Hewlett-Packard in Australia.

HEWLETT PACKARD

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Hewlett-Packard is a world leader in high technology which for over 40 years has used innovative product development to provide solutions to our customers' problems. Our product range is very wide, particularly in computers. Whether a customer needs a calculator, a personal computer or a large computer system, we can provide answers for his computing requirements.
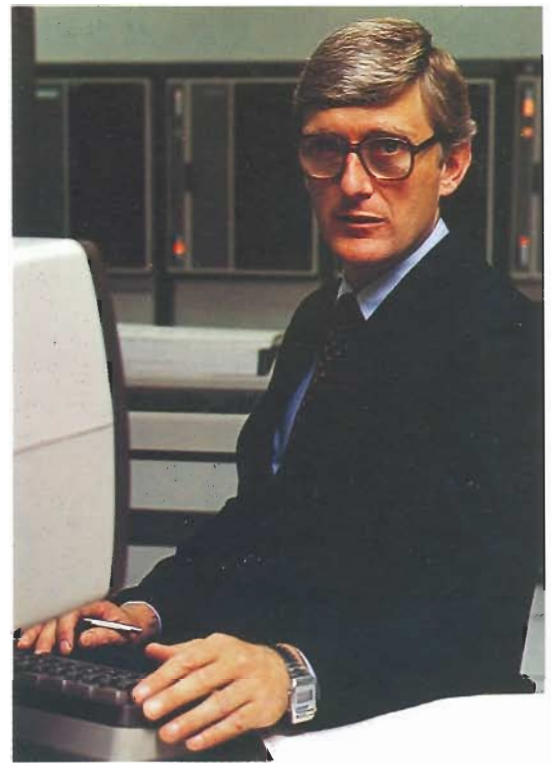
Our Australian organisation has grown rapidly since it was established in 1967. The number of employees has risen from 25 to over 500 and revenues have expanded at an average annual rate of 25%.

Several key factors have contributed to this high growth rate in Australia.

We offer top products which are recognised the world over for their quality.

Our extensive local support capability ensures that customers receive a rapid response to their service requirements, while our team of highly-motivated and well-trained staff are dedicated to assisting customers.

Key to our on-going success, however, is the large and loyal group of customers whom we have attracted over the years.

Dr. David Booker, Managing Director.

In preparing this booklet, we have set out to provide an overview of Hewlett-Packard and in particular to show the products and services offered by Hewlett-Packard Australia Limited. Some typically Australian applications are described in the following pages.
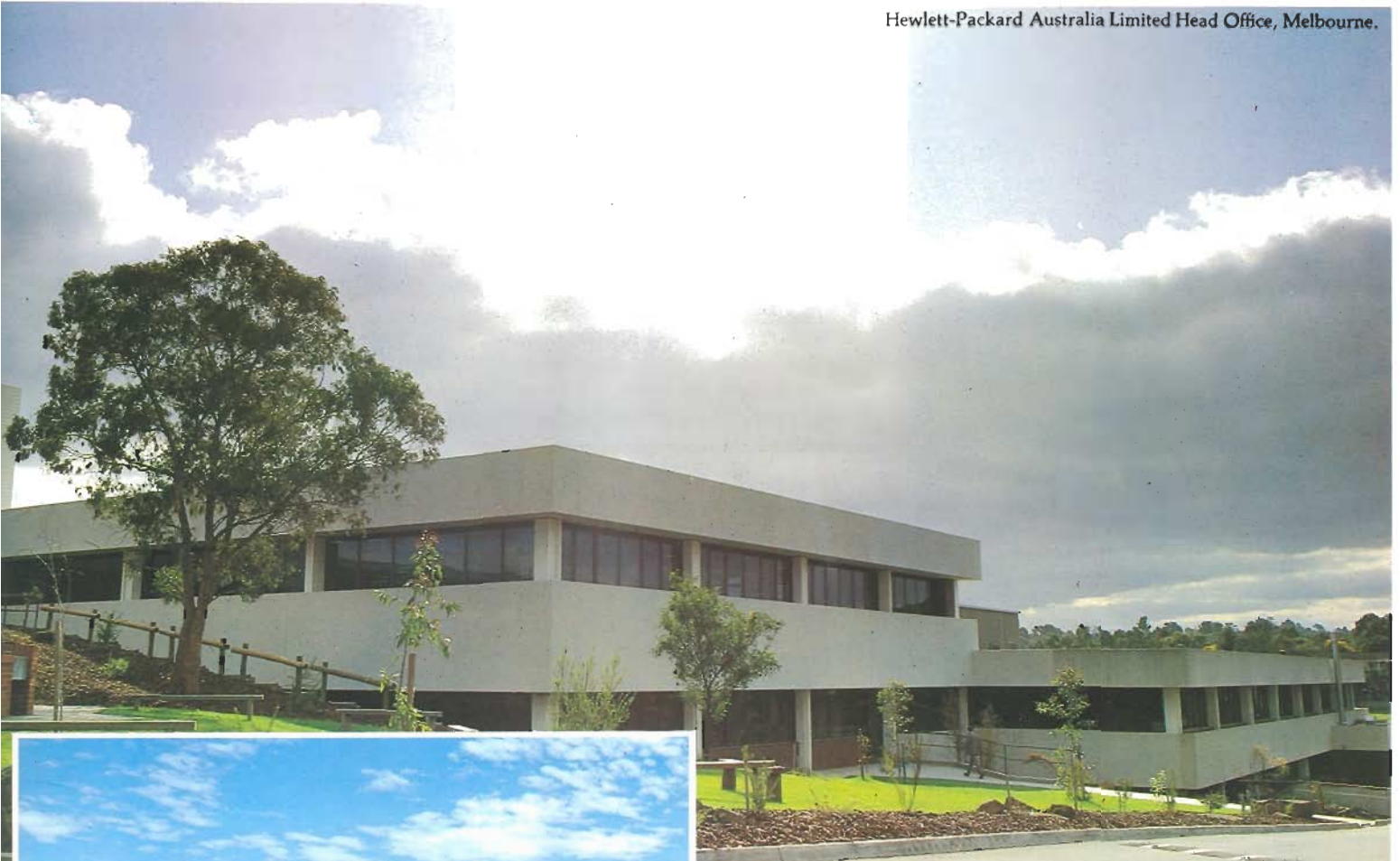
David Booker

Hewlett-Packard employs more than 500 people in Australia, with a head office in Melbourne, and branch offices in Sydney, Brisbane, Adelaide, Perth and Canberra. All offices provide sales and customer support services and the Australian company also looks after customers in countries throughout the South Pacific Basin.

Training is emphasised and staff do courses both in Australia and U.S.

Employees work in a relaxed, informal environment.

Hewlett-Packard has sales, service and support centres in major capital cities.

(a) Sydney   (b) Brisbane
(c) Canberra   (d) Adelaide
(e) Perth

The Australian Application Centre

Established in 1982, the Australian Application Centre represents a major commitment by Hewlett-Packard to manufacturing Australian software programs which are developed to suit local requirements in commercial and technical applications.

Now one of the most rapidly growing sections of Hewlett-Packard Australia, the wide range of our locally produced software products includes packages designed specifically for manufacturing, distribution, financial accounting, process monitoring and control, office systems and computer-aided design and drafting.

Each new product stands alone or can be integrated into Hewlett-Packard's Productivity Networks – integrated systems of application software modules, fully supported by the Hewlett-Packard family of compatible business and technical computers.

HP's application software products are adapted for the Australian market. These adaptations encompass such things as localised data presentation, spelling and terminology, and

algorithm changes required by Australian tax conventions, legal requirements and reporting practices.

Accompanying documentation is reworked for local requirements. Apart from adapting new applications software, we provide full on-site support for our products.

Hewlett-Packard's Australian Software Catalogue gives customers a comprehensive guide to readily available software packages which can extend the options and usability of Hewlett-Packard equipment.

Australian Application Centre

Customer Service and Support

Hewlett-Packard is known throughout the world for its comprehensive approach to customer support. Customers in Australia will find that HP support personnel are eager to understand their needs and qualified to help protect their investment in HP equipment.

The company's commitment to customer service begins with the design and manufacture of a quality product that offers superior performance and long, trouble-free service. Many computers in the HP3000 series, for example, have a service contract which guarantees that the system's critical elements will be operational 99% of the time. A similar standard of performance is expected from other HP products.
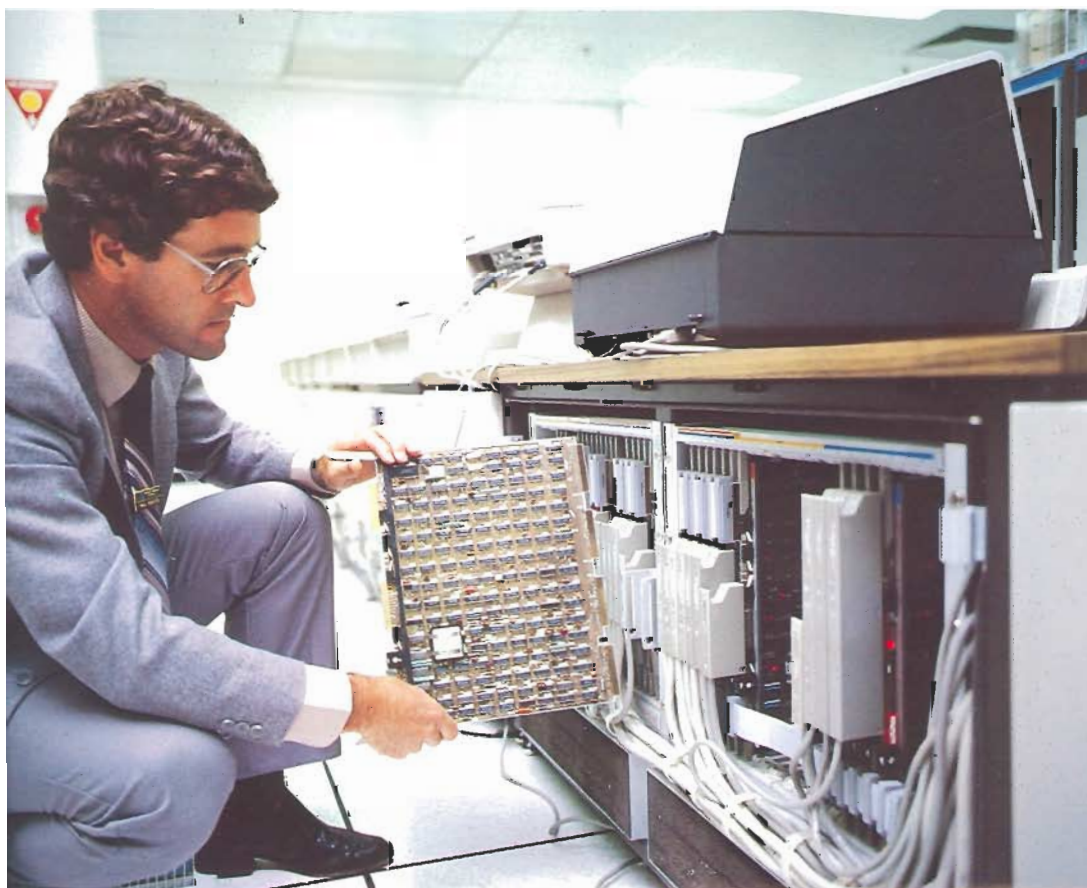
All products are backed by prompt, efficient service. The company's customer engineering organisation provides both on-site maintenance and field repair centres which offer low-cost service on a country-wide basis. Support personnel are highly trained

Electronic instrument repair and calibration at Hewlett-Packard's Melbourne Head Office.

— most are university educated and all receive intensive product training both in Australia and in the U.S.

Consultation with these experienced hardware and software engineers helps customers choose the support services most suited to their application. Services include tailored on-site hardware maintenance, software training, updates and application consulting, and product repair and calibration.

On site computer service.

Computer Group

Hewlett-Packard's Computer Group markets a broad range of commercial computer systems for business and manufacturing, technical computers for science and industry, and desktop computers for a variety of applications.

Hewlett-Packard's Interactive Office offers business users a wide range of practical business graphics.

A large range of peripheral equipment is also available, including terminals, disc memories, tape drives, printers and plotters — designed and manufactured by Hewlett-Packard.

The Hewlett-Packard 3000 Computer System

Created specifically for business and manufacturing applications, more than 12,000 Hewlett-Packard 3000 systems are installed around the world. This is one of the most versatile general purpose computer systems available today.

Hewlett-Packard's Interactive Office Concept

HP's "Interactive Office Concept" builds upon the strengths of the HP3000 business computer and realises the idea that an organisation's information base must be available to individual users.

The "Interactive Office" ties together new software packages and their supporting terminals, printers and plotters. Features of the system include personal computers for managers,

Engineering design and development is made easier with Hewlett-Packard technical computers.

electronic mail, electronic filing, and graphs and charts to aid business decision making.

Hewlett-Packard's Manufacturers' Productivity Network Concept (MPN)

With HP's Manufacturers' Productivity Network, a company can start with one HP Computer in either its engineering, planning and control, factory automation or office systems operation, and gradually expand computing capability to all of these areas.

In addition, by linking and analysing information from all these areas under unified management, new and higher levels of productivity can be achieved.

Operational Planning & Control Systems

Administrative & Office Services

Factory & Plant Automation

Computer Aided Engineering

Hewlett-Packard and Fletcher Jones: A Computer Partnership that Improved Efficiency with a 12 percent cost saving

Hewlett-Packard computers are playing an important role for garment manufacturer Fletcher Jones in the vital area of raw material procurement planning and stock control.

The company's computers are also used in various planning and production roles, ranging from controlling the laser cutting of individual garment orders to planning the most efficient allocation of fabrics and patterns. One system maintains simultaneous up-to-date production monitoring of factories at various locations.

Hewlett-Packard's Contribution to Ansett's Efficient Flight Scheduling

Ansett's major requirement for a computer system was that it be able to give the airline's flight schedulers all the information necessary to make an optimum decision at a glance. That meant a system which could produce a comprehensive graphic chart rather than reams of numerical data print-out.

After considering a wide range of systems, Ansett found that a Hewlett-Packard computer-driven graphics system provided the best business solution. Since the Hewlett-Packard plotter produces coloured charts 30 times faster than by hand, at a glance a flight scheduler can consider interaction of all flights, peaks and troughs of passenger traffic, connections, aircraft flying time, curfews and maintenance scheduling. The system also offers the facility to model and evaluate proposed alternative schedules.

Ansett Airlines rely on Hewlett-Packard for vital aircraft scheduling.

Fletcher Jones use Hewlett-Packard computers in production and marketing of its garments.

Personal Computers

In 1972 Hewlett-Packard's commitment to innovative excellence produced the HP35, the first hand-held scientific calculator. HP has since established an enviable reputation in reliable, high quality personal computing products.

In Australia, Hewlett-Packard products have contributed to the development of solar energy in housing; calculated the length of world record ski jumps at Melbourne's Moomba Festival; provided critical boat performance and navigational information to Australia's Admiral's Cup and America's Cup yachtsmen and are helping CSIRO scientists calculate the risk of forest fires.

Around the world HP products have assisted the ascent of Mt. Everest, monitored the eruptions of Mt. St. Helen's volcano; and aided in the historic docking of the US Apollo with Russia's Soyuz.

HP helps Mercantile Mutual Life simplify selling

Mercantile Mutual Life and Hewlett-Packard Australia have pioneered a world first in the insurance industry.

Using Hewlett-Packard hand-held computers, agents are able to quote in seconds on an insurance package chosen from many possible variations. A package can be carefully designed to give customers the best choice of premium and return on investment.

200 HP hand-held computers now in the field are the most significant change the insurance industry has seen in 50 years.

HP personal computers feature advanced graphics for business and engineering.

Mercantile Mutual design insurance package proposals on Hewlett-Packard hand-held computers.

Medical Group

Hewlett-Packard manufactures some of the finest medical electronic equipment in the world, and its systems are used in hospitals and clinics throughout Australia.

HP medical systems are employed in operating theatres, casualty, coronary care, and general and neo-natal intensive care units. They monitor and display a range of vital signs, including a patient's heart rate, blood pressure, cardiac output, temperature, respiration and levels of oxygen and carbon dioxide.

The company's medical equipment is used in Australian cardiology departments to measure and record the heart's performance, and in catheterisation laboratories to help assess the heart's efficiency as a blood pump.
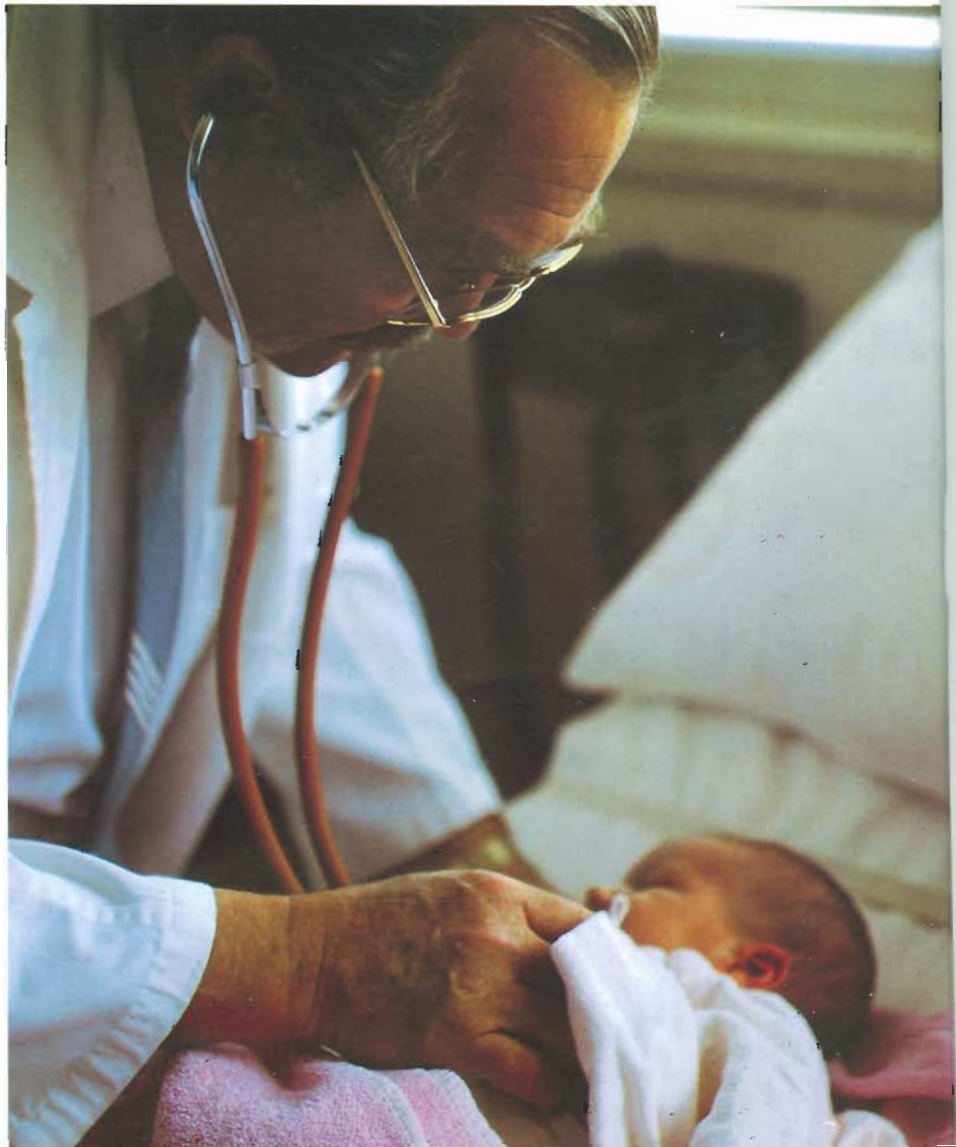
Safe Ultrasonic Testing

In ultra sound departments, Hewlett-Packard equipment is used to study the beating heart and to assess its mechanical action.

Non-invasive monitoring and investigative systems remove the need for surgical exploration and subsequent periods of recovery. They do not employ X-rays and there is minimal inconvenience to the patient.

Hewlett-Packard Monitors in Open Heart Surgery

Some of Australia's leading teaching hospitals have chosen Hewlett-Packard products to equip their open heart theatres. They realise that accuracy and reliability are essential in the critical application of technology to cardiac surgery.

Hewlett-Packard medical equipment is used extensively at the Adelaide Children's Hospital, a leader in neo-natal research and surgery.

Instrument Group

Hewlett-Packard began business in 1939 as a supplier of electronic test and measurement instrumentation. Today the company is an acknowledged market leader in this field, and its product range includes 20 different classes of electronic instruments, totalling 2000 products.

HP instruments are used widely in Australia by industry, government and scientific institutions. Product applications are diverse – ranging from manufacture of steel, ice cream and pet foods, through to very high technology satellite earth stations and aerospace engineering. In Melbourne the HP calibration laboratory works in conjunction with Telecom and the Australian Government to set Standard Time every day.

Hewlett-Packard and the Government Aircraft Factory

Various development programmes at the Government Aircraft Factory in Melbourne employ sophisticated Hewlett-Packard electronic measurement systems and make extensive use of HP computers.

Perhaps the best known application which HP equipment has been associated with was development of the Nomad aircraft which is marketed around the world in many utility roles and as a commuter aircraft.

Automatic testing of Telecommunication products at Siemens

Manual testing of electrical functions on sub-assemblies used in telecommunication equipment is extremely time-consuming. To boost productivity, Siemens chose to automate their sub-assembly test station by combining their own engineering resources with Hewlett-Packard systems to develop an effective and versatile automatic test system.

Australia's Nomad aircraft was developed at the Government Aircraft Factory with the aid of HP equipment.

Automatic testing of communications products at Siemens Ltd., Melbourne.

Analytical Group

Hewlett-Packard has been an industry pioneer in using computer technology to enhance the speed and accuracy of chemical analysis.

The company's analytical products are utilised to chemically analyse food, water, air, fuel, pharmaceuticals and a variety of industrial products against established standards. They are also valuable tools in forensic, biomedical and chemical research sciences.

The Analytical Group's product family includes gas and liquid chromatographs, mass spectrometers, automatic fluid samplers, analytical laboratory data acquisition systems and spectrophotometers.

Drug Detection

Numerous racing clubs around Australia use Hewlett-Packard analytical equipment to identify the presence of compounds or drugs which can alter a horse's performance.

The same testing is applied to athletes and Hewlett-Packard equipment was purchased by the Royal Brisbane Hospital for the 1982 Commonwealth Games. Hewlett-Packard analytical systems are also used by other hospitals around the country to identify the presence of drugs in patients.

Various Australian police forensic squads rely on Hewlett-Packard systems to check blood samples for alcohol or narcotics and in arson investigations.

Commonwealth and Olympic Games organisers use Hewlett-Packard equipment to monitor the possible presence of performance-affecting drugs in athletes.

Components Group

Although initially Hewlett-Packard made components only for its own internal use, today more than 90% of the components the company designs and manufactures are used by customers world-wide.

Intensive solid state research, advanced manufacturing techniques and continuous expansion into high technology product development have made Hewlett-Packard a recognised leader in the fields of optoelectronic, fibre-optic and microwave components.

The company's diverse product line encompasses competitively priced, high quality LED lamps and displays, optocouplers, fibre-optics, bar code scanners, motion-sensing devices (optical shaft encoders), emitters/detectors, diodes and transistors.

Australian users include the Eastern Suburbs Railway in NSW for automated ticket vending equipment; Philips and Siemens for telecommunications equipment; the ABC for information displays in mobile broadcast vans; and AWA in their data terminal products.

Hewlett-Packard and Fibre-Optics

To overcome the problem of electrical interference in data communication lines, Hewlett-Packard has developed fibre-optic data transmission to a high standard. Electrical impulses are converted to light impulses which travel through tiny glass fibre cables at a rate of ten million bits of information per second.
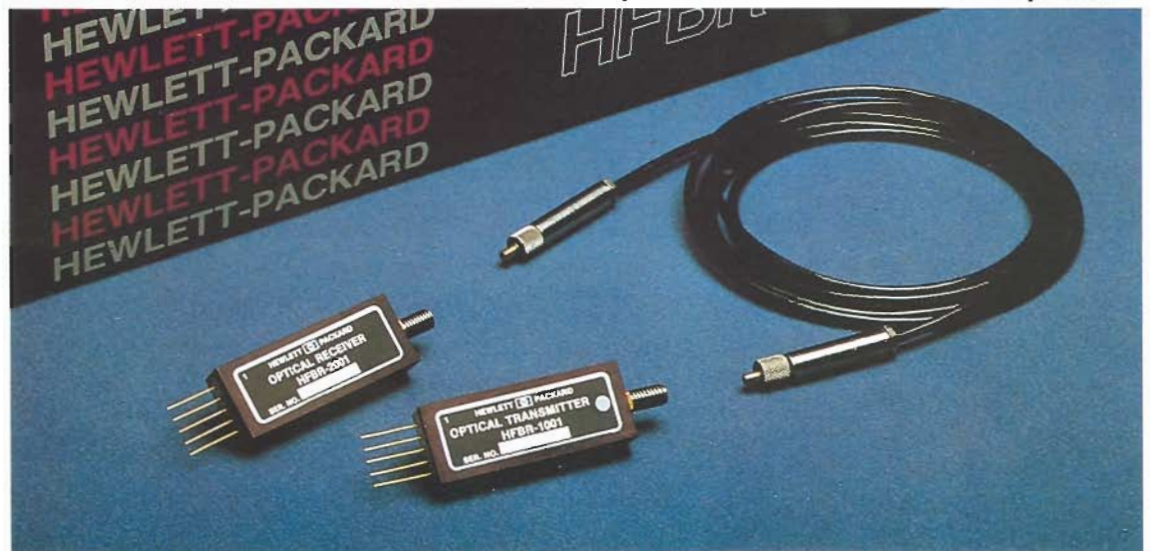
In New South Wales, a kilometre of fibre-optic cable was installed at the Port Kembla computerised coal loader to link Hewlett-Packard computers throughout the installation.

Bar code scanning devices are an important part of Hewlett-Packard's components range.

Hewlett-Packard manufactures a broad range of fibre-optic, optoelectronic and microwave semiconductor products.

To avoid electrical interference, optical fibre cable links are used in hospital computer systems, power stations and aircraft.

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