to deal with these special situations, we have set up a "specials" procedure which hopefully will meet this need.

A new SOURCE CODE LICENSE AGREEMENT with the customer will be required. This agreement is designed to protect the customer by informing him of the limitations under which GSD is providing source code to him. The main points of this agreement are:

1. HP will not provide any of the following in connection with the source code covered by the Agreement: a) Maintenance, b) Support, c) Updates or information concerning updates.
2. The customer may modify the materials furnished under the license agreement and may sell or license the object code derived from the modified source code to that user's customers IN CONJUNCTION WITH THE SALE OF HP HARDWARE BY THAT USER.
3. The user shall not copy or otherwise reproduce the source code except copies for safeguarding or archival purposes. (Of course the user may compile the source code if he wishes and may also modify it and compile it for his own use.)

It is important to note that this agreement allows OEM's to put one copy of their modified source code (in object code form) on each HP 2000 they sell, in keeping with the present policy of allowing OEM's to purchase a software subsystem once and copy it once for each subsequent system they buy from GSD. It cannot be overemphasized that the licensee must be fully informed of HP's support limitations pertaining to modified software run on the 2000. HP will not provide any support for customer modified source code or the related object code. If HP discovers, in the process of troubleshooting a software problem, that the problem was caused by the customer's modifications, HP may levy an additional charge over and above the customer's maintenance agreement.

A source code special will only be quoted to an HP 2000 customer who has already purchased (ordered) the related object code (subsystems) or a 2000.

If you have a customer interested in purchasing source code, the following procedure has been set up to expedite your request. First, submit a request for a "special" to your GSD Sales Development contact. He will send you a firm "special" quotation with a part number. The price (\$500) and the SOURCE CODE LICENSE AGREEMENT. The Agreement must be signed and returned to GSD Sales Development prior to the transmission of the order. No source code products will be shipped until a signed copy of the license agreement is on file at GSD.

Note that in the case of modifications made to the operating system, the customer may no longer be able to take advantage of new versions as they are released. Because HP may subsequently modify some of the same modules that the customer may have changed, he may not be able to take advantage of changes and improvements HP may make in the 2000 system.

60 Hz Isolation Transformer Now Included Free with 3000 Series II, Models 6 and 8

By: Fred Gibbons/GSD

GSD responds to your field sales requests! Would you believe as of July 1st all Series II Model 6 and 8's will include a 60 Hz Isolation Transformer as part of the base system at NO EXTRA CHARGE! This means your customer will realize a direct savings in the cost of ownership of the Series II. They no longer need to purchase a transformer.

There is no 230V/50 Hz single transformer provided with the Series II. Customers who require 50 Hz operation must contract with an outside source. However, these customers will also realize a direct savings. Option 015 for the Model 6 and Model 8 (which converts the Series II to 50 Hz operation) has been reduced in price from (\$0) US list to (-\$2100) US list.

Handling the Backlog of Current Orders

All field engineers with Series II orders in the backlog, as of July 1st, will be TWXed or phoned by the GSD Order Processing Department and asked whether their customer does or doesn't want the transformer included.

Customers could be in one of two situations. They have ordered a transformer from an outside vendor and *can cancel it*; or they have ordered/received a transformer and *can't cancel it*.

In the first situation, the FE needs only to confirm with GSD/OP by TWX or phone that the transformer should be shipped with the system. No change order is required.

In the second situation the FE must change the original order to include Option 050 with the base system 32416A or 32418A. This deletes the transformer at a price of (-\$2100). Option 050 will not be on the price list until August 1st so a HEART override is required.

Handling Different Isolation Transformer Requirements

Some customers may require a different transformer than the TOPAZ 120/208V, 60 Hz, 12.6 KVA, 3-Phase Y-type included in the base system. To accommodate this, option 050 will be added to the August 1st Price List. It deletes the 60 Hz transformer with a price credit of (-\$2100). During the month of July, it must be ordered with a HEART override.

Handling Advance Shipment of the Transformer

Some customers may request that the isolation transformer arrive and be installed ahead of the system. For this to

happen, the transformer must be broken out from the coordinated shipment of the system. This is accomplished by deleting the transformer from the system (i.e., ordering option 050) and ordering the 60 Hz transformer as a line item (Product #30320A) at \$2100 on a separate section of the order. Special shipment date requirements should also be specified.

Installation

The transformer is still external to the system and requires no changes in site prep or installation procedures.

With any change that affects an entire product line there is bound to be a few problems. Sales Development, Order Processing, and Product Management are ready to minimize any inconvenience to you and your customers. Give us a call if we can help.

Sales Aids

HP 3000: Results for a Retail Merchandiser

By: Rich Edwards/GSD

Problem: An Overloaded, Overworked Batch System with no Room for Expansion

Customer Requirement: Expansion of System to Match Company Growth While Holding Data Processing Costs Constant

Solution: A Terminal-Oriented, On-Line Computer System — The HP 3000

At a major west-coast retail drug chain, growing at a compounded rate of 20% per year for the past five years, management solved the problem by switching to an HP 3000. As the company has continued to grow they have since upgraded their original 3000CX system to a Series II model, effortlessly at that, since all programs from the CS run on the Series II without any modifications or even recompilations.

Throughout the company, employees are finding it easier to do their jobs better because of their instant access to data. Accounting data for payroll, general ledger, accounts payable and accounts receivable are now entered at the source by accounting clerks, eliminating the keypunching formerly done by employees in the data processing department. The 3000's multi-leveled security system prevents unauthorized access to the data. The productivity of the accounting clerks has increased dramatically since they began entering their data via terminals instead of filling out coding sheets to be keypunched — 400 invoices per clerk per day versus 270. Accuracy of the data has improved tremendously, too, because the clerks now feel accountable for their data.

Management now receives better input for the decision-making process, thanks to the improved timeliness of the company's data. An example of an opportunity to save

money made possible by timely data is the coordination of purchases, daily, by over 80 stores to take advantage of vendor promotions and breakpoints. One-of-a-kind reports, such as the effect of changes in depreciation methods on the capital asset depreciation system, are easily generated by managers at a terminal using QUERY to interrogate data in an IMAGE data base.

The 3000 has allowed this drug retailer to obtain the features of a large mainframe at a fraction of its cost. Several batch jobs are now processed simultaneously while a dozen terminals all have complete access to the system's resources for transaction processing or timesharing. Reports are printed on a high speed line printer while at the same time two slower printers may be printing mailing labels and accounts payable checks, all under control of the 3000 spooler, standard on all models. New application systems have been easier to implement because programmers are no longer interrupted to prepare one-of-a-kind reports, eliminated by non-programmer's use of QUERY. On-line program development has increased programmer productivity by 50%. And just as important as these large system features, the 3000 hardware is more reliable. The data processing manager reports, "hardware reliability is not a worry at all."

As future growth comes, the 3000 will grow, too, to accommodate more users and additional data.

Now En Route — Your New Educational Sales Kit!

By: Gary Stump and Carolyn Morris/GSD

Trying once again to make selling to the educational market easier, General Systems Division is pleased to bring you a new comprehensive Educational Sales Kit. Your new sales package was designed to:

- Give you the necessary tools for a very professional presentation . . . and
- Help make selling to education customers an enjoyable experience.

During the month of July, Educational Marketing and Sales Development representatives, as they tour the country, will hand-deliver sales kits at District Manager meetings scheduled by your RSM. At that time, these GSD representatives will instruct you on how to use this dyn-O-mite package.



Here's what you should expect in your Educational Sales Kit:

- Field training manual on HP educational products, (NOTE: This can be read in one sitting!!!)
- New literature for distribution to education customers,
- Technical summaries on all HP education products,
- 35mm color slide presentation on all HP education products,
- Labels for your district's education installations,
- List of schools by district with phone number for contact purposes, number of students, and the type of school, and a
- Seminar kit which contains:
 1. Invitations to the seminars (Tailor these to meet your sales office needs!)
 2. Labels for invitations for all local college presidents and superintendents of schools,
 3. Seminar instructions on how to conduct an HP education seminar, and a
 4. 35mm color slide presentation with script.

And that's not all . . .

Be sure to check future notices of planned sales kit updates with such high quality items as video tapes, packaged demos, and other exciting sales aids.

Good luck and good selling with the Education Sales Kit from GSD.

Who's Doing What and To Whom?

By: Sam Boot/GSD

Question #1: Do You Know How Many 360/40 Computers Have Been Replaced With HP 3000's?

Question #2: Have You Ever Wanted a Nice Clean List of Successful System/3 Upgrades?

Well, if your answer to question #1 is NO and question #2 is YES, we have great news for you. GSD is coming to your rescue with the answers! How? With a *Customer Reference Data Base*. However, there is a hitch. **We need your help to make it happen!** Please let us know what kind of information you would like to have about our installed customer base, such as applications, software ordered, type of machinery replaced, the competition, benchmark results, etc. We'll make this information available to you in several ways:

1. Through quarterly printouts of our entire installed data base supplied to all DM's.
2. Through periodic review reports of the installed base for your sales office. This gives you a chance to review your accounts and update the data base with the latest information such as increases in the number of terminals used.

3. Through a "hot line" to a factory computer where you may "Query" the data base yourself using a terminal. (Yes, you will receive a user's manual.)
4. In addition, GSD sales development will have a terminal in the area and can "Query" the data base for you in case you call us from a phone booth someplace. This should enable GSD to give you "on-line" responses to your requests. After all, our own technology is good for us, too.

The end result of this should be more efficient use of your time and more effective references for your prospects. HP 2026, 2000, and any new products which come along will be covered also.

Got any good ideas for what kind of information we should put in this data base? If so, write or call *Sam Boot* at GSD, and watch the *Newsletter* for the announcement of the *GSD on-line customer reference data base*.

Division News

Some Will Come A Few Will Go But Education Marketing Is Determined To Grow!!!

By: Gary Stump/GSD

Some new faces in Education Marketing to provide you with more sales aids for your selling efforts.

Product Marketing for Education

From the realms of educational administration, teaching and Dallas' Region X, *Taylor Pohlman* has replaced *Babs Brown-yard* as product marketing manager responsible for marketing HP Educational Products to schools. For the last four years, *Taylor* has been an HP 3000 and 2000 user in Dallas' educational school system. He brings to GSD . . . and you, invaluable experience and knowledge of how our products are used in educational environments.

Educational User Group Services

Taking *Chris Doerr's* place as the new and rather exuberant *HP Educational Users Group Newsletter* Editor is *Carol Budkowski*. For over three years, *Carol* has been working for HP in varying functions from HP 3000-2000 advertising to sales statistics and contract administration. She is now responsible for our monthly newsletter, and User group meetings and memberships.

Both *Taylor* and *Carol* look forward to this coming year and hope to work closely with you to continue our great sales successes in education.

Please join me in extending a wish of GOOD LUCK to both.

And, thanks to all of you for making this year so far—the best for HP's educational sales program. Keep up the *great* work!

HP GRENOBLE NEWS

Division News

"Who To Call" In Grenoble Sales Development

By: Guenter Kloepper/HPG

Here, as a reminder, are the responsibilities of the members of the Grenoble Sales Development team:

- DSD/Component Products : Georges Retornaz
- DSD/Systems Products : Jack Griffin
- DSD/HP-IB Applications : Henri Ajenstat
- DTD Products : Francis Marc
- Grenoble Products : Richard Franklin
- (OMR, 3070, 3071)

Product News

Fairchild Microprocessor Crossassembler

By: Jack Griffin/HPG

Bernd Palmer of HP Zurich has access to a crossassembler for Fairchild's microprocessor. The crossassembler runs on the 21XX computer series and was developed by the Swiss Federal Institute.

Anyone interested in this program should contact Bernd in Zurich.

Sales Aids

Sold! Who Said 13 Was Unlucky?

By: Richard Franklin/HPG

Do you remember all the talk about how the 3070 can be used to drive HP-IB instruments up to 2 Km away from the computer?

Well, a systems house in Europe has just signed for 13 x 3070s to do just that for a pharmaceutical company.

The 3070's are connected via HP-IB to instruments measuring pressure, temperature and light intensity. They are also using the 3070 to take results from blood analyzers. A very neat solution with HP 1000 and 3070s!

How about HP?

The factory at South Queensferry has tested a 3070 to drive an HP-IB test station remote from their HP 1000 system. They just ordered another 3 x 3070s!

It is very clear that the HP 1000 with 3070 link is the solution to automate distributed measurement stations that have been controlled manually up till now.

Get some leads from your Instrument Field Engineer!

COMPUTER SYSTEMS NEWSLETTER

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