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COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

HEWLETT  PACKARD

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BOISE DIVISION NEWS

Division News

Product Marketing Organization

By: Bill Murphy/BOISE

I'm extremely pleased to announce that Gary Atkins will be joining the Boise Marketing team as Product Manager. Gary comes to us with a strong HP management background, as well as a wealth of Computer System user experience. In his previous assignment as Boise Facility Information System Manager, Gary had full responsibility for a 2000 Access, Comsys, and two HP 3000 Series II as well as a large number of peripherals. In this and previous roles, he has had considerable experience in utilizing HP computer products in a manufacturing and EDP environment. This background should be of great value as we expand our marketing activities with our growing line of peripheral products.



Gary will have complete responsibility for Boise Product Management activities and will have Larry Andrews, John Freeman, Mike Harrigan and Nick Voigt in his group.

These changes to our organization will be reflected in a field communication guide which will be distributed to you within a few weeks.

unit and should also specify option 888 (designating used equipment). Before transmitting the order, contact Boise Division Order Processing to insure that the unit you desire is available.

Product	Options	Serial No.	Sale Price
13193A	STD/888	(2 available)	\$ 230.00
13196A	001/888	(1 available)	460.00
2607A	STD/888	1627A-00882	6,140.00
2607A	015/888	1627A-01269	6,525.00
2752A	STD/888	1302A-04462	1,875.00
2752A	STD/888	1302A-05777	1,875.00
2752A	STD/888	1302A-06160	1,875.00
2754B	STD/888	0825A-02263	4,865.00
7261A (or 12986A)	002/888	1316A-00319	2,600.00
7261A (or 12986A)	003/888	1509F-00169	2,600.00
7970E	151/007/888	1606A-02422	8,135.00
2767A	STD/888	1309A-00414	10,725.00
2767A	STD/888	1309A-00488	10,725.00
2767A	STD/888	1309A-00663	10,725.00
2767A	STD/888	1309A-00690	10,725.00
2767A	STD/888	0976A-00218	10,725.00
2767A	STD/888	0976A-00707	10,725.00

Order Processing

Used Equipment Still Available

By: Steve Davis/BOISE

Boise Division still has a few items of used equipment that are available at sizable savings. All of 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," all orders should specify the serial number of the

Sales Aids

Line Printer Discounts on HP 3000'S

By: John Freeman/BOISE

As previously announced, all HP Boise line printers are discountable on the HP 3000 when more than one line printer is sold with each system. Or, if a line printer is sold as an add-on to an existing HP 3000 system that already has at least one printer, the new line printer is also discountable. However, if an HP 3000 system or printer add-on sale is already subject to a discount because of a Purchase Agreement with HP, only one discount can apply: either the Purchase Agreement or the Multiple Printer Discount, but not both.

Mailer for Add-On Printers to Existing HP 3000'S

By: John Freeman/BOISE

All existing HP 3000 customers will be receiving this flyer and letter explaining the advantages of multiple printers on HP 3000 and the discounts available if they purchase an add-on printer.

HEWLETT HP PACKARD
BOISE DIVISION • P.O. Box 15, Boise, Idaho 83707 • Telephone 208-376-6000 / TWX 910-970-5784

March 15, 1977

Dear HP3000 User,

Hewlett-Packard would like to make you aware of ways to enhance your efficiency when using the HP3000. We feel that multiple printers on an HP3000 will provide increased operating flexibility and ensure against total downtime when one printer is under repair. The attached illustration highlights the advantages of multiple printers available to the spooling system and the flexibility of having a printer spooled and a second printer directly online.

If you need a secondary printer for job control language/audit trail output, or fast turn around access for short reports and development work, the 2607A dot matrix printer at 200 lpm would provide great flexibility.

If your needs require a relatively balanced throughput of two printers to cover the print load when one printer fails, the full character drum printers (2613A-300 lpm, 2617A-600 lpm or 2618A-1250 lpm) can provide protection against total downtime.

All Hewlett-Packard printers can be located up to 1000 feet from the data center, and in some cases even further away when noise interference is minimized. Remote printing locations for specific applications can be hard-wired to take advantages of features inherent to printers such as forms printing at the source of usage.

To encourage multiple printer usage, we are offering a discounted price on any of the available printers presently interfaced to the HP3000. You can take advantage of a 5% discount on all Hewlett-Packard drum printers (2613A @ 300 lpm, 2617A @ 600 lpm and 2618A @ 1250 lpm, when purchased as an additional printer to the HP3000 you presently have. The 2607A dot matrix printer is discounted 6.5% when the purchase adds it to an existing HP3000. The HP3000 can output to a maximum of four printers.

This is an opportunity that will only be available until July 1, 1977. To take advantage of this discount, contact your HP sales representative as soon as possible to guarantee qualification.

We hope this provides you with an opportunity to enhance your HP3000 productivity level.

Best regards,
HEWLETT-PACKARD
 Boise Division

John Freeman
 John Freeman
 Printer Product Manager

JF:a

This add-on discount ends July 1, so don't let your accounts miss out on a real cost savings.

DISC MEMORY NEWS

Sales Aids

OEM/VEU Agreements

By: Bob Hoke/DMD

A point of misunderstanding appears to be what DMD products are on what schedule of HP purchase agreements. I will attempt to clarify the situation:

The 12960, 12962, 13180, 7920M, and 7920S are on the Type 2B schedule and are subject to the same discount as the system they are purchased for. As an example, if the purchase with an HP 3000 is entitled to a 10% discount, the 7920S would also receive 10%.

The 13395A is also on the Type 2B schedule, but is subject only to a volume end user discount (Discount Schedule A).

GOOD SELLING!

7905 Reliability — Rock Solid

By: Bob Hoke/DMD

We have just completed a complete service review of the 7905A and it passed with flying colors. According to the warranty reports the number of actual failures has declined dramatically (and continues to decline) over the last year. One area of concern appears to be a misunderstanding about installation procedures.

A disc is a complex electro-mechanical device, and as such needs specialized installation procedures which are much

different than the installation of, for example, a CPU. Our OEM customers who are installing their own hardware are most vulnerable and it's up to you to remind them that in order to insure that HP disc products meet their published specifications, a full installation procedure by a trained service engineer is required.

THINK ROCK SOLID — THINK 7905

Product News

7920M Master Drive

By: Bob Hoke/DMD

The 7920M is now available as an add-on to existing 2100/21MX/E series computers. The price is \$17,500 and availability is 10 weeks.

Currently we are not planning on having a DISComputer configuration using the 7920, so your customers that need a 21MX/7920 combination will order the 7920M. DSD is working to define the HP 1000 with a 7920M as the system disc. Watch the CS *News/etter* for announcement.

Note: The 13175A 21MX interface must be ordered to interface the 7920M to the MX.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

DATA SYSTEMS NEWS



New Bus Line

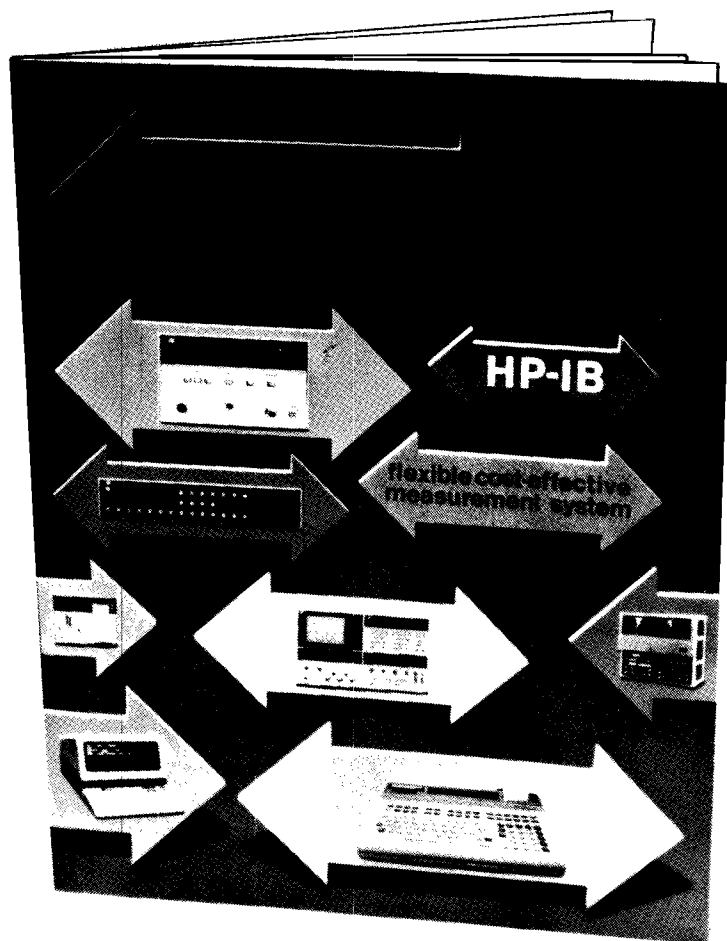
By: Janet Weldon/HPG

What is HP-IB? Now available to answer that question, a new 12-page brochure summarizes the total Hewlett-Packard Interface Bus story. This promotional brochure includes a current list of HP-IB products (instruments and computing controllers) and will be updated every 6 months to reflect new product introductions.

The brochure encompasses instrument, calculator, and computer disciplines so a copy has been mailed to every field engineer. It will also be publicized in the June issue of *Measurement/Computation News*, and we plan to offer the brochure through ads in various electronics magazines.

In addition to English, the brochure is being published in German, French, Italian, Spanish, Swedish, and Dutch. And for those customers who want more information, there's a bibliography referring them to technical articles about the bus.

To order copies in quantity from Corporate Literature Distribution, just refer to publication number 5952-0050.



other sort programs in the LOCUS library which run in a DOS system: these use EFMP files. They are more complete than DSORT and QSORT (being programs rather than subroutines) but they cannot run in an HP 1000 without some effort in translating the source to handle FMP files in RTE rather than EFMP files in DOS.

New Contributed Library Catalog Ready

By: Jane Seligson/DSD

A new revision of the Data Systems Division Contributed Library Program Catalogue has just been released. It contains over 600 program descriptions, prices and ordering information. This invaluable volume represents

literally thousands of hours of work and reflects the professional efforts of HP customers in all fields of interest.

Programs listed are selected from customer contributions that have been documented according to directions supplied in the catalogue and deemed to be of most value to the broadest spectrum of users. The LOCUS catalogue, as it is currently called (part number 22000-90099), is available for \$15.00.

To order, address an inter-office memo, attention *Bernice Alexander*, c/o Hewlett-Packard Co., Computer Service Division, 974 East Arques Avenue, Sunnyvale, Calif. 94086. Be sure to indicate the part number and reference your account number and location code for billing purposes.



HP 1000 Model 20

DATA TERMINALS NEWS

Division News

Sales Development Lineup

By: Carl Flock/DTD

Here's who to call at DTD:

Sales Development Engineer	Region Supported
Steve Berman	NSR
Rich Ferguson	ESR
Eric Grandjean	HPIC, CSR
Tom Lee	MSR-E, MSR-W, SSR
Francis Marc (at Grenoble)	HPSA

Those School Bells Are Breaking Up That Old Gang of Mine

By: Steve Stark/DTD



After an overwhelmingly successful opening, the 13294A Terminal Applications course will be playing a return engagement during the week of May 23rd through the 27th. There are still a few seats available but they are going fast so be sure to get your orders in now for this sellout performance at DTD.

To help you sell your customers on the idea of attending this gala affair, a new data sheet has been prepared and is on its way to you now. However, if you just can't wait, you can obtain a limited supply by calling the DTD box office at (408) 257-7000 and making a request to *Steve Stark* (just tell him that you heard about the offer in the *CS Newsletter*).

On a more serious note though, if you have any customers who are interested in the HP-2649 Microprogrammable CEM Controller/Terminal or are in the process of developing applications for the HP-2649, you will be doing them a great service by convincing them to attend the course. The reason for this is that the course will not only provide them with valuable information which is not available from any other source but it will also provide them with an excellent opportunity to discuss their applications in detail with the instructors so that any areas of uncertainty may be satisfactorily resolved. With these benefits, it should be an easy matter to sell the course to every HP-13290/2649 customer.

Finally, be sure to enroll your customers in the course by having someone in your office submit a Training Registration Form (22999-90008) together with the sales order number for the course to *Sylvia Raumaker*, DTD Training Registrar. She will send an acknowledgement to your customer that he/she is enrolled.

Product News

Decwriter Replacement

By: Eric Grandjean/DTD

Replacing a Decwriter with a 2645A in current loop mode on a PDP 11/20 is a snap, according to *Darrell Igelmund* of our Neely Santa Clara office. (That is, if you know what to do.)

DEC

The PDP11/20 expects its current loop terminals to be "floating passive receivers" and "sinking transmitters". No handshaking or parity are required.

HP

The 13272F current loop cables are wired up to make the 264XX terminals acting as "sourcing transmitters" (and "passive receivers").

How To Match HP and DEC

If you refer to the 13250A Manual (P. 11) and the 2645A Reference Manual (P. 7-33), you will see that all you have to do to make the 2645A a "sinking transmitter" is to move the CLA (Pin 6) line to CLP (Pin 7) in the hood connector.

Keep in mind that there are no standards for current loop circuits and adjustments such as the above are inevitable.

Thank you, *Darrell*, for your input.

We would like to encourage everybody to contribute application notes especially when they involve non-HP systems. We think that everyone can and will benefit from it, including us.

Order Processing

13261A Device Support Firmware

By: Ed Churka/DTD

2645A Terminals shipped without Option 007 (cartridge tapes) having the accessories listed below, *must* be shipped with the 13261A Device Support Firmware.

Accessories shipped with 2645A Terminals (NO option 007) requiring 13261A Device Support Firmware:

Accessory	Description
13238A	Duplex Register
13246A	HP 9866A Printer Subsystem
13246B	HP 9866B Printer Subsystem
13349A	HP 9871A Printer Subsystem
13254A	Video Interface
13250A	Serial Printer Interface (configured)
13250B	Serial Printer Interface (configured)

Service News

Case of the Mysterious Appearances of EOF

By: Ed Churka/DTD

When operating a 2645 terminal in the READ or RECORD mode you may experience what seems like an end of file mark (EOF) right smack in the middle of a record you know does not have an end of file mark in it.

This may happen while: 1) reading data from the cartridge tape to the screen, 2) reading data from a computer or modem, or 3) recording data from a computer or modem.

To check your tape you may have tried reading the tape on a 2644A and found no EOF problem.

What is really happening is the 2645 terminal has detected an invalid record (record with no data, not even a carriage return) and stopped the reading or recording process to save the valid data already passed.

In most cases the problem is caused by two adjacent line feeds recorded on the cartridge tape (or in computer memory from the cartridge tape or display). In other words – LF, LF will stop the terminal.

Removing line feeds is difficult because the second line feed can *never* be displayed.

Clear the suspect tape cartridge by editing from tape-to-tape through the display adding all the function codes desired. The hidden codes will be dropped because the edited tape only records what is on the display. Direct tape-to-tape dumps (without display editing) will transfer the problem to the new tape. You must use the display edit operation.

2640 Series Terminals – Kit Changes

By: Ed Churka/DTD

You will be interested to know Computer Service Division (CSD) has requested a complete revamp on the Data Terminals kit format. Two major changes have occurred.

1. All 13239 series kits are now obsolete.
2. Product support packages will be set up to handle non-Blue Stripe modules, parts and tools.

Inter-Office Service Memo (IOSM) 02640-0577-03 will be mailed in May. This IOSM will be your guide to ordering all the suggested higher failure items required to support all 2640 series terminals.

Thank you, *Dave Sneade* of Neely Airport, for your input on the Master List for PCA's. This list will be part of the IOSM.

GENERAL SYSTEMS NEWS

Product News

Volume II of the HP 3000 Contributed Library Unleashed

By: Brenda Mapp/GSD

It's no rumor! It's fact! The HP General Systems Division's Contributed Software Center has released the newest version of the HP 3000 Contributed Library . . . Volume II. With this April 1st release, GSD unleashes another 3000 sales clincher.

Entice your prospects with this unique sales tool—software developed by HP 3000 system users. Adding to Volume I's reputable program line-up with such greats as :GALLEY, Volume II offers forty-four new programs ranging from the Program Evaluation and Review Technique (PERT) to two IMAGE Data Base Evaluation Analyzer Programs (IDEA, IDEA II), one for the CX and one for the Series II. Twenty-two revisions to programs originally listed in Volume I are also included in Volume II.

Here's what you get upon ordering Volume II! A complete package includes:

- An HP 3000 Contributed Library magnetic tape, Volume II, in :STORE format (800 or 1600 bpi),
- The HP 3000 Contributed Library Software Catalog and Index, Volume II, and
- The extended Documentation Package for Volume II,

obtainable by ordering 36995-10902 (800 bpi library) or 36995-11902 (1600 bpi). Both packages are priced at \$77.00 each.

Ordering is simple! For your own personal copy, an IOS is needed: complete and submit it to the Software/Publication Department, Division 47, Building 53L. Or, contact your nearest demo system manager as mentioned in the April 15th CS Newsletter. If your customer residing in the U.S.A. wishes to place an order, a direct mail order form must be submitted or a phone call to your office should suffice. However, if your customer is located outside the U.S.A., ordering the Contributed Library must be through your sales office.

There is another alternative for both your domestic and international customers. Encourage them to join the HP 3000 User's Group as a "site" member. For \$100.00, they'll get software for Volume I and II of the Contributed Library with special documentation for both. Also included in this membership fee, the customer will receive the Users' Group Newsletter.

In the next few weeks, expect a more detailed list which specifies individual parts and prices. This list also includes an index of both volumes of the HP 3000 Contributed Library.

DEL/3000 Initial Tests Results Completed

By: Dennis Rieger & George Fanucci/GSD

The initial results are in. Using a dedicated 512 Kb Series II, we found the key factor for response time when using DEL is the number of fields per form. As separate unprotected fields are added to a single form, the response time will increase by at least 1/10 of a second for each field. Doesn't sound like much? Well, if you think of an extra 20 fields increasing response time by a minimum of two seconds, it does.

Because DEL/3000 (26XX in block mode, strapped for line operation) executes separate FWRITES and FREADS for each field on the form after the ENTER key is pressed, there is a minimum of 75 to 100 millisecond process-wait for each field. Keep in mind, this time could significantly increase on a system running concurrent jobs due to memory/CPU resource sharing.

Another point of interest is the effect of DEL edits. These edits have been found not to be a critical performance factor. An average time of 15 milliseconds is required for retrieving each edit from the disc, and the time required for processing the edit is negligible as compared to total response time.

In the next few weeks, you should be receiving more detailed test performance data through the mail.

Sales Aids

Publicity Stories Wanted

By: Mike Sullivan/GSD

I am scouring the field for large company success stories and for situations where more than one HP computer is being used. If you have any customers whose applications would make good P.R. stories, contact me, *Mike Sullivan*, (408) 249-7020 x2758 at GSD.



HP 3000: Results in a Public Agency

By: Rich Edwards/GSD

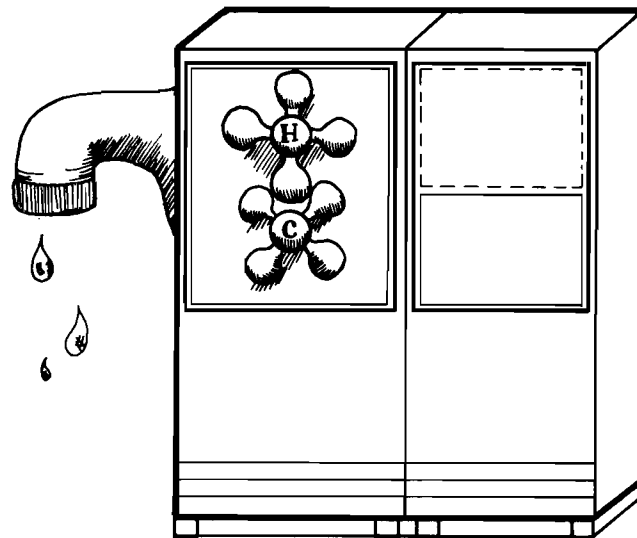
The municipal Water District for a growing southwestern metropolitan area has come to rely on its HP 3000 as an effective tool used in addressing many of the complex problems facing the District. Key to the 3000's ability to aid the District in its water management responsibilities, accounting, and engineering has been the ability to distribute the power and speed of the computer system to any and all departments through the use of computer terminals.

Without exception, every department of the District utilizes the computer in its daily activities in some manner. Fully 30% of the users of the system are clerical or secretarial employees with no formal computer training other than instruction on how to gain access to the system via a terminal ("log on") and how to use the in-house systems. The District has cut data entry time and costs 40% by entering data at the source and eliminating transcription and keypunching. All employees benefit from the improved accuracy and timeliness of data, such as when they received their W-2 forms with their last December paychecks instead of at the end of January as with the former batch computer system.

With its terminal-orientation, the 3000 is letting the district consolidate all accounts payable, accounts receivable, payroll, inventory and assets and depreciation programs into one accounting management information system accessing data stored on line in IMAGE/3000 data bases. The number-one objective of this MIS, people-orientation, is easily accomplished through the use of terminals coupled with the data base management system.

This same approach is being used to give the District's engineers easy access to millions of records on water depth, soil composition, well depth, and other hydrologic data. This data, formerly on micro-fiche, is now organized into meaningful relationships in 6 IMAGE data bases allowing easy manipulation by sophisticated ground water models to aid the District in controlling the water supply. Future plans call for the addition of an HP 1000 System for control of the pipeline, replacing manual controls at the District's headquarters. Data on the water flow will then be immediately available for analysis by the engineers on the HP 3000. These models were originally developed by the U.S. Geological Survey and ran on a good sized IBM/370. The District has converted all these programs to run on the 3000. The Computer Services Manager noted that "there really aren't any 370 programs we can't get to run on the 3000."

There was no problem, either, in converting their programs from the previous IBM 1130 system. Prior to installation of the District's system, they leased a phone line to the nearby HP Sales Office's 3000 System for conversion. When the District's 3000 was installed they had completed the conversions and had the payroll and accounts payable ready without missing a deadline. Running one application which took 26 hours on the 1130 proved that the 3000 lives up to what is said it can do. With five employees doing transaction processing and program development that same application was simultaneously taking only 56 minutes to complete. This type of performance, made possible by the 3000's advanced operating system, MPE, more than justified the district's choice of the 3000. And this increased performance was delivered for a lower monthly cost, too.

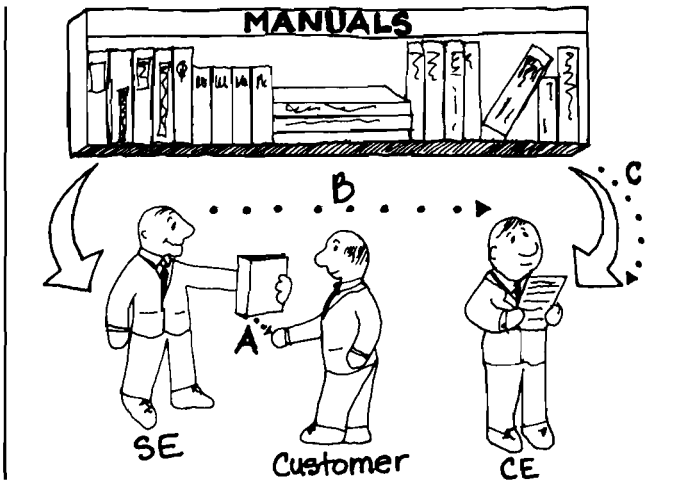


New Series II Site Preparation Procedure

By: John Page/GSD

When your customer gives you an order

- A. Give your customer copies of the site preparation manual, the price/configuration guide, and the order.
- B. Contact your CE so the customer can get advice on the site preparation process, and
- C. Be sure your CE gets a copy of the price/configuration guide, now a necessary adjunct to the site prep manual.



Competition

SSR Customer Zooms in on Harris and HP

By: John Page/GSD

If you are currently up against Harris, this nonpartisan comparison of the Harris S130 system and the Series II will be of value to you. A customer in our Southern Sales Region focused in on these two systems, and here's what he found.

Harris S130

Ran benchmark test in 37 min on 388KB. The test consisted of multilingual batch jobs (COBOL, RPG, BASIC, FORTRAN) and twelve terminals doing a mixture of interactive tasks.

Hi-level COBOL 74 including Report-Writer.

Harris Manuals: Although accurate they are short.

The command language has a 'macro' facility which allows the user to construct new commands.

They use TOTAL as their data base package but have no QUERY package.

Expandability due to 256K words of memory and multiple selector channels.

TOTAL has transaction logging and record locking.

On the Editor:

- The EDITOR reassigns line numbers each time a data set is edited, preventing the user from referencing line numbers from print-outs obtained prior to the current EDIT session.
- Inserted lines cannot be listed until the data set has been updated. ("Kept")
- The EDITOR is called from the Operating System COMMAND level, thus allowing the user to enter OS commands in the middle of EDIT sessions.

No decimal arithmetic instructions.

HP 3000 Series II

Took 140 mins in 256Kb and 53 mins in 384Kb.

Hi-level COBOL 68. No report-writer.

HP manuals are accurate, comprehensive and meaningful.

No such facility at the present time.

IMAGE made the Datapro Honor Roll. **Make sure you impress its importance on your prospect.*

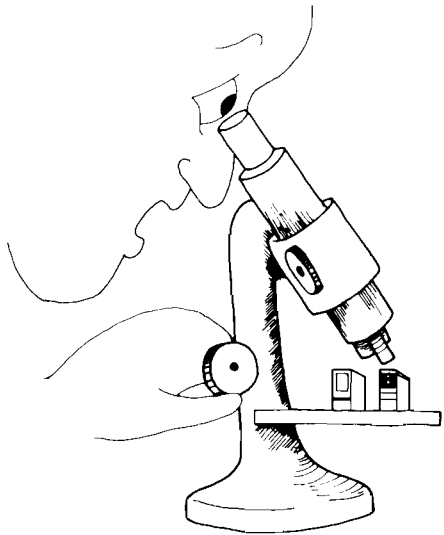
HP also has 256K words (but Harris is a 24 bit machine — 3 bytes per word). *On the current HP 3000, extra selector channels really make no difference to performance.*

Not available at present time.

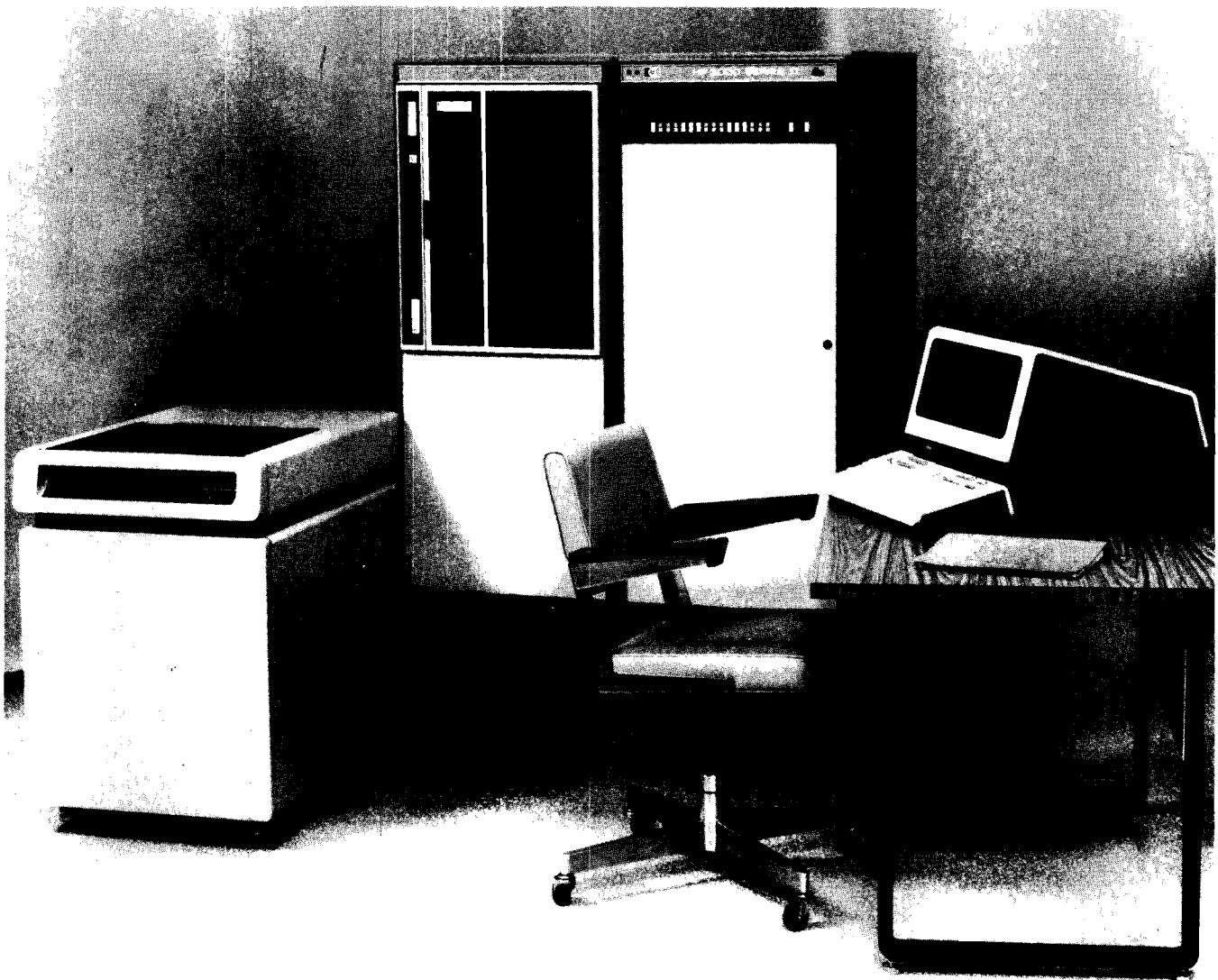
- The EDITOR is not lacking in any desirable feature (except for not being able to enter system level commands during an EDIT session).
- By simply hitting 'break', you can enter system-level commands in the EDITOR. *Before your prospect sees Harris, make sure he has spent several hours playing with our EDITOR.*

Full firmware decimal arithmetic. *Stress its speed and accuracy in financial calculations.*

*Italics are Editor's additions.



In summary, Harris is a good competitor to the HP 3000, since they have similar capability at a similar price. However, you should be able to get an edge on them by stressing the value of a good EDITOR and QUERY. If your prospect were to actually use these subsystems before using a Harris System the value of our 'friendly' 3000 will influence his decision favorably. Their lack of QUERY and decimal arithmetic should make them easier to compete with in a commercial environment than in an educational one where these features may be less important.



HP 3000 SERIES II Model 6

HP GRENOBLE NEWS

Division News

European HP 1000 System S.E. Conference

By: Dieter Schmidtke/HPG

The Grenoble Technical Marketing Group recently held its third software conference for European S.E.'s, in order to review new software developments and swap experiences and applications programs. Topics covered included:

RTE-M	"Block Mode Editor"
DS/1B'	"ISAM"
RJE 1000	"MPX Driver"
"Session Monitor"	HP-IB

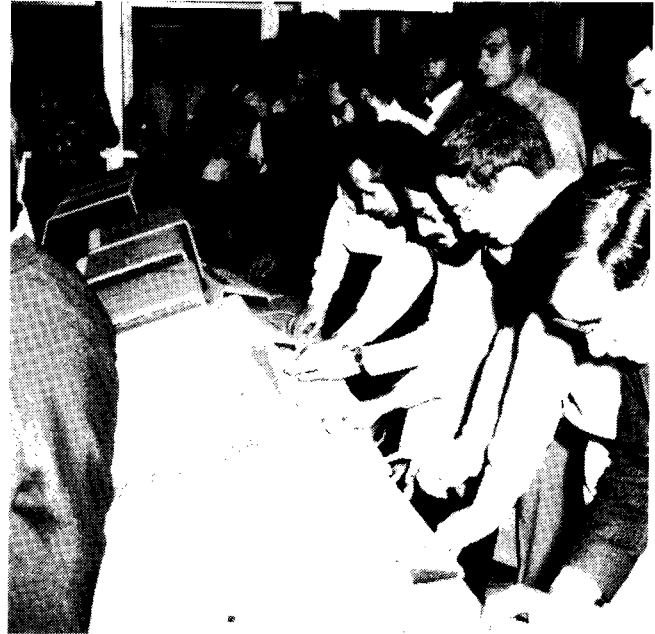
Working relationship among S.E.'s in Europe.

Attendees from Amsterdam, Brussels, Copenhagen, Frankfurt, Geneva, London, Milan and Paris were present.

One of the highlights of the conference was a demonstration of an RTE-III System configured with an "MPX Driver", "Session Monitor", "ISAM" Data Base, and "Block Mode Editor".



European SE's connected twelve 26XX terminals to an HP 1000 SYSTEM via the 12920B MPX, MPX Driver, ISAM and Session Monitor were all made in Europe to meet customer needs.



Let me see . . . three cherries pays 10,000 francs, two cherries and a star pays 2500 francs

Twelve HP 26XX terminals were connected to it and the S.E.'s (and a few F.E.'s from a simultaneous terminal seminar) hammered away, unable to crash the system.

Some of the features of these special software modules:

"Session Monitor" by *Rob Porter*, HP Winnersh:

- Log-on with passwords
- Accounts
- User levels
- HELP program
- User/System protection (L.G, L.S avoided)
- User activity reports.

"MPX Driver" by *Marc Van Den Bossche*, HP Brussels:

- 16 terminals
- Auto speed detection
- Programmable speed setting
- Page/character mode.

Details on the "Session Monitor" are available from *Rob Porter*, and on the "MPX Driver, ISAM and Block Mode Editor", from *Marc Van Den Bossche*.

A New Face In Grenoble Product Marketing

By: Peter Stuart/HPG

Marc Nodier comes to us from HP Boeblingen in Germany where he has spent the last three years in the Calculator Marketing Group as Market Development Specialist.



Marc's formal French university training is in economics and this coupled with his applications experience gained in the Calculator Group will help us define and support applications of the new HP Grenoble products.

Marc has the ability to speak four languages fluently which will make his contribution in Europe particularly apparent.

We wish him every success in his new job.

Sales Aids

Production Engineers Hear About the 3070A

By: Peter Stuart/HPG

An article in the February issue of "Production Engineering" talks about the use of minicomputer systems for use in Factory Data Collection and quotes reports that this market will grow to \$1.3 billion by 1980.

Along with some useful references to the HP 21MX and the ASK Computer Services package for the HP 1000, the article is illustrated with a photo of the HP 3070A, pointing out its value for use by operators with little or no computing experience.

Do not be surprised by those calls from Production Engineers and good luck with the orders.

Who Buys HP 3070A Terminals for Data Entry?

By: Peter Stuart/HPG

With your help and feedback we are getting a much better idea of who are your best prospects for HP 3070's. Remember we don't want you to waste time selling one HP 3070, we want you to sell them in volume together with an HP 1000.

What have we learned:

1. Prospects who are discussing with you a distributed data processing capability are not focussing on their data capture problem. They are interested in general purpose operating system capability, languages and range of general purpose peripherals.

2. Prospects who tell you they do not want distributed data processing (they will learn in time!) are the best prospects you could have for a source data capture system.

These prospects who already have a large strong centralized EDP operation will have some highly quantified very specific problems in capturing data. They are looking for cost effective ways to solve that problem.

Talk to your prospects about simplicity and efficiency; not power and sophistication. Promote the HP 1000 as an effective front end data capture system for a powerful central system and if their eyes start to shine, you have got it made. The HP 1000 can control up to fifty-six HP 3070A terminals. Terminals which are specifically designed for fast, friendly, easy man/machine communications: ideal in solving data capture problems.

New Manual Available

By: Mike Tupper/HPG

We now have stocks of a useful manual telling you how to connect and operate the HP 7260A Optical Mark Reader with the HP 3000 Series II.

The manual describes the 3000 Series II intrinsic routine FCARD and applications software available in the PUB.SYS Library of the 3000-II, both specifically for use with the OMR.

If you want to demonstrate this powerful terminal-orientated document reading capability, ask Alic Rakhmanoff in Boise, or myself in Grenoble, for a personal copy of the manual.

HEWLETT  PACKARD

HP 3000 Series II Computer System

7260A Optical Mark Reader Reference Manual



