

REINHARDT, HELMUT FRANKFURT HPSA



Vol. 2, No. 23 Oct. 15, 1977

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Division News

Indepth Hard Copy Terminal Sales Product Training

By: Chuck Ulfers/Boise

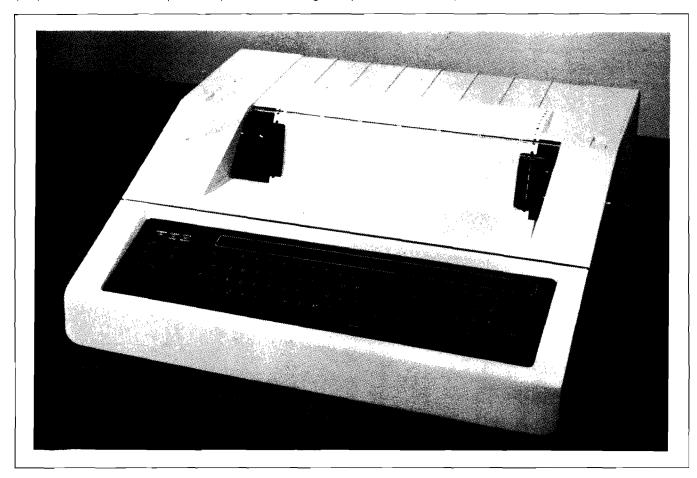
BOISE Division will soon be holding intensive sales training on the 2630 family of printers and hard copy terminals in Boise. The classes are open to any salespeople who need to develop an indepth understanding of

the 2631A printer and the 2635A printing terminal. Topics to be covered in the course will include hands-on terminal operation, interfacing and the competition.

The class will be three days in duration, and we will be limiting enrollment to 10 participants per session. We have currently scheduled the following classes:

October 17th – 20th October 24th – 27th November 14th – 17th.

More classes will be scheduled as required. Please contact *Lillian Blankinship* at Ext. 290 in Boise to enroll in the course.



(These 8½ x 11" photos HP 2635A SHOWING KEYBOARD LAYOUT available in limited quantity from Boise Division sales development on request.)

Sales Alds

2630 Family Sales Presentation Kit Readied

By: John Klonick/Boise

The recent deluge of orders for the newly introduced HP 2631A printer and HP 2635A printing terminal indicates that we're off to a good start. To help you keep the ball rolling, Boise Division will soon be sending each district a professionally prepared set of overhead slides reviewing the key features and benefits of the 2631A and 2635A.

This presentation kit can be used in many sales situations and should be a particularly effective complement to your 2630 Family demonstrations. Also, by using the kit as an "opener" it will provide you with a valuable opportunity to acquaint new prospects with the full line of HP computer equipment.

This presentation material will be arriving in your sales office in mid-to-late October—watch for it!

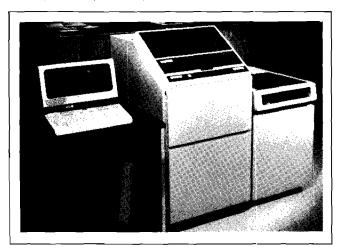


7970 Mag Tape Cabinet Revealed at Last!

By: Mike Harrigan/Boise

As promised in the September 1 issue of the Newsletter, here is a photograph of the new stylized 7970 magnetic tape drive cabinet. Shown here in a typical installation with an HP 7920 disc drive and an HP 2640A terminal, this cabinet was designed for one of our large OEM customers, and they have given us permission to offer it as a standard option.

The cabinet is color coordinated with System 1000 and makes an attractive alternative to rack mounting the magnetic tape drive in situations where the equipment may be located in an office environment. To get this cabinet, all you have to do is order option 410 with your 7970B, 7970E, 12970A, 12971A, or 12972A.



Order Processing

Option -100 for 21MX Printer Interfaces

By: John Freeman/Boise

Effective November 1, 1977, the 2613A, 2617A and 2618A can be ordered with option -100 to interface to 21MX and 2100 systems. This option replaces the subsystem numbers which have been so confusing in the past. Now if you wish to order a 2617 with 21MX interface, cable, manuals and software, just order a 2617A -100. Hope this makes your job easier.

Traffic Tips

By: John Fisher/Boise

Boise Division is recommending the use of surface electronic padded vans for transportation of our larger peripheral instruments. The 2613A, 2617A, 2618A, and the 7970 option 300 units are quite vulnerable to damage. Increasing damage claims and the need for proper handling with Inside Deliveries, justifies additional cost and transit time.

A large percentage of our freight claims are against the airlines, and the reason is that few airlines or airports have the equipment to handle the weight and bulk of our larger instruments. So whenever possible, we suggest your customer use surface electronic padded van transportation for the above instruments. And when Inside Delivery is desired, be sure it is specified on the sales order.

GOOD SELLING!

Support News

HP 2631A and HP 2635A Support

By: Steve Bolen/Boise

On September 16 Boise Division announced the 2631A Printer and the 2635A Printer/Terminal. Now that things have settled down a bit, I would like to take this opportunity to briefly review the 2631A/35A Support Plan with you.

The 2631A/35A were designed for high reliability and ease of maintenance. Both units are modular in construction, with all components easily replaceable.

A self-test capability has been built in that can be utilized by both the operator and the customer engineer. In most cases, a trained CE can use self-test to isolate problems to the modular level. Self-test can be initiated at the console or via program control.

HP Computer Museum www.hpmuseum.net

For research and education purposes only.

Training

The customer engineering training program is well underway. All of the domestic product specialists have completed training at the Boise facility. Each specialist has been given a complete training package so that they can provide ongoing CE training. On October 3, approximately 30 customer engineers from Europe were trained at the Grenoble Division. The class was taught by Dave Gerhart, the responsible factory support engineer for the HP 2630 family. The ongoing training in Europe will be provided by Grenoble Division. On October 24 representatives from ICON will visit Boise Division for training on all Boise printers, including the 2631A and 2635A.

Documentation

The Service documentation for the 2631A/35A includes the following:

| | P/N | Fiche P/N |
|------------------------------------|-------------|-------------|
| Service Manual | 02631-90902 | 02635-90902 |
| Operator's Manual | 02631-90901 | 02635-90901 |
| Diagnostic Manual | 02631-90906 | 02635-90906 |
| RTE Driver Manual | 92001-90010 | |
| | (DVA 12) | |
| HP 2630 Family Pocket Guide | 5952-9427 | |
| HP 2630 Family Reference Manual | 02635-90905 | |

Only the operator's manual, pocket guide, and reference manual are shipped with every unit. If the customer desires a service manual, it can be obtained by specifying option 715. For the field CE, the service documentation is available in the field libraries, at CPC, or in CE training classes.

BMMC

The BMMC is \$31.00/month and includes travel time, parts replacement, and overhaul costs. For Option 210 add \$3.00 per month, all other options are zero additional cost.

NOTE: The Print Head is considered a consumable and head replacement is not included in the BMMC.

WARRANTY

The 2631A printer and the 2635A terminal will be warranted for 90 days on-site parts and labor. Although the print head is a consumable, it will also carry a 90-day warranty when shipped in a new unit from Boise Division.

Consumables for the 2631A/35A consist of heads, ribbon cartridges and paper. The warranty policy on consumables purchased from the Computer Service Division is for 30 days and only for manufacturing defects.

CONSUMABLES

The following consumables for 2631A/35A can be purchased from CSD Sunnyvale:

- Replaceable ribbon cartridge (02631-60060)
- Operator replaceable print head (0950-1576)
- · Paper and forms

Boise Division is very proud of its first major product introduction and is looking forward to providing the best possible support. If there are any questions or inputs, please don't hesitate to contact us.

Line Printer Preventive Maintenance Manual

By: Bob Getzfred/Boise

Preventive Maintenance Manuals for the 2613A, 2617A, and 2618A have been written and are now available. These manuals clearly point out both the customer and CE preventive maintenance responsibilities. The first section describes the operator's PM duties as well as the interval at which the PM should be performed. Section II of the manual describes the monthly PM duties of the CE. Finally, Section II describes the semi-annual PM duties of the CE. In the future, the appropriate PM manual will be shipped with the printer. Additional PM manuals can be obtained by contacting the regional specialist or by ordering through CPC, using the following part numbers:

| 2613A Line Printer | P/N 02613-90013 |
|--------------------|-----------------|
| 2617A Line Printer | P/N 02617-90904 |
| 2618A Line Printer | P/N 02618-90015 |

DISC MEMORY NEWS

Division News

New Player at DMD

By: Bob Hoke/DMD

Another valuable new addition to DMD Marketing has recently joined our "lean and mean" team. Steve Germain is our new Product Manager for the 7905 and 7920 disc drives.

A native of California, Steve comes to us by way of Fairchild Camera and Instrument Corporation and brings with him strong system experience in both the government and the private sector. Steve is a graduate of New Mexico State University and currently holds a B.S. degree in Industrial Engineering and an M.S. degree in Management.

Steve's timely arrival at DMD will undoubtedly be a valuable asset to our young division. Welcome aboard, Steve.

Sales Alles

Factory Support Resources

By: Jon Bolt/DMD

There have recently been a couple of instances where customers have contacted our lab directly without involving Sales Development, and in one instance, without the field's knowledge.

As you know, it's our standard practice not to have customers interfacing directly with R&D; however, we do realize that there will be circumstances where this level of communication is required. We would like these minimized in order that the lab be free to do their primary job—i.e., invent new products. Therefore we ask that any of these special situations be coordinated through marketing. We have several levels of resources available to us before we have to involve the lab, and we feel that we can provide the type of support and follow-up that is needed to achieve the highest level of customer satisfaction.

It becomes our job to ensure that the whole interaction is handled professionally and that nothing falls in the crack. We will also be sure to feed back the results to keep you in the loop.

As we said, this is a very limited resource so help us use it wisely. Let me know if I can help.





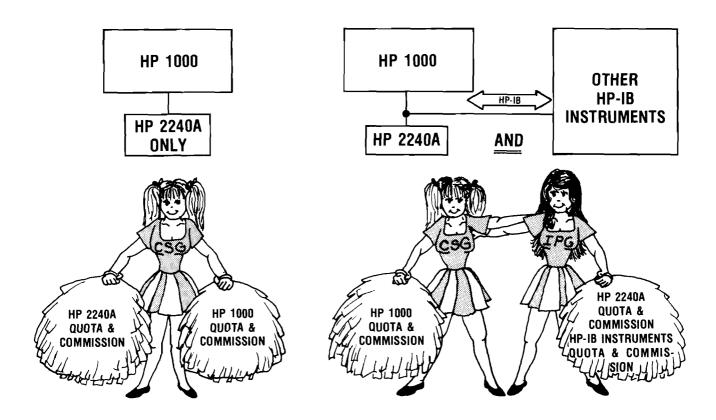
Division News

Measurement and Control Field Sales Force Expands

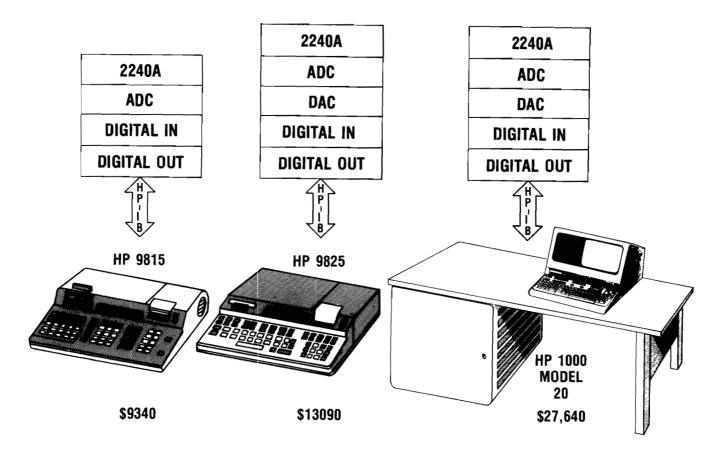
By: Pete Palm/DSD

NEXT MONTH 450 MORE EXPERIENCED SALESMEN ARE AVAILABLE TO HELP YOU SELL HP 1000-BASED MEASUREMENT AND CONTROL SYSTEMS!!!

Starting November 1, 1977 the instrument Product Group sales force, over 450 strong, have also taken quota for the HP 2240A Measurement and Control Processor. They may help you find HP 1000 opportunities you have missed, particularly where they are selling other HP-IB based instrumentation: The quota and commission arrangement is as follows:

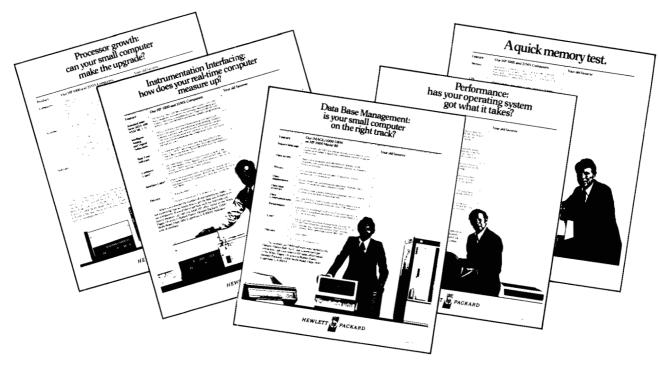


When the customer needs a lowest cost, dedicated system that doesn't justify the power (or price) of an HP 1000 (or K-series), turn the customer over to your IPG sales partner. HP calculator-based 2240A systems compete well for many applications in the \$10,000 to \$20,000 range. Better HP gets the order than the competition.

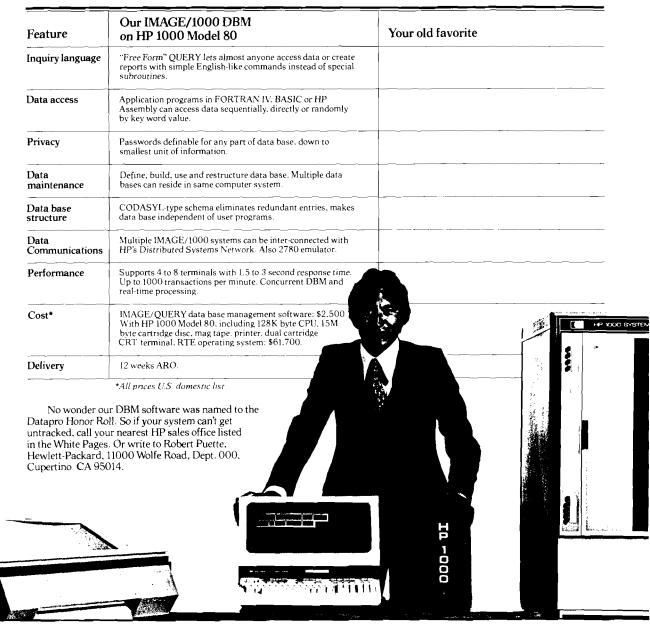


For HP 2240A Systems sold with calculators, the IPG FE gets the quota and commission on the HP 2240A. The Calculator Products Group FE gets quota and commission on the calculator. The IPG FE also gets commission on the calculator. THE CUSTOMER GETS THE BENEFIT OF THE WHOLE SPECTRUM OF HP COMPUTING CONTROLLERS TO CHOOSE FROM.

New ads are coming ... watch for them!



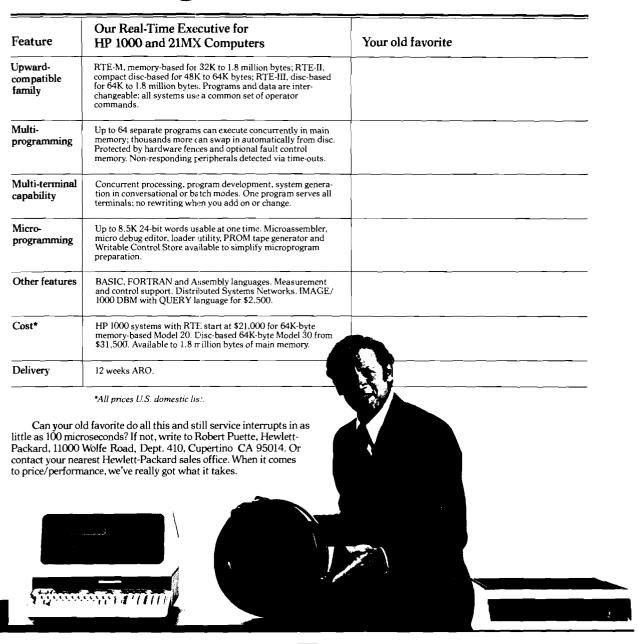
Data Base Management: is your small computer on the right track?





22704) IPDS6

Performance: has your operating system got what it takes?





22703HPDS5

00

Where is the Limit of Perfection?

By: Dick Anderson/DSD

This is a translation of a Russian news article on our product:

ТЕНДЕНЦИИ, ПЕРСПЕКТИВЫ

ПРЕДЕЛ СОВЕРШЕНСТВА

или что может современная ЭВМ?

Ответить на этот вопрос не н-то легно. Возможности

Ответить на этот вопрос не тан-то легно. Возмомности элентронно-вычислительной техними расширяются на глазах. Еще совсем недавно 38М позволяли делать лишь определенные математичение расчетыми промышленности промышленности промышленности промышленности пожалуй, не возьмутся с полной уверенностью предсназать даме ученые. Залог «всемогущества» электронной технини — премде всего в се непрерывном совершенствомании. И тут нельзя не замстить двух тенденций — к сонрашенно размеров 38М и одновременно ресту объема их оперативной памяти. Примером тому — кодель «мини»-38М мНР-1000» америнанской фирмы «Хыолегт Пакнара». Вся машина умещается в тумбочке наицелярского стола ісм. Сінмокі, а между тем обладает поистине гигантской для тамки размеров памятью — до 320 килобайт, Быстролействие и большая емкость памяти — не единственные преимущества этой машины. Она позволяет работать оглювременно с ческольними видеотерминалами, вести так называемую панетную обработнущ данных, а такиме программирование на несмольних алгоритмических языках. «НР-1000» можно использо-



ВРЕМЕННАЯ JDIVI:

вать при инженерных и научных расчетах, в управления произбодтвенными процессами, в системах контроля и обработни данных. Впрочем, перечислить все возможные области применения машины вытрудняются даже создавшие ее специалисты. Совершенствуются не тольно сами ЗВМ, но и отдельные их системы. Так, инженеры французской фирмы «Синтра» создали тренажер, напоминающий по своей ноиструкции видеотермикальное устройство. Подключив его и ЗВМ, можно готовить специалистов самых различных профессий— летчинов, программистов, сборщиков элентронной аппаратуры и даже переводчиков с иностранных язынов. В тех случаях, ногда необходимо дать урок сразу для нескольких человек, используется разработаниюе этой же фирмой еще одно устройстью— «Грако». Оно позволяет проецировать на большой эмрак черно-белое или цветное изобраймение, полученное непосредственно с ЗВМ.

во — «Грано». Оно позволяет проецировать на большой эмран черно-белое или цветное изобраненне, полученное непосредственно с ЗВМ.
Сейчас трудно сназать. Наскнольно серьезую конкуренцию может оназать электронный учитель опытному преподавателю. Но вот другие сферы своей деятельности человек уже спокойно может поручить электронием. Например, работу в магазине. Американская фирма «Кей-Тронни корпорейши» приступила и выпуску считывающего устройства (см. сикмок), ноторое действует под управлением минро-ЗВМ. Достаточно направить его на товарную бирну, и автоматическая касса выбест чен. В памяти ЗВМ откладываются сведения о проданных вещах но спросе на те или иные товары. Прибор может считывать не польмо специальные шрифты, на инфотран, напи смотрон, мапи инфотран, на пи учетотрые бунвы и цифры, написпециальные шрифты. бунвы и цифры, написанные от руки.

> ю. андрюхов, инженер.

МИНМОТА KOMENHAT

СТОЙКИЙ ЭЛЕКТРОД

импульс -10.000

АТМОСФЕР



ЗАЯВКА в БУДУЩЕЕ под сочне ПАРУС

Как решить проблему транспортировки в космосе гру са которых исчисляется сотнями и тысячами лони? мость в этом, несомненно, возникнет, когда человечи ступит к освоению планет Солиечной использовать их минеральные богатства в производстве.

На помощь, считают ученые, приду мнению американских исслетовлены из тонкого и г Оптимальная площадь По своему впешнему бумажный эмси. «П тер» - корпуску на огромное ис

ощутимь. тарен, вания Пp

вятся мого оправ нальн ва п Поп шиал ров

HCC.

THY

Α÷

Translation: (Partial)

Where is the limit of perfection or what is a modern computer capable to do?

It is not so easy to answer this question. The capabilities of computing technique are increasing all the time. Until very recently the computers performed only some mathematical calculations, today they are controlling entire areas of industry or administration of gigantic cities. Even the scientists cannot predict exactly the future of electronics.

The guarantee of the power of electronics is above all in its permanent perfection process. There are two main ways in this respect: reduction of the computer sizes and at the same time the increase of its main memory. An example of this is the minicomputer HP-1000 of the American company Hewlett-Packard. The whole machine is installed in a part of the desk (see picture), but has a gigantic memory for this size, up to 320K.

The speed and the big memory are not the only advantages of this machine. It allows also the simultaneous work with several video terminals, batch-processing and also programming in several algorithmic languages.

HP-1000 could be used for engineering and scientific computations, processing control, systems control and data processing. But even the specialists who created this machine have difficulties to figure out all the areas where the HP-1000 can be used.

Technical Marketing Reorganization

By: Carolee Drotos/DSD

DSD's Technical Marketing Department has recently reorganized and incorporated several people from AMD. To operate more effectively, we have divided the department into two main groups. These two groups, CE Organization Support and SE Organization Support are broken down into six sub-groups: SE On-Line Support, CE Cn-Line Support, Hardware Support, Operating Systems, Subsystems and Data Communication.

The latter four groups will continue to produce manuals and support plans; develop customer, CE and SE training courses; provide new product training for SE's and CE's on both hardware and software; and develop demos for the HP 1000 System.

The following chart shows the breakdown of Technical Marketing and lists the 'on-line' support people.

The SE Support Group headed by Jim Bridges responds to all technical questions on software. The primary function of this group is the handling of bug reports (see S. A. Note 178). Bugs are verified (where feasible), logged on the SST, and sent to the lab for action. The secondary function is to answer questions on the successful application of DSD's software products, which arise from a lack of detail or examples in manuals. During 1978 we will add additional manpower in this important area.

The CE Support Group responds to questions relating to functional and procedural aspects of DSD hardware. *Al Maddox*, who recently joined the group, will handle 9600 Measurement & Control Systems questions; *Phil Williams* will be heading the group and fielding questions on the HP 1000 and CPU related products. This group will do limited OEM design consulting during 1978.

Orrin Mahoney continues to head the Hardware Support Group, which complements the CE Support Group by producing support plans, manuals and training packages for new and existing products. The maintenance of board exchange, BMMC and SSS prices for existing products will continue to be generated from Hardware Support. A major thrust for the group will be to get closely tied into the design process on the next generation computers to maximize supportability.

The Software Support Groups' job is to help make the software packages more saleable and supportable by focusing on the various products. Emphasis will continue in the area of customer courses as well as Level I and II training for SE's and Product Specialists. Manuals are emphasizing a 'friendly' approach while providing a technical understanding.

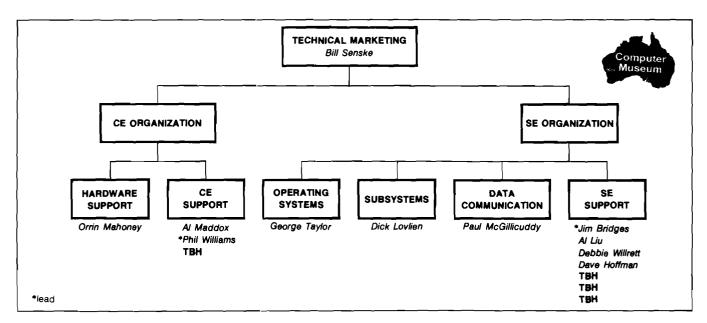
George Taylor heads the Operating Systems Group which supports the RTE Operating System, utilities, compilers and libraries which are part of the HP 1000 Systems.

Dick Lovlien has transferred from AMD to manage the newly formed Subsystems Group. Subsystems is responsible for publishing the Communicator (Steve Rutel, Editor) and for support of the following current, released products:

| 92061A | RTE Microprogramming Package |
|--------|----------------------------------|
| 92066A | Measurement & Control Software |
| 92400A | Sensor-Based DAS Utility Library |
| 92413A | ISA FORTRAN |
| DVR37 | HP-IB Interface Driver |
| 92063A | lmage/1000 DMB System |
| DVA47 | 3070A Terminal Driver |
| 92409A | Real-Time Plotter Software |
| DVA13 | TV Interface Driver |
| DVR10 | Graphic Plotter Software |
| | |

The Data Communications Group, a spin-off of the Operating Systems Group, is headed by *Paul McGillicuddy*. Their area of responsibility includes Distributed Systems, RJE-1000, DVA05, and other new data communication products.

By the way, if you can come and visit us, you will discover that we have moved. Our new location is in Building 42U, between the rest of DSD Marketing and the Lab.



Sales Aids

FALL SALE Used Equipment at 50% Savings

By: Judy Coleman/DSD

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

| Qty | Product | Description | Price |
|-----|----------------|--|------------|
| 2 | 12556B-888 | Output Register | \$ 325.00 |
| 2 | 12560B-888 | Plotter I/F | \$ 250.00 |
| 2 | 12587B-888 | Data Set I/F 21MX | \$ 275.00 |
| 2 | 12597A-005 888 | I/F 2895B | \$ 225.00 |
| 6 | 12604B-888 | Data Source I/F | \$ 437.00 |
| 3 | 12676B-888 | Fixed Shelf | \$ 140.00 |
| 1 | 12731A-888 | Memory Expansion 21MX Series | \$ 500.00 |
| 8 | 12880A-888 | I/F 2100 Series ; 4K Expansion 2100A | \$ 175.00 |
| 10 | 12884A-888 | 4K to 8K or 12K to 16K; 4K Expansion 2100A | \$ 500.00 |
| 8 | 12884A-002 888 | 8K to 12K | \$ 500.00 |
| 4 | 12889A-888 | High Speed I/F | \$ 375.00 |
| 1 | 12894A-888 | Multiplexed I/O | \$ 175.00 |
| 1 | 12900A-888 | Accessory Kit 2100A | \$ 300.00 |
| 5 | 12944A-888 | Power Fail | \$ 300.00 |
| 2 | 12968A-888 | Asynch. Comm. I/O | \$ 375.00 |
| 1 | 12968A-001 888 | Add 2640 Cable | \$ 375.00 |
| 8 | 12994A-888 | 4K Memory Module (2102A) | \$ 200.00 |
| 5 | 2100A-008 888 | Computer 8K Memory | \$6,750.00 |
| 2 | 2895B-888 | Paper Tape Punch | \$2,375.00 |
| 2 | 91703A-888 | Digital Input Card | \$2,000.00 |
| 1 | 91704A-888 | Relay Output Card | \$2,000.00 |

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



Division News

2649 Graphics Options

By: Sarv Thakur/DTD

Qualified OEM's can now order 2648A hardware as special options to the 2649A. These options will eventually become standard options on the 2649A. (NOTE: OEM discounts do apply to special options.)

However, do make it a point to remember that HARDWARE ONLY is PROVIDED and NO GRAPHICS DOCUMENTATION, such as 13255A Technical Information Package or 13256A Firmware Support for the graphics features is available at this time.

Following is the product structure to provicle a standard 2648A:

| Product | Option | Description | Price |
|----------------|--------|--------------------------------|-------------------------|
| 2649A | | Mainframe | \$2150 |
| 2649A | 100 | Character ROM | \$ 100 |
| 2649A | H01 | Graphics Keyboard | \$ 575 |
| 2649A | 400 | Control Memory | \$ 140 |
| 2649A | 400 | Control Memory | \$ 140 |
| 2649A | H02 | Graphics Controller and Memory | \$ 15 1 0 |
| 2649A | H03 | Graphics Maincode ROM's | \$ 500 |
| 2649A | H04 | Graphics Keyboard ROM | 50 |
| 93982A | | 8K Memory | \$ 425 |
| 13260A | | Datacom | \$ 160 |
| 13260A | 003 | Graphics Datacom | , |
| | | ROM | <u>N/C</u> \$5750 |
| For Option 007 | | | |
| 2649A | 007 | CTU Hardware | \$1430 |
| 13261A | 003 | Graphics I/O ROM's | \$ 170 \$1600 |
| | | | \$1600 |

Terminal Training Course (December '77)

By: Carl Flock/DTD

Data Terminals will be conducting an in-depth sales/ technical training class starting December 5, 1977, for five days in Cupertino.

The class is intended for those salespersons who carry a substantial quota in terminals and in one way or another "specialize" in our product lines. It will be of particular benefit to those who are out getting "new business."

The main objective is to provide an in-depth look at our product lines so that the salesperson can handle the question from a customer, "Will your terminal work on my computer?" Along with this, attention will be given to ways in which the products can be more effectively presented and demonstrated to prospects.

To this end, extensive use of "hands on" lab sessions will be used along with factory specialists giving lectures and guidance. It will be an intensive period of hard work including nightly homework assignments and quizzes for those in attendance.

If you feel that you or a member of your sales team will benefit by attending, please fill in the coupon below and send it to Soni Hogan at DTD for a seat reservation. The class size must be limited to 16, so your prompt response will be greatly appreciated. In addition, preference for seat reservations will be given to those with large terminal quotas.

| December 5, 1977 Class |
|------------------------|
| NAME DATE |
| OFFICE |
| TERMINAL QUOTA |
| DM APPROVAL |
| Signature Required) |
| |

Also, if you have any other questions, please feel free to give us a call.

First Week Training Schedule

DAY 1

(Dec. 5, 1977)

Morning Introduction, class objectives, quiz

2645A Hardware Familiarization/Architecture

2640B vs. 2645A vs. 2641A vs. 2648A

Afternoon 2645A Demo/Presentation Techniques

LAB 1 — Implementing features, strapping

keyboard I/F

DAY 2

Morning Data Entry environment

LAB 2 — Data Entry

Afternoon LAB 3 - Tape Control

BASIC Data Communications LAB 4 — intro to Data Comm.

DAY 3

Morning LAB 5 — Handshaking protocols

LAB 6 — Half Duplex Operation

Afternoon Polling Concepts

LAB 7 — Polling

LAB 8 - Printer Interfacing

DAY 4

Morning 2648A Demo/Presentation Techniques

LAB 9 - Graphics Basics

Afternoon LAB 10 - TEK Compatibility

LAB 11 — Graphics Advanced

Evening Dinner

DAY 5

Morning OEM program objectives

Basic Firmware Description

Afternoon LAB 12 - Firmware Modification

LAB 13 - Program Development

Prerequisites:

Student should have read the following documents:

- 1. 2640/44 Field Training Manual
- 2. 2645A Field Training Supplement
- 3. 2641A Field Training Manual
- 4. 2645A Reference Manual
- 5. 2648A Field Training Manual
- 6. 2648A Reference Manual
- 7. Know "How to Use" Tapes
- 8. Know Demo Tapes

Product News

Parity Disable for DEC Applications

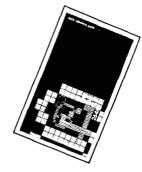
By: Bill Swift/DTD

Lately we've been running into situations where a CPU, (DEC's in particular), wants the terminal's parity bit disabled and forced to send a one. Normally when you select "No Parity" on the keyboard, the eighth bit is forced to zero. Don't despair; we have an answer. Switch 2 on the keyboard interface card allows you to select the status of the parity bit. By opening Switch 2 and selecting "No Parity" on the keyboard, the terminal forces bit 8 to be sent as a one.

Sales Aids

2648A Quick Reference Guide

By: Rich Ferguson/DTD



For all of you folks who missed the 2644 pocket reference guide, your cries of agony have not gone unnoticed. In an effort to be cheerfully responsive, stopping at nothing to give you the sales tools you need, we have resurrected the pocket reference concept.

Announcing the 2648A Quick Reference Guide. Yes, folks, it's actually here! To be truly called a Quick Reference Guide, one must be able to fit it in his shirt pocket. After extensive research, we have discovered that most shirt pockets are 25 picas wide. Thus, our Quick Reference Guide is 23 picas wide. The Quick Reference Guide contains all of the escape sequences that control the functions of the 2648A Graphics Terminal. In fact, it is also useful as a 2645A reference guide since the first half of the guide contains the "45" type functions. The last half of the guide has all the graphics functions.

It can be ordered through your normal literature distribution channels as a manual. The part number is 02648-90004. Carry it around with you, for it's a great sales tool. We designed it as a pocket model so you can keep it close to your heart.

Autosales with Autoplot!

By: Tom Lee/DTD

For those of you who want a quick and easy program to demonstrate some of the many features of the 2648, here's a program that draws some interesting graphic pictures using AUTOPLOT. It runs under BASIC on the 3000 and should take you about five minutes to input. Here are the steps to impress your customer:

- 1. Sign on to the 3000
- 2. Call up BASIC
- 3. Input this program:
 - 5 PRINT "READ IN A NUMBER BETWEEN 1 AND 30!"
 - 10 INPUT K
 - 20 FOR L=0 TO 2500 STEP K
 - 30 X=COS(L)*L*1.5
 - 40 Y=SIN (L)*L*2
 - 45 PRINT CTL (208); X; Y;
 - 50 NEXT L
 - 60 END
- 4. Load AUTOPLOT with these values:

AUTO PLOT

A. PLOT SPECIFICATION

| _ |
|-------|
| 1 |
| 2 |
| 1 |
| -2500 |
| 2500 |
| -2500 |
| 2500 |
| |

B. AXES SPECIFICATION

| 1. UNITS BETWEEN X LABELS | 1000 |
|---------------------------|------|
| 2. UNITS BETWEEN X TICS | 500 |
| 3. UNITS BETWEEN Y LABELS | 1000 |
| 4 UNITS BETWEEN Y TICS | 500 |

C. PLOT OPTIONS

| 1. SKIP FIRST (Leave Blank) | LINES OF TEXT |
|--------------------------------|-----------------|
| 2. STOP AFTER (Leave Blank) | POINTS |
| 3. DRAW GRID? | 1 |
| 4. FROM DSPLY? | 1 |
| | 0 |
| 5. Execute the program. (Press | AUTOPLOT button |

before entering data and turn off Alpha memory.)

Have fun! If anyone has any programs using the '48 that show off its many capabilities, let us know so we can share them with everyone.

GOOD SELLING!

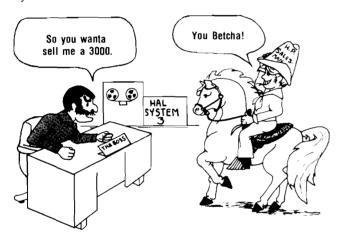






Top Neophyte Sales Teams Receive Awards

By: Pat McGrath/GSD



In the recent CSG Sales Neophyte Class #13 at GSD the Sales Neophytes were divided into teams of five individuals. Each team was given a description of an IBM System 3 presales situations with a list of specific customer objections. Each team was asked to prepare and present a comprehensive sales presentation which both overcomes the customer's objections and leaves the customer in a positive frame of mind toward HP.

As customers we chose the roughest and most hard-nosed factory people we have to serve as hostile customers. They were asked to ask questions, raise objections and generally make it difficult for the neophytes and to then evaluate each of these presentations.

The following teams won First, Second, and Third Place awards.

| First Place | Team |
|-----------------|------------|
| Calvin Campbell | Houston |
| Jim Forrest | Bellevue |
| Mark Hazelwood | Farmington |
| Gene Peterson | Fullerton |
| Jim Ditulio | Farmington |

Second Place Team

| Bernard Ferme | Orsay |
|------------------|-------------|
| Bob Morgan | Calgary |
| Pierre Pelletier | Montreal |
| Al Pereyra | Elmed, Peru |
| Dave Salter | Toronto |

Third Place Team

| Christian Joye | Orsay |
|----------------|--------------|
| Woody Jones | Houston |
| Don McClure | Rockville |
| Kerry Roller | Indianapolis |
| Michel Tcheng | Orsay |

CONGRATULATIONS!!

Series | SE Support

By: Jon Jacobson/GSD



Do you have a Series I prospect where a benchmark might clinch the deal? Maybe you've seen the performance graphs in the Series I brochure, but you're not sure how they relate to your particular situation. I just wanted to remind you that we in the Series I group at GSD are definitely here to support your efforts. If you've run a benchmark on a Series II configured like a Series I, remember in some cases the actual performance of Series I can be considerably better. Let us prove it to your customer. Please feel free to contact me at GSD.



Record Attendance at HP-3000 Users '77 Conference

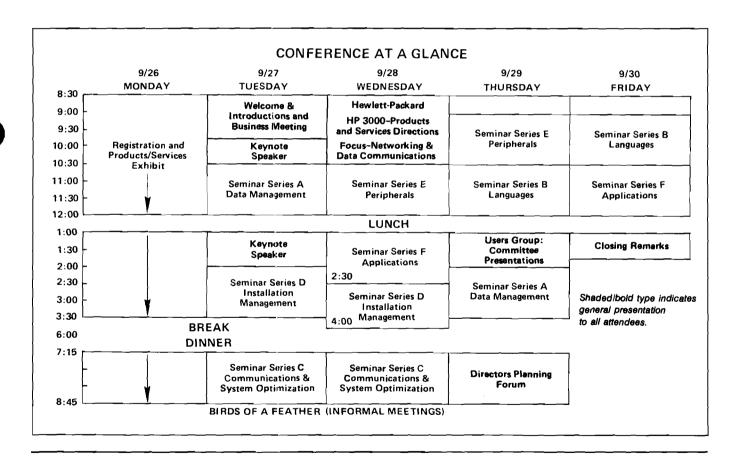
By: Ralph Manies/GSD

Over 320 users, representing more than 160 companies, attended the HP-3000 Users Group 1977 meeting. The theme of the conference was "Interface and Education", and attendees had a chance to get into in-depth discussions with other users, 20 GSD representatives and the 7 field Systems Engineers who attended. Topics ranged from installation management (or "How I run my Shop" experiences) to advanced programming techniques on languages and data management. There were more than 40 technical sessions and all were well attended. The many additional informal discussions lasted, in many cases, until the early morning hours. An on-site system (compliments of the Neely Bellevue office) was employed for user software demonstra-

tions. The excitement and intensity of attendees can be best measured by the use of the system — if you stopped by the system at midnight, you would have seen people still sharing ideas and experiences.

From all reports, it was the best Users' Group meeting yet. Many people, both users and HP, jointly contributed to the success of the meeting. And both users and – HP – gained new ideas and insights. As one GSD lab respresentative put it "The chance to talk with users helps me get a much better understanding on how the system is used, and gives me a background that means I'll be able to design a better product." Similarly, users gained insight — as one user put it "I've learned a lot from talking with – HP – people and other users. The investment of this week will save my shop at least a couple of man-years of effort. For sure I'm one that will be attending the Denver meeting."

Denver meeting? That's right, the HP-3000 Users Group meeting for 1978 is already scheduled . . . Place: Denver, Colorado; Dates: October 30th to November 3rd, 1978. Plans are already underway for another exciting and outstanding conference.



SE's Attend HP-3000 Users '77 Conference

By: Ralph Manies/GSD



SE's attending the HP 3000 Users '77 Conference were (left to right) Steve Lair of Neely Santa Clara, Carl Lichvarcik of Richmond, Ken Oliver of Ottawa, Ed Splinter of Neely Airport, John Podkomorski of Rolling Meadows, Dick Breon of Neely Santa Clara, and Bob Chaffin, Instructor from Rockville.

The Systems Engineers in the picture above attended the recent HP-3000 Users '77 Conference in Issaquah, Washington. It was an excellent opportunity to interface with users, learn about many techniques and applications, as well as get together with the GSD lab people who attended.

Several of the SE's also participated in technical sessions, and the Users' Group presented them with handsome laser-engraved pen sets as speakers gifts. Thanks from all of us at GSD, and from the many users who attended, for the SE's outstanding efforts and contributions to a successful meeting!



Illene Birkwood, GSD Marcon Manager, talks to users on writing manuals and documentary systems.



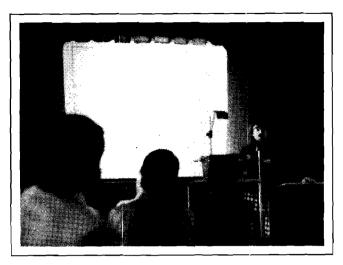
Some "after the technical session chalk-talk" amongst users.



Some users get together at a terminal to share techniques.



Chuck Villa, Intel, makes a point during a technical presentation.



Tom Whitney, GSD Lab Manager, talks to users about the HP 3000 Series II.



Steve Lair looks over the demo of the new HP 7221A Plotter.



John Podkomorski, Ed Splinter, and Randy Pfluger (GSD SE Support Group) talk about the new Software Status Bulletin.

New Product Manager

By: Pete Van Kuran/GSD



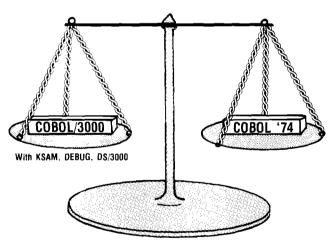


Let me introduce myself. I'm *Pete Van Kuran*, the GSD Product Manager responsible for the HP 3000 languages and utilities (APL, SPL, BASIC, FORTRAN, RPG, COBOL, FCOPY, EDITOR, COMPILER and SCIENTIFIC LIBRARIES, TRACE and DEBUG). In addition, I'm the person currently responsible for monitoring the new software pricing and support policy. So let me know about your concerns in these two areas and also any competitive information you run across.

Product News

COBOL/3000 vs. COBOL '74

By: Pete Van Kuran/GSD



What is COBOL '74? Who has even heard of an ANSI standard COBOL? What do I do if an RFP specifies a 1974 ANSI COBOL compiler? This article will give you some answers to these questions as well as outline where COBOL/3000 fits.

Every five or six years, the American National Standards Committee on Computers and Information Processing provides the specifications for both the form and the interpretation of the COBOL language. Computer manufacturers use this specification as a guideline for designing compilers.

The 1968 standard specifies eight different modules: Nucleus, Table Handling, Sequential Access, Random Access,

Sort, Report Writer, Segmentation, and Library. The 1974 standard adds five modules: Debug, Inter-program Communication, Communication, Relative I/O (replacing Random Access), Indexed I/O, and the Merge capability.

The major difference between the two standards is the inclusion of these five modules in the 1974 standard. Additionally, several new functions were added to each of the existing modules.

The standards also contain criteria that specify different levels of implementation for each module. Usually, there are two or three levels. One of the levels can be null, i.e., there is no implementation of that module. For example, we don't have a report writer module (we have RPG instead!); but, because the standard includes a null level for the Report Writer module, COBOL/3000 still conforms to the 1968 standard.

COBOL/3000 is a high level implementation of the 1968 ANSI standard. It also conforms to the highest federal standard for 1968 COLBOL. It has additional features, some of which are included in the 1974 ANSI standard. However, HP does not yet have a 1974 COBOL compiler. So has GSD been sitting on its hands?

The answer is, most definitely not! GSD has implemented the major extensions that differentiate the COBOL '68 and COBOL '74 standards at the system level. This means that these extensions are available to all languages on the HP 3000! Since these extensions are not precisely tailored to the individual language; they can be slightly less efficient or a little awkward to use. The following discussion will outline major differences between the COBOL '74 ANSI standard and COBOL/3000 (1968 ANSI standard):

1. INDEXED I/O

This module provides that the language has the facility to read and write data using a single predefined key. That sounds like KSAM and that's what it is. The difference is that you must CALL KSAM instead of using COBOL syntax to do indexed I/O. But you can call KSAM in FORTRAN, BASIC, SPL and RPG as well as COBOL.

2. DEBUG

This module requires that a user be able to monitor the execution of his code. DEBUG provides for interactive use for the interactive environment of the 3000. The disadvantage is that it is awkward to use, requiring careful reading of the DEBUG manual and understanding of the COBOL run time environment. GSD is currently working on a COBOL User's Manual which will contain a chapter on using DEBUG. This will be available in the first quarter Fy '78.

3. INTERPROGRAM COMMUNICATION

This module requires that one program be able to communicate with another. COBOL/3000 already does this with the CALL statement. While the implementation is not at the highest 1974 level, the major function of CALL is there. What COBOL/3000 does not have is a CANCEL (release memory of no longer used subprograms) statement, and the ability to determine which subprogram to call at execution time.

4. COMMUNICATION

This module provides the ability to access, process, create and queue messages to communicate with local and remote communication devices. DS/3000 provides the tools for remote program-to-program communication and remote file access. In addition, it can be used from FORTRAN, SPL, BASIC and RPG. We should note that DS/3000 does not have all of the features specified in the standard; specifically, it lacks the ability to queue messages. This means that each application is limited to processing one message at a time.

In summary then, we already have implemented most of the major new features of the '74 COBOL standard at the system level but not yet at the language level (except for inter program commnication). And each of these features can be used by all the other languages (except APL)!

Other Features

There are two additional significant new features that were specified in the '74 COBOL standard that are not implemented in COBOL/3000:

1. STRING/UNSTRING

This feature allows a user to combine (STRING) or break-up (UNSTRING) character strings. There is no comparable function in COBOL/3000.

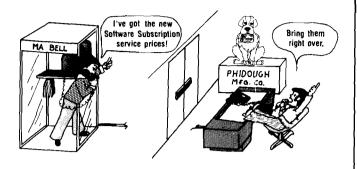
2. MERGE

This feature allows for the combining of two or more sorted files on a common key. This feature is not implemented in COBOL/3000. However, MERGE is callable from COBOL via SPL procedures as part of SORT/3000.

To sum it up, COBOL/3000 is a high level implementation of the 1968 ANSI standard. The extensions of the 1974 standard have been implemented on the 3000 at the system level. While we cannot yet say that we have a 1974 standard COBOL, COBOL/3000 with KSAM, DEBUG, and DS/3000 provide most of the functions specified in the 1974 standard. Sell the four together as a package to the customer who requires a '74 COBOL.

Software BMMC = Software Subscription Service

By: Pete Van Kuran/GSD



Based on the new Software Support Policy, customers will purchase support for either 12 months or 48 months. At the end of the contract period, the customer has three options for continued software support:

- Full software support as defined in the new program for 12 months, renewable on a yearly basis.
- Software Subscription Service which provides the customer with:

SOFTWARE STATUS BULLETINS

Bimonthly status bulletins provide the customer with information regarding future software enhancements,

current software design errors, and suggested interim programming solutions.

SOFTWARE UPDATES

The HP Customer Engineer installs, on a regularly scheduled basis, the latest updates and revisions to the software purchased at each site.

REFERENCE MANUAL UPDATES

Customers are automatically supplied with a set of manual updates pertinent to the software purchased at their sites. Updates are mailed directly to the System Manager.

3. No support (other than best effort, time and materials)

The Software Subscription Service (SSS) can be ordered through the BMMC for software. This is, if the customer wishes the Software Subscription Service at the expiration of his 12 or 48 month contract, he will order Basic Monthly Maintenance.

The BMMC prices for Software Subscription Service (SSS) will be changed as of October 15, using a series of new factors based on product complexity.

Since FOS is a supported software product, it will now have a separate BMMC. It will be necessary to order BMMC for each separate component of FOS.

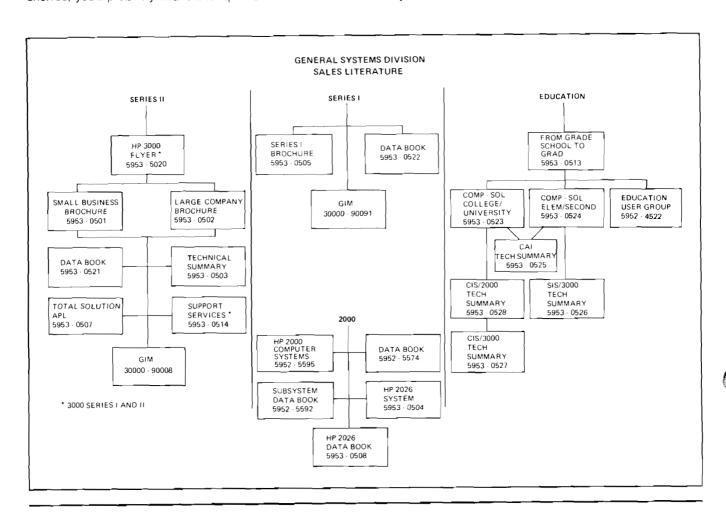
The old and new prices for the SSS are listed below:

| | Product | SS | S Monthly Fee | Full Support Monthly Fee |
|---------------------|----------------------------|------|---------------|--------------------------|
| | | Old | New | |
| 32213B/C | COBOL | \$20 | \$30—increase | \$100 |
| 32104A | RPG | 20 | 30-increase | 100 |
| 32111A | BASIC | 20 | 15-decrease | 50 |
| 32102B | FORTRAN | 10 | 15increase | 50 |
| 32105A | APL/3000 | 35 | 40-increase | 125 |
| 32208A | KSAM | 10 | 10-no change | 25 |
| 32235A | DBMS | 40 | 40-no change | 125 |
| 32207A | INDEX | 10 | 10-no change | 25 |
| 32206A | DEL | 25 | 15—decrease | 50 |
| 32205A | Scientific Library | 10 | 10-no change | 25 |
| 32190A | DS/3000 | 75 | 40-decrease | 125 |
| 30130E | RJE | 10 | 10-no change | 25 |
| 32900A | SIS | 35 | 60-increase | 200 |
| | *FOS | 0 | 40-increase | 125 |
| *Where FOS is broke | n into individual products | | | |
| 32201A | EDIT | 0 | \$10 | |
| 32100A | SPL | 0 | 10 | |
| 32222A | TRACE/DEBUG | 0 | 5 | |
| 32211A | Compiler Lib. | 0 | 5 | |
| 32214A | SORT | 0 | 5 | |
| 32212A | Utilities (FCOPY) | | | |

GSD Sales Literature

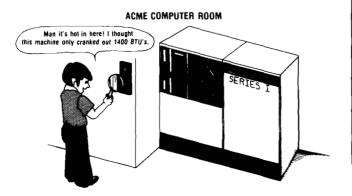
By: Ilene Birkwood/GSD

The following chart shows the sales literature currently available from GSD. If you display it above the sales literature shelves, you'll probably find it a lot quicker and easier to find what you need.



I Goofed

By: Ross Hunt/GSD



Thanks to an alert FE (former CE), Harlan Proehl of Rolling Meadows, an error in the Series I data book was brought to my attention on Page 2; Site Preparation data: the Heat Output Per Hour Section. The Series I is erroneously shown as producing 1400 BTU's per hour; the correct Heat production is 14000 BTU's per hour. This obviously can cause a problem when calculating site air conditioning requirements.

I apologize for the mistake; the correct heat output production is stated in the Series I Site Preparation Manual.



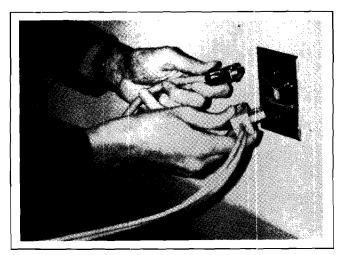
Sales Alis

How to Set Up a Good Demo On the HP 3070A

By: Alic Rakhmanoff/Boise

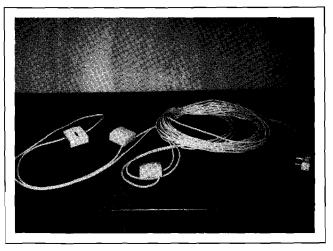
If you are concerned about installing a neat 307A demo remotely from an HP 1000 without having cables running along the room, this article may interest you.

To run demonstrations of the 3070A for customers and for sales product training seminars, we wanted to use the HP Boise auditorium but we did not want to have cables running along the walls. So we installed the 3070A serial link cable from the computer on the second floor to the auditorium on the first floor and installed a plug on the wall which will accept both an RS232 connector and the special 3070A connector to the serial link cable. Then, instead of connecting the 3070A to this plug, we connected a small loop of serial link cable with some connection boxes. So when we run a 3070A demo we only have to plug a CRT or printing terminal to the RS232 connector (to do the log on and to run the demo program), and we connect some 3070A's to the serial link loop.



Special plug

We can show customers how easy it is to plug and unplug the 3070A and to change its location from one place to another without losing data and without interrupting the other 3070A's on the same serial link cable.



Serial link cable loop

The multi-drop capability and the low price of the serial link cable are always strong selling points for the 3070A.

SELL 3070A's!



CS GROUP NEWS

GrodeNews

Worldwide CSG Sales Manager's Meeting A Great Success

By: Doug Chance/CSG

In mid-September, Computer Systems Group hosted the annual Worldwide Sales Manager's meeting at Silverado, Cupertino and Santa Clara, California. A total of ninety-seven CSG Regional Sales Managers, Area Sales Managers and District Sales Managers attended the six-day-long program.

The meeting had three key objectives:

- To provide an opportunity for our world-wide field sales managers to get together and discuss common ideas, "schemes," and creative solutions for successful growth and personal development.
- To establish a detailed field/factory dialog that will result in a more organized marketing/sales plan for 1978.
- To rekindle enthusiasm among ourselves, and those who have supported us this past year, for the challenges of the coming year.

The program began at Silverado (in the wine country near Napa) with a CSG Management Overview and two days of intensive field workshops. Each attendee spent one and a half hours in each of seven workshops: Major accounts; Training/Development; Recruiting; Creative Selling; Specialization; Third Party Selling; District Planning/Management.

Two full days of factory "round-robin" sessions at the Cupertino and Santa Clara facilities enabled all the attendees to hear the marketing plans of all of the CSG Divisions, with the final morning devoted to summaries of the field workshops.

Overall, the meeting was a great success. We fulfilled all of the initial meeting objectives and even had some fun doing it. Two awards banquets and a variety of social events helped us all to get to know one another better.

Here are some glimpses of what went on:



"Yes, but mine only look three hours under the dryer."



"I have absolutely no territorial aspirations beyond Computer Systems Group."



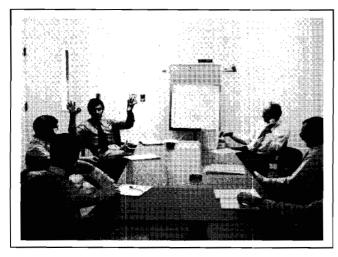
". . . and Ely said to me: 'AM what Division?'"



"I'll match your G.E. with Ford Motor Company and raise you two horizontal territories."



". . . and you can live on board my Swan 41 anchored in Helsinki harbor."



"... and then in 1984 we'll go after the super-big high-level distributed commercial/industrial manufacturing accounts."



"Now here's what the DSD marketing strategy will really look like."



"Oh, Joe! How did you ever get it off without my noticing?"



"Tokyo says the yen has just been devalued 91%!"



"It's my birthday cake, but I'll give the best piece to Paul."



"B-a-a-a-a-a!"



"You guys'll get the trophies but I'll keep the women."



"Good Grief! Who's the turkey who chose this wine?"



".... and these contacts at the bottom will turn your hot tub heater on at 5 PM and off at 2 AM."



"The HP Guide to Bay Area Massage Parlors! Phantastisch!"

Order Processing

A Quick Check on Coordinated Shipment Orders

By: Sherry Harvey/CSG

The coordinated shipment program has been underway for a year now and is steadily improving due to many factors.

A key factor in insuring a successful coordinated shipment is to make sure your order qualifies. A quick check for qualification is to make sure your order involves one of the following products:

1. SYSTEMS

If an order section contains one of the system product numbers listed below, and all products on the section are from the system's configuration guide, the section should be coordinated. Parts, consumables, and supplies (i.e. disc packs) should be excluded. If all products on the section are supplied from a single division, coordination is not applicable.

| General Systems | | Data Systems | |
|-----------------|--------|--------------|-------|
| 19700B | 32416A | 2170A | 2173A |
| 19702A 32418A | 2170A | 2174A | |
| | 32420A | 2172A | 9640A |

2. ADD-ON PERIPHERAL ORDERS

Orders for add-on peripherals to be installed by HP which require an interface/controller that is supplied

by another division should be coordinated. If an order section contains any of the interface/controllers below, and the other products on the section are the corresponding peripherals, the section should be coordinated.

| Interface/Controller | Peripheral |
|----------------------|----------------------------|
| 30229A | 13180B, 13395A, or 7920S |
| | disc drives |
| 30215A | 7970B or 7970E tape drives |
| 30209A | 2607A, 2613A, 2617A, or |
| | 2617A line printers |

3. RACKING OPTION ORDERS

If the order section contains the product number 93723A, then any of the products defined in the options such as paper tape reader, punch, disc or tape drives, should be coordinated.

If orders are received which do not fall into the three categories described, they do not qualify for Coordinated Shipment. If such orders are coded CS, they will not be scheduled; and the factory will request that the sales office transmit a change order deleting the "no partial" code.

Your help in correctly specifying CS orders to OP will make the difference in Coordinated Shipment success.

Sales Aids

Training Your Customers' Technicians: Digital Troubleshooting

By: Chuck Ernst/Corp



To help your customers train their technicians, HP offers a digital troubleshooting training series on 14 videocassettes in color. DIGITAL TROUBLESHOOTING (90420D), priced at \$3,600 is equivalent in content to a 13-week college term. It was developed to train HP's own technicians and is especially useful in showing how to approach real problems. The course features:

- · Practical demonstrations
- Proven teaching techniques
- Flexibility of use for classroom or individual study
- Latest in digital troubleshooting tools
- Most recent logic symbology
- · Useful troubleshooting tips.

90420D includes a 180 page textbook, a lab workbook and a study guide. Two midterms and a final exam can be supplied at your request. Also, the HP Logic Lab (5035T) can be used to perform the digital lab experiments.

A data sheet (5952-0062) has been distributed to sales offices. You will be receiving your personal copy in about 2 weeks

Of course, in addition to helping your customers, 90420D carries the usual commission, as do all other videotapes and equipment.

GOOD SELLING!

COMPUTER SYSTEMS NEWSLETTER

HEWLETT-PACKARD COMPUTER SYSTEMS GROUP 11000 Wolfe Road; Cupertino, California 95014 USA

Bob Lindssy/CS Group - Editor

Address content inquiries to

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JOHN WHITESELL BOISE — Technical Editor
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