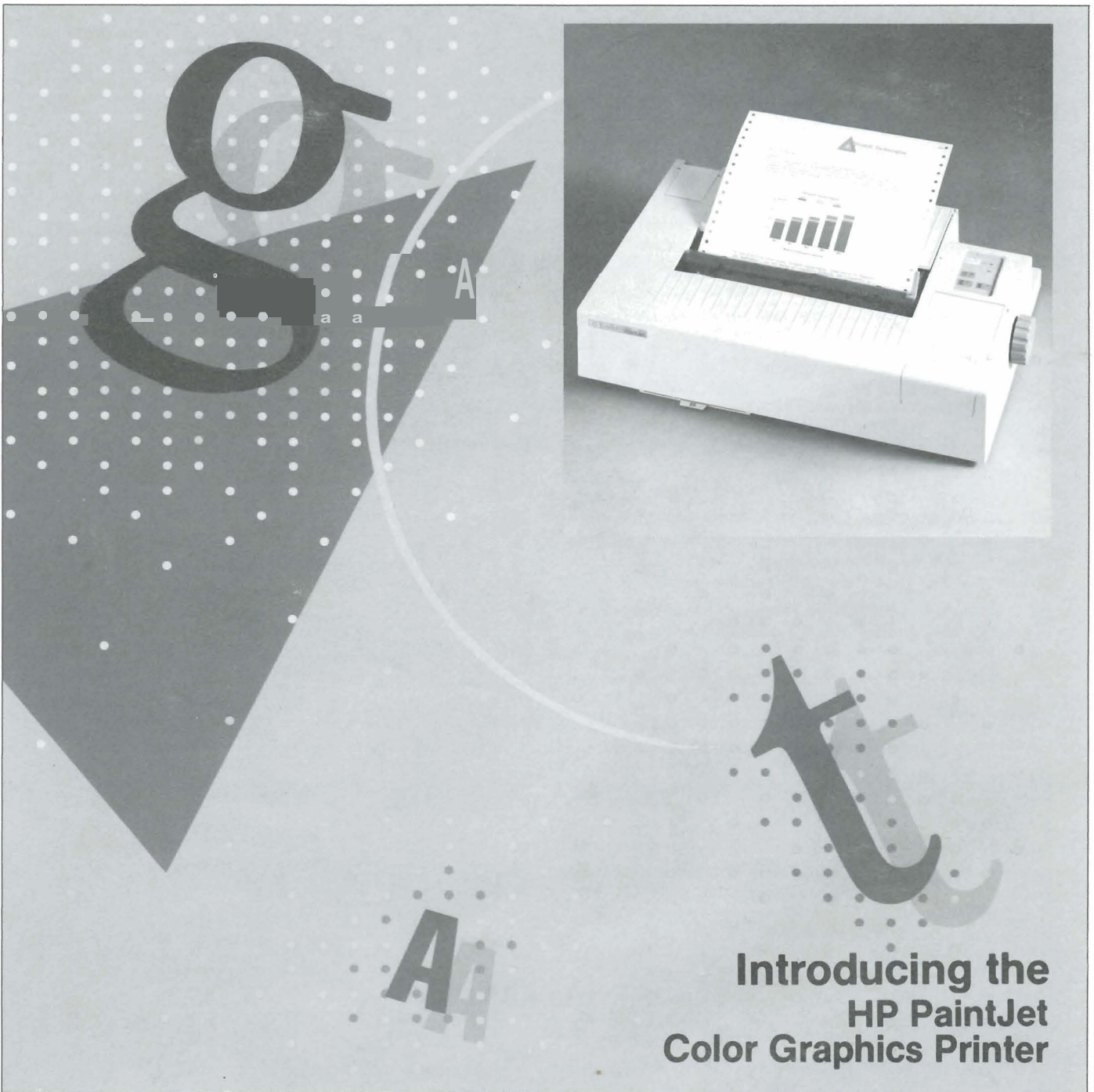


Information Systems & Manufacturing News

Information for HP sales reps selling MIS, office automation, and manufacturing solutions □ August 1, 1987



**Introducing the
HP PaintJet
Color Graphics Printer**

Information Systems & Manufacturing News

Vol. 12, No. 19

Formerly *Computer News*

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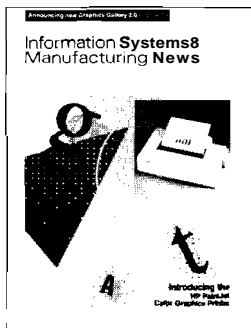
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If you have any questions, please contact the Roster Administrator in your appropriate organization or contact "Worldwide Roster" via HPDesk.



On The Cover

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 Lyon Manufacturing Systems Operation
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Corporate Manufacturing

Corporate Engineering

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HP Computer Museum
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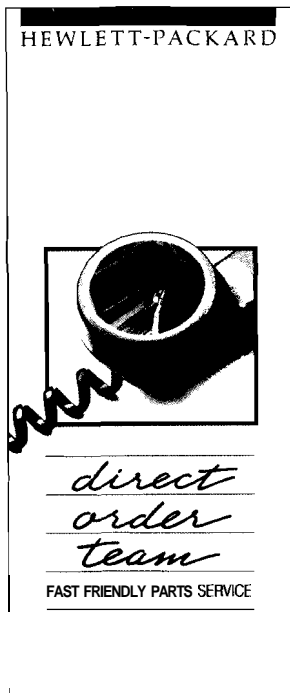
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GENERAL

MAJOR ACCOUNTS

New direct order flyer now available

Blythe Mason/SMO



A new direct order flyer that discusses the services offered by Support Materials Operation's (SMO) direct order team is now available. Features of the program (effective September 1, 1987) include:

- Industry-leading, four-day delivery on nonemergency parts, reducing the need for hotline service on replacement parts orders.
- Expanding services and staff to handle parts orders for all HP products.
- Extended business hours
- Hotline service (expedited delivery for critical parts needs). A hotline charge of \$100 (three line items maximum) covers the cost of freight and special handling.

The flyer can be ordered from the Literature Distribution Center (LDC) in Palo Alto, California, by requesting PIN 5954-7662.

TQC Office — new consultative selling service now available

Kuss McBrien/Major Accounts Marketing

For North America only

Customer testing has been completed on a special service from the Office Systems Business Unit (OSBU): Total Quality Control - Office (TQC Office). This presales consulting service is now available as a factory special for Major and Target Accounts. The service consists of a series of facilitated workshops that utilize Total Quality Control techniques to help a customer define work objectives, processes, and inhibitors. The HP account team follows this service with a related Profit Improvement Proposal (PIP). This service is targeted for information workers within HP's strategic sales areas of manufacturing, sales, service, and distribution. Trained facilitators are available today from OSBU for standard time and expense charges.

Why Total Quality Control?

It is increasingly difficult to differentiate computer vendors today. As hardware and software choices multiply, it is possible to meet customer requirements with a variety of solutions. Many reps find it harder to differentiate HP's solutions from those of other top vendors. In this environment, HP must go beyond the typical offerings of the market to achieve a recognizable difference. One clear way of differentiating ourselves is to provide a higher level of service. TQC Office provides this type of opportunity.

Total Quality Control is both a management philosophy and a set of tools designed to help organizations move towards higher quality. TQC has been a corporate objective at HP for over seven years now.

Several HP organizations have seen dramatic improvements in quality and profits. YHP in Japan, which has led the TQC effort, has seen a 120 percent increase in productivity, 244 percent increase in profits, and a 193 percent increase in market share. Domestic field support has seen a 35 percent growth in revenue, and 14 percent growth in profit with no people growth by using TQC methodologies. There are many other examples where

TQC is working at HP. With success has come recognition. Disc Memory Division (DMD) was the first non-Japanese organization ever invited to make a formal presentation at the Annual Japanese Quality Conference. This event was sponsored by the same organization that awards the highly regarded Deming Prize.

Customers are interested

This success has led to many requests from other firms, including several that are not yet HP customers, for information and assistance in developing TQC programs. To address these requests and to assist you in differentiating HP from other vendors, Central Office Marketing has developed TQC Office.

TQC Office is a seven-step process that results in a Profit Improvement Proposal. This process will require a substantial commitment of resources by both the customer and your local account team. It is not a quick fix to presales problems. Because it is a *Partnering* arrangement where HP and the client examine processes in depth, it does take time. The average project will last a minimum of three months.

Quality for information workers

TQC Office expands classic TQC to address the needs of workgroups beyond the manufacturing floor. In functions such as sales, marketing, and service, information workers, office support staff, and professionals all benefit from the TQC process.

TQC Office addresses the two major reasons why information systems fail: user rejection and automating poor processes. To avoid user rejection, the program emphasizes user participation in all phases, from objective identification to the profit improvement proposal. TQC is not done *to* the customer but *with* end users, management, and MIS staff as full partners in the process. Using TQC methodologies, work processes are examined and improved before new information systems are installed. Systems become tools for working better, not just working faster.

TQC Office is a multistep activity designed to begin the Quality process and identify the tools necessary to achieve high levels of quality among information workers. The basic components of the process are listed below.

- Account qualification
- Statement of objectives
- Management planning session
- User-needs workshop
- Measurement and system design
- Process improvement workshop
- Profit improvement proposal

What TQC Office is not

TQC Office is not generic TQC training. If a customer wants classic TQC training, special classes and other activities are required. TQC is a process, a philosophy, and a commitment to quality. Once begun, it continues as long as the organization seeks higher levels of quality and the higher profits that result. TQC Office takes the customer through the process once to achieve a specific goal. It does not enable the customer to do TQC without HP's assistance.

More information

Additional information can be received on TQC Office by contacting your sales development engineer at the Cupertino Sales Center.

How do you get TQC Office for your account?

Due to the limited number of trained facilitators, TQC Office is a *factory special* with limited availability. Strategic sales situations will have priority. To schedule TQC Office, contact your sales development engineer. He or she will be able to provide additional information and qualification requirements. If you feel you have a qualified account, please contact the Sales Center as soon as possible. Participation in this program will be limited.

Customer service training for Major Accounts

Wei Huang/PRSD

During the last four years, more than 55 percent of Customer Service Training's (CST) top 20 clients were Hewlett-Packard Major Accounts. These same customers were responsible for 60 percent of the annual CST revenue.

Aimed to provide quality training to HP customers who desire self support, Customer Service Training, a Product Support Division (PRSD) organization, has become an integral part of the HP worldwide customer support strategy.

CST currently provides repair and maintenance training for HP 3000s, HP 1000s, desktops, workstations, peripherals, and PCs, and coordinates the marketing of service training for selected instruments. Training is offered at CST's Mountain View, California, headquarters, and at numerous HP technical training and manufacturing facilities worldwide. Aside from regularly scheduled courses, special customer site training is also available.

CST courses are taught by experienced instructors with backgrounds in engineering, manufacturing, and customer satisfaction. Course content and materials are the same as those in customer engineer (CE) training, however, modified to accommodate customers with technical and nontechnical backgrounds.

Besides classroom training, self-paced and self-paced mentored training (SMT) are also valuable ways for customers to learn repair and maintenance technology. Currently, more than 60 customer self-paced learning packages and 25 different SMT options are available for PC and PC peripheral products such as the HP Vectra PC and the HP LaserJet printer family.

CST, with 25 years of training history, has on numerous occasions, devised new and progressive training standards and programs. The most recent development, the SMT program, has become an extremely successful training strategy supporting PCs and PC peripherals.

CST, an integral part of the HP customer support strategy

CST works closely with many of HP's sales and support organizations, assisting them in closing sales and rendering additional training support. Companies like AT&T, the U.S. Armed Forces, E-Systems, and the local Bells are a few of the Major Account customers that CST supports.

CST's audience are primarily those customers who need self-support because of a large installed base, various security concerns, and/or inaccessible and remote sites.

If you have any questions, leads, or concerns, please give us a call. For your convenience, we have installed the following toll-free numbers: 800-523-0696 in the Continental U.S., 800-882-9595 in California, or 415-691-5300/15905 worldwide.

SALES SUCCESSES

Sales Successes reports on successful sales strategies and HP solution installations. Information Systems & Manufacturing News welcomes contributions for this column from the field and divisions alike. Articles should be brief; informative, and contain the following information: (1) A description of the customer and the problem, (2) the competition's answer to the problem, (3) HP's solution and why the customer chose HP, and (4) who to call for more information about the sale.

Autochanger provides unattended backup on HP MICRO 3000

Steve Peck/CSBU

On March 1, 1987, the cartridge tape autochanger (35401A) was optionally integrated into the HP MICRO 3000. By ordering the 32535F Option 009, Tom's Foods of Atlanta, Georgia, was the first customer to take advantage of this new offering. The first order was for a development system; but they plan to order eight more systems over the next nine months to complete their network.

Tom's Foods is a local distributor of potato chips in the southeast region of the U.S. They found the HP MICRO 3000 with the 130-Mbyte disc backed up by an autochanger to be the ideal branch-office system. Each node will communicate back to the regional office via HP Desk over X.25. The HP MICRO 3000 with the 4-Mbyte main memory option provides the performance and capability necessary to meet the datacom and local processing needs of each growing office in the chain.

For ease of local support, Tom's Foods requested the same configuration throughout. They felt the 130-Mbyte discs coupled with the autochanger was an ideal solution to their data storage and backup needs. They could do unattended backup via two tapes, and add additional disc capacity on the system without having to upgrade their backup equipment or alter their local procedures. This solution meets their needs today, and tomorrow.

The HP MICRO 3000 makes a great branch office machine. The autochanger is the ideal backup mechanism for the 130-Mbyte disc with potential growth needs. Put

them together (in the same system cabinet) and you have an unbeatable combination for this type of business. Congratulations to David Cartwright of Atlanta for taking advantage of this new opportunity.

One-vendor solution and price performance win United Telephone

Bob Blake/DSD

Two of the most recent additions to the technical computer product line, the HP 9000 Model 840 and the HP 1000 A400, were big winners at the United Telephone Company of Florida. Mark Hipp, sales rep from the Orlando sales office, with strong support from systems engineers Bill Chichester, Pete Simins, and Heena Lee, and the HP Project Center brought in a large order for a development system consisting of one HP 9000 Model 840, two HP 1000 A400s, two HP 7937H disc drives, an HP 7978B tape drive, and an HP 2566B line printer.

GCI, a DEC OEM, bid a VAX 8200, multiple MicroVAX IIs, and special black boxes for each switch. HP won this deal because of the HP 1000 A-Series proven real-time performance and reliability, the on-board intelligence and upgrade capabilities of the HP 1000 A400, and HP's more complete, single-vendor solution.

Each of the HP 1000 A400s, configured as Micro 14s with 1 Mbyte of memory and a 20-Mbyte HP-IB disc drive, collects toll traffic data from each of the customer's 116 analog and digital telephone switches in their service area. Each of the HP 1000 A400s is polled every hour by an HP 1000 A900 to upload stored data. If, for any reason, the HP 1000 A900 fails to poll the HP 1000 A400s, the on-board intelligence of the HP 1000 A400 stores the data on its 20-Mbyte disc drive until the problem is resolved. The HP 1000 A900 receives uploaded data from the multiple HP 1000 A400s and formats it for the HP 9000 Model 840.

The HP 9000 Model 840 (configured with 24 Mbytes of memory) acts as a database server, collecting data from the HP 1000 A900s via an HP NS9000, local area network (LAN). The HP 9000 Model 840 analyzes the received data using a statistical analysis package of 200K lines of FORTRAN 77 code on which the migration analysis utility (MAU) has run successfully. The customer is extremely pleased with the porting process (which includes NSIVAX, ALLBASE, and HPtoday). NSNAX allows forecasting information to be downloaded to the HP 9000 Model 840 through a VAX 785 from an IBM System 38.

The result of the above analysis is an accurate forecast of:

- The need for additional switches
- The location(s) where switches will be required
- The timeframe(s) in which the switches will be required to maintain a quality level of service.

The switches are a capital budget expense item of \$2 to \$3 million, so toll traffic forecasts provide projections that are useful for long-range cash-flow planning and to forecast the rate structure required to recover these costs.

Summary

How did HP hear about this opportunity?

Maintained close customer contact.

Application?

Toll traffic monitoring and analysis.

Why did HP win?

Offered most complete solution, best price performance.

University orders 42 HP 9000 Series 300s

Thomas Schuele/ESG Germany

A sales success was reported by the Nuernberg, West Germany, sales office. The University Nuernberg/Erlangen ordered 42 HP 9000 Series 300 computers.

This success is even more remarkable since the University had already made the decision to order these systems from Triumph-Adler, a Nuernberg-based computer manufacturer. When the sales team at HP heard of this deal, they didn't rest until they got the chance to run an HP demonstration.

In a two-day and one-night tour *de force*, the sales team managed to convince the academic decision makers of the more powerful HP systems solutions. The result was that the University canceled the existing order and gave the order to HP, which, by this stage, was competing with Sun, Apollo, and IBM.

The 42 HP 9000 Series 300 computers will be used in programming courses and training on computers running UNIX®-based operating systems. All systems will be integrated in the computer and communications network of the university, making it possible to communicate with already existing DEC, Sun, Perkin-Elmer, and IBM systems.

Congratulations to the sales team in the Nuernberg office, headed by Albert Lintl.

40 HP 9000 Series 300 systems, integrated in a local area network at the University of Frankfurt, were successfully installed within three days.

This is a result of a training program where 15 customer engineers had been trained on HP-UX and CAD/CAE application installations in Boblingen some days before.

The German CEO (with backup from the German Response Center) now has the capability to deliver complete installations for HP 9000 Series 300 computers, HP-UX, ME 5, ME 10, ME 30, and EGS on workstations, LANs and SRMs, thus improving installation time and customer satisfaction.

Congratulations to the implementation team headed by Gerd Neumann, DCEM Hamburg.

UNIX® is a registered trademark of AT&T in the U.S. and other countries.

CUSTOMER SUPPORT

Introducing Snapshot/1000: the RTE-A performance maximizing service

Scott Fallon/ASD

Application Support Division (ASD) announces the introduction of Snapshot1000 System Performance Analysis service for HP 1000 RTE-A customers. Installed-base customers will now find it easy to maximize the performance of their present system configuration. This AEO consulting service helps your customers maximize their productivity on the HP 1000 computer and builds customer satisfaction. Your customers benefit from the skill of specially trained HP 1000 system engineer (SE) performance specialists. It is the HP performance specialist's knowledge and experience backed up by up-to-date HP factory expertise that makes this service unparalleled in quality for HP 1000 customers.

Snapshot1000 is delivered by the HP 1000 SE performance specialist who uses proprietary software tools to extract an intensive measurement of your customer's system performance over a narrow time frame. After in-depth data reduction and SE analysis at your sales office, the customer receives a written report. The SE report and an accompanying SE presentation identify bottlenecks and make specific recommendations to improve system performance. This also allows the customer to understand the capabilities and limitations of the current system configuration. The SEs who deliver this consulting service have gone through special system performance training for the HP 1000, including course SE 417 at Data Systems Division (DSD). Only those SEs who have been trained can deliver the service. For more information on the technology, SEs can call DSD On-line Support at 408-746-5292.

In addition to Snapshot1000 (PIN 51483A), also available is a specially priced repeat product (PIN 51483R). This repeat product is designed for customers who wish to assess the effects of implementing the recommendations of a previously performed Snapshot/1000.

GENERAL

Introducing TurboSTOREIV for faster backup

Karen Dozier/CSBU

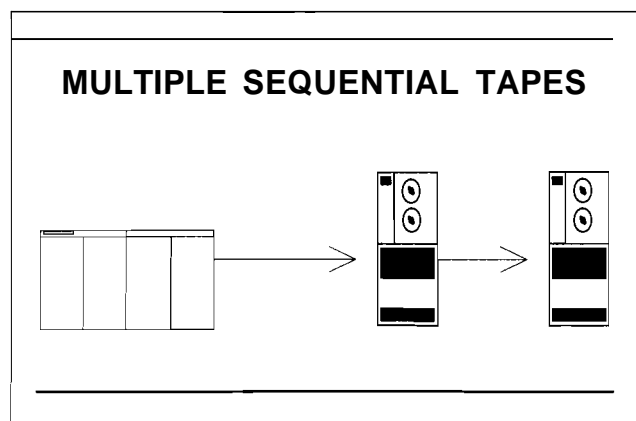
Have your HP 3000 customers been looking for a product that will help them perform backup in less time? Hewlett-Packard has heard your requests for a faster backup mechanism that will help MPE V customers "Beat the Race to Daylight," and we are proud to introduce our new TurboSTOREIV product.

By replacing the MPE V STORE command, TurboSTORE/V has the ability to reduce your customers' backup time by at least 50 percent. In order to get the most benefit from this product, high-end HP 3000 customers will want to configure their system with multiple HP 7980 tape drives. Since this new high-performance tape operates at 125 ips, there will be a significant advantage over the HP 7978. This product will help you leverage new tape drive sales as well as upgrades.

Multiple modes of operation

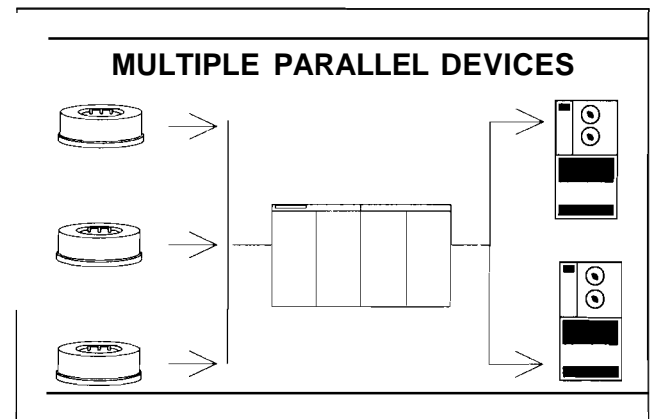
TurboSTORE has four basic modes of operation for your customer to choose from, as described below.

Multiple Sequential Tape Drives — This feature serves to eliminate tape rewind time by automatically switching from one tape drive to another when the reel is full.

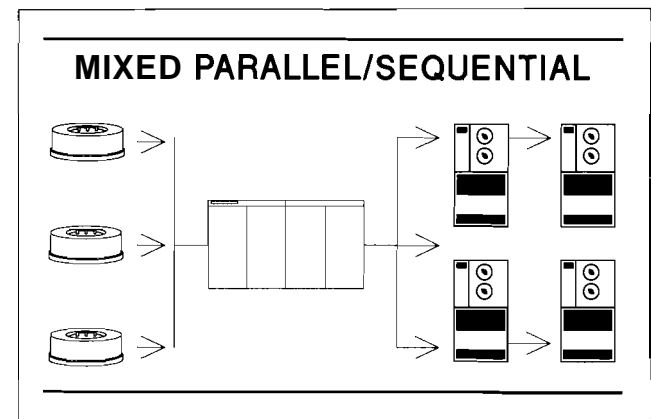


Multiple Parallel Tape Drives — Whereas the STORE feature of MPE could only access one disc drive at a time, TurboSTOREIV accesses multiple discs concurrently. Moreover, the data is written to as many as four tape drives simultaneously. The combination of two tape drives and increased disc transfer rate typically provides a 100 percent increase in performance over STORE with a single tape drive.

This method produces tapes written in a high-performance format that can be restored by TurboSTOREIV approximately 10 to 20 percent faster than traditional STORE tapes.

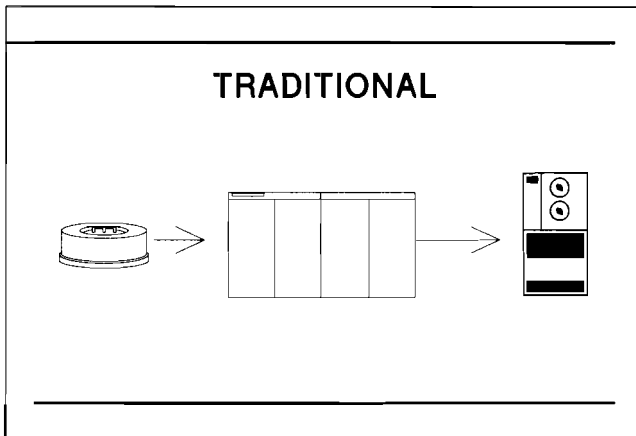


Mixed Sequential and Parallel Tape Drives — To save even more backup time, customers can combine the sequential and parallel modes as shown below.



Traditional Mode — All tape sets created by the MPE V STORE command can be read by TurboSTOREIV. However, high-performance tapes created using multiple tape drives cannot be read by the MPE V RESTORE command.

For customers who need to transport data to a system that does not have TurboSTOREIV, we have included a traditional STORE mode that is compatible with MPE V STORE.



HP 3000 MPE V systems support HP 7979 and 7980 tape drives

Karen Dozier/CSBU and Renee Gehrig/GTO

The new HP 7979 and HP 7980 tape drives are now supported on MPE VIE HP 3000 systems.

The HP 7979 and HP 7980 tape drives replace the 1600 cpi capability of the HP 7974 tape drive and the HP 7978 625011600 cpi tape drive. These new products offer your customers tape autoloader, space-saving packaging, lower price, and lower support costs. In addition, the HP 7979 is the only 1600 cpi tape in the industry that can be upgraded to a 625011600 cpi tape drive.

Competition

Hewlett-Packard offers the most competitively priced, high-performance 1/2-inch tape drives in the industry. As shown below, we have the competition soundly beat in purchase price as well as maintenance costs.

| Tape drive | Tape speed | U.S. list price | SMMC |
|------------|------------|-----------------|-------|
| HP 7980 | 125 ips | \$22,400 | \$ 44 |
| DEC TU81 | 75 ips | 27,300 | 140 |
| IBM 3422 | 125 ips | 40,480 | 340 |

These new products make the HP 3000 system solution better than ever.

Support

The HP 7979 and HP 7980 tape drives are supported on the UB-Delta-3 and V-MIT versions of MPE V and later. Also, these products are a very high priority for support on the first Delta release of MPE XL.

In addition, these tape drives are supported with TurboSTORE to offer your customers a faster STORE1 RESTORE capability. Remember that TurboSTORE requires identical tape drives, so customers cannot use a combination of one HP 7978 and one HP 7980 tape drive.

Please note that because of the price-performance advantages of the HP 7979 and HP 7980, they will be available in the HP MICRO 3000XE Marketing Package System at no discount.

continued on next page

Performance

Performance is dependent on the system configuration, disc and tape drive transfer rates, file size and distribution, CPU speed, and tape quality. Further performance information will be available in the September issue of Performance News Notes. In addition, refer to the HP 7979180 Field Training Manual for further product information.

Support

TurboSTOREIV is supported on V-MIT and later versions of MPE V. Please note that TurboSTOREIV requires identical tape drives, so customers cannot mix HP 7978 and HP 7980 tape drives.

Ordering information

The TurboSTOREIV software and HP 7980 hardware is a terrific combination that will address your customers' needs and help you make quota this year.

| P/N | Description | U.S. list price |
|----------|--|-----------------|
| 30167A | TurboSTORE/V | |
| Opt. 310 | First Copy for HP 3000 Series 37, MICRO 3000 | \$2,100 |
| Opt. 320 | First Copy for HP 3000 Series 39/4X/5X | 4,900 |
| Opt. 330 | First Copy for HP 3000 Series 6X, 70 | 7,000 |
| 30167R | Right-to-Copy TurboSTORE/V | |
| Opt. RTC | For HP 3000 Series 37, MICRO 3000 | 1,470 |
| Opt. RTC | For HP 3000 Series 39/4X/5X | 3,430 |
| Opt. RTC | For HP 3000 Series 6X/70 | 4,900 |

The maximum tape drive configuration supported on MPE-V systems is indicated in the following matrix.

| HP 3000 System | HP 7979 | HP 7980 |
|-------------------------------|---------|---------|
| MICRO 3000, Series 37/37XE | 2 | 2 |
| MICRO 3000XE, Series 39/4X/5X | 4 | 4 |
| Series 6X/70 | 4 | 4 |

Use the advantages of these new tape drives to help sell HP 3000 systems.

Customizer and Report Facility training combined and streamlined

Claire Dolan/BGD

Effective August 1, 1987, the three-day System Operation and Customization training course (32304A/X) and the Report Facility training course (32316A/X) will no longer be offered. Replacing these courses is the new System Customization for Financial Applications and Report Customization Customer training (35309A/X).

The primary rationale for discarding the two courses in favor of one condensed version was to save customers from the inconvenience and expense associated with taking both the HP Business Report Writer/V and Report Facility courses. We decided to combine System Customization and Report Facility training and emphasize Report Facility as a customization tool.

This three-day course covers the most important features of Customizer and Report Facility, with an emphasis on the practical application of system customization principles to meet customer needs.

The first day and a half of this course focuses on the basics of using Customizer to address routine system customization requirements. Roughly 60 percent of class time is devoted to lab exercises.

Although Business Report Writer/V fulfills most reporting requirements, Report Facility is still needed to customize batch processing protocol reports, maintain item lists, and specify ledger statement reports within the HPFA and HPFB applications. One and one half days are devoted to these specific functions with about 60 percent of the time spent on practical lab exercises. The course places special emphasis on using Report Facility as a Customization tool rather than a Report Writer.

The course is designed for those implementation team members who will be responsible for system and report customization at the customer's site. Suggested class size is 14 people.

The data sheet with complete course outline is available on ODIN.

Business Report Writer product evaluation guides available

Peggy Christiansen/CSY

Business Report Writer (BRW) Product Evaluation Guides (PIN 5954-6217) is now available at U.S. and Intercon sales offices. This guide is designed to help your customer examine and evaluate BRW, the HP 3000 on-line tool for high-volume report writing. It steps through BRW's menu-driven screens and points out BRW's functionality, flexibility, and time-saving advantages.

For the most effective presales call, use the Product Evaluation Guide along with the hands-on BRW demo. Sales reps claim that with the demo, BRW sells itself. BRW has sold over 300 copies since its introduction in 1986 and demand keeps rising. If you have any additional questions regarding BRW, please contact Peggy Christiansen (CSY) at 408-447-1840. Note: If your sales office is out of stock, please order the evaluation guides through the Literature Distribution Center (LDC), in Palo Alto, California.

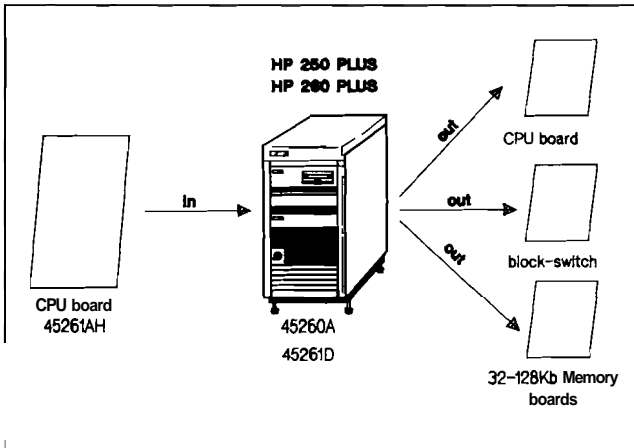
Announcing shipments of the HP 250 and HP 260 performance upgrade

Manfred Behrends/BGD

The performance upgrade for the HP 250 and HP 260 installed base is now available. Volume shipments started in May from Boblingen General Systems Division (BGD) for Europe and Intercon, and from Personal Computer Distribution Operation (PCDO) for the U.S. and Canada.

With the backlog cleaned by August, the regular availability will be six weeks starting in September 1987.

OFFICE SYSTEMS



The performance upgrade offers the unique opportunity for HP 250 and HP 260 users to upgrade to the performance level of today's HP 260 Series 40. This upgrade is the best alternative for customers who need to add only a few more users or additional applications to their current system.

| P/N | Description | U.S. list price | Factory base price |
|---------|--|-----------------|--------------------|
| 45261AH | HP 250/HP 260 Performance Upgrade. Includes a high-speed CPU board, software on tape cartridge, user-documentation updates, and HP installation. | \$4,100 | \$4,000 |

The upgrade features a high-performance CPU board containing 1 Mbyte of fast RAM and the disc-caching technology of the new HP 260 Series 40. The customer experiences no changes in the user or system environment and there are no disruptions to the work flow. For a very small investment, system performance can be highly increased. First installations have proven a performance boost of up to 100 percent.

Take advantage of this opportunity and upgrade your customer's system now.

Note: The Performance upgrade is not available for the HP 250 (desk model) SPUs (4525XA or 4525XB). The growth path would be via the HP 260 Series 40 or the HP 3000 family.

Print Central upgrade kit available through HP Direct

John Peters/OSD

For the U.S. only

Print Central PC upgrade kits are now available from HP Direct for \$50 each. These kits will allow customers to receive the latest version of the Print Central PC software (A.03.00), which is required for the new version of the Print Central HP 3000 software (UB-Delta-2). This new version provides support for Direct Mode printing. Direct Mode provides the same level of capability for HP LaserJet family printers and the HP 293212934 printers that is available when these printers are directly attached to a PC. In order to take advantage of this new capability, your customer must have the updated software for both the HP 3000 and the PC.

These kits are intended for customers who purchased the proper level of support for the HP 3000 Print Central product (3689112 A&R), but who did not have the proper level of support for the Print Central PC product (SMS for 36890A/E/F). These customers should have already received the new HP 3000 software.

The Print Central PC upgrade kits are available through HP Direct. To place an order for these kits, you must return one Print Central PC program disc for each upgrade kit ordered to: HP Direct, 1320 Kifer Road, Sunnyvale, California 94086, Attn: Software Updates.

Please include a note stating replacement PIN 32593-63001, the form of payment (i.e. check or credit card number and expiration date), and the quantity desired. For additional ordering information, please call HP Direct at 800-538-8787.

HP Word/PC expands support of PPC products

Susan Henson/OPD

HP Word/PC has been tested with various software packages and new hardware over the past few months. It now integrates even better into the PC environment, providing a more complete solution for HP Word13000 users who are migrating to HP WordIPC on the HP Vectra PC or HP Touchscreen PC.

The new features listed here are supported.

- **HP StarLAN** — In addition to HP WordIPC being supported as a networkable application over HP ThinLAN, it is now supported as a networkable application over HP StarLAN, allowing HP Vectra PC users of HP WordIPC to share files and printers within the workgroup. (Please note, however, that HP Serial Network is *not* supported with HP WordIPC).
- **Resource Sharing and Print Central** — HP WordIPC will support the latest release of Resource Sharing (available on UB-Delta-3 MIT), and Print Central (available on UB-Delta-2 NIIT). With this support, HP WordIPC users can print to shared printers using the direct mode of printing with either Resource Sharing or Print Central. The direct mode provides full printing functionality, including graphics, for the HP LaserJet family of printers (HP LaserJet, HP LaserJet PLUS, HP LaserJet 500 PLUS, and the LaserJet Series II printers). In addition, with Resource Sharing, HP WordIPC can access shared disc files and can be run as a networkable application from the shared disc.
- **HP LaserJet Series II printer** — The current release of HP WordIPC now supports the latest addition to the HP LaserJet printer family, the HP LaserJet Series II printer. To enable it to work, the printer should be configured as an HP LaserJet PLUS printer in WordUtil. Care should be taken when hand feeding envelopes, since the envelopes now feed centrally into the new printer — existing mail-merge files will have

to be edited slightly to enable the addresses to be printed in the correct place.

- **Support of Monochrome Plus Video Adaptor (MPVA)** — The MPVA is now the standard video adaptor supplied with the HP Vectra PC (U.S., Canadian-English, and Intercon-English versions), and is supported with HP WordIPC. It is also possible to display Roman 8 characters on the screen, if you run HP WordIPC with a parameter, allowing users to see local characters on the screen as well as at print time.
- **HP Vectra PC support** — HP WordIPC will run on any HP Vectra PC that has 640 Kbytes of RAM installed. This means that it can run on any of the new HP Vectra PC bundles, since they all come with a full complement of memory. However, a hard disc is recommended for serious users, and it is required for printing merged text and graphics, large mail merges, and boilerplating documents. Also note that the HP Touchscreen PC requires a minimum of 512 Kbytes to run HP Word/PC, and 640 Kbytes are necessary for graphics, mail merge, boilerplating, or when in a LAN or Print Central environment. HP WordIPC is *not* currently supported on any IBM PC.

If you have any questions on the above, or would like more information on HP Word/PC, contact Susan Henson at Office Productivity Division (OPD) (telephone 011-44-344-773199 or HP Desk 1600102).

Order new release of HP DeskManager before November price increase

iz Faracik/OPD

With HP DeskManager B.00.00, we gave you industry-leading functionality from our office products. Now we are introducing industry-leading performance. Office Productivity Division (OPD) would like to give your customers a chance to order the new high-performance release of HP DeskManager *now*, before the price increase becomes effective November 1, 1987.

The new performance is not just an improvement over the current release of HP DeskManager (B.00.01) — it matches or exceeds the performance of HP A.03.01 on

most systems. More information on the performance of the new release of HP DeskManager will be widely published in September.

Any customers ordering HP DeskManager between August 1 and October 31, 1987, will be able to buy the performance release at existing prices. The price increase will be introduced October 1 with a 30-day grace period, and is effective beginning November 1, 1987. If your customer would like to take advantage of this new performance at 1987 prices, they can order HP DeskManager as normal. Customers will be shipped a copy of the manuals, and the software certificate. It is at the account team's discretion whether you install the current version of HP Desk for those customers who wish to make use of the functionality immediately, or whether you wait until the performance release of HP Desk which will be shipping in December.

This means that customers can take advantage of lower 1987 prices when ordering the new performance release of HP Desk. At the same time, customers can get the HP DeskManager companion products, HP Schedule and HP File/Library before the price increase. For more information on the new pricing, please refer to the following article entitled, "New October 1 pricing for office systems" in this issue.

Use this opportunity to close business in 1987 and beat the price increase.

New October 1 pricing for office systems

Liz Faracik/OPD

Beginning October 1, 1987, pricing for Office Systems Business Unit host-based products will be based on three-tier pricing for the HP 3000. In addition, R copy prices will be 85 percent of the A copy price, compared to the current 70 percent. Customers will have a 30-day grace period for the price increase, so the new prices will become effective on November 1, 1987.

This article outlines the new prices that will be introduced on October 1, and compares them to the pricing of

DEC's All-in-One. This information will help you close business in 1987. By ordering now, customers can take advantage of existing low prices that are consistently lower than DEC's.

New pricing for all office systems products

| Product A copy price | U.S. list price | | |
|-------------------------------|-----------------|------------|------------|
| | Option 310 | Option 320 | Option 330 |
| HP DeskManager | \$5,200 | \$14,000 | \$25,000 |
| HP File/Library | 3,000 | 7,000 | 12,600 |
| HP Schedule | 1,300 | 3,000 | 5,400 |
| HP OfficeConnect to DISOSS | 1,400 | 3,500 | 6,300 |
| HP Convert/DCA | 1,600 | 4,000 | 7,200 |
| HP Telex (Localized) | 2,400 | 6,000 | 10,800 |
| HP Word/3000 | 3,400 | 8,500 | 15,300 |
| HP ListKeeper | 1,400 | 3,500 | 6,300 |
| HP Spell (U.S. and U.K.) | 1,800 | 4,500 | 8,100 |
| HP Spell (Comb) | 2,200 | 5,500 | 9,900 |
| TDP | 3,500 | 8,800 | 15,840 |
| HP Curator | 1,100 | 2,500 | 4,500 |
| DSG/3000 | 3,500 | 8,200 | 14,750 |

Why have the prices changed?

The new pricing will bring our office prices in line with those offered by Digital Equipment Corporation, and will still be very competitive. See the table on the next page to see how well we stack up against DEC's All-in-One.

Comparative pricing

DEC's All-in-One is processor priced, so the price varies according to which processor the customer is using.

All-in-One includes electronic mail, meeting and resource scheduling, and also incorporates WPS+, their host-based word processor. Please note that the competitive price comparison excludes word processing because All-in-One uses a host-based product, but PPC offers PC-based products.

The processors that were matched to accurately compare Hewlett-Packard and Digital pricing are as follows: the HP 3000 Series 3X has been compared with the Micro-VAX II; the HP 3000 Series 4X, 5X has been compared

with the VAX 8250; and the HP 3000 Series 6X, 7X has been compared with the VAX 8550.

| HP Processor | U.S. list price (effective November 1, 1987) | | |
|--|--|---------------|---------------|
| | Series 3X | Series 4X, 5X | Series 6X, 7X |
| HP Desk | \$5,200 | \$14,000 | \$25,000 |
| Application Integration (bundled with HP Desk) | included | included | included |
| HP Schedule | 1,300 | 3,000 | 5,400 |
| Total HP software | 6,500 | 17,000 | 30,400 |

| DEC Processor | U.S. list price (effective November 1, 1987) | | |
|-------------------------|--|------------------|------------------|
| | MicroVAX II | VAX 8250 | VAX 8550 |
| All-in-One* (WPS+) | \$13,500 (3,100) | \$27,000 (6,200) | \$59,400 (8,800) |
| All-in-One (excl. WPS+) | 10,400 | 20,800 | 50,600 |

* Figures on DEC's All-in-One pricing are supplied by Dataquest.

As you can see from the analysis, the PPC product offering is at least 18 percent lower than the pricing for All-in-One. On the HP 3000 Series 7X systems, PPC pricing is 40 percent lower than a comparable configuration of DEC's All-in-One. Use this information to help you win business against the competition.

In order to maximize the price/performance benefit of the new release of HP Desk for your customer, please refer to the previous article entitled "Order new release of HP DeskManager before November price increase" in this issue.

HP StarLAN mailing: performance information

Mary H. Chay/CND

For North America *only*

All U.S. commercial and PC sales reps, commercial and PC SEs, and HP network consultants will be receiving a mailing within the next few weeks.

The mailing will contain important information about performance, HP OfficeShare Networking Family tested applications, and summary competitive information.

Experts estimate that the PC integrated LAN market will be \$2.5 billion in four years. The contents of the mailing

will help you participate in the high annual growth rate as well as meet your quotas. Be sure to open the envelope that you will be receiving — it is marked LAN Performance *Information*, and has a red banner across the front. Its contents will help you beat DEC and IBM in business-office networking sales situations.

November product obsolescence plans

Royce Murphy/OPD

Office Productivity Division (OPD) will be making 12 low-revenue products and/or bundles either obsolete or functionally stable, effective November 1, 1987. Obsolete products will be removed from the Corporate Price List (CPL) but will continue to be supported for five years. No enhancements will be made to these products. Functionally stable products will remain on the CPL, and of these, selected products will be migrated to MPEIXL (see listing below). Functionally stable products will have serious and critical bugs reviewed for possible fix, however no further enhancements to functionality will be made.

The objective of these changes is to focus lab, support, and marketing efforts on the products you are selling today. The result will be a leaner product line supported to a higher standard.

Obsolete products

HP Convert/WPS — The product will be available as a special for sales involving replacement of Wang word processors.

Contact the Sales Center if involved in a Wang replacement deal.

HP Slate — HP Slate will remain active in HP DeskManager, and it will be migrated to MPEIXL. The stand-alone product only will be obsolete.

HP Telex and TELEX T.I.U. (U.S. only) — These products will be obsolete only in the United States.

WP Pack — This bundle will be removed from the CPL. It consists of HP Word, HP ListKeeper, and HP Spell.

HP Message1150 — This product has been replaced by AdvanceMail/Touchscreen.

HP Message/IBM — This product has been replaced by AdvanceMail/Vectra/IBM PCs.

Functionally stable products

HP ListKeeper — HP ListKeeper is targeted to migrate to MPE-XL on the first Delta MIT.

HP Spell — HP Spell is targeted to migrate to MPE-XL on the first base MIT.

HP Word — HP Word will have one additional release, A.05.06, and support for strategic new peripheral devices will be periodically reviewed.

HP Word Intrinsic — HP Word Intrinsic is targeted to migrate to NIPE-XL on the first Delta MIT.

HP Telex and TELEX T.I.U. (Non-U.S. countries) — These products will be functionally stable in non-U.S. countries. Migration to MPE-XL is under investigation.

These changes will be effective November 1, 1987.

Selected software discontinued on HP 3000, HP Touchscreen PC, and HP Vectra PC

Kathleen Sulgit/PSD

On October 1, 1987, HP will discontinue distribution of a number of HP 3000, HP Touchscreen PC, and HP Vectra PC products, as well as their upgrade kits and options. Newer, more popular products that better meet the needs of our customers are available, and have reduced the demand for these packages.

HP 3000

The HP 3000 software products are being discontinued to be consistent with HP's personal workstation strategy for office products. Customers are encouraged to migrate to the HP Vectra PC. Many PC-based software products now offered by HP have the capability to perform the same functions as the HP 3000-based products, with the added enhancement of increased flexibility, ease of use, and increased speed.

Discontinued HP 3000 products

| P/N | Description |
|--------|---------------------------|
| 32108A | HP Draw |
| 32109A | HP EasyChart |
| 32110A | Business Graphics Package |
| 32112A | HP Menu |
| 32113A | HP Map |
| 32133A | Deluxe VisiCalc® |
| 36929A | Office Graphics Bundle |
| 22833B | Using DSG/3000 |
| 22840B | Using HP Draw |

All foreign language versions of the above products, as well as upgrades and options, will also be discontinued.

Discontinued HP Touchscreen PC products

The following HP Touchscreen PC products will be discontinued due to low sales volume. Newer, more state-of-the-art products are available from HP.

| P/N | Description |
|-------------------|--|
| 45400D | WordStar |
| 45424A | MultiMate |
| 45429D | WordStar Professional Options |
| 45462A | Picture Perfect |
| 45463A | Diagraph |
| 45468D | dBaseII |
| 45540A | Painter |
| 45405AD,E,F | Deluxe VisiCalc — German, French |
| 45422AF | Personal Card File — French |
| 45423AE,F,X | Fmancial Calculator — Spanish, French, Finnish |
| 45425AF.X | DSN/Link — French, Finnish |
| 45468AD,F | dBaseII — German, French |
| 45506AB,D,E,F,H,Z | Delta 4 — English, German, Spanish, French, Dutch, Italian |
| 45672AD | Peachtree General Accounting — German |
| 45673AD | Peachtree Payroll — German |
| 45674AD | Peachtree OP/Inv. — German |

Discontinued HP Vectra PC products

The following HP Vectra PC products are being discontinued due to low sales volume.

| P/N | Description |
|-------------------|--|
| 45406E | TextCharts PC |
| 68332F | Executive Spreadsheet |
| 45506FB,D,E,F,H,Z | Delta 4 — English, Gennan, Spanish, French, Dutch, Italian |

Following standard HP policy, support and media replacements for these products will be provided for five years, beginning October 1, 1987.

If your customers are planning to purchase any of these products from HP, now is the time to act. For further information, please contact your sales development engineer or the sales response center.

Order limits raised on HP LaserJet printer literature and sales tools

Zevada Lundin/BOI

Because of the increasing demand for larger quantities of literature and sales tools for the HP LaserJet Series II, LaserJet 2000, and LaserJet 500 PLUS printers, the order limits are being raised. Below is a listing of the new limits.

| P/N | Description | Limit |
|------------|---|----------------------|
| 5954-8942D | HP LaserJet Series II printer flyer | 500 |
| 5954-8940D | HP LaserJet Series II printer brochure | 200 |
| 5954-7330 | HP LaserJet Series II printer data sheet | 500 |
| 5954-7339 | HP LaserJet Series II printer paper specs | 50 |
| 5954-8941 | HP LaserJet Series II printer sales guide | 50 |
| 5954-8948 | HP LaserJet Series II printer marketing kit | 5 |
| S657V | HP LaserJet Series II printer video | No limit (\$10 each) |
| 5954-8955 | HP LaserJet Series II printer notepads | 25 (\$2.50 each) |
| 5954-8932 | HP LaserJet 2000 printer brochure | 200 |
| 5954-7331 | HP LaserJet 2000 printer data sheet | 500 |
| 5954-8934 | HP LaserJet 2000 printer sales guide | 50 |
| 5954-8953 | HP LaserJet 2000 printer paper specs | 50 |
| 5954-8952 | HP LaserJet 2000 printer DEC configuration notes | 50 |
| 5954-8951 | HP LaserJet 2000 printer DG configuration notes | 50 |
| 5954-8954 | HP LaserJet 2000 printer demo disc | 25 (\$10 each) |
| S620V | HP LaserJet 2000 printer video | No limit (\$10 each) |
| 5954-2296 | HP LaserJet 500 PLUS printer product sheet | 500 |
| 5954-8939 | HP LaserJet printer family/ScanJet scanner tool kit | 1 |

HP LaserJet printer literature availability

Zevada Lundin/BOI

Two literature pieces listed as available in the July, 1987 Computer Peripherals Sales and Support Materials Guide are not yet available.

| P/N | Description | Availability |
|-----------|---|--------------|
| 5954-8956 | Font Selection Guide | August |
| 5954-8958 | LaserJet Printer Software Configuration Notes | August |

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PORTABLE

DESKTOP

Lotus 1-2-3 upgrade now available for the HP Portable PLUS

Jane Blando/PCD

Beginning August 15, 1987, you and your customers will be able to upgrade your Lotus@1-2-3® Release 1A to Version 2.01 for the HP Portable PLUS. New enhancements include an advanced memory management system that uses worksheet space more efficiently, data regression, calculation of slope and constant of a line, and the standard error and degrees of freedom for any given set of data. Powerful macro capabilities, as well as many new financial, special, and string functions, have also been added. In addition, Lotus 1-2-3 is adaptable to foreign markets and comes standard with international currency and date and time formats. All files, including macros, created with 1-2-3 Release 1A can be used with 1-2-3 Version 2.01.

When you purchase the 1-2-3 Version 2.01 upgrade for the HP Portable PLUS, you will receive a complete set of software ROMs, the reference manual, a handy quick reference guide, a customized getting started booklet, and a self-paced tutorial, as well as keyboard charts and function key templates.

Ordering instructions

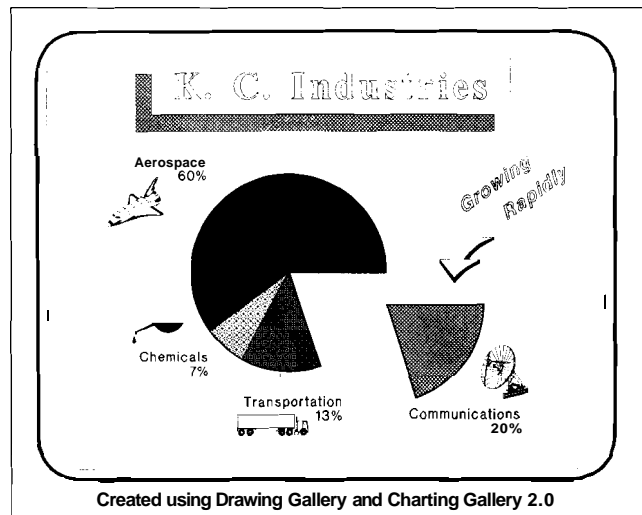
All orders for the Lotus 1-2-3 Release 1A upgrade will be handled through Direct Marketing Division (DMK). The PIN is 45539-64001 and the price is \$195 (plus local sales taxes, no additional discounts will be applied). Proof of purchase is also required before the upgrade will be provided. Proof of purchase is the front page of the Lotus 1-2-3 Release 1A manual. Photo copies or any other page of the manual will not be accepted. Return the proof of purchase along with your payment (purchase order, check, Visa, American Express, or MasterCard) to Hewlett-Packard Direct Marketing, Mail Order Dept 11-2-3 Upgrade, 1320 Kifer Rd., Sunnyvale, California 94086, 1-800-538-8787.

These instructions are for U.S. customers only. European customers should follow standard ordering procedures through Direct Marketing Operation (DMO).

Lotus[®] and 1-2-3[®] are U.S. registered trademarks of Lotus Development Corporation.

Introducing Gallery 2.0 — enhanced Graphics Gallery

Paula Dieli/PSD



HP has just introduced the new version of Graphics Gallery, the leading business graphics product, Version 2.0.

What's new

This new version includes many enhancements your customers have requested such as rotate, align text, and new chart types, plus many more.

We've added support for many new CPUs and output devices, and we've decreased the amount of time it takes to print to the HP LaserJet series of printers too.

It's available for both the HP Vectra PC and IBM PC/XT/AT, and the HP Touchscreen PC as well as the new IBM PS/2 Model 30150160 computers (3-inch media available Fall 1987). The new IBM VGA, which provides 640 x 480 resolution, is now supported with the IBM PS/2.

continued on next page

Portfolio bundled with Gallery Collection

We've also bundled in the Business Management Portfolio with the Gallery Collection for the HP Vectra and Touchscreen PC versions. The Business Management Portfolio is still available separately to those users who purchase the standalone Drawing Gallery.

DTP capability now included

We've included desktop publishing (DTP) capabilities, announced in January 1987, with this new version of Graphics Gallery. This allows Graphics Gallery pictures and charts to be integrated with Aldus PageMaker®, Ventura Publisher from Xerox, and other page layout packages.

The new features for Charting and Drawing Gallery 2.0 are listed below.

Key Drawing Gallery 2.0 enhancements

- Graphs from Lotus® worksheets integrated directly
- Textobject rotate: 0-359 whole degrees
- Text alignment: left, right, center
- Automatic bulleting: Portfolio, template, or your own symbol
- Text enhancements: stretch/shrink/skew
- Four levels of zoom, using new 'rubberband box'
- New, easy file retrieval
- DTP (January 1987): save to TIFF, PC Paintbrush
- New device support

Key Charting Gallery 2.0 enhancements

- Combination bar/line charts
- Area charts
- X/Y charts
- Double Y scale charts
- Linear regression charts
- Data values next to bars on bar charts
- New device support

For a complete and up-to-date list of supported configurations and devices, refer to the Graphics Gallery Configuration Sheet packaged with the products.

How to get Gallery 2.0

For complete details on ordering the Gallery 2.0 upgrades, see the upgrade article in this issue of *Information Systems & Manufacturing News*.

Graphics Gallery target customer

- Manager or professional in sales, marketing, communications or finance
- Medium-to-large companies or service industry
- Lotus® 1-2-3® or Symphony™ user
- Gives presentations, creates written reports
- Uses desktop publishing for flyers, brochures, newsletters
- HP 3000 graphics user who wants to migrate graphics creation to the PC

Why sell Graphics Gallery

Graphics Gallery is now an even more convincing choice for PC businessgraphics users providing the following advantages:

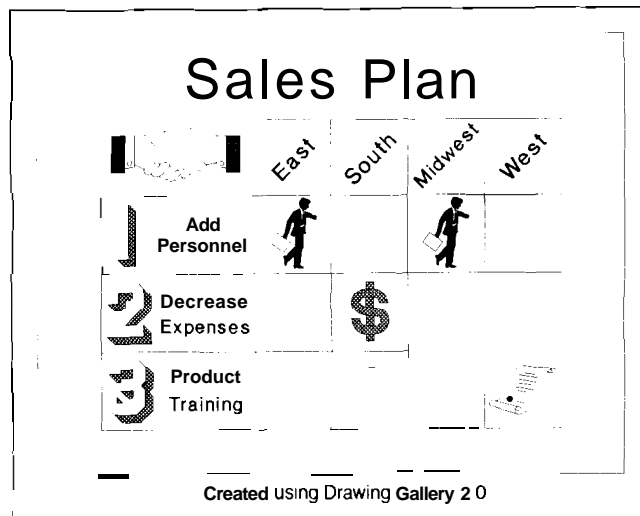
- Professional-quality output: 27 WYSIWYG fonts, more than 1,800 professionally designed illustrations and symbols to enhance your pictures and charts, automatic gray scale for black and white printing, color printed output.
- Integration between Charting and Drawing Gallery.
- Direct and easy integration of Lotus worksheet files into Drawing and Charting Gallery.
- Gallery pictures, charts, and headlines integrated with desktop page layout packages.
- Easy merged graphics and text with HP's Executive MemoMaker.
- A full range of presentation and report output: paper plots, transparencies, 35mm slides, black and white and color printed output, automatic gray scale for black and white printed charts and pictures.
- Outstanding sales and support tools from HP — the leader in business graphics.

PageMaker® is a U.S. registered trademark of Aldus Corporation.

Drawing Gallery 2.0 — enhancements in detail

Paula Dieli/PSD

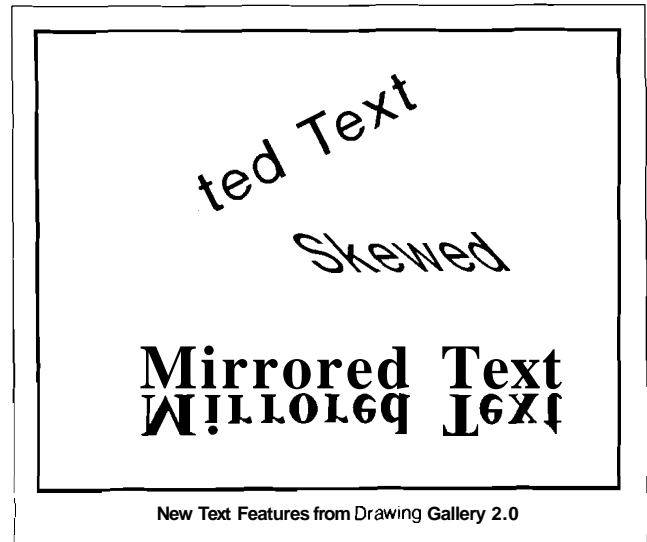
The following features are new to Drawing Gallery for the 2.0 release of the Graphics Gallery for the HP Vectra and Touchscreen PCs, the IBM PC/XT/AT and compatibles, and the IBM RSE Model 30150160 computers.



Key Drawing Gallery enhancements

- Graphs from Lotus worksheets now integrate directly, no need to first read it into Charting Gallery
- Rotation of text objects: 0-359 whole degrees
- Text alignment: left, right, center; automatically aligns lines of text horizontally and vertically
- Automatic bulleting of text lines
- Text enhancements: stretch/shrink/skew
- 10 new fonts for a total of 27
- Five levels of zoom, using new 'rubberband' box
- New, easy file retrieval
- DTP: save to TIFF, PC Paintbrush; now included with product
- New device support

With enhancements such as rotate, align and zoom, your HP Draw customers now have every reason to migrate to Drawing Gallery.



Drawing Gallery enhancements in detail

User interface

- Same menu features for HP Vectra and Touchscreen PCs.

Text

- Rotated text
- Automatic bulleting of text lines
- Align text: left, right, center
- Stretch/shrink/skew for text
- 10 new fonts for a total of 27 fonts
- Two new text paths — slant up and down
- Enhanced text editing — insert/append carriage returns

Edit

- Rotate for all objects
- Grouping/group; can combine complex objects
- Add and delete text bullets
- Align text
- Complex template shapes can be edited

View, zoom

- Five levels of zoom
- Zoom to view specified by user with 'rubberband' box
- Toggle between full view and last zoom

continued on next page

Personal Computers

Settings

- AutoMove On/Off toggle
- AutoStretch On/Off toggle
- TextStretch On/Off toggle

File menus

- Import Lotus worksheet graphs directly (instead of first going through Charting Gallery)
- New file listing for Get and Add; picture doesn't have to be redrawn

Print/plot

- Printplot redirection to file
- TIFF, PC Paintbrush, MS Paint file output
- COM3 and COM4 support
- OfficeShare support for printplot on Touchscreen as well as Vectra
- 'Pens not sorted' option for plotters

Supported devices

- IBM PS/2 Model 30150160 computers (with VGA support)
- Compaq Deskpro 386
- HP Monochrome Plus Display and Adapter
- HP DraftPro plotter (7570)
- HP DraftMaster I and II plotters (759516)
- HP LaserJet Series II printer
- HP LaserJet 2000 printer (A, B paper size)
- HP PaintJet Color Graphics printer
- Xerox 4020 color printer
- CalComp ColorMaster printer
- Videoshow 160 for computer-generated slide shows

Miscellaneous

- Reduced disc space consumption for pictures
- Faster printing to HP LaserJet printer family
- Larger 300 dpi printing without extra HP LaserJet printer memory
- Faster on-screen performance
- Enhanced, friendlier HP Vectra PC install program

Drawing Gallery continues to be a major player among PC business drawing packages with

- A wide variety of solid-filled, smooth characters for professional-looking output
- Ability to read in Lotus® 1-2-3® and Symphony® graphs from worksheets
- Ability to enhance Charting Gallery charts
- Integration with major desktop-publishing page layout programs
- Integration of pictures with Executive MemoMaker documents for integrated text and graphics output
- Over 1,800 Gallery Portfolio predefined symbols and illustrations to make your text slides more eye catching
- Ease of use with pull-down menus and mouse input

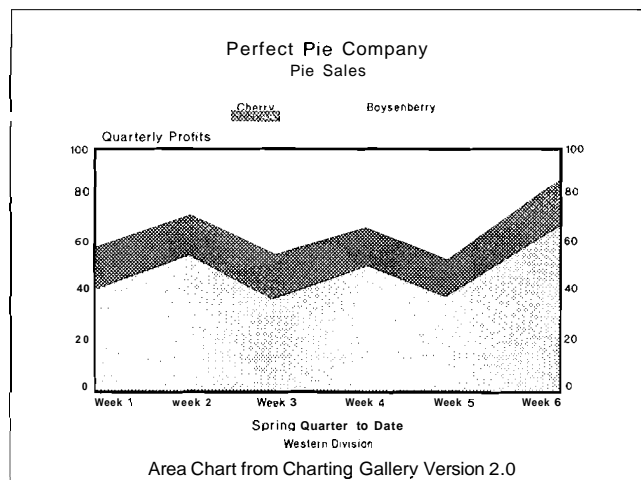
This new release of Drawing Gallery proves once again that, as quoted by the December 1986 issue of PC Magazine, Gallery is ". . . powerful, easy to use, and definitely state of the art."

Lotus®, 1-2-3®, and Symphony® are U.S. registered trademarks of Lotus Development Corporation.

Now 12 chart types with Charting Gallery 2.0

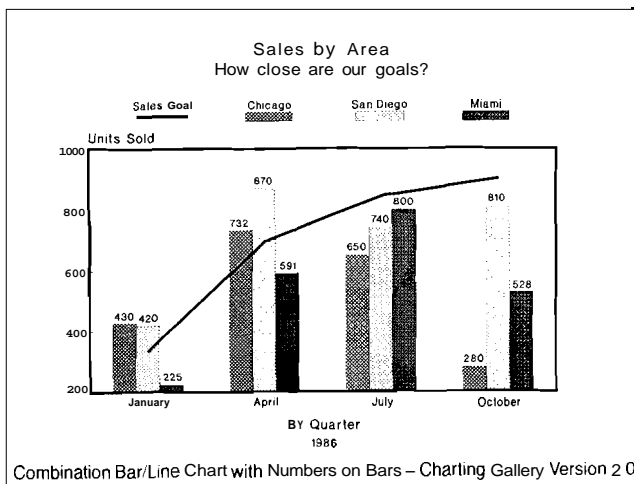
Paula Dieli/PSD

The following features are new to Charting Gallery for Release 2.0 of the Graphics Gallery for the HP Vectra and Touchscreen PCs, the IBM PC/XT/AT and compatibles, and the IBM PS/2 Model 30150160 computers.



Key Charting Gallery enhancements

- Combination bar/line charts
- Area charts
- XN charts
- Double Y scale charts
- Linear regression charts
- Data values next to bars on bar charts
- New device support



Enhancements in detail

User interface

- Now same menus/features for HP Vectra and Touchscreen PCs

Chart types

- Combination bar/line charts
- Area charts
- X/Y charts
- Double Y scale charts
- Linear regression charts

Chart attributes

- Data values next to bars on bar charts

Print/plot

- Printplot redirection to file
- DTP: save to TIFF, PC Paintbrush; now included with product
- COM3 and COM4 support
- OfficeShare support for print/plot on HP Touchscreen as well as Vectra PCs
- 'Pens not sorted' option for plotters

Supported devices

- IBM PS/2 Model 30150160 computers (with VGA support)
- Compaq Deskpro 386
- HP Monochrome Plus Display and Adapter
- HP DraftPro plotter (7570)
- HP DraftMaster I and II plotters (7595, 7596)
- HP LaserJet Series II printer
- HP LaserJet 2000 printer (A, B size paper)
- HP PaintJet Color Graphics Printer
- Xerox 4020 color printer
- CalComp ColorMaster printer
- Videoshow 160 for computer-generated slide show

Miscellaneous

- Faster printing to HP LaserJet printer family
 - Larger 300 dpi printing without extra HP LaserJet printer memory
 - Enhanced, friendlier HP Vectra PC install program
- With the following list of competitive differentiators, Charting Gallery 2.0 is now on par with other leading business charting packages.
- Wide range of chart types and options
 - Professional-quality output
 - Integration with Lotus® 1-2-3® and Symphony™ graphs from worksheets
 - Integration with Drawing Gallery for full editing, additional enhancements
 - Ease of use

Lotus®, 1-2-3®, and Symphony™ are U.S. registered trademarks of Lotus Development Corporation.

Graphics Gallery 2.0 — A perfect partner for desktop publishing

Sherry Whaley/PSD

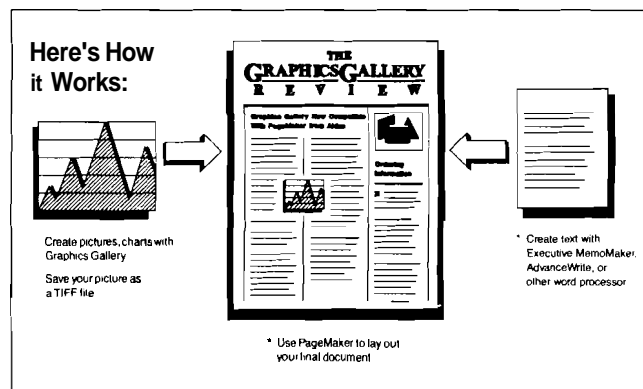
For your customers who are interested in desktop publishing, Graphics Gallery is an ideal graphics solution. Page layout software such as PageMaker from Aldus Corporation and Ventura Publisher from Xerox Corporation make it possible to integrate text and graphics to create very professional-looking documents. However, these DTP software products do not have the capability to actually create graphics — that's where exciting, high-quality charts and diagrams created in Graphics Gallery come into play.

In addition to developing illustrations for their DTP documents, your customers can use Graphics Gallery to create headlines of large, high-quality fonts even without the use of a page description language such as Postscript. Gallery also permits arbitrary scaling and rotating of text for even more flexibility.

Using Gallery in desktop publishing

All Graphics Gallery — Drawing Gallery, Charting Gallery, and the Gallery Collection — include drivers that enable users to create high-resolution raster files for use in popular desktop publishing software. There is a Tag Image File Format (TIFF) driver for use with PageMaker and a PC Paintbrush driver to allow integration of graphics with Ventura Publisher.

To use Gallery pictures with page layout software products, users simply create the pictures as normal. Once the Gallery image is designed, the user need only move into the output menu, define the proper size for the image, and select output to TIFF or PC Paintbrush format. This results in a 300 dpi picture file that can be later used for desktop publishing with quality comparable to standalone Gallery output.



Gallery contributions

Graphics Gallery's easy-to-use interface and wide selection of template shapes and portfolio pictures make it simple to create professional-looking illustrations that will enhance the quality of DTP documents. For example, there are currently over 1,800 predefined pictures and illustrations available in Gallery Portfolios. These illustrations, which were designed by professional graphics artists, enable users to easily enhance and add impact to their charts and drawings. Both the Basic and Business Management Portfolios are included with the Gallery Collection. Additional portfolios are available separately.

In addition, high-quality output, which is essential to DTP, is one of Graphics Gallery's strengths. Features such as high-quality filled fonts and automatic simulation of colors with shades of gray create excellent-looking results when printed.

Graphics Gallery 2.0

With Graphics Gallery 2.0, your customers have even more capability and flexibility for graphics creation. Of particular interest to DTP users will be the new features as listed below.

- Ability to rotate, stretch/shrink, or skew text for eye-catching headlines and diagrams
- Ten new fonts for added versatility
- Inclusion of the Business Management Portfolio with the Gallery Collection for a wider selection of easy-to-use, high-quality illustrations

Of course, in addition to enabling users to create graphics for DTP documents, Graphics Gallery provides excellent business graphics for presentations and reports, as well.

Graphics is an essential part of desktop publishing, and with Graphics Gallery software, your customers will be able to add visual impact to their DTP documents and achieve the professional-quality results they desire.

How to sell Gallery against Freelance Plus

Paula Dieli/PSD

Graphics Gallery is a strong competitor to the leading PC business graphics packages, its main competitor being Freelance Plus® from Lotus Corporation.

In a December, 1986, *PC Magazine* review of the top six PC business graphics products, The Gallery Collection was picked as the Editor's Choice over Freelance Plus: "The combination of Charting Gallery with Drawing Gallery definitely makes it a state-of-the-art, easy-to-use product . . . The Gallery Collection has the best all around mix of capabilities."

To help you sell Graphics Gallery when you're up against Freelance Plus, some common objections raised by prospective customers are listed below. Responses and supporting information are provided to help you get the order.

Also outlined below are the major strengths and weaknesses of each product to help you become more familiar with how the products stack up, and help you convince your customer that Graphics Gallery is the right solution.

Objection: Freelance Plus has charting and drawing capabilities in one package.

Response: Though historically our drawing and charting offerings have been separate products, we provide complete integration between the two packages. Charting Gallery charts can be saved as pictures and are fully editable in Drawing Gallery where they can be enhanced, i.e. additional fonts, Portfolio symbols, change size, color, placement of the whole chart, or parts of it. And the charting capabilities of Charting Gallery far exceed those of Freelance Plus with a wider variety of chart types and excellent quality output. And its easy-to-use interface lets you accomplish your task easily and with less time.

Objection: Freelance Plus costs \$495. The Gallery Collection sells for \$695. Why should I pay more for similar capabilities?

Response: The Gallery Collection is made of up of three products, Charting Gallery (\$295), Drawing Gallery (\$395), and the Business Management Portfolio (\$95). The overall price of \$695 is a 10 percent discount off the price of the three products combined.

And Gallery gives you much more . . .

- More chart types
- Better quality output
- WYSIWYG fonts: what you see on the screen is what's on the output
- DTP integration with major page layout packages
- Extensive, professional-quality Portfolio clip-art with over 1,800 symbols and illustrations designed by graphics artists
- An easy-to-use interface that makes creation of high-quality charts, text slides, and illustrations easy.

Drawing Gallery alone costs \$395 and integrates charts from Lotus® 1-2-3®. A less expensive solution.

Ask your customer if all these key differences aren't a good buy.

Objection: Freelance Plus has Lotus-like slash ("/") commands, making it easier for Lotus users to get started with the product.

Response: The Graphics Gallery has a more intuitive interface using pull-down menus and a mouse. Slash commands may seem familiar at first but a graphics user soon finds it is not a very productive or efficient way to produce on-screen graphics. Using a mouse to point to the object to be edited, selecting a new color, font, or texture, moving the object, or stretching/shrinking it, is much more easily accomplished with an interface like Gallery's.

Objection: Freelance Plus may not be easy-to-use, but it has so many features.

Response: With the release of Gallery 2.0, we've added many more key new features to Charting and Drawing Gallery, including rotation of text and objects, automatic text alignment and bulleting, 10 new fonts (bringing the total to 27), 5 new chart types (bringing the total to 12), and 5-level zoom with zoom to view specified with 'rubberband' box.

Gallery already has many features that Freelance Plus doesn't have, such as integration with major DTP page layout packages, integration with host-based graphics, WYSIWYG fonts, extensive Portfolio clip art with a professional look, eight-color preview to screen, automatic grey scale for B&W output, a wide variety of chart types, and fast on-screen performance.

continued on next page

Personal Computers

Objection: Freelance Plus comes from Lotus Corporation, well-known for its PC software.

Response: The Graphics Gallery comes from Hewlett-Packard, long recognized as the leading supplier of business graphics products. Its plotters and laser and inkjet printers are leaders in their markets and Graphics Gallery provides top-notch support for these output devices. This is part of what makes Gallery's output quality number one in the PC business graphics market.

| Freelance Plus strengths | Graphics Gallery answers |
|---|---|
| Command interface similar to Lotus makes it easier for Lotus users to get started. | Easy-to-use interface with pull-down menus and intuitive mouse-based interface. |
| Can read low-quality Lotus PIC files. | Can read high-quality Lotus WKS files. |
| Includes charting and drawing in one package. | Integrated charting and drawing; Charting Gallery charts are fully editable in Drawing Gallery. |
| Current top-selling PC business graphics package. | Wide variety of chart types |
| Many features: ASCII file input, freehand draw, automatic mapping, color palette support. | Professional-quality output with high-quality filled fonts and over 500 symbols included in the Gallery Collection with the Basic and Business Management Portfolios. |
| Weaknesses | |
| Cumbersome, noninteractive user interface. | Easy-to-use interface. |
| Slow on-screen performance. | Faster on-screen performance. |
| Only four-color preview to screen on standard graphics adapters. | Eight-color preview on standard graphics adapters. |
| Limited quantity and quality of picture libraries. | Over 1,800 artist-created symbols and illustrations. |
| No DTP integration with major page-layout packages — only with a proprietary product. | Integration with major DTP page-layout packages through TIFF and PC Paintbrush files. |
| No integration with host graphics. | Integration with host graphics. |
| No automatic gray scale. | Automatic gray scale for black and white output. |
| Fonts on not WYSIWYG — only one font style on screen. | Fonts are WYSIWYG — printed/plotted fonts shown on-screen. |

Now you're armed with the facts. Freelance Plus has its strengths and weaknesses, but the Graphics Gallery is the overriding favorite. It provides the total business graphics solution in the areas of quality, range of output, features, integration including desktop publishing, and is easy to use. Sell your customer on the right solution — Graphics Gallery.

Freelance Plus® is a U.S. registered trademark of Lotus Development Corporation.

How to upgrade to the new Gallery 2.0

Paula Dieli/PSD

Ordering a small number of upgrades

An upgrade kit is available through Direct Marketing Division (DMK) for upgrading customers with small quantities of product.

Call 800-538-8787, or in California, call 408-738-4133. Prices and part numbers are listed below. You need to send in your master disc for Charting Gallery and/or Drawing Gallery to be eligible for the update.

| P/N | Description | U.S. list price* |
|--------------------------|------------------------|------------------|
| <i>HP Vectra PC</i> | | |
| 68350-60002 | Charting Gallery | \$ 75 |
| 68351-60002 | Drawing Gallery | 75 |
| 68352-60001 | The Gallery Collection | 125 |
| <i>HP Touchscreen PC</i> | | |
| 45513-60001 | Charting Gallery | 75 |
| 45411-60001 | Drawing Gallery | 75 |
| 45437-60001 | The Gallery Collection | 150 |

*Approximate prices.

Customers with large quantities of product

Customers with 50, 100, or more copies of The Gallery Collection can upgrade them to 2.0 through the site license upgrade program. Your customer does *not* need to have purchased a site license for Gallery to qualify for a site license upgrade.

If your customer has 50 sets of The Gallery Collection purchased as P/N 68352F, S, or Q, they can purchase a site license upgrade.

HP Vectra PC users

68352M — \$5,313, 1 set of master discs, right-to-copy for 50 sets, 5 sets of manuals.

68352N — \$5,591, Right-to-use 50 sets of master discs, 5 sets of manuals.

HP Touchscreen PC users

45437M — \$6,375, 1 set of master discs, right-to-copy for 50 sets, 5 sets of manuals.

45437N — \$7,276, Right-to-use 50 sets of master discs, 5 sets of manuals.

Note: As part of the site license upgrade, your customer will be required to return his original master discs and/or a copy of the right-to-copy agreement. Please verify the site license prices with the September 1 CPL.

Dealers

Gallery dealers will be stocked with the new version when Gallery 2.0 begins shipping. They will be able to return up to one month of old inventory for rework.

Upgrades will *not* be available through dealers but dealer customers can order the upgrade through DMK (see above).

For *new* Gallery customers, product ordering information is listed below.

| | HP Vectra PC | HP Touchscreen PC | U.S. list price |
|----------------------------------|--------------|-------------------|-----------------|
| Charting Gallery | 68350F | 45513A | \$295 |
| Drawing Gallery | 68351F | 45411A | 395 |
| The Gallery Collection | 68352F | 45437A | 695 |
| Office Activities Portfolio | 68324F | 45568A | 95 |
| Business Management Portfolio | 68326F | 45570A | 95 |
| Chemical/Petrochemical Portfolio | 68325F | 45569A | 150 |
| HP Draw Figures Portfolio | 68327F | 45571A | 195 |

Ordering Gallery 2.0 upgrades for HP internal use

For HP field personnel

For those signed up on the subscription services listed below, SDC will mail Charting Gallery/Vectra, Drawing Gallery/Vectra, and discs for Charting and Drawing Gallery/Touchscreen, in August when product shipments begin.

- P/N 5955-9885, Usage
- P/N 5955-9886, Development and Consulting
- P/N 5955-9887, Sales Support
- P/N 5955-9888, Library

New, improved HP FastTrak's will soon follow.

For all other HP internal users

If you are using Graphics Gallery as part of your job at HP and would like Version 2.0, you can:

- 1) Purchase a complete, new product at TAC using a HEART I2 order form.
- 2) Purchase a site license upgrade for Gallery:

| | HP Vectra PC | HP Touchscreen PC |
|--------------------|--------------|-------------------|
| Gallery Collection | P/N 68352M | P/N 45437M |

The M product provides 50 sets of discs and 5 sets of documentation.

Like all other PC software, there is no upgrade program for internal use because you purchase software at cost.

Drawing Gallery replaces

HP Draw

Paula Dieli/PSD

With the introduction of Gallery 2.0, Drawing Gallery now provides HP Draw users with an equivalent, if not superior, feature set. And with the planned obsolescence of HP Draw as of October 1, more HP Draw users will want to migrate to Drawing Gallery where more new features and support for new output devices will be available.

New features

For Drawing Gallery 2.0, we've added such features as rotation of text and objects, align text, automatic bulleting of text lines and multilevel zoom (with zoom area specified by 'rubberband' box).

With Gallery 2.0, your HP Draw customers now have every reason to switch to Drawing Gallery.

Integration with HP Graphics Curator13000

HP Graphics Curator13000 allows HP 3000 graphics users to use their many custom figures with the Graphics Gallery and Executive MemoMaker for the HP Vectra and Touchscreen PCs, the IBM PCIXTIAT, and the IBM PS/2 Model 30150160 computers.

HP 3000 Figure files and GAL files can be interchanged. With the latest release of Curator on the LIB-Delta-2 MIT last spring, HP 3000 Draw files can now also be converted to GAL files for use with Drawing Gallery, thereby eliminating the step of saving the Draw file to a Figure file.

Performance benefits

Now HP 3000 graphics users can take advantage of the performance benefits of graphics on a standalone workstation where benchmarks on the alpha test software versions have shown that on-screen performance is at least 10 times faster with Drawing Gallery than HP Draw on an empty HP 3000 Series 68. With PC-based graphics, there is no contention for resources as on a host system, and the performance on a standalone workstation is always consistent.

A complete solution

The full compatibility provided by HP Graphics Curator 13000 allows our customers the flexibility to choose the Graphics Gallery with better on-screen performance, while retaining access to the production environment of the HP 3000.

continued on next page

Additional Gallery features

Graphics Gallery users can also benefit from the full picture editing capability which allows users to customize pictures to suit their needs.

With the ease with which a Graphics Gallery user can create/edit a high-quality drawing, which can include any of 17 fonts and some of the over 1,800 new predefined pictures from the Gallery Portfolios, HP 3000 users can significantly increase their productivity.

A Gallery Portfolio for HP Draw users

The HP Draw Figures Portfolio was created specially for HP Draw users migrating to Drawing Gallery. It contains the complete HP Draw Figure Library in GAL format for use with Drawing Gallery. We made an effort to condense the files to less than half their file size in some cases. And this Portfolio is available on 5¼-inch discs and HP Touchscreen PC 3½-inch discs.

| Description | HP Vectra PC | HP Touchscreen PC | U.S. list price |
|---------------------------|--------------|-------------------|-----------------|
| HP Draw Figures Portfolio | 68327F | 45571A | \$195 |

HP 3000 customers can retain investment

With HP Graphics Curator/3000, HP 3000 customers can upload Gallery pictures to HP Draw, TDP/3000 and HP Word documents, for larger, integrated text and graphics documents, thereby maintaining their investment in terminal-based graphics.

The HP Draw migration guide

This guide serves as a quick reference card to help the experienced HP Draw user quickly get up to speed with Drawing Gallery for the HP Vectra PC and IBM PC/XT/AT. It includes a general comparison of the two products along with a map of the Drawing Gallery screen and tips for getting started. This is followed by a pull-out dictionary which is organized by topic. Instructions on how to accomplish tasks in Drawing Gallery are included, along with notes to help you transition quickly.

HP 3000 graphics users can now use their many custom drawings and figures created using HP Draw with the Graphics Gallery and Executive MemoMaker. This guide makes the eventual transition from host-based graphics to PC-based graphics much easier. *Note:* An updated version will be available this fall. See a later issue for details.

Benefits Graphics Gallery provides for HP 3000 graphics customers

- Equivalent feature set with a more intuitive, mouse-based interface
- At least 10 times the performance of HP Draw
- Picture compatibility with HP 3000 Draw and Figure files
- Runs on any HP Vectra and Touchscreen PCs, IBM PC/XT/AT, and some IBM PS/2 computers — doesn't impact host
- Output quality matches or exceeds HP 3000-based products
- Complete picture editing equals more flexibility
- Direct integration with Lotus[®] 1-2-3[®] and Symphony[®] worksheets

All of these advantages add up to an excellent graphics solution for your customer.

Gallery 2.0 learning products

Joe Ercolani/PSD

The new, updated version of the Gallery Collection Classroom Learning Pack (CLP), Drawing Gallery Learning Discs, and HP FastTrak will be available this fall. They reflect the enhancements made to Graphics Gallery for Release 2.0.

Classroom Learning Pack — The CLP now includes both Drawing Gallery and Charting Gallery in a single course. It includes the following:

- Instructor's Guide
- A set of student handouts
- A set of new, color overhead transparencies
- Drawing Gallery Training Disc
- HP FastTrak for the Gallery Collection

It is designed for both the HP Vectra and Touchscreen PCs and is more concise and easier to use. Preparation time is estimated at eight hours, with classroom time also estimated to be eight hours (four to be spent on Drawing Gallery and four for Charting Gallery).

Drawing Gallery Training Disc — The CLP includes a Drawing Gallery Training Disc (hands-on, computer-based training for Drawing Gallery). The Training Disc has two lessons. In the first lesson, the user uses the mouse to practice some key Drawing Gallery tasks. The second lesson takes the user on a guided tour of the Drawing Gallery screen.

HP FastTrak — HP FastTrak provides comprehensive self-study training and technical tips for user support personnel and expert users. It now includes both Charting Gallery and Drawing Gallery in one FastTrak product.

Ordering information

The Classroom Learning Pack includes the Training Disc and HP FastTrak, though additional copies of the discs and FastTrak may be purchased separately for additional users.

| P/N | Description | U.S. list price |
|--------|---|-----------------|
| 68352V | Gallery Collection Classroom Learning Pack/Vectra/Touchscreen Includes classroom materials, Drawing Gallery Learning Discs, and FastTrak | \$700 |
| 68351P | Drawing Gallery 2.0 Learning Discs (for HP Vectra PC, IBM PC/XT/AT and compatibles only) | 200 |
| 68352X | HP FastTrak - Gallery Collection | 190 |

Due to feedback from surveys and users, these updated learning products reflect the Gallery enhancements as well as overall improvements. These learning products will help your customer and their organization get started even more quickly with the Graphics Gallery products.

Executive MemoMaker/Vectra: new release

Carla Klein/PSD

For North America only

A new release of Executive MemoMakerNectra, Version 3.0, is now available. This version is compatible with Release 2.0 of the Graphics Gallery products and also includes a standalone DCA converter utility.

Numerous customers have requested a PC-based method of exchanging files between Executive MemoMaker and AdvanceWrite. The DCA converter satisfies this request as well as providing compatibility with many other popular word processors that can accept DCA files.

New features such as rotation and additional text enhancements have been added to Drawing Gallery. Version 3.0 of Executive MemoMaker will successfully merge and print these pictures. Several new printers, including the HP PaintJet graphics printer, HP LaserJet Series II, and HP LaserJet 2000, are also now supported.

Upgrades to Version 3.0 of Executive MemoMaker are available for current users. For customers with less than 50 copies to upgrade, the upgrade should be ordered from Direct Marketing Division (DMK), P/N 68330-60005. The upgrade includes new discs and a documentation supplement. Customers must return their master discs when they purchase the upgrade. The cost of the upgrade is \$75.

For upgrades of 50 or more copies, a site license upgrade is available. A customer does *not* need to have purchased a site license for Executive MemoMaker to qualify for a site license upgrade. The P/Ns are listed below.

| P/N | Description |
|--------|--|
| 68330M | Right-to-copy upgrade for Executive MemoMaker/Vectra. Includes 1 set of master discs, 50 labels, and 5 sets of the documentation supplement. |
| 68330N | Right-to-use upgrade for Executive MemoMakerNectra. Includes 50 sets of master discs and 5 sets of the documentation supplement. |

Prices of the site license upgrades vary depending on the quantity ordered. As part of the upgrade, customers will be required to return original master discs or a copy of the right-to-copy agreement. For additional information on site license upgrades, please contact Carla Klein at 408 or TELNET 773-6300 or via HP Desk at HPD600/IM.

Since Graphics Gallery for the HP Touchscreen PC has also been updated, an upgraded version of Executive MemoMaker/Touchscreen will be available soon. Additional information will be included in *Information Systems & Manufacturing News* as it is available.

HP Asian Vectra PC: Announcing Asian Graphics Gallery

Jenny Chiang/APCO



Asian Personal Computer Operation (APCO) recently announced Asian Graphics Gallery for the HP Asian Vectra PC workstation, which was introduced in 1986 and supports four Asian languages — Japanese, Korean, Traditional Chinese, and Simplified Chinese.

In addition to Asian Executive MemoMaker, Asian Executive Spreadsheet, Asian AdvanceLink 2392, and Asian R:BASE 5000, Asian Graphics Gallery was developed to provide the HP Asian Vectra PC with Asian Big 5 solutions in graphics.

Asian Graphics Gallery consists of three easy-to-use software packages — Asian Charting Gallery, Asian Drawing Gallery, and Asian Executive MemoMaker — integrated to allow users to create professional-quality business graphics for presentations and reports in both Asian and English languages.

Special features included in the Asian Graphics Gallery are: a selection of 10 Asian font styles and faces for near-typeset quality Asian characters, the ability to produce 35mm slides on HP's Color Film Recorder, a basic portfolio of over 300 predefined pictures and shapes that can be manipulated or colored at the user's request, and the ability to directly integrate Lotus® 1-2-3® spreadsheets for graphics enhancement.

Asian Graphics Gallery meets the Asian market need for high-quality business graphics, combining both charting and drawing capabilities with industry-leading output quality as well as a multitude of features that will set up a new standard in Asian business graphics.

The Asian Graphics Gallery is the Asian version of the Graphics Gallery Collection. The Traditional Chinese version of the Asian Graphics Gallery is available in August 1987; the other versions including Japanese, Korean, and Simplified Chinese will be available at a later date.

Required equipment

Computer: HP Asian Vectra PC workstation

Operating system: HP Asian Vectra PC MS®-DOS 2.25 or above

Disc drives: One hard disc drive and one flexible disc drive

Memory: At least 512 Kbytes of main memory

Graphics display adapter: HP Asian high-resolution video adapter, with 1024 × 768 pixels

Mouse or tablet: HP Mouse — (HP 46060A), A-size tablet (HP 46087A), H-size tablet (HP 46088A)

| P/N | Description |
|---------------------------|--|
| <i>Printers supported</i> | |
| 41063B | HP Asian workstation printer |
| | HP LaserJet printer family |
| 2228A | HP QuietJet printer |
| 2225A, C, D | HP ThinkJet printer Alt |
| <i>Plotters supported</i> | |
| 7440A | HP ColorPro (eight-pen professional plotter) |
| 7550A | Eight-pen high-performance plotter |
| 7470A | Two-pen personal plotter |
| 7475A | Six-pen technical plotter |
| 7580A | Technical drafting plotter |
| <i>Optional equipment</i> | |
| 7510A | HP Color Film Recorder |

Ordering information

| P/N | Description | Factory base price |
|----------|--|--------------------|
| 68351W | Asian Drawing Gallery | \$148 |
| Opt. ZAN | Asian Drawing Gallery English Extension | 242 |
| 79308A | | |
| Opt. ZAA | Traditional Chinese Drawing Gallery Fonts (Taiwan version) | 148 |
| 68351W | | |
| Opt. ZAB | Asian Drawing Gallery Korean Extension | 148 |
| 79308A | | |
| Opt. ZAB | Korean Drawing Gallery Fonts | 148 |

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MS®-DOS is a U.S. registered trademark of Microsoft Corporation.

HP-85 and HP-86 computers to be discontinued

Dick Siegel/CWO

Effective November 1, 1987, Corvallis Workstation Operation (CWO) is discontinuing sales and manufacturing of HP Series 80 personal computers. The HP-85B and HP-86B personal computers, Series 80 software, and some accessories will be removed from the Corporate Price List (CPL) on that date.

Since their introduction seven years ago, HP Series 80 computers have been an important part of HP's low-cost controller and technical computer business. Eventually, though, even highly successful products become difficult to manufacture and must be replaced by newer, more cost-effective technologies. Technical Systems Business Unit (TSBU) has recently introduced the Model 82300A HP BASIC Language Processor plug-in card for the HP Vectra PC as well as the PC 308 HP BASIC Controllers that run Rocky Mountain BASIC and include many features common to HP 9000 Series 300 workstations.

Orders for the HP-85B and HP-86B computers will continue to be accepted, per I-IP policy, through the month of November. The more popular HP Series 80 enhancements and accessories will continue to be available for one year after that date, until November 1, 1988. These include memory modules, CRT displays (12 inch), ROMs, and popular I/O interfaces, such as HP-IB, serial (RS-232), GPIO, and BCD.

To meet their long-term needs and ensure timely delivery, customers are urged to place their orders as soon as possible.

The discontinued products will be placed in five-year support life so that parts and service will be fully available for a period of five years, until November 1, 1992.

Migration path for Series 80 customers

HP BASIC, known informally as Rocky Mountain BASIC, has developed a strong following among HP 9000 Series 2001300 workstation users for its ease of use, advanced I/O capabilities, and high performance. With the introduction of the Model 82300A Basic Language Processor plug-in card and the PC-308 Controllers running HP BASIC as a task under the MS[®]-DOS operating system, HP Rocky Mountain BASIC becomes a natural migration path for HP Series 80 BASIC.

Software transportability

To aid in porting Series 80 programs to Rocky Mountain BASIC, CWO has made available a Series 80 Software Porting Kit, S80PORT, through the Series 80 Users Library. This kit, available for \$75, provides a porting document, a variety of utility programs, and may be ordered by calling or writing the Series 80 Users Library, 1000 N.E. Circle Blvd., Corvallis, OR 97330, telephone 503-750-3885. Orders from HP entities should include the location code.

For users who have substantial amounts of Series 80 software to translate, a program available from Oswego Software, TRANSLATE 80, will be useful. For additional information, contact Oswego Software directly at 312-554-3567.

Summary of HP Series 80 discontinuance schedule

| Activity | Date |
|---|------------------|
| Discontinuance of Series 80 mainframes and software | November 1, 1987 |
| Final orders accepted for Series 80 | December 1, 1987 |
| Discontinuance of sales of accessory products (ROMs, interfaces and memory) | November 1, 1988 |
| Expiration of HP-87 support life | December 1, 1989 |
| Expiration of HP-85 and HP-86 support life | November 1, 1992 |

Also in this issue

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| AT&T IWS, HP Vectra Industrial PC comparison | 32 |
| New HP Vectra PC technical software catalog | 35 |

□ Manufacturing Systems

GENERAL

New Systems Integrator binder

Carole Faber/IAC

For the U.S. only

A new binder of reference material on manufacturing systems integrators was just sent to the field. This new information (summarized below) expands on the topics covered in the Systems Integrator Guidebook distributed by the Industrial Applications Center (IAC) earlier this year. The binder includes:

- A defined procedure to reach the right integrator for your project
- A worksheet to help you ask the right questions early in the sales cycle
- A list of frequently asked questions about using systems integrators and their answers
- Systems integrator success stories
- Two-page Capability Briefs on each of the integrators and AMSO
- Brochures used by the individual integrators to describe their business

If you did not get a copy, and need one, please contact Carole Faber, Manufacturing Systems Integrator Program 408-746-5247 or HP Desk 2200180.

FACTORY AUTOMATION

AT&T IWS, HP Vectra Industrial PC comparison

Stacy Ellis/DSD-TCO

AT&T recently introduced two IBM PC compatible IWS (Industrial Workstations): the 6300 IWS (8086 microprocessor) and the 6300 IWS (8086 microprocessor).

AT&T has *hardened* its products by enclosing the CPU, monitor, and keyboard in impact-resistant polycarbonate. Special dust filters, silicone rubber keyboard underlays, and high-capacity fans have also been included. Some important competitive advantages for the HP Vectra Industrial PC are listed below.

Superior Environmental Specs — HP Vectra Industrial PC remains operative in harsher conditions than AT&T units such as:

- 10° C higher in temperature
- 3X shock
- 5X vibration
- 50 percent higher altitudes

Support — AT&T marketing strategy is to emphasize AT&T's strong reputation for service support. Marketing studies, such as DataPro and Info Corp, show that HP has a better reputation for service and support than does AT&T. In an effort to improve service support to specialized VARs, AT&T created the Industrial Technical Support Center (ITSC). HP Vectra Industrial PC provides excellent technical support via the PC OEM program. This enables companies developing applications around HP Vectra PC to call direct for technical assistance.

Side-by-side comparison — If a customer is seriously considering buying an AT&T unit over the HP Vectra Industrial PC, insist on a side-by-side comparison. The difference in ruggedization is obvious to even the casual observer.

AT&T stresses the fact that their IWS's have molded polycarbonate housings. Polycarbonate is plastic that can prove disappointing in certain chemical environments. Polycarbonate becomes stressed when molded and this can lead to crazing and cracking if the plastic is exposed to aromatic solvents, esters, and ketones. These chemicals are not uncommon in factory and laboratory environments.

Mentioning products like bar code readers, the HP 1000, the HP 3000, HP 9000, and HP instrumentation will stress the fact that HP is already an integral part of the manufacturing environment. AT&T is relatively new to the factory floor and may not offer what the customer needs to communicate with their existing equipment.

The HP Vectra Industrial PC is a better product, with better support. All this coupled with HP's impressive number of CIM products makes the sell against AT&T's IWS an easy win.

HP 1000 durability survives Texas mud and flood

Suzanne Doughty/DSD

The early June floods in Texas might have made U.S. national news, but how many of you heard about the HP 1000 computer submerged overnight under four feet of muddy water? Kelly Air Force Base in San Antonio, Texas, heard about it, and was quite impressed when the HP 1000 emerged unscathed after the ordeal.

Almost daily thunderstorms from May 29 to June 11 brought as much as 25 inches of rain to San Antonio. Engineers at Kelly AFB, which uses HP 1000s for jet engine testing, came to work on June 12 to find that an HP 1000 A900 (2199C) had been completely submerged in mud and water overnight. To start the cleanup, they removed the computer from its cabinet, took out its fan and power supply, and hosed it down to remove as much mud as possible. The next Monday, the sales rep (SR), Bill Taylor, and two customer engineers (CEs), Bill Babcock and Kevin Love, went onsite to investigate the situation. Seeing no visual damage to the A900, they plugged the fan and power supply back in, added memory, and hooked up a disc and terminal. They then booted the system and it ran as if nothing had happened. Needless to say, everyone was impressed by the durability of the HP 1000.

So take a tip from Kelly AFB — don't get caught in the rain without an HP 1000.

HP 1000: product discontinuances

Joann Starke/DSD

The following products will be removed from the Corporate Price List (CPL) effective November 1, 1987. Please make a note of these products and notify your customers where appropriate. If you have any questions, contact your representative at your local HP 1000 Sales Response Center.

| P/N | Description |
|---------|--|
| 12103A | 128-Kbyte Memory |
| 12103B | 256-Kbyte Memory |
| 12103E | 2-Mbyte Memory Pack |
| 12103F | 4-Mbyte Memory Pack |
| 12104B | 1-Mbyte ECC Memory Pack |
| 12104C | 2-Mbyte ECC Memory Pack |
| 12749HD | Twenty 12749H Memory Modules |
| 24396C | EIF Series Diagnostics for 790516 disc cartridge |
| 24396D | EIF Series Diagnostics for 800 CPI tape |
| 24396E | EIF Series Diagnostics on 1600 CPI mag tape |
| 24396F | EIF Series Diagnostics on 264X minicartridges |
| 92067K | RTE-IV Manuals |
| 92068K | KTE-IVB Manuals |
| 92826B | KTE-IV Manual Pack |
| 12103A | Battery Backup for L-Series |

The following media options are being removed from all HP 1000 software effective November 1, 1987. Note: *Only the media options are affected*, not the entire product.

| Option | Description |
|----------|---|
| Opt. 031 | 7906M/MR MAC disc cartridge |
| 033 | 7925M MAC disc cartridge media |
| 053 | Lower system cutout door for 791X rack disc |

The following integrated discs are being discontinued effective October 1, 1987.

| P/N | Description |
|--------|---------------------|
| 12120A | 20-Mbyte disc drive |
| 12121A | 20-Mbyte disc drive |

P/N 12122A microhawk integrated disc will directly replace P/N 12120A. There is no direct replacement for PIN 12121A *fixed-disc only*.

The 2196D low-boy HP 1000 A600 system will be discontinued as of November 1, 1987. Customers wishing to continue purchasing the low-boy cabinet can continue to do so via an option on the 2196C system.

Also in this issue

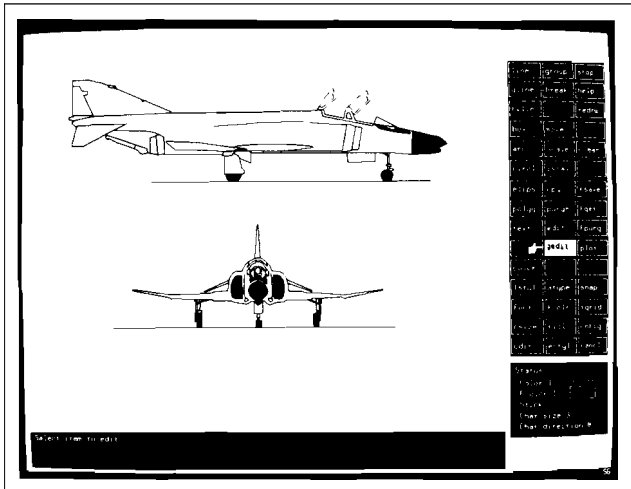
One-vendor solution and price performance win United Telephone 8

Introducing Snapshot/1000: the RTE-A performance maximizing service 9

Graphics Editor now available on HP-UX

Dan Sherwood/TSC

Graphics Editor is a general-purpose drawing program that has been available on the HP 9000 Series 200 and 300 BASIC and Pascal workstations. We have many satisfied customers that use this product to quickly create presentation-quality charts and diagrams, such as flowcharts, process-flow diagrams, organization charts, block diagrams, and text charts. This product has done so well in these environments that we decided to also make it available on the HP-UX operating system.



All of the features that currently exist in the BASIC and Pascal version are also in the HP-UX version. Please consult page 23 of the booklet *Technical Office Automation: A Software Summary* (P/N 5954-8288) for a detailed description of the BASIC and Pascal product. In addition, there have been several significant enhancements to the HP-UX version. Among the enhancements is the ability to zoom in on any part of a drawing for more accurate display and editing. Many of the new peripherals that have been released in the last year are also supported with this new version.

The PIN is 45537V and is available on 3 $\frac{1}{2}$ -inch diskette or $\frac{1}{4}$ -inch cartridge tape. The U.S. list price is \$625 and orderable from the Corporate Price List (CPL) starting August 1, 1987. If you have any questions or need more information on this new product, please contact Fort Collins Systems Division sales support at 303 or TELNET 229-2600.

New X Windows demo video

Rosemary Kramer/TSBU

You now have access to a nine-minute, upbeat video on the new X Window System and XR Library. This fast-paced presentation is a convenient, portable way to have your customers witness the benefits of this evolving industry standard and HP's contribution — an essential toolbox.

Without a visual demo, concepts regarding a windowing system can be very difficult to explain and very difficult for customers to understand. This new video demonstrates a networked environment in a cost-effective way, saving you the trouble of setting up live instruction.

You can use this video as a training tool, a prequalifier to a live demo, or part of a live demo. Upon viewing the tape, your audience should be able to: understand what X is, see ways X can solve their problems, and realize HP's contribution to X.

The three-minute introduction is directed to the economic buyer, followed by six minutes of demos.

To order, contact HP-TV indicating quantity needed and part number listed below.

| P/N | Description |
|---------|---------------------------------|
| 90954HZ | $\frac{3}{4}$ -inch NTSC |
| 90954HV | $\frac{1}{2}$ -inch VHS - NTSC |
| 90954HW | $\frac{1}{2}$ -inch Beta - NTSC |
| 90954HP | $\frac{3}{4}$ -inch PAL |
| 90954HS | $\frac{1}{2}$ -inch PAL |

TCP/IP for HP 9000 Series 500 now shipping

Pete Dubler/TSC

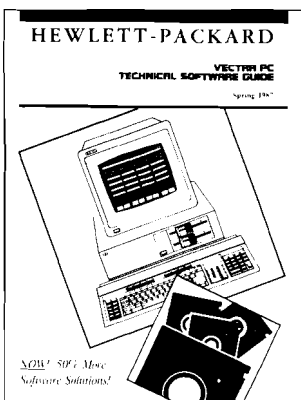
The Wollongong Group of Palo Alto, California, is now shipping their TCP/IP product, WIN™iH9000, for the HP 9000 Series 500. WIN/H9000 is a full member of the Wollongong Integrated Networking (WIN) product family, offering full AKPA and Berkeley command support including sockets. This HP PLUS software supplier product has a single unit list price of \$7,500 and is available immediately. Wollongong also offers an educational discount of 50 percent.

Have your customers contact The Wollongong Group at 415-962-7100 for more information or to order.

WIN is a trademark of The Wollongong Group.

New HP Vectra PC technical software catalog

Jack Clagett/TSC



The all new and 50 percent larger Spring 1987 HP Vectra PC Technical Software Guide (P/N 5954-9389) is now available at sales offices in the U.S. and Canada. It is also being distributed in dealer and PC OEM channels and directly to technical sales forces in North America. In addition, over a thousand ISV/IHV vendors are receiving catalogs and catalog

entry kits directly.

This newest HP Vectra PC catalog lists more than 330 software vendors marketing technical or TOA software for the HP Vectra PC. There are more than 900 tested and vendor-verified-compatible software products listed along with complete vendor-recommended configuration information.

Applications range from analog circuit design to technical word processing. There are also listings for accessories such as light pens, image processors, and voice cards. The software and hardware businesses represented range from small, independent value-added firms to corporate giants, and include many of the best known and respected vendors in North America.

Additional copies of the catalog may be obtained from Corporate Literature Distribution in Palo Alto, California.

Updated HP PCDS 1.1 manual set

Pamela Macdonald/FEO

Fort Collins Engineering Operation (FEO) released Edition 2 of the HP PCDS manual set along with the new HP PCDS 1.1 code. Edition 2 of the manual set only works with HP PCDS 1.1 code.

For those of you on support services, your HP PCDS 1.1 manuals have already been shipped. If you need additional manuals, order the entire set of HP PCDS 1.1 manuals supplied with the code from Direct Marketing Division (DMK) using P/N 74400-90005. Order P/N 74400-90000 if you need an additional Preparing For Your System.

If you need to order additional HP PCDS 1.0 manuals (to work with HP PCDS 1.0 only) order the appropriate part number listed here.

| P/N | Description |
|-------------|---|
| 74400-90000 | Preparing For Your System |
| 74400-90001 | Installing Your System |
| 74400-90002 | Designer's Manual Set - Designer's Reference - Designer's Handbook - Managing Your System - Master Glossary and Index |
| 74400-90003 | Librarian's Handbook and Reference |
| 74400-90604 | Parts Library List |

Revisions to BASIC manual set

Mark Archuleta/SSO/TSBU

Along with documenting Revision 5.0 of the HP 9000 Series 2001300 BASIC product, we have redesigned and repackaged the entire BASIC manual set. Some of the most salient features of this revised manual set are listed below.

- The size of the manuals has been reduced to the more convenient *long-half* format.
- They are now packaged in corporate-standard gray binders.
- We are using 30 percent thinner paper, which reduces the overall weight of the manuals (but still maintains the same strength as before).
- The BASIC User's Guide has been renamed Installing, Using, and Maintaining the BASIC System. It is much more task oriented, and now includes more information on installing and maintaining the system, as well as more on using the editor and file system. The BASIC Utilities Library is also covered in a chapter of this book.
- The larger manuals have been split into two volumes:
 - The Programming Techniques manual is split into General Topics and Porting Information volumes.
 - The Interfacing Techniques manual is split into General Topics and Specific Interfaces volumes.
 - The Language Reference is now two volumes (A-L, and M-Z and appendices).
- The CSUB Utility manual was entirely rewritten to be a more task-oriented document.

- The Documentation Guide and Master Index has been repackaged into a separate, perfect-bound (paperback) book. The guide portion includes a flowchart for using the manuals, as well as more-complete descriptions of each manual. The Master Index portion has more index entries.
- Several chapters throughout the manual set have been rewritten (headings and examples added, sections consolidated, etc.).

These documents also describe all of the Revision 5.0 enhancements.

Reasons for the changes

The results of a customer survey we made last summer helped us to decide that changing to long-half size was worth the effort required. Customer and field feedback is invaluable in helping us decide how to increase quality, which equals customer satisfaction. We are surveying our customers routinely now, but we can always use your feedback. Please let us know what our customers want. Contact Mark Archuleta at 303-229-2351 or HP Desk 4000/UX.

Also in this issue

University orders 42 HP 9000
Series 300s

8

NETWORKS

New OSI brochure positions HP as the leader in multivendor networking

Steve Beitler and Elaine Bonham/ING

A 10-page, full-color brochure that positions HP as the leader in standards-based multivendor networking is now available from the Literature Distribution Center (LDC), in Palo Alto, California.

The brochure describes the importance of the seven-layer Open Systems Interconnection (OSI) Reference Model to multivendor networking, and spells out HP's extensive history as a contributor to the establishment of OSI networking standards.

The brochure features a two-page foldout illustration, entitled, "Journey of an International Letter," that draws an explanatory analogy to international air mail in order to describe what happens at each layer of the OSI model.

The new brochure is targeted at high-level decision makers and seeks to educate the audience while putting across a strong HP leadership message. In addition to detailing HP's involvement in the development of international networking standards, the text gives a quick sketch of the history of standards development.

Entitled, "OSI: The HP AdvanceNet Foundation," the OSI brochure has been bulk mailed to all sales offices. Additional copies can be ordered from the LDC, P/N 5954-9434.

Also in this issue

HP StarLAN mailing: performance information 16

Selected software discontinued on HP 3000, HP Touchscreen PC, and HP Vectra PC 17

MASS STORAGE

HP 35401A Autochanger helps leverage \$2.1 million sale

Fred Ricles/Englewood

Recently, a sale of 35 systems was made to Sequoia Supply through one of HP's value-added resellers (VARs) — Distribution Resources Company (DRC). At the heart of the deal for a net sale of over \$2.1 million were 34 HP MICRO 3000 and MICRO 3000 XEs. Sequoia Supply is a large distributor of building supplies with facilities and locations all over the United States. Like most distributors, they prefer to invest money in revenue generating inventory rather than in data processing equipment and staff.

A key element in the sale and a critical buying issue was the ability to have unattended backup of systems scattered throughout remote locations in the United States. These locations are all to be manned by unsophisticated operators who will not be dedicated to data processing activities. This meant that a dependable and easy-to-use system backup procedure had to be part of the solution being proposed. IBM and their network of System 36s could not meet this need.

The autochanger was exactly the type of backup device called for and helped meet a critical need of the customer. This helped position both DRC and HP as a provider of a total solution to Sequoia's business problem rather than as a supplier of data processing equipment and software.

As a result, DRC and HP were able to leverage a \$2.1 million sale to a strategic customer. Once again our unattended backup solution helped to clinch a sale.

Also in this issue

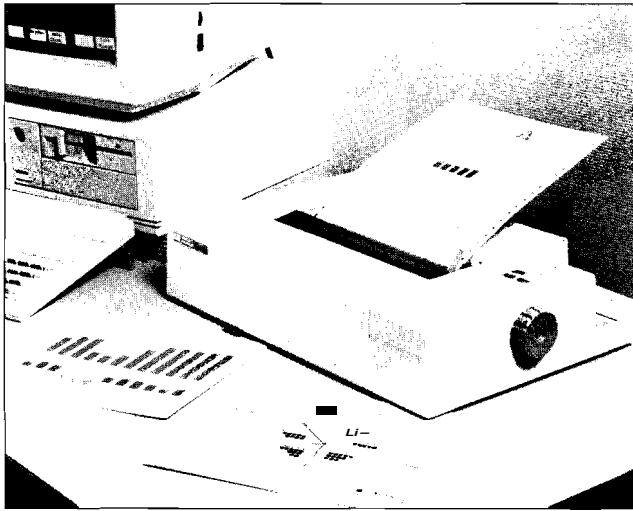
Autochanger provides unattended backup on HP MICRO 3000 7

HP 3000 MPE V systems support HP 7979 and 7980 tape drives 11

PRINTERS

HP PaintJet color graphics printer: a new solution for PC professionals

Dave Horn/SDD



Paint the town red. Get rid of the blues. Make the competition green with envy. Your business, technical and PC-CAD customers who prepare reports and memos, make presentations, or use graphics now have a printer that combines graphics, color and text at the reasonable price of only \$1,395 (U.S. list).

Hewlett-Packard introduces the HP PaintJet color graphics printer. This printer produces vivid color graphics for overhead transparencies and reports, fast near-letter-quality (NLQ) text, and is priced for the individual personal-computer user.

The HP PaintJet color graphics printer is a breakthrough in versatility at the PC price level. For the first time, with a single peripheral, users can get NLQ text at a speed faster than most dot-matrix printers and higher quality color graphics than most thermal transfer and competing inkjet printers.

Wide range of software support

The HP PaintJet printer is supported by many leading business graphics, word processing, PC-CAD and productivity software programs. These packages include: Lotus^B 1-2-3[®], Symphony[®] and Freelance Plus^B from Lotus Corp.; Multimate[®] and Framework II[™] from Ashton-Tate; MS-Chart[®], MS-Word[®] and Multiplan[®] from Microsoft; Diagraph[™] and Picture Perfect from Computer Support Corp.; Harvard Graphics from Software Publishing; and Graphics Gallery and MemoMaker from HP. Compatible PC-CAD software programs include Autodesk's AutoCAD[™]; VersaCAD Advanced by VersaCAD Corp.; and CADKEY by CADKEY Inc.

The wonderful world of color — and graphics

The HP PaintJet color graphics printer produces text and graphics with 180 x 180 dots per inch resolution and NLQ text at a speed of 167 characters per second. The device can produce a typical text page in less than 40 seconds and a full page of color graphics in four minutes or less.

Resident in the printer are four colors — black, yellow, magenta and cyan. The printer mixes these colors to produce the additional primary colors — red, blue and green. A total of 330 colors are available in graphics mode with appropriate software support.

HP designed the PaintJet color graphics printer with your experienced PC customers in mind. Business and technical professionals make frequent presentations and often create reports that contain graphics. The HP PaintJet color graphics printer targets their needs and meets both color graphics and personal printing requirements.

Sixty nozzles transfer the ink to the media. Two disposable cartridges (one for black, priced at \$27.95 and one for color, priced at \$34.95 contain the nozzles, inks and electrical printing elements. Cartridge life is approximately 1.1 million characters and can produce about 1,100 pages of black text and 180 pages of color graphics.

Paper, sound, and size

The printer handles Z-fold or cut sheet paper and single sheet transparency film. Although HP PaintJet printer paper is recommended for highest quality output, many widely available printer papers can be used for draft quality output and provide satisfactory results for many applications.

Because it is extremely quiet during operation, HPS color graphics printer is suitable for noise-sensitive environments. And the PaintJet printer is compact in size, measuring 3.86 in. (98 mm) x 17.40 in. (442 mm) x 11.89 in. (302 mm).

RS-232-C/CCITT V.24 serial, Centronics parallel and HP-IB (IEEE 488-1978) interfaces are options. The U.S. suggested list price is \$1,395.

Ordering information

| P/N | Description |
|-----------------------------|--|
| HP 3630A | HP PaintJet color graphics printer |
| Opt. 001 | RS-232-CICITT V.24 interface |
| Opt. 002 | HP-IB interface (IEEE 488-1978) |
| Opt. 004 | Centronics parallel interface |
| <i>Literature</i> | |
| <i>Technical data sheet</i> | |
| 5954-8752D | With prices (U.S.) |
| 5954-8752 | Without prices (International) |
| 5954-7539 | Without prices (A4-size European format) |
| 5954-9996 | OEM Data Sheet |
| <i>Brochures</i> | |
| 5954-8758 | For Engineering Professionals |
| 5954-8759 | For Business Professionals |
| 5954-8754 | Software Matrix |
| <i>Sample output</i> | |
| 5954-8755 | Text/Graphics on Paper |
| 5954-8756 | Technical Graphics on Paper |
| 5954-8757 | Business Graphics on Transparency Film |
| <i>Set-Up Instructions</i> | |
| 5954-8782 | IBM AT (RS-232-C) |
| 5954-8784 | IBM AT (Parallel) |
| 5954-8783 | IBM PC and PCIXT (RS-232-C) |
| 5954-8785 | IBM PC and PC/XT (Parallel) |
| 5954-8786 | HP Vectra (RS-232-C) |
| 5954-8787 | HP Vectra (Parallel) |
| 5954-8788 | Apple Macintosh Plus (RS-232-C) |
| 5954-8989 | Apple Macintosh (RS-232-C) |

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MS-Chart[®], MS-Word[®], and Multiplan[®], are U.S. registered trademarks of Microsoft Corporation.

Diagraph[™] and Picture Perfect[™] are U.S. trademarks of Computer Support Corporation.

AutoCAD[™] is a U.S. trademark of Autodesk, Inc.

HP PaintJet printer software matrix lists market-leading solutions

Mike Weimar/SDD

In the past, color printers have been criticized for their lack of software support. The HP PaintJet color graphics printer breaks through this barrier with support from leading software vendors such as Lotus, AutoCAD, Microsoft, Ashton-Tate, Software Publishing, and VersaCAD.

The versatility of the HP PaintJet color graphics printer demands a wide variety of software support. The PaintJet printer delivers, with support in all major categories including: word processing (eg., MicroSoft Word, WordPerfect, MemoMaker); business graphics (eg., Graphics Gallery, Freelance Plus, Harvard Graphics); technical graphics (eg., AutoCAD, VersaCAD Advanced, CADKEY), and productivity software (eg., Lotus 1-2-3). For merged text and full-resolution color graphics you can use HP Memomaker and Graphics Gallery.

Many unique utility programs have been created for the HP PaintJet printer. Polaris Color PrintMerge and Inset by Inset Systems allow you to merge screen resolution graphics with text from all the leading word processing packages. JetPlotter, from Insight Development, intercepts HP-GL outputs and converts it to PCL. PrintWorks for the Macintosh, by SoftStyle, includes an HP PaintJet printer driver for Macintosh personal computers.

All of these solutions and more are listed in the HP PaintJet Printer Software Matrix. This matrix is included in every HP PaintJet printer box. This allows your customers to easily find out how to order their drivers or package upgrades. Copies of the matrix (PIN 5954-8754) are also available from the Literature Distribution Center, in Palo Alto, California.

New HP PaintJet printer training video

Justine Rabayda/SDD

To help you sell the HP PaintJet color graphics printer, San Diego Division is offering a new videotape. This video has three major sections:

Sales — Key sales points on product features and benefits.

Technical — Information on routine maintenance and how to demonstrate the printer.

Customer — A brief promotional section emphasizing customer benefits.

To order the HP PaintJet printer video use PIN S-698V for VHS and PIN S-698Z for Umatic.

We recommend all sales personnel involved in selling the HP PaintJet color graphics printer order a copy of the videotape.

O'BRIEN, BOB
 SYDNEY SALES - AUSTRALIA
 HPAA 9062

HP PaintJet color graphics printer demo disc available

Mike Weimar/SDD

Two different demo discs are now available to help you easily demonstrate and sell the HP PaintJet color graphics printer. The business professional demo disc (PIN 5954-8817) allows you to print output samples from such popular packages as Graphics Gallery, Freelance Plus, Lotus 1-2-3, WordPerfect, WordStar 2000, and Executive MemoMaker. The engineering professional demo disc (PIN 5954-8818) allows you to print output samples from such popular packages as VersaCAD, CADKEY, Lotus 1-2-3, SuperProject Plus, WordPerfect, and Polaris Color PrintMerge.

The menu-driven demo is very easy to run and allows you to demonstrate such features as:

- Full resolution, full color graphics
- Merged text and color graphics
- Built-in text features like 10, 12, and 18 characters per inch fonts, bold, underline, subscripts and superscripts.

The HP PaintJet demo discs are available in the 5-inch format and are compatible with any HP Vectra PC or IBM PC/XT/AT which have a 1.2-MByte disc drive.

Copies of the discs are available from the Literature Distribution Center in Palo Alto, California.

HP 2680 laser printer — dead or alive?

Christy Schill/BOI

For North America only

A number of rumors have been circulating about the fate of the HP 2680A 45 ppm (page per minute) laser printer. The product has been part of HP's printer family since 1981, with an installed base approaching 1,500 units. Although the HP 2680 has been around for almost six years, it is still an important contributor to our system printer family. At the time of its introduction, it was at the leading edge of technology and we have continued to enhance the product with graphics, variable density print, connections to non-HP systems, and label printing. Our competitors, IBM and Xerox, introduced their high-volume, high-speed laser printers almost 10 years ago, making them even older than the HP 2680.



Sales reps have shown an interest in a replacement printer that has both cut sheet and fanfold paper capabilities, as well as the higher print resolution of 300 x 300 dpi (dots-per-inch) made popular by desktop lasers. However, the fanfold paper used by the printer contributes to its high reliability as well as being the preferred paper type for EDP environments. While investigating potential replacements for this product, we have not found a product that can meet the standards of reliability set by the HP 2680. At 180 x 180 dpi, the print quality of the HP 2680 is exceptional and competes well with higher-resolution printers due to the investment in development of the character sets as well as the fusing technology. At 45 ppm, the HP 2680 fills the gap as a medium-speed, high-volume laser printer between lower-speed office laser printers and the high-speed printers offered by IBM, Xerox, and Siemens. The cost of ownership is competitive with a very low 1½ cent cost per page. (This includes paper, consumables, maintenance, and printer purchase price.)

The HP 2685, a remote print station bundled with an HP 3000, HP 2680, disc, tape drives, and terminal, is unique. There are no other vendors offering a remote print station with a laser printer. The HP 2689, an HP 2680 with a 26029 controller, offers an IBM direct-channel connect solution.

In summary, the HP 2680 is still making a strong contribution to our complete line of system printers and can be expected to contribute for another three to five years. With the HP 2680A laser printer you can sell with confidence a printer that offers your customer a high-reliability, high-volume, low-cost solution with excellent print quality. Additional benefits are HP's service and understanding of the computer business.

For further information contact the Peripheral Sales Center at 408-257-8907.

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