COMPUTER SYSTEMS NEWSLETTER

For HP Field Personnel

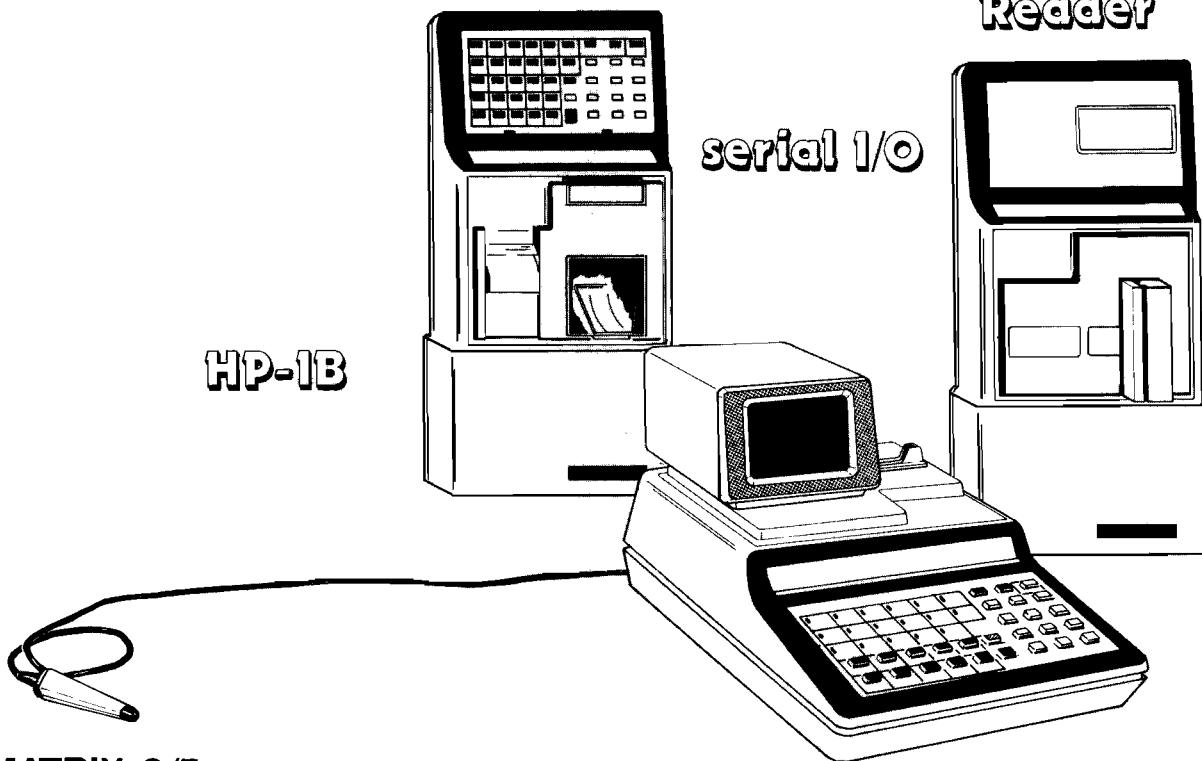## Grenoble introduces . . .

A BAR CODE READER

and much more . . .

Magnetic Stripe Reader

serial I/O

HP-IB

MATRIX 2/5

1 2 3 4 5 7

New Terminal Options............ Page 12

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In This Issue...

HP Computer Museum
www.hpmuseum.net

BOISE DIVISION NEWS

Product News

Introducing The 2631B and 2635B!

By: Mary McNally/Boise
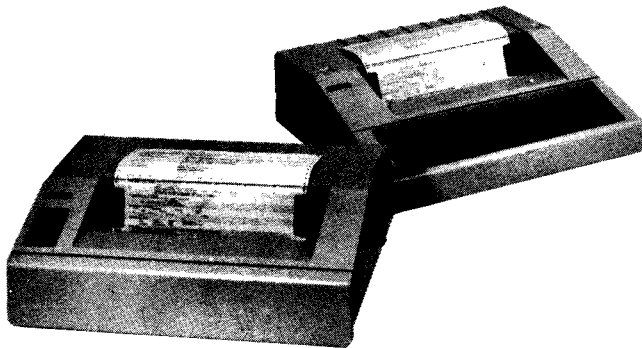
The HP 2631B serial printer and the HP 2635B printing terminal, introduced on May 1, represent significant new features and enhancements over their 'A' counterparts.

The 2631B serial printer has flexible forms handling features including programmable page and text length, and perforation skip for handling listings and special user forms. The printer offers programmable horizontal and vertical tabs, left and right margins, twelve different line spacings (from 1 to 72 lines per inch), and a 16 channel VFC (which automatically adjusts to different page lengths).

Due to the success of the high density character set on the 2631G, it has been added to both the 2631B and 2635B. The high density print is available as a character set option in USASCII (2631B/2635B) as well as foreign character sets (2631B only). Since the 2631B can contain foreign character sets, it is possible to have both regular and high density print in the local language.

To further enhance output, there are now eight print pitches on the 2631B, four of which are in normal print (16.7, 12.5, 10, and 8.3 characters per inch), and four in expanded print (8.3, 6.25, 5.0, and 4.16 characters per inch). All print pitches can be printed in high density.

The standard interface on both the 2631B and 2635B is in RS-232C interface which supports ENQ/ACK, X-ON/X-OFF, and Printer Busy line protocols. The 2631B also has HP-IB, parallel differential, and 8 bit TTL interfaces available.

The 2635B includes all the forms handling and print features outlined above. To facilitate the setting of parameters, however, special configuration keys have been added. By depressing a gray configuration key, configuration mode is entered. A few simple keystrokes of silkscreened keys allows the user to set all the parameters, including tabs, margins, page length. This is a considerable improvement over the previous use of escape sequences to accomplish this task. As with the 2631B, these parameters can be imbedded into a job and sent down to the terminal as escape sequences.

In addition to the enhancement of features, considerable design improvements were made to increase performance and reliability. Briefly stated, the electronics have been totally redesigned, and many of the high failure components have been eliminated. All the improvements made to the 'A' models since their introduction have been taken into account in the design of the 2631B and 2635B.

Perhaps most importantly, all these improvements have been added at no additional charge. The 2631B ($3,600) and the 2635B ($3,950) have the same list prices as the 'A' models. This results in a better price/performance solution to your customer's printing needs!

Ordering Information

Ordering information for the 2631B, 2635B is basically the same as that for the 2631A, 2635A, with a few changes. Note:

2631B

STD	180 cps printer includes RS-232 I/F with full duplex modem control, USASCII char. set, modem cable	$3,600
001	Adds Swedish/Finnish character set	150
002	Adds Norwegian/Danish	150
003	Adds French	150
004	Adds German	150
005	Adds UK	150
006	Adds Spanish	150
007	Adds Cyrillic	150
008	Replaces standard ASASCII with JASCII/Katakana	150
009	Adds Roman Extension	150
010	Adds Math	150
015	220V, 46-66 HZ	0
016	100V, 48-66 HZ	0

017	240V, 48-66 HZ	0
019	Deletes USASCII set (one of option 001-007, 010 or 020-026 must be ordered as primary set)	−150
020	Adds USASCII high density character set	150
021	Adds Swedish/Finnish high density character set	150
022	Adds Norwegian/Danish high density character set	150
023	Adds French high density character set	150
024	Adds German high density character set	150
025	Adds UK high density character set	150
026	Adds Spanish high density character set	150
028	Replace USASCII with JASCII/Katakana high density character set	150
029	Adds Roman Extension high density character set	150
-044	Replace standard I/O with 8-bit TTL	− 50
-046	Replace standard I/O with HP-IB (IEEE standard 488-1975).	50
-050	Replace standard I/O with differential parallel	− 65
-051	Same as standard except RS-232 connector is replaced with 2640-type edge connector	65
-068	Ribbon Starter Kit (3 ribbons)	60
-210	Adds 12845B interface kit and documentation for use with 2100/21MX series computers.	650
-214	Printer subsystem for HP 1000 L-series. Includes HP-IB interface & cable.	350
-240	For use with 2640 series terminals. Includes 13232J cable and 13238A interface.	105
-250	HP-IB interface for use with HP 250. (No cable included.)	50
-330	Printer Subsystem for HP 300. Replaces standard I/O with HP-IB. Includes cable	350
-333	Printer Subsystem for HP 3000/30, 33. Replaces standard I/O with HP-IB. Includes cable	350
-715	Adds service documentation	25
-825	HP-IB I/O used with 9825 and 98034A. (Includes 9825A compatible char. set)	50
-835	HP-IB I/O used with 9835A/B and 98034A	50
-845	HP-IB I/O used with 9845A/B/T and 98034A.	50

Note:
1. The 2631B *standard* interface is now RS-232C. The parallel differential interface is now opt. 050.

2. Two character sets can reside in the unit at one time. In order to put two new character sets in, such as French and French High Density, the USASCII set must be deleted (opt. 019).

2635B

STD	180 cps printing terminal with RS-232C I/F with full duplex modem control, USASCII character set, modem cable	$3,950
015	220V, 48-66 HZ	0
016	100V, 48-66 HZ	0
017	240V, 48-66HZ	0

020	USASCII High density character set	150
051	Same as standard except PC edge connector replaces EIA connector	65
068	Ribbon Starter Kit (3 ribbons)	60
715	Documentation	25

Note: Both USASCII and high density USASCII can reside in the 2635B at one time.

Sales Literature

Sales literature for the 2631/35B printers is now being bulk shipped. Extra copies can be ordered from Corporate Literature Distribution Center.

2631B Data Sheet	5952-9455
2635B Data Sheet	5952-9456
2630 Family Accessories Data Sheet	5952-9457
Terminal Printer Price Guide	5952-9450(D)

263X Family Pedestals to Change
By: Mary McNally/Boise

To eliminate confusion over the two different pedestals for the HP-263X family, we have decided to obsolete one of them! As of May 1, the 26098A pedestal (the taller one used with the 2631A, 2631G) will be removed from the Corporate Price List, and effectively obsoleted. The remaining pedestal, the 26097A, will be used for all members of the 263X family of printing devices.

Also effective May 1 will be the inclusion of casters with *all* 26097A pedestals, at no additional cost. Currently, casters are included on most pedestal orders. We will now bundle them in as standard items, to be used at the discretion of the customer.

These two changes will impact orders in several ways. First, all existing orders with 26098A pedestals will be filled as our inventory permits. Second, all 26097A pedestals shipped after May 1 will have casters included at no additional charge. If a unit ships after May 1, and the customer had ordered casters separately, a credit for the $15 can be obtained by requesting it from Boise Division.

2631B Printer Option For HP 1000 L-Series
By: Steve Richardson/Boise

As of May 1, you can order the subsystem option for the HP 1000 L-Series to get the HP-IB I/O and HP-IB cable (2 meters) with your HP 2631B. Option number is 214; price, $350 (purchase agreement discountable). Remember to include option 214 on all your new orders for HP 1000 L-Series.
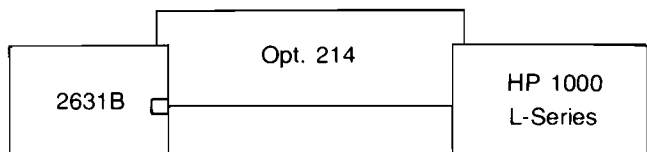
COMPUTER SUPPORT NEWS

Division News

Alaska Joins The Computer Group
By: Ed Miller/CSD

CSD has established a secondary SRO in the last US frontier, Alaska! The office is located at:

Hewlett-Packard Company
The "C" Street Plaza Executive Suites
1577 "C" Street, Suite 252
Anchorage, Alaska 99510

and will appear in the Corporate Service Travel Guide with this description:

Office Code   United States Alaska Anchorage
   2434

Product Type   Product Lines Supported
   02   Limited Products/Basic/Secondary SRO

The office map will show the defined Travel Area as a 100 mile radius around the Anchorage office with the following capabilities:

Limited Products: Indicates that not all computer products are currently supported by the office. Contact CSD/Sales Development to determine specific support capabilities.

Basic: The office provides service during the basic hours of 8am to 5pm, Monday through Friday.

Secondary SRO: The office performs service for warranty and contract customers only and limited to 100 miles of the office. All other services will be provided by its "host" Primary SRO, Bellevue, Washington.

The service operation in Anchorage is substantially different from service operations in the contiguous 48 states. The cost of labor and materials in Alaska is higher. In addition, the harsh weather conditions during winter complicates service operations. In consideration of these factors, the Alaska office will perform services priced at 1.3 times the established US list price. For example, a computer system with a BMMC of $1,000 per month in Seattle will have a BMMC of $1,300 per month in Anchorage.

Response Time: the local travel conditions and present level of staffing in the Anchorage office restricts service response time to typically four hours within 25 miles (Zone 1) of the office. Response to sites 25-100 miles will be typically next day. Back-up response from Bellevue, Washington is 24 contract hours. Requests for support in Alaska beyond the 100 mile radius should be sent to CSD/Sales Development.

Product News

CSD Introduces New Hardware Support Services
By: Dick Warmington/CSD

On May 1, CSD introduced a new series of hardware support products. These products will significantly improve the alternative services available for a customer to tailor a support program which best meets his requirements at the lowest possible cost.

The new services include:

- **Two Systems Maintenance Agreements**
  * Standard (Same Day Response)
  * Basic (Next Day Response)

- **Two Product Maintenance Agreements (Terminals/Desktops)**
  * On-Site Product Agreement
  * Field Repair Center Agreement

- **Disc Pack Refurbishment Program**

Over the past four months, CSD has been developing the specifications for these services, the sales aids (Data Book, brochures, customer slide presentation), Agreements to implement the services and administrative procedures required to administer these services in the field, as well as providing field sales, support and administrative training.

These activities have been directed toward the successful launching of these services while minimizing potential problems associated with the transition between our previous service programs and our new programs.

During May we will offer (quote) both our previous services as well as our new services in the US to provide a one-month transition period to assure successful implementation. In Canada, Europe and ICON our new services will begin to be introduced effectively June '80, with individual schedules being established on a country by country basis, determined by the localization of the new agreements and

supporting merchandizing material. By August 1, '80, the new services should be implemented throughout the world.

We are confident by the feedback we have received that these new services will offer our customers the potential for greatly improved services and thereby assist in strengthening customer satisfaction over time. We need your active support of this program by assuring that your customer's support requirements are being well defined and that the appropriate services are being sold to meet these requirements. Please let us know at CSD wherever we can assist in the process.

Price Increases Announced for Hardware Support Services

By: Dick Warmington/CSD

Effective May 1, CSD is increasing a number of service prices to offset the increasing cost of labor and other expenses associated with providing support services (such as transportation costs).

The price increases described below are being made to assure that we can continue to provide a high level of service while meeting our financial objectives. The new service programs being introduced simultaneously with these announced price increases should provide substantial cost savings through increased productivity in our CE Organization, over the next six months, as these new services are being implemented. This increase in productivity over time should help to offset continued increases in the cost of labor and other expenses so that future price increases will be minimized.

The effective price increases are:

Time and Material Services

Service	Old	New (as of May 1, '80)
Computer Products Labor Rate	$80/Hour	$90/Hour
Desktop Computer Labor Rate	$65/Hour	$75/Hour

Maintenance Agreement Services

Service	Change
Standard and Basic Systems Agreements	Approx. +10% (across the board)
Desktop Computer On-Site Agreement	Approx. +5% (selected product changes)
Old BMMC for add-ons to Agreements under previous Maintenance Agreement Service	+15%

The overall effect of the introduction of the new services and the change in prices, when compared to the "old BMMC", is:

Standard System Agreement (4 hour response, 13 hours coverage)	+19%	(+9% over same 13 hours coverage program available prior to May 1)
Basic System Agreement (Next Day Response)	– 5%	

Furthermore, terminals placed on the new On-Site Product Agreement program or Field Repair Center program will realize substantial cost savings in comparison to the "old BMMC" prices for these products.

From a competitive viewpoint, it is worth noting these recent price announcements relating to contract maintenance prices:

Company	% Increase	Effective Date
IBM	10%	1 April
DEC	5-15%	1 April
DG	6%	24 March
PRIME	8-12%	31 March
Data Point	5-10%	1 May

First CSD Hardware Product: A Power Line Conditioner

By: Jay Friedman/CSD

On May 1, CSD for the first time in its history, will introduce a hardware product. This product, a power line conditioner can help increase your customer's system's performance and reliability by providing insurance against potentially troublesome power problems that may exist at a user's site.

At last, we can offer an HP-supported solution to our customers problems rather than send him off on his own to determine which vendor's product will suit his needs for his HP computer.

A power line conditioner combines the functions of two devices, an isolation transformer and a voltage regulator. Using a system of electrostatic shields built into a power transformer, short-term transients and voltage spikes can be attenuated. These types of disturbances can be either transverse-mode or common-mode noise. Transverse-mode

noise occurs between the hot and neutral conductors. Common-mode noise, which is especially troublesome for computer systems since the computer uses common (or ground) as its reference for its logic circuitry, occurs between the common and both hot and neutral conductors. Noise is also prevented from crossing the transformer in either direction (primary to secondary and secondary to primary).

Solid state sensing circuitry measures the input voltage to determine if it is either over or under pre-set limits. When this occurs the control circuit will cause a tap on the regulating transformer to be selected. This keeps the voltage provided on the output or secondary side to be maintained within required tolerances. The tap changes are timed to produce a minimum of disturbance on the output. This protects against sags and surges (greater than ½ cycle) and protects those areas susceptible to brownouts.

What sources cause disturbances on the power line? Electromagnetic cranes, arc welders, automatic vending machines, elevators, electric motors, duplicating machines, electric typewriters, calculators, and printing terminals. Noise can be generated from radiated sources such as radar, radio, and TV transmitters, gasoline-powered vehicles, and from environmental factors such as lightning and static. Regulated brownouts are another source.

A computer located near any of the above-type devices or one of numerous others is susceptible to power problems. Users in environments from heavy industrial to an office are candidates. Although not every system will require the protection provided by the power line conditioner, each customer and system should be carefully considered. From previous customer history, geographic location, and with the help of the CE organization and their monitoring equipment, we can determine the customer's requirements.

There are some limitations to this product. This particular power line conditioner is a small 1.8KVA unit and is currently only qualified to operate with the basic HP 3000 Series 30. For larger configurations, multiple conditioners may be needed. This unit does not protect against frequency problems nor does it protect against blackouts. The power line conditioner has a broad set of specifications (see data sheet) and can handle greater than 90% of the disturbances seen on the power line. If a user's power falls outside these specs, he will require more expensive equipment. The initial offering, a 60Hz model, will be available May 1 in the US and Canada only.

To coordinate delivery with the HP 3000 Series 30, availability of this product is estimated at a minimum of eight weeks, if all goes according to plan. Watch the schedule closely for any changes.

This is our first offering in this market. We are committed to providing a worldwide solution to power problems with products that can be used with larger systems and products that have greater capabilities. This should benefit us with more satisfied customers and cut expenses within the service organization.

The (Disc) Pack Is Back!
By: Wanda Sahara/CSD
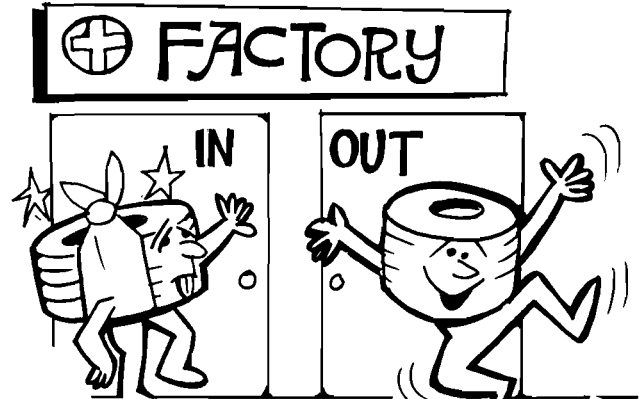
The Disc Pack Exchange Service is here! HP 7920 and HP 7925 customers can exchange worn or in-drive damaged disc packs for refurbished ones at a substantial savings and get the same quality, performance and reliability as an original pack.

Initial availability of refurbished disc packs is expected to be eight weeks because of start-up demand for this product. Prompt return of defective units will help keep the availability under eight weeks.

The table below shows the new and associated exchange product numbers for the disc packs available on this program.

7920		7925	
13394A	13394R	13356A	13356R
$525	$350	$850	$550

To get this service, the customer will order the "R" product through the local HP sales office. Like other exchanges, the customer will be billed the full list price of a new pack. Upon receipt of the defective unit, the customer will be credited the difference between list and refurbished unit price. CSD will ship replacement exchange disc packs directly to the customer. The customer is responsible for delivery of the defective pack to the local sales office within 15 days of the placement of the order.

Proper packaging of returned cores is *critical*. Customers should use the HP reusable carton (PN 9211-2919) and the foam (PN 9220-2991) or surround the packs with a minimum of 4" of foam packing material.

Refurbished disc packs are warranted for 90 days beginning at the date of shipment from the repair center. Defective packs are to be returned for credit to the nearest local HP sales office.

The new service will offer our 7920 and 7925 customers the opportunity to lower their overall cost of ownership, in line with the direction of CSD's new service programs.

DESKTOP COMPUTER DIVISION NEWS

Division News

Don't Miss Out on Keyboard
Bill Sharp/DCD

Keyboard, DCD's free publication for owners and users of desktop computers, is produced for the benefit of your customers. But you can use it also as a sales tool on prospective customer visits.

Keyboard demonstrates DCD's after-sales support. It keeps the customer informed about new and different ways to use his/her computer, programming ideas, and new products from the division.

If you or your office are not receiving *Keyboard,* let us know. If your customer is not receiving *Keyboard,* you should have subscription forms in your office to send him/her. For help in getting additional copies of *Keyboard* or the subscription card, in Europe contact *Henk van Lammeren,* Amstelveen. In the US and ICON, contact *Chris Stumbough* at DCD in Fort Collins, Colorado, (303) 226-3800.

Order Information Correction: SE Starter Kit, Software Catalog Subscription Service, *CS Newsletter, April 1 & 15, '80*
By: Al Sperry/DCD

A typographical error occurred in the article "SE Starter Kit" on page 4 of the *CS Newsletter*, April 1, '80. The same error occurred in "Software Catalog Subscription Service" on page 5 of the April 15, '80 issue.

Ordering information should indicate:

   HEART I2, not HEART 12.

Product News

Announcing HP 9845B Technical DBM
By: Susanne Kolb/DCD

On April 1, a technical database management system became available for HP System 45 users. This is the first technical DBMS available on a desktop computer.

The package consists of both ROM (the new BASIC language keywords) and BASIC software, packaged attractively in a binder with manuals, a sample database for practice, and a Database Design Kit, for a list price of $5,000.

Our implementation of IMAGE/45 is based on IMAGE/3000, a user-tested and approved system that has become one of the world's most widely installed DBMSs. QUERY/45 provides highly interactive database management with the capabilities desktop users expect. They can use it to define, create, update and search databases. QUERY/45 is a major technical advance in the area of inquiry programs and, despite its name, bears little resemblance to any other QUERY that HP offers.

DBM should broaden your customer base and help you sell bigger systems with discs. By putting DBM on the System 45, we have raised the perceived performance of desktop computers to that of minis. Take advantage of the opportunity!

P.S. If you have any interesting 9845 DBM applications that might merit featuring in an application summary, contact *Sue Kolb* at DCD, (303) 226-3800.

Digitizer News
By: Barb Bennett/DCD

HP System Saves Mining Company Money

A mining company in Australia produces millions of tons of bauxite a year. Determining where to mine is a crucial factor in this operation. An HP 1000 System has allowed this customer to eliminate much costly exploratory drilling and streamline data entry.

Healey Blessing, SR in Queensland, after analyzing this company's needs, installed an HP 1000 computer system with a 9874A Digitizer to handle geostatistical analysis. Previously, the customer had to drill test holes that were very close together to accurately predict the grade of ore in a given area. Using the HP system, they can eliminate pre-mine drilling in grid forms closer than 38 meters between holes and still accurately calculate the grade of ore. Data from over 100,000 drill holes is stored in the HP 1000. A mine plan can be produced by specifying the mine area, grade of ore desired and the required tonnage per specified time period.

The 9874A is used to input survey data as a basis for ore reconciliations, and to input drill log data. Also kept on the HP 1000 System are DCF/ROI calculations, contractors' accounts and personnel records, accounting, production and maintenance statistics.

Watch for similar opportunities with customers who need to streamline data entry operations when creating graphical databases, and save manhours in the process. Show them the 9874A Digitizer.

Note: Each month I will highlight one application from your responses. Last month's inputs reflected digitizer sales to manufacturing, mining, oil, city governments, airlines, telecommunications, universities and forestry organizations.

A breakdown of the systems showed 55% 9845s, 18% 1000s, 11% non-HP, and 4% each 9825s, 3052A, 2113 and 2176. Customers wrote their own software in 56% of the cases; 40% are using HP software, and 4% rely on a consultant. In 36% of the cases, there was no competition; for 20% it was DEC and Tek, and 4% each were Sony, IBM and Zeiss.

Among SR comments: "System sold strictly because of rear projection digitizer feature," and "The 9874A's overall 'smartness' and features were too strong for any particular competition."

For more details on any individual sale, contact your Colorado Peripherals sales support person: *Al Herder* for Eastern, Southern, Canada and ICON; or *Jack Huffman* for Neely, Midwest and Japan.

9815 Price Update
By: Sue Bodoh/DCD

The new price for the HP 9815S (effective May 1, '80) is $3,800, a reduction of $150. Also effective on the same date, the 9815A (all options) will no longer be a current product. This should be a real benefit to those of you selling 9815s, because you will no longer have to remember several options or check to be sure your customers have ordered the correct ones.

Used Equipment Exchange
By: Al Sperry/DCD

Some of our customers want to sell or buy the following used HP desktop computer equipment. Prices are negotiable, unless otherwise noted. Option 888 is for administrative purposes only, and does not affect the equipment in any way.

For Sale: 09845-66526 128K Memory Board, Opt. 888
    9810A, Opt. 888; 11210A, 11261A Opt. 888
    9815A, Opts. 001, 002, 888. $2,200 or best offer.
    9872A, Opt. 888.

Wanted: 9810A, Opts. 003, 004, 888.
    11201A Opt. 888 Typewriter Interface
    11211A Opt. 888 Printer/Alpha ROM
    11212A Opt. 888 Typewriter ROM
    11214A Opt. 888 Statistics ROM.

For further information, please contact *Chris Stumbough or Al Sperry* at DCD, (303) 226-3800.
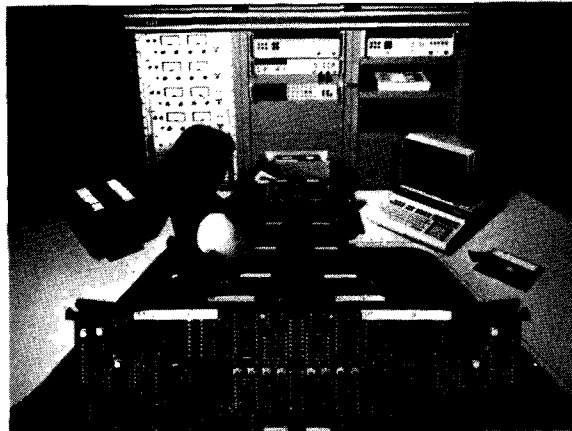
Sales Aids

HP-IB Advertising Gears Up for Round Two
By: Ralph Krelle/DCD

How STC speeds production testing by a factor of five to one . . .

using HP-IB "designed for systems" instruments and computers.
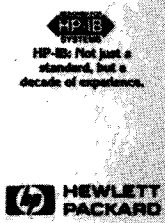
Phase One of the program designed to position HP-IB "above and beyond IEEE 488-1978" has run its course. Featuring the four-color, two-page advertisement, "Assemble your own measurement system in weeks, instead of months . . . ," the program appeared in publications addressed to more than 200,000 technically qualified and interested people in North America. One measure of interest was the more than 4,500 inquiries it had already attracted by the end of March.

Engineered to help sell HP-IB compatible instruments and technical computers, the campaign is moving into Phase Two. This brings on a new full-color spread based on a customer case history at Storage Technology Corporation (see reproduction). The story promotes productivity benefits STC has realized from its "assemble your own" automatic test system that ties together 12 HP-IB compatible instruments, a 9825A desktop computer as system controller and a 9885 flexible disc. It has run, and will be running in: *Electronics* (March 13, May 8), *EDN* (March 5, April 20, May 20) and *Electronic Business* (March, April, May).

Active marketing of the HP-IB "designed for systems" concept is a long-term commitment. Continuation of powerful advertising, jointly supported by the Instrument Products and Technical Computer Groups, is one sign of the commitment. Work is underway on another customer application story, this one involving an HP 1000 system. Look for it in the June-July timeframe.

Technical DBM and Data Comm Demo Requests Coming
By: Ralph Krelle/DCD

Watch for demo requests related to the new technical database management and data communications capabilities of the Systems 35 and 45. These will be featured in an enhanced advertisement called "Scientists and engineers find today's desktop computer systems powerful tools for analyzing data," the latest in the computation series related to DCD's top-of-the-line desktops.

Breaking in May, the advertisement will appear in *Electronics* (May 8), *Machine Design* (May 8), *Industrial Research & Development* (May) and *Science* (May 23). An earlier version of the advertisement appeared in these media in November and January. Publicizing the increased capabilities should help you along the path toward quota fulfillment.

DISC MEMORY NEWS

Division News

DMD Training Manuals
By: Debbie Henrichs/DMD

Many of you have received copies of our MAC Family Field Training Manual and have tried to order additional copies from Corporate Marketing Communications. We currently distribute these manuals to SRs who attend DMD's training in Boise, Idaho. If you want more copies, please contact your Sales Development person at DMD (COMSYS code 4800).

New Neely Support Person
By: Steve Germain/DMD

Bill Rumold has joined DMD's on-line support staff and effective May 1 will support *Dennis McGinn's* and *Jack Jung's* areas within the Neely Sales Region. *Bill* has a BSEE degree from the University of Missouri and seven years' selling experience in the semiconductor industry.

DATA SYSTEMS NEWS

Multiple-Font Software Text Added to GRAPHICS/1000

By: Corley Phillips/DSD

English Gothic!

Simplex Roman!

Triplex Roman!

Simplex Script!

Eurostyle!

λπεεκ!

These different fonts (type styles) are presently being shipped with all GRAPHICS/1000 software. This major new feature is referred to as software text. The six different fonts shown above are stored in disc files as a series of vectors. Drawing text consists of plotting these predefined vectors on the output device. Generation of text in this fashion is device-independent. The alternative of hardware text, which is still supported on GRAPHICS/1000, uses the output device's internal character generator to draw text and is thus device dependent. The features/benefits of software text over hardware text are:

Feature	Benefit
Multiple fonts can be used on the same output device.	More versatility in annotating graphics output.
Software text vectors go through the same transformations as other vectors in the display.	Text and drawings remain in proportion as the scale of the output changes.
Size, slant, direction and label origin of software text is exactly specifiable.	Characters appear exactly as you want them.

In addition to the six predefined fonts, users can define their own font files to store frequently used symbols or characters. Examples of user-defined fonts are component symbols used in schematic drawings, symbols for points

on graphs, and company logos. The font file format is given in the manual to simplify this task.

The addition of software text makes GRAPHICS/1000 an even better tool to turn data into meaningful output that enhances productivity.

8500 TODS-III Upgrade Obsolescence Planned

By: Dawson Mabey/DSD

When the HP 7900A Disc Drive is obsoleted later this year, we will no longer be able to offer TODS-III upgrades to the HP 8542B ANA and HP 8580B ASA systems. Therefore, the HP 91012B and 91013B upgrade kits for these systems will be obsolete effective August 31, '80. If you have customers planning to upgrade their systems, please be sure their orders are placed before this date. The Automatic RF Techniques Group (ARFTG) has also been notified of these plans.

2649B, 2649C, 2649G OEM Terminals on HP 1000 Systems

By: Steve Pomeroy/DSD

Three OEM terminals are now supported as system console devices on HP 1000 systems. The three terminals, the 2649B, 2649C, and 2649G, are equivalent to the HP 2645A, 2648A, and 2647A, respectively, but are priced and discounted to be more attractive for OEM's.

The 2649B and 2649C must be ordered with Options 007, 013, and 032 which provide the dual cartridge tape units, the extended asynchronous datacomm interface, and five blank tape cartridges. The 2649G, like the 2647A, must be ordered with Options 013 and 032, which add the extended asynchronous interface and blank cartridges.

The 2649G is treated as a logical 2648A and is supported only by DVR05. Remote connection to an HP 1000 via a data set is not supported. The 2649G is supported as a logical 2648A by HP 92840A Graphic Plotting Software.

Check the Corporate Price List for the price of the terminal your customer needs (the 2649X price is *not* the same as the 2645A, 2648A or 2647A). The CSG Purchase Agreement Exhibit A1 OEM "A" Schedule (*) gives you the appropriate discount.

Sales Aids

New Independent Study Course in RTE FORTRAN IV
By: Jim Williams/DSD

A self-paced course in RTE FORTRAN IV is now available for order. This independent study course consists of six color videocassettes presenting the fundamentals of FORTRAN programming on an HP 1000 computer under the RTE operating system. The course is fully modular in design, segmented by subject area into ten modules for ease of use by first-time FORTRAN programmers, and for selective review by previously experienced programmers.

A student workbook leads each student through each module. Questions at the beginning of each module allow the student to evaluate the module for content prior to viewing the tape. Supplemental problems and lab exercises (plus possible solutions) are provided for hands-on practice.

A person knowledgeable in RTE FORTRAN should be available to assist the inexperienced student when required. An instructor's guide is supplied to help this "adviser" aid the student. The guide also provides a recommended "fast" classroom course for group on-site training by the user.

A brief description of the module subject areas follows. Note that this course is a pre-requisite for attendance of the RTE-IVB/Session Monitor User's Course for students without prior FORTRAN experience.

Session	Topic
1	Introduction, Course Organization History of Programming Languages
2	RTE-IVB Procedures
3	FORTRAN Character Set, Operators, Expressions
4	Input/Output Procedures
5	Branching, Testing and Looping
6	DO Loops
7	Array Processing
8	Functions and Subprograms
9	Debugging a FORTRAN Program
10	Additional FORTRAN Statements, FORTRAN Surprises VIS/EMA Features

Ordering information: Place a HEART order, to Data Systems Division 2200 for:

P/N 22958B   List Price $1,000

Option 001 U-Matic 3/4 inch color videocassetes
Option 002 VHS 1/2 inch color videocassettes
Option 003 one student workbook List Price $50.00 each
Option 004 Betamax 1/2 inch color videocassettes

This course must be ordered with either option 001, 002, or 004 and includes the six videocassettes and one instructor's guide. As many student workbooks as required may be ordered as option 003. A set of overhead slides are separately orderable as P/N 22999-90240 (List Price $190).

Note: For customers who desire off-site training in FORTRAN, this course is being offered at HP Regional Training Centers as required, with systems and experienced instructors available to the student through the intensive three-day schedule (P/N 22959B).

Calculating Shipping Weights on HP 1000 Systems
By: Steve Pomeroy/DSD

When calculating pre-paid shipping charges for HP 1000 disc-based systems, note that Option 019 deletes the disc and console, and you must subtract the weight of those components from the system.

The table below reflects the shipping weights of the disc-based systems (including the disc and terminal), the weight of the Option 019 components, and the net weight of the System Processing Unit. The shipping charges on peripherals should be calculated separately because they are shipped directly from the factory to the customer site.

System	Weight (from CPL)	− Option 019 Weight (from CPL)	= System Proc. Unit Net Weight
2176C	541	242	299
2176D	660	362	298
2177C	571	242	329
2177D	690	362	328

Ordering the RTE-IVB Quick Reference Guide
By: Helen Fuller/DSD

The new RTE-IVB Quick Reference Guide will be distributed to all CSS and SSS customers during the 2026 update cycle (August). However, if you can't wait until then you can order it now from computer supplies division (2268). P/Ns and prices are:

Quick Reference Guide Binder	02177-90007	$5.00
RTE-IVB Text Insert	92068-90003	$9.50

DATA TERMINALS NEWS

Division News

Rolling Meadows Hosts Major Data Capture Seminar
By: Guenter Kloepper/DTD

End of January, the Rolling Meadows (Chicago) Office put on one of the largest Data Capture seminars to date. More than 120 customers and prospects listened to presentations by HP field and factory personnel, as well as by real live customers who have implemented Data Capture systems.

One of the highlights of the show was the extensive DATACAP/1000 demo put together by Bob Mollis and his team. The demo simulated an automobile assembly plant, with the participants assembling toy racing cars at several work centers (front axles, rear axles, engines, chassis, etc.) Each "employee's" activity, as well as the progress of all work orders was recorded via Data Capture terminals (everyone had ID badges). At the end of the demo, summary reports were produced, showing employee performance and work order status. Needless to say, everyone was duly impressed.

The whole show was videotaped so watch for more info on the availability of a videotape.

Announcing the Great Terminal Sweepstakes
By: DTD Sales Development

That's right, if you are the top terminal sales performer in your region, you will win $1,000,000 in real US currency. That is, Federal Reserve Notes printed by the US Treasury Department. Finish in the top ten in your region and DTD will send you $50,000; sell $10,000 net DTD equipment and you'll get $2,000.

Prizes will be awarded to all winners as soon as July sales figures are available. We'll keep you posted on the contest leaders in next month's issue. If you have questions, call your DTD Sales Development contact.
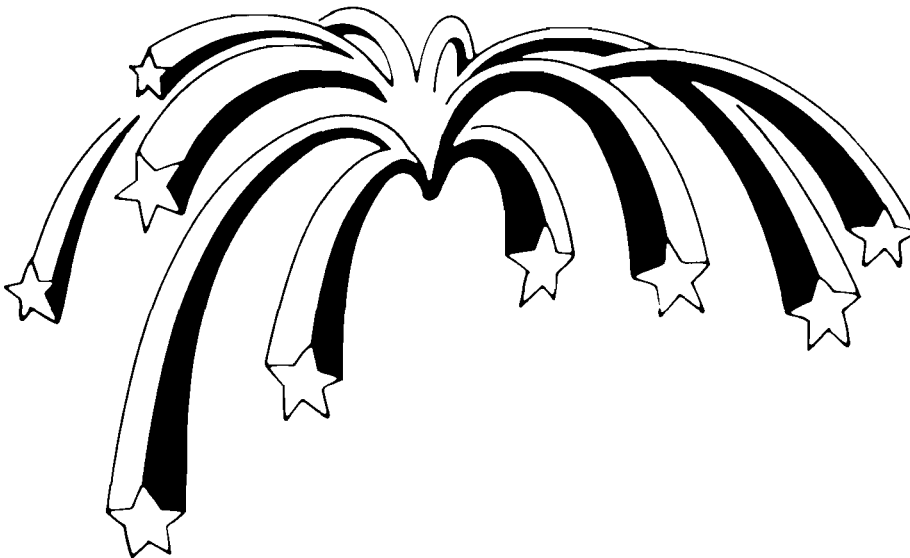
Win One Million Dollars!

Win $1,000,000 Grand Prize from DTD!

Yes, that's right, ONE MILLION DOLLARS In
REAL UNITED STATES CURRENCY, TAX FREE

More prizes too!
* 80 prizes of $50,000 cash.
* Many more prizes of $2,000 each.
* At least $12,000,000 will be given away!
* AND DTD WILL PAY THE INCOME TAXES!!

All in REAL UNITED STATES CURRENCY.

*JUST PUT IT TOGETHER AND YOU CAN SPEND IT.

Contest Rules

1. $1,000,000 WILL BE AWARDED FOR THE HIGHEST TOTAL DTD SALES DOLLAR VOLUME SOLD DURING THE MONTHS OF MAY THRU JULY FOR EACH REGION. NEELY, MIDWEST, SOUTHERN, EASTERN, ICON, JAPAN, CANADA AND EUROPE.

2. $50,000 WILL BE AWARDED TO EACH OF THE NEXT TOP NINE FINISHERS IN EACH REGION.

3. $2,000 WILL BE AWARDED TO ANYONE WHO SELLS MORE THAN $10,000 NET OF DTD EQUIPMENT.

4. CONTEST RUNS FROM MAY 1 TO JULY 31, 1980.

5. ALL PRIZES WILL BE GIVEN AWAY.

Product News

No More Individual Service Manuals — Tell Your OEM's
By: Jerry Erickson/DTD

Last month the new HP 264X Composite Service Manual was introduced. All I've heard are favorable comments on this helpful manual . . . until today! It appears that some of our OEM friends out there didn't realize that the introduction of the Composite Service Manual meant that the earlier individual 2645/48/47 Service Manuals would no longer be printed or stocked. Obviously, we can't accept further orders for individual 2645/48/47 Service Manuals then, either. All orders must be for the new manual (02640-90170) only.

This does not have to be a problem though — since most 264X OEM's utilize more than one type of terminal, the Composite Manual is actually a better deal than keeping track of all those separate manuals. Tell them about the new, updated information and complete parts lists, among other features in the new manuals, and they'll generally be happy to order the new manuals. So, pass the word on to your OEM's — no more orders for old manuals please — a newer, better product is now available!

HP 3000/33 Console Self Test and Support
By: Diana Tingley/DTD

Recently, there have been several inquiries regarding the support for the 2649E, the 3000/33 console. Although part of the 3000/33 system, the 2649E is supported by both Data Terminals Division and General Systems Division. If a problem is detected in the 3000/33 system and the terminal passes all the self tests, support inquiries should be directed to GSD. If the terminal does not pass the self tests, however, support inquiries should be directed to DTD. For documentation on the self test procedure contact DTD Product Support.

Hard Reset on HP 2647A
By: Alex Morgan/DTD

Contrary to popular belief, a hard reset on HP 2647A terminals in most cases will not destroy the BASIC Interpreter. In fact, it won't destroy your application program. Next time you do a hard reset, save yourself time by not automatically loading BASIC or your application program.

Just press COMMAND key, then type in "BASIC", then CARRIAGE RETURN. BASIC interpreter will then be again active.

Sales Aids

Get Your Color Copies of HP 2647A Ad!
By: Gene Lee/DTD

Not bad for the first day.

In response to enthusiastic requests from many of you, DTD is making available color reproductions of the recent graphics ad, "Not Bad for the First Day". This ad is appearing in Business Week and has generated literally thousands of leads for HP 2647A and 9872 or 2631G sales!

You can use these 8½ x 11 reproductions for your own mailings or as a handout at shows. Just staple your business card over the response coupon.

To obtain copies, use literature number 5953-2038 and order the ad through the literature depot.

CRT Carrying Cart Available
By: Peter Taylor/DTD

A carrying cart for CRT terminals is available.

Its features include:

● Extremely light
● Folds up automatically
● Made of aluminum casting
● Carries 9872 — securely strapped down (or a briefcase)
● Totally interchangeable parts (no need to buy a new one if some parts wear out).
● Most important: It fits into the trunk of a car with CRT on it when folded.

Contact me for ordering information.

GENERAL SYSTEMS NEWS

Division News

Executive Seminar Scheduled
By: Sheri Costa/GSD

The next Executive Seminar on Distributed Systems has been scheduled for July 14-15. This two-day working seminar is to provide executives with a thorough understanding of distributed systems concepts and the specific information necessary to plan and implement distributed systems.

OP Help on HP 250/300
By: Bea Smith/GSD

Have questions about HP 250/300 orders? Go direct to BSP's new Order Administration Manager, Sharon Bradley. Sharon, who has a total of 17 years order processing experience, has this advice for SRs: "First check your sales office order processing for order status information; if you need more information, call me directly. I'm here to ensure you get service."

GSD Marketing Organization
By: Elias Zabor/GSD

GSD Marketing moved into the 80's under the direction of Milt Liebhaber on January 2. Milt took over from Bill Krause, who became Program Manager for GSD's new Business Systems Program which incorporates HP 250 and HP 300 systems.

Milt, who has 15 years HP experience in field, factory and marketing programs, was the Components Group Marketing Manager prior to his arrival at GSD.

In GSD's $20K-$200K per-system range, the current market potential is very large, and will be huge by 1985. And we're taking it on.

As he staffs his group, Milt looks for input and people from the field organization. A preliminary organization chart for GSD Division Marketing shows a broad range of responsibilities to be shouldered by a staff of about 25 in 1980.

According to Milt, the major role of GSD Division Marketing is to formulate marketing strategy in business computers for Hewlett-Packard. Milt will also oversee the coordination of market activities between the HP 3000 Program, Business Systems Program (BSP) and Manufacturing Systems Program (MSP), as well as providing major liaison to Corporate and Computer Groups.

Philosophically, Milt's intention is that all activities should be executed within the marketing departments of the various Programs, while his staff in GSD Division Marketing will provide expertise to marketing personnel and/or take on special projects or those activities which do not clearly fit in an operation.

As part of his responsibilities, Milt will manage a Business Computer Marketing Council that is charged with developing and implementing HP's Marketing Program for business computers. He will also serve on HP's Marketing Program for business computers. He will also serve on HP's Computer Groups Marketing Council, representing business computer marketing. As you can see on the charts, the Manufacturing Systems Program under Rich Zalisk will report directly to Milt. Project Marketing Managers (HP 3000 and BSP) will also have "dotted-line" responsibility to Milt as Division Marketing Manager.

As you read through this organization, if you find that there are omissions of certain areas of responsibility which require coordination or direct activity, let Milt know; he looks forward to any comments, and welcomes HP Computer Group personnel seeking opportunities in his new organization. Write Milt Liebhaber at GSD, 19447 Pruneridge Ave., Cupertino, CA 95014, or call (408) 725-8111, ext. 4717.

GSD Division Marketing
Detail

Ed McCracken
General Manager

Milt Liebhaber
Division
Marketing Manager

Dorothy Connell
Secretary

Gwen Miller
Training Mgr.

Barb Mandolfo — Sec

Gary Spear
Marcom Mgr.

Milt Liebhaber
(Acting)
Manager
Distributor Markets

(Open)
Sales Develop. Mgr.

(Open)
Mkt. Develop. Mgr.

Jerry Epps
Marketing Eng.

(Open)

Vijay Kapoor — 3rd
Party Sales Develop.

YHP (Open)

P/L 44 (Open)

Skip Quain
Marketing Eng.

(Open)

John Kohler
Consultants Program

HP (Open)

(Open)
Mkt. Research

Steve Stromm
Marketing Eng.

(Open)

(Open)
Dist. Sales Develop.

(Open)
Major Accounts

(Open)
Market Support

(Open)

Eli Zabor
Customer Relations

(Open)

Clerk II (Open)

- Advertising
- Field Seminars
- Executive Sem.
- Slide Presen. Cat.
- Trade Shows
- Sales Lit. Guide.
- OEM Newsletter
- Public Relations

- FE Prod. Train.
- SE Prod. Train.
- CE Prod. Train.
- New Prod. Train.
- Demo Center
- Factory Mktg. Train.

- Hardware OEMs
- Software OEMs
- Dist. Task Force
- Consultant Supp.

- Internal Sales & Serv.
- User's Group
- Customer Relations
- YHP/Foreign Sales Sup.

- Legal Coordination
- Cust. Train. Mktg.
- SEO Prod. Mktg.
- P/L-44 Finan. Results (P&L)
- Pricing Coord.
- Competitive Analysis
- Support Serv. Mktg.

GSD Division Marketing
Worldwide

Division
Marketing Manager
Milt Liebhaber

MSP
Program Manager
Rich Zalisk

Training Mgr.
Gwen Miller

Marcom Mgr.
Gary Spear

Manager
Distributor Mkts.
Milt Liebhaber
(Acting)

Sales Dev. Mgr.

Mkt. Dev. Mgr.

MSP Program

Market Development

YHP Computer
Mktg. Mgr.
Matsuji Tezuka

3000 Program
Mktg. Mgr.
Bob Bond

BSP Program
Mktg. Mgr.
Fred Gibbons

BGSD
Mktg. Mgr.
Alan Nonnenberg
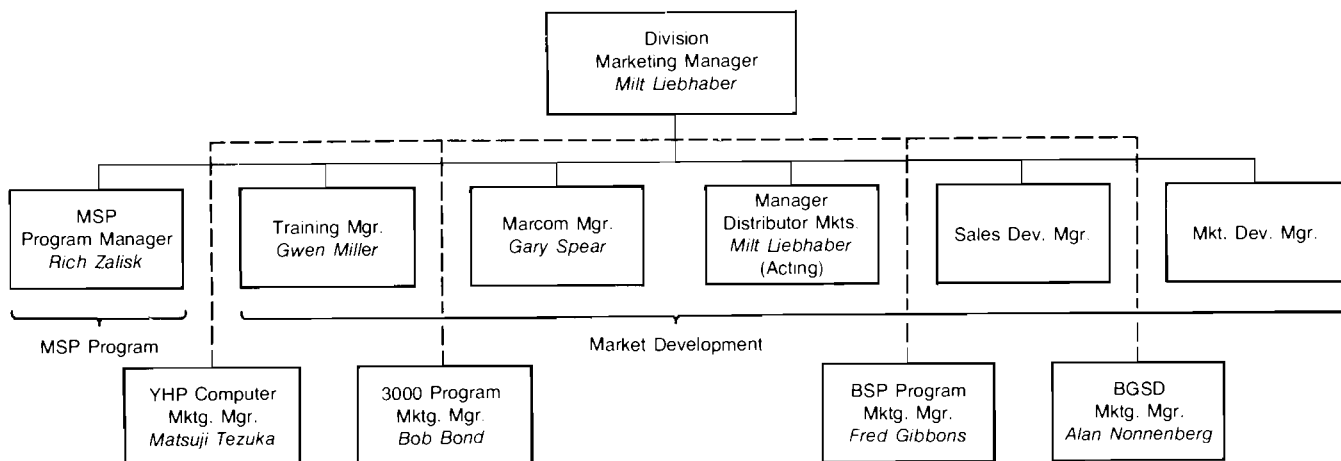
Users Group 1980 North American Meeting
By: Elias Zabor/GSD
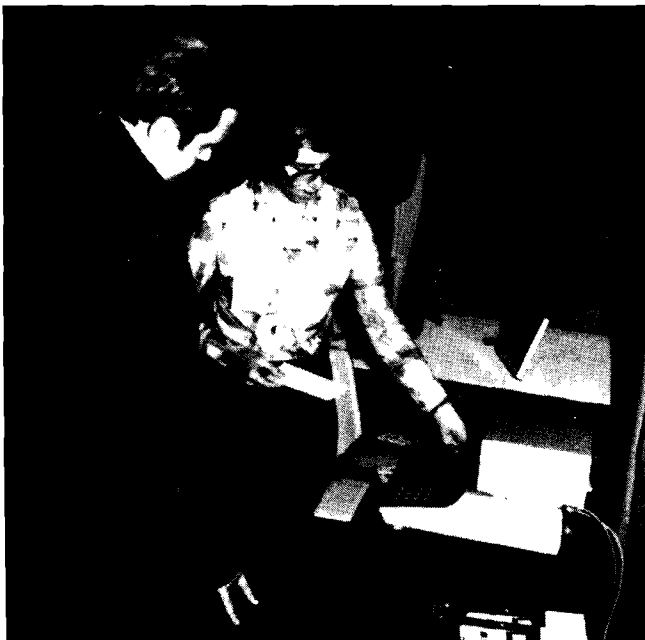
The 1980 Users Group meeting which took place in San Jose, Ca., February 25-29 was an excellent experience for both the users and HP.

Of the 2,500 worldwide members, some 1,050 registered for the entire week and an additional 100 registered on a daily basis. Attendees came from not just the US, Canada, and Mexico, but also Australia, Austria, Belgium, England, France, Guatemala, Holland, Hong Kong, Japan, New Zealand, Sweden, Switzerland, and Venezuela.

Users were attracted by the 105 technical sessions, a one-day vendor show and the opportunity to share information among themselves. Eight technical presentations were given and most were videotaped. The Users Group International Office plans to make copies of the videotapes available for sale. Conversion from US to European formats is also under study. The meeting proceedings will also be announced for sale by the Users Group Executive when reproduction is complete and if copies are available.

The vendor show attracted almost 1,300 people to see 100 booths, many requiring computer ports on HP systems. HP was represented by six contiguous booths under a single banner "HP FOCUS ON YOUR PRODUCTIVITY". Grenoble Division's Data Capture terminals ran a live demo* on the HP 3000; a Data Systems demo included Grenoble terminals connected to an HP 1000, which was in turn remoted to an HP 3000; Computer Support Division and Computer Supplies Operation shared three booths describing their products; and GSD ran demos on MM/3000 and IML/3000.

It is interesting to note that there is such a large base of installed HP systems with MPE/3000, that a very considerable marketplace is created for third-party software houses. (Currently, the worldwide base of installed MPE/3000 operating systems is second only to IBM, as the largest number of any single operating system installed.)

Thirteen technical tutorial sessions in a series titled, "Keep it Running", (presented by the CE organization at Neely Santa Clara Office) drew an excellent attendance. There were about 20 "expert" tables staffed by HP and users, a roundtable question-and-answer, and a Users Group-sponsored banquet at which *Ed McCracken* was the guest speaker.

The next meeting will be held in Montreau, Switzerland, September 16-19. Our lab and technical marketing people, both at the factory and in Europe, will be asked for help. The success of our computer program depends in large part on the cooperation that builds successful relationships with such a large number of users.

*For HP 3000/3075 demo capability, see Grenoble Division News in this issue.

Product News

HP 250 Data Communications Update
By: Paul Storaasli/GSD

Following up on the introduction of the Intelligent Network Processor, INP/250, and the new HP 250 General Information Manual and Price/Configuration Guide, here are a few items which need mentioning:

Attach/Detach capability will be available with the next operating system release — contrary to what may have been said during NPT. A user will be able to initiate a task, e.g., a file transfer from a remote computer, and then detach their console leaving the data comm task to complete in a background partition while they work with another task in another partition. The name of the DROM will be "TASK".

Data Sheet for INP/250 and RJE/250 is available through Literature Distribution — order P/N 5953-3422.

RJE/250 User Manual is in process and should be available in June, P/N 45122-90000.

BMMC for INP/250 shown in Price/Configuration Guide, $15/month, is not firm yet. We'll let you know as soon as it is.

Error in General Information Manual, Figure 5, Asynchronous Data Comm Cable (p. 40). The top diagram, HP 250-to-modem cable, shows connectors 5 and 6 switched from correct position. See the 45120A Installation and Reference Manual (P/N 45120-90060), pp. 1-4, for correct diagram.

Omission in Price/Configuration Guide on p. 11 for REMOTE/250 console. The first option, "RFI compatibility," does not show the option number, 017, or the price, $100.

Error in Price/Configuration Guide, p. 10-11. All HP 250 cables should be ordered from GSD, not from Fort Collins as shown.

Sales Aids

HP 250 Customer Slide Presentation
By: Caren Kelman/GSD

The HP 250 "Summer Spectacular" slide presentation is now available for your seminars and customer overviews. To order, contact *Louis Watkins* at Manuals Distribution Center (Santa Clara); Division 47 (field orders using I.O.); Cost $80; P/N 30000-60027.

BSP's Best Sales People
By: Serge Daoust/GSD

Business Systems Program

Bequeaths Special Praise

to its
Best Sales People

March 1980

Francois Angrignon	HP 250	Montreal
Terry Irwin	HP 250	Dartmouth
Richard McNabb	HP 300	Lexington
Lee Nordseth	HP 300	Santa Clara
Carlos Pares	HP 250	Venezuela
Dave Settle	HP 250	St. Louis
Howie Soukup	HP 250	Rolling Meadows

(North America and ICON only. Europe to follow.)

HP 3000 Program Sales Awards
By: John Celii/GSD

Honor Roll — January 1980 and February 1980.

The monthly Honor Roll for January has finally been completed to include ICON and Europe.

HP 3000 PROGRAM
HONOR ROLL
JANUARY, 1980

NAME	OFFICE
Antti Akras	Helsinki
Mike Alexander	Winnersh
Rick Ammon	Manhattan
Julie Anthony	Airport
Antonio Ariza	Barcelona
Larry Austin	U.K.
Graham Ball	Winnersh
James Banisch	Baltimore
Massimo Bartolini	Milano
Ralph Batres	Mexico City
Fred Bay	Cincinnati
Donald Becker	Tualatin
A.J. Berkeley	Kenner
Ian Blaby	Winnersh
Healey Blessing	Brisbane
Steve Blucert	Winnersh
John Boutsikaris	Salt Lake City
Byron Brown	Sacramento
Dave Bunch	Huntsville
Roger Chalke	Winnersh
Holand Chollet	Lyon
Wayne Churchman	Richardson
John Chua	Edmonton
Keith Clark	Rochester
Jim Cooper	San Antonio
Danny Courrier	Vancouver
Marya Daniels	Fullerton
Bill Davis	Palo Alto
Michel Dauvillier	Orsay
Martin Decre	Baltimore
Hector DeLeon	Houston
Alain Derche	Evry
Russ Edwards	Kansas City
Gunner Ekelof	Sweden
Dave Eggum	St. Paul
Les Flammer	Santa Clara
Ian Fullerton	Winnersh
Jukka Harju	Helsinki
Helmut Henrich	Frankfurt
Tom Hill	Palo Alto
Steve Hillyer	Fullerton
Mark Hobson	Winnersh
Robert Hoog	Boeblingen
Steve Hughes	Cleveland
Jim Jaskousky	Albuquerque
Joe Kail	Dayton
Vince Khanna	Santa Clara
Jim Lupo	Fullerton
Eberhard Lutz	Boeblingen
Herbert Martin	Vienna
Dilip Mathur	Lexington
Dennis McDonnell	Santa Clara
Andres Millmark	HPSA
Terry Ohlrich	Airport
Michael O'Reilly	Santa Clara
Joe Pacella	Paramus
Bill Pate	Santa Clara
Didier Perreten	France
Louis Pizzigoni	Manhattan
Dave Polley	St. Paul
Mark Polti	Sydney
Dick Raymond	Richardson
Richard Rollins	Sacramento
Michael Schmidt	Columbus
Dave Sedivy	Rolling Meadows
Gary Slye	Toronto
Colen Smith	Winnersh
Lou Stover	Englewood
Glen Surbey	Rockville
Michael Vasileff	St. Louis
Mark Verbofsky	Fullerton
Claude Vergnes	Orsay
Henning Vest	Copenhagen
Willie Whitfield	Atlanta
Steve Wieber	Rolling Meadows
Len Wisniewski	King of Prussia
Tom With-Petersen	Denmark
Dennis Woolley	St. Paul
Stu Yellen	Palo Alto
Emilio Zepeda	Mexico City

HP 3000 PROGRAM
HONOR ROLL
FEBRUARY, 1980

NAME	OFFICE
Rick Ammon	Manhattan
Julie Anthony	Airport
Larry Austin	U.K.
Peter Backers	Netherlands
Gilles Bastien	Evry
Hugo Bauwens	Brussels
Donald Becker	Tualatin
Ruben Berron	Mexico City
Edward Bollet	Palo Alto
John Boutsikaris	Salt Lake
John Burich	Louisville
Frank Callahan	Lexington
Roger Chalke	Winnersh
Cecil Chiam	Singapore
John Conway	Airport
Michael Dauvilliers	France
Alain Derche	Evry
Gunner Ekelof	Sweden
Steve Evans	Salt Lake
Mark Friedman	Houston
Jim Friet	Bellevue
Ian Fullerton	Winnersh
Massimi Grasselli	Milano
Helmut Henrich	Frankfurt
Herbert Herdicka	Vienna
Tony Hidalgo	Ottowa
Tom Hill	Palo Alto
Mark Hobson	Winnersh
Sherry Hoff	Manhattan
Robert Hoog	Boeblingen
Bill Knight	Ft. Lauderdale
Victor Kolos	Pointe Claire
Ralph Kotoski	Albuquerque
Dave Leicht	Ft. Lauderdale
Guy Lepan	France
Carl Licharcik	Greensboro
Eberhard Lutz	Boeblingen
Dennis McDonnell	Santa Clara
Richard McNabb	Lexington
Marsha Mirman	King of Prussia
Udo Mitsche	Duesseldorf
Guy Montlahuc	Evry
Wolfgang Nendza	Hamburg
Peter Newhaus	Airport
Michael O'Reilly	Santa Clara
Dick Peake	Columbus
Steffan Persson	Stockholm
Tom With-Peterson	Denmark
Mark Polti	Sydney
Ed Quarnstrom	Rolling Meadows
Ed Savarese	San Diego
Gerhard Schmid	Calgary
Dave Sedivy	Rolling Meadows
Frank Simms	Tulsa
Judi Suderman	Airport
Raffaele Tucci	Rome
Debbie Turbide	Baltimore
Mark Verbofsky	Fullerton
Tom Wade	Kenner
Willie Whitfield	Atlanta
Stu Yellen	Palo Alto
Emilio Zepeda	Mexico City

HP 3000 PROGRAM
OUTSTANDING SALES REP
OF THE MONTH
FEBRUARY, 1980

This is to acknowledge that *Ian Fullerton* from Winnersh achieved the highest HP 3000 Order Performance for the month of February, 1980.

Congratulations from the entire HP 3000 Program!

John Celis   *Matt Schmutz*

HP 3000	HP 3000
Sales Manager	Program Manager

GSD
HP3000 PROGRAM
$MILLION DOLLAR CLUB$

Name _____

Office _____

Computer Museum

HEWLETT [hp] PACKARD

Only five more months to go . . . Getting close but no one has reached it yet. Who will be the first member!!!

HP 300 Electrical Power Requirements
By: Art Duell/GSD

This is to clear up confusion about power requirements for the HP 300 System (minimum configuration — mainframe and printer) and to explain two frequently misunderstood terms: "dedicated circuit" and "isolated ground".

An anology for the recommendation for *dedicated circuits* (separate circuit breakers): You buy an automatic coffee maker and plug it into the wall-outlet the toaster is plugged into. At breakfast, you start the coffee maker and begin making toast. But the coffee maker requires the same amount of power as the toaster. The combination of both appliances overloads the circuit breaker and it trips.

Another analogy: You try to cook an all-microwave dinner and discover it takes almost as long as it did in the regular oven. (If you had run a separate circuit to the microwave, there would have been sufficient power and it would have performed as advertised.)

In this case, as an irate customer, you would blame the salesman who sold you the appliance for not telling you that you might need a separate circuit breaker. The scenario can very easily be the same for the HP 300 System. The first example can be likened to having an HP 300 System and vending machine on the same circuit. The combination of both on the same circuit would cause the circuit breaker to trip. The second is caused by low voltage and could cause intermittent operation, e.g. system crashes, disc I/O errors.

The recommendation for a system *isolated ground* can be explained in this way: If each item in the HP 300 System was an end unto itself, and there was no requirement for electrical communication between devices, there would be no need for an isolated ground. Any item could be plugged into any outlet and operate properly. However, this is not the case.

For the HP 300 System to operate as a total system requires interface communication between the mainframe and all peripherals. As a result, all items within the system (except

terminals connected through modems) must have a common (single point) system reference ground. Otherwise, erroneous signals can be generated between devices and cause intermittent system failures. Furthermore, the system isolated ground must be "quiet". This means that other electrical devices such as copying machines, arc welders and air-conditioning motors cannot be connected to the computer system ground.

In summary, you do not have to be apologetic or evasive with potential customers about power requirements. The recommendations for separate circuit breakers and isolated grounds are not unique to the HP 300 System. IBM System/32 or 34 Site Preparation has exactly the same requirements.

The HP 300 Price and Configuration Guide recommends separate power circuits with isolated grounds and the Site Preparation Planning Guide clearly details the power requirements for the total system. Give the customer a Site Preparation Planning Guide upon order acknowledgement, and the opportunity to prepare the site correctly. No surprizes!

If the power is installed properly initially, there will be no annoyances like circuit breakers tripping or hard-to-find intermittent system failures.

OM/250 Update

By: John Whitesell/GSD

During the March NPT presentation on OM/250, the guideline of "up to 30 orders per day" was mentioned as a qualifier of the prospective end-user. We now have some more recent . . . and better . . . news for you!

With the latest version of OM/250 we have found that a trained operator using a 7906-based HP 250 can enter about 15-20 orders/hour with OM/250, where the average order has 3-4 line items of mostly in-stock inventory plus primarily default values for header and trailer information. So for those businesses where the above situation applies and who can afford to spend three hours/day entering orders, 45-60 orders/day would be their limit. For those firms that can afford to spend four hours/day entering orders, 60-80 orders/day would be their limit, and so on. By finding out a prospective end-user's daily order rate, average number of line items/order, and how many hours/day can be devoted to order entry, your OEM should be able to get a good indication as to whether OM/250 is the right fit for the end-user's needs.

The following OM/250-related products can now be ordered directly from Computer Supplies Operation (CSO) 2268:

P/N	Description	Price
45190-90700	OM/250 Pre-printed forms kit Consists of: 100 shipping labels 50 window envelopes 50 3-part order forms 100 1-part order forms 50 order acknowledgement forms 50 picking list by-order forms 50 picking list by-warehouse forms 50 3-part invoices 50 1-part invoices 50 customer statements	$130.00
45190-90080	OM/250 Reports Manual	4.50
45190-87901	OM/250 Manuals Kit Consists of: Implementation Guide Manager's Guide IC, OE, AR and SA Operator's Guides Reports Manual Technical Manual Applications Customizer Manual (in 3-ring binders)	85.00
45190-30600	OM/250 35mm Presentation Kit Consists of: 35 mm Slides Narrative	85.00
45190-90040	OM/250 Technical Manual	10.00
45194-90030	Applications Customizer Manual	10.00
45190-90000	OM/250 Implementation Guide	20.00
45190-90020	OM/250 Manager's Guide	10.00
45190-90010	IC Operator's Guide	10.00
45191-90000	OE Operator's Guide	10.00
45192-90000	AR Operator's Guide	10.00
45193-90000	SA Operator's Guide	10.00
45190-90019	OM/250 Tab Set	3.50
9282-0769	OM/250 2" Spine 3-ring Binder	13.00
9282-0768	OM/250 1" Spine 3-ring Binder	10.00
45190-90710	OM/250 Diskette Labels Kit	5.00

These products are available to you and to your customers. When ordered by the sales office for HP internal use, "please advise" should be specified in the price field of the order. The next printing of the HP 250 Price/Configuration Guide will reflect the new, lower price for the manual set.

Lead Source: *Small Systems World*
By: Curt Gowan/GSD

There is a small controlled-circulation (free) magazine, *Small Systems World*, which we in BSP have found valuable in following the small commercial system marketplace. The articles and advertisements focus on the System 3/32/34 class of machine, the RPG language, and commercial software/system houses. For a subscription card, call or write to:

> *Small Systems World*
> 53 West Jackson Boulevard
> Chicago, Illinois 60604
> (312) 322-9850

Applications

HP 300 OEM Does It by the Book!
By: Pat Wilcox and Kim Voots/GSD

The bookstore for a large Michigan university needed a computer solution to help manage inventory and respond to customer needs. An HP 300 OEM in Detroit has developed a comprehensive package to help them get the job done.

The multi-terminal application (written in BASIC) uses KSAM to update and maintain several files simultaneously based upon individual transactions. With an inventory of 30-40,000 book titles and 3,000 school supply items, up-to-date information on the location and status of inventory is critical.

In addition to inventory management the 300 has been interfaced (send only) to a nationwide telex network used by publishers, jobbers, distributors, and bookstores. The computer can generate a book want list to any of these sources.

Are there any bookstores in your area that could take advantage of a BSP solution? Please call *Kim Voots*, GSD ext. 4388.

Training News

HP 3000 Customer Training Course Updates
By: Carol Ramsay/GSD

The new edition of the V/3000 customer training course is now available. Changes have been made to the Student Workbook, Instructor Guide, Overhead Slides and lab tapes to reflect the name change from VIEW to V/3000; the lab tapes have also been updated to correct errors in labs.

The first update to the Programmer's Introduction course has just been completed. This update also reflects the VIEW to V/3000 name change and corrects some minor errors which have been found in the course. Updates to the Student Workbook, Instructor Guide, and Slide Update Set #1 are also available. Lab tapes and all other components of the course remain unchanged.

For ordering information, consult your HP 3000 Customer Training Materials Brochure, contact the SE Administrator at your local Training Center, or call *Carol Ramsay* (ext. 3852 at GSD, COMSYS code 4700).

BGD News

A New Division for Computer Groups
By: Geoff Kirk/BGD

CSB has a new name. Böblingen General Systems Division (BGD). The change of name reflects our new status as a division.

Our charter is worldwide responsibility for all financial applications software, in addition to European responsibility for all applications software and European marketing responsibility for all commercial systems.

The management team is: *Klaus-Dieter Laidig*, General Manager; *Frieder Jung*, R&D Manager; *Alan Nonnenberg*, Marketing Manager; *Harmut Halverscheid*, Manufacturing Manager; *Jurgen Kirn*, Controller; and *Michael Bajohra*, Product Assurance Manager.

So remember, we're no longer CSB, but **BGD!**

European Assigned Account DM Seminar

By: Dave Iuppa/BGD

Jack Griffin, European Major Account Program Manager, reviews the reasons "Why Major Accounts".

Eighteen European Assigned Account District Managers participated in a Major Account Seminar February 28-29. The meeting, which emphasized practical methods of increasing our business with Major Accounts, including what role HPSA and the European factories can play, was sponsored *jointly* by BDD and BGD with the assistance of HPSA, Grenoble, BID and DSD. Future locations for this semiannual meeting will rotate among Grenoble, Geneva and Böblingen.

English Multi-User Accounting on HP 250 Available

By: Wolfgang Bayer/BGD

During the March NPT Tour in Winnersh and Manchester, the General Accounting software package for the HP 250 (GA 250) was introduced to the UK. This modular, on-line, multi-user accounting package was developed at BGD. GA 250 can handle several companies, with subsidiaries, in one database and fully utilizes all the features of the HP 250.

The German version, FBH 250, has already been sold to numerous OEMs throughout Germany and Austria. We expect GA 250 to be as successful in the UK, especially as the UK HP 250 market is growing rapidly.

Description: GA 250 consists of the three accounting modules, General Ledger, Accounts Receivable, Accounts Payable, and a general module for establishing overall accounting parameters and the interrelationship of the other modules, as well as doing data back-up. Main features:

- Transactions can be stored in up to 13 periods for both the current and previous year.
- All major reports show current year or month and previous year or month.
- Postings can be made to two periods simultaneously provided that neither of the periods has been closed.
- Accounting can be done for companies operating independently of each other or for companies with independent departments.
- Accounts can be allocated to suit the user's particular needs, e.g., standard accounting system or by cost centre.
- All important data which is specific to each user or is subject to frequent change can be maintained by the user, e.g. tax rates, account numbers, balance sheet items.
- Balance sheet, and profit and loss automatically generated.
- Cost centres can be defined as required and divided in separate budget items.
- Comprehensive checks are performed by the system during data entry.
- All reports associated with the general ledger are produced with various sort criteria possible.
- Accounting codes of up to six digits can be designated.
- Transactions for the entire GA 250, including entries for the general ledger, can be made from the AR and AP modules. For this reason, account numbers and cost centres can be included in the AR and AP modules.
- Transactions can either be posted immediately to the AR or AP accounts or at a later stage.

Data Volume: To run GA 250 with a 7906 requires approximately 40% of the available capacity, and will handle — Customers/Suppliers 2,500; Open Invoices 5,000; Transactions/Month 9,000. You can easily double that amount if you use the 7906 only for GA 250.

Sell To: This package is a necessary selling tool for all OEMs in the small to medium business computer market. You can also sell it to major accounts if they have enough EDP staff to support it (source code). Keep in mind that this is a general business package.

What the Customer Gets: The source code and a complete documentation without any own development for only $7,000 and the unlimited right to copy at no charge with each HP 250 he sells. The package can be ordered immediately from BGD and has eight weeks delivery for the UK.

Support: Customer support for GA 250 includes a one-week training class ($750/student), consulting at daily SE rates and Software Subscription Services (SSS) per eetem.

Ordering Information: Product:

45210A GA/250 Software		$7,000
254	British Language Opt.	0

HP GRENOBLE NEWS

Product News

New Data Capture Terminal Options
By: Pierre Ardichvili/HPG

To the already impressive array of capabilities of our Factory Data Capture Terminals, we are adding four . . . yes *four* major new options.

To give our customers total flexibility in reading badges we now offer a *Magnetic Stripe Reader.*

To increase the type of data which can be fed to the computer through our terminal, we add the choice of *one auxiliary port,* either RS-232C, or HP-IB. Now a Data Capture system can accept data in electrical form and provide information of a technical nature on what is happening around your customer's factory.

But a more important option and one that is deliberately oriented toward the future more than any other, is the *Bar Code reader.*

The use of bar codes opens to your customers an almost infinite field of operations. A bar code is a proven, reliable means of putting machine-readable information on virtually any media. To mention just one example, aircraft engine manufacturers etch serial numbers in bar codes on turbine blades of the jet engines.

Bar codes make possible documents which simultaneously carry machine-readable and human-readable information. Bar codes can be printed on adhesive labels which do not occupy much space and can be read from a distance through laser scanners. Your customers in the manufacturing industries are waiting for the bar code as the most practical means of implementing the concept of turn-around documents.

With all the features of the HP Factory Data Capture Terminals, including the Factory Data Link, the support on HP 1000 and HP 3000 systems, you can't help but win sales in the manufacturing industries. Experience shows that in most cases, the Factory Data Capture approach sells a system which we would not have sold otherwise, and on top of this, one success in a division of a manufacturing corporation leads to repeat sales to other divisions of the same company.

So don't miss the Grenoble Session of the May NPT: if you do, make sure you get your NPT binder which is full of conceptual and application-oriented information.

Grenoble Expands 3075 Family Again!
By: Bernard Guidon/HPG

The highly successful Grenoble HP 3075 family has been expanded yet again to provide the most comprehensive family of Data Capture Terminals on the market today.

If you do not already have your personal Data Capture binder, here are the main technical details:

Magnetic Stripe Reader to read cards or badges magnetically encoded on track #2 as used by ABA (American Bankers Association). This is the track used on standard credit cards on which space is available for up to five rows of embossed information (one row of 19 large characters and 4 rows of 26 small characters) and up to 37 magnetically encoded numeric characters.
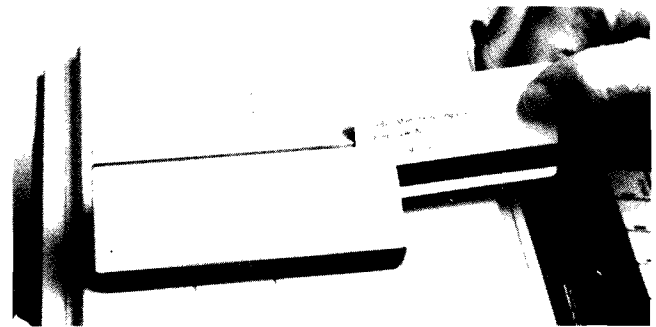
This type of badge provides your customer with a high degree of security for personnel or account identification because it is difficult to duplicate. With the addition of this new option your customer now has three means of identifying personnel throughout his manufacturing plant:

- The Industry standard type V punched badge
- The type III punched badge, and now . . .
- The Magnetic Stripe Badge!
  But even better, the 307X magnetic stripe reader can also accept IBM 3630 wide track magnetic stripe documents on which alphanumeric information can be encoded. So now, it's even easier to call on those IBM accounts! HP 307X terminals are more than a match for IBM Terminals!
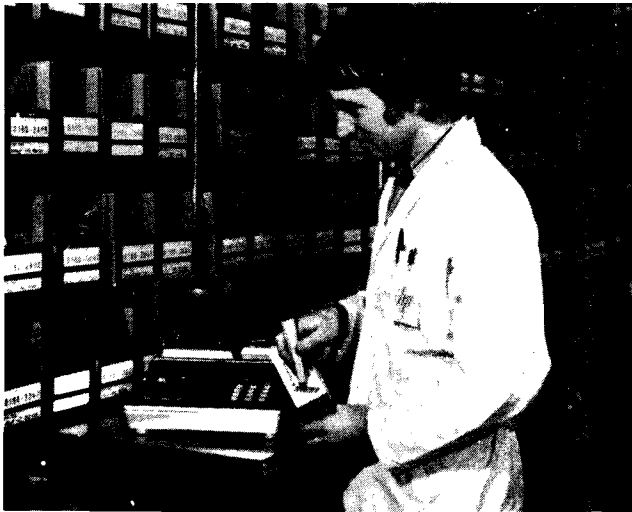
A Bar Code Reader

Now, you can offer your customer the easiest-ever means of identifying his/her products, parts and documents. A Bar Code Label! Yes, now both the 3075 and the 3076 terminals can be equipped with an HP designed, hand-held bar code reader capable of bi-directional reading (this enables it to read bar code labels that have been attached to products upside down). The bar code wand is linked to the terminal rear panel via an extendable coiled cable (up to 1.8 metres). The wand is especially designed to read black and white labels with the following commonly used codes:

- Industrial 2 out of 5: a code designed to handle numeric characters only. This code should be used whenever possible since it is the easiest code to print and read. The Industrial label can include a check digit compatible with the HP reader.

- Matrix 2 out of 5: a code designed to handle numeric characters only. It allows data to be encoded at higher character densities than Industrial 2 out of 5 (approx. 50% higher). Matrix 2 out of 5 labels can include a check digit compatible with the HP reader.

- Code 39: Both numeric and alpha characters can be encoded with or without a check digit.

The benefits to your customers of the use of bar code labels are obvious through their application in goods distribution in stores. More and more manufacturing companies are considering bar code labels as a cost-effective way to identify and track items through their plant. The bar code revolution is here! See the accompanying article "Bar codes in Manufacturing."

A Powerful HP-IB Controller

For applications where there is a need to *directly* interface electrical devices to a computer, a powerful HP-IB controller is now available on the 3075/3076 Data Capture Terminals.

With this option the terminal can drive up to 14 HP-IB compatible devices at speeds up to 7 kilobytes/second. The interface features a 180 bytes buffer for input and 180 bytes buffer for output.

Most important is the powerful, easy-to-use *high level language* that is built into the terminal interface, thus relieving the CPU (and the programmer!) of the task of managing the complex HP-IB protocol. Look at this example:

Furthermore, the 3075/3076 HP-IB interface features a self operation mode which enables the terminal to control HP-IB devices without the need of a computer. This is a tremendous aid in HP-IB installation and programming. Now you needn't walk away when you hear HP-IB, instead you can smile and take the order with our super HP-IB interface.

A general purpose RS-232C/V24 interface

For applications requiring an external RS-232C/V24 compatible device, the 3075/3076 can be equipped with a very flexible interface to handle transmissions at speeds up to 9600 baud. The terminal interface provides a 180 byte buffer for input and a 180 byte buffer for output. Communication between the external device and the 3075/3076 is independent of the the communication between the Data Capture Terminal and the CPU. This allows a high degree of flexibility in matching the equipment to the application.

One of many possible applications is the use of the serial interface to provide connection to the DATAROYAL dot matrix printer. This is the printer HP Grenoble has selected for distributed bar code printing (See "Bar Codes in Manufacturing").

An application brief entitled "Use of the IPS-7000 to Print Bar Codes" (P/N 5953-0133 available from Palo Alto) describes the correct setting to the printer and the appropriate escape sequences to transmit to the 3075/3076 terminals.

With these exciting new options, HP has an even more powerful line of Data Capture Terminals. A total of 174 option combinations for the 3075A, a further 174 for the 3076A, make our terminals the best fit for Data Capture. The 3075A, 3076A configuration chart (included in the new Data Capture Terminal) sells itself.

HP 3075A, HP 3076A CONFIGURATION CHART

STANDARD TERMINAL   OPTIONS AVAILABLE

013 RS232C Interface

012 Magnetic Stripe Reader

No Top Cover Modules

Top Cover

Module #1   Module #2

011 HP-IB Controller

010,014 Bar Code Reader

009 Alphanumeric Printer

008 Type V Badge Reader

007 Multifunction Reader

Choice of up to 2 Modules (one of each kind)

006 CRT Display

Display

Numeric Display

005 Alphanumeric Display

Choice of 1 Display

Keyboard

Numeric Keyboard
17 Prompting Lights
10 Special Function Keys

Numeric Keypad

004 Alphanumeric Keyboard

Choice of 1 Keyboard
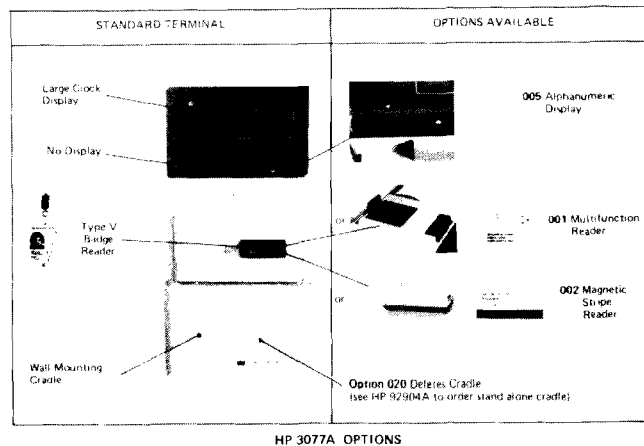
Note:
(1) The HP 3076A includes as standard the wall mounting cradle. Order option 020 to delete the cradle. Order HP 92904A for a stand alone cradle (see HP 92904A specifications).

(2) The CRT option can only be mounted on the side of the HP 3076A. When ordered with the HP 3075A, the CRT will be mounted on top unless two of options 007, 008, 009 or 012 are ordered, in which case the CRT will be mounted on the side.

The 3077A Time Reporting Terminal has also been expanded. It can now be fitted with a Magnetic Stripe Reader to read the same magnetically encoded badges as the 3075 and 3076. This type of badge is ideal where a high degree of security is required. This further reinforces the use of the 3077A in Restricted Area Access applications. If this new option is used on the 3077A, it will replace the standard type V badge reader. HP now offers a wide range of input media for Time Reporting applications. Compare the following table with our competitors.

STANDARD TERMINAL   OPTIONS AVAILABLE

Large Clock Display

No Display

Type V Badge Reader

Wall Mounting Cradle

005 Alphanumeric Display

001 Multifunction Reader

002 Magnetic Stripe Reader

Option 020 Deletes Cradle
(see HP 92904A to order stand alone cradle)

HP 3077A OPTIONS

New 307X Options Get HP Systems Support Too!
By: Bernard Guidon/HPG

Both HP 1000 and HP 3000 support the new options for the 3075A, 3076A and 3077A Terminals.

HP 1000: The Grenoble terminals are fully compatible with the HP Technical computer system family in the multi-terminal Daisy-chain or Factory Data Link configurations. User's programs can make use directly of the multipoint subsystem. No point-to-point connection is supported on the HP 1000.

HP 3000: With the release of MTS/3000, the HP 3000 II/III Business Computer Family can be also used for Data Capture applications. Multiple intermixed 307X and 264X terminals can be hardwire connected either daisy-chain, or better on the Factory Data Link to an SSLC Interface. MTS/3000 manages routine communications allowing users to concentrate on applications. The HP 3000 II/III/30/33 Computer Systems allow 307X terminals to be point-to-point connected either hardwired or via full duplex modems. Bar codes, magnetic stripe badges, 5 inch CRT, cards, punched badges are all available on the 3000.

New 307X Terminal Option Prices
By: Bernard Guidon/HPG

The new options offer not just great features, but at low prices (Available on the May 1 Corporate Price List).

Option #	Description	FOB GRE	US Price	Off site monthly	Availability (weeks)
3075 Desktop and 3075 Wall Mounted Terminals					
010	Low cost Bar code Reader	550	610	1	10
011	HP-IB Controller	695	765	1	10
012	Magnetic Stripe Reader	595	655	4	10
013	Serial I/O port	495	545	1	10
014	High Performance Bar Code Reader (not on May 1 price list)	—	—	—	—
3077A Time Reporting Terminal					
002	Replace type V badge reader by a Magnetic Stripe Reader	100	110	0	10
Data Capture Accessories					
92905F	Serial cable for Opt 013 (female connect.)	80	90	N/A	8
92905M	Serial cable for Opt 013 (male connect.)	80	90	N/A	8
92910A	Low cost Wand for Opt 010/014	180	200	N/A	10
92910B	High Performance Wand for Opt 010/014 (not on May 1 Price List)	—	—	—	—
Literature					
92907A	Data Capture Technical Reference Package	50	55	N/A	5

7260A OMR Field Upgrades
By: Hal Sindler/DTD

We often receive calls from customers and SRs who would like to add various upgrades to HP 7260A Optical Mark Readers already delivered and in use. In many cases this can be done by ordering a field upgrade kit by the "dummy" product number 40200A followed by an option number that specifies exactly which upgrade is desired. For example, to order a larger input hopper, order 40200A-001. The most commonly asked for field upgrades to the 7260A (with the option number for ordering at the time the 7260A is purchased) are:

Select Hopper (Option 002). This is a secondary hopper to which cards with erroneous information can be routed after their content is examined by the computer program.

Encoder (Option 003). This option provides internally generated timing marks for reading 80 or 40 column punched cards or 40 column marked cards with no pre-printed clock marks.

Wider Hopper (Option 007). For reading cards with tear-off perforations on the long edge.

Often, field upgrades can be avoided by ordering the appropriate option to the 7260A. Time and money can be saved and a happier customer assured by carefully planning what options the customer may need before the initial order is placed.

For example, if the customer is using turnaround documents with long perforated edges, he may need a wider input hopper. This is Option 007 on the original order and costs $220. On the other hand, the field upgrade kit to add the wider hopper is 40200A-011 and costs $330 *plus* installation. The select hopper is another example. If it is originally ordered as 7260A, Option 002, it costs the customer $440. However, if it is ordered as a field upgrade (40200A-F25), it is a special costing over $500 FOB Grenoble *plus* installation.

Incidentally, Option 045 for using the 7260A with 9825 and 9845 desktops consists only of an operating manual and factory set internal straps. Don't look through your packing for more!!

Study your configuration chart! Call us if you need help.

Sales Aids

NPT Material On Its Way
By: Bernard Guidon/HPG

Your sales office should now have received its demonstration/consignment unit: a 3075 equipped with the new options — alphanumeric keyboard; 5" CRT; Bar code reader; magnetic stripe reader; what a superb machine!

If your office has not yet placed an order, you might already be losing sales. Get your DM to notify Grenoble Order Processing ASAP.

HP Grenoble has shipped 2,500 NPT field training binders. Each SR, SE and Staff Engineer in the US, Canada and Europe should have received a personal binder compliments of Grenoble Division. The binder consists of:

- Data Capture Brochure (5953-0128) An overall view. Great for mailing, seminar invitations, shows, etc.

- Guide to Data Capture (5953-0126) Conceptual brochure describing the Data Capture problem and the HP solutions. Great for seminars, customer presentations, follow-up of leads etc.

- Data Sheet (5953-0135) Specifies and describes each option available on the 3075, 3076 and 3077, Factory Data Link and the input media.

- Quick Reference Guide (03075-90002) Contains all necessary programming information.

- IBM 3630 Competitive Analysis (5953-0134) Describes our main competitor's latest Data Collection System — the 3630 — versus the 307X Family.

- Use of the IPS-7000 to Print Bar Codes (5953-0133) Tells how to install, connect and program the DATAROYAL IPS-7000 dot matrix printer to print bar code labels. It will help your customer implement a bar code based turn-around document application.

- Price Guide (5953-0136 Europe 5953-0137 US) Complete price list for all Grenoble related products: 307X Data Capture Family, Optical Mark Reader and Paper Tape Reader. The non-US price guides are provided with a blank column to add local pricing.

- Literature List includes all the literature available for the Data Capture Products.

- Demonstration Kit/Technical Reference Package. An ordering form for two Data Capture kits available from HP Grenoble:

  *40200A S9 and S10 demonstration and presentation kits — 1 kit per sales office is highly recommended.

  *92907A Data Capture Technical Reference Package — at least 1 kit per SE and CE district is highly recommended.

  See articles: "Data Capture Terminal Demo" and "Data Capture Technical Reference Package."

If you have not yet received your personal binder please contact your sales development person. Make the most of the Data Capture NPT, familiarize yourself with the literature in the binder, particularly the "Guide to Data Capture."

Data Capture Technical Reference Package
By: Bernard Guidon/HPG
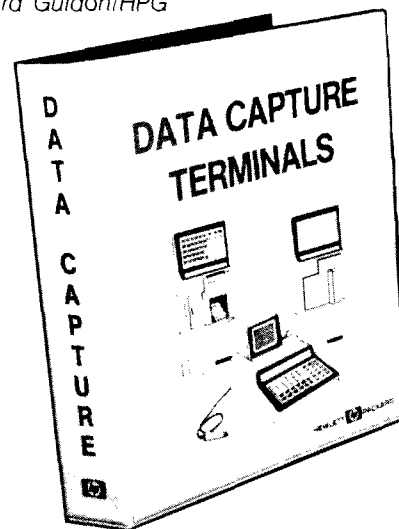
A new technical documentation package is now available to help you and your customers implement Data Capture applications: HP 92907A the Data Capture Technical Reference Package ($50 FOB Grenoble)

This package, in a Data Capture binder, provides necessary information on:

- Programming the terminal and all associated options
- Site preparation
- Terminal installation and maintenance
- All specifications required for badges (punched, magnetic stripe), cards (punched, marked, over-printed) and bar codes.

Since your customers may require most of this information before actual delivery of the terminals, a separate product number (92907A) is provided for advance planning on *one week* availability. Consequently the terminal reference manual which was provided with the terminal option 030 will not be available any more. The 3075, 3076 and 3077 option 030 will only include the necessary set of cards, badges and connectors to verify proper operation of the terminals.

Data Capture Terminal Demo
By: Pierre Ardichvili/HPG

There are three levels at which you can demonstrate a Factory Data Capture Terminal to a customer. The level you select should depend not just on what you have available but also on the point at which you are in your selling process. The levels are:

1. *The Stand-Alone demo*, using the somewhat improperly named "Self-test" mode of operation of the terminal. With just a terminal under your arm and a few cards and badges, you can make a demo on the corner of your customer's desk, and show him how well our terminal's features match the needs of the Data Capture program he shows interest in.

2. *The terminal-to-terminal demo* uses a 307X terminal and a 264X terminal connected through an appropriate cable. The demo can be a simple one (with a 2645 or 2648), in which you show how data input in the terminal using various media is read and sent to a computer. Also, you can transmit texts or escape sequences from the 2645 and 2648 and show all the features of the 307X in action. An improvement of this demo is to use a 2647 and a demo cartridge. You can then show an interactive operation on the 307X. The level 2 demo is ideal for customer seminars. After a couple of hours of lectures on computers in Manufacturing and Data Capture, you may want to have your customers gather around demo set-ups. These demos generate questions and help you quatify your customer for further action.

3. *The level three demo* is the system demo on HP 1000 with DATACAP or on the HP 3000 with a demo tape available from HP Grenoble or Data Capture Terminals support at DTD. A system demo, particularly the DATACAP demo on the HP 1000, works best for the customer who is in the "landing phase" and likes to see how the system he intends to purchase is going to handle his transactions.

It's up to you to make the final choice, these are guidelines from experience. For all these demos, particularly level 1 and 2, you'll need the Factory Data Capture Demo kit, which you can order right now.

The kit includes an attaché case containing:

- a set of type III badges, type V badges, magnetically encoded badges.

- various types of punched and marked cards, in particular punched cards with escape sequences to exercise all the terminal's functions in the level 1 demo

- a 2647 demo on tape

- a simple cable to connect a 307X to a 264X terminal

- a demo guide for all the demo levels mentioned above.

The kit may be ordered from HP Grenoble PN 40200A SO9, priced at $80. We ship upon receipt of your order.

Good weapons give a soldier the morale of a winner — make sure you always have a demo unit and the demo kit at hand!

Note: The mag tape for the HP 3000 demo is not included as one per office should be sufficient. Please order it separately from HP Grenoble, or DTD, PN 40200A S10, price $20.

3000/3095 Demo Available
By: Guenter Kloepper/DTD

If your office still does not have the HP 3000/3075 demo capability, mail a small mag tape to *Rene Feitelson* at DTD, and you will receive a complete kit of instructions, cards, badges and account dump. The demo is super easy and no special equipment is required. Your 3075A or 3076A hooks up to the ATC or ADCC with a standard 2640-type cable.

## Applications

Bar Codes in Manufacturing
By: Bernard Guidon/HPG

The bar code label is a low cost solution to identify items throughout manufacturing process. It takes little space and can therefore fit on small items (household articles for example). Because the label can be physically stuck on the items, it will not become separated and no misidentification error can subsequently occur. Therefore the bar code label, which can be used in much the same way as punched/marked cards, will prove exceptionally good for identifying and/or tracking high volume, low cost items like TV tubes. molded parts etc. . . .

A bar code label is also a very flexible information carrying media. It can be stuck on a wide range of materials such as iron, plastic, cardboard, glass etc. . . . of almost any shape. Whatever your customer's manufacturing business happens to be, bar code labels now offer some exciting new solutions for product identification.

But even more interesting is that bar code labels are not restricted to products, parts or items, they can also be used to identify *manufacturing documents*! Bar code labels can be included on customers order sheets, process sheets, work orders, for easy, error free identification of the task to be performed. Consider the following work order example. This work order contains both human- and computer-readable information. When an operation is to be performed, the worker identifies himself with a badge and indicates to the computer the task he will be working on by simply passing the bar code wand across the associated label — *error free job vouchering!*
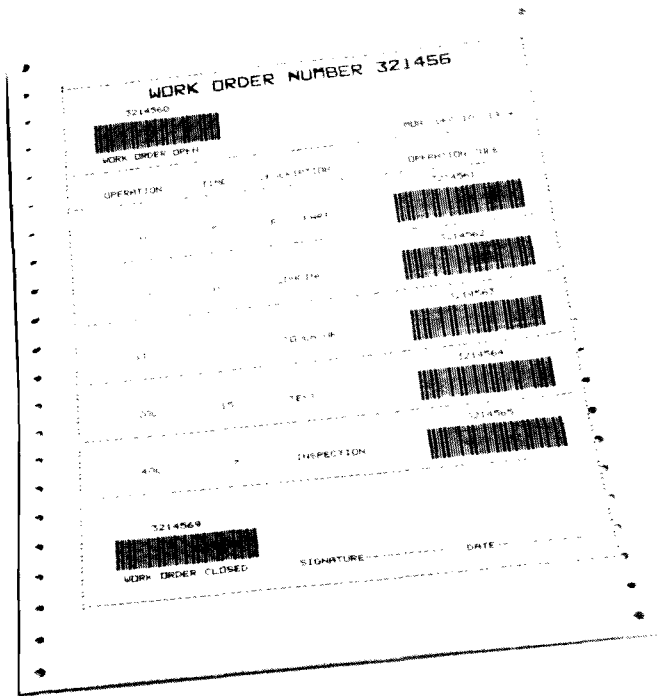
The key point about bar codes is they can be prepared on-line on your customer's computer system (an HP 1000 or HP 3000 of course).

HP Grenoble has selected a light duty, dot matrix printer (the DATAROYAL IPS-7000) for distributed bar code printing. This printer can handle both standard text, labels and bar codes on the same document providing the modern on-line solution for preparing manufacturing documents with bar code labels. For example, the work order shown above was produced on the DATAROYAL in slightly less than 1 minute. When fitted with an RS-232C/V24 interface, this printer can be connected to the serial I/O port of the 3075/3076. Therefore, multiple printers can be placed anywhere on the HP Data Link providing the ideal solution for generation of bar code labels *wherever and whenever* they are needed (parts reception, stock, shipping administration etc.). In contrast to OCR printers which are often limited to the EDP room, the bar code solution offers much more flexibility since compatible printers can be located on-site.

Now that you've got your customer really hooked on the bar code solution, which codes should you recommend?

The 3075/3076 can read the most popular bar codes including the following industry-oriented codes:

- Industrial 2 out of 5
- Matrix 2 out of 5
- Code 39

As only code 39 accepts alphanumeric data, this code should be used in every case where there is a current or future need for alpha character coding. However if only numerics are required, then Industrial and Matrix 2 out of 5 codes offer the best alternative. These latter two are easier to print and read and allow more digits per inch.
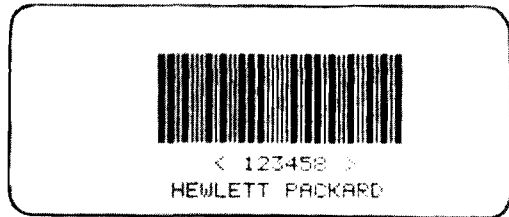
If the data that your customer wants to encode can fit within the space constraint of his label or produces a label less than 2.5 inches long, then the Industrial 2 out of 5 should be recommended. If his labels are too long then Matrix 2 out of 5 should be used. In summary, as Industrial code is the easiest to print and read, it should be recommended whenever possible. Always remember to strongly recommend the use of a check digit to eliminate reading errors.

Service News

D.C.T. Repair Strategy
By: George Ouin/HPG

Bench repair at component level will be kept for the new series of options. The customer will swap faulty terminal with his own spare unit and send the faulty one to the nearest F.R.C. (Field Repair Center).

Current F.R.C.'s with at least one trained person are:

Canada	Europe
Toronto	Grenoble
	Milan
US	Brussels
Los Angeles Airport	Böblingen
Santa Clara	Amsterdam
Chicago	Stockholm
Detroit	Helsinki
Paramus	Winnersh
Dallas	Manchester

New training courses will be held in June for Europe and August for North America, to train specialists on new options, and newcomers on complete 307Xs. The terminal is repaired at that F.R.C. and sent back to the customer. Average turnaround time should be 3 days excluding shipment delays.

Data Capture Installation Charges

By: Georges Ouin/HPG

Communications links: Installation and testing of the communications links should be done by the customer at his expense and cannot be billed back to HP Grenoble.

Terminals: The HP 307Xs belong to the category called: CPU Accessories, interfaces, peripherals, and terminals. For coordinated shipments with a system which supports the Data Capture Terminals, an installation charge of $50 per terminal can be billed to Grenoble Division. If terminals have been bought as add-ons, or separately, or with a system which does not support them, installation will be at customer expense. The following table indicates which systems support the terminals, and in which connection mode:

System	Connection Mode	Connection Type
HP 1000	Factory data link — Daisy-chain multipoint	Hardwire Hardwire or modems
HP 3000	Factory data link — Daisy-chain Point-to-point	Hardwire Hardwire Hardwire or Modems full duplex

The HP 300 and the HP 250 *do not* support the Data Capture Terminals.

Data Link Adapter: The Data Link Adapter HP 3074A belongs to the category called: CPU Accessories, interfaces, peripherals and terminals. For coordinated shipments with a system which supports Data Link connection (refer to table above), an installation charge of $10 per 3074A can be billed back to Grenoble. For adapters bought as add-ons, or separately, the customer will pay for the installation.

If the customer wants to prepare the installation of his wall-mounted terminals (HP 3076A, HP 3077A), without waiting for the terminal delivery, he can order in advance the wall mounting cradles (HP 92904A), and then order his terminals with option 20 which deletes the cradle from the terminal.

D.C.T. Preventive Maintenance

By: Maurice Richez/HPG

Preventive maintenance for 307X terminals consists of cleaning:

- the air filter

- the M.F.R. read head using the cleaning card supplied with the option (HP P/N 7120-7562)

- the plastic pocket of the type V Badge Reader

- the read head of the Magnetic Stripe Reader

- or changing the tip of the Bar Code Wand

Cleaning frequency depends upon operating environment and, for the readers, type of documents read. It can vary from once a week to once a month. This preventive maintenance should be performed by the user. He/she should be made aware of it at installation time.

3074 Repair Strategy

By: Georges Ouin/HPG

Repair strategy for the HP 3074A has been updated to add on-site board exchange to standard local bench repair.

Since the 3074A is required to interface a computer to the Factory Data Link, it should be considered as a computer interface rather than a Data Link accessory. When down, it has the same effect as the CPU interface, i.e. the whole data capture installation is down. The customer will then call HP to have the problem fixed. Beginning May 1, the 3074A has a BMMC.

The HP 3074A can also be used for connection of an HP 2645A or equivalent to the Data Link. Its support policy should fit the terminals support policy, therefore an FMMC and an STREP are also offered. Consult the Service Price Book for current prices.

Customer Spare Units

By: Georges Ouin/HPG

In most applications, the customer cannot afford to have a terminal down for several hours. Therefore he should have enough spare terminals to maintain his overall system at the required level of operation. The following table indicates the minimum recommended number of spare units per installed terminals.

Number of Spares	Number of Installed Terminals
1	up to 5
2	up to 20
3	up to 75
4	up to 100

CS GROUP NEWS
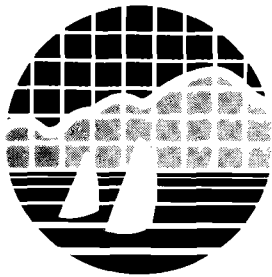
San Diego Division

Sales Aids

Timeshare Opportunities
By: Walter Nash/SDD

SDD Sales Development is evaluating the top timeshare companies in the US and Canada to achieve:

- Top recommendation of HP Plotters to timeshare users
- Complete plotter product family exposure
- OEM opportunities with HP

We plan to release a Sales Amplifier on the timeshare market in the next few months. It will provide specific information to help you close volume OEM plotter business in this environment.

Timeshare is an important market for San Diego Division and should be also for all SRs who sell plotters. Why? *Because timeshare data processing has led the way in computer industry growth for the past three years!*

Timeshare service bureaus and companies are continually increasing their impact on the total computer market. According to the Association of Computer Users, this field is vertically rising at a rate of 25% a year. Timeshare supplies a broad range of computer services to thousands of large and small businesses.

A typical timeshare *user* has one or more terminals at his business usually tied over a telephone line to a powerful central computer which could be thousands of miles away. A typical timeshare *company* has large computer systems that have enormous amounts of data storage capability; i.e., IBM 370, DEC PDP-10, UNIVAC 1108, and CDC 6400's.

Timesharing computer systems were originally conceived and developed for scientific, engineering, educational and other dominantly computational applications. However, over the past five years, there has been a swing toward the use of commercial timesharing systems for business applications. (The business side now makes up 70% of the total picture.) Trends accelerating this swing are:

- Systems designed to satisfy the DP requirements of specific types of businesses
- The development of nationwide networks that enable users better accessibility to a central database.
- Availability of a wide range of custom application programs and software packages from sources other than the timeshare company

The timeshare company and his customer characteristics:

- First to use graphics output for decision analysis software
- Leaders in data display graphics
- About 60% of all graphs are still drawn at the timeshare company's central computer (instead of the user's location)

A hardcopy graphics plotter at the timeshare user location has become even more essential as computer/plotter combinations make business problem solving easier and more efficient.

It's the timeshare company's aim to seek out, sell, and support computer time and service. Many of these companies could be *selling* SDD graphics *for you* by OEMing or recommending HP plotters to their prospects and customers!

HP 1000 Systems/Plotter, Printer Selection Guide
By: Chuck Halso/SDD

This is the second in a series of plotter selection guides to aid in choosing the best graphics plotter or printer to use with a particular computer or terminal configuraton. This guide is for use with the HP 1000 series computer. It suggests the recommended plotter or printer for a given configuration but does not cover every possible arrangement. If you have any problems or comments, please contact a San Diego RSE.
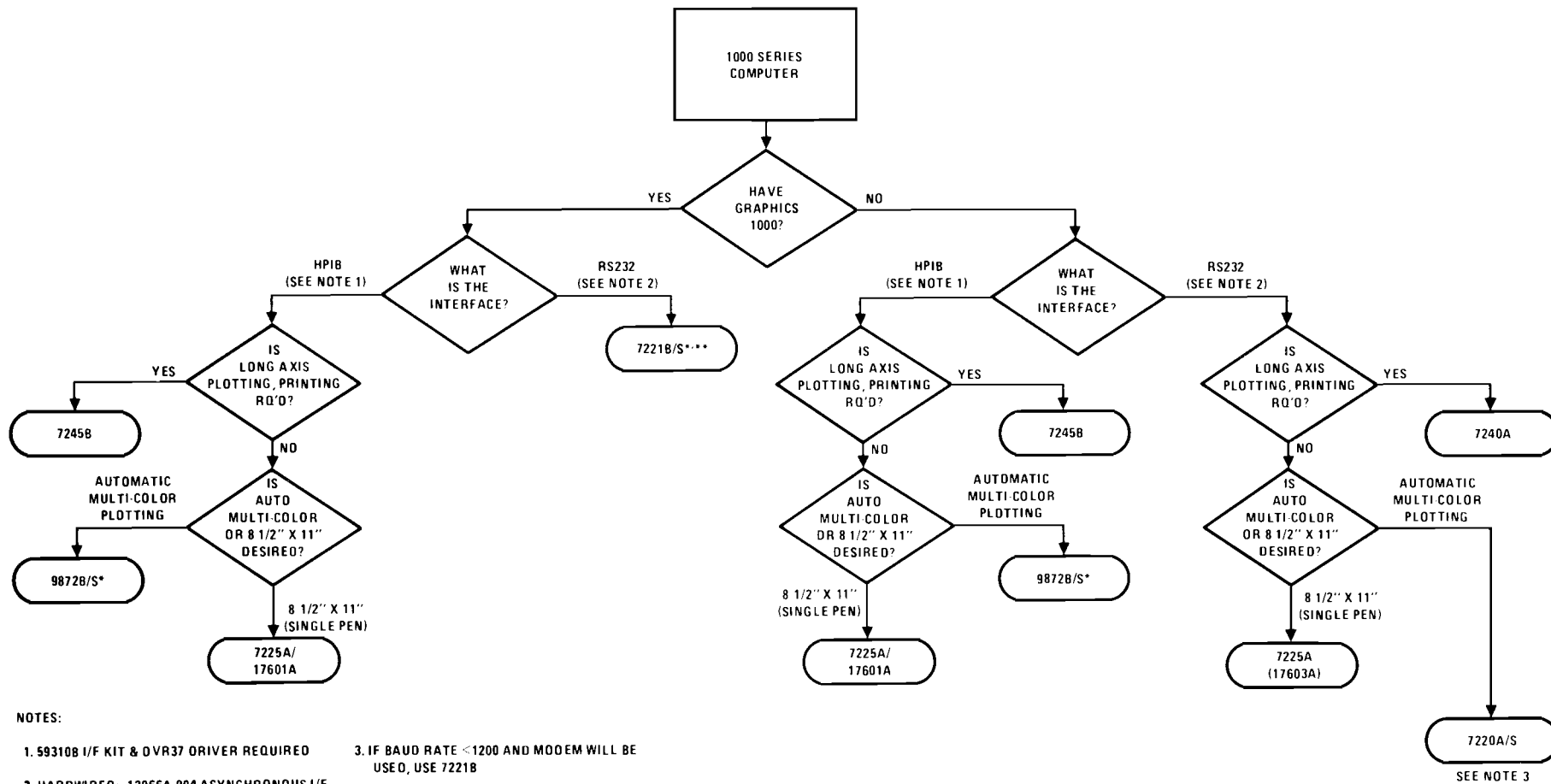
NOTES:

1. 59310B I/F KIT & DVR37 DRIVER REQUIRED

2. HARDWIRED: 12966A-004 ASYNCHRONOUS I/F
   REMOTE: 12966A-002 ASYNCHRONOUS I/F

3. IF BAUD RATE <1200 AND MODEM WILL BE
   USED, USE 7221B

* S-PAPER ADVANCE MODEL

** REQUIRES 264X OR 2635 TERMINAL

Figure 2: HP 1000 Computer/Plotter, Printer Selection Guide

Literature Reference Summary
By: Ron Whitburn/SDD

Due to the large number of requests for the literature summary offered in the April 15, '80 *CS Newsletter*, following is a list of the literature for your review.

Data Sheets/Brochures

Model	Title	Document P/N
7220A/S	Graphics Plotter	5953-4009
7221B/S	Graphics Plotter	5953-4011
7221A/B/S	HP-PLOT/21 Library Routines (for HP 3000 system)	5953-4016
7225A	Graphics Plotter	5953-4008
7240A and 7245B	Plotter/Printers	5953-4049
7310A	Graphics Printer	5953-4048
9872B/S	Graphics Plotter	5953-4010
17055A	Overhead Transparency Kit	5953-4004

Demonstration (Sample) Graphs

7221	Market Diversification and Growth	5952-2898
7221-3000	Ten Year Trends	5952-2899
7225A	System Response	5952-2892
	Net Profit vs. Selling Price	5952-2891
	NC Verification	5952-2890
9872-1000	HC, CO, NOx Emission Control	5953-4012
9872/2647	Distribution of Sales Dollar	5953-4003

Operating and Programming Manuals

An Operating and Programming manual is supplied with each plotter (ordered as No Charge Option on 17600A module for 7225A). *The customer may order a service manual,* if desired, using the part number shown on the data sheet.

Model	Title	Document P/N
7220A/S	Graphics Plotters	07220-90002
7221B/S	Graphics Plotters	07221-90014
7221B/S	HP-PLOT/21 Software User's Manual	07221-90015
7225A	Graphics Plotter	
17600A	Module (9862A replacement) For 9815A	17600-90000
	For 9820A and 9821A	17600-90001
	For 9825A	17600-90002
	For 9830A	17600-90003
17601A	Module (HP-IB) For HP-IB, 9825A, 9835A, 9845A	17601-90000
17602A	Module	17602-90001
17603A	Module	17603-90001
7240A	Plotter/Printer	07240-90000
7245B	Plotter/Printer	07245-90010
	9845A Operating Note	07245-90007
	9835A Operating Note	07245-90008
7310A	Graphics Printer	07310-90001
9872B	Graphics Plotter	09872-90008
72022A	Model 7221B Installation & User's Manual for Textronix Plot/10	07221-90018

Training Manuals

Training Manuals for the following plotters are available from your regional Sales Development contact at San Diego Division.

- Models 7220A/S, 7221B/S, 7225A/17603A, 9872B/S
- Model 7225A Graphics Plotter (Miniplotter)
- Model 7245A Plotter/Printer
- Model 7310A Graphics Printer

Orders for literature should be placed through the Corporate Literature Dept.

Computer Supplies Operation News
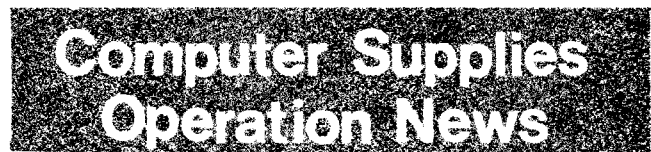
Help Your Customers Get on Top of Their Supplies Needs
By: Fran Jeffries/CSO

... Tell them (like Southern Sales) about HP's direct phone service

Southern Sales Region may have been the last of the four US regions to implement (in January) HP's new Direct Phone Supplies Ordering Program, but Southern customers have been quick to appreciate and use the service extensively.

In fact, more than one third of all Southern Region trade orders for computer supply Product Line 68 items are now placed directly by customers using the toll-free order lines to Computer Supplies Operation in Sunnyvale, CA. This phone order rate is higher than any of the other three US regions: Southern 35%, Neely 29%, Eastern 25%, Midwest 21% (data current as of March '80, shows Direct Phone orders as a percent of total trade orders).

Credit is due Southern Region's SRs, SEs, CEs and Order Processing personnel who have actively promoted the Direct Phone service to customers. Thanks.

Customers who use the Direct Phone service get an *immediate confirmation of availability and delivered price, as well as the assurance that we ship within 24 hours ARO.* Be sure to tell *your* customers about this great HP program.

P.S. The new Spring 1980 Computer Supplies Catalog (PN 5953-2450) has recently been distributed to all field offices, and the US edition actively promotes the Direct Phone service. Drop off a copy during your customer visits.

NEW VIDEOTAPE
I N F O R M A T I O N

New Videotapes from Corporate Training
By: Chuck Ernst/Corp.

Title:	The HP Interactive Mainframe Link/3000 (Color)
Audience:	Sales Engineers; Management Information Systems Directors
Purpose:	To highlight applications of the IML/3000.
Content:	This program describes the features and benefits of Interactive Mainframe Link (IML/3000). IML/3000, or the 3270 Emulator, is a new data communications software product for the HP 3000 Series III, that allows interactive communication between HP 3000 programs and terminal with IBM (or IBM plug compatible) mainframes.
Time:	13 mins.
Part Number:	90813Z
Date Released:	March, 1980

Title:	STARS (Color)
Audience:	Systems Engineers
Purpose:	To explain GSD's software tracking and reporting system for software problems.
Content:	*Dan Jorgenson* describes how GSD tracks its software problems using the STARS system. A software problem, or bug, is followed through its life cycle from the customer's site to the factory. Explained is the responsibility of the customer, the systems engineer, and the factory in reporting and resolving software problems.
Time:	15 mins.
Part Number:	90939Z
Date Released:	February, 1980

Title:	Introduction to PASCAL/1000 (Color) (Jan. '80 NPT for ICON)
Audience:	ICON SRs
Purpose:	To introduce PASCAL/1000
Content:	*Linda Siener* introduces PASCAL/1000, its marketplace, advantages, and unique features. This tape also describes ordering information and competitive comparisons.
Time:	26 mins.
Part Number:	90940Z
Date Released:	February, 1980

How To Order:	Transmit a HEART (COCHISE) I-2 order to Video Products, Palo Alto: Supplying Division 0700, Product Line 95, Sales Force 09, Marketing Division 07. Order 90813Z , 90939Z and 90940Z for a videocassette. Note: 90939Z is for HP use only and is not for sale to customers.