Announcement of New Systems Checkout Service (page 3)

● Argonne Labs is Sold Major R&D RTE by Don Porter—Magneto Hydrodynamic Research

Major Data General OEM Chooses HP—Stan Segal Leads Masterful Sales Effort

Another Major Sale to a Steel Company—Tamsa in Mexico Automates Procedure Optimization

● The OEM Cash Cow Keeps Producing—Sangamo Electrics Keeps Selling Electric Utility Monitoring Systems

Another Example of a Working Partnership With a Good OEM— Magnavox Sells With HP Ads

Eaton Corp Gets HP Publicity— Can We Do the Same for Your Customer?

"Monex Replaces 1130 With RTE-II. Conversion Easy— Computerized Design of Roof Trusses."

In This Issue...

HP Computer Museum
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PR CUSTOMER SPOTLIGHT

By: Carol Scheifele

First in a continuing series. . .
The following condensed application story written by Paul
Purdom & Company, has so far appeared in the January,
1976 issue of *Computer*. Full text available upon request. If
you have a customer who would like the same treatment and
he is using a DSD system, get the word to your DSD Sales
Development Engineer—Pronto!!

HEWLETT **hp** PACKARD

NEWS FEATURE
I N F O R M A T I O N

PUBLIC RELATIONS DEPARTMENT • 1501 Page Mill Road, Palo Alto, California 94304. Phone 415-493-1501

UNATTENDED MINICOMPUTER ACCELERATES AUTOMOTIVE LIFE-TESTING

A Hewlett-Packard 9601E Measurement and Control System is helping

test engineers at Eaton Corporation's Engineering and Research Center

to keep up with today's rapidly changing marketplace by accelerating

life-testing experiments on such automotive systems such as brakes,

transmissions and axles. Tests that used to consume ten months are

now completed in only one by the unattended minicomputer that monitors

and controls test conditions continuously resulting in a savings of

not only test time but valuable man hours.

In the endurance and fatigue testing, heavily instrumented proto-

types of new automotive components are mounted on a test vehicle which

runs around the clock for the components projected "life-time" plus

a safety margin. The tests, most taking hundreds of hours, are completely

supervised by the programmed computer. Should certain parameters exceed

the allowable range of values, the HP system shuts down the test unless

the programming logic determines that the particular parameter is not

essential to the overall testing.

The powerful, high-speed minicomputer is paying for itself in bene-

fits, according to Eaton engineers, and even more complex testing is

being planned to fully exploit its potential. Reports Dr. Singh: "This

computer has the capability to do the most sophisticated testing, and

we look forward to using it for that."
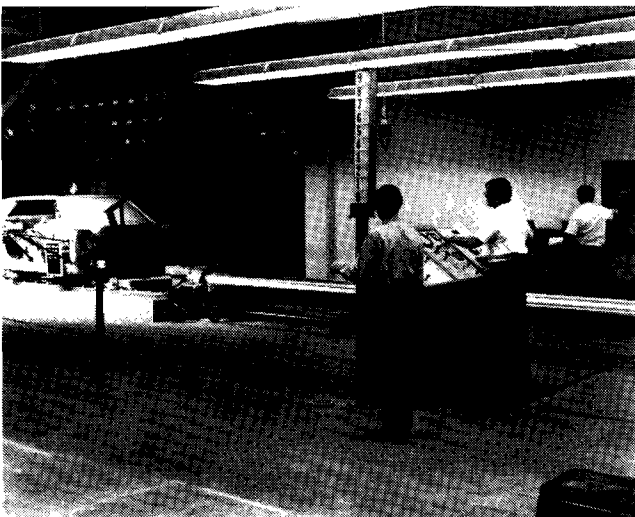
MONEX ORDERS A 9640

By: Carlos Avila

Ed Wilson in Orlando has received an order for a 9640 from
Monex Corporation, a Miami based construction firm. The
9640 with RTE II will replace an IBM 1130.

The primary business of Monex is the design and manufac-
ture of metal plates used in roof trusses. Additionally, Monex
manufactures aluminum wall studs for commercial buildings.
Presently annual sales are $3 million and there are approxi-
mately 100 employees in the company.

Until now, Monex has used the 1130 for computerized design
of roof trusses. An application program calculates the op-
timum loading for a roof truss and then plots the final design
on a Calcomp plotter. Monex then sends the plot to its cus-
tomer who then, in turn, orders the required metal plates from
Monex.

The multiprogramming and multiterminal capability of the
9640 will allow Monex to do interactive program development
concurrently with computerized design. In addition, Monex
customers will be able to dial up the system with their own
terminals to run application programs. (The Calcomp plotter
will be connected via an RS232 interface).

The key events which convinced Monex that HP could do
their job were:

1. The conversion of the 1130 application program, which
   SE *Tom Ballew* accomplished in a few hours.

2. An excellent reference sell via a customer visit to Conti-
   nental Testing Labs in Fern Park, Florida. There Monex
   witnessed an RTE II system running 8 jobs concurrently!
   Continental personnel highly touted the excellent sup-
   port and service by HP.

Congratulations to *Ed Wilson* and *Tom Ballew* on an excel-
lent FE/SE team effort.

HEWLETT **hp** PACKARD

IF YOU CAN'T BEAT 'EM-JOIN 'EM!

By: Stan Segal/Atlanta

On February 22, 1976, *Mr. Joe Seidler,* Vice President of
Technical Analysis Corporation, signed an OEM contract for
35 functional units. TAC has been one of Data General's
largest system houses in the Southeast area.

One of FY 75's sales objectives was to obtain a system
house that would help us in the Atlanta area extend our
market into those sections requiring software systems. We
identified TAC as having a unique combination of hardware
and software skills and decided that they were to be the
target account. In January 1975 TAC was not receptive to
talking with HP. They have had a long standing relationship
with Data General. Our goal was to sell TAC on HP strengths.

The strategy was to make them feel comfortable with the HP
relationship having them use the HP 2640A to augment the
Data General offering rather than trying to replace computer

systems. The second part of the plan was to pursue turnkey business by selling HP directly to the end user. We introduced TAC into the situation as the turnkey supplier. TAC then decided to bid HP equipment.

The approach was successful. TAC has received some software contracts on HP equipment and has signed the HP OEM agreement. We are confident that Technical Analysis Corporation will achieve the 35 functional units projected in the next 12 months.

Good show **Stan***! You certainly have what it takes to do an exceptional job at OEM selling!*
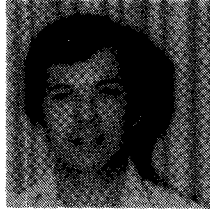
DON PORTER CLOSES BIG ARGONNE SYSTEM SALE

By: Hugh Amick

Don Porter (F.E.-Kansas City) used a combination of sales resources recently to close a $157K 9611A sale to Argonne National Labs. *Don* took advantage of a purchase agreement signed in Albuquerque, N.M. and used a good bit of internal reference selling at Argonne. Argonne qualified under the E.R.D.A. (Energy Research and Development Administration) portion of the Sandia purchase agreement administered in Albuquerque, N.M. by *Norm Matlock*. The reference selling involved bringing together his prospective customer and a happy satisfied project manager within Argonne with three working systems. *Don's* early involvement and coordination resulted in the type of RFQ we *all* appreciate. Written around HP!

Now for the application. The sprawling five bay 9611A will be used in magneto hydro-dynamics studies. (That may be self-explanatory to a handful of high-energy physicists, but for the rest of us it involves the generation of electricity from hot gases.) The 9611A will be used to monitor temperature, pressure and flow rate very accurately to control the energy exchange. The system itself is rather extensive with a 7905A, mag tape, tape punch, plotter, card reader, line printer, TV interface, 672 high level analog inputs and 72 digital inputs.

A sale of this size wouldn't be complete without a little foreign intrigue. It seems the Soviet Union is involved in similar research near Moscow and Argonne plans to do several years of testing there at the completion of software development.

Detente' through HP computer systems! $$$$!

Don Porter

SELL DSD PRODUCTS, DON DOES!

OEM CORNER

MAGNAVOX SELLS WITH HP ADS

By: Hugh Amick

Magnavox recently distributed the cover letter below with the HP ad "This OEM asked us to be tough" featuring Magnavox and their need for a tough, reliable mini-computer (namely HP/21MX!). This letter typifies the close relationship HP strives for with our OEM's. Call *Bill Burger* at Cupertino if we could feature your OEM and their application in similar ads.

Magnavox
MARINE NEWS

2829 MARICOPA ST   TORRANCE, CA 90503 U.S.A.   MARCH 1, 1976   No. 27

Reliability and service have played an essential role in the growth of Magnavox Marine Satellite Navigation products. The enclosed Hewlett-Packard advertisement published in many trade journals in the United States provides some insight into the determination of Magnavox to continue its leadership in providing products that will stand up to the stresses of shipboard use.

Even though Hewlett-Packard computers have a reputation for rugged construction and reliability some design changes were required in the new HP21MX series in order to meet the requirements of the rough marine environment. Magnavox and Hewlett-Packard worked together on some basic modifications which will provide our users with equipment that can take the vibration, heat, humidity and occasional power irregularities that are routine occurrences on many ships, both large and small.

The final results and benefits to you, the user, are that Magnavox is now providing this new rugged, reliable computer with its satellite navigation products. The Magnavox systems still utilize the highly successful video display terminals and satellite navigation receivers used for the past several years. The latest improvements is the change to the HP21MX computer which includes highly reliable solid state memory and simplified front panel controls.

These features are provided at the same price as previous models and still include the following performance and display information:

- Automatic Satellite Fix Computation (Using the Short Doppler technique)
- Automatic Dead Reckoning
- Continuous Display of Time (GMT) Latitude and Longitude
- Great Circle Sailing Calculations
- Self-Test
- Optional Automatic Speed and Heading Interface

Call or write your local Magnavox representative today for additional information on a satellite system that provides safety, accuracy and efficiency in navigation.

POLCYN RECEIVES THREE SYSTEMS SANGAMO RELEASE

By: Hugh Amick

Gary Polcyn (F.E.—Skokie) has received a $180K OEM release from Sangamo Electric for three systems based on the 2125A DISComputer w/2112. Sangamo, of Springfield, Illinois has interfaced their cassette recorders to our systems and market to electric utilities. These utilities purchase a system and a large number of cassette recorders for detached remote operation. The recorders are placed at their large customer sites to record power data such as peak load, surges, etc. These cassettes are brought back to the HP system at the utility and placed in a data base and analyzed for billing and consumption forecasting.

Sangamo ordered one system last year and have already fulfilled their new OEM agreement with this order of three systems with another three expected later this year. This is the kind of growth that puts $'s in everyone's pocket!

Good selling *Gary*!

NEW FACTORY CHECKOUT SERVICE FOR OEM'S

By: Dave Borton

Have you been confused about how to get Data Systems Divisions' computers and discs and extenders and peripherals racked for your OEM's? And then were you confused when they showed up at your customers missing cables, and blank panels and obviously not checked out?

Be confused no more! We have established a new checkout service for your OEM's that will save them considerable time and effort in putting systems together. We have established meaningful product combinations that have been tested for airflow and anti-tip stability. An end to such problems as 7905 racking due to air flow and stability requirements. This new service will also make your OEM's look better to their customers because equipment will arrive already checked out, and be ready for software installation.

This new service includes factory *racking, cabling* and *testing* of all devices using the diagnostics. This service also includes insertion of I/O cards into the computer and running their diagnostics. Now your customers can have their systems racked, cabled and tested.

Your OEM has only to load his software into the pre-tested system that is ready to go. The OEM will no longer have to cable and test his own systems. However, if the OEM chooses, he may save the cost of this racking and testing service and continue to order just components and subsystems. Then we will deliver those components and subsystems in separate boxes without factory racking. Factory racking will only be available with this new service.

Needless to say, this service does not include integration (i.e., system generation) of operating systems software unless that software is included as part of the order. In order to qualify for software integration, the proper prerequisites for each operating system must be included on the order. Prerequisites include items such as a time base generator, memory protect, etc. For OEM's, that software will be ordered and integrated on only the first system since they may copy it for each additional system they purchase. That first system will include installation, but follow-on orders without software do *not* include installation. Repeat this service does *not* include installation.

Today installation for OEMs is available as an option to the OEM contract. The price after the first unit which is free is $200 or 1%, whichever is greater. This installation may occur at your OEM directly or at his customer site directly subject to the contract terms. This installation is not intended to include racking and integration just running appropriate diagnostic software. Our installation policy is a separate matter now under review and will be dealt with fully in a future edition. Installation for end users is very straightforward. It is included in all 9600's as these are factory integrated. It is also included with operating system software and does include system generation.

There are six standard racking configurations that are valid and are priced. No substitutions please. Other configurations will be quoted as a special. However, you can leave compo-

RACKING PLAN FOR 93723A

	-001 $500	-002 $200	-003 $200	-004 $500	-005 $400	-006 $500
	Space for 12925A Photoreader	Space for 12970A or 12971A or 12972A Mag tape		Space for 12925A Photoreader	Space for 12970A or 12971A or 12972A Mag tape	Space for 12925A Photoreader
	2108/2112 CPU			2108/2112 CPU		2108 2112 CPU
					Fan Included	12990A Memory Extender
	12960A 5M byte Disc	12960A or 12960A-010 5M byte Disc	12962A or 13180A 15M byte Disc	12962A 15M byte Disc	12962A or 13180A 15M byte Disc	12979A I O Extender
	12926A Punch					12926A Punch
Prerequisite Cabinets (required on the order)	29402B -2.3.120(111)	29402B -2.3.120(111) or -2.3.100(101) 300 (310)	29402B -2 3.120(111), K05 or -2.100(101) 300(310)K06	29402B -2.3.120(111) K05	29402B -2 3.120(111), K05 or -2.100(101), 300.(310).K06	29402B -2.3 120(111)
At no extra cost, these options include:	Blank Panels	Blank Panels	Blank Panels	Blank Panels	62413A Fan and Blank Panels	Blank Panels
Limitations:						Warning: Due to Power limitations, if a 2112 is used, one other subsystem must be deleted.

nents out of the various standard configurations. There will be no extra charge for that, but there will be no decrease either. This new service provides for testing of Data Systems Division products only with 56" single bay cabinets. Multiple bay systems will have their cabinets connected together just like 9600/9700 systems. Remember that all products must be ordered from the appropriate supplying division. Therefore, non-DSD products will not receive additional check out through this service. But remember that these non-DSD products may have coordinated shipments by following the standard coordinated shipment policy.

This new service will be place on the July 1 Corporate Price List. In the interim it is considered a "standard special" with guaranteed prices. There is no need to obtain a factory quote for each order. The order number and price for this service is:

93723A	No charge, must specify one or more options	
-001	$ 500	Each option is a different racking plan. They are shown below.
-002	$ 200	
-003	$ 200	
-004	$ 500	
-005	$ 400	
-006	$ 500	

Since this is a service, OEM, End User, or Combo discounts do not apply. Also, you will find that End Users can still purchase systems at a lower cost as 9600/9700/or M/210's because of the software discounts already built into those systems.

Now, let's try some examples of how to use this new check-out service. First, consider an OEM version of the 9640 for RTE-II, with a 5M byte 7900, a paper tape punch, card reader and line printer. The racking plan that fits is 93723A-001 at $500.
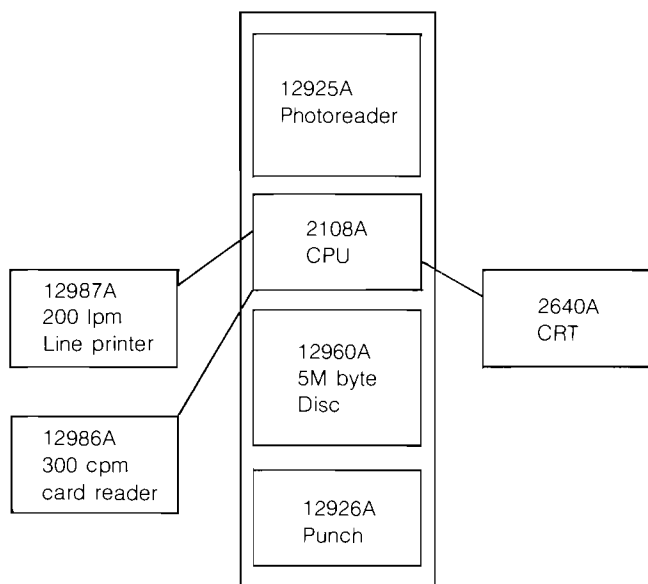
The order for this includes the following line items:

Qty.	Model	Price	Description
1	2124B	$18,250	MX/55 DISComputer. Includes 2108A with 8K memory, DCPC, and 12960A 5M byte disc.
2	-208	3,000	Additional 16K memory for RTE-II and Batch Spool Monitor.
1	12892A	500	Memory Protect
1	12539C	550	Time Base Generator
1	12944A	475	Power Fail Recovery System
1	12992A	100	Disc Loader ROM
1	12925A	2,605	Photoreader, interface, & winder
1	12926A	$ 3,750	Paper Tape Punch
1	12986A	4,100	Optical Mark Reader
1	12987A	8,325	Line Printer, 64 character set
1	2640A	3,000	CRT Terminal
1	12880A	350	2640 Interface
1	-001	N/C	2640 Cable
1	29402B	1,290	One bay 56" Cabinet
1	-002	70	Extruded Legs
1	-003	15	Removable Side Panels
1	-120	550	Power Control System
1	93723A	N/C	System Checkout Service
1	-001	500	Applicable Racking / Checkout

SUBTOTAL: $47,310   Hardware Price

Required on first OEM order and on each End User Order:

1	92001A	4,000	RTE-II Operating System
1	-Y13	1,000	Batch Spool Monitor

TOTAL: $52,310   Total System Price

This compares with the equivalent End User 9640 system of:

Qty.	Model	Price	Description
1	9640A	$16,800	System. Includes 2108A with 16K memory, DCPC, Disc Bootstrap, Memory Protect, Time Base Generator, Power Fail Recovery System, Photoreader and Wonder, 1-bay 56" cabinet.
1	-P11	1,500	Additional 8K memory
1	-A13	13,100	RTE-II with 12960A 5M byte disc

Qty.	Model	Price	Description
1	-Y13	1,000	Batch Spool Monitor
1	-R90	3,450	2640A CRT with 12880A interface
1	-Q05	3,750	12926A Punch
1	12986A	4,100	Optical Mark Reader
1	12987A	8,325	Line Printer, 64 character set
	TOTAL	$52,025	Total system price

Secondly, consider an OEM version of the 9640 with 80K of memory for RTE-III with a 15M byte 7905, a mag tape, 4-2640's, a card reader, and a line printer. The racking plan that fits is 93723A-006 ($500) and -005 ($400).

The order for this includes the following line items:

Qty.	Model	Price	Description
1	2125A	$22,250	MX/65 DISComputer. Includes 2108A with 8K memory, DCPC, and 12962A 15M byte disc.
1	-012	900	Replace 2108A with 2112A
9	-208	13,500	Additional 72K memory
1	12976A	1,950	Dynamic Mapping System including memory protect
2	12991A	1,200	Power Fail Recovery for CPU & memory extender
1	12990A	3,500	Memory Extender
1	12539C	550	Time Base Generator
1	12992B	100	Disc Loader ROM
1	12925A	2,605	Photoreader, interface & winder
1	12986A	4,100	Optical Mark Reader
1	12987A	8,325	Line Printer, 64 character set
1	12970A	9,500	9-Track 800 cpi, Mag Tape
4	2640A	12,000	CRT Terminals

Qty.	Model	Price	Description
4	12880A	1,400	2640 Interfaces
4	-001	N/C	2640 Cables
1	29402B	1,290	One bay 56" cabinet
1	-002	70	Extruded legs
1	-003	15	Removable Side Panels
1	-120	550	Power Control System
1	29402B	1,290	One Bay 56" Cabinet
1	-002	70	Extruded Legs
1	-100	220	Fan Assembly
1	-300	90	Power Service Strip
1	-K06	285	Disc Cabinet Modifications
1	93723A	N/C	System Checkout Service
1	-006	500	Applicable Racking & Checkout
1	-005	400	Applicable Racking & Checkout
	SUBTOTAL:	$86,660	Hardware Price

Required on first OEM order and on each End User order:

1	92060A	6,000	RTE-III (includes BSM)
	TOTAL:	$92,660	Total System Price

This compares with the equivalent End User 9640 system of:

Qty.	Model	Price	Description
1	9640A	$16,800	System. Includes 2108A with 16K memory, DCPC, disc bootstrap, memory protect, time base generator, power fail recovery system, photoreader and winder, one-bay 56" cabinet.
8	-P11	12,000	Additional 64K memory
1	-P24	1,025	Replace 2108A with 2112A
1	-P32	4,100	Memory extender and power fail recovery
1	-A09	21,000	RTE-III with 12962A 15M byte disc and one-bay 56" cabinet
4	-R90	13,800	2640A CRT's with 12880A interfaces
1	-Q42	9,500	12970A 9-Track mag tape
1	12986A	4,100	Optical Mark Reader
1	12987A	8,325	Line printer, 64 character set
	TOTAL:	$90,650	Total System Price

We think this is a super new service that you and your customers have been asking for. And it is attractively priced. This new service is effective today (March 15). Orders including rack-only service will be accepted until May 1. Rack-only orders will not be accepted after May 1.

In summary, the old racking plan gave you just that: rack-only. No cabling or testing of the subsystems together. Only individual component tests were run. The new checkout service provides racking with blank panels, cabling, and testing in configurations that have been pre-tested for airflow and anti-tip stability. We continue to "get it together". Sell OEM with confidence!!

HEWLETT **hp** *PACKARD*

CONTROL CAPABILITIES	• INDEPENDENT CONTROL OF LEFT AND RIGHT CARTRIDGES
	• FORWARD AND BACKSPACE BY RECORD AND BY FILE
	• LOCATE A FILE VIA ITS ABSOLUTE FILE NUMBER
	• WRITE EOF AND END OF DATA
	• READ/WRITE BY RECORD
	• REWIND
	• CARTRIDGE STATUS

HEWLETT **hp** *PACKARD*

DVR-05 IS RELEASED

By: Fred Gibbons

The RTE-II & III driver (DVR-05) for both the 2640 and 2644 Data Terminals is released. It supports most of the capabilities of the terminals including the 2644 cartridge and the 9866A printer. Connection is via hardwired EIA RS-232C only for distances up to 50 feet. Although the 2640 and 2644 *may not* be used as RTE system consoles with DVR-05, they may be used as an *additional terminal* (2nd, 3rd, etc.) using the 12966A I/F.

However, the 2640 may be used as a system console in 9600 RTE systems (RTE-B, RTE-C, RTE-II and RTE-III) with DVR-00. DVR-00 operates in character mode only and does not support the cartridge - hence DVR 05. A remaining challenge is to make the 2644 a system console. Work is underway but this capability if not yet quotable.

**HOW TO ORDER THE
2640 OR 2644
FOR AN RTE-II OR RTE-III SYSTEM**

1.	12966A	BUFFERED ASYNCHRONOUS I/O INTERFACE	$950
2.	OPT 001	2640/44 RS-232 CABLE	$ 0
3.	OPT 422	DVR-05 RTE DRIVER	$ 0
4.	2640 OR 2644	FROM TERMINAL PRODUCTS DIVISION	$3000 (2640) $5000 (2644)
5.	OPT 020	FROM TERMINAL PRODUCTS DIVISION (SPECIAL I/O CARD FOR 2640 & 2644)	$200

(NOTE: UNTIL MARCH 1976, ORDER OPTION 422 BY PART NO. (DVR05-92001-16027) DVR05 MANUAL - 92001-90015).

Here's a recap of 2644A cartridge features supported by DVR-05.

**2644 CARTRIDGE OPERATION ON
DISC BASED RTE SYSTEMS**

|	
DRIVER	DVR05
DATA ORGANIZATION	FILE AND RECORD (MAXIMUM 256 CHARACTERS) PER RECORD
TYPE OF DATA STORAGE AND TRANSMISSION	ASCII OR BINARY

DVR-05 IS RELEASED. . .SO WHAT?

By: Fred Gibbons

Here are a few things you can do with the RTE-II & RTE-III DVR-05 and a 2644 cartridge:

The 2644 cartridge can be used as a standard input/output device like a mag tape, photo reader/punch or card reader. For example, you can set up LU 10 and LU 11 as the right and left cartridges respectively.

With these LUs, BASIC and FORTRAN can access the cartridge with standard Read/Write requests. Assembly language level access is via EXEC CALLS. RTE users can now carry programs and data around on small, shirt-pocket sized cartridges. Compilations and assemblies can be done from these handy cartridges just like another pair of peripherals. But remember, this initial release allows these neat capabilities from additional terminals only. Full system console support for RTE-II and RTE-III as well as RTE-B and RTE-C support are under development in our lab now for your future use. Do not quote this yet. This means that any RTE system using the 2644 requires another terminal (2640, etc.) as the system's console.

HEWLETT **hp** *PACKARD*
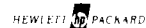
RDTS SUCCESSES (AND MIS-QUOTES)

By: Dave Borton

Congratulations to all of you who have recently been selling RDTS, the IBM 2780 emulator package on RTE-C and RTE-II. That's the good news. The bad news is that some of you have sold it to work with RTE-III based systems. Since it has not yet been released for use on RTE-III based systems, that has caused us some difficulties in manufacturing. Note AD on page 43 of the 9600 Configuring Guide indicates that this capability is not yet available for RTE-III. Therefore, please follow these notes of warning. We expect that release to occur within several months and at that time we will be sure to notify you all. So, in the interim, sell RDTS in RTE-C and RTE-II systems.

Also, when running RTE-II and RDTS background swapping must be inhibited. A simple operator's command allows that to be accomplished. So, sell RDTS! Our link to BIG BROTHER! Remember, RDTS has made the difference in lots of sales when BIG BROTHER was a factor. Keep on selling!!

HEWLETT **hp** *PACKARD*
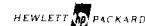
DISTRIBUTED SYSTEMS UPDATE

By: Dave Borton

The revisions that are presently being done to Distributed Systems correct the bugs that have been found over the past year. In fact, ask your local Product Specialist that recently attended an update class in Cupertino how good this new software is! Details on how to get this modified software for your customers will be sent to you as soon as we are ready.

Our goal is to release one package that will clean up all incompatibilities.

We still have encountered some product incompatibilities with Distributed Systems, RTE-III, and the 7905. They will be resolved shortly. Until they are resolved, we have chosen to keep Distributed Systems on a production hold. This will cause anguish on the part of some of your customers, but less anguish than if those same customers received less than optimum software.

Meanwhile, we expect this hold to be lifted in a matter of weeks, hopefully, shortly after you receive this. Then the best network package in the industry will be even better! A new ad compaign will be launched soon to tell new prospects that we have the best package. Also, notice the March 15 issue of Business Week for an HP ad that includes a section on Distributed Systems.

HEWLETT **hp** PACKARD

HP DISCS - TOUGH ENVIRONMENT APPLICATIONS OVERSEAS

By: Bob Daniel

In an earlier issue I summarized reported domestic applications of the HP Disc Drives where the environment was something less than normal. We hope these contacts might prove beneficial to you in convincing your customer of HP's concern for performance under a wide range of specifications.

Following is a brief list of some of the responses from overseas. All are 7900A's. We hope soon to be able to report equivalent performance from the 7905A's.

Keep us informed. Just a brief description sent to us will insure that the rest of the field force can benefit from HP's successes.

CUSTOMER	APPLICATION	TYPE OF ENVIRONMENT	CONTACT	LOCATION
Institut Francais du Petrole Bordeaux, France	Oil research at sea. Acquisition and reduction of data coming from undersea explosions. 7900A Drives.	Ocean borne	Bastien Gilles	HP Orsay France
Boel La Louviere, Belgium	7900A's used in steel mill for mfg. control, metal addition, etc. Several 7905's on order.	Dusty, non-air conditioned	R. Swinnen, J. L. De Schutter	Brussels Belgium
Hoch alpine forschungs Station Jungfraujoch, Switz.	Evaluating effect of sun on atmosphere 7900A disc drives plus HP 2100.	High elevation, 12000 ft.	T. Nielsen	Zurich
Transformatoren Union AG Kirchheim, Germany	Manufacturer of large utility transformers. End of line testing using 7900A's, etc. System in shielded, but not air-conditioned cabin.	Dusty and dirty production facility	Rudi Almaschi	Boeblingen Germany
Nagasaki University Fisheries Dept. Japan	An RTE system with 7900A. Used for sonar search for shoal fishing.	Ocean borne	Masaaki Tagami	Hachioji Tokyo
Mitsubishi Heavy Industry Japan	Ship builder. DAS plus fourier system on 250,000 ton tanker. Using 7900A disc.	Ocean borne	Masaaki Tagami	Hachioji Tokyo
Shinmaiwa K.K Japan	Flight check-out system. Equipment is frequently moved from airfield to airfield in a van. In-flight data then analyzed by 2100S, 7901A, 7970B, etc.	Van/Truck	Masaaki Tagami	Hachioji Tokyo

HEWLETT **hp** PACKARD

MEXICO DOES IT AGAIN!

By: Dave Hancock

HP-MEXICO has now sold a second Steel manufacturer on the advantages of 9600/RTE to improve their production efficiency. This sale, following on the heels of HYLSA STEEL, is to TUBOS de ACERO de MEXICO S.A.—one of the largest steel manufacturers in Mexico.

Manual Mendez, as both SE and FE, closed a RTE/C based 9611 to perform data acquisition for two functions. The first application is data monitor of the tube and pipe producing furnaces for procedure optimization. How does the furnace operator know how to modify the input mix to improve yield and product quality? By looking at his 91200B controlled TV monitor, of course! Another good usage of the 91200 TV card is to feed-back operator commands to the individual at his control station. Feed-back that allows the furnace chief to monitor the process as it changes in real-time. Instructions include direction on input mix control, draw rates and temperatures.

The second application used by TAMSA is the monitor of power and energy consumption. A steel plant utilizing tremendous amounts of power and optimizing control to reduce those expensive peak demands can show large cost savings. Again, the power-demand center utilizes a TV monitor for information on power usage, current demand and load levels. By staggering furnace runs, peaks are avoided by smoothing out the demand.

This initial 9611A system only required a $65,000 investment with expectations for a rapid return in yield and cost savings. *Señor Mendez* has done well in using HYLSA as a reference account and succeeding in HP's successful penetration of Mexico's steel industry. Another case of RTE doing the big jobs.

HEWLETT **hp** PACKARD

KODAK KOM REFORMATTING SYSTEM (93727A)

By: Frank Jackson

Eastman Kodak has complete marketing responsibility for KOM reformatting systems. HP only supplies the hardware and Kodak has the system and software responsibility.

Now that the 2022B MTRS is obsolete and has been removed from the price list, please refer any inquiries to the local Eastman Kodak salesman.

All USA orders for 93727A systems are placed by Kodak with the HP Rochester office, whereas International orders for

KOM MTRS systems will be placed thru the HP office in that country.

Please contact me if you have any questions about this arrangement.

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GE ANNOUNCES FORMATION OF HP USERS GROUP

By: Joe Schoendorf

General Electric - one of our top customers - has announced formation of a HP Computer Systems users group.

The first meeting has been set for April 27 and April 28 in Bridgeport, Connecticut. *John Genet* of General Electric in Erie, Pennsylvania, asked for our help in notifying all potential attendees.

This meeting is open to all current users of any HP computer product - 21XX, 96MX, 3000, 95XX, 85XX, 54XX. *John* indicated that any potential users were welcome as well. He felt strongly that the mode of the meeting would be positive as opposed to the usual users group "complain syndrome."

If you call on a potential attendee - user or prospect - have him get in touch with:

> **John Genet**
> **General Electric**
> **Erie, Pennsylvania**
> **(814) 455-5466**

Jack Ferguson of our Syracuse office already called *John* with the name of ten attendees.

I will be at this meeting along with either *Dave Crockett,* Research & Development Manager and/or *Ken Fox,* our RTE Lab Manager. There will be a strong RTE/Distributed System flavor to the meeting. Let's get a large turnout and continue penetration of this Fortune top **5** account.

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DATA SYSTEMS POCKET GUIDE DISTRIBUTION

By: Ted Proske

If you're a computer systems RSM, DM, FE, SE, or Staff Engineer outside of Japan, by now you should have received your own personal copy of the Data Systems Pocket Guide and the January DSD update package. If you haven't, or there is a new person in one of those categories in your office who doesn't yet have the guide, please send me the **NAME and JOB TITLE** of the person needing the guide. I will send the guide and latest DSD update package and add that person's name to our no-charge distribution list for automatic issuance of subsequent update packages.

For **Hewlett-Packard people** other than RSMs, DMs, FEs, SEs, or Staff Engineers, DSD Pocket Guide binders with index tabs may be purchased in lots of 10 at a charge of $50 per lot; the latest DSD update package can also be ordered in lots of

10 at $30 per lot. Your order should be sent on an IOS, giving your account and location, to *Angela Rodrigo* here at Data Systems. Nothing less than lots of 10 will be supplied.

NOTE: Under no circumstances is the DSD Pocket Guide or any of its update packages to be given to non-HP people. Our handout price information is provided on ordering information sheets and price/configuration guides.

Training News

DSD TRAINING COURSE DATA SHEETS

By: Jane Seligson

Data Sheets are now available for all Data Systems courses. They elucidate the purpose, contents, prerequisite etc. for each course-taught. One set has been sent to all US and international sales offices and factories with additional copies available free upon request from *Dave Asplund* at the Palo Alto Literature Distribution Depot Bldg. 9B. The titles and part numbers are as follows:

    5952-9913 RTE II/III
    5952-9914 21MX Maintenance
    5952-9915 DOS/III Operating System
    5952-9916 7900A Disc Drive
    5952-9917 2100 Computer Maintenance
    5952-9918 21MX Microprogramming
    5952-9919 Distributed Systems
    5952-9920 2100 Series Assembler
    5952-9921 Measurement and Control
    5952-9922 2100 Image Data Base Management
    5952-9923 Terminal Control System B
    5952-9924 Multiuser Real Time Basic
    5952-9925 7970E Mag Tape Unit Maint (Boise)
    5952-9926 7970B Mag Tape Unit Maint (Boise)

The new March issue of the Computer Systems Group course schedule will list course prices and start dates for all training courses through August, 76. The above data sheets in conjunction with the schedule should answer most of your questions about Data Systems training.
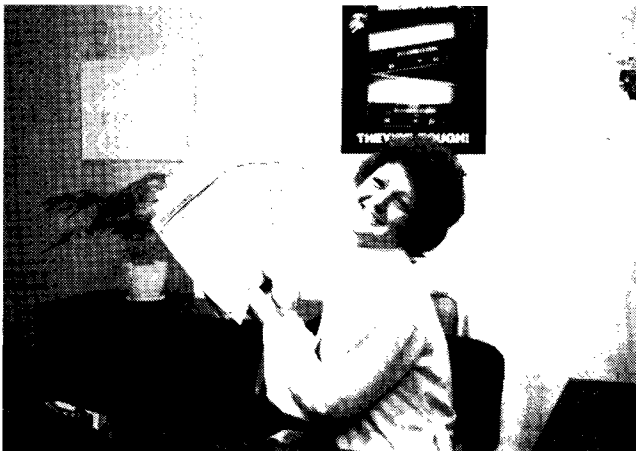
Laura Kohl, DSD Training Registrar, displays the new Data Sheets.

Order Processing Corner

ORDERING SPECIALS

By: Dave Hendrix

Special options to our 96XX systems cannot be APO'd. Reason being that special content typically requires special hardware content and we as a division cannot begin to build such specials until the firm order has been generated.

This raises the question of "What about special options that delete items?" and the answer is that there is too much overhead to handle different specials separately on APO's. What you have to do is order the standard system on the APO without any special options including any that may delete an item such as opt. 444, deleting the system console. When the firm order is issued add the specials at this time. Any special options deleting any items will not effect your delivery date.

On the other hand, if you have a special requirement to your system which requires some added hardware modifications, beware that the special will not be scheduled until the firm order has been received. An APO will allow you to schedule anything that is standard, specials will not be scheduled until the firm order is in hand. If you have a critical delivery date you must take into account any special content to the system and the time required to builds such a special.

Delivery of a system is determined by the item in it with the longest lead time . APO's allow you to improve such a lead time but if specials are required they may become the critical factor in the delivery of your system, and could possibly affect the acknowledged delivery date of the APO.

Again, do not issue an APO with any specials on it. They will not be accepted by our order processing department. APO only within the standard configurations and add all specials only when the firm order is ready to be transmitted.

CE CORNER

DOWN SYSTEM POLICY

By: Penny Matlock

It has been brought to my attention as well as the Customer Engineering Manager's that the down system policy is being misused in several instances. It appears that numerous orders for blank panels, software, manuals, etc. have been transmitted with the down system codes (TD & ID). We can be sympathetic and understanding of rush requirements for these types of situations. However, our mutual feeling is that they do not make a down system. A note in special instructions will suffice and alert the order coordinator to expedite (if possible).

In order to make the system work, let's use it to our best advantage - not disadvantage. The number of these types of orders has increased substantially and does not, therefore, allow us to perform adequately on those customer orders that are really "down".
Thanks for your help.

DATA TERMINALS NEWSLETTER

LM ERICSSON OF SWEDEN, AWARDED THE 4000TH 2640A DATA TERMINAL

By: Eric Grandjean

"The quality of HP equipment is well in line with the requirements of the telephone industry" says *Mr. Arne Olsson,* Manager of the Q.A. Group at LM Ericsson.

This statement was made at the presentation ceremonies in Stockholm, during which the 4000th terminal, enhanced by a handsome gold-plated bezel, was officially presented by *Ed Hayes* to *Mr. Ake Swensson,* Assistant Division Manager, Telephones Division.

LM Ericsson is a major international manufacturer of telephone systems and equipment. For several years, LME has been buying 7970 magnetic tape units from HP for their telephone exhange stations. They have recently renewed their contract with HP by signing a new purchase agreement worth close to one million dollars, for more tape drives, but now also for computers and especially *data terminals.*

Significant in the selection of 264X terminals by LME, are their high reliability, (they were thoroughly tested at the Ericsson Labs) their unique design qualities, the availability of a proven world-wide service organization, and finally the recognition of HP as a world Technology leader was an important factor.

Congratulations to *Peter Almgren* on behalf of the *Data Terminals Division* for his hard work closing this important contract.

Tigers - - - in Sweden? You bet!

2644A COLOR VIDEOTAPES FOUND

By: Jim Elliott

The new 2644 color videotape (see following article for details on tape's content) was distributed worldwide in November, 1975. However, due to the dynamic changes of personnel in Hewlett-Packard, some tapes did not get to the correct people in the European distribution. The following table lists the locations where these tapes were sent.

Please note that each tape was distributed with a copy of the complete script of the audio track for the three segments.

This script should be helpful when having the audio track redone in a local language.

If the tapes must be ordered, make your request through an internal order. Send to *Chris Bonetti,* Division 07, with the message type *69.* The tape's product number is 90541.

Please specify if you want cassette or reel-to-reel and whether or not a script is required.

—EUROPEAN SALES—

GmbH		
HPSA	D	PIERRE CROCHARD
*ATHENS	D	MALVINA MARINOS
*BELGIUM, BRUSSELS	D	NICOLE LIBOUTON
*DENMARK, BIRKEROD	D	SID MANN
*FINLAND, HELSINKI	D	IRMELI JUDEN
*FRANCE, ORSAY	D	PAUL BRAULT
*FRANKFURT	D	IRMGARD BORSDORF
*GENEVA		
VIENNA	D	KATHY RICE
*MILAN	D	ALICE PANTERA
*NETHERLANDS, AMSTERDAM	D	HANS HUIJER
*NORWAY, HASLUM	D	LIV GUNNERUD
*PORTUGAL		
*ROME		
*SPAIN, MADRID	D	JOSE LUIS CEDILLA
*SWEDEN, BROMMA	D	MAJ ANSTRIN
*UNITED KINGDOM	D	JUNE MARSDEN
WINNERSH		
*ZURICH	D	HANS KIK

*Distributions are sent through GmbH. By: Ine Van Sabben

2644A COLOR VIDEOTAPE MAY BE JUST WHAT YOU NEED

by Jim Elliott – DTD

Ever get that appointment with top management only to find that you have just 15 minutes to introduce yourself, present your product, and make your exit?

Or have you ever been requested to demonstrate the stand-alone features of the 2644A to an audience of, say, 15 people, in 15 minutes or less?

Or have you ever had the opportunity to tell the buyer's service people how well the 2644A is put together and tested at the factory, in 10 minutes or less? Any of the above requests would be tough to perform, but with the right tools none would be impossible.

The new 2644A full-color videotape comes in three parts and is tailored to help with the above types of requests. The first part is an 8-minute dramatization that can inform top management how the 2644A can save the company money and improve production. It is application-oriented and is designed to stimulate ideas and prompt additional questions. The second part of the videotape presents the *features, advantages,* and *benefits* of the stand-alone capabilities of the product. Even though it's a short 15 minutes in length, the action comes at a pace that doesn't overwhelm the customer — yet it isn't so slow and repetitious that it gets boring to watch. The third segment is about how the 2644A is constructed. Many of the scenes are shot right on the factory floor, which lends a great deal of credibility to the tape.

So . . . . if you find yourself in one of the above selling situations, reach for the 2644A color videotape; it may be just what you need to help you close that big 2644 deal.

HEWLETT **hp** *PACKARD*

TERMINAL DECALS AVAILABLE FOR PROPOSALS

By: Bill Dallenbach

Those of you who prepare system proposals know the labor savings provided by the "stickers" used to represent the various HP instruments. Data terminals is happy to advise you that the 2640 and 2644 are represented. Pages of these handy terminal outlines may be obtained from *Pat Sullivan* at AMD, bldg. 70. They come as part of a total system kit, or individually—both are reasonably priced.

HEWLETT **hp** *PACKARD*

TAKE A TERMINAL STAND

By: Bill Dallenbach

The DTD display at Computer Caravan features a demonstration stand for the 2640/44 terminals. This device raises the terminal three feet from table height, placing it at eye level. It also angles the screen to vertical position for best viewing. Finally, a tray for the keyboard positions the keys vertically for best viewing from a distance.

This stand was found to be very useful at Computer Caravan and we have received requests for them for use by the field. We will be happy to have a stand built for you at cost (Approx. $200). All you need to do is let us know you want one—but we would like to hear from you by April 1 so we can build all of them at one time and thereby get the best price.

Alternately, we will be happy to provide you with the dimensions, and you can have one of your local cabinet makers or display houses build one.

In any case, your demos to large groups, or your local show participation will benefit from this stand.

HEWLETT **hp** *PACKARD*

HOW TO USE THE 2644 CARTRIDGE TAPE UNITS WITH 2000 ACCESS AND 3000 SYSTEMS

By: Dwayne Murray

The next issue (April, 1976) of the Computer Systems Communicator will contain an article on how to use the 2644 cartridge tape units on 2000 Access and 3000 Systems. The article covers data entry and retrieval by using the keyboard and via escape sequences from the computer.

HEWLETT **hp** *PACKARD*

Sell Terminals!!