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HPSA

# COMPUTER SYSTEMS NEWSLETTER

*For HP Field Sales Personnel*

HEWLETT  PACKARD

Vol. 4, No. 1  
Nov. 1, 1978

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# BOISE DIVISION NEWS

## Product News

### 2631A—The Friendly HP 1000 Printer

By: Gary Sherwood/Boise

As you all know by now, the 2631A printer has many special features that are programmatically accessible through escape code sequences. But, does your customer ever get frustrated trying to type in the proper escape code sequence to use the special feature he wants? Would your customers like not to worry or ever think about whether they are talking to DVR00, DVA05, DVR05, DVA12, or DVR37? Do they even know what they are or that there is a difference?

Well, don't you worry. The next time they call, tell them there is a subroutine available called LPCON. It is distributed from DSD on the grandfather disc. This subroutine makes the escape code sequences and the format required by each driver invisible to the user. The routine is accessible from FORTRAN and Assembler. The user passes to the subroutine the LU number of the printer and two numbers that specify the function to be performed. The subroutine translates the numbers to the proper escape code sequence. It also determines which of the above drivers is being used to talk to the 2631A. The subroutine even checks for errors and sends the type of error to the user. The appropriate escape code string is then sent to the printer. The user manual that describes this subroutine is part number 92062-90003.

LPCON is Boise Division's contribution to making the 2631A a friendly printer to use on the HP 1000 System.

### 2608A Line Printer Supported On HP 3000 and HP 250

By: Mary McNally/Boise

Effective November 1, 1978, system options will be available for the 2608A line printers on HP 3000 Series II/III, and the new HP 250 Systems.

The subsystem for the HP 3000 Series II/III will be available as Option 300. The level of support of this option will consist of print and space and down-loadable VFC. This option lists for \$650 and includes a 50-foot I/F cable, installation, and documentation. When ordering an Option 300, the customer must also order a 30209A line printer controller from GSD.

An additional note: The Standard I/O connector of the 2608A Option 300 is not the same as that used on the other HP 3000 line printers!

The 2608A subsystem for the HP 250 will be Option 251. Its level of support will be print and space only. This option lists for \$275 and replaces the standard I/O with an HP-IB interface.

If you have any questions, don't hesitate to call your friendly sales development contact in Boise!

## Order Processing

### 2631A Parallel-To-Serial Conversion Kit

By: Mary McNally/Boise

This is a reminder about 2631A interface conversion kits. *Please note:* When ordering a 26095A Option 040, 041, or 051, and the customer presently has a parallel interface, a serial front panel must be ordered also! The serial front panel is Option 010.

Remember to check your customer's present configuration, and **DON'T FORGET THE SERIAL FRONT PANEL!!!!**

# DISC MEMORY NEWS

## Product News

### 7906/20 Compatibility with Older HP Systems

By: Jon Bolt/DMD

Those customers wishing to upgrade their mass storage systems on older HP processors (e.g., 2100, 2000 Access) should be made aware of one major potential problem . . . most older 2100/21MX based systems (prior to 9/76) as originally shipped utilized the 'A' version disc controller—the 13037A.

DMD's newest drives, including the 7906, 7920, and 7925 are supported by the 'B' version controller *only*—the 13037B (first shipped in 9/76).

Fortunately, a customer need not purchase a brand new 13037B, and junk his Model A to solve the problem. Available through the Corporate Parts Center (Division 1500) is an upgrade kit to make your Model A into a B version controller. The kit number is 12738A, and is priced at \$225.

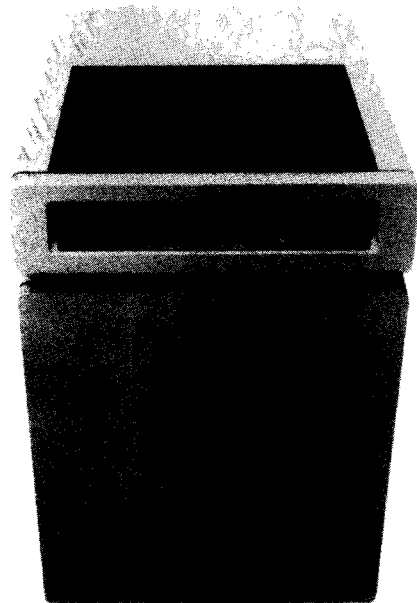
Don't overlook this major detail in upgrading older systems—a small price to remedy a potentially embarrassing problem.

### Our Big Discs Get a New Look

By: Steve Germain/DMD

On the June NPT Tour, we promised you a new and refreshing look in our line of high performance 7920 and 7925 disc drives—the new foam molded solid tub top. Well, they're on their way! We began shipping the first production units to our systems divisions last month. All of our shipments will be converted to the new assemblies by the end of October.

The only noticeable difference between the old and the new style is the disappearance of the translucent tub window. All other mechanical and functional aspects remain unaltered.



Switching to the attractive new-style plastic tub top assembly has allowed a considerable improvement in manufacturability. The old style cast assemblies were causing severe problems for our production line (remember the long delays back in May and June?). Yields of less than 30% were not uncommon, as it became increasingly difficult to adhere to the stringent functional and cosmetic standards our customers have come to expect.

The new tub top has essentially solved the bulk of our manufacturing problems and at the same time reduced the factory cost of the tub assembly by about 80 percent (our June 1 price reductions anticipated the savings!). No less in importance were significant contributions to serviceability and contamination control. All three of these advantages manifest themselves in the form of lower cost of ownership for our customers and positive contributions to our profit sharing!

In case you're interested, the old style tub and door assembly will no longer be available. Both our production line and the outside manufacturer have unanimously pronounced the old beast EXTINCT!!!

# DATA SYSTEMS NEWS

## Introducing the HP 2240A Extended Performance Option

By: Dave Hannebrink-DSD

The HP 2240A Extended Performance Option is here! Introduced at the ISA show in Philadelphia October 16, the Extended Performance Option gives several significant high performance capabilities to the HP 2240A. Among them are:

- Continuous data acquisition to 10,000 readings/second.
- History data acquisition (pre- and post-triggering capability).
- Built-in decision-making capability.
- New programming conveniences.

Introductory mailings to each of you describing the HP 2240 Extended Performance Option have been made. There you'll get all the details concerning the Extended Performance Option and why it makes such a significant addition to the 2240A product line.

The Extended Performance Option will result in new sales opportunities in measurement and control application and accelerate the growth of HP 2240 sales.

Data Systems Division is looking forward to sharing your continued success in selling 2240A measurement control solutions.

We're including a copy of the recent Extended Performance Option Press Release.

### EXTENDED PERFORMANCE OPTION FOR MEASUREMENT/CONTROL PROCESSOR

Three new capabilities, announced this week at the ISA Show in Philadelphia, are now optional with Hewlett-Packard's HP 2240A Measurement and Control Processor. Now the microprocessor-based analog/digital subsystem can acquire analog and digital data and transmit it to a computer continuously at rates up to 10,000 readings per second. With another new operating mode called History Data Acquisition, the HP 2240A can acquire data continuously but discard it in the absence of a critical event. This means that, while data of interest is retained, there is no need to store great quantities of unneeded data on an expensive peripheral. With a new IF-THEN programming format, the HP 2240A can now choose among measurement and control task alternatives based on the sense of a digital input. There need be no reference to the associated computer to alter task execution upon sensing a change in the state of the tested process, machinery or test apparatus.

The new Extended Performance Option for the HP 2240A consists of a ROM set that replaces the standard measurement and control firmware in the instrument.

The 2240A is a microprocessor-based, intelligent analog/digital front-end subsystem that executes measurement and control tasks by processing, conditioning and controlling analog and digital signals. It is currently in wide use both in manufacturing and in research, in electronic and electromechanical product test, machine equipment and process control, and automated experimentation applications.

Equipped with the new Extended Performance Option, the HP 2240A can achieve high-speed analog and digital data acquisition rates, and transmit data continuously to an associated computer, at the same time the computer is performing other work. This is because the intelligence of the HP 2240A effectively decouples measurement tasks from the computer's computational tasks. This continuous data acquisition mode will minimize the HP 2240A/computer communications overhead when continuously repeating a measurement task, in order to acquire large amounts of data from a sensor or a group of sensors.

History Data Acquisition enables the HP 2240A to acquire data and subsequently discard it in the absence of the occurrence of an unpredictable but critical event. Whenever the event occurs - it could be e.g., a switch closure indicating an alarm condition - data leading up to the event, and possibly after it, can be recovered. The data, which can be any mix of analog, digital, or counter inputs, can be used for analysis and correlation and may detail why the critical event occurred. With History Data Acquisition, only the latest data is retained by the HP 2240A; there is no need for the computer or an expensive peripheral device to store all the acquired data only to have most of it later discarded.

History Data Acquisition mode gives the HP 2240A pre- and post-triggering capability. This can be used to monitor equipment and processes for critical operating conditions, initiate an orderly shutdown procedure if an alarm situation arises, and then return data for failure analysis. Since digital as well as analog data can be recovered, the HP 2240A can be used for sequence-of-events recording.

The Extended Performance Option also adds decision-making to the list of HP 2240A abilities. The instrument can now choose among measurement and control task alternatives, based on the sense of a digital input. Using an IF-THEN programming format, the HP 2240A will require no computer intervention to alter task execution upon sensing a change in the state of the process, machinery, or apparatus under test. With this feature, the HP 2240A can close a process or machine-control loop independently of the computer when quick response is required to real-time changes in the application.

Seven new programming commands make these new capabilities possible, while also providing other new programming conveniences. The high-level HP 2240A commands, now numbering more than fifty, are used for analog and digital I/O handling, timing and synchronization, task supervision, status reporting and test verification procedures.

#### Price and Delivery

The new Extended Performance Option can be ordered with an HP 2240A for an additional \$250, U.S. list price. Existing field-installed HP 2240As can be upgraded to Extended Performance capabilities for \$1,000 U.S. list. The HP 2240A is directly compatible with HP 9825A, HP 9835A/B, HP 9800 System 45, and HP 1000 Computer Systems.

The base U.S. list price of an HP 2240A is \$2,750. Total list price, including a typical mix of analog and digital I/O function cards is about \$6,000. Discounts are offered.

## 9874A Digitizer Added To Family Of GRAPHICS/1000 Peripherals

By: Mike Scott/DSD

The 9874A Digitizer is now supported on the HP 1000 with the GRAPHICS/1000 software. The October 1, 1978 (1840) software release of the 92840A Graphics Plotting Software includes a new device subroutine for Desktop Computer Division's 9874A. GRAPHICS/1000 now supports five HP graphics devices: 2648A Terminal, 7221A Plotter (RS232C), 7245A Plotter/Printer (HP-IB), 9872A Plotter (HP-IB), and the 9874A Digitizer (HP-IB).

Existing 92840A customers that have Software Subscription Service (92840S) or Comprehensive Software Support (92840T) will receive this enhancement with their 1840 update. Customers who have not subscribed to one of these

support services and desire the update must purchase a new copy of the 92840A software. The 92840A software will be continually enhanced so you should have your customer subscribe to one of the update services unless they have fairly static requirements.

The new HP 1000 Peripherals Data Book describes the 9874A—other HP 1000 product literature will be updated to reflect 9874A support. A 9874A Field Training Manual will be mailed to SF-2 in late November. In addition to an excellent product introduction, this manual contains several HP 1000 programming examples that can be used to demo the 9874A. Starting in November, the in-depth Product Training for HP 1000 Sales Representatives and System Engineers will include 9874A training in the GRAPHICS/1000 section. Refer to the article in the CSG section of this Newsletter for additional information on the 9874A.

## 92409A Plotter Software Obsolescence

By: Mike Scott/DSD

You oldtimers may recall an article I wrote in the May 1, 1978 issue of the CS Newsletter on the 92409A Plotter Software. In that article I described our obsolescence plans. The 92409A software supports the 7210A, 12935A plotter from San Diego Division. The 7210A/12935A and the 92409A will be removed from the November 1, 1978 Corporate Price List. Obsolescence will take place over the next few months. The graphic plotter driver DVR10 for the 7210A/12935A will also be removed from the 92062 RTE Drivers Package.

The device-independent 92840A Graphics Plotting Software and the four-color, HP-IB 9872A Graphics Plotter is a far superior combination that you can offer to your customers.

### SELL GRAPHICS/1000!



## Option 422 For 91200B TV I/F Card No Longer Required

By: Mike Scott/DSD

Option 422 for the 91200B TV I/F Card is no longer required and has been removed from the November 1, 1978 Corporate Price List. This option included the following items:

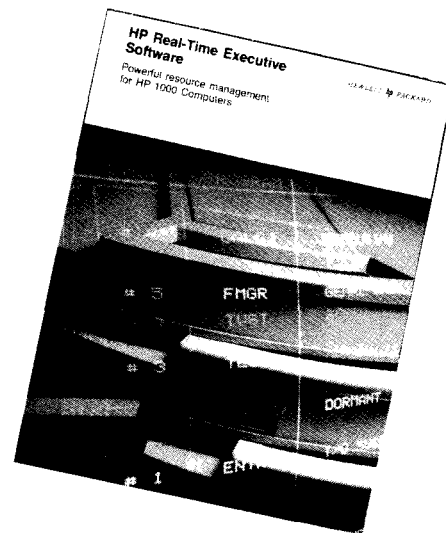
1. RTE Driver DVA13 (binary tape 91200-16001).
2. Video Library (binary tape 91200-16002).
3. TV Interface Verification (binary tape 91200-16004).
4. RTE Driver DVA13 Manual (91200-90005).
5. Programming and Operating Manual (91200-90006).

Items 1-4 are included in the 92062 RTE Drivers Package. Item 5 is now included with every 91200B order. The elimination of Option 422 for the 91200B should simplify ordering and insure that your customer receives the correct software and manuals.

## Who Says RTE Is Complicated?

By: Jan Weldon/DSD

Selling against DEC and Data General, no doubt you've seen their glossy brochures on RSX-11S, RSX-11M and AOS. Now, HP offers a colorful, new, easy-to-understand brochure that describes RTE and how it maximizes computing productivity.



This 12-page promotional piece is a concise introduction for new customers and a handy software tutorial for non-technical managers. The text describes how RTE manages HP 1000 System resources (memory, processor, I/O devices, and data) for maximum user benefit, supported by a dozen customer quotes. Quick-reference charts illustrate the differences between RTE-IV, RTE-II and RTE-M at a glance.

By now, you should have received your personal copy of the new RTE brochure (5953-3069). Additional copies may be ordered in quantity from Sales Literature Distribution in Palo Alto.

## Two New Seminars Available!!

By: Jim Anderson/DSD

Two new 35 mm seminar packages have been developed by Market Development for field use.

The first seminar, "Hewlett Packard for Computation Intensive Applications" reviews the F-Series, Micro-code, RTE IV, and Graphics. After the opening slides featuring HP's commitment to technology, the seminar covers HP's computation products and shows applications where those products are especially useful. At the end, a number of slides reviewing other "feature" products are provided covering IMAGE, DS/1000, Measurement and Control, and Multipoint. This seminar is roughly one and a half hours in length.

The second seminar provides a colorful review of HP's OEM policies, the HP contract and the advantages of doing business with HP as an OEM. This seminar is roughly thirty minutes in length.

Both seminars are fully scripted and have been field tested. They are now orderable through HEART as follows:

Seminar	Order #	Price
Computation	BS-14	\$18.00
OEM Policy	BS-15	7.50

# DATA TERMINALS NEWS

## Product News

### A Tip on More T.I.P. Additions

By: *Tim Haney/DTD*

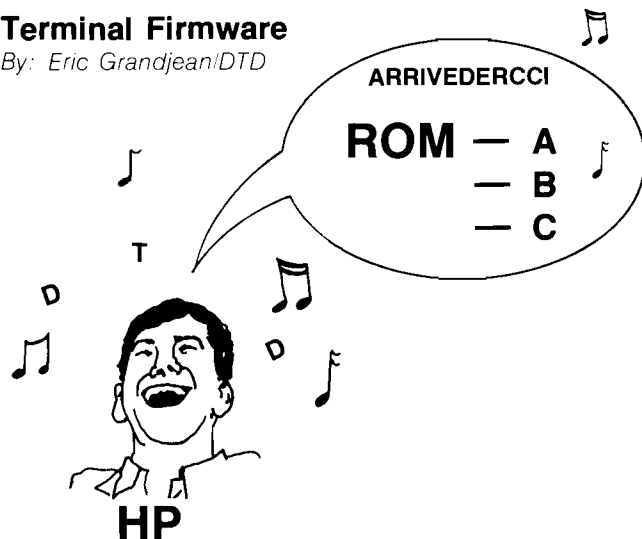
More good news!! Several additional hardware modules have been added to the 13255A Technical Information package. They are:

Processor	Part #02640-60209	Order Part #13255-91209
32K Memory	Part #02640-60171	Order Part #13255-91171
HP-IB	Part #02640-60128	Order Part #13255-91128

These TIP modules will be included in future 13255A orders. However, for customers who already have the TIP, it would probably make sense for them to order the individual TIP modules from the Parts Center.

### Terminal Firmware

By: *Eric Grandjean/DTD*



The 2645A/2648A's we are shipping today contain different firmware ROM's than a year or two ago. This is the result of various changes we are making in our terminals from time to time. As a policy, we do *not* upgrade customer firmware unless there is a specific problem to resolve. Most of your customers would not want their machines to be upgraded anyway, to avoid a risk that their application may not run exactly in the same way with another firmware level.

The latest firmware levels are not necessarily a cure-all for all ills; it mainly improves multipoint. You will find some details and a road map to ROM country on

Service Note 2645-007 dated 9/78-42.

We are presently updating our Reference Manual. Most changes will concern the multipoint communications section. Revised manuals will be available shortly and we will let you know when it happens with an article in the *CS Newsletter*.

### 3270/029 Keyboard Compatibility

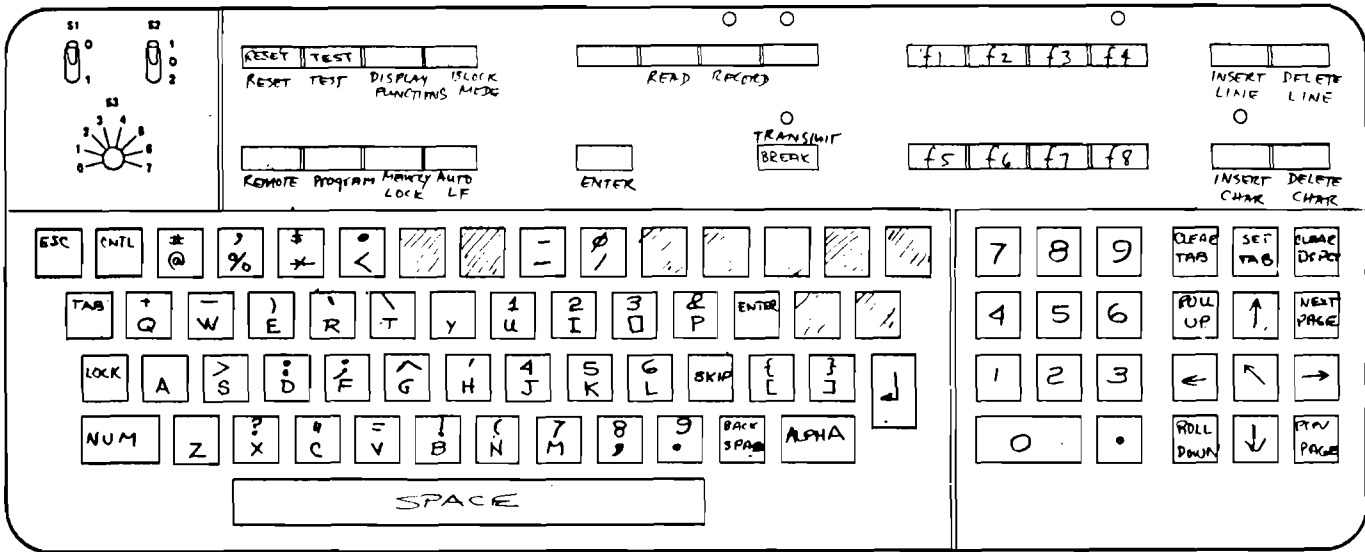
By: *Mike Tarens/DTD*

Based on numerous requests from the field over the past few months, we have initiated a project to provide a new keyboard option to the 2645A product. The keyboard will provide "key" compatibility with the IBM 029, IBM 3270, TAB and INFOREX Data Entry Devices. The primary concern was to include the inverted 10-key numeric pad in the main keyboard area. Once this had been accomplished a poll was taken to ascertain what, if any, additional features should be included.

The input was extremely positive and not only reinforced our decision to proceed with this endeavor but provided suggestions that resulted in adding more capability. Specifically the "CAPS LOCK" key has been changed to a "PROGRAM KEY". This allows pre-defined alpha or numeric fields to be interpreted as such, which in turn enables the data entry operator to key data without shifting to alpha or numeric mode. A "LOCK" key has been included to allow numeric mode to be locked in. This will enable the operator to key numeric data without holding the numeric key down. Also a "SKIP" key with the same function as the "TAB" key has been added. This feature provides 029 and 3270 compatibility. There are two "ENTER" keys: one in the standard location and one in a new location replacing the " 1 " key. Thus an operator will be able to leave his or her hand on the keyboard while hitting the "ENTER" key.

What does this mean to you? Well, in those order situations where it has been difficult to sell HP terminals because the data entry people have been using IBM-like keyboards, we now have an alternative. There are many of these situations





**HP 2645A with Data Entry Keyboard**



and we have lost terminal sales not only on foreign systems but also on our own systems (HP 1000, HP 3000). Thus this new option will provide additional terminal sales with our own systems as well as open up a new market in replacing or supplementing devices with 029-like keyboards.

Now, you ask, "What is this new option going to cost?" Well, DTD is funding the development costs and eventually the manufacturing costs. Therefore, the new keyboard will be offered as a *no-cost* option to the 2645A. We have just

begun the development cycle and the first units should be available in January 1979. Orders are being accepted to gear up for manufacturing, so get yours in early for one of the first deliveries.

Contact your friendly Sales Development support person for ordering details.

(NOTE: A word of caution. This option provides IBM 3270 keyboard compatibility only and *not* IBM 3270 emulation.)

**Sales Aids**

**Applications: HP 2641A APL Terminal**

By: Kalli Louis/DTD

A community college has used the 2641A APL Terminal in an interesting application.

They hooked the 2641A to an IBM 370/158. A special modification from a university enables the college to use ASCII devices on the system. This community college, like most colleges, has several different campuses. Each of the campuses timeshares the IBM 370/158 from a timeshare company.

They use Timeplex T-96 multiplexors to connect the CPU to the terminals. Both analog and digital circuits from Bell Telephone are used. (The college prefers digital circuits because they have a lower error rate.) The data communication medium is asynchronous.

The college is putting the APL terminals to good use. Some terminals are being used to teach students how to program. Other terminals help the administration with registration. Chemistry labs equipped with TV monitors and terminals are yet another application.

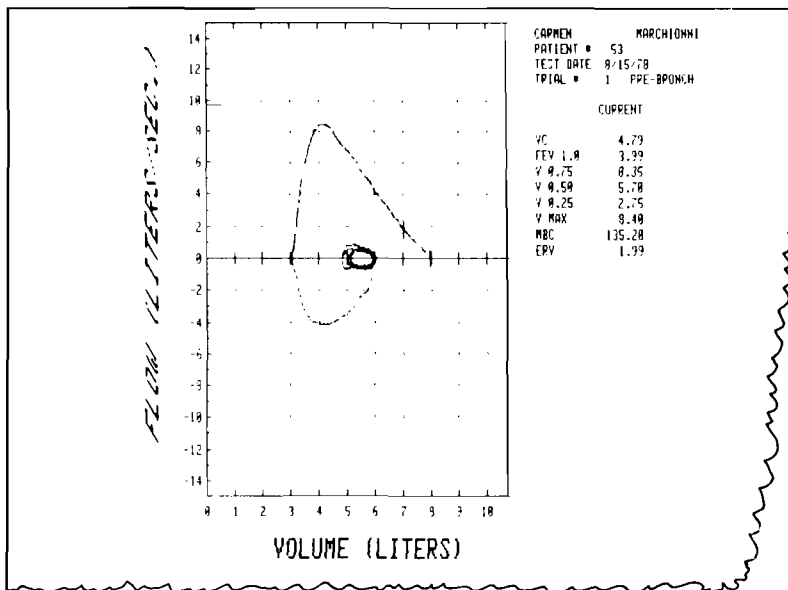
When asked why they bought HP, their answer was RELIABILITY.

DTD has been working hard to more responsive to the field. We've had a lot of requests to add APL to graphics. We'd like to hear from you on this subject. Let us know how many terminals of this type you think you can sell. Please send your estimate to me, *Kalli Louis*, at Data Terminals Division.

## 2648A Application: Pre-Bronchial Test System

By: Bill Swift/DTD

In the area of unique and interesting graphics applications, the Crozer Chester Medical Center (HP King of Prussia) uses a 2648A to display test results in their Pulmonary Functions Lab. The CPU is an HP 1000 System running RTE III. The output pictured below is from their Pre-Bronchial Test Program, which is one of many programs to test for lung deficiencies such as asbestoses, emphysema, etc. Our intrepid sales representative, *Carmen Marchionni*, served as a test subject and provided this output. The analysis report was produced on an HP 2635A. The graphics were first generated on a 2648A and then output on a TEK hardcopy unit. With the introduction of the 2631G we will be able to offer both impact printer and hardcopy graphics in one unit.



PATIENT # 53

NAME: CARMEN MARCHIONNI INITIAL VISIT 0/15/78

AGE: 26 RACE: 0

WEIGHT: 73.64 KG 162 LBS

HEIGHT: 177.80 CM 70 IN.

SEX: MALE TEST FLAG: 1

SOCIAL SECURITY: 123456789 HISTORY FLAG: 0

SPECIAL STUDY: 0

USER FLAG6: 3= 0 4= 0 5= 0 6= 0 7= 0 8= 0 9= 0

10= 0 11= 0 12= 0 13= 0 14= 0 15= 0 16= 0 17= 0

18= 0 19= 0 20= 0

COMMENTS:

\*\*\*\*\* FLOW - VOLUME-TEST - DATA REVIEW \*\*\*\*\*

---TEST---	PREDICTED	---PRE BRONCH---		---POST BRONCH---		---PRE VS. POST---	
		OBSERVED	PRED.	OBSERVED	PRED.	DELTA OBSERVED	POST AS % OF PRE
VC	4.93	4.79	97.1	.00	.0	.00	.0
FEV 1.0	4.26	3.99	93.7	.00	.0	.00	.0
V 0.75	8.53	8.35	97.9	.00	.0	.00	.0
V 0.50	6.40	5.78	92.3	.00	.0	.00	.0
V 0.25	3.41	2.75	80.5	.00	.0	.00	.0
V MAX	9.68	8.40	86.8	.00	.0	.00	.0
MBC	152.87	135.20	88.4	.00	.0	.00	.0
ERV	.00	1.99	.0	.00	.0	.00	.0
FEV1/VC	.00	83.40	.0	.00	.0	.00	.0

INDICATIONS: PRE BRONCH: NO INDICATIONS OF ABNORMALITY WERE DETECTED.

\*\*\* CAUTION \*\*\*

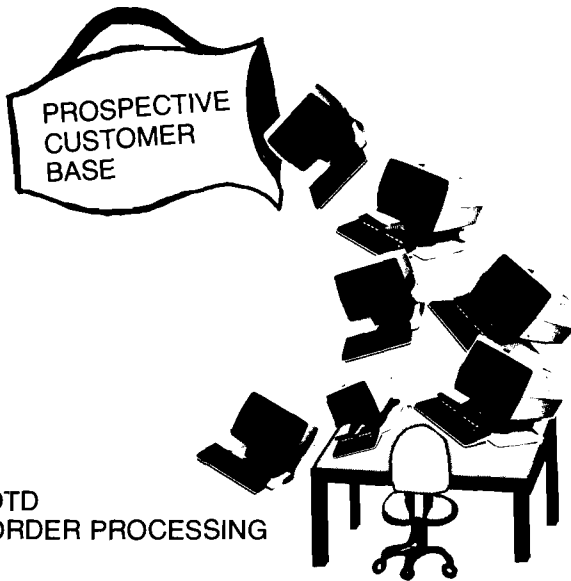
THESE REPORTS AND INDICATIONS ARE MACHINE GENERATED AND CANNOT REPLACE A PHYSICIAN'S ANALYSIS.

\*\*\* CAUTION \*\*\*

THIS IS A TEST!!!! THIS IS A TEST!!!!

## 2621 Orders Are Pouring In

By: Randy Norris/DTD



### DTD ORDER PROCESSING

The new 2621X low cost terminal is a smashing success. The HP 2621A and HP 2621P have been on the price list only one week and already the orders are pouring in. That's right, pouring; approximately 140 2621A's and 162 2621P's for a total of 300+ terminals in the first week since introduction!

Looking at the breakdown for the 300 terminals, 70 terminals represent customer orders for 2-10 terminals while the remaining 230 terminals represent two customer orders.

One customer, an HP point-of-sale OEM using the HP 2649A, ordered 30 2621A's. The terminals will be used to inquire/access retail sales information on the disc-based point-of-sale system.

The second customer ordered 200 terminals: approximately 30% 2621A's and 70% 2621P's.

These two large orders were placed by a real Workman. Rumor has it that the same Workman has another order pending for five hundred (500) terminals. That's salespersonship!

The 2621 terminal helps sell itself. The 2621 does not have any complicated options; moreover, there's a hundred and fifty million dollar market (\$150,000,000) just waiting to be satisfied.

Remember the key areas of contributions:

- Display quality
- Memory
- Hardcopy
- Ease of use
- Editing
- Reliability and Serviceability

**We are extremely excited about the 2621A and 2621P and the new dimension they add to our product line. DTD looks forward to helping you win in a big way with the 2621A and 2621P.**

## DTD Does It Again!

By: Eric Grandjean/DTD

Once every two years, the Australian computer industry has a major Conference/Exhibition. At this year's exhibition, HP put on a large display of computational products ranging from the 9815 all the way up to the HP 3000 Series III. Our booth was larger and more comprehensive than any other exhibit. To gain a good list of prospects and simultaneously conduct a market survey, a competition was devised with an HP 01 as a prize. Each visitor logged into the booth at a 2645 to become eligible for the HP 01. (Hence, accurate name, address, etc., went onto the HP 3000/III database.) When leaving the booth, the visitors logged out by answering three questions:

1. Which product most interested you?
2. Which product do you feel has widest appeal?
3. How many people do you think will vote for your answer to 2 above?

At the end of the exhibition, the HP 3000/III printed out a Zip Code sorted list of prospects; their literature/quotation requests and the results of the competition.

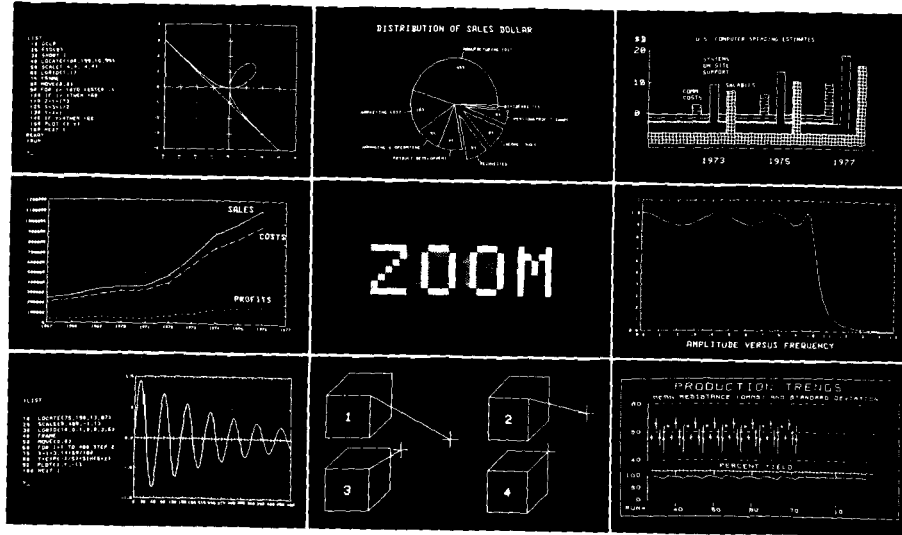


**Adrian Farrell, of Hewlett Packard (right) presents an HP 01 "wrist instrument" to Lee Lester of the University of Adelaide. Lee won HP's ACS-8 competition to guess the most popular exhibit on the company's stand. Voting was 234 for the intelligent terminals, 182 for the HP 3000 transaction processing systems and 157 for the HP 250 small business systems. Lee guessed 236 votes for the terminals.**

NOTE: Anyone wishing further information on the above or a copy of the program can contact *Bruce Marsh*, SEO Manager, HP/Melbourne.

What a way to measure your customer's temperature!  
**SELL OEM! SELL END USERS! SELL TERMINALS!**  
 Thanks, *Tony Cookes*, for supplying this information.

# Grafische Darstellungen -



## ohne Grafiksoftware.

Sie brauchen sich nicht mehr auf alphanumerische Darstellungen zu beschränken. Das neue, intelligente Grafik-Terminal 2647 A liefert Ihnen grafische Darstellungen, ohne daß Sie in die Programmierung einsteigen müssen.

### Eine Grafik sagt mehr als 1.000 Zahlen.

Auf einem alphanumerischen Terminal sind Ihre Daten nur unübersichtliche Kolonnen von Zahlen. Mit dem 2647 A können Sie jedoch Ihre Zahlenkolonnen als Balkendiagramme, oder als lineare oder logarithmische Liniengrafik darstellen - per Tastendruck - außerdem können Sie mit dem 2647 A beliebige Ausschnitte vergrößern und in jeder Richtung verschieben.

Auch selektive Löschung von Teilen der Darstellung ist möglich. Gewünschte Flächen einer Darstellung lassen sich zur besseren Unterscheidung beliebig schraffieren.

Mit dem Cursor können Linien zu jedem Punkt gezogen werden, damit können Sie auf dem Bildschirm Zeichnungen erstellen.

Und das alles ohne zusätzliche Programmierung.

### Das 2647 A ist mehr als smart.

Was ist, wenn Ihr Computer Daten nicht in Tabellenform ausgeben kann? Oder wenn Sie abgeleitete Daten darstellen wollen, wie z. B. die gemittelten Umsatzzahlen über 3 Monate? Wenn Sie mehr als Balken-, Kreisdiagramme oder Liniengrafik benötigen?

Das 2647 A ist mehr als smart, es ist intelligent! Mit BASIC oder AGL, unserer hochentwickelten grafischen Sprache, als Erweiterung von BASIC, lassen sich Daten von der CPU leicht in andere Formate bringen oder auch weiterberechnen. Mit leistungs-fähigen Befehlen, wie z. B. FRAME, AXES, LABEL, LOCATE und PLOT, können auch komplizierte Darstellungen einfach erstellt werden.

### Hardcopy - kein Problem.

An das Grafik-Terminal 2647 A lassen sich der 4-Farb-Plotter 9872 A oder der Thermoplotter-Drucker 7245 A anschließen. Hardcopies von Grafiken lassen sich genau so einfach erstellen wie Ausdrucke.

Um Kosten zu sparen, können mehrere Terminals dieselbe Hardcopy-Peripherie verwenden.

### Selbstverständlich erhalten Sie auch alphanumerische Darstellungen.

Das 2647 A arbeitet ebenfalls als programmierbares alphanumerisches Terminal online oder autonom.

Mit getrennten Speichern für Darstellungen und alphanumerische Informationen. Acht frei definierbare Funktionstasten lassen sich Funktionen oder Unterprogramme zuordnen, die auf einen Tastendruck ausgeführt werden. Der Bildschirm zeichnet sich durch Helligkeit und hohe Auflösung aus. Zwei eingebaute

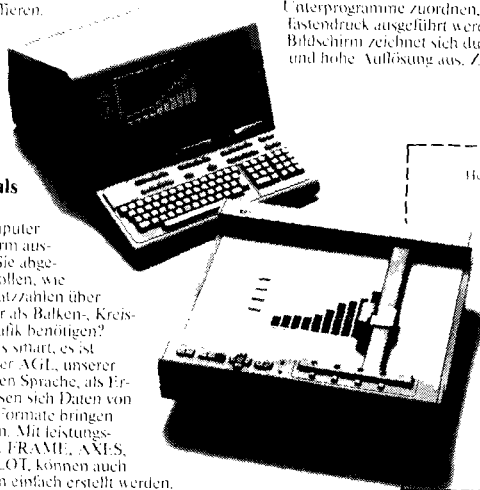
Kassettenlaufwerke als Massenspeicher bieten Speicherkapazität für bis zu 220 KByte.

Nicht zu vergessen - einschließlich Interface für Datenübertragung kostet das 2647 A nur DM 22.410,-,-!

Auf alphanumerischen Betrieb brauchen Sie also nicht zu verzichten, wenn Sie Grafik darstellen wollen.



Hewlett-Packard GmbH/Vertriebszentrale,  
Berner Straße 117, 6000 Frankfurt/M. 56,  
Telefon (06 11) 5 00 41.



Hewlett-Packard GmbH/Vertriebszentrale, Berner Straße 117, 6000 Frankfurt/M. 56.

- Senden Sie, mit weiteren Informationen, wie Grafiken ohne Grafiksoftware erstellt werden.
- Ich möchte mir ansehen, wie Grafiken ohne Grafiksoftware entstehen.

Name \_\_\_\_\_  
Stellung \_\_\_\_\_  
Firma/Institut \_\_\_\_\_  
Anschrift \_\_\_\_\_

47CW1

# FORT COLLINS NEWS

## Sales Aids

### 9896 "FICS" Software License Agreement

By: Don Porter/FCD

Are you concerned about software support for software that a third party supplier supplies to the HP 250 end-users in your area? Would it make any difference if this end-user

HP9896 FICS LICENSE AGREEMENT

Software supplier agrees to pay HP the price quoted in the HP corporate price list in effect on the date HP receives customer's order, or as quoted by HP. It and reproduce the 9896 FICS software for the development of software or in the software supplier is hereby granted the non-transferable limited license to use the 9896 FICS software for the development of software or in the adaptation of this software for use with the HP250 and/or HP985 subject to the following:

1. Software agreement: software supplier has a fully executed software agreement with HP.
2. Disclaimer of warranty and support: HP makes no express or implied warranty of any kind, with regard to the software which is furnished on an "as is" basis. No installation, training, support, or other similar service will be provided by HP for the software. Software supplier is solely responsible for the use of the software provided by HP and any software that the software supplier may develop based on the HP software. HP SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
3. Limitation of liability - indemnity: Software supplier agrees that HP shall not be responsible for any loss or damage to software supplier, its customers, or any third party practices caused by the failure of the software furnished hereunder, or any which may be developed by software supplier to function. Software supplier agrees to indemnify and hold HP harmless against any and all loss or damage in any way arising out of or in connection with said software or by the failure of said software to function in whole or in part. HP SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, BASED ON CONTRACT, TORT OR ANY OTHER LEGAL THEORY.
4. Identification: Software supplier agrees that Hewlett-Packard's name will not appear on any materials produced, adapted, or developed by the software supplier without the express written consent of HP.
5. Representations: Software supplier agrees that it will not make any representations to its customers which are contrary to the above.

Effective this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_

Customer: \_\_\_\_\_  
 By: \_\_\_\_\_  
 Hewlett-Packard Company  
 Title: \_\_\_\_\_  
 Title: \_\_\_\_\_

software was actually developed from the 9896 FICS software? How about if this software were just adapted from the 9896 to the HP 250? Do you think that the end-user customers understand that even though HP supplies the hardware that HP is not responsible for making this software run? Are you concerned about end-users having HP software manuals for software supplied by a third party?

To help us feel more comfortable until HP-developed HP/250 software is ready, we are offering the 9896 FICS software to qualified software suppliers. To help us feel more comfortable with the answers to questions like those above, we now have a 9896 license agreement available for your use.

To implement the use of this form and to keep everybody informed, we recommend the following procedure:

1. If not already done, sign the software supplier to an HP software supplier agreement. Exhibit T of the purchase agreement serves the same purpose.
2. Have the software supplier execute his part of the license agreement.
3. Attach a copy of the fully executed software supplier agreement to the license agreement and send it to FCD Marketing.
4. We will sign and return the agreements and keep a composite file of all of these agreements that we receive.

This procedure will help us on the customer calls we receive and help you by being able to supply a list of qualified software suppliers to your end-user prospects.

Further information about these procedures is available from Don Porter, X2050 at FCD.

HP9896 FICS LICENSE AGREEMENT

Software supplier agrees to pay HP the price quoted in the HP corporate price list in effect on the date HP receives customer's order, or as quoted by HP if not noted on the price list, of the 9896 software licensed by HP.

Software supplier is hereby granted the non-transferable limited license to use and reproduce the 9896 FICS software for the development of software or in the adaptation of this software for use with the HP250 and/or HP9845 subject to the following:

1. Software agreement: software supplier has a fully executed software agreement with HP.
2. Disclaimer of warranty and support. HP makes no express or implied warranty of any kind, with regard to the software which is furnished on an "as is" basis. No installation, training, support, or other similar service will be provided by HP for the software. Software supplier is solely responsible for the operation of and the consequences resulting from the use of the software provided by HP and any software that the software supplier may develop based on the HP software.

HP SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

3. Limitation of liability - Indemnity. Software supplier agrees that HP shall not be responsible for any loss or damage to software supplier, its customers, or any third parties caused by the failure of the software furnished hereunder, or any which may be developed by software supplier to function.

Software supplier agrees to indemnify and hold HP harmless against any and all loss or damage in any way arising out of or in connection with said software or by the failure of said software to function in whole or in part.

HP SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, BASED ON CONTRACT, TORT OR ANY OTHER LEGAL THEORY.

4. Identification. Software supplier agrees that Hewlett-Packard's name will not appear on any materials produced, adapted, or developed by the software supplier without the express written consent of HP.
5. Representations. Software supplier agrees that it will not make any representations to its customers which are contrary to the above.

Effective this \_\_\_\_ day of \_\_\_\_\_, 19\_\_.

Customer

Hewlett-Packard Company

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

# GENERAL SYSTEMS NEWS

## Product News

### Unique Maintenance Features on the HP 3000 Series 33

By: Lou DeWitt/GSD

As you heard on the NPT Tour, the HP 3000 Series 33 provides Hewlett-Packard with the lead in product support technology. With the microprogrammable System Console and the internal Maintenance Interface (MI) board acting as a maintenance processor, Hewlett-Packard has been able to develop some powerful, yet easy-to-use, support tools that will allow HP to achieve a level of "Customer Satisfaction Second to None in the Computer Industry." Three new service tools: *Cold Load Self-Test*, *Maintenance Mode* and the *Remote System Verification Program (RSVP)*, were all designed to make system diagnosis simple and comprehensive. These service tools are all provided to the customer on tape cartridges which program the System Console as a Maintenance Processor.

One of the significant maintenance features found in new Hewlett-Packard systems and peripherals is customer-executable self-tests. The HP 3000/33 implements this capability, through the use of a micro diagnostic program cartridge, which takes approximately 3 minutes to execute. The self-test solves one of the most difficult maintenance problems confronted by the CE: how to diagnose a system that won't cold load. The self-test reports any errors detected in simple English statements so that the customer can provide meaningful, accurate feedback to the CE when requesting maintenance.

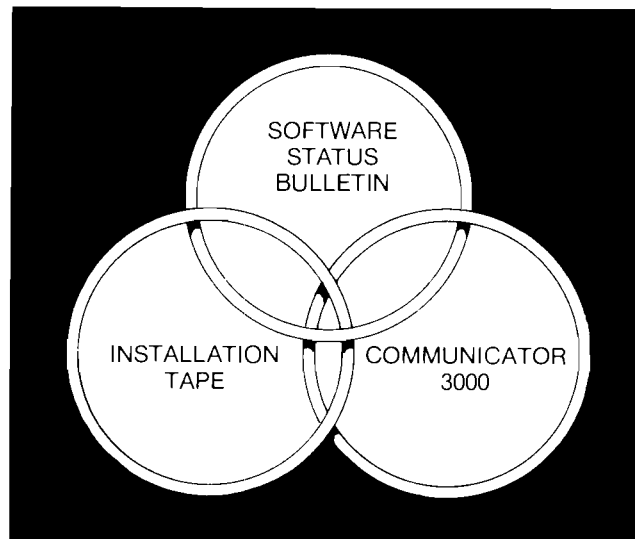
Regardless of how comprehensive the procedure, some problems will elude even the most sophisticated self-tests and diagnostics. Failures of this type require the knowledge of a Specialist, combined with a new tool called Maintenance Mode. Maintenance Mode can be loaded into the console at any time and will remain there until cleared. The obvious advantage of this modus operandi is that a CE or SE when diagnosing a problem does not have to power-down the system, destroying failure information in the process. Maintenance Mode allows the CE or SE to go "into" the system to examine and modify internal register contents, system pointers, flags and markers, and any 16 words of memory. Maintenance Mode also provides the user with the capability to micro step and set micro break points in the system.

These two maintenance tools, self-test and Maintenance Mode, significantly strengthen our diagnostic ability while making it simple for both the customer and the CE/SE. RSVP now adds a new dimension to our diagnostic ability. The HP 3000/33 is the first HP system to provide remote diagnostic capability and Hewlett-Packard RSVP is the most comprehensive and flexible in the industry. RSVP allows the CE or SE total control over all system maintenance capabilities, except for the physical loading of flexible discs or cartridges, all without leaving the office.

Self-test, Maintenance Mode and RSVP gives HP the maintenance edge, by lowering the BMMC by approximately 40%, while increasing our service effectiveness. It's a one-two punch that can't miss.

### HP 3000 Software: Keeping Current

By: Tom Simon/GSD



You have all probably heard of the Software Status Bulletin, the COMMUNICATOR 3000, and the Installation Tape Note files. You may also know that all of these publications deal with developments—particularly in connection with software—in the HP 3000 environment. Now, what you may not know is which of these offer you the most usable information; that is, which are prepared from a perspective similar to yours. To help you decide which publications fit your information needs, this article provides a brief description of each publication's orientation and of how it is related to the others.

**Note Files**

Users of HP 3000 computer systems receive periodic updates to the Multiprogramming Executive Operating System (MPE) and certain program and diagnostic files through the Installation Tape (IT). This magnetic tape contains the cold load version of MPE, the system and subsystem program files in the account SYS, and the necessary diagnostics in the support account. Some of these files are referred to as Note files which consist of written descriptions of how the current version of MPE differs from the previous version.

**COMMUNICATOR 3000**

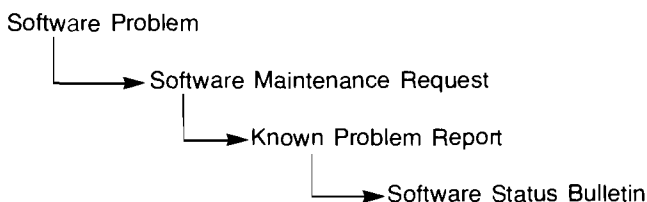
The COMMUNICATOR exists primarily to provide customers with a printing of the Note files a week or two in advance of their release through the Installation Tape. The purpose of this early release is to help users anticipate the effect which the updated MPE software could have on their operations. Thus, the schedule for publishing the COMMUNICATOR approximates that of the updates to MPE software, preceding them slightly.

The COMMUNICATOR also contains articles of general interest to HP 3000 users: programming tips, announcements of new products, and descriptions of changes (updates, new editions, new publications) to customer manuals. Occasionally, COMMUNICATORS are published when there are no corresponding MPE updates. These issues contain only articles, and because of the demand for back issues of the COMMUNICATOR, some articles from early issues may be revised and reprinted.

**Software Status Bulletin**

The Software Status Bulletin (SSB) is published twice each month and documents known problems with HP 3000 supported software. Of the three publications mentioned here, it contains the most current information regarding the status of problems (and work-arounds) with HP software. For keeping track of particular problems, or for checking if some difficulty you've encountered has been verified as a software bug, the Software Status Bulletin is the place to look.

Software problems submitted by HP 3000 users, field system engineers, software developers, and quality assurance engineers are assigned Software Maintenance Request (SMR) identification numbers. These Software Maintenance Requests which are verified to document actual software bugs are also referred to as Known Problem Reports (KPR) and are listed in the Software Status Bulletin. The process goes something like this:

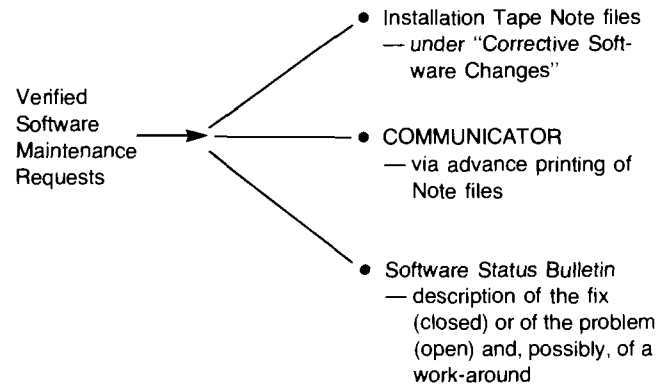


These verified software problems are listed in the Software Status Bulletin by their Software Maintenance Request number and by product, and are designated as open or closed. An open problem is one which has no current fix (a work-around may be indicated); a closed problem has a fix which will be available in a specified version of the software product. After being published as a closed problem for two successive Installation Tape distributions, a Software Maintenance Request is deleted from the bulletin. Open problems are listed until resolved.

Note that not every problem submitted is listed in the Software Status Bulletin, only new and verifiable problems. Duplicates, misunderstandings, and so forth, are not entered. However, a response is made to each problem report submitted, indicating whether the bug has been verified and, if so, what is being done about it.

**How They Fit Together**

Since the COMMUNICATOR, the Installation Tape and the Software Status Bulletin are all concerned with HP 3000 software, it's not surprising that any Software Maintenance Request may appear in all three. Open Software Maintenance Requests are documented in the Software Status Bulletin. In some cases they may also be referenced in the "Known Problems" section of the Installation Tape Note files and, consequently, in the printing of these Note files in the COMMUNICATOR. Software Maintenance Requests noted as closed in the Software Status Bulletin should appear in the Note files on the Installation Tape and in the COMMUNICATOR. In these cases, the software fixes will be described briefly under the "Corrective Software Changes" section of the Note files.



**Which One . . . And When?**

In case all of this has only confused you more, try this explanation. The Note files are written by lab personnel and are designed to tell you what's new with software on the HP 3000. The field will receive these files on the Installation Tape (which also contains the encoded changes) and, shortly before, in the COMMUNICATOR. The COMMUNICATOR will also give you additional information concerning changes to



HP 3000 software and, generally, to the HP 3000 systems. Lastly, the Software Status Bulletin, prepared by lab and support personnel, provides the most current information available about software problems, new and old, and about fixes for those problems.

**How To Get Them**

All three of these publications are supplied to users with Hewlett-Packard's Comprehensive Software Support Service (CSS) and Software Subscription Service contracts. The COMMUNICATOR may be ordered separately,

on an individual issue basis (subject to availability) and through subscription. Order forms are available in the COMMUNICATOR itself and through the Software Subscription Center of the Computer Systems Group. Your request should be directed to:

Subscription Supervisor — COMMUNICATOR 3000  
 Software Subscription Center  
 P.O. Box 61809  
 Sunnyvale, CA 94088



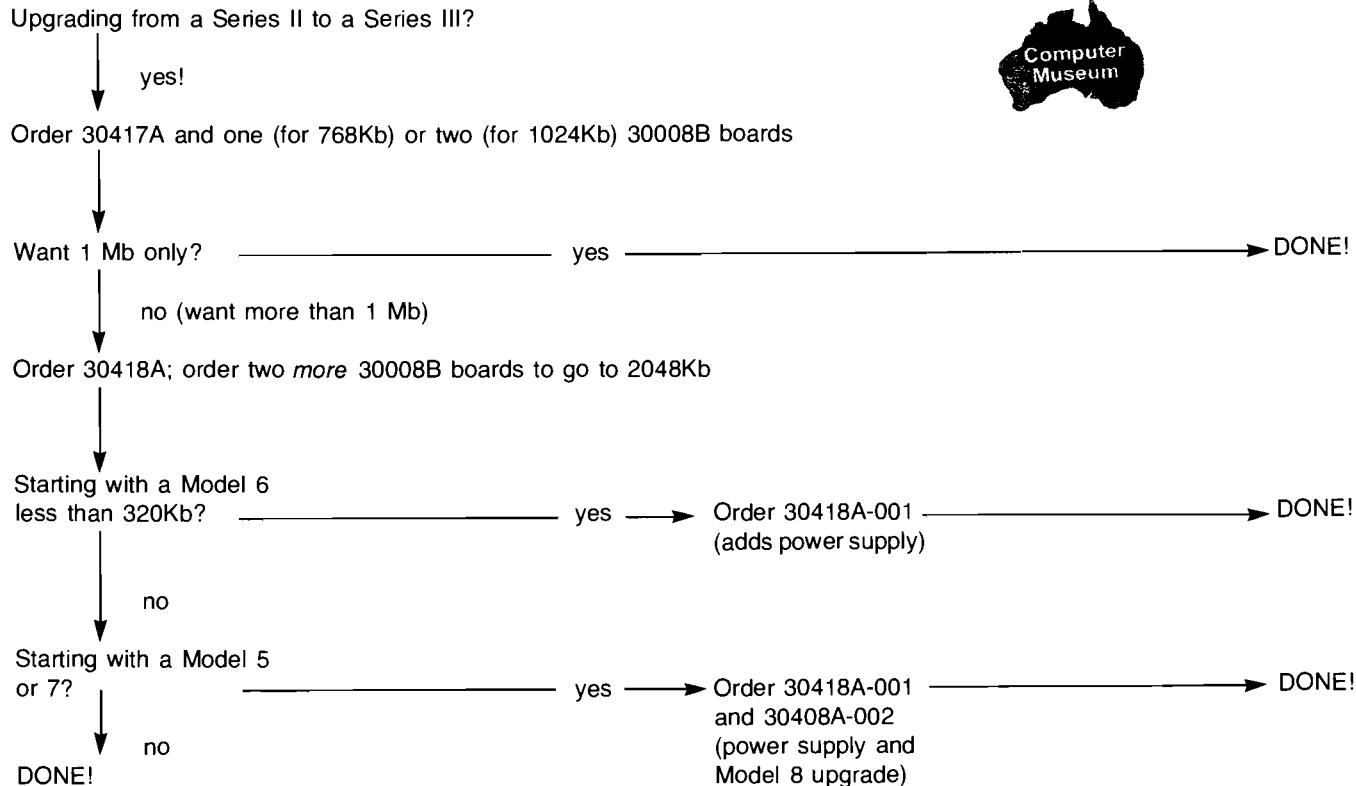
**A Reminder for Upgrading to Series III**

By: Gwen Miller/GSD

With all the attention lately on new products and how to order them, we don't want you to forget how to upgrade a Series II to a Series III. There are just a few steps, but leaving out one could leave you with an unhappy customer. Briefly, here is how it works:

- 1. To expand all Series II's to Series III systems up to 1 Megabyte ..... order 30417A
- 2. To expand all Series II's to Series III systems greater than 1 Megabyte ..... also order 30418A  
 PLUS, all Models 5 and 7, and Model 6's that started under 320Kb require an additional power supply ..... order 30418A Opt. 001  
 PLUS, all Models 5 and 7 also require upgrading to a Model 8 for power supply space, etc. order 30408A Opt. 002
- 3. Be sure to add memory to the desired size! ..... order 30008B

Here's a flow chart that should help:



Series II to III upgrades are proving very popular, so if you're looking for a boost in making quota,

**SELL UPGRADES!!!!!!**

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

**For research and education purposes only.**

## MFG/3000 Advertising Works for You

By: Pete Van Kuran:GSD

Many of you may have seen the September 25 issue of *Business Week* in which the HP ad contained the MFG/3000 Vydec story. As you can see from the enclosed copy, our first customer and beta test site has reduced operating expense and increased inventory utilization significantly with MFG/3000.

This is the kind of reference that can really help make an MFG/3000 sale. Using this story in a sales situation can enhance your presentation. It tells the customer "Hey, this product really works, and here is someone who will tell you about it." Vydec has been very cooperative in discussing MFG and they have spent many hours talking to potential customers. You should call *Dick Knudtsen* at GSD Sales Development to coordinate your customer contact with Vydec.

Many of you who are on the advertising reprint mailing list will be receiving copies of this ad. For those of you who want additional copies, a limited number are available from *Dick Knudtsen* at GSD.

# Hewlett-Packard computer advances deliver results.

**"At Vydec, our HP interactive system and MFG/3000 have enabled us to double sales and production while improving inventory turnover 30%."**

Vydec, an affiliate of Exxon in Florham Park, N.J., manufactures word processing systems used in the preparation and dissemination of high-volume correspondence, reports, and articles. The firm uses an HP 3000 Series II distributed processing computer system, and MFG 3000—a manufacturing software product—to manage its production scheduling, purchasing, part-to-schedule allocation, and management reporting for the entire Vydec line involving 5,000 different subassemblies and components.

"We build to a specific backlog delay," says Vydec's Materials Manager, Marty Connolly. "If we overbuy we'll have an inventory of finished goods; if we underbuy we'll have unhappy customers. As a consequence, effective materials management is critical to our success. With the HP system we have solidified our ability to control inventory costs while meeting customer demand. Further, we can now keep pace with our rapid growth and expansion."


### **HP MFG/3000: effective on-line materials management for manufacturers.**

MFG/3000, designed for use with HP 3000 computers, is a materials planning and control system that enables manufacturers to obtain more timely and accurate information on which to base purchasing and manufacturing decisions, while improving inventory management and cost control. MFG 3000 includes three modules offered singly or as a complete package:

- Engineering Data Control - creates and maintains bills of materials and labor.
- Inventory & Order Status - processes material issues and receipts, maintains planned and released orders, manages planned issues and provides current balances for all inventory items.
- Materials Requirement Planning - plans orders based on projected demand.

Cost of each module is \$5,000\* plus a monthly fee of \$150\*. \*Domestic U.S. prices only. Available in North America only.



**You too can rely on results from a working partnership with . . . HEWLETT  PACKARD**

**DS/3000 Saves the Day***By: John Chisholm/GSD*

On Monday, September 25, *Don Ringen* was in trouble. With responsibility for GSD Product Training in Geneva, Switzerland, he needed access to the Intro account that contains the exercises for Neophyte training on the HP 3000. And he needed it fast — for the next day's training class. But there was no copy of Intro to be found anywhere in Europe! All *Don* had to work with was a 2400 baud modem, SSLC board with cable and DS/3000 software.

*Don* got on the phone and called GSD in Santa Clara. Using DS/3000, GSD Sales Development people transmitted the account to *Don* in Geneva — a distance of some 8000 miles! Transmission of the account took place in about fifteen minutes. Training started Tuesday morning on schedule.

**GOOD SELLING!****Honeywell Tapes on an HP 3000?***By: Don LaRobardiere/ESR*

Impossible you say! But the Paramus district had to have it done to save an order.

We had the 7-track mag tape drives to read the tapes, but the HP 3000 doesn't support 7-track, as the sales group quickly came to learn. The customer had racks of mag tape to get converted eventually to 1600 bpi 9-track and wanted temporarily to store these files of data on the HP 3000 discs until they were in their final form.

Knowing that being able to convert those tapes would open up other sales prospects, *Walt Benedetto's* group took it on themselves to find an in-house solution.

As much standard equipment and software as possible was used. The approach was to modify DVR24 to support the programmable 13182A Opt. H03 mag tape interface and then "DS" the data up to the 3000 files over a hardwire link.

Needless to say, the conversion was a success. Presently, the customer has been transferring about 14000 eighty-byte records in 20 minutes.

For more information regarding this customer installation, please contact *Don LaRobardiere* in the Paramus office.

**Auerbach Publishes Glowing Report On the HP 3000***By: Gwen Miller/GSD*

Auerbach Publishers, Inc. has recently distributed a new report on the HP 3000 Series II and III that confirms what your customers have known all along — that we have a super product! The opening comments set the tone:

Since the 3000 Series II was first announced in 1976, it has proved a successful system for Hewlett-Packard; approximately 1500 3000 Series II's had been

delivered by June 1978. Its customer base is composed of users with a variety of processing needs including small companies investigating an in-house computer for the first time, companies moving to an on-line database-oriented system, and large companies in the throes of decentralization. Finally, OEM houses find the 3000 Series to be a solid foundation for specialized systems development jobs.

The eight-page report covers the features of the system, including MPE-III, private volumes, tape labels, MTS/3000, automatic power fail/restart, MFG/3000, and advantages of the extensive microcode. Statements such as "Hewlett-Packard's I/O techniques consist of similarly sophisticated management procedures . . ." appear, along with customer responses that "Hewlett-Packard's COBOL was given excellent marks, and the user praised the security features of the system." Also brought out were the ease of upgrading within the product line and the fact that "All MPE-II operating system users are automatically upgraded (at no charge) to MPE-III, which is fully compatible with MPE-II." Other portions of the report discuss additional areas:

**Markets:** "Hewlett-Packard offers a system for a batch user who wants to expand to on-line distributed processing rather than upgrade to a larger centralized system."

". . . the price/performance of the HP 3000 Series II and the availability of the IMAGE database management system may interest System/3 Model 10 users looking for an upgrade system."

**HP in the Computer Industry:** "The company's founders parlayed a winning combination of entrepreneurial inventiveness, solid fiscal control, and good, fairly priced products into one of the country's major diversified electronics manufacturers."

"Hewlett-Packard's computer division established a solid base of faithful users . . ."

**Service to Customers:** "Hewlett-Packard offers a wide variety of services including: pre-installation site planning, installation, personnel training, hardware and software service at several levels, and programming consultation."

"It should be noted that Hewlett-Packard publishes configuration documentation designed to help users configure their own systems."

**Direction of the Product Line:** ". . . the overall air of the 3000 Series is one of continuing, upward pressure."

If this sounds like what you have been telling your prospects, why not let Auerbach tell them for you? Those sales offices that subscribe to Auerbach services should have received their report during October. In addition, we will be sending a copy to each District Manager worldwide for you to use in preparing proposals. Let Auerbach help you spread the good word —

**THE HP 3000 IS SUPER!**

## You've Heard It Before, But It's Still True . . .

By: Gwen Miller/GSD

Back by popular demand, we are reprinting an article written by *Rich Edwards/GSD* that appeared in the January 1978 issue of the *CS Newsletter*. It may be "old news", but the message is as current as ever: the HP 3000 is a winner! For proof, read on:

### HP 3000 Garner's 1st Place\* In Datapro User Ratings

By: Rich Edwards/GSD



The HP 3000 outshines its competitors again! Last year IMAGE/3000 was the first database management system ever to be elected to the *Datapro Software Honor Roll*. This year the HP 3000 won the highest rating by users of minicomputers and small business computers. More precisely:

OUT OF 76 DIFFERENT SYSTEMS/MANUFACTURERS COVERED BY THE 1977 DATAPRO SURVEY OF 816 USERS OF MINICOMPUTERS & SMALL BUSINESS SYSTEMS, THE HP 3000 HAD THE HIGHEST RATING IN OVERALL SATISFACTION OF THOSE SYSTEMS MENTIONED BY 6 OR MORE USERS.

Full details can be found in *Datapro Feature Report M07-100-401* dated November 1977, published by *Datapro Research Corp.*, Delron, N.J. 08075. A few highlights of the report include the following:

The survey, conducted during June 1977, was aimed at a random 10,000 *Datapro* subscribers. The results included responses on 2,362 installed systems owned by 816 users. 67% of the total respondents used their systems for business data processing. While not mutually exclusive categories, 16% used their computers with data base management; 24% reported data communications applications.

The scores in all categories were computed using weighted averages based on a scale of 4.0 for Excellent, 3 for Good, 2 for Fair, and 1 for Poor.

Here's how the HP 3000 stacked up:

Total Survey: overall satisfaction	3.1
HP 3000: overall satisfaction	3.5

When looking at the competitive comparisons, keep in mind *Datapro's* warning: "Prospective buyers should note that the small sample sizes for some of the minicomputer models make it unwise to draw firm conclusions from the indicated ratings."

\*Systems with 6 or more responses.

Taking a look at the overall satisfaction ratings (Figure 1), it's easy to see how well the HP 3000 was rated. Most people regard the satisfaction of the IBM System/3 to be the industry standard to try to match. Great news: the HP 3000 (rating 3.5) is way ahead of the total System/3 (rating 3.3) and the Model 15 (rating 3.2).

The HP 3000 received the second highest rating (3.8) in the industry for Ease of Operation (Figure 2). Taking 1st place was the NCR 8200/8250 with a 3.9 rating from 9 users (average memory 89 Kb); it scored a 3.0 in overall satisfaction, however. Once again, the HP 3000 was several points ahead of the perceived benchmark winner, IBM's System/3-15 (3.4). (All System/3's combined were rated 3.5.)

You're all aware that the HP 3000's greatest competitive edge is the advanced MPE operating system. Your customers agree! NO OTHER OPERATING SYSTEM WAS MORE HIGHLY RATED THAN MPE!\* Specifically, in Figure 3 note the relative standings of the most frequently encountered competitive systems.

Another area where the HP 3000 scored very well was in the reliability of the mainframe. As Figure 4 shows, HP 3000 users rated it about as reliable as the IBM System/3 and much more reliable than the rest of the industry.

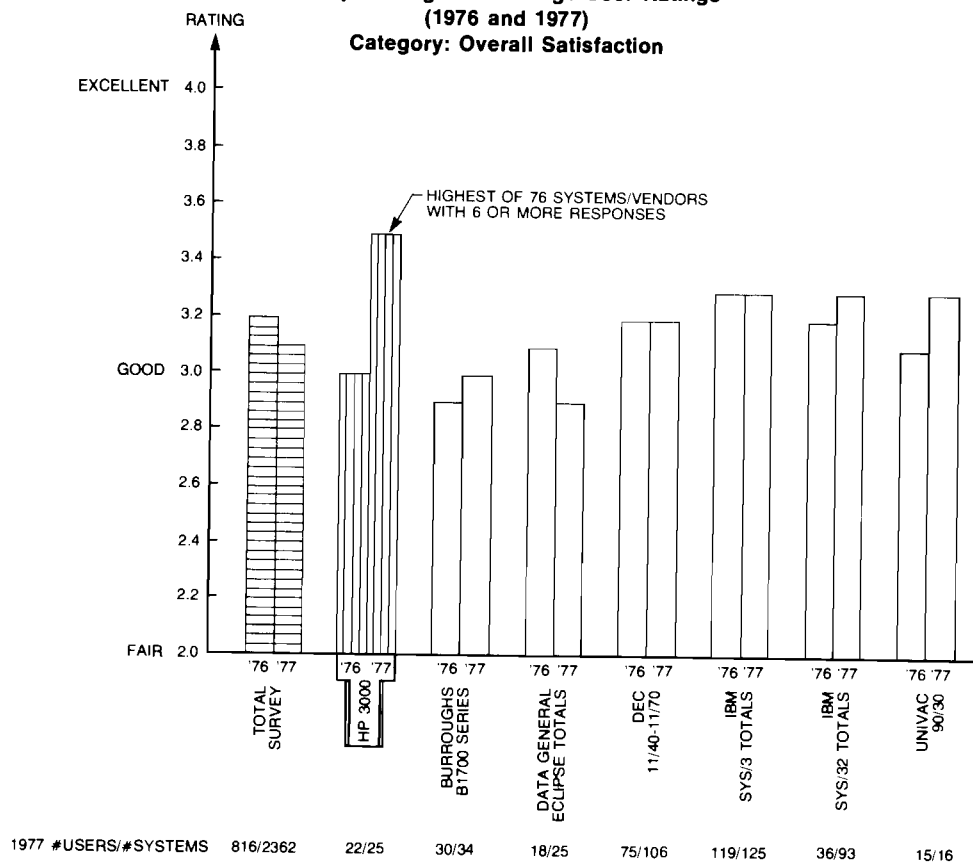
The last category graphically depicted shows the relatively high standing of the HP 3000 in ease of conversion. Remember that the two systems shown in Figure 5 with higher ratings come from very small user populations.

\*Systems with 6 or more responses.

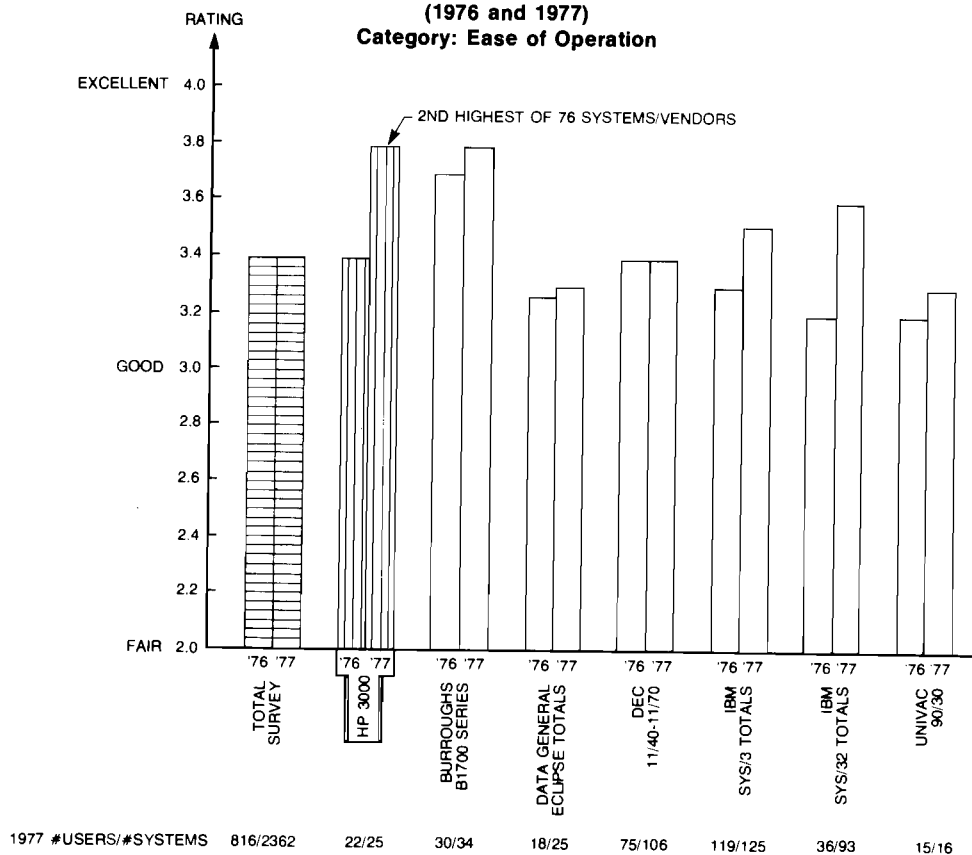
The total survey included 12 categories; here's how the HP 3000 compared to the overall user's rating:

Category	HP 3000	Survey	Difference
Ease of Operation	3.8	3.4	+ .4
Reliability of mainframe	3.7	3.4	+ .3
Reliability of peripherals	3.4	3.0	+ .4
Responsiveness of maintenance service	2.8	3.0	- .2
Effectiveness of maintenance service	2.8	3.0	- .2
Technical support	2.7	2.6	+ .1
<b>Manufacturer's software</b>			
Operating system	3.7	3.0	+ .7
Compilers and assemblies	3.8	3.0	+ .8
Applications programs	3.1	2.7	+ .4
Ease of programming	3.6	3.1	+ .5
Ease of conversion	3.4	3.0	+ .4
Overall satisfaction	3.5	3.1	+ .4

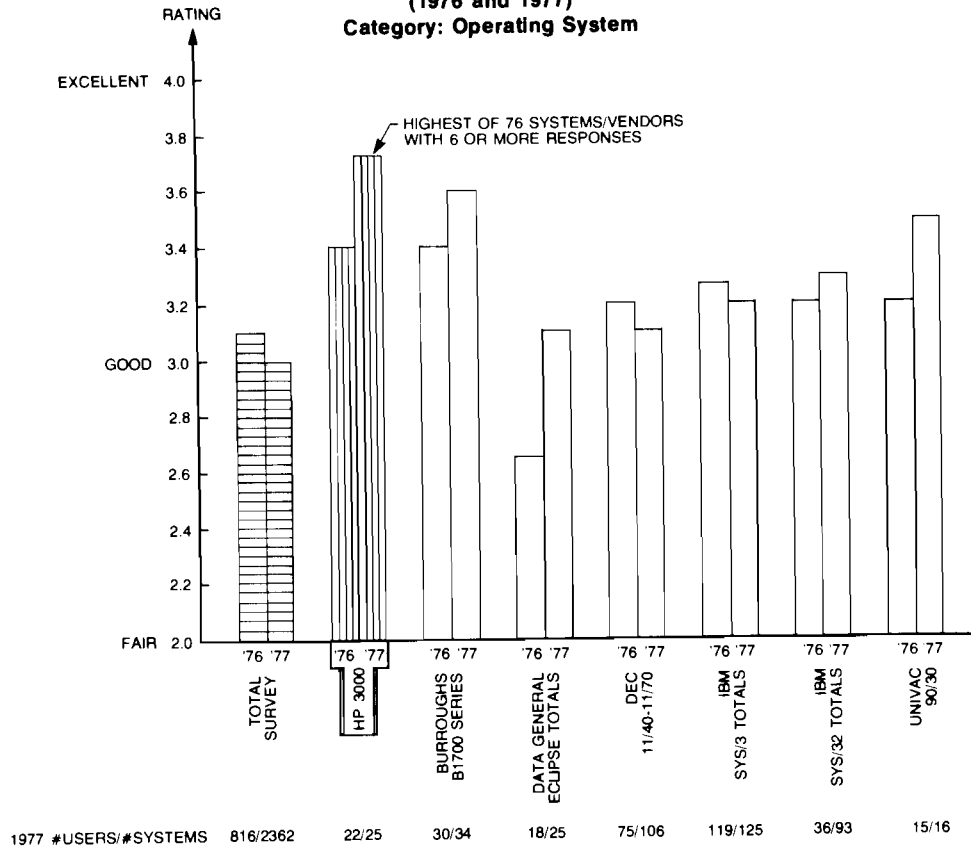
**Figure 1**  
**Datapro Weighted Average User Ratings**  
**(1976 and 1977)**  
**Category: Overall Satisfaction**



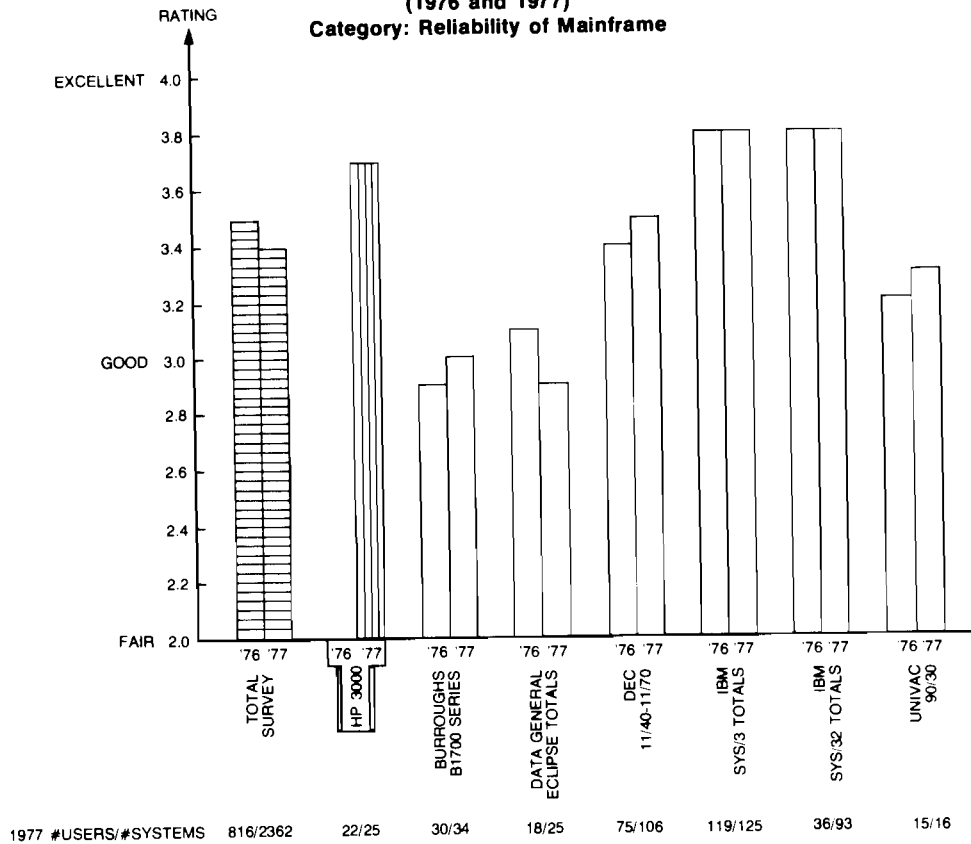
**Figure 2**  
**Datapro Weighted Average User Ratings**  
**(1976 and 1977)**  
**Category: Ease of Operation**



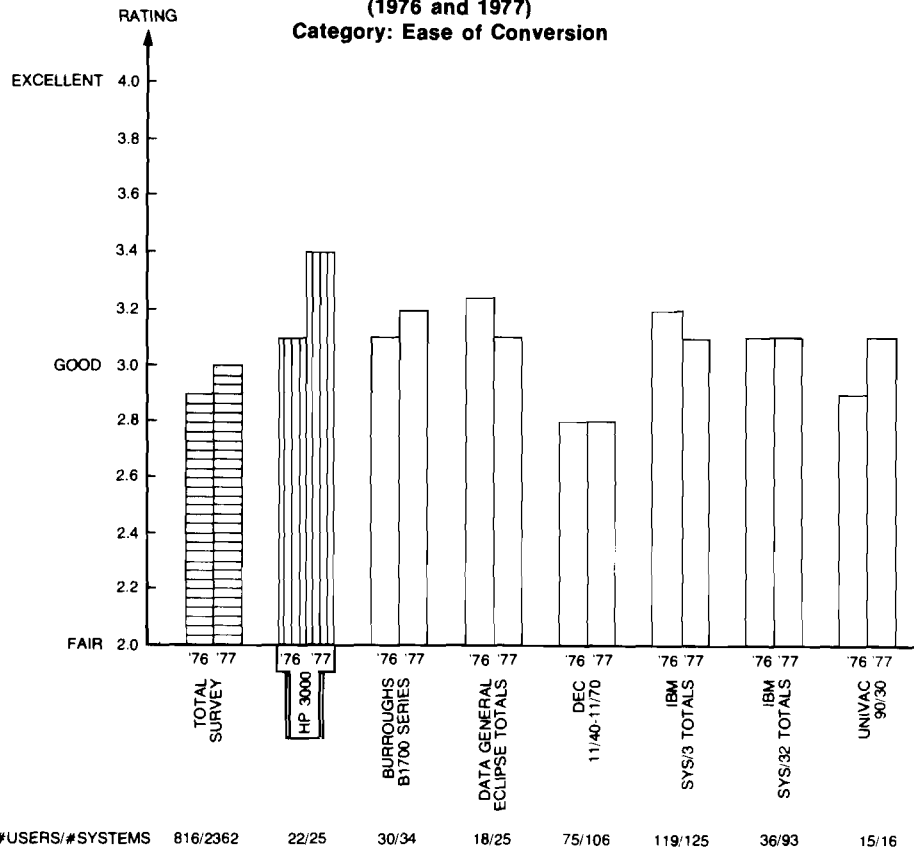
**Figure 3**  
**Datapro Weighted Average User Ratings**  
**(1976 and 1977)**  
**Category: Operating System**



**Figure 4**  
**Datapro Weighted Average User Ratings**  
**(1976 and 1977)**  
**Category: Reliability of Mainframe**



**Figure 5**  
**Datapro Weighted Average User Ratings**  
**(1976 and 1977)**  
**Category: Ease of Conversion**



## General News

### Error Message — VIEW/3000

By: Regina Fanelli/GSD

In the October 1st issue of the *CS Newsletter*, an article appeared by Carolyn Morris entitled, "Details, Details . . . Ordering VIEW/3000". It has been pointed out that the total prepaid purchase price of the 32209A Option A plus the monthly software fee for 12 months was erroneously reported to be \$375. This price should be \$3750! Please make note of this correction.



# **Hewlett- Packard ends the computer compromise.**

**Now you don't have to put up with a computer that doesn't really fit your needs or shop around hoping to find one that does. HP has created a range of business systems, priced from \$25,000 to \$250,000, designed to work the way you work.**

At last, there's a powerful business computer that's really simple to operate. The HP 250 is designed so a clerk-typist can sit down and feel right at home. The keyboard is laid out like an electric typewriter and the numeric pad like an adding machine. And eight keys under the adjustable video screen can be programmed to lead the operator step-by-step through every job.

But the biggest advantage is invisible — a data base manager that consolidates information into easily accessible files, making it simple to get the data you want the minute you need it.

Able to support four terminals, as well as the printer that comes with the system, the HP 250 gives you all the benefits of a fast, sophisticated computer without having to hire an expert to run it. And it's priced from just \$24,500.

## The HP 250



Advanced Hewlett-Packard technology has packed an impressive amount of capability into the HP 300. It can handle 16 users from the central console, which features an innovative display designed to simplify operating and programming the system.

Eight special keys on the right side of the screen can be programmed to lead you step-by-step through each task, giving you choices of action as you go.

Again, data base management provides a vital ingredients in organizing your information. And an efficient operating system lets you access data at remote terminals at the same time the computer is sorting and processing other jobs. Another remarkable feature: the HP 300 price starts at only \$36,500.

## The HP 300



The HP 3000 Series 33 puts the general purpose computing capability of our successful HP 3000 family into a new, economical package.

It uses advanced HP technology to pack a lot of power into a compact desk design. So it will fit easily into most office environments, while interacting with people at terminals throughout your company. It can use five languages, has data base management software, and will give you instant access to information while printing out reports or the payroll.

Because the Series 33 uses the proven HP 3000 operating system, you can run the same programs on the larger Series III. Starting price for the HP 3000 Series 33 is just \$70,000.

## The HP 3000 Series 33

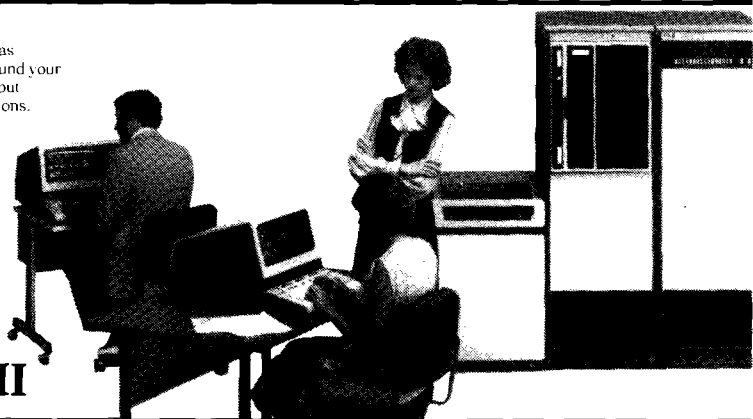


At the top of our line is the HP 3000 Series III. This has the power to process 4000 transactions an hour at terminals around your company. But it still has time to respond to a simple inquiry about yesterday's sales, today's inventory levels or tomorrow's projections.

With a main memory expandable to two million characters (and disc storage to 960 million characters), data base management and manufacturing software\* to help manage your inventory, the HP 3000 Series III could be the only computer a medium-sized business might need. For a large company, its networking software makes it a powerful solution to distributed processing problems. And its price, from \$115,000, makes it very practical, too.

\*Available in U.S. only

## The HP 3000 Series III



For a hands-on demonstration of these computers, call the nearest HP office listed in the White Pages. Or write to Hewlett-Packard, Attn: Bill Krause, Dept. 000, 11000 Wolfe Road, Cupertino, CA 95014

HEWLETT  PACKARD

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CSG805HP61

# HP GRENOBLE NEWS

## Sales Aids

### Is the 3070B Rugged?

By: Peter Stuart/HPG

We are now getting about two requests a week asking what can we say about the ruggedness of the 3070B when DEC and IBM are pushing this question hard.

First, we have to concede that the *appearance* of the 3070B is not as rugged as the appearance of the DEC and IBM offerings. However, if you start looking for specifications of the ruggedness of these competitive products you are likely to be disappointed.

Second, we have looked at the IBM and DEC machines in comparison to our own and have no doubt that a person with a hammer could destroy any one of them. The only thing to debate might be the *relative size of the pieces*. (For the replacement unit, the 3070B will be less than half the price of the competitive products!)

When questioned about ruggedness you should first determine if the customer is concerned about malicious damage from hostile employees or accidental damage from heavy-handed employees or the physical environment. The 3070B is not suitable for use in environments where it will be subject to malicious attacks. (Neither is the DEC nor the IBM equipment.)

In fact, even \$25,000 cash-dispensing terminals can be destroyed by a malicious attack (though you will not manage to get any money out of them, so do not rush off and try).

The solution to the problem of malicious damage is to deal with the root causes (i.e., employee attitudes, effective security, etc.) and not by producing "bullet-proof" terminals. If the customer wants "bullet-proof" terminals let the competition get the business and the problems.

Happily in this day and age there are plenty of companies that recognize the advantages of harmonious employee/ employer relationships. The ruggedness question then becomes one of accidental damage from heavy-handed employees or from the environment. Let us consider this topic under some of the more obvious categories: shock and vibration; dust and dirt; temperature; oil and grease; and gasses/corrosive chemicals.

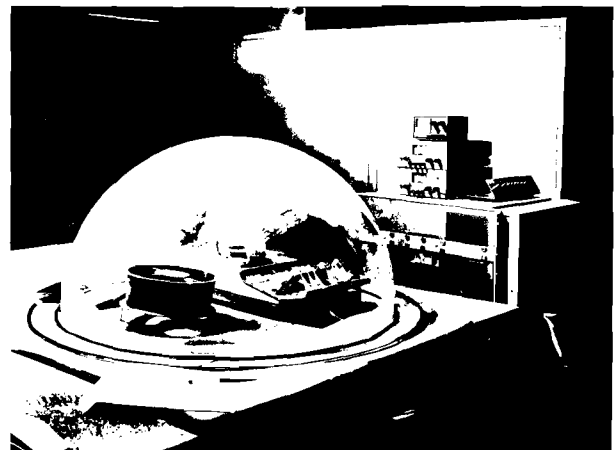
### Shock and Vibration

The customer is liable to ask what happens when a heavy-handed employee gives the terminal a casual punch. The 3070B meets HP Class B specifications for vibration and shock. This means production units have been type-tested to withstand vibrations of 0.38mm (0.015 inches) on all 3 axes over the frequency range 5 to 55 Hz. In addition it has been tested to withstand shocks of up to 30g (11 mS, 1/2 sine wave) in all 3 axes. (Incidentally, to demonstrate the strength of the terminal case you can safely place it on the floor and stand on it.)

### Dust and Dirt

The Corporate Quality Assurance Manual does not cover this aspect of product testing so we invented our own test. We installed a 3070B in a chamber together with the contents of a vacuum cleaner that had been used throughout our plant. A fan was also installed to keep the dust airborne. A mechanical set of "fingers" was used to operate the keyboard. We stopped the test after the keys had performed  $20 \times 10^6$  operations without failures.

During this test we also ran the multifunction reader to check performance of the card mechanism. To do this we had continuous loop of card simulating a punched card. We discovered that dust and dirt sometimes collects around the read head mechanism. For this reason we now supply a specially coated "cleaning card", which can be passed through the reader at any time to brush away accumulated dust and dirt. The photo below shows the test set-up.



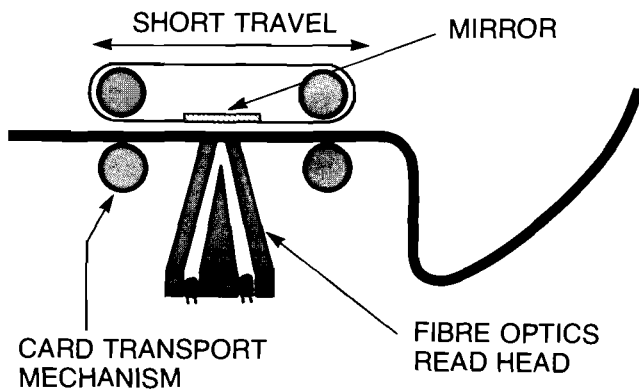
**Temperature**

The terminal is specified to operate in ambient temperatures up to 55° Centigrade (130° Fahrenheit). This is hotter than environments where you would expect employees to work. In addition, in accordance with UL requirements the case and display window are of non-flammable plastic.

**Oil and Grease**

The only area where oil and grease could cause problems is in the punched-card or badge reader. However, the reader is designed to have an extremely short travel so that the card or badge is always visible to the user and may be manually removed if there is slippage of the transport mechanism.

Our mechanism is far superior to some of the competitive products in which a card disappears right inside the unit and can fail to reappear. In addition, we use a fiber-optics read head which is directly in contact with the punched card or badge surface. This has a self-cleaning action and complements use of the cleaning card.

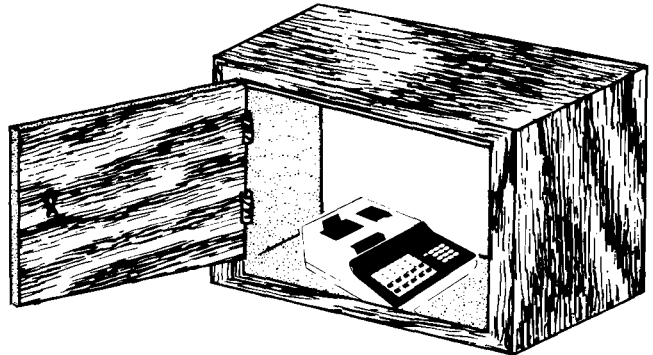


**Gases and Corrosive Chemicals**

Here we must admit that in common with DEC, IBM and NCR (DPI equipment) our products are not designed to withstand corrosive chemical environments. For example, Toluene, (which is a cleaning fluid used in the printing industry), would attack the plastic keys of our terminals as well as those of our competitors. Corrosive gases can of course reach the printed circuit boards of everyone's products. (In DEC's case via the card and badge reader slot.)

Incidentally, our keyboard keys are double shot-moulded, (unlike DEC and IBM's), so that superficial damage to the key tops will not destroy the legend.

In summary, we have a product which is as rugged as they come. However, since the 3070B is desk mounted we must admit that it is more exposed. It may make sense to suggest to your customers that they bolt their terminals inside little wall-mounted cabinets. The overall cost will still be lower than the competitor's.



Finally, let's remember that for every one customer who is looking for "factory data collection" terminals to withstand a hostile environment there are nine others who simply need the features: badge and card reading, easy-to-use keyboard, multidrop, etc., etc.

# CS GROUP NEWS

## Computer Supplies News

### Computer Supplies Operation Officially Launched

By: Carl Anderson/CSO

HP's Computer Supplies activity has been operating for the past several months (see May 15th issue of the *CS Newsletter*) in a pilot project mode—laying groundwork on basic concepts such as package configuration, and gaining experience in the areas of order processing and physical distribution.

Now, we're pleased to announce that the Computer Supplies Operation (CSO) is shifting into high gear, with a commitment by Computer Group management to grow the activity so that it can provide you and your customers with top-level supplies support.

*Will Carleton* (formerly controller of Data Systems Division) has been named to manage the overall Computer Supplies Operation. You'll be hearing from *Will* in the future on these *Newsletter* pages—and I will also comment from time to time on marketing-related matters.

We will continue to operate out of the same Mountain View facility which houses the Corporate Parts Center, and we will share several resources with CPC. However, in order to focus maximum attention on serving the supply needs of HP computing product customers, we will handle our own order processing (see below), inventory control, and related activities.

Effective November 1st, those 50+ Computer Group supplies formerly handled by CPC have been merged with those offered by CSO—so that there is now a unified product management and field point of contact for these items. (We'll publish a complete computing product supplies listing in a future issue of the *CS Newsletter*.)

In summary, our CSO mission is to *actively market and promptly deliver quality HP supplies at reasonable and competitive prices*. We want to help maximize your customers' satisfaction so they will return to you and HP for future equipment and software purchases.

### Your Feedback Comments are Requested!

Your feedback is therefore very helpful in guiding our thinking. *Will* and I would both appreciate hearing about those things you feel might make HP's program better. And equally important, please keep us informed about competitive supplies programs you feel are particularly effective—whether provided by a computer manufacturer or by a supplies distributor. If possible, send us samples of their catalogs-price lists (DEC and Minicomputer Accessories excepted, since we already have samples). Many thanks for your help.

### Supplier Code Change to "2268" on November 1st

By: Carl Anderson/CSO

Effective November 1st, the HEART supplier code for Computer Supplies Operation changed from "5005" to "2268". Although computer supply items ordered by product/part number will be automatically directed to CSO by the Corporate master product file, the following few words of insight should make it easier for field people to communicate with us on O.P. matters.

*The "68" sub-entity portion of 2268 is critical, since it causes orders to be printed out in Mountain View (where we are), rather than in Cupertino (where we aren't, although all other 22XX orders are processed there). Division 22, Data Systems, has host accounting responsibilities for Computer Group activities such as CSO—and so our supplier code must fall within their "22XX" numbers.*

### To Reach CSO by Comgram or Phone

When sending a Comsys message, be sure to use the complete "2268" location so that it will go directly to Mountain View. Messages sent to 2200 will be printed out in Cupertino, and therefore delayed in reaching us.

When phoning us, use the Corporate Service Center's Mountain View number: (415) 968-9200—and on O.P. matters, ask for *Betty Stevenson*. Our in-house extension numbers are changing within the next few weeks, and we'll publish them when they firm up.

**Meanwhile, in Europe. . .**

Computer Supply distribution for Europe is being handled by PCE (Cochise supplier code 6000). Contact *Bruno Barth* in Boeblingen if you have questions or comments regarding computer supply availability via PCE in Europe. (NOTE: the 12869A and 12940A disc cartridges formerly supplied via Grenoble have been transferred to PCE, effective November 1st.)

**Single-Sided Flexible Discs Have New Part Number/Package**

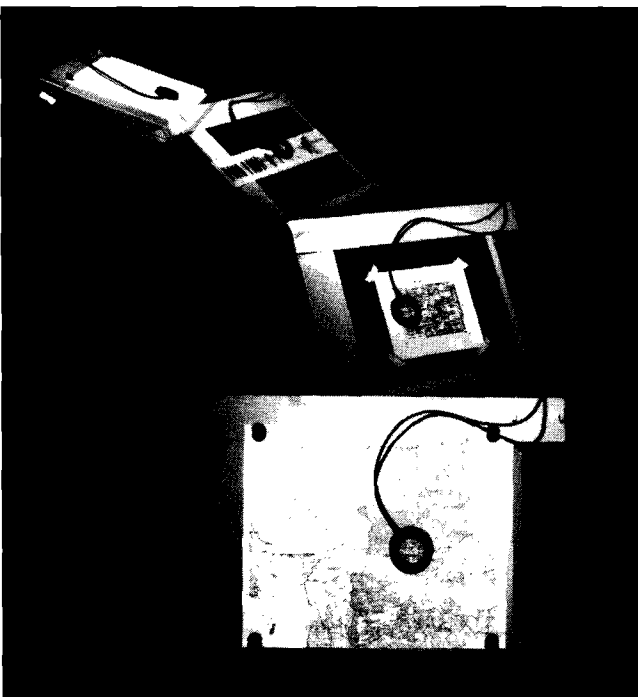
By: *Carl Anderson/CSO*

Blank single-sided flexible discs—as used with the 9885M/S, 9896A 12732A, 12733A, et al—are now available only in a standard (and attractive) 10-disc package. The box of 10 discs includes envelopes and labels, is competitively priced at \$85 per box, and is available from CSO and PCE as PN 9164-0105.

With the announcement of this 10-disc package as of November 1st, Fort Collins Division has simultaneously discontinued the three older package configurations. These were: 1 disc as PN 09885-10500; 5 discs with binder as PN 09885-80004; 25 discs as PN 09885-80005. (If you have a short-term, phase-out need for any of these older package configurations, consult *Spencer Ure* at Fort Collins.)

**CSG News****Introducing the 9874A Digitizer to Sales Force 02**

By: *Mike Scott/DSD and Rich Ferguson/DTD*



The 9874A Digitizer is a new HP-IB digitizer manufactured by the Desktop Computer Division. It provides a convenient method of entering graphical or pictorial data into a computer or intelligent graphics terminal. The 9874A can be used with the HP 1000 and 2647A produced by the Computer Systems Group, and with desktop computers produced by the Calculator Products Group.

The 9874A Digitizer is described on the next two pages. With a few modifications, this article is the same one published previously in *Keyboard*, a publication of the Desktop Computer Division. The cover for *Keyboard* is shown to the right. Also in that issue is an excellent article on digitizers and computer graphics in general—unfortunately space limitations prevent us from including that in this newsletter. There is also an article in the DSD section of this issue of the *CS Newsletter* discussing the HP 1000 support of the 9874A.

The support of the 9874A on the 2647A is implemented by means of a BASIC language program. It is interfaced with the HP-IB and uses AGL-type statements in the BASIC program driver. This program can be easily modified to be used in specialized customer applications.

As of November 1, 1978 Sales Force 02 has sales responsibility for the 9874A under the following conditions:

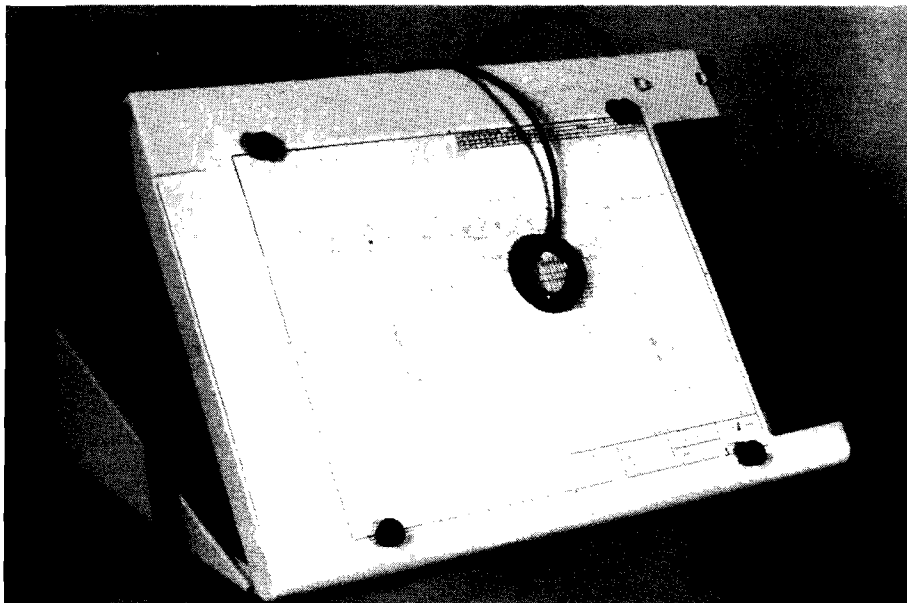
1. The 9874A is sold in a system with an SF02 computer (i.e., HP 1000).
2. The 9874A is sold to a customer who wants to interface it to an SF02 computer he has already purchased.
3. Sales through an OEM or to a VEU if the 9874A is interfaced to an SF02 computer.
4. The 9874A is to be interfaced to 2647 or 2648 terminals unless the terminals are connected to an SF06 computer.
5. The 9874A is to be used in a system with both SF02 and SF06 computers but the 9874A is interfaced primarily to an SF02 computer.

The 9874A Training Manual that was originally developed for SF06 has been updated and modified for SF02. The training manual will be mailed to all sales offices in late November. This new manual contains an HP 1000 demo program and the software driver for using the 9874A with the 2647A.

The October 1, 1978 updates to the HP Purchase Agreement (Exhibits A-1, A-3, and A-4) include the 9874A Digitizer. The Corporate Price List for the 9874A will be coded as being sold jointly by SF02 and SF06 as of November 1, 1978.

The 9874A has been designed for high reliability and easy serviceability. A self-test in the digitizer quickly allows a customer to know if service is required. The SF06 service force has been trained to service the 9874A should it be required. It will be up to the customer or the SF02 CE or SE to localize any problem to the 9874A before calling in SF06 service.

# New Products



## 9874A Digitizer

by Karen Wardlaw, Hewlett-Packard Company, Desktop Computer Division

A powerful new microprocessor-controlled digitizer offers significant increases in performance and reliability. The HP 9874A simplifies operation through a human-engineered work-station concept.

The HP 9874 is designed to provide flexibility, high resolution and simplicity of operation in a broad range of applications using strip charts, drawings, photographic slides, microscope slides and other source documents. It can be interfaced easily with any HP Series 9800 Desktop Computer or other HP-IB compatible computer such as the HP 1000 to provide a complete, powerful digitizing system made entirely by Hewlett-Packard.

The 9874's built-in microprocessor allows the operator to perform all digitizing operations directly from the digitizer location. As a result, the system is easier to use and reduces the possibility of human error because the operator does not have to shift between the digitizer and the computer.

### Advanced Features and Capabilities

Some of the 9874's new time-saving and convenience features include:

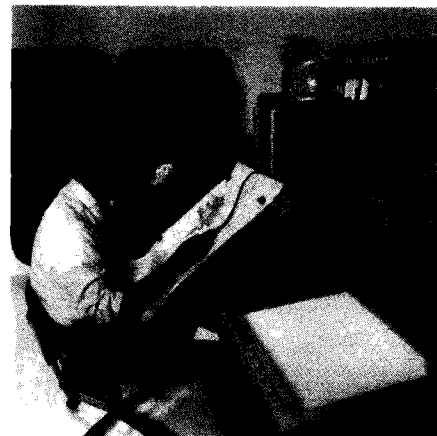
- An adjustable glass platen to suit various applications and maximize user comfort.
- Rear projection capability to allow using photographic slides or movie frames as source documents.
- Audio tone to guide user operations.
- Illuminated cursor with vacuum holddown to prevent slippage.
- Built-in self-test to assure proper operation.
- HP-IB (IEEE Standard 488-1975) interfacing for easy connection to various computers.
- Multiple-function user keyboard.

### Adjustable Platen

The glass platen easily tilts to a convenient angle between vertical and about 20° from horizontal for a comfortable operator position. For rear projections of movie frames or other transparencies, it is adjusted to the vertical position. The image is projected through the transparent platen onto the treated front surface, giving a parallax-free image for maximum accuracy.

### Audio Tone

Conventional digitizers use two of the operator's five senses: sight and touch. The 9874 adds a third sense, hearing, with an audio tone that can



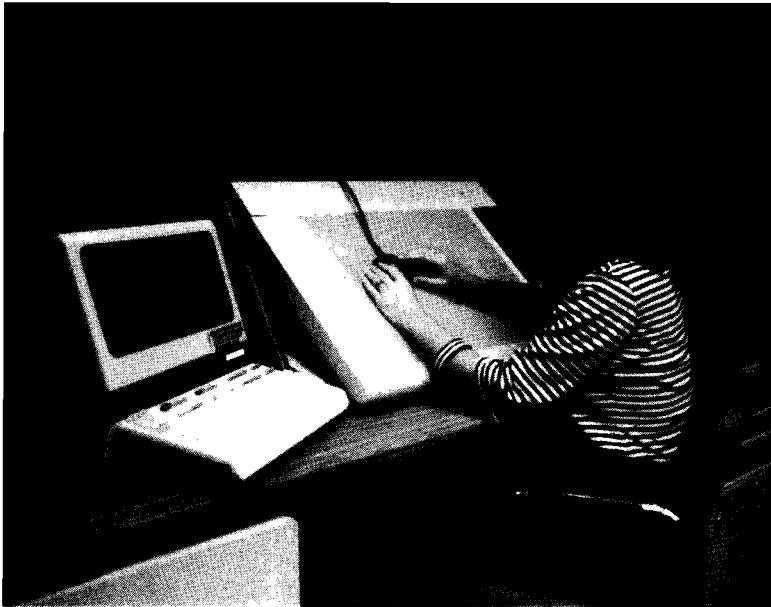
The HP 9874A Digitizer assists in printed-circuit layout.

be used in several ways. The programmable tone can verify correct procedures, signal data entry into the computer, increase cursor positioning accuracy and assure the operator he or she is working in the proper sequence.

### Cursor and Stylus

The cursor is lighted for clear viewing, and has an open-circle target 0.250 mm (0.010 in.) in diameter for accurate positioning over points being digitized. The cursor has a switch to start and stop digitizing in the continuous mode or digitize points in the single mode. A cursor vacuum switch allows leaving the cursor unattended regardless of the platen angle.

An interchangeable stylus is also supplied with the 9874 for users who prefer it over the cursor for particular applications. A digitize switch is activated or deactivated by pressing down on the stylus, and an ink cartridge in the stylus can be used to mark the digitized portion of the source document.



HP 1000 Computer System with 9874A Digitizer and 2648A Terminal



### Applications

The 9874's capabilities are matched to a number of important industrial applications, such as determining the total length of pipe required for a complex gas-distribution network, or computing from aerial photographs the total acreage planted in particular crops. Other applications include clinical medicine and electronic design. Present digitizer users who will find the HP 9874 of particular interest include hospitals and clinics, agricultural and forestry services, research and development operations, military installations, surveying and mapping firms, electronic equipment manufacturers and universities.

### Keyboard

The 9874's keyboard allows the operator to set the operating mode, set size limits, align and extend the axes, digitize and enter data into the computer, and initiate up to ten special routines involving the computer and other peripherals in the digitizing system.

A single-mode key allows the user to digitize specific points by pressing the cursor digitize switch for each point to be recorded. A continuous mode key allows digitizing points sequentially, either at user-specified regular time intervals or at equally spaced points based on cursor movement.

An axis align key allows automatic alignment of the x and y digitizer axes with those of the source document to reduce setup time and give the operator a more comfortable working position. An axis extend key permits digitizing documents much larger than the platen's working surface in either the x or y direction without complicating the software. Documents up to 53 km (33.3 miles) long can be digitized and the points transferred to the computer, still referencing the initial origin.

The P<sub>1</sub> and P<sub>2</sub> keys can set limits anywhere on the 9874's platen surface. This is useful in scaling data into user units, and limiting the active area to be used on the platen. It also simplifies interaction between the 9874 and other HP graphic devices using HP's graphic language (HPGL).

The numeric pad facilitates entering digitized data into the computer, including the x and y coordinates, a pen position indicator and a numerical annotation related to a specific point. An LED display allows verifying the annotation and coordinate information before entering it into the computer.

Five Special Function keys with shift allow initiating up to ten routines in the computer program, such as signaling the digitizer when to start taking points and when to stop. This enhances the human-engineered work-station principle that lets the user control the entire operation from the digitizer.

### Specifications

Resolution of the 9874 is 0.025 mm (0.000984 in.), or ten times that of the preceding HP 9864 Digitizer. Nominal accuracy between 10°C and 40°C is  $\pm 0.125$  mm (0.00492 in.) for the cursor, or  $\pm 0.500$  mm (0.01969 in.) for the stylus. Although the active digitizing area is 435 mm x 315 mm (17.13 in. x 12.40 in.), axis extension permits digitizing strip charts or other documents up to  $\pm 53$  687 km (33.36 miles) on either axis.



# HP Makes It Big in the Business Media

By: Larry Turner/CSG

The CS Newsletter often calls your attention to specific CSG ads by publishing reprints such as the two-page spread from the October 19th edition of the *Wall Street Journal*. This is an attention grabber entitled "Hewlett-Packard ends the computer compromise". It is reprinted on pages 24 and 25 of this issue.

We've also had real impact on the readers of the October 23rd issue of *Business Week*. If you haven't seen this issue, it contains the business systems family ad in a four-page, four-color, inside front-cover format. In addition, those receiving the *Business Week* Industrial Version (approximately 50% of the circulation) had the opportunity to read a highly positive article on us entitled "HP learns to sell to business managers". The article appeared on pages 62B and 62G. We will be reprinting this article with the permission of *Business Week*, just in case one of your clients didn't receive the Industrial Version. It will be distributed in the same fashion as the application story reprints.

Speaking of application stories, we need more names of customers in our primary market areas. All we ask is that their application have been operational for a reasonable amount of time and that a responsible individual agree to a telephone interview. Your customer always has final approval rights to the text prior to distribution to the media. Help us help you by getting more potential stories. Just send your inputs to Bob Ingols, CSG/Cupertino.



**Now you don't have to put up with a computer that doesn't really fit your needs or shop around hoping to find one that does. HP has created a range of business systems, priced from \$25,000 to \$250,000, designed to work the way you work.**

At last, there's a computer that really fits your needs. The HP 250 Series is a complete business system that's designed to work the way you work. It's a complete business system that's designed to work the way you work. It's a complete business system that's designed to work the way you work.

The HP 300 Series is a complete business system that's designed to work the way you work. It's a complete business system that's designed to work the way you work. It's a complete business system that's designed to work the way you work.

The HP 3000 Series III is a complete business system that's designed to work the way you work. It's a complete business system that's designed to work the way you work. It's a complete business system that's designed to work the way you work.

HEWLETT PACKARD

**OEM Add-On Policy**

By: Joe Rodgers/CSG

HP's OEM customers frequently sell upgrades and add-ons to the original systems which they sell to their customers. On occasion, OEM's have attempted to sell upgrades and add-ons to systems with which the OEM was not originally involved. In situations such as this, an OEM may not be performing the OEM function and may be simply "brokering" the equipment. When upgrades and add-ons involve HP CSG Products the following HP policy will apply:

**POLICY:** Purchases that meet the requirements of HP's OEM Certification Clause are to be treated as OEM purchases. A peripheral that is "incorporated in a system consisting of a substantial amount of other hardware and/or software which the Buyer manufactures or develops, and which Buyer sells. . . ." qualifies under our OEM Certification Clause. CSG has no requirement that all the components of an OEM system be purchased within any given time limit. Thus, an OEM customer may purchase add-ons for systems which the OEM purchased previously. The subject equipment must be "incorporated" in the OEM's system; an unmodified add-on to a system that was not originally manufactured and developed by the OEM will not be eligible for the OEM discount.

**Standard-of-Performance Price Reduction**

By: Joe Rodgers/CSG

Federal and local government customers occasionally require a 30 day on-site system level acceptance period prior to acceptance of their system. This is typically referred to as a "Standard-of-Performance Test", and HP has offered these acceptance terms for several years.

In the past, HP has offered "Standard-of-Performance" acceptance for an additional charge of 3% of the system price plus 3 monthly BMMC's. Effective November 1, HP will be reducing the charge for "Standard-of-Performance" acceptance to a flat 1% of the system price.

**Port Pricing Changes**

By: Joe Rodgers/CSG

Effective November 1, 1978, the Port pricing uplift for Product Type 02, Computer Systems will be reduced 5 percentage points. The new U.S. Port Price uplift will be 115% and the new Geneva Port Price uplift will be 117%.

In addition, all U.S. based OEM customers, after November 1, will not be required to pay Port Prices for orders in which the OEM takes total responsibility for shipping outside the

U.S. Products which are ordered at U.S. prices and subsequently are shipped outside the U.S. by the OEM, will not be warranted or qualify for installation by HP. These services may be purchased by the customer at local rates from the local HP sales company or rep if those services are generally made available by HP in the destination country.

**R10/78 Purchase Agreement Revisions**

By: Walt Reichert/CSG

The exhibits listed below have been revised effective October 1978 to include our new products. Bulk distribution has been made to all U.S. offices. The sales regions outside the U.S. have received copies and are translating them for local country usage.

The forms obsolete all prior editions and are to be used for all new and renewal agreements immediately. November 1, 1978 will be the cutoff date for accepting any "in process" agreements which include the prior revision exhibits.

The revised forms and their changes are:

Exhibit	Changes
A-1 (R10/78)	Adds HP 300 and 3000-33 Systems
A-3 (R10/78)	Adds 2621 Series and moves some equipment to accessory section
A-4 (R10/78)	Adds additional equipment—7225A, 12960A replaces 7900A, 9871A, 9874A, 9875A
A-5	Obsoleted effective 1/1/78
B-1 (R10/78)	Estimate sections revised to include new systems
B-2 (R10/78)	Estimate sections revised to include new systems
B-3 (R10/78)	Estimate sections revised to include new systems
U (R10/78)	Some ASPR Clauses updated.
S (R10/78)	Revised to include new HP 300 software products.

*NOTE: Separate estimate and discounts for the HP 3000 and HP 300 Systems*

Please contact your regional Contract Administrator or CSG if you have any unanswered questions.

## Successful October Area Manager's Meeting

By: Doug Chance/CSG

Twenty-eight CSG Area Sales Managers from all over the world attended a six-day CSG management meeting in Monterey (California) and Cupertino during the second week of October.

*Paul Ely* kicked off the meeting on Sunday night in Monterey with a review of our CSG Business Strategy and an overview of how we're doing this year. Monday started off with a session on CSG Marketing Strategy, Marketing Emphasis and Division Marketing plans. *Tom Lauhon* discussed the 1979 CSD Service Strategy, followed by *Jay Denny* presenting the worldwide Systems Engineering Operation plans for 1979.

*Dave Sanders* began the afternoon with a session on CSG Marketing Policies. *Dave* was followed by a panel discussion on International Major Accounts and a session on College Recruiting by *Doug Hanson*. An hour-long rap session over cocktails with *Al Oliverio* rounded out the day.

Tuesday morning was devoted to four workshop sessions for each attendee: Training (*Larry Amsden*/CSG and *Al Schallop*/ESR); Area Field Marketing Function (*Ralph Mele*/ESR and *Mike Naggari*/CSR); DM Development (*Bob Sudkamp*/MSR-E and *Mike Leavell*/NSR) and the Third Party Specialist Program (*Dennis McGinn*/NSR and *John Kemper*/NSR).

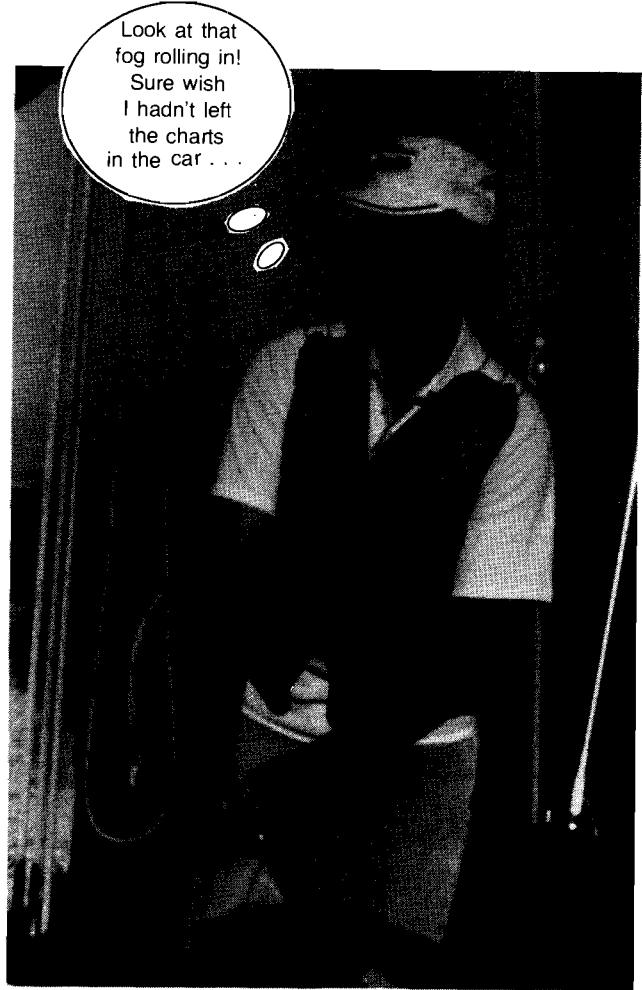
Wednesday and Thursday in Cupertino were devoted to a seven-part round-robin workshop with marketing representatives from all the CSG Divisions. We had some fun, too, with the latter half of Tuesday off for R&R, and a steak bar-b-que at Cupertino which included a *Paul Ely* Roast. *Paul* was a great sport, wearing a full-bore turkey costume to hear insults thrown at him by a panel of field persons playing the roles of various CSG and Corporate managers. Credit for the hour-and-a-quarter of fun goes to *John Celii* of GSD for writing the hilarious script and for emceeing the evening's fun.

All together it was an excellent week of productive field factory dialog.

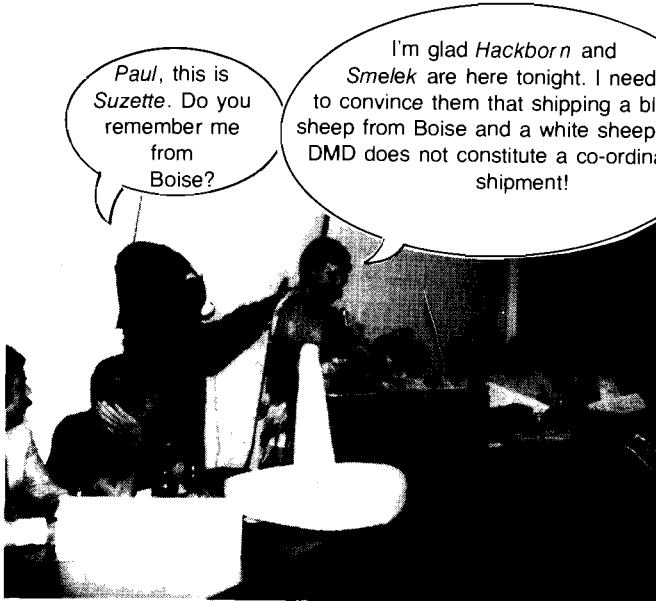




I got the steering stick O.K., Ted; now where's the brake pedal?

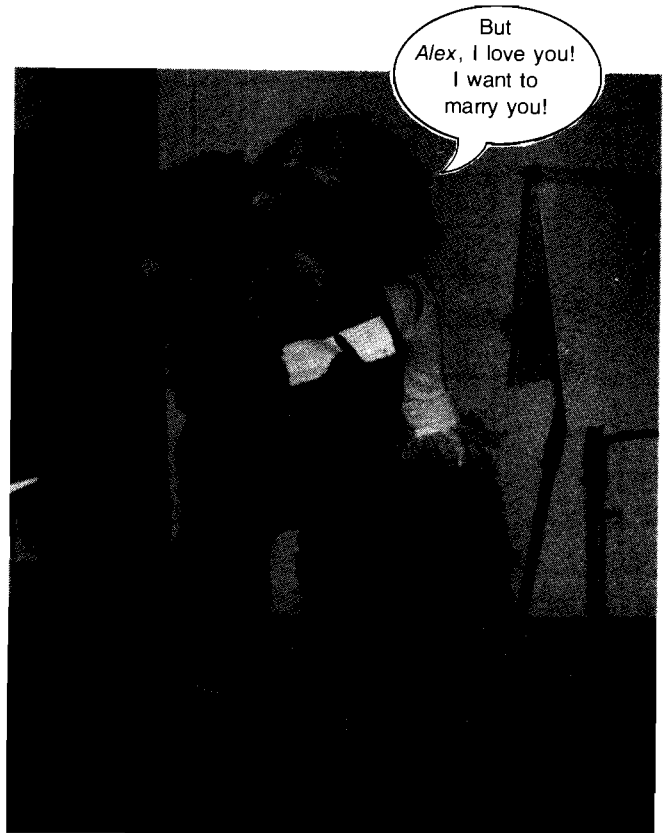


Look at that fog rolling in! Sure wish I hadn't left the charts in the car . . .



Paul, this is Suzette. Do you remember me from Boise?

I'm glad Hackborn and Smelek are here tonight. I need to convince them that shipping a black sheep from Boise and a white sheep from DMD does not constitute a co-ordinated shipment!



But Alex, I love you! I want to marry you!



I wonder what this really does to my image as a Vice-President at HP . . .

Paul, we invited all your friends to be here tonight but unfortunately he couldn't come.

## Your Key Contacts in CSG Training

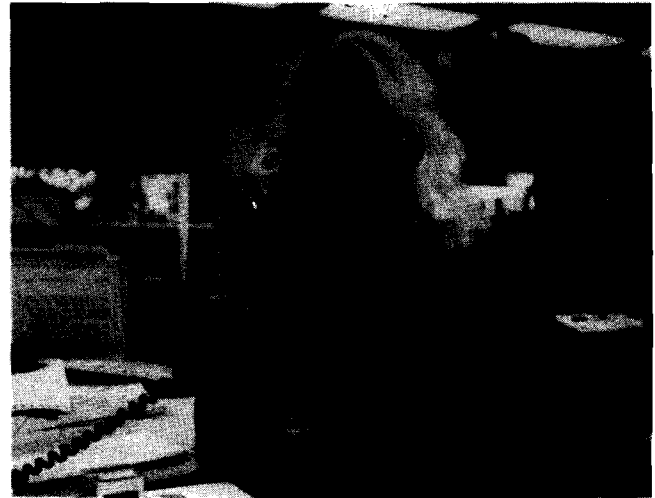
By: Bob Lindsay/CSG

Whenever you want to enroll a field person in a Computer Systems Group-scheduled class, you'll be contacting *Roxanne Hetzel* and *Lill Hill* in CSG. Because they both play such key roles in helping you, I thought you'd like to know a little more about them.



*Roxanne Hetzel* is your key contact for enrolling all CSG field and factory persons in CSG-scheduled training programs. She has been with HP for about seven years, starting first as a secretary with HPA in Palo Alto for two years, then spending a couple of years in the Corporate Finance group in Palo Alto before joining us at CSG in 1975. She became our full-time Training Registrar last year, and now takes your enrollments for over thirty-five different kinds of classes.

*Roxanne* loves pets, water sports and is an avid bowler.



*Lill Hill* is your key contact for obtaining HP apartments and cars for field persons while they are here in training. (In addition to supporting several of us here as a department secretary, she currently manages twenty HP apartments and a fleet of HP cars). *Lill* originally joined HP about seven years ago in the Sales Development group of what was then called Palo Alto Division, (birthplace of the 2116A). She remained in Sales Development when PAD became AMD and later moved to Sunnyvale. *Lill* has been with us here in CSG Sales Training a little over a year.

*Lill* enjoys sports in general, but particularly likes skiing, water-skiing and motorbike riding.

<h1>COMPUTER SYSTEMS NEWSLETTER</h1>	<b>HEWLETT-PACKARD COMPUTER SYSTEMS GROUP</b> 11000 Wolfe Road; Cupertino, California 95014 USA	
	<b>Bob Lindsay/CS Group - Editor</b>	
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