

COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

REINHARDT, HELMUT
FRANKFURT
HPSA

HEWLETT  PACKARD

Vol. 4, No. 10
April 1, 1979

In This Issue...

BOISE NEWS

Product News

- European Character Sets in 2631A's C. Graff/HPG [2]
- Need Another Character Set for
Your 2631G? S. Davis/Boise [2]
- New 263X Print Ribbon Package!! L. Andrews/Boise [2]
- Vertical Bay Type Cabinet On New Series III
No Longer Available G. Morel/Boise [2]

DMD NEWS

Product News

- HP 7910: A Drive For Many Systems T. Hurst/DMD [3]
- #### Sales Aids
- Impact of Disc Drives in System Sellability
— Part IV J. Bolt/DMD [3]

DSD NEWS

Division News

- Ten Areas of Better
OEM Support from DSD Marketing D. Evans/DSD [6]

Product News

- FORTTRAN Allows EMA Variables
To be Passed by Call by Reference
To Subroutines and Functions L. Siener/DSD [7]
- 92840A Graphics Plotting Software
Performance Significantly Improved M. Scott/DSD [8]
- 2608A Line Printer Now Supported on
GRAPHICS/1000 Graphics Plotting
Software M. Scott/DSD [8]

Sales Aids

- New HP 2240A Sales Literature
Now Ready! D. Hannebrink/DSD [9]
- New GRAPHICS/1000 Color Brochure M. Scott/DSD [9]
- HP Journal Articles Can Help You
Sell Graphics M. Scott/DSD [10]
- Right to Copy Software/CSG
Purchase Agreement J. Koskinen/DSD [10]

DTD NEWS

Division News

- 2647A Availability R. Ferguson/DTD [11]

Product News

- Announcing "HP Slide" for Overhead
Transparencies K. Blackford/DTD [12]
- No Display Enhancements?!! C. Flock/DTD [14]
- Black and Blue Paper for the 2621P ...
- It's A Bruiser R. Norris/DTD [14]
- HP-IB Load Box W. Brubaker/DTD [14]
- Strapping a RAM-Based 2647A T. Haney/DTD [15]
- Help Your Terminal Fight
Lightning Zaps T. Eastham/DTD [16]
- Auto-Enter Softkey Application #14-A
For 2648A M. Gonzalez/DTD [16]
- New Keyboard Overlays E. Grandjean/DTD [16]

Sales Aids

- Open Doors with the 2647A R. Ferguson/DTD [18]
- Have You Hugged Your 2647 Today? .. R. Ferguson/DTD [19]
- 2647A Demo Tape R. Ferguson/DTD [19]

FCD NEWS

Division News

- FCD Marketing Reorganization P. Hamilton/FCD [22]

Sales Aids

- The HP 250 Posters Are Coming J. Geer/FCD [24]

GSD NEWS

Product News

- New HP 300 Software Release B. Bowden/GSD [25]
- Job Streaming on the HP 300?? B. Ashford/GSD [25]
- HP 300 Serviceability Features
(Part 2) C. Gowan/GSD [26]
- Software Developers See Value in
HP 300-IDS V. Kapoor/GSD [27]
- HP 300 Customer Training M. Griffin/GSD [27]

Sales Aids

- HP 300 Sales Support Team V. Kapoor/GSD [29]
- Moving System/32 Users to the
HP 300 J. Whitesell/GSD [30]
- A "New Look" in Reader's
Comments M. Schorer/GSD [30]
- HP 300 User's Services
Organization B. Spaulding/GSD [30]

General News

- HP 3000 Series 33 Tours the U.S R. Edwards/GSD [31]

Index continued on page 5

BOISE DIVISION NEWS

Product News

European Character Sets in 2631A's

By: Christian Graff/HPG

You know that to get an additional European character set in the 2631A you have to order the unit with one of the language options (Option 001 thru 006 or Option 009) or if you want to upgrade an existing unit you have to order a 26094A with the relevant language option. However, we often get the question on the possible use of this additional character set as primary character set when the printer is powered up, i.e. to have a printer which "speaks" Swedish or French (for example) right away without having the CPU issue control codes or escape sequences. The answer to this question is yes. The alternate character set comes as a small printed circuit assembly (P/N 02631-60091 through 02631-60096) which plugs into the 2 ROM sockets of the Printer Logic PCA (P/N 02631-60081) and which houses the USASCII ROM as well. A dip shunt located on the alternate character set PCA selects, depending on its position, the USASCII character set or the alternate character set as primary set for the printer.

You may find in the field some early versions of the 2631A which contain the older version of the printer logic board (02631-60005) and the initial version of the foreign character set PC board (02631-60070 through 02631-60075). In this particular case it could be possible to swap the USASCII ROM and the foreign character set PC board so as to drive the printer into the foreign language at power up time. This would require a little bit of work to elevate the PC board with one or two additional sockets (P/N 1200-0541) or to cut some pins. Clear as mud? Well, if in doubt about foreign language capabilities of the 263X give me a call or send me a COMGRAM.

Need Another Character Set for Your 2631G?

By: Steve Davis/Boise

If you have a customer who wants to add another character set to his 2631G, the solution is now available. Character set kits can be ordered as follows:

Product Number	Description	Price
26094G	Standard USASCII character set for 2631G.	\$150.00
-007	Replaces standard with Cyrillic character set.	0.00
-008	Replaces standard with Katakana character set.	0.00
-009	Replaces standard with Extended Roman character set.*	0.00
-010	Replaces standard with Math set.	0.00
-011	Replaces standard with Line Draw character set.	0.00
-012	Replaces standard with High Density Print character set.	0.00

*Includes Swedish/Finnish, Norwegian/Danish, French, German, U.K and Spanish character sets. Do not order if the 2631G already contains options 001-006 or 009.

The 26094G is Purchase Agreement discountable under Schedule A1 according to the functional units earned by systems, and it is discountable under schedule A3 as a compatible item.

New 263X Print Ribbon Package!!

By: Larry Andrews/Boise

We've analyzed typical usage rates of 2631/35/39 printer ribbons in cooperation with HP's Computer Supplies Operation (CSO) — and have jointly agreed with CSO that most customers will be better served with a multi-ribbon supplies package:

#02631-60233 . . . box of 3 ribbons . . . \$45.00/box

This new 3-pak should serve an average user having one printer for about 6 months — and it encourages the customer to carry spare ribbons. Same bargain price (\$15 per ribbon) as the old single ribbon number 02631-60060, which is no longer available.

CSO is in stock position on these ribbons so don't hold back. Sell those 263X printers!

Vertical Bay Type Cabinet On New Series III No Longer Available

By: Gene Morell/Boise

Please note that Option 314 described in the last issue of the CS Newsletter is no longer available.

DISC MEMORY NEWS

Product News

HP 7910: A Drive For Many Systems

By: Terril Hurst/DMD

DMD's newest product, the 7910 12-Megabyte "Winchester" disc drive, has become impressively popular with a growing number of people. The 7910 is in demand for use in a variety of computer systems, both HP and non-HP in origin. Currently available only in component (unpackaged) form as part of the HP 300 system, the 7910 will appear in several other HP systems within the next few months. DMD continues to receive inquiries regarding the 7910's availability for OEM customers. This note serves as an answer to such inquiries.

Since manufacturing release of the HP 300-version 7910 in December, production capacity of the 7910 has continued

to increase; however, so have HP-internal needs for the product. (Forecast levels for these internal needs are placed at several hundred 7910 units per month!) The net result has been that introduction of the stand-alone 7910 for outside sales has been pushed out in time. Assuming that current projections of production capacity and HP-internal requirements are accurate, the 7910 could be released for sales to qualified OEM/trade customers in late fall of this year. Again, because DMD's first priority is to supply HP-internal system needs, this will happen only after production capacity in excess of HP-internal requirements is demonstrated.

The 7910 is a remarkably reliable, versatile product. More people are realizing this every day, and want to use the 7910 in their systems. We at DMD are fully aware of the high demand for the 7910, and are doing our utmost to increase the number of available 7910's to help you be successful in selling 7910-based systems.

Sales Aids

Impact of Disc Drives In System Sellability — Part IV

By: Jon Bolt/DMD

Impact on System Reliability

In view of the size and functions of today's mass storage subsystems, a major impact of disc drives on overall system reliability is evident. Commercial systems generally require many drives to satisfy their large mass storage demands. With multiple drives, failure rates are compounded. On many systems, a disc drive is often dedicated as the system disc, containing the computer's operating system. This disc remains highly active "swapping" in and out operating system overlays as they are needed for execution of active jobs. Failure of the system disc crashes the entire system — no jobs can be executed. An unreliable system disc can cripple the system. Disc drives are also used as "spool" devices, storing input or output files for later transfer to slower speed I/O devices. Breakdown of a disc containing spool files disables any input or output of those files. Considering the banks of disc drives that systems often have and the many critical jobs that drives must perform, it is clear that unreliable discs can easily escalate system failure rates and cripple operation of the entire system. Disc drives are clearly the most critical peripheral devices from a reliability viewpoint, and a focal point for overall system reliability.

Closely tied to reliability is cost of ownership. Cost of ownership includes all costs incurred against the system after initial purchase. This may include service or maintenance charges, cost of down time, or other intangible costs like excessive down time due to service hassles from a non-single vendor solution. Disc devices have greatest impact on system cost of ownership largely because of their cumulative BMMC's. On systems with banks of disc drives, disc BMMC's are compounded. This can produce significant monthly cash outlays. Unreliable disc designs generally mean high BMMC's* and excessive down time, escalating the cost of ownership.

*BMMC's are a good indication of component reliability. BMMC's for devices are set after the reliability of the device is estimated and the company determined just how much money will be required to keep the product running on a monthly basis.



On the whole, disc drives have the potential of seriously degrading system dependability and skyrocketing the cost of ownership.

What Has HP Done to Insure Reliable Disc Products?

The single most important move towards making HP disc products the most reliable in the industry was achieved through vertical integration of the disc product line. Not only did HP bring disc manufacturing in house, but the degree of vertical integration within disc manufacturing itself has resulted in great strides in disc reliability.

At DMD, all but the most non-critical components are assembled in-house. We build our own spindle motors. We assemble and test our own media. We produce and machine our own castings. All read/write and servo heads are manufactured in-house. We even build our own actuator and carriage assemblies. Any component that is critical to the overall reliability of the product is manufactured in-house.

This high degree of vertical integration assures complete control over all phases of the manufacturing process, insuring the customer receives drives with highest possible reliability. HP manufactures discs with this "craftsman" attitude to convince ourselves that with each drive, risk of head crash or chronic reliability problems is minimal. In turn, we can offer the customer the most dependable products available, and he can *afford* to maintain them with the lowest maintenance charges in the industry!

. . . NOBODY DOES IT BETTER

MANUFACTURING

- EXTENSIVE INCOMING INSPECTION PROCEDURES
- SELECTED COMPONENT BURN-IN
- BOARD BURN-IN — 75°C FOR 48 HOURS
- MANUFACTURING CONTROL OVER ALL CRITICAL COMPONENTS
- CONTROLLED ENVIRONMENT FOR CRITICAL ASSEMBLY PROCESSES
- COMPLETE DRIVE RUN-IN FOR 48 ADDITIONAL HOURS
- FINAL SALES INSPECTION WITH FULL ERROR RATE TESTING
- RELIABILITY TASK FORCE FOR EACH MAJOR PRODUCT
- HP MEDIA TESTING AND CERTIFICATION

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DISC MEMORY DIVISION

The slide above lists several examples of procedures implemented by DMD to maximize product reliability. Not only do we practice extensive incoming inspection procedures, but in many cases selected critical components undergo "burn in" at the vendor's site as specified in our contractual agreements. After all PCA's (printed circuit assemblies) are assembled, each and every board is burned in at 75°C for 48 hours in special ovens (most TTL chips are spec'd to only 70°C). This burn-in is

designed to physically stress and accelerate component life, encouraging failure of any weak components to occur at the factory, *not* at the customer's site. To precipitate any early failures, *all* assembled drives are then run in for up to an additional 48 hours. This run-in period includes power cycling to exercise all power circuitry, diagnostic routines to insure data transfer integrity, and exercising the mechanical assemblies with a disc service unit. This burn-in and run-in combined place the equivalent of about 500 operating hours on the drive before shipment to the customer. The customer receives a mature product with most infant failures weeded out.

The slide also points out that many critical assembly processes are done in controlled environments. Heads and media are assembled in Class 1000 clean rooms. Winchester drive assembly is performed in Class 100 clean areas.

Final Sales Inspection (FSI) by Product Assurance teams gather information and furnish immediate feedback to the production assembly groups on product quality, reliability, and workmanship. FSI tests include full error-rate testing under diagnostic programs run on a periodic sample of drives.

Reliability "task forces" for each major product monitor product reliability to head-off potential problems. These teams are composed of individuals within the factory that represent the field service organization (service engineering), production engineering, materials engineering, reliability engineering and production people. These groups collect warranty failure report information, post-warranty failure information, and in-house life test results and analyze these inputs on a *monthly* basis to uncover any existing or potential problems. Corrective measures, if required, are then decided upon and implemented by the team. The task force objective is to continually improve product quality and reliability and to enable us to make the product better.

HP media testing and certification is one of the most important programs in assuring a reliable product. The head-media interface is one of the most critical subsystems in the drive from a reliability standpoint. DMD has made a capital investment in excess of \$500K in equipment for testing and guaranteeing the integrity of the head media interface. It is this testing that (1) insures the drive will meet error rate performance specs, (2) determines whether the heads will fly at heights around 30 microinches (0.75 microns) with enough stability to convince us that the risk of head crash is minimal.

Stay tuned in the next issue for a look at the results of our efforts to insure the high reliability of HP disc drives and thereby contribute most favorably to overall system reliability.

In This Issue . . . Cont.

HPG NEWS

Product News

- Badges — Specifications M. Nodier/HPG [33]
- 7906 Disc Manufacturing D. Borton/HPG [34]

Sales Aids

- New HP 2631A Character Sets
Data Sheet C. Graff/HPG [34]

CSG NEWS

YHP News

- YHP Private Shows M. Tagami/YHP [35]
- HP 250 Was Introduced in Japan! S. Negishi/YHP [36]

CSG News

- Tired Of Taking A Beating? New Lower Prices
On Computer Supply Items C. Anderson/CSO [38]

Changes to OEM Development/Demo

- System Program J. Rodgers/CSG [38]

All Computer Supplies

- Now On Instrument Price List C. Anderson/CSO [39]
- New 263X Print Ribbon Offering! W. Carleton/CSO [39]

Important CATALOG News is

- Coming C. Anderson/CSO [39]

Computer Systems: You Only

- Live Twice B. Ingols/CSG [39]
- Another Great I/A Class B. Lindsay/CSG [39]

Corporate Training and Management Development

New Videotape Information

- New Videotapes from Corporate
Training C. Ernst/Corp. [40]

DATA SYSTEMS NEWS

Division News

Ten Areas of Better OEM Support from DSD Marketing

By: Dave Evans/DSD

Last September 16, OEM sales reps attended DSD's third OEM Senior Sales Workshop. During this workshop the attendees met with DSD management to discuss the products, sales aids, and support services needed to further penetrate the OEM marketplace.

These are ten of the top priority recommendations made in the area of Marketing and Order Processing support:

1. More Sales Development support people

When the dust settles from this hectic recruiting season, you should see more people in Sales Development. This will be most noticeable in increased support for OEM Sales.

2. An RTE Internals course for customers

An advanced RTE workshop for customers is being offered by the Cupertino Systems Engineering Center. (Check your Winter-Spring Customer Training Schedule for more details). This course is basically equivalent to the SE Level II course. An updated course is being developed by Technical Marketing which will include the upcoming enhancements to RTE-IV.

3. More frequent and less verbose ads

This year you should see more ads with greater frequency in more publications. The increased advertising budget you heard about at the Regional Sales Meeting will allow for 92 insertions. Most ads will run seven to nine times during the year.

As for less verbose ads, take a look at this OEM disc and computer ad.

HP's OEM-compatible computers and discs: the start of something big.

However by the system you're planning, make sure you start with a computer and disc combination from Hewlett-Packard. HP 1000 provides the most complete range of products and performance. The HP 1000 Series computer and 7900 disc drive are available in 12150, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 130, 135, 140, 145, 150, 155, 160, 165, 170, 175, 180, 185, 190, 195, 200, 205, 210, 215, 220, 225, 230, 235, 240, 245, 250, 255, 260, 265, 270, 275, 280, 285, 290, 295, 300, 305, 310, 315, 320, 325, 330, 335, 340, 345, 350, 355, 360, 365, 370, 375, 380, 385, 390, 395, 400, 405, 410, 415, 420, 425, 430, 435, 440, 445, 450, 455, 460, 465, 470, 475, 480, 485, 490, 495, 500, 505, 510, 515, 520, 525, 530, 535, 540, 545, 550, 555, 560, 565, 570, 575, 580, 585, 590, 595, 600, 605, 610, 615, 620, 625, 630, 635, 640, 645, 650, 655, 660, 665, 670, 675, 680, 685, 690, 695, 700, 705, 710, 715, 720, 725, 730, 735, 740, 745, 750, 755, 760, 765, 770, 775, 780, 785, 790, 795, 800, 805, 810, 815, 820, 825, 830, 835, 840, 845, 850, 855, 860, 865, 870, 875, 880, 885, 890, 895, 900, 905, 910, 915, 920, 925, 930, 935, 940, 945, 950, 955, 960, 965, 970, 975, 980, 985, 990, 995, 1000.

Another reassuring point: buying from one supplier means good service and support. Especially when that supplier is Hewlett-Packard. We've been solving problems in the lab and factory for the past forty years, making thousands of memories, computers and peripherals in that time. So we know exactly what an OEM needs to make them all work smoothly together.

That's why so many successful OEMs start their systems with one of ours. So check out the full range of HP performance at your nearest HP sales office. It's listed in the White Pages. Or write for complete information to Hewlett-Packard, Attn: Bob Packer Dept. 0001, 11000 Wolfe Road, Cupertino CA 95014.

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This style has been repeated in the HP 1000 family ad (see February 15 CS Newsletter). To complement this emphasis on OEM's, DSD ads will be run in the OEM tabloid, "Computer Systems News."

4. Better promotion of HP OEM's and update of the OEM Guide

The new OEM Guide is out, and you should have received your copy. How do you like the new cover? Take time to read the entries for your customers, and use the forms in the back of the guide to make any changes, additions, or deletions. We plan to update the guide every 6-9 months.

5. Different warranty options

Plans to offer a variety of short-term maintenance agreements are being re-evaluated now that the 90-day warranty has returned. The Computer Service Division is now considering a fixed-price 90-day maintenance agreement on systems. Your feedback on this issue would be appreciated.

6. Hardware notification service

Technical Marketing should have a hardware notification program ready in May. This will be structured along the lines of the software notification service. Details on how the product will be distributed are still being worked out.

7. An Auto-quote generator

HP Corporate is developing an auto-quote generator for all sales forces. The system will give pertinent price information including BMMC, freight charges, and availability. The program will be enhanced next year to include prerequisites. It is planned that a test site will be set up in Eastern Region by the end of May.

8. Publish a list of "Specials" on regular basis

A list of the most popular Special Engineering products appeared in the March 15 issue of the CS Newsletter. This list will be updated and published as new specials become available.

9. Better, more accurate Order Processing acknowledgements on late shipments

There has been significant improvement in the promptness and accuracy of original acknowledgements, as well as reacknowledgements on late shipments.

Now, better than 99% of orders are acknowledged within five working days; this factor was roughly 92% prior to the workshop. Now 75% of orders are shipped less than one week from the date on the original acknowledgement, and better than 50% are right on time. Only 4% of February shipments were more than 10 days later than the date promised on the acknowledgement or reacknowledgement; last September this factor was 13%.

10. An easier way to trace shipments

DSD Order Processing and Traffic Departments are the best places to call if you want to trace a shipment.

However, if the need arises to trace a shipment yourself, here are some guidelines. If your shipment is carried by:

- Truck — the bill of lading number (B/L) on the invoice will contain the carriers "Pro Number." This can be used by the local agent at the destination to trace the shipment.
- Air or Air Consolidate Program (ACP) — the B/L box on the invoice will contain the air-bill number. Refer to this number when you call the carrier at the destination airport. This number will also be used by any "beyond" carriers for ACP shipment, but you will also need the arrival date from the air carrier when you call the beyond carrier. For further details on ACP shipments, refer to the ACP manual in your sales office.
- Padded Van — the carrier's bill number will appear on the invoice. Tracers for padded-van shipments are usually handled through central dispatchers. The padded-van carriers most often used by DSD are:
 - United Van Lines — (408) 984-0657
 - Data Transportation Co. — (408) 263-3223
- UPS, UPS-Blue Label, ACP/UPS or Parcel Post — these shipments are not traceable. DSD Traffic Department can obtain Proof of Delivery or make claims against carriers.

The OEM Senior Sales Workshop has proven to be an effective forum for field inputs to DSD management and our Market Development group. The fourth workshop is coming up shortly, and we hope to continue them semi-annually. Your inputs on the above issues or other OEM support recommendations are always welcome. Give me a call on extension 3134 at Cupertino.

Product News

FORTRAN Allows EMA Variables To be Passed by Call by Reference To Subroutines and Functions

By: Linda Siener/DSD

An enhancement to the FORTRAN Compiler will now allow EMA variables to be passed by using call by *reference* (same as call by address) to subroutines and functions! Although this is the form of call normally used in FORTRAN, it was not available for use with EMA variables. They previously could be passed only by using call by *value*.

This PCO involves modifying the FORTRAN Compiler and adding a routine to the system library. It is available with the 1913 (4/1/79) update to FORTRAN and RTE-IV.

Your customers can obtain this enhancement by: (1) ordering RTE-IV, which includes the FORTRAN Compiler; (2) being on the RTE-IV software subscription service, OR (3) ordering option 001 of RTE-IV, the update mechanism for those who chose not to purchase the software subscription service.

A quick test for you sharp SEs on the difference between call by value and call by reference — What does the following program print? (Answer at bottom of page)

\$EMA (AREA)

PROGRAM P
COMMON /AREA/A

A=2
CALL VAL (A) *call by value*
CALL REF (A) *call by reference*
END

SUBROUTINE VAL (B)
COMMON /AREA/A

A=3
WRITE (1,10)B
10 FORMAT (F5.0)
RETURN
END

SUBROUTINE REF(B)
EMA B
COMMON /AREA/A

A=3
WRITE (1,10)B
10 FORMAT (F5.0)
RETURN
END

92840A Graphics Plotting Software Performance Significantly Improved

By: Mike Scott/DSD

You are probably quite familiar with the 92840A Graphics Plotting Software, the first member of the GRAPHICS/1000 software family for HP 1000 Computer Systems. You are also probably aware of all the new graphics devices for which we have added support since the Graphics Plotting Software was introduced last June (see article in this issue on the use of GRAPHICS/1000 on the 2608A Line Printer). In addition, the performance of the 92840A has been significantly improved.

The execution time of the graphics portion of a user application program will be decreased by 20–50%. There are two benefits to this. The first is that the rate of data display is faster for devices that are currently software-limited. This means that with proper buffering, a picture will appear more quickly on a 2648A Graphics Terminal but not much faster on a hardware-limited device like a 9872A Graphics Plotter. The second benefit is that, regardless of the graphics device, "system consumption" for a given graphics application program is less. This is obviously important in a multi-user environment.

The speed enhancement was accomplished by optimizing code that was frequently executed and rewriting major parts of the high-level "data display" sub-routines (GRID, AXES, LAXES, etc.). The performance tests were run with three

application programs that only called the 92840A subroutines (i.e., no IMAGE, DS, Exec Calls, etc.). The three cases were:

AVERAGE CASE — 25% faster execution time. This graphics program made calls to the "primitive" subroutines (MOVE, DRAW, LABEL, etc.) and did not generate any errors.

WORST CASE — 20% faster execution time. This graphics program made calls to the same "primitive" subroutines but generated a large number of errors. The performance improvement is not as great since error reporting is time consuming and could not be sped up.

BEST CASE — 50% faster execution time. This graphics program made heavy usage of the higher-level "data display" subroutines and did not generate any errors.

This performance enhancement was made to the April 2, 1979 (1913) version of the Graphics Plotting Software. Customers with software support services (92840S/T) will receive the new software on their quarterly update. Customers without software support services who want this enhancement will have to purchase another copy of the 92840A (\$500). Sell those services!

The Graphics Plotting Software has been an outstanding success since its introduction. This performance enhancement and the others we have made will make GRAPHICS/1000 an even more powerful leverage tool. Use HP's graphics capability to your benefit. Sell HP Graphics!

2608A Line Printer Now Supported on GRAPHICS/1000 Graphics Plotting Software

By: Mike Scott/DSD

The April 2, 1979 (1913) software release of the 92840A Graphics Plotting Software will add support for Boise Division's 2608A Line Printer. GRAPHICS/1000 now supports seven versatile and cost-effective graphics peripherals:

Softcopy Devices

2648A Graphics Terminal

Hardcopy Devices

2608A Line Printer (dot-matrix, impact)

7221A Graphics Plotter (RS-232, 4-Pen, 11" × 17")

7225A Graphics Plotter (HP-IB with 17601A, 1-Pen, 8-1/2" × 11")

7245A Plotter/Printer (HP-IB, 8.5" thermal roll paper)

9872A Graphics Plotter (HP-IB, 4-Pen, 11" × 17").

Input Devices

9874A Digitizer

The 2608A Line Printer was introduced last October and quickly became the "workhorse" line printer for the HP 1000. A device subroutine has been developed that now supports some of the graphics capability of the 2608A using the 92840A Graphics Plotting Software. The 2608A accepts rasterized graphical information. The conversion of Graphics Plotting Software calls to raster form is performed by the

ANSWER: 2. 3.

device subroutine. For this reason, the entire dot-for-dot picture is created on a disc file prior to output.

The complexity of the 2608A device subroutine required several trade-offs that limit the graphics capability of the 2608A when compared to the other supported GRAPHICS/1000 devices. These limitations are: 1) the 2608A device subroutine is supported only on RTE-IV (not RTE-M), 2) BASIC cannot be used with the 2608A device subroutine, 3) only straight line output primitives are supported — attempts to output text primitives will result in characters with incorrect sizes and placement, 4) a special graphics driver (DVZ12) is included with the 92840A and must be generated into the RTE-IV system, and 5) the 2608A device subroutine is approximately 7.1 Kbytes in size.

These limitations must be understood by you and any of your customers interested in utilizing the graphics capability of the 2608A on the HP 1000. We view the text problem as being the most important one to solve and hope to update the device subroutine for the 2608A on the July 2, 1979 (1926) version of the 92840A. In the meantime, the 2608A can only be used to output straight lines without any graphics text.

Customers who have software support services (92840S/T) will receive both the software and manual updates for the 2608A addition. Customers who already have the 92840A software but not the software support will have to purchase another copy of the 92840A if they need 2608A graphics support.

Sales Aids

New HP 2240A Sales Literature Now Ready!

By: Dave Hannebrink/DSD



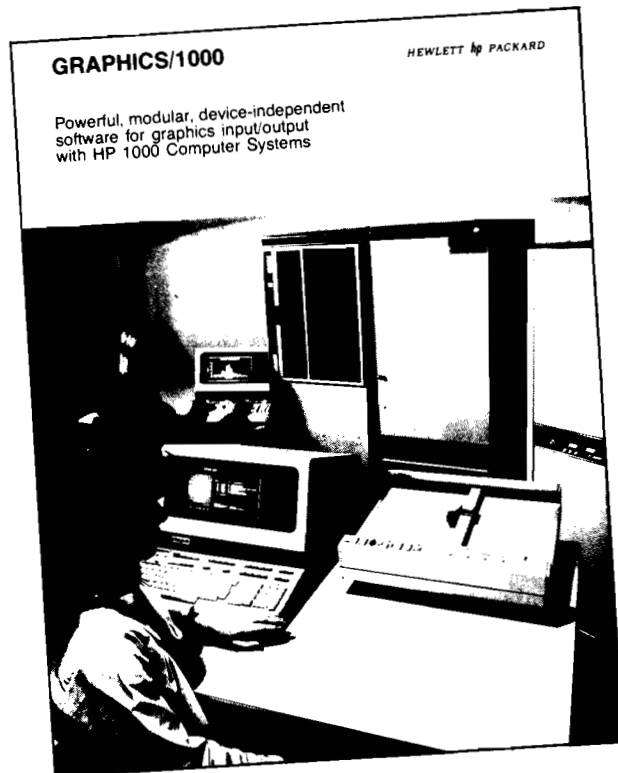
We've just made a bulk distribution of the updated HP 2240A Measurement and Control Processor Configuration Guide (5953-4223). This piece has all current pricing and BMMC information including reference to the Extended Performance Option (HP 2240A-001).



Secondly, due to popular demand, we've restocked a supply of the July 1978 *HP Journal* that featured the HP 2240A. The *Journal* is an excellent presales piece. It includes a good technical review of the product, an article on the easy-to-use high-level command set of the HP 2240A, and an application brief concerning facilities monitoring. The July '78 *Journal* is available through the Literature Depot.

New GRAPHICS/1000 Color Brochure

By: Mike Scott/DSD



It's new and exciting! You and your customers won't want to miss it! At last the beautiful full color GRAPHICS/1000 brochure you've all been waiting for is off the press and probably at your office now. If you haven't seen it yet, ask

your literature clerk for a copy. We've sent full bulk distribution quantities, so you should have enough for the first week. After that you can order more from the Literature Depot. The literature stock number is 5953-3096.

The brochure discusses HP's commitment to graphics, GRAPHICS/1000 software and applications, and the supported graphics devices. This should be a big help for seminars, presentations, trade shows, and selective mailings.

HP Journal Articles Can Help You Sell Graphics

By: Mike Scott/DSD

With HP's tremendous commitment to graphics, it probably comes as no surprise that an *HP Journal* article has been written about every supported GRAPHICS/1000 device! The articles are very well written and contain both sales-oriented and technically-oriented information. The articles appear in the following *HP Journals*:

<i>Graphics Device</i>	<i>HP Journal Date</i>
2608A Line Printer	11/78
2648A Graphics Terminal	1/78
7221A Graphics Plotter	9/77
7225A Graphics Plotter	2/79
7245A Plotter/Printer	9/78
9872A Graphics Plotter	9/77
9874A Digitizer	12/78

The issues that contain these articles are easily obtained by contacting:

HP Journal
 Attn: Anne S. LoPresti
 1501 Page Mill Road
 Palo Alto, CA 94304

You should supply your name, address, *HP Journal* date, and the quantity you desire. If you're in a hurry you can call Anne directly at (415) 856-3853.

The *HP Journal* articles give an excellent in-depth review of the graphics devices. Use them for the technical customers who want to understand the design decisions that went into the development of the product. The new GRAPHICS/1000 color brochure (see article in this issue) can be used for a nice management level review of our offering.

Right to Copy Software/CSG Purchase Agreement

By: John Koskinen/DSD

How would you like to have your customer sign a license agreement for each piece of software that is purchased and/or copied before the software is delivered. Our competition forces this burden on all their customers!

HP has a better way to close the sale and still protect the proprietary nature of our software products. Use the CSG Purchase Agreement! The CSG Purchase Agreement sets forth the rights and privileges a customer has when purchasing software products as well as the right to copy those products. The customer must sign only *one* agreement to order many additional copies of products.

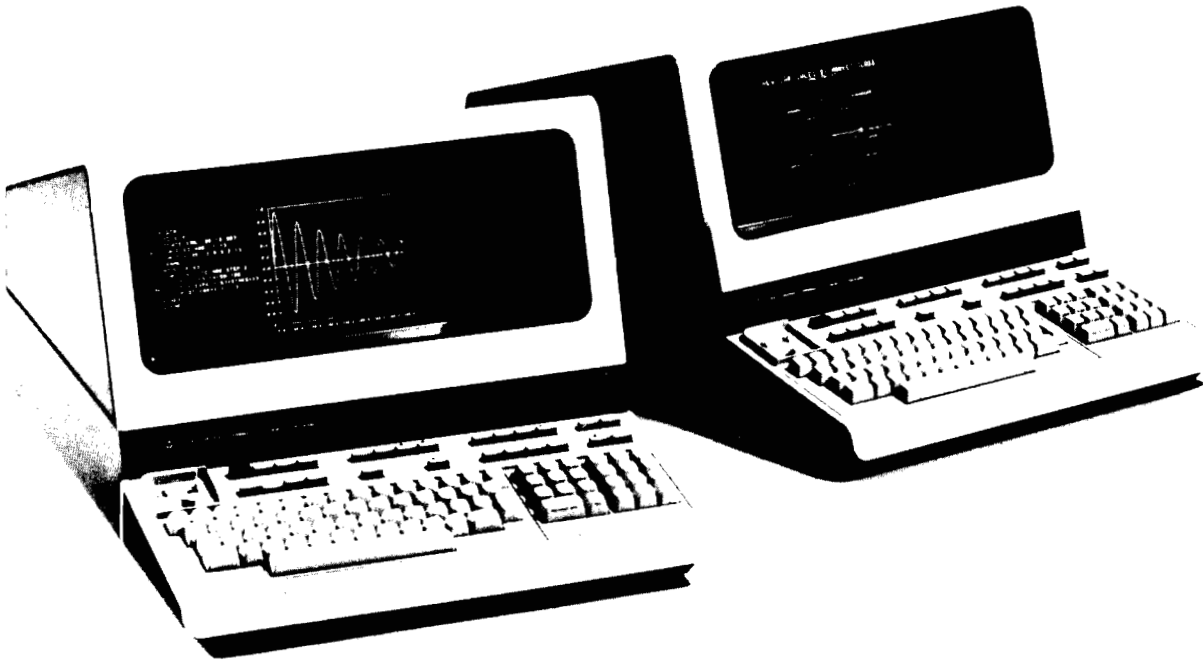
It sounds to me like that's a better way of doing business!

DATA TERMINALS NEWS

Division News

2647A Availability

By: Rich Ferguson/DTD



Say! hey! hey! All together now . . . check your availability schedules and see the delivery on 2647A's. Yes . . . that is correct . . . we have had a dramatic improvement in delivery. It now looks like we can keep the delivery to 6 weeks or so, that's right . . . 6 weeks.

As we promised, we really dug into that backlog and did DTD proud. So get out there and sell the *best* graphics terminal in existence, the 2647A.

Now the only question is . . . can you sell more than we can make?

GO GET-EM DTD TIGERS!

Product News

Announcing "HP Slide" for Overhead Transparencies

By: Ken Blackford/DTD

A real sleeper for the most exciting product combination of the year. A slide generation program will be added to the HP 2647A BASIC/Multiplot tape beginning with May shipments. This program gives customers the ability to generate color overhead transparencies using the HP 9872 Plotter and the 17055A Transparency Kit.

The slide copy below highlights the features:

HP 2647A/9872A/17055A

HP SLIDE

Overhead Transparency Preparation

- * Menu-driven, full editing
- * Normal, Roman, *Slant* or *Italic* characters
- * Sizes selectable small, medium or large
- * Left Center Right-justify
- * Four colors selected automatically
- * Lines may be drawn with SLIDE ←
- * Graphs may be added with MULTIPLY

Segment	Percentage
CHEMICALS	26.8%
PAINTS & SOLVENTS	22.3%
EQUIPMENT	18.2%
COSMETICS	17.8%
TEXTILES	14.9%

HP 2647A/9872A/13296A/17055A

Converting the two-day to one-week turnaround time and \$100 cost per slide through an art department to fifteen minutes by your secretary and a \$0.45 cost per slide has got to be one of the easiest justifications ever. One look at this baby in action and the only question you'll get is "what's the availability?" The manager is going to figure the slide capability pays for the equipment and the terminal and plotter come free!

The menu which created this slide follows. Can you imagine a simpler process?

SLIDE

Horizontal/Vertical (H/V) S J P F
Margin: Left 03 , Right 03 i u e o
Frame Pen#? 1 Plotter? 5 z s n n
e t # t

HP SLIDE

Overhead Transparency Preparation

- * Menu-driven, full editing
- * Normal, Roman, Slant or Italic characters
- * Sizes selectable small, medium or large
- * Left Center Right-justify
- * Four colors selected automatically
- * Lines may be drawn with SLIDE
- * Graphs may be added with MULTILOT

L C 4 R
S
M 3
S
L 1 N
N
R
S
I
N
M &
L &
S
L
& 2
& 3
& 4
1
*

Annotation: HP 0647A/0870A/13296A/17055A

20607892354892 20607819607892 20354819607819 20354892354819 20605889357889
20605822605889 20357822605822 20357889357822 30788761173761 30173758788758

No Display Enhancements?!!

By: Carl Flock/DTD

The 2648A is not designed to copy directly alphanumeric data, with embedded display enhancements, from the display to a 2631G/7245A/9872A. Display enhancements, such as alternate character sets, are invoked programmatically with escape sequences, however, these commands are stored in CRT's display memory in a "shorthand" form. The original data-communications printer drivers, when transmitting data from the display, convert the "shorthand" information into escape sequences, but the HP-IB driver on the 2648A did not have room to implement this capability. The net result is that alphanumeric copies from the screen to the HP-IB device, will not work properly if display enhancements or alternate character sets are used. Fortunately, there is an alternative solution for this problem. If the data is transmitted through the CPU to the 2631G/7245A/9872 (through the 2648), everything works fine.

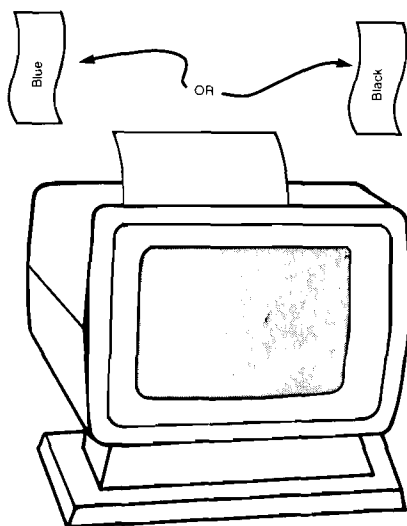
There is a sample program that takes data into the CPU and redirects it to the 2631G/7245A/9876A. Type an "ESC RUN CR" to execute the program which is written in HP 3000 BASIC.

```

10 DIM S$(1),A$(255)
20 PRINT CTL(208);'27'X''27'h''27'&p3s5D''27'&pW''12'10,
30 PRINT CTL(208);'27'&pOR';
40 ENTER 255,X,A$
50 IF A$='30 THEN 100
60 PRINT CTL(208);'27'&pW''A$
70 ENTER 255,X,S$
80 IF S$<>'S' THEN 60
90 GOTO 30
100 END
    
```

Black and Blue Paper for the 2621P . . . It's a Bruiser

By: Randy Norris/DTD



Due to popular demand and positive inputs from the field, we now have both blue or black print on white thermal paper available for the 2621P. The following table should help you in ordering and pricing the thermal paper.

Quantity	Blue		Black	
	Price/Case	Price/Roll	Price/Case	Price/Roll
1-2 cases	\$85	\$3.54	\$115	\$4.79
3-59 cases	80	3.33	110	4.58
1-5 Pallets	70	2.92	95	3.96
> 5 Pallets	60	2.50	85	3.54

HP part numbers are 9270-0638 for blue; and 9270-0656 for black

1 case = 24 rolls 1 pallet = 60 cases

The black paper was recently tested and qualified. It will be added to the price list after an inventory build-up — approximately 10 weeks.

HP-IB Load Box

By: Wendi Brubaker/DTD

Thanks for all of the HP 13296A Shared Peripheral Interface orders. We are filling them as fast as possible. Since your customers are probably getting the first few units in now, let's look at what that product includes.

The 13296A contains an HP-IB Interface card, an interface adapter, and a two-meter HP-IB interconnecting cable. The interface card fits into either a 2648 or 2647. The adapter, or better known as the load box is not quite so straightforward. The load box connects to the HP-IB card and provides an HP-IB connector for the cable. The box also provides the capability to add electrical loads to the HP-IB network. These simulated device loads make it appear as though the selected number of devices have actually been connected to the HP-IB configuration, thereby permitting you to use more meters of interconnecting cable. Additional cable availability obtained in this manner may be used anywhere within the configuration.

Use the following rule, it should keep you out of trouble.
 $15 \geq \# \text{ OF LOADS} \geq \# \text{ OF METERS TOTAL CABLE LENGTH}$

This will work regardless of the type of devices that are on the network. It is important to remember that each device (ie., 2647A, 9872A, etc.) supplies one load each. So . . . if you wish to hook up a 2647A to a 9872A over a seven meter distance, how do you do it? First, you need at least seven loads. The two devices each supply one load, so, you must supply an additional 5 loads with the load box.

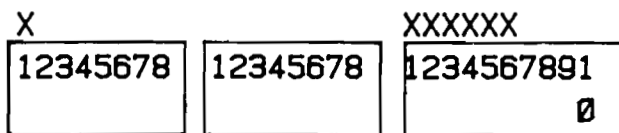
The subject of the load box is more completely covered in the 2647 Reference Manual and will be covered in the next addition of the 2648 Reference Manual.

Strapping a RAM-Based 2647A

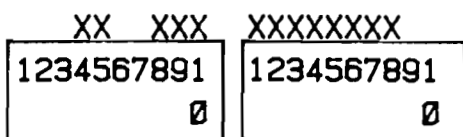
By: Tim Haney/DTD

The following diagram provides the required strap settings for the Control Memory, RAM and Shared Peripheral PCAs. Remember that all RAM cards that are connected to the top plane must have the two Bank Select Straps placed in the angled portion. These straps are small removable straps located near the top plane connector on the PCA.

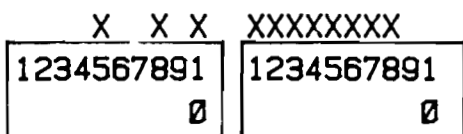
CONTROL MEMORY PCA 02640-60221



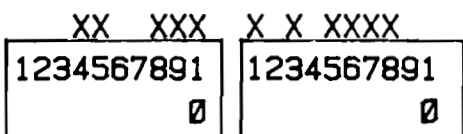
FIRST RAM 02640-60171 TOP PLANE BANK SELECT



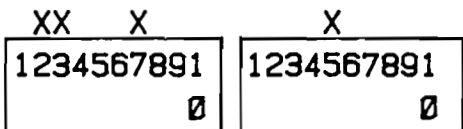
SECOND RAM 02640-60171 TOP PLANE BANK SELECT



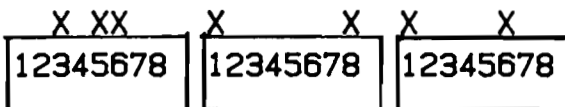
THIRD RAM 02640-60171 TOP PLANE BANK SELECT



FOURTH RAM 02640-60171 BOTTOM PLANE W/O BANK SELECT



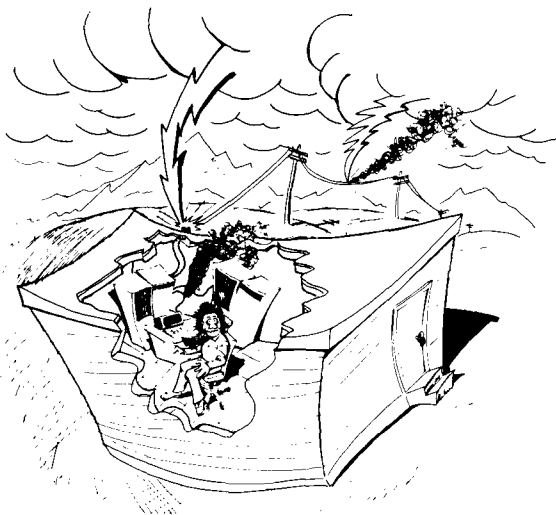
HP-IB 02640-60128



NOTE: X= STRAP CLOSED

Help Your Terminal Fight Lightning Zaps

By: Terry Eastham/DTD



If you haven't heard any hair-raising stories about how terminals and lightning don't mix, just ask your customers. Lightning-induced noise on data communication lines can be a major problem especially in the Arizona, New Mexico, Texas, Colorado and Florida areas in the U.S. Data Terminals Division can now deliver some help in the form of four new "EMP" (Electromagnetic Pulse Protection) cables that cost less than the standard cables!

13232Y and 13232Z Cables for 264X Terminals

The new 13232Y cable (male, 15 feet, \$70) or the 13232Z cable (female, 15 feet, \$70) may be ordered to protect 264X terminals against lightning-induced transients on hardwired (non-modem) connections. Both of these cables have small devices called "transzorbis" built into the hood to protect the terminal. The cables are limited to hardwired applications because only the data-in, data-out and signal ground lines are protected.

13222Y and 13222Z Cables for 2621 Terminals

The new 13222Y cable (male, 5 meters, \$50) or the 13222Z cable (female, 5 meters, \$50) may be ordered to protect 2621 terminals against lightning-induced transients on hardwired (non-modem) connections. Both of these cables contain only three-conductors (data-in, data-out and signal ground) which are matched with protective "Transzorbis" on the processor board of every 2621 terminal. Note that the 13222 M/N cables sell for \$75 which is two-and-a-half sawbucks more than the potential 13222Y replacement (\$50).

Direct Zap Disclaimer

Of course we do not expect these cables to protect the terminal (or you!) from direct lightning hits. And there currently is no definition of how close is close! To save your customer a few dollars and provide some EMP protection at the same time, check out the "Y" and "Z" cables today! You'll get a charge out of it!

Auto-Enter Softkey Application #14-A For 2648A

By: Martin Gonzalez/DTD

Without having to press the "ENTER" key, this application allows "ENTER" to occur at the end of a form on a 2648A.

Softkey application note #14 on page S-16 of DTD's CS Newsletter reprints was pertinent only to the 2645A. Because of differences in the microcode of the 2645A and the 2648A, the softkey application could not be directly interchangeable. This is an addendum to extend the application to the 2648A.

The following program should work on a 2648A as per application Note #14 specifications. There are three (3) records. Store these on a cartridge tape; READ the file back to initialize the program.

1. ESC&c177000a315d324d032310d041d120d376d176d267d300d66d1d315d241d7d32d376d176d302d46d376d315d11d24d315d70d22d315d130d32d76d176d315d175d45d315d235d36d257d62d120d376d311D
2. ESC&f1k1a26LESC&c110551ad376d110550a303D
3. ESC&f2k1a14LESC&c110550a311D

GOOD LUCK AND SMOOTH SELLING!

New Keyboard Overlays

By: Eric Grandjean/DTD

We wrote an article in the June 5th issue last year about keyboard overlays which proved to be a winner.

Here it is again in its updated version. We have recently introduced a new style self-sticking plastic overlays. These new overlays not only provide a higher and longer lasting quality but also leave enough clearance to accommodate a plastic cover for the Communication Group (Baud Selector) just left of the overlay.

Starting in March 1979, all production of 2640B, 2645A, 2648A and 2647A terminals have plastic overlays and Communications Group covers (that includes multipoint options).

The 2649A/B/C Program will also reflect the same changes, however the 2649A Keyboard overlay options will remain available in the program in their present (metal) form.

It is important that you advise your OEM's about these changes.

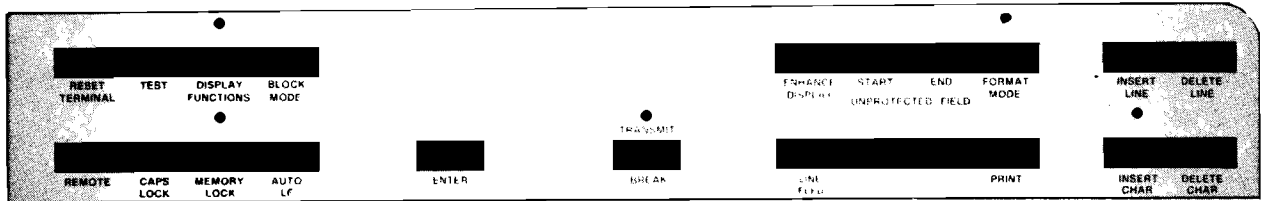
If, for cosmetic reasons you need to change an overlay, we suggest that you order the plastic ones, with the Baud Switch cover. (You might keep this article in a handy place for future reference.)

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

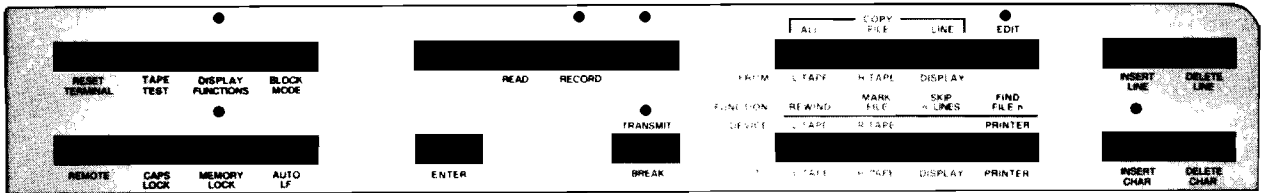
Metal 02640-00059, Plastic 7120-6924

2640B/N/S



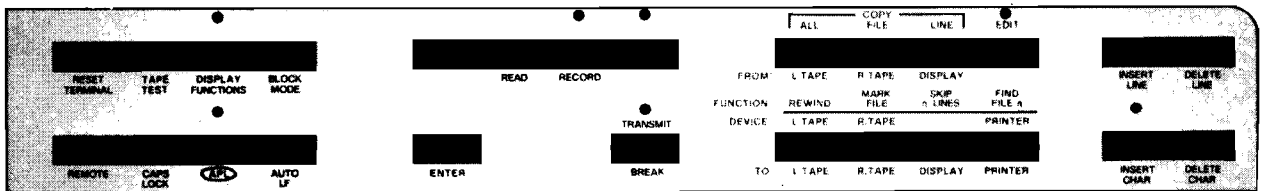
2645A/N/S
2648A
2649A/B/C, Opt 200
13290A/B
13260C/D

Metal 02644-00002, Plastic 7120-6925



Metal 02641-00002, Plastic 7120-7569

2641A APL

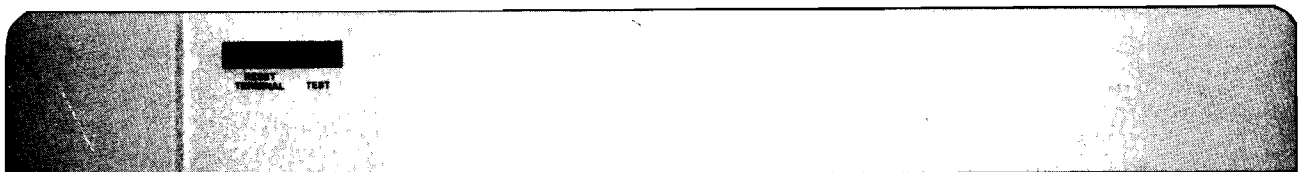


*Note difference between this version and 02644-00002.



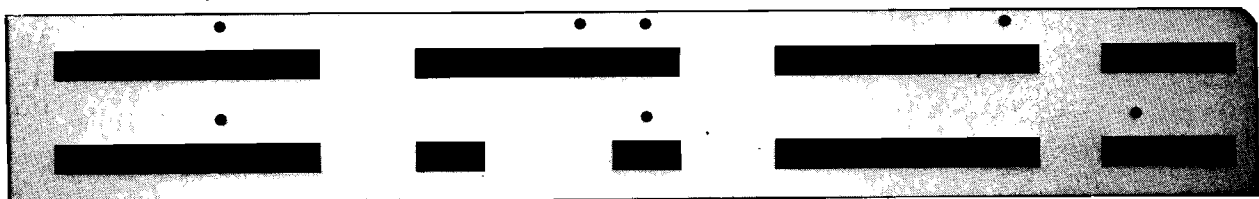
Metal 02640-00069

Simplified
2649A Opt 201
(Can be punched by user)



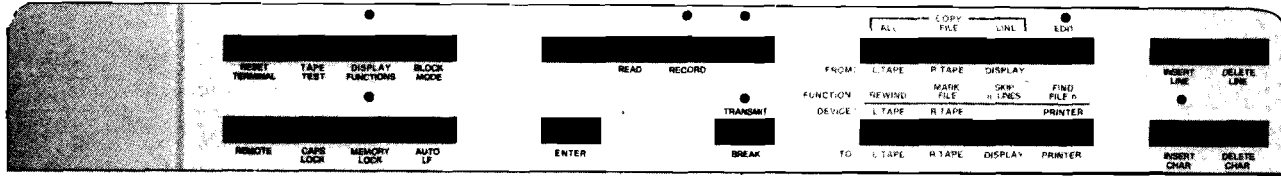
Metal 5001-2606

No labels
2649A Opt 801



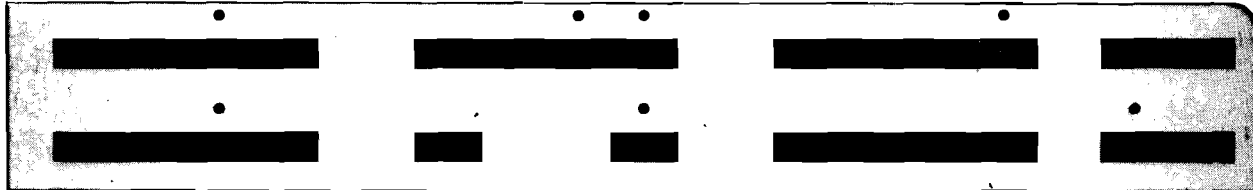
Metal 02645-00003

Multipoint
13260 C/D
(Comm Section covered)



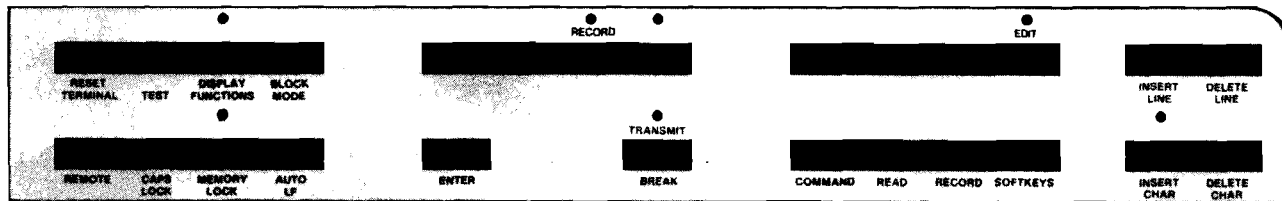
Metal 5000-8083

No Labels
2640B-Type

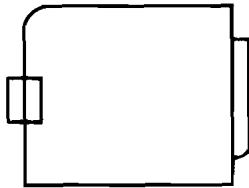


Plastic Only 7120-7484

2647A



Notice the last two overlays, (not shown in previous article); also the plastic baud selector cover (does not fit with metal overlays).



Communication
Group Cover
4040-1356
Plastic

That's the overlay story for now.

GOOD SELLING!

Sales Aids

Open Doors with the 2647A

By: Rich Ferguson/DTD

Say-hay-hay! The 2647A availability is now at 6 weeks in case you haven't noticed. We are shipping in record numbers and if you're not careful DTD will be able to build more than you can sell.

If you want a product that will get the attention of that top decision maker, and open up doors to new sales opportunities SELL 2647A's.

In fact, if you want to be in danger of being wildly successful, do the following:

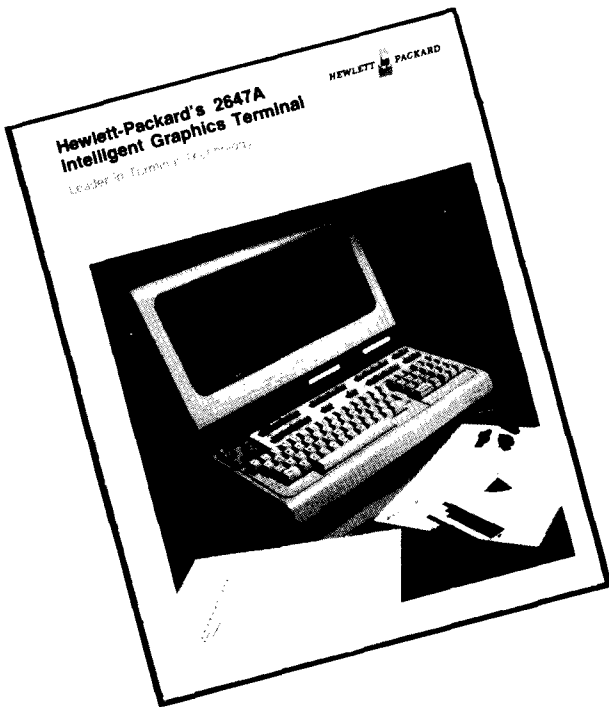
1. Get a 2647A and 9872A color plotter
2. Find the annual report on your target customer
3. Using multiplot, make up copies of their sales histories, etc.
4. Hand them out on your next sales call.
5. Stand back and watch the purchase order avalanche.

Talk about an impressive demo! Imagine how your customer will feel when you march in with his annual report data.

SELL TERMINALS!

Have You Hugged Your 2647 Today?

By: Rich Ferguson/DTD



As I'm sure everybody realizes the 2647A represents a unique and dramatic contribution in the graphics marketplace.

This certainly evident by the incredible and unbelievable success that product has shown us. Needless to say the undeniable success of the 2647A has gained a fantastic amount of attention from not only top management in the corporation, but our customer base as well.

There is no other terminal in the marketplace today that can offer the unique feature set that the 2647A has. Such as full on-line alphanumeric capability, compatibility with existing Tektronix terminals, a very sophisticated BASIC interpreter, a wide range of hardcopy devices including dot-matrix and four-color vector devices. And last but not least, the ability to do management graphics without knowing any programming.

All these features add up to one fantastic product that is really making its way in the marketplace. It's only once in a great while that a product such as the 2647A comes along in the marketplace and the 2647A incredible sales statistics certainly prove that out. So if you want to be a *winner* then get your foot into those new accounts that have previously been closed to you — take a 2647A out there and give a demo and walk away with an order in your hand.

2647A Demo Tape

By: Rich Ferguson/DTD

WELCOME TO THE 2647A DEMONSTRATION

* FOR AUTOMATIC OPERATION PRESS f1

* FOR MANUAL OPERATION PRESS READ

* FOR MULTILOT ONLY PRESS f4

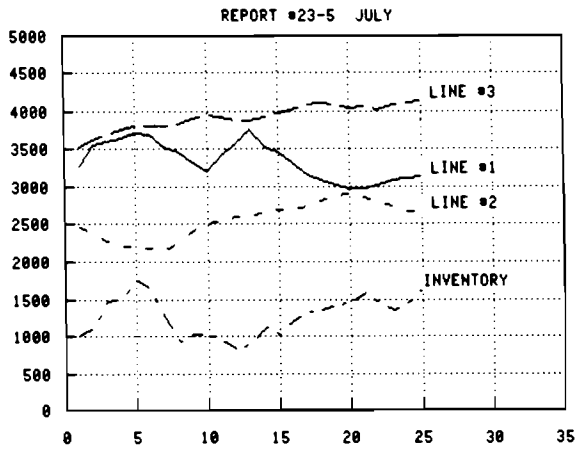
Welcome to the 2647A demo tape. As in all previous DTD demo tapes it will demo the terminal all by itself, all you have to do is press the read key . . . Nice? You bet!

All you need to do is put the tape in the left slot and press READ, and choose which type of demo you wish.

THE 2647A...PICTURES THINGS THE WAY YOU NEED IT

REPORT #23-5 JULY

WEEK	LINE #1	LINE #2	LINE #3	INVENTORY
1	3267	2462	3532	1026
2	3563	2384	3621	1127
3	3592	2274	3694	1463
4	3652	2216	3754	1523
5	3723	2217	3810	1768
6	3692	2198	3813	1624
7	3529	2163	3817	1264
8	3462	2264	3839	923
9	3317	2426	3900	1026
10	3206	2506	3950	1036
11	3421	2563	3925	953
12	3587	2596	3873	817
13	3760	2609	3872	921
14	3523	2675	3916	1123
15	3461	2698	3973	1024
16	3327	2701	4020	1212
17	3165	2743	4092	1324
18	3092	2813	4121	1352
19	3011	2888	4100	1425
20	2973	2907	4050	1452
21	2967	2851	4060	1573
22	3021	2795	4020	1452
23	3099	2744	4000	1352
24	3120	2600	4121	1433
25	3142	2675	4127	1620

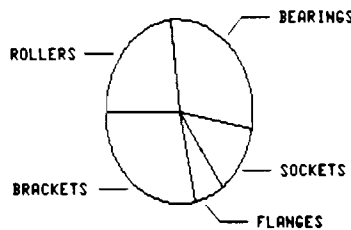
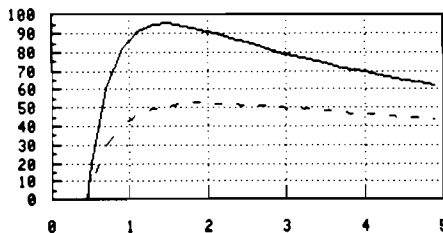
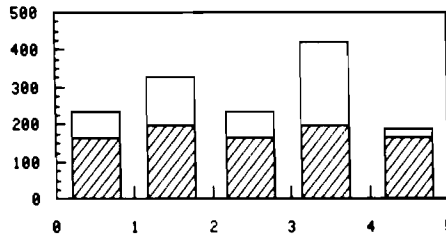
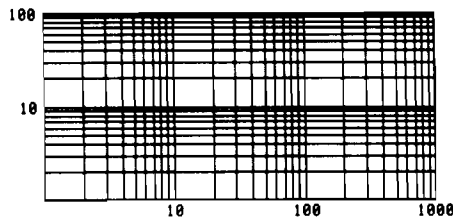


....A SIMPLE GRAPH!

The 2647A is unique, as it has the power to accept tabular data and graph it for any purpose.

This first slide summarizes the strength of the 2647A.

MULTIPLE AUTOMATIC PLOTTING



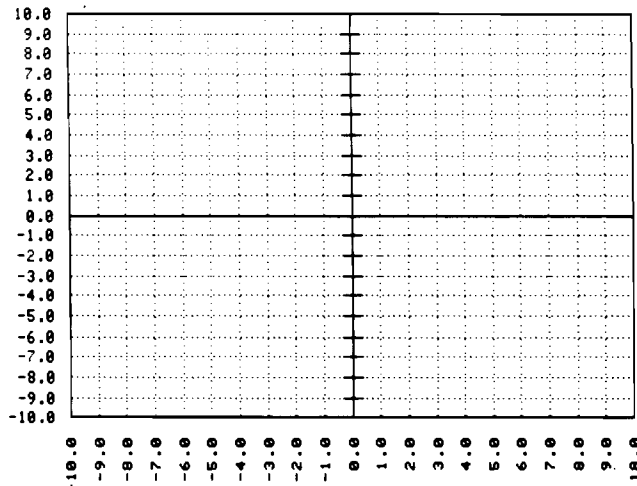
Multiple automatic plotting provides sophisticated graphics by just filling in a form.

Nobody else can do that!

HIGH LEVEL GRAPHICS COMMANDS

```

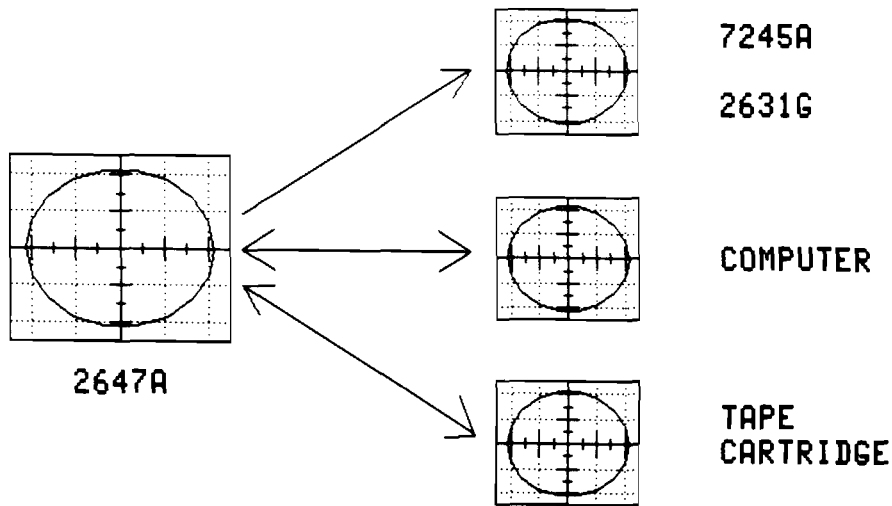
100 PLOTR (0,1)
110 FXD (1)
120 LOCATE (80,199,20,85)
130 SCALE (-10,10,-10,10)
140 LGRID (1,1,0,0,1,1)
150 FRAME
    
```



SIX STATEMENTS FOR THIS LABELED GRID

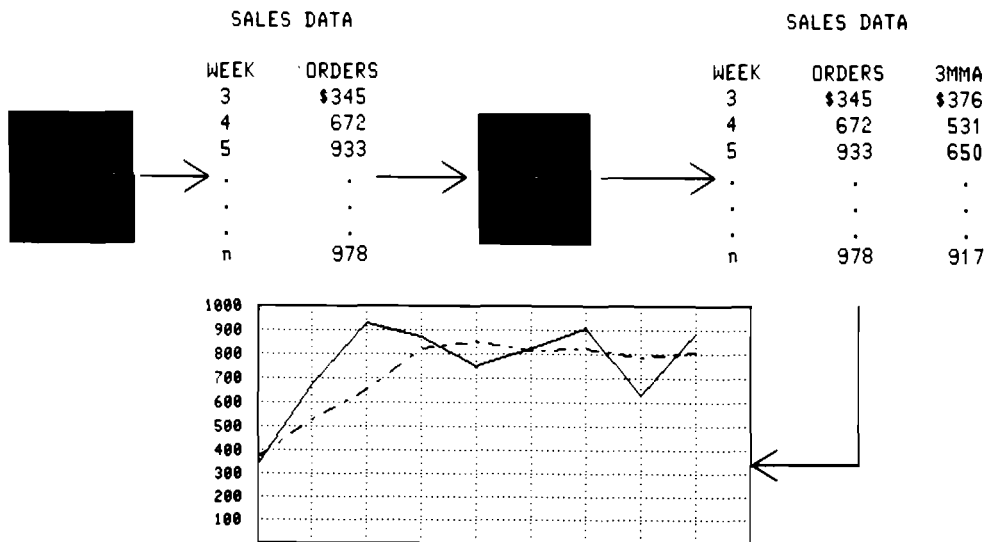
To show you how easy it is to do customer programs using AGL (A Graphics Language) look at the slide pictured here. Only six statements drew the labeled grid. With a few PLOT statements you can graph your customer data.

GRAPHICS MEMORY INPUT/OUTPUT



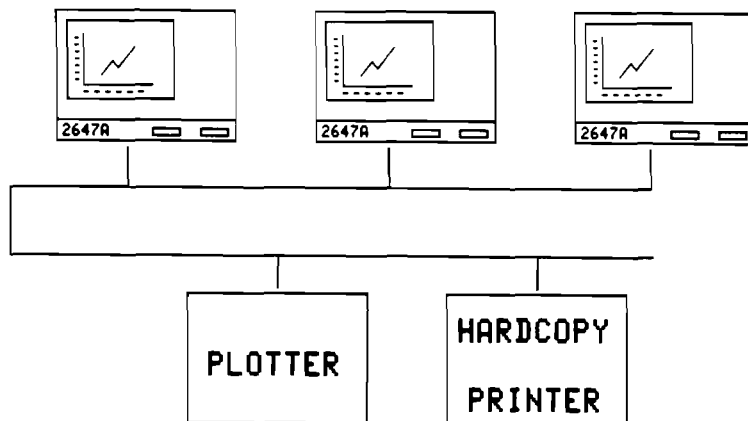
Once data is graphed in "Graphics Memory" you can output this "Picture" to raster hardcopy devices or to the computer or to a tape cartridge.

USER PROGRAMMABILITY



One of the strong sales points of the 2647A is its programmability. The BASIC interpreter is very sophisticated with many capabilities not found elsewhere.

SHARED PERIPHERALS



Using the Shared Peripheral Interface up to fifteen devices can be on the same line. Of course, this increases the efficiency of the hardcopy devices.

This has been just one section of the best demo tape ever written. If you want to turn some heads and be a winner, demo a 2647A. Remember . . . tape in left slot, hit READ and have fun!

FORT COLLINS NEWS

Division News

FCD Marketing Reorganization

By: Pete Hamilton/FCD

Effective March 1, 1979, we've reorganized the FCD Marketing Department to better support you, the sales force, and to consolidate and continue the HP 250 enhancement plan. There are three key points to this reorganization:

1. A Sales Development group has been created. Each individual in this group is responsible for a specific region. Their primary responsibility will be field support.
2. The System Engineering group has been expanded in preparation for the new enhancements about to be announced for the HP 250.
3. All product management (hardware and software) has been combined in one group.

Sales Development is organized around the following matrix:

	Ongoing Responsibility	Regions	Market Area
<i>Ron Vernon</i>	Group Manager	Midwest-West Europe (contact for CSB)	OEM's
<i>Kerry Pike</i>	Training	Eastern Eastern Canada Midwest-East	Major Accounts
<i>Mike Chonle</i>	Training	Neely Western Canada	Horizontal
<i>Janet Beyers</i>	Training/ Customer Visits	ICON Southern	

To date, Sales Development has been done by everyone in a fairly informal manner, with no one really responsible or accountable for it. We hope this new reorganization will help to serve the field organization more efficiently.

Please start to work with the person assigned to your region and let us know "how it's going." As the group is initially small, if you find your primary contact is not in, feel free to talk to any member of the group.

FCD MARKETING

MARKETING
Pete Hamilton

Carol Wang, Secretary

Product Marketing Jim Carlson	MARCOM Jim Geer	Marketing Services Judy Perdue	Technical Marketing Bill Cummings
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Alexa Goltz, Secretary

Carol Wang, Secretary

Marianne Halleran, Secretary

HP 250 Product Mgmt.
Dick Hanson
Phil Hutchinson
Terry Anna

Marketing Publications
Dennis Steiner
John Monahan

Order Processing
Hilary Stacey
Bunny Claymore
Rick Godinez

SE Software Support
Renée Benzel, Secretary
Sam Solt
Gretchen Snowden
Dennis Vetter
Don Porter
Stacy Plemmons
Denise Kittinger
Shelley Meiklejohn
To Be Hired

HP 250 Applications Mgmt.
Bill Sandras
Mike Gossman
Scott Oki

Peripherals Product Mgmt.
Spence Ure
Larry Inman

Sales Development
Renée Benzel, Secretary
Ron Vernon
Kerry Pike
Mike Chonle
Janet Beyers

Technical Documentation
Al Jackson
Wendy Huard
Gwen Hayes
Paul Guerrero
Elaine Lee
Deby Askeland
Susan Page

CE Hardware Support
John Forman
Jim Eller
Jim Nussbaumer
Randy Mercer

Sales Aids

The HP 250 Posters Are Coming

By: Jim Geer/FCD



Big, colorful posters featuring the HP 250 are now in stock. Those eighteen by twenty-four inch posters play off the Dickens' theme used in all of our sales literature.

As you will see, we kept the message simple and concise, to make it a more flexible sales tool.

We will mail 15 posters to each District Manager the week of March 19 — see your DM for a copy. Also, we have shipped a supply of the posters to *Graham Jones* (CSB) for European distribution, and to *Bill Shelloe* (Palo Alto), for ICON distribution.

If you don't receive a poster, and would like one, let me know. In addition, I have limited quantities of the poster available for use at seminars, shows, etc.

GENERAL SYSTEMS NEWS

Product News

New HP 300 Software Release

By: Bob Bowden/GSD

GOOD NEWS! A new HP 300 software release was installed on all HP 300 systems during February. The new software supports the 7910 built-in fixed disc, and offers increased reliability and performance in several areas.

Along with this software release, the first issue of the HP 300 COMMUNICATOR has been sent to all system managers. The HP 300 COMMUNICATOR will be published regularly (approximately quarterly, to coincide with our software release cycle) and will summarize the system enhancements, fixes, and outstanding problems associated with each particular release.

As you will see from the COMMUNICATOR, this February release represents a significant improvement over the HP 300 software previously in the Field. Ask an HP 300 S.E. to demonstrate the new software for you. I think you'll be impressed!

Job Streaming on the HP 300??

By: Bob Ashford/GSD

PART I

Now! With a minimum of effort and a little Business BASIC/300 programming you too, can become the pride (envy?) of your sales office! Think I'm kidding? Read on . . .

The AMIGO 300 Operating System's oh-so-flexible command language gives you the ability to start a job which can manage the orderly loading and execution of any number of functions. BASIC, RPG, IMAGE — the mix doesn't matter. The HP 300 Computer System not only gives you this capability, but also provides a way to pass file/data information to a program at run time. For example, the following list of "things to do" might be made out by an office manager at the start of the day, and then simply executed with a single RUN command (see Part II).

Things To Do Today

- Run daily startup program
- Run "realwork" program (i.e. bringing up order entry terminals)
- If all terminals have finished for the day, shut down "realwork"
- Print daily inventory status report at 12:30 PM
- Set-up and run swing-shift program
- etc.

A very simple stream job can be designed to launch and control all of the function or the "do" list, while running in the background. No, it's not exactly JCL/OCL but for a dedicated, departmental application, this easy-to-use operatorless control over the daily operations is a lot better than a complete Job Control Language.

As a matter of fact, here's something which you can try right away. Read Part II then write your own job streamer using the HP 300 Demo programs (TRUCKS, BISDEMO, RPGINPUT, HPLOT, REPORT, etc.). You could have your very own job streamer running today! Go on, give it a try!!

PART II

As you can see in Part I, it is possible to stream programs on the HP 300. Here is a very simple way to execute compiled programs contiguously without an operator to start each job. And you can do it all with a single AMIGO command!!

To wit:

RUN STRMJOB USING NAMESXXX

where: STRMJOB is the "streamer" of programs whose names are stored in the file NAMESXXX.

Here is the "technical" stuff:

Step 1: CREATE FILE NAMESXXX
Accept all defaults, this is a garden-variety SEQUENTIAL file.

Step 2: COPY FILE .CONSOLE TO NAMESXXX
 You will be prompted with "Input record." You will respond with the name of the first program to be run (e.g. TRUCKS) and carriage return.

Repeat this sequence until all program names are entered. To terminate the COPY, enter ":" as your last "Input record."

This closes and saves the file NAMESXXX.

Step 3: Get into the Business BASIC/300 environment. Create a program whose name is "STREAMS" (or whatever you like). The program STREAMS should have two parts; a main and one (or more) subprograms, depending on your programming skill and technique.

- a. Use BGETPARMS to get the name of the file which contains the program names (e.g. NAMESXXX).
- b. Pass the parameter (NAMESXXX) to a subroutine.
- c. The subroutine then opens the file (NAMESXXX).
- d. Reads the first record (e.g. TRUCKS).
- e. Calls PLOAD and PSTART to launch the program TRUCKS, and WAIT for TRUCKS to complete execution.
- f. When the WAIT is satisfied, the subroutine goes to "d" above to get the name of the next program to be run. And so on until it gets an End of File (EOF). It can then return to the main program for termination, book-keeping, etc.

That's all there is to it!! Next time your customers ask about streaming capabilities on the HP 300, not only say yes, but even demonstrate how easy it is to use.

HP 300 Serviceability Features (Part 2)

By: Curt Gowan/GSD

There are serviceability features intertwined throughout the HP 300 hardware and software. Many of them are unique to this product. Taken together, they give you a real competitive edge in presenting the HP 300 to a nuts-and-bolts/bits-and-bytes prospect. The purpose of this four-part series is to give you the knowledge to discuss and demonstrate these features.

In the last issue, we covered the serviceability features which stem from the system's mechanical design; now we come to the features built into HP 300 hardware and software.

CLASSES OF SERVICEABILITY FEATURES

Serviceability features exist either to contain faults or to diagnose them.

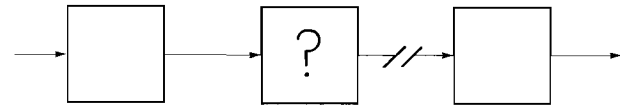
- Fault containment features correct or detect faults to minimize their effect on the system.

The diagnosis features can be split into two sets: monitoring tools and stimulus-response tools.

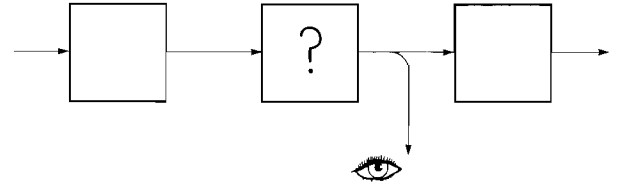
- Monitoring tools (covered in the next article) allow you to see what is happening or what has just happened leading up to an error. The tools must perturb the system as little as possible.
- Stimulus-response tools, on the other hand, by their nature perturb the system under test by providing simple, controlled, repeatable stimuli instead of the complex stimuli provided by normal operation. These tools are covered in the last part of this series.

The following figure shows the three kinds of serviceability features applied to a simple three-module system.

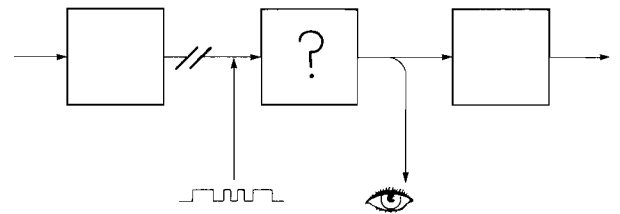
Containment



Monitoring



Stimulus - Response



Classes of Serviceability Features

Now for the first group of the three . . .

FAULT CONTAINMENT FEATURES

The HP 300 hardware and software have built-in provisions which correct or detect certain faults when they occur.

Whether the result of hardware failure or human error, these faults are of the type that cause multiple, obscure (and often delayed) system faults. (The features are hard to demonstrate — but they are easy to explain.)

1. Error-Correcting Memory

The memory subsystem corrects all single-bit memory errors; plus it detects all double-bit and the vast majority of multi-bit errors. Each memory word consists of sixteen data bits plus five Hamming-encoded correction/detection bits and a parity bit.

2. Privileged Mode Instructions

Programs may execute in one of two modes: privileged or user. In user mode, a program is confined to its own code and data areas and is prevented from destroying the operating system or directly performing I/O.

3. Instruction Bounds Checking

The CMOS/SOS LSI processor performs bounds checking on memory reference instructions, in both user and privileged code, via hardware limit registers. The executing user code segment is kept separate and distinct from the data segments.

4. Error-Correcting Disc Subsystems

The disc subsystems record error-detecting codes with the data; the controller and driver automatically retry if the data read is incorrect.

SUMMARY

Here's a handy checklist summarizing what we've covered so far:

Mechanical Design:

- Integrated System Unit
- Simplicity of Design
- Fan Filters
- Fastener Standardization
- Modularity

Fault Containment:

- Error-Correcting Memory
- Privileged Mode Instructions
- Instruction Bounds Checking
- Error-Correcting Disc Subsystems

to be continued . . .

SELL HP 300 SERVICEABILITY!!

Software Developers See Value in HP 300-IDS

By: Vijay Kapoor/GSD

A few OEM's are beginning to enhance the state-of-the-art in application development using the HP 300 Integrated Display System. And make a lot of money doing it. How? One way is through application customizer packages.

To understand this better, consider what's happening today in the world of application software specialists. OEM's are caught between conflicting demands of increasing software costs, tougher standards for custom software, greater competition and diminishing margins. No wonder, experienced/smart OEM's are resorting to one tool that helps

considerably. This is a customizer front-end to standard software. Using it, the OEM simply specifies a set of options, fills in the unique requirements of each customer and 'explodes' these into a customized version of the standard software.

This is where the HP 300 IDS enters the picture. The features it offers to the OEM to build a customizer package are *significantly* better than anything else available on the marketplace today. Using the IDS, the customizer development can be shortened considerably. Once it is developed, it will be easy to use. Even more importantly, it will be such fun to demonstrate that chances are it will sell itself.

One other thing. This is a good example of the use of the IDS in an otherwise multiterminal environment. The customizer needs the special features of IDS — file attachment, scrolling vertically as well as sideways and windowing (essentially treating the screen as a electronic paper and pencil set) — only from one terminal. And yet, the software that is turned out may run from multiple standard RS-232 terminals on the HP 300.

Contact us for more details. In the meantime, if you want to make your favorite software specialist more successful, you now know you have a power weapon — *the HP 300 IDS*.

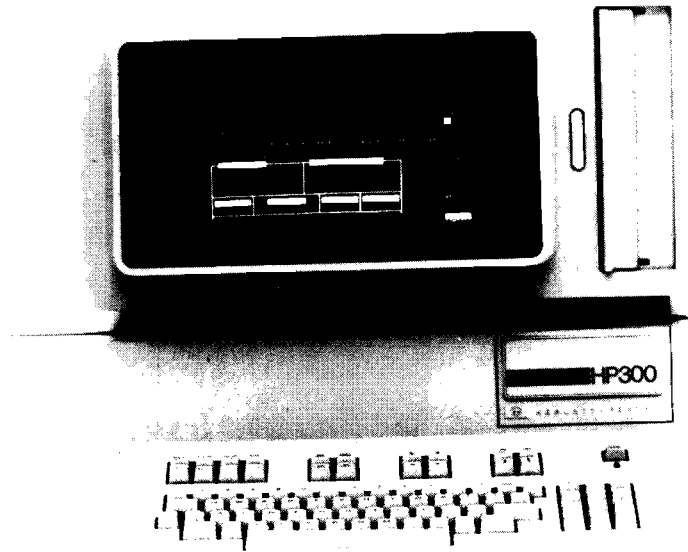
HP 300 Customer Training

By: Mary Griffin/GSD

The HP 300 User's Services Group is developing two training courses for HP 300 customers. One is a one-week System Management and Operation course and the other is a two-week Systems Programming course. These courses are described in the HP 300 Product Support Plan.

The courses were designed last Fall and were taught for the first time by the User's Services Group in November and January. Those classes were very well received by the customers, though we did discover areas that needed to be re-organized or expanded. So we revised the courses during February, and in March and April, the courses will each be taught once by HP 300 SE's at the Western Regional Training Center in Cupertino.

We plan to revise the course material once more based on feedback from the March and April classes. At that point, instructor's notes will be prepared and both student workbooks and instructor guides will be available for distribution to the field through SEO. In the meantime, if you need to do some on-site customer training and would like to purchase a copy of our preliminary student materials, please call *Mary Griffin* at (408) 249-7020, extension 3214.

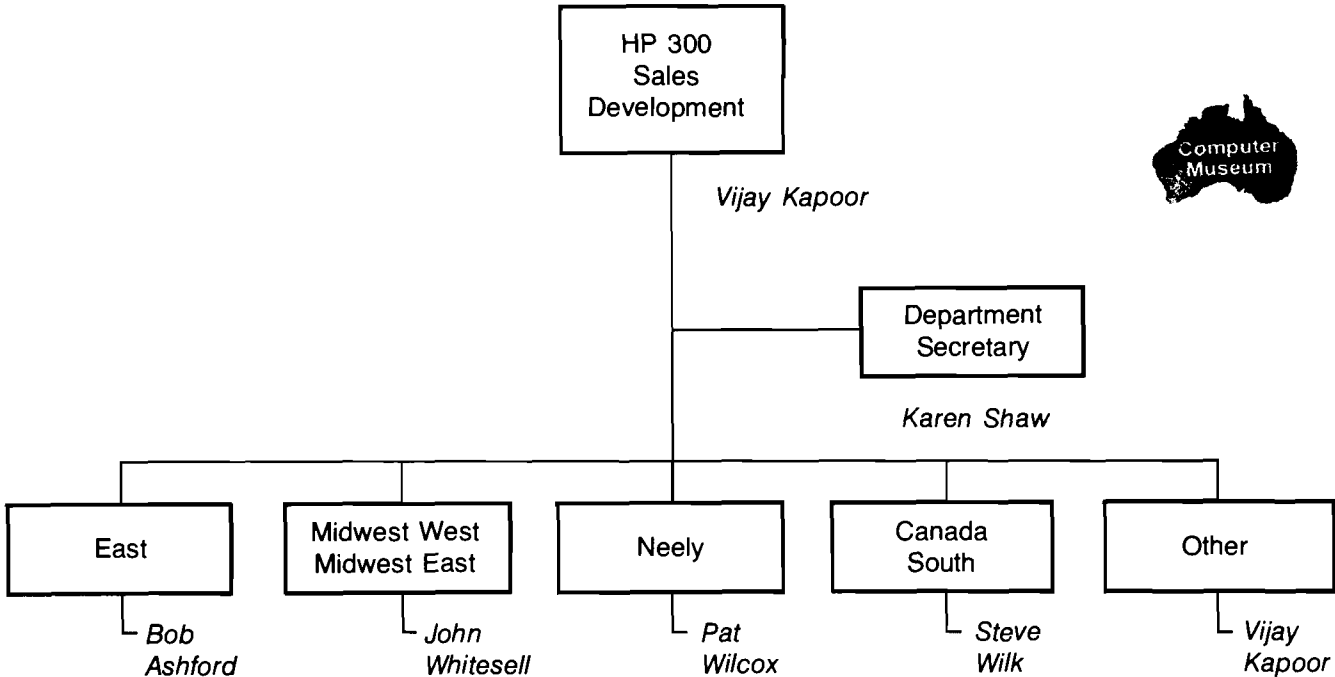


Sales Aids

HP 300 Sales Support Team

By: Vijay Kapoor/GSD

For your quick reference, here's an updated chart of your factory contacts for help on the HP 300 sales situations.



As you can see, this shows two changes from the old chart. First, *Pat Wilcox* now replaces *Dave Iuppa* as Neely support since *Dave* has transferred to HP Boeblingen on a 2-year assignment. Most of you know *Pat*. She has been with HP more than 6 years and has experience as 3000 SE, customer training instructor and most recently as 300 SE. As such, *Pat's* wealth of product knowledge plus experience in sales situations will prove valuable to you.

Second, *Jim Groff* has been promoted to Applications manager, reporting to *Bob Kadarauch*. He would continue to be available on situations requiring his indepth HP 300 product knowledge. However, I ask that you contact your regional sales support person for sales help for both OEM and non-OEM situations. We can then bring the proper resources as needed.

One last, but important point. I hope you do not hesitate to call *anyone* in the group if your own person is not available. We're all here to support your sales effort.



From left to right: Steve Wilk, John Whitesell, Karen Shaw, Vijay Kapoor, Bob Ashford and Pat Wilcox.

Moving System/32 Users to the HP 300

By: John Whitesell/GSD

Do you have any accounts with System/32's that are pretty well saturated? Upgrading to an HP 300 is easier than you might think.

Our RPGII/300 is highly compatible with RPGII on the System/32. And our multi-terminal data entry capability allows any HP 300 application terminal to look like a 3741 data entry terminal, only it's on-line! While today the conversion of existing RPG programs and data involves an interim step using mag tape and either the HP 3000 or the HP 1000, we'll be talking with you very soon (mid-April) about some new HP 300 enhancements, including the capability to directly read a System/32 diskette (3741 exchange format, 128 bytes/sector) inserted into the HP 300 flexible disc mechanism.

The HP 300's advantages over the System/32 and the System/34 include:

- Data base management
- System expansion to 260 Mb of disc storage and 1 Mb of main memory
- A more comprehensive operating system
- An OEM discount

We are currently working closely with a few selected customers to help them convert their System/32 and System/34 programs over to the HP 300. As soon as these conversions are completed, we will provide an S.E. note that will include some helpful hints on converting RPG programs over to the HP 300.

So think about System/32 users as good prospects for the HP 300. We're making it easier and easier!

A "New Look" in Reader's Comments

By: Marcia Schorer/GSD

By now you've seen the first "new look" HP 300 manuals and guides; they feature a unique overall design, a new page size, and an easy-to-read page format. But have you seen the new reader's comment reply card that is the last page of every printed book?

The reply card is designed to solicit your reactions and, particularly, the reactions of real customers to our books. Although we in User's Services have spent much effort writing for the *expected* user, we anticipate adapting to the needs of the *real* user.

Responses on the reply cards will help us characterize the reader:

- What is his/her level of technical sophistication?
- What job does he/she perform?
- How often does he/she use the book?
- Does he/she use it for a reference or for a step-by-step guide?

Once we know the manual user, we want to hear his/her opinion about a book:

- Does the book have sufficient information?
- Is the book clear and easy to read?
- Is the book handy as a reference?
- Does the book have enough examples?

The Reader's Comment reply card will help us answer our questions and help us write more usable books. Please send a card in today! Encourage a customer to do the same!

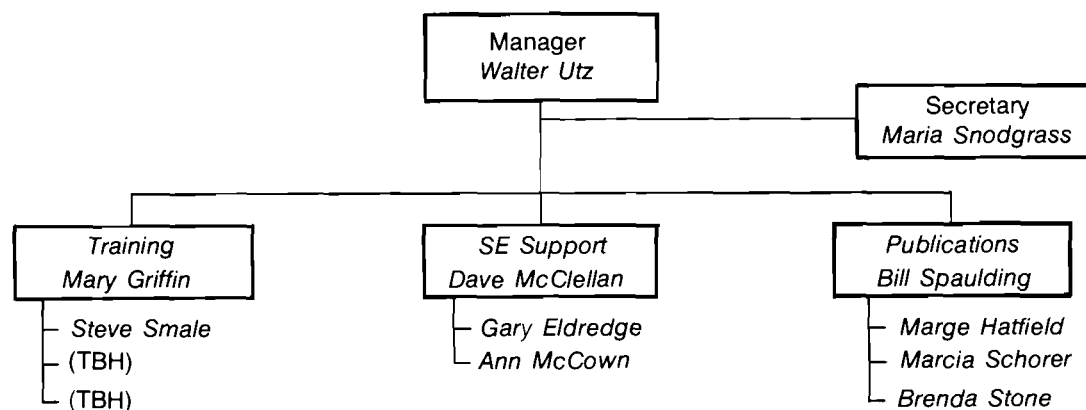
HP 300 User's Services Organization

By: Bill Spaulding/GSD

The HP 300 User's Services group has a new organization to better serve the needs of the HP 300 field activities. The group has been divided into three major areas: Training, SE Support, and Publications.

The training group is responsible for the development of training materials for both customer and SE training. SE support continues to be the prime technical marketing resource providing pre- and post-sales assistance to the field SE. Publications produces the user manuals, the application guides, and the HP 300 COMMUNICATOR.

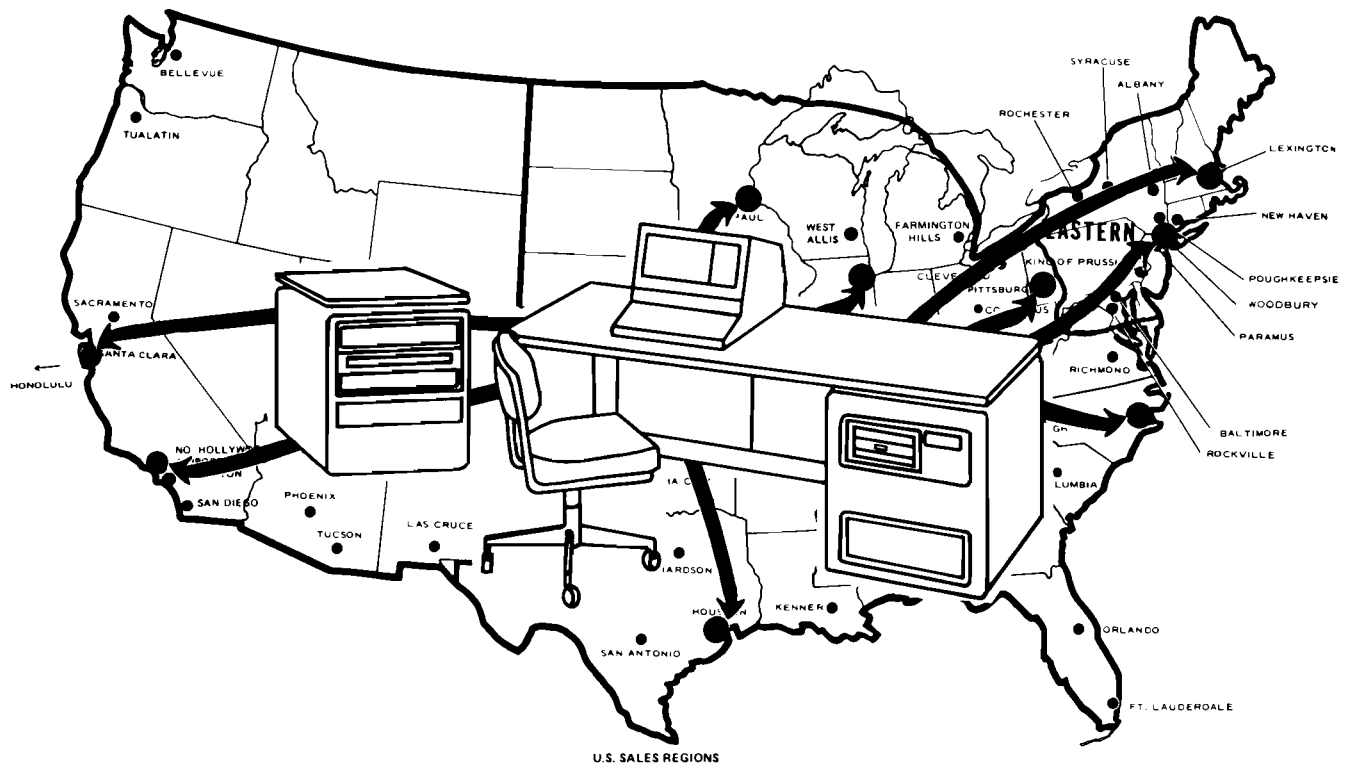
Here's the organization to support these activities:



General News

HP 3000 Series 33 Tours the U.S.

By: Rich Edwards/GSD



The HP 3000 Series 33, in company with the HP 250 and HP 300, is touring the U.S. in March, April and May to show off HP's new business systems in nine cities as part of the 1979 Computer Caravan. This year's show has been named Computer Expo '79. The organizers are promoting the show as "the one place that brings together everything you need to make EDP buying and planning decisions."

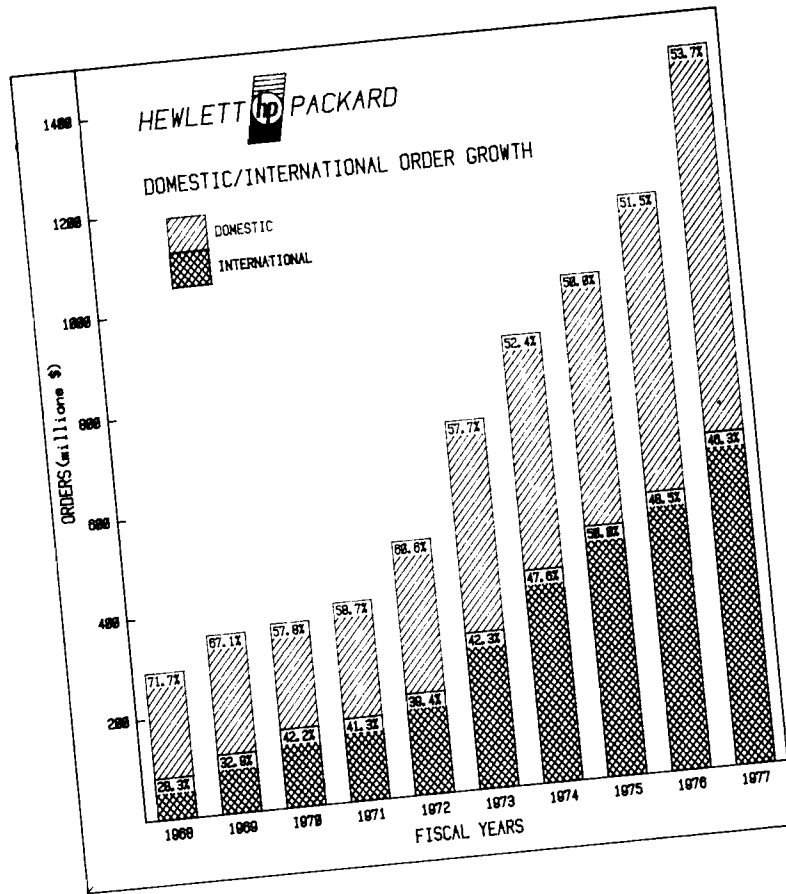
GSD and CSG have been working hard with the field teams in the cities hosting the Expo at the following locations:

1. New York — Mid-Atlantic Computer Expo, New York Coliseum, March 13, 14, 15
2. Chicago — Midwestern Computer Expo, McCormick Place, March 27, 28, 29
3. St. Paul — Twin Cities Computer Expo, Civic Center, April 3, 4, 5
4. San Francisco — Northwest Computer Expo, Civic Auditorium, April 17, 18, 19
5. Los Angeles — Southern California Computer Expo, Los Angeles Convention Center, April 24, 25, 26
6. Houston — Southwestern Computer Expo, Albert Thomas Convention and Exhibit Center May 8, 9, 10
7. Charlotte — Southeastern Computer Expo, Civic Center, May 15, 16, 17
8. Pittsburg — Northeastern Computer Expo, Greater Pittsburg Merchandise Mart, May 22, 23, 24
9. Boston — New England Computer Expo, John B. Hynes Auditorium, May 29, 30, 31

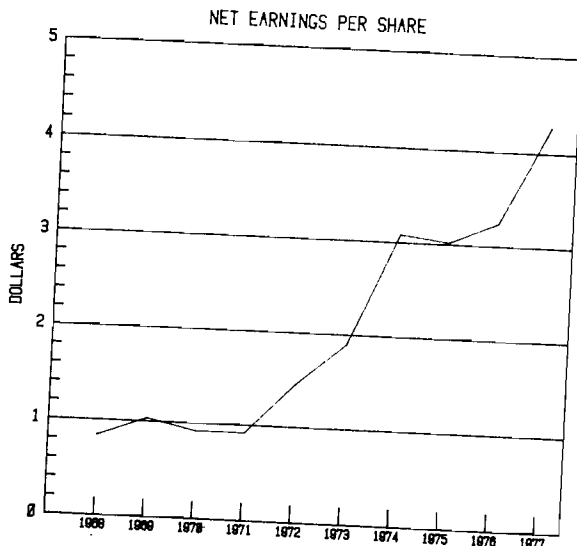
A new flyer titled "What's happening at the Hewlett-Packard Computer Caravan booth? Plenty," has been prepared and distributed to the Sales Offices in the Expo cities along with courtesy admission tickets. Contact Gary Chesnutis at CSG for additional information on the flyer.

The Series 33 exhibit features three different demos. One demo, running on 2645A terminals, is a nonstop MFG/3000 application, fed by terminal cartridges. A second demo features San Diego Division's 7221A 4-color plotter running under PLOT/21 software (from SDD) producing one of fifteen plots. (See the attached illustration for a sample). The third demo is a comprehensive introduction to the HP 3000 — logging on, UDC's, the Editor, program development, data entry under VIEW/3000, and IMAGE/3000 database, and inquiries through QUERY. Complete documentation can be printed on the 2608A and given to the prospect.

SEE YOU AT THE EXPO!

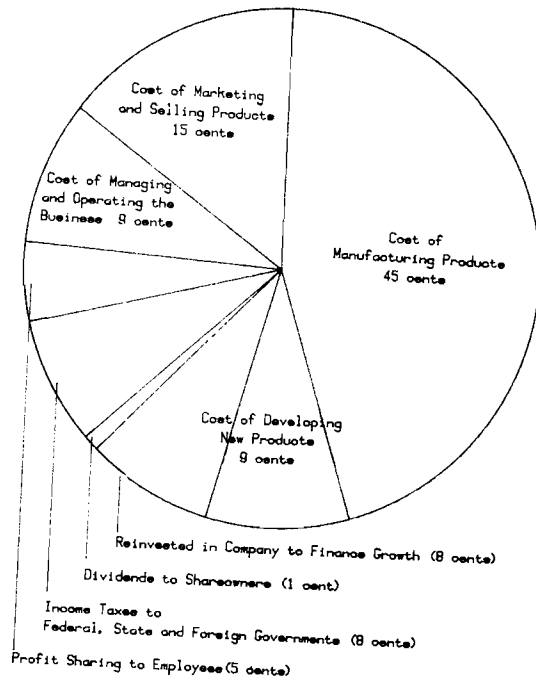


HEWLETT PACKARD



Compound Growth Rate 17.66%

SALES DOLLAR DISTRIBUTION



HP GRENOBLE NEWS

Product News



Badges — Specifications

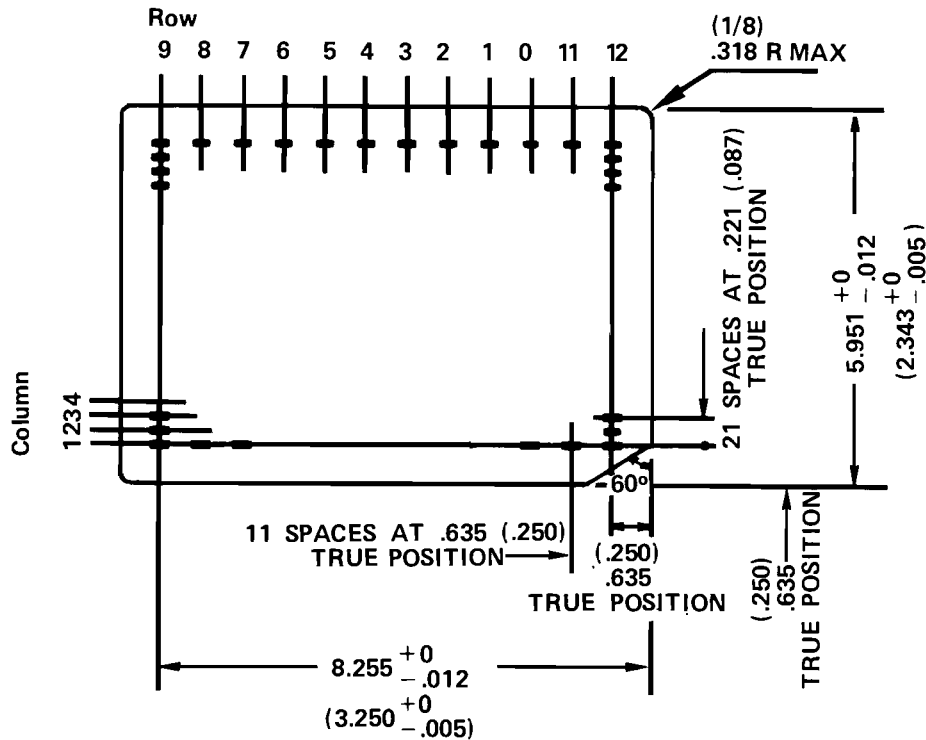
By: Marc Nodier/HPG

In response to your many requests, here are the specifications for the Type III and Type V badges.

Thickness:

Type III: up to 0.8mm (0.031")

Type V: from 0.45mm (0.018") to 1.27mm (0.050")



Here is a list of companies which can provide suitable badges to your customers.

U.S.A.

Laminex
P.O. Box 577
Mathews, NC 28105
Tel: (704) 847-9143

Graphic Laminating
51222 St. Clair
Cleveland, OH 44103
Tel: (216) 881-2100

Europe - France

Machines Havas
103, rue de l'Abbé Groult
75015 Paris
FRANCE
Tel: 594 64 17

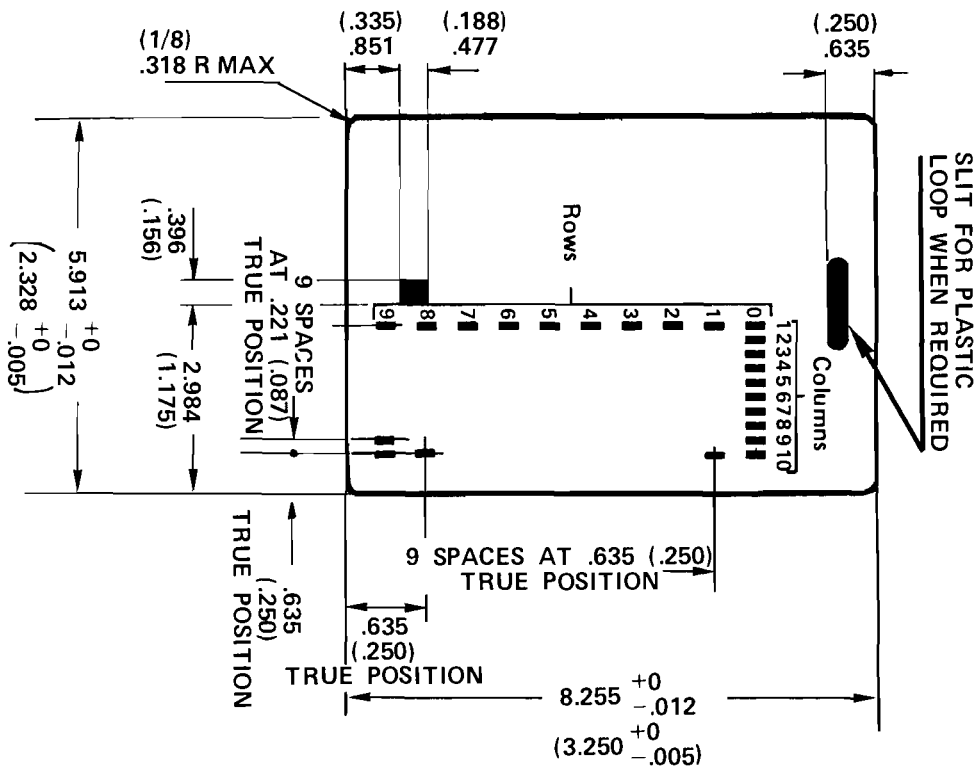
Europe - U.K.

Databac Ltd.
55 Park Road
Kingston, Surrey
UNITED KINGDOM
Tel: 01 546 9826/7

If you discover other suppliers, particularly in Europe, please pass on their names and addresses so we can keep everyone else informed.

THICKNESS: .043 TO .120
(.018 TO .050)

DIMENSIONS IN CENTIMETRES (INCHES)



7906 Disc Manufacturing

By: Dave Borton/HPG

As you may know, 7906 discs are presently manufactured in Grenoble. But, future disc products require massive investments of capital to provide proper manufacturing for them. For instance, DMD in Boise is becoming one large "clean-room." At the present time, it is uneconomical for HP to make a similar investment anywhere else in the world. Therefore, discs are being "de-transferred" back to Boise and will no longer be manufactured in Grenoble.

The original target date for this de-transfer was May 1st; however, as you have probably noticed, discs are selling at about twice quota in Europe. That means we are already "sold out" of discs in Grenoble. Which means we stopped accepting orders for discs starting March 1st which was two month earlier than originally expected.

The orders that stopped coming to Grenoble in March are only the 7906 and related controllers, cables, and accessories that are ordered as add-ons to computers, desk top computers or as part of disc-computers. The HP 1000 orders that include discs will continue to come to Grenoble. We will buy the required discs for systems from DMD just like Data Systems in Cupertino does.

So, in summary, here are the main points:

- Future disc manufacturing will only be done in DMD in Boise.
- The 7906 orders in Europe are excellent; thank you!
- Only "stand alone" disc orders for "add-ons" or as part of disc-computers are affected.
- HP 1000 orders will continue coming to Grenoble with no change.

Sales Aids

New HP 2631A Character Sets Data Sheet . . .

By: Christian Graff/HPG

A new data sheet is now available from Grenoble on 2631A optional character sets with ordering information and print samples.

Copies have been sent to all countries which have a local language requirement. If you need additional copies, please give me a call.

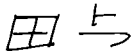
KEEP SELLING 2631A's!

CS GROUP NEWS

YHP News

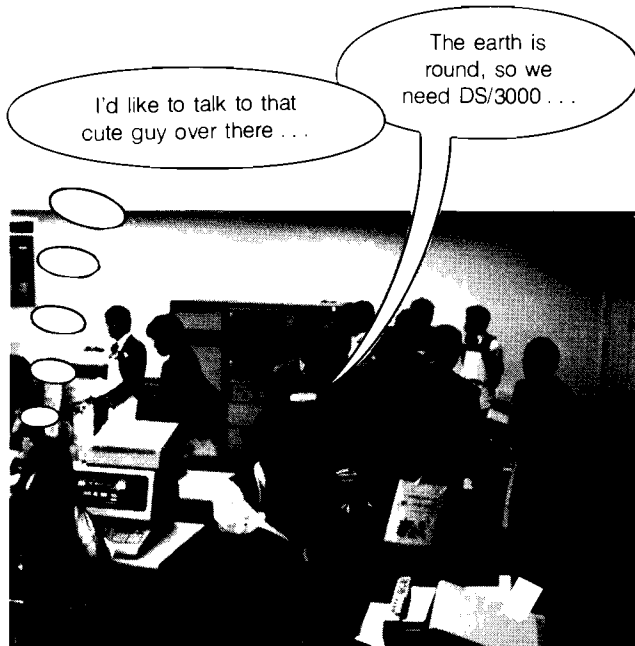
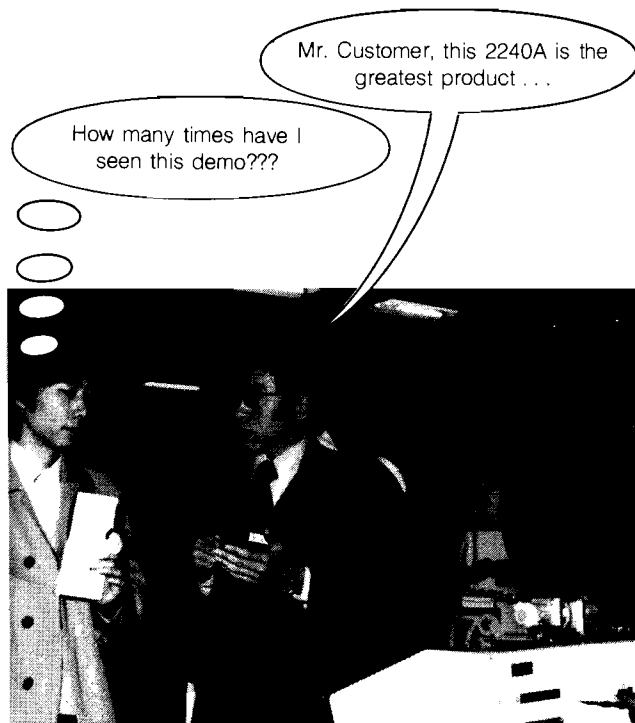
YHP Private Shows

By: Masaaki Tagami/YHP



Two all-YHP shows, consisting of Instruments, Analytical Systems, Desktop Computers, Components and Computer Systems were held at the Tokyo and Osaka sales offices on 14-16 February and 22-23 February respectively. Our Computer Systems Group displayed HP 1000 system, HP 3000 system, new HP 250 system, terminals and printers.

Total number of people who attended was over 4000. The Terminal seminar and the Business Computer seminar were also performed during the show.



HP 250 Was Introduced in Japan!

By: Shoji Negishi/YHP

The HP 250, a low cost Database Management System, was announced at YHP sales office on February 8th through a press conference.

After the speech of *Kenzo Sasaoka* (President), *Toshio Muraoka* (Vice President) and *Katsuto Kohtani* (Computer Systems Group manager), *Kimio Kashiwagi* successfully presented/demonstrated HP 250 to the press (37 persons representing various newspapers and magazines).

This conference was really exciting and we could favorably impress this small system upon them. Consequently, we could see the publicity news related to HP 250 as it appeared in each newspaper and magazine.

YHP business computer strategy is -----.



Right to Left: *Katsuto Kohtani* (standing), *Kenzo Sasaoka*, *Toshio Muraoka*, *Matsuji Tezuka*, *Masakazu Imahori* (seated).

Question:
Why is HP 250 a low-cost system with DBM capability?
Answer:
The reason why -----.



Matsuji Tezuka (standing)

HP 250 design objectives are ----.



Kimio Kashiwagi (standing).

8 softkey which you can use like this and -----.



Kimio Kashiwagi

日本工業新聞

THE NIHON KOGYO SHIMBUN

産業新聞

超小型機を追加

形式は YHP が発売へ

横河・電子システムズは、前年同様、超小型機を追加して、形式 YHP が発売へ。YHP は、YHP-100 の改良型で、メモリが 8K、ディスクが 2.5インチ、価格は約 500万円。また、YHP-100 の改良型 YHP-200 も、メモリが 16K、ディスクが 3.5インチ、価格は約 700万円。YHP-300 も、メモリが 32K、ディスクが 3.5インチ、価格は約 1000万円。YHP-400 も、メモリが 64K、ディスクが 3.5インチ、価格は約 1500万円。YHP-500 も、メモリが 128K、ディスクが 3.5インチ、価格は約 2000万円。



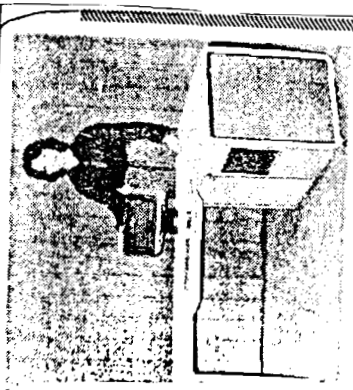
YHP-100、YHP-200、YHP-300、YHP-400、YHP-500

横河 HP 下位機種を追

ビジコンの参入体

横河電子システムズは、前年同様、下位機種を追って、ビジコンの参入体。YHP は、YHP-100 の改良型で、メモリが 8K、ディスクが 2.5インチ、価格は約 500万円。また、YHP-200 も、メモリが 16K、ディスクが 3.5インチ、価格は約 700万円。YHP-300 も、メモリが 32K、ディスクが 3.5インチ、価格は約 1000万円。YHP-400 も、メモリが 64K、ディスクが 3.5インチ、価格は約 1500万円。YHP-500 も、メモリが 128K、ディスクが 3.5インチ、価格は約 2000万円。

電波新聞



YHP、ビジコン攻勢

フレキシブル、超小型を発売

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脱・計測器の YHP



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田淵 社長

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ビジネス市場攻勢

YHP2502 コンを武器に 来年 300 億円企業へ

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CSG News

Tired Of Taking A Beating?



New Lower Prices On Computer Supply Items

By: Carl Anderson/CSO

You need not hang your head nor shuffle your feet when a customer asks you about HP computer supply prices. HP intends to be price (and service) competitive — and by the time you read this, new lower prices will be in effect for many HP computer supply items.

In some instances we've been able to lower the basic (single unit) price. On other supplies, where lowering a basic price was not possible, we've been able to offer more attractive quantity discounts than before.

For example, the 7920 disc pack (13394A) carries a \$600 price tag (not the "cheapest" on the market, but a *fair-value price for this high-quality pack made and tested by HP — with assured compatibility and performance with the 7920 Drive*). Formerly, no quantity discounts on this pack were available. Now, that \$600 prevails on only the first 5 packs. When a customer orders between 6 and 20 packs at one time, we'll sell them for \$560 each. And when 21 or more packs come in on a single order, the unit price drops to \$510!

Similarly, the 7925 disc pack (1356A) now also has breaks of \$850/\$810/\$755 for like quantities — instead of the former flat \$850 price.

These are but two of the pleasant price surprises we have in store for your customers.

Changes to OEM Development/Demo System Program

By: Joe Rodgers/CSG

On March 1, 1979, several changes were made to the OEM Development/Demo System program. The changes were made to make the policy easier to administer and use. Here are the essential highlights of the changes:

1. System configurations are no longer specified in the policy. Discountable configurations are required to be specified on an HP Configuration Guide, and listed on the CSG Purchase Agreement and approved by an Area Sales Manager, however, no more than five terminals of any one model are allowed as part of any one system.
2. A 12-month Maintenance Agreement concurrent with each Development/Demo System order is a prerequisite.
3. An OEM may purchase either 1 or 2 Model HP 250 and HP 300 computer systems.
4. A discount of 28% of List Price applies to all equipment that is part of an authorized configuration.
5. Software monthly fees are not discountable. These changes will be incorporated into the next revision of the CSG Marketing Policy book but the policy is effective March 1, 1979.