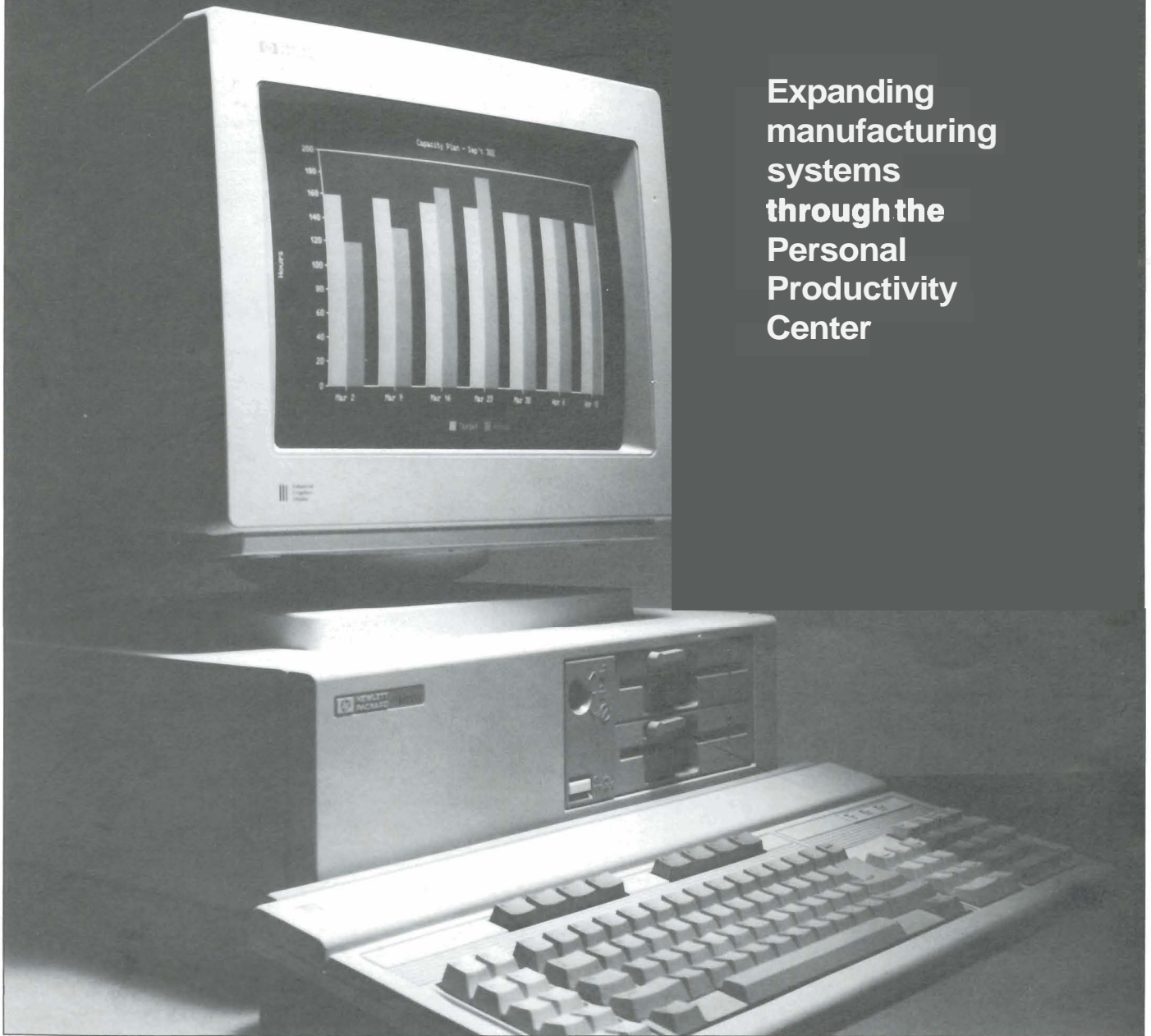


Information Systems & Manufacturing News

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

Introducing HP Production Planning/PC

Expanding
manufacturing
systems
through the
Personal
Productivity
Center



Information Systems & Manufacturing News

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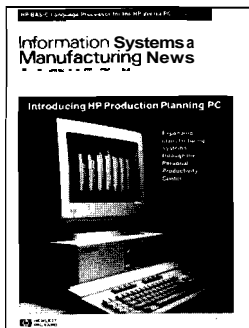
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On the Cover

The Personal Productivity Center comes to manufacturing with HP Production Planning/PC, a new product from Manufacturing Productivity Division. Read about the integration of 1-2-3@ from Lotus@ with HP Materials Management for spreadsheet-based production planning. See articles beginning on page 10.

MARKETING & INTERNATIONAL SECTOR

US Field Operations
 Europe/Africa Operations
 Intercontinental Operations
 Worldwide Major Accounts Program
 Federal Marketing Operation
 Direct Marketing Division
 Value Added Channel Management
 Customer Support
 ASD Application Support Division
 PRSD Product Support Division
 FRD Finance and Remarketing Division
 Corporate Marketing Communications

SYSTEMS TECHNOLOGY SECTOR

Circuit Technology Group
 PID Printed Circuit Division
 NID Northwest IC Division
 90 Singapore IC Operation
 ICD Integrated Circuits Division
 CID Colorado IC Division
Information Technology Group (ITG)
 FID Fort Collins IC Division
 HQ Information Hardware Operation
 ISO Information Software Operation
 ESO Entry Systems Operation
Information Networks Group (ING)
 CND Colorado Networks Division
 GNC Grenoble Networks Division
 RND Roseville Networks Division
 IND Information Networks Division
Peripherals Group (PPG)
 GLD Greeley Division
 CPB Computer Peripherals Bristol Division
 GTC Greeley Tape Operation
 DMD Disc Memory Division
 BOI Boise Division
 VCD Vancouver Division
 ICO Ink Jet Components Operation
 AHCO Asian Hardcopy Operation
 SDD San Diego Division
 BPO Barcelona Peripherals Operation

BUSINESS SYSTEMS SECTOR

COMMERCIAL SYSTEMS
 CSY Computer Systems Division
 GCO Guadalajara Computer Operation
 MPD Manufacturing Productivity Division
OFFICE SYSTEMS
 OSD Office Systems Division
 OPD Office Productivity Division
 PSD Personal Software Division

PERSONAL COMPUTER

SPCO Sunnyvale PC Operation
 MHP Microcomputadoras HP
 APCO Asian Personal Computer Operation
 RTD Roseville Terminals Division
 HPRR Puerto Rico Operation
 GPCD Grenoble Personal Computer Division
 PCD Portable Computer Division
 BPC Brazil Operation
 HCCO Handheld Computer & Calculator Operation
 BGD Böblingen General Systems Division
 ASO Australian Software Operation
 CPS Computational Products Singapore
 PCDO Personal Computer Distribution Operation

TECHNICAL SYSTEMS SECTOR

Manufacturing Systems Group (MSG)
 DSD Data Systems Division
 AMSO Advanced Manufacturing Systems Operation
 IID Loveland Instrument Division
 PAO Panacom Automation Operation
 MTD Manufacturing Test Division
 LMSO Lyon Manufacturing Systems Operation
 TCO Technical Computer Operation
 IAC Industrial Application Center
Engineering Systems Group (ESG)
TECHNICAL WORKSTATION
 FSD Fort Collins Systems Division
 TWO Technical Workstation Operation
 SSO Systems Software Operation
 CWO Corvallis Workstation Operation
 BCD Böblingen Computer Division
DESIGN SYSTEMS
 LSD Logic Systems Division
 LDO Logic Design Operation
 FEO Fort Collins Engineering Operation
 SLCO Salt Lake City Operation
 LST Lake Stevens Instrument Division
 MBO Mechanical Business Operation
 BEO Böblingen Engineering Operation
 TSC Technical Software Center

Corporate Manufacturing

PRCD Printed Circuit Division

MEASUREMENT SYSTEMS SECTOR

Microwave and Communications Group (MCG)

SPD Stanford Park Division
 NMD Network Measurements Division
 SAD Signal Analysis Division
 SPK Spokane Division
 CTD Colorado Telecom Division
 QTD Queensferry Telecom Division
 MWTD Microwave Technology Division
 QMCO Queensferry Microwave Operation

Electronic Instruments Group (EIG)

NUJ New Jersey Division
 SCD Santa Clara Division
 BID Böblingen Instrument Division
 YID YHP Instrument Division
 YCO YHP Computer Operation
 COL Colorado Springs Division
 ISL Instrument Systems Labs

Analytical Group (APG)

AVD Avondale Division
 SID Scientific Instruments Division
 WAD Waldbronn Division
 HPG HP Genchem

Medical Group (MPG)

AND Andover Division
 BMD Böblingen Medical Division
 MCM McMinnville Division
 WAL Waltham Division
 MSC Medical Supplies Center

Components Group (CPG)

MSD Microwave Semiconductor Division
 OED Optoelectronics Division
 OCC Optical Communication Division
 SAC Southeast Asia Operation
 Corporate Engineering

HP Computer Museum
www.hpmuseum.net

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Table of Contents

Information Systems & Manufacturing News is organized into market-focused categories to help you sell integrated solutions.

SALES & CUSTOMER NEWS

- 5 Major Accounts**
Division Productivity Briefings result in Increased sales
- 5 Value-added Channels**
Help Increase the processing speed of your software suppliers' Incentive payments
- 6 Sales Successes**
Maintenance Seminar key in winning Hoeganaes sale
- 6 Customer Support**
Introduction to Data Communications course revised
- 7 Special Offers**
Announcing POWER UP — the new HP 3000 field upgrade promotion

INFORMATION SYSTEMS

- 8 General**
Keeping your customers satisfied with HP Business Report Writer
HP Business Report Writer, HP 3000 Series 930 and Remote Database Access demo
High connectivity with a mid-range HP 3000 system
Megabytes Back Memory Program: Credits for "Delete Memory" options on field upgrades reduced
Megabytes Back Memory Program: Production of 2-Mbyte memory board ends June 1
- 10 Manufacturing Application**
MPD expands MRP II offering with two new products
Introducing HP Production Planning/PC
Introducing HP Standard Cost Management
MPD Working Partner Sessions
- 16 Office Systems**
HP Vectra 3000 PC: new enhancements
HP Vectra 3000 PC price reductions
New HP Vectra 3000 PC: key ordering information
HP AdvanceLink news
HP LaserJet Series II printer for graphics plotting
Printer drivers for DisplayWrite 4 and HP LaserJet printers
Update no. 3 to The Office Profile is now shipping
- 21 Vertical Markets**
New advertising industry brochure available now

PERSONAL COMPUTERS

- 22 Portable**
HP ThinkJet printer enhanced with "Quality Mode" printing
Correction on portable HP ThinkJet Printer battery life
- 23 Desktop**
HP QuietJet printer and SuperCalc 4: a versatile solution
HP QuietJet printers direct mailer
New Series 80 price list for international use

MANUFACTURING SYSTEMS

- 24 Factory Automation**
HP QDM/1000 moves to LMSO
HP 1000 A-Series Computer Systems CE Handbook now available

DESIGN SYSTEMS

- 25** HP BASIC Language Processor for the HP Vectra PC
New Model 315 HP BASIC Controller
BASIC 5.0/Pascal 3.2 Running Start Program results
HP ME Series 10 teaches students at University of Santa Clara
New lower prices on HP Vectra PC CAD/CAE systems
HP Vectra PC Professional Graphics System obsolescence
Context MBA software obsolescence

HP PRECISION ARCHITECTURE/HP-UX

- 30** HP 9000 Model 840 is a winner in the press
Database of HP-UX migration experience released to field
TCO Suggestion Box

NETWORKS & PERIPHERALS

- 32 General**
Corrections to January 1987 Peripherals Configuration Guide
- 32 Networks**
New HP AdvanceNet solutions-based literature available
HP DS 3000 networking products price change
Datacom Service and HPTREND products — supplier change for HPSA
- 33 Printers**
HP 2685C: new remote laser print station
HP 2563B: a great solution for technical systems
Media specifications for HP 2565166167 printers
Printers Plus program expires
Change in HP 268X multiple purchase discount program
Half Price Sale on HP 2671G refurbished thermal printers
- 36 Terminals**
HP 2622A terminal discontinued July 1

COMPUTER SUPPLIES

- 37** New HP LaserJet Series II printer supplies and accessories
New cabinet for HP LaserJet printers and supplies
Improve office productivity with plotter sound enclosure

In This Issue

Product Index

For your convenience, the Product Index organizes articles by computer and peripheral category.

SERIES 80

New Series 80 price list for international use23

SERIES 100

MPD expands MRP II offering with two new products 10
Introducing HP Production Planning/PC11
HP Vectra 3000 PC: new enhancements 16
HP Vectra 3000 PC price reductions16
New HP Vectra 3000 PC: key ordering information 17
HP AdvanceLink news18
HP BASIC Language Processor for the HP Vectra PC 25
New Model 315 HP BASIC Controller27
New lower prices on HP Vectra PC CADICAE systems 28
HP Vectra PC Professional Graphics System obsolescence 29
Context MBA software obsolescence29

HP 1000

HP QDM/1000 moves to LMSO24
HP 1000 A-Series Computer Systems CE Handbook now available24
HP 2563B: a great solution for technical systems 34

HP 3000

Maintenance Seminar key in winning Hoeganaes sale 6
Announcing POWER UP — the new HP 3000 field upgrade promotion 7
Keeping your customers satisfied with HP Business Report Writer 8
HP Business Report Writer, HP 3000 Series 930 and Remote Database Access demo 8
High connectivity with a mid-range HP 3000 system 9
Megabytes Back Memory Program. Credits for "Delete Memory" options on field upgrades reduced9
Megabytes Back Memory Program. Production of 2-Mbyte memory board ends June 110
MPD expands MRP II offering with two new products10
Introducing HP Production Planning/PC11
Introducing HP Standard Cost Management 13
MPD Working Partner Sessions14
HP Vectra 3000 PC. new enhancements 16
HP Vectra 3000 PC price reductions16
New HP Vectra 3000 PC: key ordering information17
HP AdvanceLink news18
Update no. 3 to The Office Profile is now shipping20
New advertising industry brochure available now21
New HP AdvanceNet solutions-based literature available32
HP DS 3000 networking products price change33
Datacom Service and HPTREND products — supplier change for HPSA33
HP 2685C: new remote laser print station33

HP 9000

BASIC 5.0/Pascal 3.2 Running Start Program results 27
HP ME Series 10 teaches students at University of Santa Clara 28
New lower prices on HP Vectra PC CADICAE systems 28
HP Vectra PC Professional Graphics System obsolescence 29
Context MBA software obsolescence29
HP 9000 Model 840 is a winner in the press 30
Database of HP-UX migration experience released to field30
TCO Suggestion Box 31
HP 25638: a great solution for technical systems 34

NETWORKS

Introduction to Data Communications course revised 6
HP AdvanceLink news18
New HP AdvanceNet solutions-based literature available32
HP DS 3000 networking products price change 33
Datacom Service and HPTREND products — supplier change for HPSA 33

MASS STORAGE DEVICES

Corrections to January 1987 Peripherals Configuration Guide 32

PLOTTERS

HP LaserJet Series II printer for graphics plotting18
Improve office productivity with plotter sound enclosure38

PRINTERS

HP LaserJet Series II printer for graphics plotting18
Printer drivers for DisplayWrite 4 and HP LaserJet printers 19
HP ThinkJet printer enhanced with "Quality Mode" printing22
HP QuietJet printer and SuperCalc 4: a versatile solution23
HP QuietJet printers direct mailer 23
HP 2685C. new remote laser print station33
HP 2563B. a great solution for technical systems 34
Media specifications for HP 2565166167 printers 35
Printers Plus program expires 35
Change in HP 268X multiple purchase discount program36
Half Price Sale on HP 2671G refurbished thermal printers 36
New HP LaserJet Series II printer supplies and accessories 37
New cabinet for HP LaserJet printers and supplies 37

TERMINALS

HP 2622A terminal discontinued July 1 36

MAJOR ACCOUNTS

Division Productivity Briefings result in increased sales

Gail Richley/Major Accounts Marketing

As a result of participating in the Waltham Division Productivity Briefing, Millipore Corporation (The Waters Chromatography Division) placed a \$1,000,000 dollar order. The sales rep explained that the briefing helped strengthen the business relationship with Millipore and sold HP overall. Several success stories were uncovered during our recent survey to measure the impact on business resulting from participation in the Division Productivity Briefing Program in 1986. The results speak for themselves:

- In 59 percent of the accounts surveyed, new business was closed in FY86, is pending for FY87, or new automation opportunities were identified as a result of visiting an HP division.
- 49 percent of the sales reps were able to call on higher levels of management, penetrated new divisions or gained credibility for HP as a business partner.
- A side benefit often mentioned is the opportunity the Productivity Briefings provide for quality sales time — a full day with customers away from the office where open discussions often lead to new business opportunities.

Currently there are seven divisions participating in the program across the U.S. and Yokogawa-Hewlett-Packard (YHP). The Division Productivity Briefings provide HP an opportunity to share our manufacturing best practices with major/target account customers. In addition, they provide the time for indepth discussions of our customers' specific manufacturing issues. As one major account manager said, "The only sales tools we had were products — now we can use the briefings as sales tools."

If you are interested in taking advantage of these successful sales tools and would like more information on how to enroll your major/target account, please contact Gail Richley, TELNET or 408-447-1237. Listed below is the Division Productivity Briefing monthly schedule.

Division Productivity briefings 1987 proposed schedule

- **Roseville Networks Division (RND)**
April 13, 1987
June 8, 1987
September 14, 1987
November 9, 1987

- **Fort Collins Systems Division (FSD)**

April 16, 1987
May 14, 1987
June 17-18, 1987
September 16-17, 1987
October 14-15, 1987
November 11-12, 1987

- **Waltham Division (WAL)**

April 29, 1987
May 13, 1987
June 10, 1987

- **Computer Systems Division (CSY)**

June 9, 1987
September 15, 1987
November 10, 1987

- **Personal Office Computer Division (POD)**

May 26, 1987
September 22, 1987
November 17, 1987

- **New Jersey Division (NJD)**

April 23, 1987
June 25, 1987
October 22, 1987

- **Yokogawa-Hewlett-Packard Division (YHP)**

July 13, 1987

VALUE-ADDED CHANNELS

Help increase the processing speed of your software suppliers' incentive payments

Wendi Schield/Software Supplier Channel Support

If your software suppliers have requested a 6-30 percent Software Supplier Incentive Payment in the last six months, they should have noticed an improvement in the processing time for these payments. Decentralizing the authorization of these payments has made a big difference. However, some software suppliers are still experiencing delays. There are two points they should be aware of that will facilitate the process and eliminate delays.

- To receive prompt processing, the request for payment should be submitted before the HP system ships and within 30 days of the system order. If the request comes after the HP system has shipped, it will be forwarded to the U.S. Field Operations (USFO) headquarters. There the request will be reconciled against

closed orders. As you can guess, this process will delay the payment.

- The End-User Sales Order Number must always be referenced on your request. Omission of this number will also cause delays in the process as no payments are made without that number. If your software supplier does not have this number, you will need to provide the information to them by working with the HP end-user sales rep.

We are anxious to achieve a goal of making all software supplier payments within 30 days of the end-user system shipment. You can help us and your customers by asking them to submit their requests quickly and include the end-user sales order number. We will continue to monitor this payment system in hopes of doing an even better job in the future.

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.

Maintenance Seminar key in winning Hoeganaes sale

Yvonne Ross/MPD

In October 1985, Hoeganaes' management team attended an HP Maintenance Management seminar. Impressed with our solution, they decided to begin the product evaluation and cost justification, resulting in the sale of HP Maintenance Model 25, HP-ASSIST, four terminals, and a printer.

Hoeganaes is the acknowledged leader in the technology and the production of ferrous powders (powdered iron and iron compounds) with a production capacity of 196,000 tons per year in their plants in Riverton, New Jersey, and Gallatin, Tennessee.

They became an HP customer in 1985 when they bought an HP 3000 Series 48 to gradually displace their 10-year-old UNIVAC 90130 as part of a long-term plan to upgrade and modernize their MIS services. A key part of their plan was to help the maintenance department improve and track equipment and labor productivity.

To put Hoeganaes' high-level objectives in proper focus and into specific, objective terms, Hoeganaes contracted with the HP Valley Forge Project Center to do a requirements definition (RD) study as part of their HP-ASSIST program. That study was done during October 1986 through the efforts of Marty Finan, Bruce Killen, and Elizabeth Stetson. The RD was presented to Hoeganaes' management in November 1986.

Because of a strike that disrupted operations between November 1986 and February 1987, the implementation of HP Maintenance at Hoeganaes' Riverton plant was not begun until March 1987, and is scheduled to be completed by June 1987.

For additional information regarding the Hoeganaes sale, call Marty Finan at 215-666-2246 or Bruce Killen at the Valley Forge Project Center.

CUSTOMER SUPPORT

Introduction to Data Communications course revised

Sam Sudarsanam/ASD

Application Support Division (ASD) Customer Education has revised the Introduction to Data Communications classroom course. Introduction to Data Communications (P/N 35051B) is designed to provide students with basic concepts and components of data communications. This course on the fundamentals focuses on data communications equipment, standards, interfaces, protocols, networks, network architecture, and test equipment. The target audience for this course is operations support staff, operations supervisors, MIS managers, applications programmers, and technical support staff.

The key features of Introduction to Data Communications training are:

- Understanding of basic data communications components
- Practical experience of RS-232-C interface standard
- Basic network design

- Understanding of bisync and HDLC protocols
- Overview of wide-area and local-area networks
- Identification of test equipment
- Basic understanding of X.25 standards

Over 30 percent of this course is dedicated to student activities to reinforce the concepts. The activities include valuable group discussions that use real-world examples.

This course is intended for those who have data processing experience and have read "Touring Datacomm: A Data Communications Primer" (P/N 5957-4462). The price of this five-day course is \$1,000 per student at an HP Training Center. For more information, contact your nearest HP Training Center.

SPECIAL OFFERS

Promotion programs and special offers announced in Information Systems & Manufacturing News may not be valid outside of the U.S. Before promotions are valid in other countries, they must be announced by the Country Marketing Organizations.

Announcing POWER UP — the new HP 3000 field upgrade promotion

Rick Simon/CSY

For the U.S. only

Beginning April 1, you'll have a great opportunity to sell field upgrades to installed base customers with the POWER UP sales promotion.

The POWER UP promotion is simple. When your customer orders a field upgrade to the HP 3000 Series 52, 58, or 70 between April 1 and August 31, they'll get the field upgrade, one HP Vectra 3000 EGA PC (color Vectra), and one HP Vectra Office Professional Software Pack, all for the price of the field upgrade alone.

This promotion will be attractive to all of your HP 3000 Series 39, 4X, and 6X customers. Not only will they get increased performance, they'll also be able to try HP's Personal Productivity Center products. And, if they haven't yet moved from MPE V/P to MPE VIE, they'll be able to add new capacity and support new peripherals like the new HP 7937H disc drive.

To help spread the word about POWER UP to your customers, we've put together a direct mail campaign designed to bring qualified leads to you. The first mailing will reach all HP 3000 Series 39, 4X, and 6X installed base customers the week of April 20. When they respond, we'll find out just how hot they are and let you know by telegram within 24 hours. We'll also send them an information pack detailing the benefits of POWER UP.

There's more. When you first call on those hot leads, you'll have an arsenal of attractively priced products to tell them about — recently reduced prices on main memory, the new HP 7936H and 7937H (Eagle) disc drives, and promotional prices on HP DeskManager, Information Access, and Print Central. Just what you need to leverage additional business from field upgrades.

The table here shows how you can order POWER UP. There are several things to keep in mind when placing this order. Customers must accept delivery by October 31, 1987. To get these discounts, all three products must be ordered, they must be on the same section of the same order, and the order must specify coordinated shipment. Finally, if you have already placed a field upgrade order and want your customer to take advantage of POWER UP, you'll need to cancel and reorder these products.

Field upgrade order structure

P/N	Description	U.S. list price
30552C	HP 3000 Series 39, 40, 42 to 52 field upgrade	\$32,500
or		
30558C	HP 3000 Series 44, 48 to 58 field upgrade	32,500
or		
30443A/B	HP 3000 Series 64 to 70 field upgrade	35,000
or		
30444A/B	HP 3000 Series 68 to 70 field upgrade	30,000
M05	Promotional adjustment	(6,370)
72459A	HP Vectra 3000 EGA PC	5,420
M05	Promotional adjustment	(400)
68300F	HP Vectra Office Professional Software Pack	1,450
M05	Promotional adjustment	(100)
	Total	\$30,000 - 35,000

A POWER UP sales training manual is on its way to you now. Additional Information packs and direct mail pieces will be sent to all field marketing managers and sales offices in mid-April. If you need to know more, contact your sales center engineer. But remember, act before August 31.

GENERAL

Keeping your customers satisfied with HP Business Report Writer

Peter O'Neill/BGD

HP Business Report Writer (BRW) is creating quite a stir in the marketplace. The January issue of *The Chronicle*, the independent newspaper for HP users, devoted a whole page to discussions about the product. There are two articles, an analysis of HP BRW written by a competing vendor, and an article contributed by a happy customer. Here is some backup information to the articles:

The first article is entitled "Comprehensive but CPU-Bound" (which is not true, see below). It was written by a vendor that offers a product that cross-compiled COBOL code from QUERY statements. When it appeared in the U.K. users magazine in October of last year, it was generally recognized as an obvious vendor article and thus unlikely to be objective. The *tests* described, reporting one data set and a link of two data sets, are far removed from the real reports that customers have to produce. If you are asked about this article, offer your customers the chance to try HP BRW for themselves by installing the 45-day demonstration trial version of the software. This was distributed to every sales office last fall as part of the *Tiebreaker* merchandising program. (For additional copies, contact Computer Systems Division (CSY) or Boblingen General Systems Division (BGD) Tools marketing.)

The CPU-bound argument is always used when arguing for compiled code versus interpreted code, but we have had no complaint from any *real* customer to support this. Also, refer to the January *PN Squared* magazine for more performance data.

The second article is an (unsolicited) testimonial from a very happy HP BRW user in the Los Angeles, California, area. Here are some of his comments:

- "If you generate any kind of business reports, I urge you to run to your HP sales rep and get yourself a copy of this product."
- "BRW makes Report/Inform, Quiz, and the like, look like toys."
- ". . . if you have Report/3000, HP will give you full credit (\$5,000)."
- "I am more impressed with this product than with any other software HP has put out in the last five years."

- "I can't begin to cover the features of this product, but I can tell you that when HP gets the real number support in there, my firm will be writing 99.9 percent of all reports by using HP BRW instead of COBOL, Pascal, or BASIC."

- "This is my idea of a fourth-generation language."

Note that HP BRW will support real numbers in the UB-Delta-3 release of the software. Also note that this customer obviously *programs* most of his reports. This is not uncommon and means that, even if a customer already has a report writer (Report/V or a third-party tool), you should still present HP BRW as a solution to his report-writing problems. This year, present HP BRW on all your account visits and include it in all new proposals.

HP Business Report Writer, HP 3000 Series 930 and Remote Database Access demo

Peter O'Neill/BGD

The European Users Group Conference was held in Vienna, Austria, in the last week of March and, as usual, the HP 3000 Series 930 was proudly displayed on the HP stand. This time, however, instead of the usual telephone directory demonstration, the Series 930 was running HP Business Report Writer (BRW), HP's standard report writer for the HP 3000.

A demo report is set up where HP BRW is used to produce a report combining data from the HP 3000 Series 930 with data from an HP 3000 MICRO/XE connected as part of the local area network on the HP stand.

Customers, therefore, not only see HP BRW running on MPEKL, they also see the advantages of Network Services, in particular the linking of MPEN and MPEKL systems. The concept of Remote Database Access is also demonstrated.

If you would like to arrange a similar demo for one of your shows, contact Peggy Chnstiansen at Computer Systems Division (CSY) or Peter O'Neill at Boblingen General Systems Division (BGD).

High connectivity with a mid-range HP 3000 system

Tom Thayer/FRD

For North America and Intercon

Do you have a sales prospect who:

- Wants to directly connect more than 48 terminals to their new system, but can't afford an HP 3000 Series 70?
- Needs another system that can be interfaced with their company's DEC, IBM, and HP systems and, support a local area network of PC users, but has a tight budget?
- Would like to minimize their initial cash outlay, only needs 35 terminals now, but anticipates the need for more than 50 terminals next year?

If you answered **yes** to any of these questions, or **f** your customer wants a system **now**, a remarketed HP 3000 Series 58 or 58 bundle may be the system to sell. With the HP 3000 Series 58R, your customer can connect large numbers of terminals and datacom links at substantial savings.

Connectivity

The HP 3000 Series 58 offers midrange customers the several advantages shown in the following table:

	Series 58R	HP 3000 Series 52	MICRO XE
Maximum ATP ports	96	48	48
Maximum Links and LANs	7	3	3
SPU power	130%	130%	100%
Standard Memory (Mbytes)	4	4	2
Availability	2*4	6	6*6

As can be seen from this table, the Series 58 is the only midlevel HP 3000 that can be used in a multivendor computing environment, where use of more than three wide-area networks (or two wide-area and one local-area network) is required. It is also the only midrange system capable of supporting more than 48 ATP ports. Our review of HP 3000 Series 58 sales indicates that this level of connectivity is important to some customers, especially when future needs are considered.

The available alternative in the HP 3000 product family is the Series 70. However, not all sales prospects need the power of the Series 70, or want to pay twice the price of the Series 58.

Price

Price sensitivity may be the result of competition with a broker, DEC, or IBM; affordability; or budget con-

straints. Finance and Remarketing Division (FRD) has priced remarketed Series 58s at a level that has made them proven winners during the first quarter of FY87.

A standalone Series 58R is available for \$65,000 U.S. list (\$64,500 FBP). A bundle with a console and ADCC, an HP 7933HR disc drive, and an HP 7974AR tape drive can be purchased for only \$77,500 U.S. list price (\$76,075 FBP). Additional savings are possible if your customer wishes to substitute an HP 7978B tape drive for the HP 7974AR, or purchase additional disc drives, terminals, memory, or ADCCs with the bundle. If you have a particularly price-sensitive customer and need to find a way to save even more, please call your market development contact. FRD is always ready to work with you to help you make the sale.

Availability

Remarketed Series 58s are routinely available in two to four weeks. During the first quarter, FRD was able to save several deals by committing to shipping a Series 58 the same week the order was received. To even better meet customer needs when immediate shipment is required, we are building a special inventory of Series 58s and related equipment that can be shipped the same day the order is received.

A remarketed Series 58 may be the way to close the deal if your customer is price sensitive or has an immediate need for the system. And with a Series 58 refurbished by FRD, your customer gets a system that appears and functions like new.

Megabytes Back Memory Program: Credits for "Delete Memory" options on field upgrades reduced

Elise Farr/CSY

Effective April 1, credits for field upgrade options to delete memory will be changed as follows:

P/N	Upgrade	Option	Delete	Old credit	New credit
30548B	Series 44 to 48	190	1 Mbyte	(\$ 6,000)	(\$3,000)
30552C	Series 39, 40, 42 to 52	196	4 Mbytes	(10,000)	(7,000)
30558C	Series 44, 48 to 58	196	4 Mbytes	(10,000)	(7,000)
30468A	Series 64A to 68A	190	1 Mbyte	(8,000)	(4,000)
30468B	Series 648 to 688	190	1 Mbyte	(8,000)	(4,000)

continued on next page

With these new credits, "Delete Memory" options will be priced in accordance with our new, lower memory prices. Repricing all our memory options and products encourages our customers to buy HP memory for their systems.

MANUFACTURING APPLICATIONS

Megabytes Back Memory Program: Production of 2-Mbyte memory board ends June 1

Elise Farr/CSY

The new 2-Mbyte board, which can be used on the HP 3000 Series 39, 4X, or 5X (PIN 30478A), has effectively replaced the demand for the 2-Mbyte board which can be used only on the HP 3000 Series 42XP or 5X (PIN 30173A). Due to the successful introduction of the new 30478A, production of the 30173A will cease on June 1, 1987.

		Series	U.S. list	Support	
30478A	2-Mbyte memory module	39, 4X, 5X	\$ 9,000	\$19/mo	Introduced February 1
30173A	2-Mbyte memory module	42XP, 5X	15,000	19/mo	Production ends June 1

The 30478A has been very well received, primarily because of its \$6,000 price advantage over the 30173A. In addition, the 30478A can be used in HP 3000 Series 39 and 4X machines, and is compatible with all 1- or 2-Mbyte boards used in Series 39, 4X, or 5X.

As all 30173A boards will be supported by HP for the life of the HP 3000 Series 42XP or 5X system on which they are installed, customers with 30173A boards need not upgrade to the new board. For new purchases, however, remember to quote the 30478A when your customers need an additional 2 Mbytes of memory.

MPD expands MRP II offering with two new products

David Obershaw/MPD

In order to further strengthen our position in the MRP II software market, Manufacturing Productivity Division (MPD) is introducing two important new applications: HP Production Planning/PC and HP Standard Cost Management. These products have been designed to increase manufacturing productivity through more efficient production planning and improved control over manufacturing costs.

MPD products: Second only to IBM in the manufacturing marketplace

These new products are designed to build on MPD's leadership in MRP II solutions. According to International Data Corporation, MPD is second only to IBM in the MRP II market, with over 1,500 packages installed. In addition, MPD has been the top software supplier on the HP 3000 in each of the last four years, based on the number of HP 3000 systems leveraged.

The addition of HP Production Planning/PC and HP Standard Cost Management will serve to further strengthen this leadership position in the manufacturing marketplace.

HP Production Planning/PC: Expanding manufacturing systems through the Personal Productivity Center

Consistent with HP's Personal Productivity Center (PPC) strategy, we developed HP Production Planning/PC to exploit the power of personal computers while maintaining integration with HP 3000-based applications. In addition to providing more flexible production planning on the PC, this product also offers a convenient gateway into HP's PPC.

HP Production Planning/PC has been designed to take advantage of industry-standard PC tools, such as 1-2-3® from Lotus® and HP Graphics Gallery. The product includes ready-made Lotus templates, so customers can quickly begin production planning using their personal computers without special training. And with direct links into HP Materials Management, final production plans can be automatically integrated on the HP 3000.

Also in this issue

Announcing POWER UP — the new HP 3000 Field Upgrade Promotion

7

HP DS 3000 networking products price change

33

HP Standard Cost Management: A pivotal application for the management of manufacturing costs

The control of manufacturing costs will become even more critical to the success or failure of manufacturers in the coming years. As worldwide competition intensifies, manufacturers in a wide range of industries will need tools to help them better manage costs. This is true for HP as well as our customers. HP Standard Cost Management was designed to help satisfy this critical need for a wide range of manufacturers, including HP's own divisions.

In order to meet the costing needs of manufacturers — from batch to repetitive to process — HP Standard Cost Management was designed to be the most flexible costing solution available today. From the user-definable cost fields and production algorithms, to the interface flexibility provided by HP's exclusive customizer technology, HP Standard Cost Management leads the market in cost management.

Leverage additional hardware and software

Because these new products will be attractive to a wide range of customers, you can sell them to both new and installed HP Manufacturing Management customers. For installed customers, use these products to help leverage sales of additional equipment and software. For example, since HP Production Planning/PC introduces manufacturing customers to the Personal Productivity Center, you may be able to leverage copies of HP DeskManager, as well as personal computers and peripherals. Thus, when presenting these new products to your customers, be sure to sell the additional hardware and software that will increase their overall productivity and satisfaction with HP solutions.

Customer seminars coming in April

During the month of April, MPD will be touring the U.S. to introduce these new products to your installed HP Manufacturing Management customers (see article in this issue). If we're coming to your office, be sure to work with your local field marketing manager to include your customers.

For more information on HP Production Planning/PC and HP Standard Cost Management, refer to the product introduction articles that follow.

1-2-3[®] from Lotus[®] is a U.S. registered trademark of Lotus Development Corporation.

Introducing HP Production Planning/PC

Christine Witzel/MPD

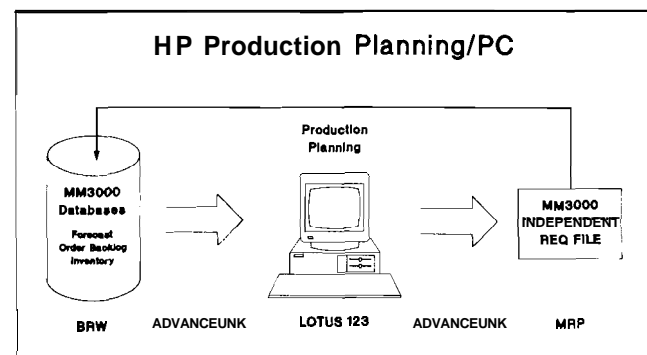
Linking Manufacturing Management to 1-2-3 from Lotus

With the introduction of HP Production Planning/PC (PP/PC), HP Materials Management customers now have a direct link into the Personal Productivity Center. HP Production Planning/PC provides a convenient gateway between HP Materials Management and 1-2-3[®] from Lotus[®] and gives production planners or master schedulers a flexible alternative to HP Master Production Scheduling (MPS).

HP Production Planning/PC represents Manufacturing Productivity Division's (MPD) long-term, strategic direction for production planning. Spreadsheets make it easy for planners to build models that fit their business needs, and to perform fast "what if" analyses on their production plans. In fact, many of our customers have already moved part of the production planning task into 1-2-3 from Lotus. With HP Production Planning/PC, customers get a fully supported path between 1-2-3 from Lotus and HP Materials Management.

The flexible alternative

The run-time version of HP Business Report Writer (BRW), included standard with the MPE Operating System, runs a report that extracts data from HP Materials Management (see illustration). HP AdvanceLink brings the information to the PC for use with 1-2-3 from Lotus. Three 1-2-3 from Lotus templates are provided for build-to-stock, build-to-order, and rate-per-day environments. The templates create the new production plan which is automatically uploaded to HP Materials Management and used to drive Material Requirements Planning (MRP).



continued on next page

Customers can choose to use HP Production Planning/PC alone, MPS alone, or to plan some parts using MPS and others with PPIP. HP Production Planning/PC runs on the HP Vectra PC, IBM PCs, IBM PC compatibles and the HP Touchscreen personal computer.

Major benefits

- **Flexibility** — Customers can plan by product groups and can easily modify the extraction report with the addition of HP Business Report Writer. Instructions for modifying the templates can be found in any 1-2-3 from Lotus manual. This flexibility allows planners to work more effectively.
- **Automatic download and upload of data** — HP AdvanceLink command files allow HP PC users to perform downloads and uploads from the Personal Application Manager (PAM) menu which saves time and avoids data-entry errors.
- **Easy "what if" analyses during the planning cycle** — The impact of a change to the production plan is calculated almost instantly. The split screen simultaneously displays both the plan and its effect on financials or critical resources. Immediate feedback saves time and promotes better plans that improve inventory management.
- **Graphics** — Colorful graphs illustrate resource consumption, the value of order backlog, a production plan, etc. Graphics help you interpret data quickly and accurately, plus communicate plans to others more easily than raw numbers.
- **Linkage to The Personal Productivity Center** — Lotus-based production plans can be read directly into HP Graphics Gallery for impressive presentations. The planner can also prepare professional-looking reports with Gallery illustrations in HP Executive Memo-Maker, and distribute text or graphics via HP Desk-Manager. The benefit to the customer is improved communication. (This can be an excellent way of *getting your foot in the door* for expanded OA sales to existing HP Materials Management customers.)

Target customers

HP Production Planning/PC will interest most HP Materials Management customers. To qualify your customers, determine that they do not require manufacturing orders or the online available-to-promise feature in HP Factory Order Entry for all their master scheduled parts. For those customers who are already using 1-2-3 from Lotus for production planning, sell the direct links to HP Materials Management, documentation, and HP's support. Few customers have a programmatic upload or well-documented macros and file layouts.

Sell PPIP to the production planner or master scheduler who will benefit most from its implementation and can quickly see PP/PC's application in their environment. However, the purchase decision will most likely require the approval of the manufacturing or plant manager, and the operations or data processing manager may also be involved in the sale. Feedback from customers who have previewed the product has been extremely positive. These customers indicated the sale cycle should be short since the benefits of increased productivity and better communication are immediately obvious to the buyer.

Software requirements

- 1-2-3 from Lotus, Release 2.01
- HP AdvanceLink, Release 05.04 (HP Vectra PC), Release 04.03 (HP Touchscreen PC)
- MPE, T-MIT-Delta-5 or later
- HP Materials Management A.07.10 or A.09.03.

For customers with additional reporting needs:

- HP Business Report Writer, Release A.00.02.

The run-time BRW report handles customization changes to field lengths but not name changes to data items used by the extraction report. The report can be modified using HP Business Report Writer, Release A.00.02.

Ordering and availability

HP Production Planning/PC is on the April 1 Corporate Price List with the product structure below.

P/N	Description	U.S. list price
32636A	HP Production Planning/PC	\$3,000
Opt. 022	1600bpi tape	0
Opt. 015	DC600 cartridge	0
<i>one option required</i>		

The options contain the HP 3000-based BRW extraction report; you do not need to specify the type of personal computer the customer uses since both 3½-inch and 5¼-inch discs are included in the manual. The list price is \$3,000 (U.S. list); sell one copy per HP Materials Management system. While 1-2-3 from Lotus and HP AdvanceLink must be purchased for each personal computer, our templates and command files can be installed on multiple PCs supporting a single HP Materials Management installation.

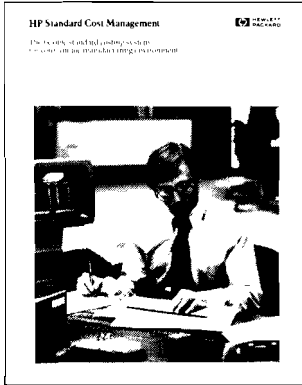
For more information on selling PPIP, look for the sales training manual that will be mailed May 1 or call your MPD business development contact. Customer shipments will begin on June 1.



Introducing HP Standard Cost Management

Deborah Johnson/MPD

Flexible standard costing system for manufacturers



With the introduction of HP Standard Cost Management, Manufacturing Productivity Division (MPD) offers a significant enhancement to the highly successful HP Manufacturing Management II software system (MMII). As a full-feature add-on module, HP Standard Cost Management provides the most flexible standard costing solution available today. HP Standard Cost Management provides

a versatile alternative to the Standard Product Costing module in MMII for your existing and new customers.

Accurate manufacturing costs essential

Global competition continues to force manufacturers to strive for ways to maximize productivity while reducing overall costs. Accurate planning and measuring of production costs in a variety of different manufacturing processes is key to maintaining a competitive edge. HP Standard Cost Management provides all the features your customers need to get control of standard costs in a wide range of environments.

Improved cost control

Existing cost systems, whether home grown or part of a competitive MRP package, do not meet customer needs for flexibility in number and type of cost fields, or user-definable algorithms. HP Standard Cost Management meets these needs with:

- 96 cost fields that are user definable — direct material, overhead material, subcontracting, machine time, direct labor, overhead labor, etc.
- User-definable algorithms for calculating product costs — material can be costed into products by sequence.
- User-definable edit checks, security, and additional cost factors.

This flexibility results in a system that can be focused on the important cost elements of a manufacturer, providing the visibility and control necessary for improved bottom line performance.

"What If" analysis and customization

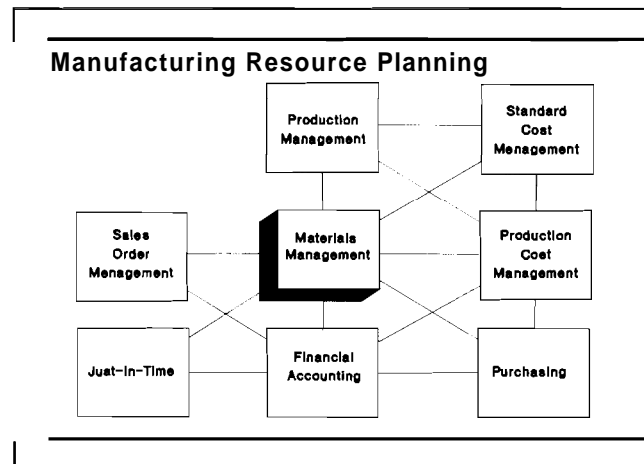
Manufacturers need the ability to assess the bottom-line effect of manufacturing changes, and prefer to have their costing systems closely tied to their manufacturing systems. HP Standard Cost Management provides powerful simulation capability and offers broad customization capabilities:

- Simulated cost roll-ups — assess the impact of changes in material cost, labor cost, or engineering changes.
- Customer definable selection criteria for roll-ups — select by product or product lines.
- HP's exclusive Customizer technology — easy modification of operations and data without programming.
- HP's new Business Report Writer — a powerful report customization tool that can be used to modify HP Standard Cost Management reports, or create additional cost reports.

All of these capabilities result in a costing system optimized to meet the needs of your individual customer, instead of requiring them to tailor their practices to fit the system.

Integrates with HP Manufacturing Management II

HP Standard Cost Management integrates easily with HP Materials Management and HP Production Management as part of HP's complete MRP II offering.



Whether your existing customer has one or several of HP Manufacturing Management II modules, HP Standard Cost Management can be easily integrated to significantly improve cost planning capability. For your new customers, HP Standard Cost Management gives HP Manufacturing Management II a distinct competitive advantage in the area of standard costing systems.

continued on next page

Target customers

Current and potential HP Materials Management, HP Production Management, and HP Manufacturing Management II customers who need a flexible costing system will be interested in HP Standard Cost Management.

Controllers, cost accounting managers, and manufacturing managers will be involved in the sales cycle, with final approval at the plant or general manager level. Accounting personnel will be sold on the capabilities of defining cost calculations and simulation, while manufacturing will be impressed with HP Standard Cost Management's ability to address a variety of production environments.

Successfully installed in over 20 HP divisions

Not only does HP Standard Cost Management provide your customers the most flexible standard costing system available, but it is already a proven solution.

Clearly recognized as a leading manufacturing company, HP is using the product with impressive results.

- Over 20 HP divisions are using the product representing discrete, repetitive, and just-in time environments.
- HP Standard Cost Management has enabled those divisions to easily respond to changes in manufacturing plans and processes while increasing the productivity of their cost accounting departments.

Use HP Standard Cost Management to maximize sales today

Based on preliminary customer response, you can expect a short sales cycle and significant opportunity for multiple copy sales. For example, Federal Mogul has chosen to standardize on the product throughout the company. And other major accounts have shown great interest in HP Standard Cost Management.

Software requirements

HP Standard Cost Management requires the T-MIT-Delta-5 or UB-MIT of the HP 3000 Fundamental Operating Software, VPLUS/3000, KSAM/3000, and IMAGE/3000.

Ordering information

HP Standard Cost Management is orderable today on the April 1 Corporate Price List.

P/N	Description	U.S. list price
32399A	HP Standard Cost Management	
Opt. 310	For HP MICRO 3000, MICRO 3000XE and HP 3000 Series 37	\$ 9,000
Opt. 315	Upgrade from Opt. 310 to Opt. 320	6,000
Opt. 320	For any HP 3000	15,000
32399R	HP Standard Cost Management, Right to Copy	
Opt. 310	For HP MICRO 3000, MICRO 3000XE and HP 3000 Series 37	6,300
Opt 315	Upgrade from Opt. 310 to Opt. 320	4,200
Opt. 320	For any HP 3000	10,500
323992	HP Standard Cost Management Manual Set	100
32399TA	HP Standard Cost Management Self-Paced Training	850

Promotional material

Initial promotional materials to assist you in presenting HP Standard Cost Management to your installed and new HP MRP II customers include a flyer and data sheet.

P/N	Description
5954-7671	HP Standard Cost Management Flyer
5954-7675	HP Standard Cost Management Data Sheet

To order additional quantities of these materials, contact your literature coordinator.

A complete sales guide and detailed ordering information will be available in May. For more information on this product, call MPD Business Development.

MPD Working Partner Sessions

Connie Vodak Wilk/MPD

For North America only

Starting April 7, Manufacturing Productivity Division (MPD) will begin touring the U.S. to help you sell additional modules of our Manufacturing Management system to installed MPD customers. The half-day session will include an overview presentation given by a leader in HP's own manufacturing community, with individual product presentations to follow.

Program objectives

- Demonstrate the benefits of implementing additional modules of HP's MRP II solution.
- Introduce MPD's new HP Production Planning/PC and HP Standard Cost Management products.
- Shorten the sales cycle for new modules by providing factory experts to present the key product benefits.
- Help you close more business in FY87.

By the end of the session, your customer should have a better understanding of how we manage our own manufacturing sites, and enough information on our additional modules to assess the product fit with their manufacturing needs. They will be prepared to schedule a detailed fit analysis with their HP application support engineer.

Program agenda

1:30-2:15 Welcome and Keynote Speaker
2:30-3:30 Product Sessions
3:30-4:30 Product Sessions

Each office hosting a seminar will choose the MPD products to be featured from among the following:

- HP Standard Cost Management
- HP Production Planning/PC
- HP Purchasing
- HP Maintenance Management
- HP Financial Budgeting
- HP JIT

The following offices have confirmed their participation:

HP sales office	Date	Local coordinator
Novi, MI	April 7, 1987	Susan Heppner
Cleveland, OH	April 8, 1987	Robin Warzel
Milwaukee, WI	April 9, 1987	Fran Lauderdale
Greensboro, NC	April 15, 1987	Cynthia Hooper
Pleasanton, CA	April 16, 1987	Terry Franzoia
Rochester, NY	April 21, 1987	Missy Eisenhart
Valley Forge, PA	April 22, 1987	Claire Powers
Paramus, NJ	April 24, 1987	Trish Martin
St. Paul, MN	April 29, 1987	Susanna Woods
Lexington, MA	May 7, 1987	Rob Rubin

How to get your customer involved

This program is a joint effort between MPD and the offices listed above. We have distributed invitations to the local coordinators to be delivered to customers by their sales reps and systems engineers. If you have installed MPD customers using HP Materials Management, HP Production Management, etc., be sure to get invitations from your local coordinator and deliver them directly to the decision makers/recommenders. Depending upon the agenda your office has decided upon, you may wish to invite representatives from several areas, such as purchasing, cost accounting, or maintenance.

Attendees eligible for 10 percent rebate on new modules

As an added incentive, all seminar attendees will be eligible for a 10 percent factory rebate on any modules purchased before July 31, 1987. This rebate will be applied to net price rather than list, and will only be provided to those who attend the session and register for this factory incentive. Since this will only be provided to session attendees, it should provide an added incentive for your customer's participation.

Use Working Partner Sessions to close more business today

These sessions represent an excellent opportunity to sell incremental software and hardware into your installed base. Many Materials Management customers have little exposure to the other Manufacturing Management products available. In addition, with products like HP Production Planning/PC, this may present an opportunity to sell office software as well as personal computers and peripherals. Seize the opportunity and ensure your customers' participation today.

Also in this issue

Maintenance Seminar key in winning Hoeganaess sale

6

OFFICE SYSTEMS

HP Vectra 3000 PC: new enhancements

Kim Tchang/PCBU

On May 1, both models (72458A and 72459A) of the HP Vectra 3000 PC, the preassembled HP Vectra PC with HP AdvanceLink software, will roll to the new HP AdvanceLink package (with graphics). The HP Vectra 3000 PC monochrome model (72458A) will also begin shipping with the new IBM-compatible Monochrome Plus video subsystem instead of the older multi-mode adapter and monochrome monitor.

The new HP AdvanceLmk will offer not only monochrome and color graphics terminal emulation, but also significant improvements over the previous product: PC backup to HP 3000 and faster file transfer/terminal emulation, which translates into superior performance.

The Monochrome Plus solution provides industry-standard video compatibility, excellent quality alphanumeric characters, and support of Hercules graphics.

These enhancements will allow your customers to receive the latest hardware and software components with their preconfigured HP Vectra 3000 PC workstations.

Besides convenience, ease of installation, and simple ordering, your customers will benefit from additional dollar savings. With the April 1 price cuts, you can provide the best value for your customers' dollar: only \$4,730 U.S. list price for the Monochrome HP Vectra 3000 PC and \$5,420 U.S. list price for the EGA Model. Your customers will actually pay less for more capabilities.

HP will not change the product numbers of the HP Vectra 3000 PC. Please inform your customers of the products we plan to roll May 1. All HP Vectra 3000 PC shipments starting May 1 will include Monochrome Plus video subsystem and the new HP AdvanceLmk software.

In the meantime, you can sell the advantages of the new price reductions today.

HP Vectra 3000 PC price reductions

Kim Tchang/PCBU

Effective April 1, HP Vectra 3000 PC prices will come down. In the past, your customers have enjoyed the convenience of preassembled HP Vectra 3000 PC models with HP AdvanceLmk software. You can order a complete system with just one product number and receive a fully configured unit with a handy installation guide.

Now you have even better news for your customers. HP has reduced the price of the Monochrome HP Vectra 3000 PC (P/N 72458A) by \$700 (U.S. list) and the EGA HP Vectra 3000 PC (P/N 72459A) by \$900 (U.S. list):

P/N	Description	U.S. list price		Percent from price drop savings
		Old	New	
72458A	Monochrome Model	\$5,430	\$4,730	12.9%
72459A	EGA Model	6,320	5,400	14.2%

Whether selling against IBM or a comparable clone, you can sell a competitive product backed by HP quality.

IBM comparison

The HP Vectra 3000 PC Model 58 is \$1,080 (18.6 percent) less than a comparable IBM PC/AT.

IBM PC/AT (Monochrome) Model 99		HP Vectra 3000 PC (Monochrome) Model 58	
• 512 Kbytes RAM		• 640 Kbytes RAM	
• 1.2-Mbyte floppy		• 1.2-Mbyte floppy	
• 20-Mbyte hard disc		• 20-Mbyte hard disc	
• Serial/Parallel		• Serial/Parallel	
• Keylock		• DOS 3.1	
• BASIC		• AdvanceLink 2392	
		• Multimode adapter	
		• Mono Monitor	
	\$4,895		\$4,730
+ DOS 3.2	95		
+ Adv. Link 2392	295		
+ Mono card	275		
+ Mono Monitor	250		
Total	\$5,810		\$4,730

The HP Vectra 3000 PC Model 59 is \$1,696 (23.8 percent) less than an IBM PCIAT (EGA Model 99).

IBM PCIAT (EGA) Model 99		HP Vectra 3000 PC (EGA) Model 59	
<ul style="list-style-type: none"> ● 512 Kbytes RAM ● 1.2-Mbyte floppy ● 20-Mbyte hard disc ● Serial/Parallel ● Keylock ● BASIC 		<ul style="list-style-type: none"> ● 640 Kbytes RAM ● 1.2-Mbyte floppy ● 20-Mbyte hard disc ● Serial/Parallel ● DOS 3.1 ● AdvanceLink 2392 ● EGA adapter ● EGA monitor 	
	\$4,859		\$5,420
+DOS 3.2	95		
+Adv. Link 2392	295		
+EGA card	982		
+EGA monitor	849		
Total	\$7,116		\$5,420

Against an IBM PC/AT Model 339 (30-Mbyte configuration), the HP Vectra 3000 PC is even more competitive. The HP Vectra 3000 PC Monochrome Model has a \$1,500 advantage, and the HP Vectra 3000 PC EGA a \$2,100 advantage.

Compaq comparison

The new pricing also makes the HP Vectra 3000 PC Monochrome model more attractive than a similar Compaq Deskpro configuration. The HP Vectra 3000 PC is slightly lower in price and has a much faster hard disc access time (65ms versus 105ms).

Compaq Deskpro 286 Model 20 (Monochrome)		HP Vectra 3000 PC (Monochrome) Model 58	
<ul style="list-style-type: none"> ● 640 Kbytes RAM ● 1.2-Mbyte floppy ● 20-Mbyte hard disc ● Serial/Parallel ● Keylock ● BASIC 		<ul style="list-style-type: none"> ● 640 Kbytes RAM ● 1.2-Mbyte floppy ● 20-Mbyte hard disc ● Serial/Parallel ● DOS 3.1 ● AdvanceLink 2392 ● Monochrome adapter ● Monochrome monitor 	
Subtotal	\$3,999		\$4,730
+DOS 3.2	95		
+Adv. Link 2392	295		
+Mono card	199		
+Mono monitor	255		
Total	\$4,843		\$4,730

Clone comparison

By applying the customers' Volume End User (VEU) discount, the HP Vectra 3000 PC, with HP's reputation for quality and support, make a tough combination to beat against the low-cost AT-compatibles as well.

Below is an example assuming a 30 percent VEU discount:

PC Limited's AT Clone (EGA)		HP Vectra 3000 PC (EGA) Model 59 (8MHz)	
<ul style="list-style-type: none"> ● 1024 Kbytes RAM ● 1.2-Mbyte floppy ● 20-Mbyte hard disc ● 2 Serial/Parallel ● DOS 3.1 ● AdvanceLink 2392 ● EGA card ● EGA monitor 		<ul style="list-style-type: none"> ● 640 Kbytes RAM ● 1.2-Mbyte floppy ● 20-Mbyte hard disc ● Serial/Parallel ● DOS 3.1 ● AdvanceLink 2392 ● EGA adapter ● EGA monitor 	
		\$3,272	\$5,420
30 percent VEU Discount	NIA		(1,626)
Total		\$3,272	\$3,794

With these recent price changes, the HP Vectra 3000 PC makes an even stronger PC workstation solution for you to sell.

New HP Vectra 3000 PC: key ordering information

Dennis Shak/PCBU

All Monochrome and EGA HP Vectra 3000 PC shipments starting May 1 will include the new HP AdvanceLink software. The HP Vectra 3000 PC Monochrome will also have the Monochrome Plus video subsystem. Since HP will not be changing the product numbers of the HP Vectra 3000 PC, please inform your customers of these May 1 product changes to set their expectations accordingly.

To be certain that your customer will receive the new HP AdvanceLink and the Monochrome Plus subsystem, be sure to specify a May 1 (or later) shipment date on all orders. However, if your customer would rather have the older multimode adapter and monochrome monitor, orders must be placed before April 15 with specific instructions to ship before May 1.

continued on next page

Therefore, for a limited time only, if your customers want:

Choice	Action required
Monochrome Plus adapter + monitor	Specify May shipment date.
Multimode adapter + Monochrome monitor	Place order before April 15. Specify April shipment date.

We anticipate that most customers will prefer the Monochrome Plus video solution but it is still very important to notify your customers of these changes immediately. If you have any questions or if you have a customer with special requirements, please contact the Sales Center.

P/N	Description
72458A	Vectra 3000 Monochrome Model 58
72459A	Vectra 3000 EGA Model 59
72458A & 68300F	Vectra Office Professional Monochrome
72459A & 68300F	Vectra Office Professional EGA
72458A & 68301F	Vectra Office Assistant Monochrome
72459A & 68301F	Vectra Office Assistant EGA

HP AdvanceLink news

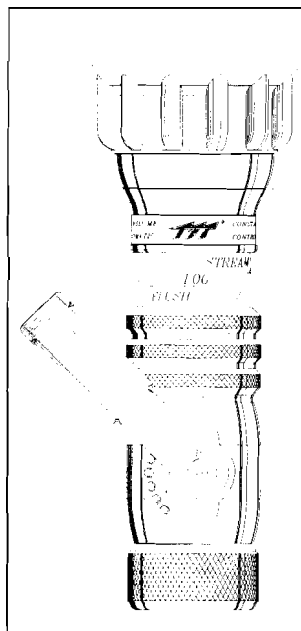
Tammy Baker/PSD

A new release of HP AdvanceLink 2392 will start shipping May 1 and the current version will no longer be available. The new HP AdvanceLink will have HP 2623 monochrome graphics and HP 2627 color graphics terminal emulation, PC hard disc backup to the HP 3000 or HP 1000, faster file transfer and terminal emulation, stronger error checking, and much more.

Watch for more news in the May 1 issue of *Information Systems & Manufacturing News*.

HP LaserJet Series II printer for graphics plotting

Deborah Wright/BOI



LaserPlot™, by Insight Development, is an easy-to-use software program that allows you to use your HP LaserJet/LaserJet PLUS/LaserJet 500 PLUS and LaserJet Series II printer as if it were an HP plotter. Convert your Hewlett-Packard Graphics Language (HPGL) files into Printer Command Language (PCL) files for the LaserJet printers.

LaserPlot translates HP 7470A plotter data into a form that is usable by the HP LaserJet printers. (Support for the HP 7475 and Colorpro plotters will be available in the future.)

High-quality output, which can be produced on a plotter, can now also be printed on a LaserJet Series II printer.

For quick output, complicated plots can be printed up to 10 times faster. At high resolution (300 dpi), LaserPlot allows users of engineering graphics and scientific programs to enjoy the speed and quiet of laser plotting. Supplement your full-size plotting with quick/legible letter-size drafts.

The easy-to-use menu allows for resolution selection, width of the line (pen) and the gray scale patterns of each pen (to emulate color). Also, multiple plots can be selected that allow for unattended printing.

LaserPlot, retailing for \$150 U.S. list, works with nearly every graphics program available for the IBM PC and HP Vectra PC compatible.

For further information, please contact Insight Development at 415-376-9451.

LaserPlot™ is a trademark of Insight Development

Printer drivers for DisplayWrite 4 and HP LaserJet printers

Deborah Wright and Walt Sledzieski/BOI

One of the most widely used software packages on the market today is DisplayWrite 4™. Although the HP LaserJet printers are not directly supported by DisplayWrite 4, there are some third-party drivers available on the market today that can help.

Products available

DLB Enterprises, 214-642-2338, is distributing printer drivers for DisplayWrite 4; or more commonly known as Printer Function Table (PFT) drivers. Each PFT will work internally with DisplayWrite 4 and is installed as a printer function table.

These PFT tables from DLB will enable the user to access typesizes 8.55-, 10-, 12-, 17 and pitch. The HP fonts supported are Courier, Prestige Elite, Letter Gothic, TmsRmn proportional, and Helv, in bold, italic, and upright typestyles.

The price is \$80 U.S. list for orders of 25 or fewer. To ensure that the driver you install is working, two test documents will also be included on the disc.

Ram-Resident PrintMerge™ from Polaris Software, 619-743-7800, with its more enhanced features, supports DisplayWrite 4 and more at a cost of \$149 U.S. list.

The added features can merge graphics, and draw lines and boxes within the DisplayWrite 4 document. Right justification of proportional fonts is also a feature. Use a pop-up menu to choose a font cartridge or load soft fonts from the printer setup screen as well.

Ram-Resident PrintMerge enables the user to store macros, such as a logo, in the printer's memory. With a simple set of commands, the user can bring this into the document.

LaserConnection Driver™ from Extended Systems, 208-322-7163, intelligently supports the HP LaserJet family printers on DisplayWrite 4. The user can access the HP LaserJet printer's many features using word processing commands.

LaserConnection Driver can be configured for unique user requirements. The driver is automatically enabled and disabled while DisplayWrite 4 executes; there are no extra commands to type when switching between application programs.

All DisplayWrite 4 features are supported for networks. Alternate keyboards and revisable keyboard extensions can be used as well. Installation is simply a matter of copying the driver onto the disc directory containing the DisplayWrite 4 program files. LaserConnection, including a site license, is priced at \$895 U.S. list.

For further information on these products, please contact the companies directly.

In addition to these products, Boise Division is offering a solution. PFTs have been created that support all 23 font cartridges, and general tables that support the soft fonts. These tables are being offered at no charge to the customer. Each table supports all of the general functions of DisplayWrite 4 including font selection, bold, underline, superscript, subscript, etc. In some instances, the products offered by the third-party vendors provide support for additional DisplayWrite 4 features — for example, keyboard changes or right-justification (when using proportional fonts). However, most customers will find that the HP solution will meet their needs.

To receive a copy of the files, send a blank *formatted* 5%-inch disc to: LaserJet Customer Assist, 11311 Chinden Blvd., Mailstop 114, Boise, ID 83714, Attn: Displaywrite 4.

The disc will be returned with all PFT files and accompanying instructions on how to install the drivers and access the different fonts.

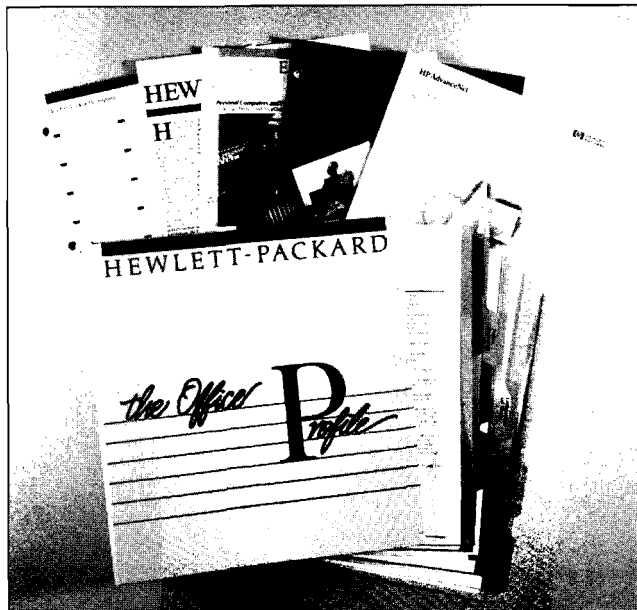
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Rudy Batties/Commercial Office Marketing



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The cost is approximately \$65 (plus shipping) for Update no. 3 in binder, and approximately \$50 (plus shipping) for all new Update no. 3.

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VERTICAL MARKETS

New advertising industry brochure available now

Don Hsieh/Business Systems Vertical Marketing

For U.S. only

A new four-color sales brochure is now available to help you sell into the advertising and public relations market. This is a market where HP has a strong set of complementary solutions that span the breadth of the customer's organization. An HP solution can also save agencies 20 to 50 percent on their computing costs when compared to our major competitor, an outside service bureau called Donovan Data Systems. This is a significant selling point to ad agencies that are all seeing a slowdown in their revenue growth and are looking for ways to cut costs to improve their bottom line.

The sales brochure consists of a folder and an information sheet that focus on the major benefits that agencies gain by going with an HP solution, plus five application notes that focus on the specific value-added business (VAB) solutions that are available to solve the customer's problems. This brochure can be ordered through the Literature Distribution Center with the following part numbers:

P/N	Description	Solution for
5954-0283D	Ad agency folder, including information sheet and application notes	
5954-0284D	Ad agency information sheet	
5954-9332	3M Datatrak Systems I	Media/Production/Finance Datatrak
5954-9331	Harris & Paulson/Interact	Account Management
5954-9336	Computers For Marketing Corp./Survent	Research-Tel Interviewing
5954-9337	Computers For Marketing Corp./Mentor	Research-Cross Tabulation
5954-9339	SPSS Inc./SPSS-X	Research-Data Analysis

HP has great solutions that can significantly improve the way agencies manage their business. Show them how, with this brochure, HP's own PPC offerings, and our value-added solutions for this marketplace.

HEWLETT-PACKARD

Boost your bottom line... without having to increase revenue.

HEWLETT-PACKARD

Save money and manage information with HP computing solutions. HP's information solutions were created by people who think and understand your business. Value-added computing services help you work the way that works best for you. And compared with service bureaus, you can re-house with Hewlett-Packard's solution and save you as much as 20 to 50 percent. That's because our costs are based on the amount of computing power you need, not on your billings.

Annual Total Savings 27%

PORTABLE

HP ThinkJet printer enhanced with "Quality Mode" printing

Grace Everson/VCD

All HP ThinkJet printers now offer "Quality Mode" for people who desire improved print quality for daily correspondence — while maintaining full 150 cps speed printing. If your customers have felt that the HP ThinkJet printer's print quality was lacking, show them Quality Mode, which gives them a darker print contrast.

You'll be surprised at the perceived print quality improvement. In fact, in market research tests where the HP ThinkJet printer print quality was compared directly to the competition (IBM Proprinter), results showed that using "Quality Mode" now makes the HP ThinkJet printer equal in print quality. A *Consumer Reports* magazine review "... judged the print quality to be on a par with that of the best dot-matrix printers when printing in boldface."

Quality Mode is simply the HP ThinkJet printer's full-time Bold, yet easier to use. Instead of having to remember escape sequences and control characters, all your customer needs to do is power off the HP ThinkJet printer and then hold down the blue panel button while powering back on. To change back to draft mode, simply power the printer off and on. Because Quality Mode is already in full-time Bold Mode, it is not possible to emphasize single words or phrases using most standard software applications.

Sample of Quality Mode:

Quality mode is easily enabled by holding down the blue button on top of your ThinkJet while turning ON the printer. Once Quality mode is enabled through the blue button, it can be disabled by turning the printer OFF. See your ThinkJet printer manual for more details!

Sample of Draft Mode:

Quality mode is easily enabled by holding down the blue button on top of your ThinkJet while turning ON the printer. Once Quality mode is enabled through the blue button, it can be disabled by turning the printer OFF. See your ThinkJet printer manual for more details!



Try Quality Mode for improved print quality and darker print contrast while maintaining full-speed printing.

Correction on portable HP ThinkJet Printer battery life

Dennis Hoff/VCD

The battery life for the HP ThinkJet printer (2225P) is two hours, not eight, as was stated in the article "Portable Centronics ThinkJet printer versus the Diconix 150" which appeared in the March 15 issue of *Information Systems & Manufacturing News*.

Please accept Vancouver Division's apologies if this has caused you any inconvenience.

DESKTOP

HP QuietJet printer and SuperCalc 4: a versatile solution

Joan Schultz/VCD

SuperCalc 4 software combines spreadsheet, graphics, and data management functions which complement the versatility of the HP QuietJet family of printers.

Computer Associates introduced SuprCalc 4 last fall and has received excellent reviews for the performance, ease of learning, ease of use, and versatility of the software. SuperCalc 4 also provides excellent support for the HP QuietJet printers.

SuperCalc software allows your customers to access all features which include: near-letter-quality (NLQ) printing, bold and underlining, superscripts and subscripts, and graphics at all three resolutions.

SuperCalc 4 and the HP QuietJet printers provide the customer with a beautiful solution — versatility.

HP QuietJet printers direct mailer

Debbie Bell/VCD

For North America only

A direct mail campaign for the HP QuietJet family of printers was lucked off in late February. Perhaps you've even taken some unexpected orders for the HP QuietJet Series printers as a result.

Almost 30,000 mailers were sent to HP customers in North America. Each customer received a cover letter and an HP QuietJet printer family brochure so they could make a purchase decision about the printers. The customer also received a coupon for a free HP-12C calculator to be redeemed, via postal service, if they purchased an HP QuietJet or QuietJet Plus printer by April 30, 1987. (Free calculator offer valid only for targeted audience.) Recipients of the mailer were given the option of purchasing the printer from their HP sales rep, a dealer, or the *Computer Users Catalog*.

This is just the beginning of Vancouver Division's (VCD) campaign to stimulate demand for the HP QuietJet family of printers. We'll keep you posted as our plans unfold.

New Series 80 price list for international use

Dick Siegel/CWO

The announcement of a new "Series 80 Personal Computer Ordering Checklist and Price Guide" in the February 15, 1987, issue of *Information Systems & Manufacturing News* contained an incorrect product number for the international version of the price guide. The correct literature number is PIN 5954-8281. (The domestic version is PIN 5954-8281D.) The price guide is in stock and available at the Corporate Literature Distribution Center (LDC). Please direct your orders to the LDC using the correct number.

Also in this issue

HP BASIC Language Processor for the HP Vectra PC	25
New Model 315 HP BASIC Controller	27
New lower prices on HP Vectra PC CADICAE systems	28
HP Vectra PC Professional Graphics System obsolescence	29

FACTORY AUTOMATION

HP QDM/1000 moves to LMSO

Ed Brumit/LMSO

Lyon Manufacturing Systems Operation (LMSO), Manufacturing Systems Group's (MSG) representative operation in Europe, has taken on a charter for quality management systems. As part of this activity, we now have engineering and marketing responsibility for HP QDM/1000.

How will this affect you in the field? We are pleased to announce that your primary contacts do not change. Sales support will continue to come from the Sales and Marketing Centers for the U.S., Europe, and Intercon. Support backup will continue to be provided by the Response Centers.

The Industrial Application Center (IAC) will be maintaining secondary contacts in product management and technical marketing on U.S. questions. LMSO will be providing backup for Europe and Intercon. In effect, we have increased the resources dedicated to QDM, rather than merely transferring them to another division.

We have big plans for quality systems, including:

- Introducing a localizable HP QDM/1000.
- Positioning of HP and Value Added Channels (VAC) quality management packages that leverage HP products.
- Joint marketing programs on selected quality management packages.
- Enhancements to the performance and feature set of HP QDM/1000.
- Moving QDM functionality onto the HP-PA processors under HP-UX.
- Working with HP divisions and our value added channels to develop a comprehensive, integrated family of quality systems.

We will keep you informed on our progress. In the meantime, if you have any questions or comments, please contact your local sales/market development person and/or Ed Brumit in LMSO or Linda Strickland in IAC.

HP 1000 A-Series Computer Systems CE Handbook now available

Carolyn Krieg/DSD

The third edition of the HP 1000 A-Series Computer Systems CE Handbook is now available. You can order the CE Handbook with one of the following P/Ns listed below:

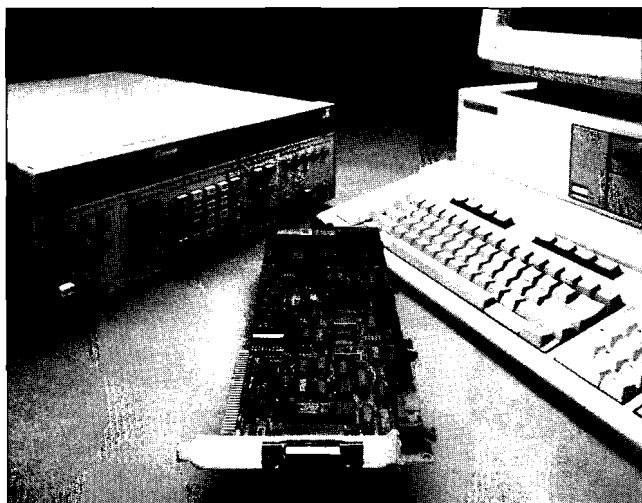
P/N	Description
5955-8896	This is the part number of the text only (binder not included). If you already have a CE Handbook and you are not on a subscription service, order this part number to replace the text in your existing handbook.
02199-64007	This is a kit part number which includes the text, binder, and spine. If you don't already have the CE Handbook or you want the new binder and spine, order this part number.

Those on a subscription service for the CE Handbook will receive the text only (P/N 5955-8896).

We appreciate all comments or corrections to the handbook. Please send your inputs to: Learning Products Manager, Hewlett-Packard Company, Data Systems Division, Bldg. 42UN, 11000 Wolfe Road, Cupertino, CA 95014.

HP BASIC Language Processor for the HP Vectra PC

Paul Ferguson/CWO



The HP BASIC Language Processor delivers HPS powerful controller environment plus access to PC-DOS application software.

Technical Systems Business Unit (TSBU) is pleased to announce HP's premiere instrument-control language for the HP Vectra PC. The HP BASIC Language Processor consists of an HP Vectra PC plug-in card with HP-IB interface, HP (a.k.a. Rocky Mountain) BASIC 5.0, and support software. This is the same BASIC that runs on HP 9000 Series 2001300 computers, supplied on 5%-inch, DOS format discs.

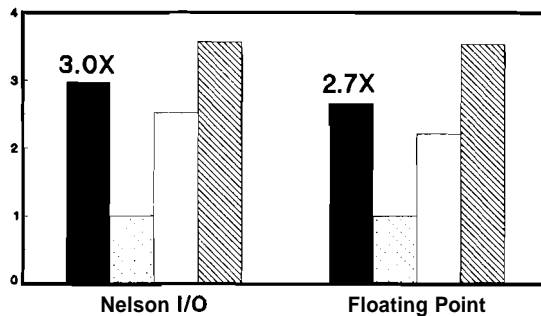
When installed in an HP Vectra PC, the new subsystem delivers the best of both worlds: HP's powerful, yet easy-to-use, controller environment, *and* access to a wealth of PC-DOS application software. Now customers who desire (or are required to use) personal computers do not need to forego the time-saving advantages of HP BASIC or rewrite their HP 9000 Series 2001300 programs. And since code written for the language processor will run on high-performance HP workstations, a natural migration path is established. Other benefits include:

- Low entry price (512-Kbyte card with BASIC under \$1,300)
- Compute and I/O performance greater than an HP 9816
- Access to industry-standard LAN (SRM and IEEE 802.3 available)

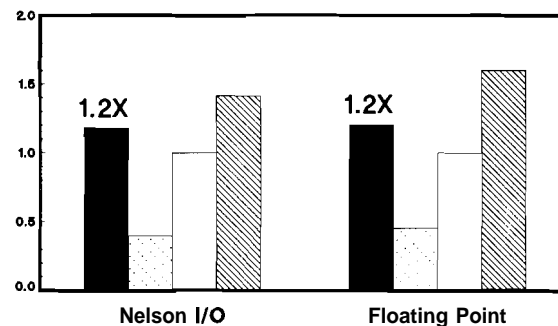
- Common DOS/BASIC file structure allows data analysis via popular PC software, such as 1-2-3® from Lotus®
- Foreground/background operation

HP Controller Performance

Relative to Vectra w/GW BASIC = 1.0



Relative to HP 9816136 = 1.0



Vectra w/BLP Vectra w/GWB Model 9816/36 Model 310

HP BASIC, with its on-board 68000 processor and built-in HP-IB, brings HP 9000 Series 300-like controller performance to the HP Vectra PC. In addition, it runs approximately three times faster than native DOS interpreted BASIC.

continued on next page

HP's BASIC 5.0 aids program development through interactive editing, powerful syntax checking, and the ability to search and replace strings or blocks of lines. Other advanced features such as structured programming with Pascal-like constructs (e.g. IF-THEN-ELSE blocks) improve program productivity and simplify on-going support. Independent subprograms can be used throughout the code, while local variables, global storage, and run-time linking are available for advanced BASIC programmers desiring even more efficiency.

Further, advanced I/O simplifies many otherwise complex tasks such as interrupts, data transfer, overhead processing, mass storage, printing, and plotting — all of which are critical to intelligent instrument control. HP BASIC also features the tremendous computational power found in FORTRAN, ALGOL, and other highly mathematical languages.

The language processor board, which includes a Motorola 68000 CPU and up to 4 Mbytes of RAM, emulates an HP 9000 Series 200 workstation. It includes built-in HP-IB and standard HP 9000 Series 2001300 DIO interface. BASIC is run like any other PC-DOS application and is compatible with DOS files and peripherals. At the same time, compatibility with programs, data, and peripherals used by other HP BASIC workstations has been maintained.

Since HP BASIC runs on its own processor board, not on the HP Vectra PC's Intel 80286, simultaneous operation of BASIC programs and PC-DOS applications is possible. The BASIC Language Processor can collect data unattended in the background while the user runs a word processor or spreadsheet.

With optional hardware, the processor operates on HP networks such as SRM and OfficeShare, and can pass files to ARPA (IEEE 802.3) networks as well. This networking flexibility makes an HP Vectra PC/HP BASIC system an excellent gateway between SRM and industry-standard LANs.

The HP BASIC Language Processor include:

- MC 68000 processor card
 - 512 Kbytes of RAM (expandable to 4 Mbytes)
 - Built-in HP-IB interface
 - DIO connectors (for SRM, GPIO options)
 - Connectors for ROM expansion board
- HP BASIC 5.0 software
- PC Emulator software
- Manuals and keyboard overlays

Related accessory products include:

- RAM expansion board and 512-Kbyte expansion kits
- GPIO interface
- Shared Resource Manager (SRM) interface

Ordering information

P/N	Product/Description	U.S. list price	Date available
82300A	HP BASIC Language Processor - Plug-in 68000 card with 512 Kbytes RAM. HP-IB - BASIC 5.0 on 360-Kbyte, 5%-inch discs - Manuals	\$1,295	May 1
82301A	HP BASIC software-only Option (incl. with 82300A; for 82310A customers) - BASIC 5.0 on 360-Kbyte, 5%-inch discs - Manuals	495	May 1
82303A	512-Kbyte RAM Expansion Kit - Set of four 1-megabit chips - Used on main board or RAM expansion board	495	April 1
82305A	RAM Expansion Board - Includes 512 Kbytes, expandable to 3 Mbytes, (4 Mbytes total) - Expand in 512-Kbyte increments with 82303A kit - Attaches to processor card; doesn't require slot	595	April 1
82310A	HP Pascal Language Processor - Plug-in 68000 card with 512 Kbytes RAM, HP-IB - Pascal 3.2 on 360-Kbyte, 5%-inch discs - Manuals	1,295	May 1
82311A	HP Pascal software-only Option (incl. with 82310A; for 82300A customers) - HP Pascal 3.2 on 360-Kbyte, 5%-inch discs - HP Pascal manuals	495	May 1
50963A	Shared Resource Manager Interface - Uses full-performance DIO connection - Takes one HP Vectra PC expansion slot	845	April 1
82306A	GPIO Interface - Uses full-performance DIO connection - Takes one HP Vectra PC expansion slot	455	May 1

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New Model 315 HP BASIC Controller

Bill Hodges/CWO

Technical Systems Business Unit (TSBU) is pleased to announce two preassembled HP Vectra PC systems featuring the new HP BASIC Language Processor.

These bundled systems will allow purchase of a complete monochrome or color system with just one HP part number. In addition, the preassembled bundles will reduce the number of product boxes a customer receives, thus saving the customer set-up time. The HP BASIC Language Processor board, hard disc, video card, and interface card are installed at the factory. All the customer has to do is connect the power cord and display, format the hard disc, install DOS and BASIC, and the system is ready to go.

The Model 315M HP BASIC Controller (monochrome) bundle includes the following components:

- 640-Kbyte HP Vectra PC SPU
- 1.2-Mbyte flexible disc drive
- 20-Mbyte hard disc and controller
- Language Processor board (512 Kbytes, HP-IB, DIO)
- 512-Kbyte RAM Expansion Kit (Expands BASIC RAM to 1 Mbyte)
- HP BASIC 5.0 software and manuals
- Dual-Serial RS-2321422 interface
- Monochrome Plus video display and adapter with parallel interface
- HP Vectra PC DOS/PAM
- Keyboard

The Model 315C HP BASIC Controller (color) bundle consists of the following items:

- 640-Kbyte HP Vectra PC SPU
- 1.2-Mbyte floppy drive
- 20-Mbyte hard disc and controller
- Language Processor board (512 Kbytes, HP-IB, DIO)
- 512-Kbyte RAM Expansion Kit (expands BASIC RAM to 1 Mbyte)
- HP BASIC 5.0 Software
- Serial/Parallel interface
- Enhanced Graphics Display and adapter
- Tilt/swivel base
- HP Vectra PC DOS/PAM
- Keyboard

Ordering information

P/N	Description	U.S. list price	Date available
82314A	Model 315M	\$6,495	May 1
82315A	Model 315C	7,295	May 1



82314A Model 315M
HP BASIC Controller with
monochrome display.



82315A Model 315C
HP BASIC Controller with
EGA color display.

BASIC 5.0/Pascal 3.2 Running Start Program results

Jack Clagett/TSC

In the center of this issue of *Information Systems & Manufacturing News* is a special insert listing the results of the latest ESG/Technical Software Center *Running Start* program. Titled "173 BASIC 5.0/Pascal 3.2 Solutions," the insert lists all of the HP 9000 Series 300 application packs that 44 software suppliers have tested and are ready to support on these new operating systems. This pull-out "minicatalog" even lists and describes 24 brand-new HP 9000 Series 300 BASIC/Pascal application packs not yet in the Technical Software Catalog.

The big benefit of *Running Start* programs, and the reason they are so popular with our software suppliers, is the prerelease shipment of software and documentation that allows them to port, test, modify, enhance, and document their applications and have them ready to help you make sales on CPL (Corporate Price List) day — not months later. Another important benefit for software suppliers is the opportunity to test their ported software on the newest hardware systems at Technical Software Center (TSC). During February, many of these suppliers

visited Fort Collins, Colorado. After testing their products, we found the HP 9000 Model 350 gave two to three times run-time performance improvements, and graphics software times were particularly outstanding. All of the visiting suppliers also tested their software on the HP Vectra PC "Rocky Mountain BASIC" coprocessor card and unanimously agreed they will support this important new product when it is introduced.

If you would like more information about the improvements in the new BASIC 5.0 and Pascal 3.2 operating systems, see the article by Pat Hafford in the January 1, 1987, *Information Systems & Manufacturing News*, pages 27-28. For product numbers and prices, see Pat's article in the March 1, 1987, *Information Systems & Manufacturing News*. This article also contains important information about rights-to-reproduce both products and right-to-execute for Pascal.

If you would like more information about any of these software packs, check the latest Technical Software Catalog (P/N 5954-8280) or contact the vendor directly. The next update of the Technical Software Catalog is due out in May.

HP ME Series 10 teaches students at University of Santa Clara

Duane Helleloid/MBO

With almost two quarters of classes completed, the HP 9000 installation, consisting of 50 workstations, at the University of Santa Clara located in Santa Clara, California, is proving to be one of our most successful large installations, and an excellent reference site. During the fall quarter, classes were taught specifically with the HP Mechanical Engineering Series 10 and ANSYS software, and the Ada programming language. Students working on special projects also used Electronic Design System, 64000-UX, and VTI.

A freshman engineering course taken by all students made heavy use of the HP ME Series 10 to teach students about drafting, mechanical design, and computer-aided design. The HP ME Series 10's ease of use has made it a natural for use in an academic environment where it is important that students learn how to use the system quickly so they can get on to the task of designing products in only a three-month quarter. The faculty is currently looking at the new HP ME Series 30 Solid Modeling software, and plans to teach courses using solid modeling in the spring quarter.

The University of Santa Clara chose HP because of our proprietary ME and EE solutions, strong local support, and reputation for high-quality engineering.

It has been a beneficial relationship for both HP and the University in other ways, as local HP ME Series 10 customers have hired students to help them with design and drafting. This installation is also being used as a reference site worldwide, with potential customers coming from as far as the Peoples Republic of China to see the installation.

Our congratulations go to Dave Tiley, Bruce Bimber, and the rest of the account team (Dave Macioce, Brian von Kinsky, Gregor Bailar, Barry Davis, Kevin Pasquinelli, Ted Wong, Maria Cannon, Forrest Whitt, and Mike Linnik) who have contributed to the success of the sale and post-sale customer satisfaction.

New lower prices on HP Vectra PC CAD/CAE systems

Tom Darnell/CWO

Effective April 1, Corvallis Workstation Operation (CWO) lowered the U.S. list price of its 82964E HP Vectra PC CAD/CAE System by \$915, or 12 percent, to \$6,995. Factory-base price for Euro-English, German, French, U.K., and Italian versions dropped a proportional amount, to \$7,055, down from \$7,955.

The 82964E CAD/CAE System is a preassembled, high-performance bundle ideal for running computer-aided design and other "power-user" applications. It includes:

- 640-Kbyte HP Vectra PC SPU with 1.2-Mbyte floppy drive
- IBM PC/AT compatible, 40-Mbyte hard disc subsystem
- Enhanced color-graphics (EGA) display system with tilt/swivel base
- High-speed (8 MHz) 80287 math coprocessor
- Serial/parallel card
- HP Vectra PC DOS/PAM

The combination of an EGA display, a fast, high-capacity hard disc, and 8 MHz coprocessor is a perfect fit for popular CAD packages, including AutoCAD™, VersaCAD, P-CAD, etc. The system is also ideal for getting top performance from business software like 1-2-3® from Lotus^a, R:Base™, MicroSoft^a Word, or desktop publishing.

These price reductions are made possible by April 1 HP Vectra PC system decreases.

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

1-2-3® from Lotus® is a U.S. registered trademark of Lotus Development Corporation.

R:Base™ is a U.S. trademark of Microrim®, Inc.

MicroSoft® Word is a U.S. registered trademark of MicroSoft Corporation.

HP Vectra PC Professional Graphics System obsolescence

Steve Brown/CWO

The Professional Graphics System for the HP Vectra PC will be obsoleted on April 1, 1987. P/Ns 82959A, 82960A, and 82960T (Monitor, Controller, and Programmer's Reference Manual) will be removed from the Corporate Price List (CPL) on April 1 due to low sales volume.

The Professional Graphics Controller (PGC) market in general did not develop into the standard that the industry expected due to its higher price relative to EGA. Although the PGC is much more powerful than most PC graphics controllers, application developers did not write drivers to take advantage of its features and its full price/performance potential was never realized.

As an alternative to the PGC, we recommend the EGA be sold to customers who desire a medium-resolution, 13-inch color system. The EGA system is a popular PC standard and has a wealth of software which is tailored to its specifications. The new price reduction of the EGA system makes it even more competitive in this market.

HP recognizes the need for high-resolution graphics systems for the PC market and we will address this need with a more price-competitive product in the future.

Context MBA software obsolescence

Sharron Viger/TSC

On August 1, 1987, the HP 9000 Context MBA software (45481B, version 2.4) will be removed from the Corporate Price List (CPL) for several reasons:

- The latest version of Context MBA (3.0) is already listed in the Technical Software Center (TSC) software catalog and is being distributed and supported through: LeMain, Inc., P.O. Box 3007, Camarillo, CA 93011, Tel: 213-374-1150.
- Version 3.0 from LeMain has some key new features such as: macro capability and support for the HP 9000 Series 300 computers without the compatibility card interface.
- Version 2.4 from HP does not run on the HP 9000 Models 330 and 350. Version 3.0 from LeMain currently runs on the HP 9000 Models 310 and 320 (without the compatibility card) and is being rolled by LeMain to support the HP 9000 Models 330 and 350.

Given this situation and the declining sales of version 2.4, the product is being placed in an obsolescence mode. Please inform your customers who are interested in this software about the latest version from LeMain. Upgrade kits are also available from LeMain.

Version 2.4 from HP will have a five-year support life starting August 1, 1987.

HP 9000 Model 840 is a winner in the press

Suzanne Thomas/MSG

"Thumbs Up for HP's New Machine," the title of the most positive article published about HP's Precision Architecture program to date, appeared in the February 9 issue of *Computer Decisions* magazine. The article featured quotes from customers, value-added business partners, and HP people — and they all gave the HP 9000 Model 840 rave reviews.

CPC International, Cogent Software Systems, Pilot Systems Inc., Concept Omega, Minx Software Inc., and Automated Technology Associates are quoted making very positive statements about why they chose the HP 9000 Model 840 over certain DEC systems and about their individual software ports.

"I was convinced [the Cogent/Hewlett-Packard distributed system] was the most cost-effective direction," said John Ripley of CPC International in the article. Ripley added that corporate management at CPC may rethink its data processing strategy.

"We didn't have to troubleshoot this time," said Evangeline Urbie of Minx Software Inc., "It was a very clean, very easy port."

Besides the positive quotes from our customers and value-added business partners, *Computer Decisions* wrote, "Judging from the initial responses of software developers and users like Ripley, Hewlett-Packard has a winner in its HP 90001840 minicomputer . . . from sources other than the vendor itself, rave reviews are coming in from a number of systems integrators, independent resellers and software houses . . ."

When she was told about the HP 9000 Model 840 price cut, Jan Johnson, the editor who wrote the article, said, "You're going to cream DEC!" Help make that happen by circulating copies of the *Computer Decisions* article to your customers and prospects.

Reprints of the article have been sent to all technical sales reps in the U.S. and Canada via Roster, and copies **will** be available in the literature racks in sales offices. Additional copies are available through the Literature Distribution Center. P/N 5954-7690.

Database of HP-UX migration experience released to field

Marilyn Moore/DSD

For more than a year, customers have been coming to Cupertino to the Software Evaluation and Migration Center (SEMC) to port existing applications to HP Precision Architecture (HP-PA). Frequently, customers depart with their expectations of the ease of software migration as well as their expectations of increases in performance having been exceeded. Now that the HP 9000 Model 840 has been released, migrations to the HP 9000 Model 840 will be taking place in the field. The SEMC **will** continue to be involved with migrations to future processors.

Don't panic. Much of the migration information gathered at the SEMC about migrations to the HP 9000 Model 840 is being made available to you in April in the "SEMC Migration Database." Whether you are porting from RTE, HP-UX, non-HP UNIX™ operating system platforms or VMS; porting FORTRAN code, Pascal, or C, you can search the SEMC Migration Database and retrieve what has been learned from similar ports to date. You can use multiple keywords to describe both the original environment and the destination environment.

In addition to migration case histories, the SEMC has begun to document the migration process. Guidelines to implementing this process and small tools developed to aid migration will be added soon.

The mode of access to the database will be familiar to you. Like STARS, it is included in the On-line Data and Information Network, ODIN. Simply pull up the SEMC Migration Database menu. If you are unfamiliar with ODIN or STARS, there is an ODIN User Kit available, P/N 5958-7304.

As your experience grows and you want to submit some information for addition to the SEMC Migration Database from your own migration experience, please send your information to:

HPUX Migration at G200/09
or hplabs!hpsemc!hpux-migration
or hpfese!hpsemc!hpux-migration.

When submitting source code for tools, please include instructions on how to use it.

Explore the information contained in the SEMC Migration Database. It can help you to overcome objections to "unproven technology" with case histories of successful migrations similar to the one being considered by your customer.

Note: MPE XL migration information will be added to the SEMC Migration Database soon. Watch this publication for announcement of dates.

UNIX™ is a registered trademark of AT&T in the United States and other countries.

TCO Suggestion Box

Laurie Frick/TCO

When you want your idea about what's going to make a positive difference for sales of HP 9000 Model 840 heard at the factory — use HP Desk as your suggestion box. As a newly formed marketing group, we're very interested in your ideas and opportunities for marketing HP-UX-based Precision Architecture systems.

Send your comments and suggestions over HP Desk to: TCO Online / *HPG200/06*. You may need to use the full desk address (name and mail node) for your local HP Desk system to recognize us. Please send your comments, we read all our mail.

GENERAL

Corrections to January 1987 Peripherals Configuration Guide

Lil Blankinship/DMD

The January 1987 issue of the Peripherals Configuration Guide is out, and you should have received one by now. On page 13, under maximum number of disc drives supported on HP 3000 Series 44, 48, and 50 there are several corrections that need to be made.

Disc drive	Maximum number of drives
HP 7933H/HR HP 7935H/HR	8 maximum
HP 7933/35XP HP 7936H HP 7937H	8 maximum

Mark these now so you don't encounter any problems. These corrections will be made in the next issue coming out in April along with any other updates/corrections.

NETWORKS

New HP AdvanceNet solutions-based literature available

Arie Scopel/ING

During the month of March, Information Networks Group (ING) has mailed to worldwide distribution of sales reps, applications engineers, and field management the first wave of literature based on the new framework of solutions and modules. These pieces should help in focusing on the decision makers and increase their awareness and HP's credibility as a vendor of networked solutions.

The target audience is functional vice presidents and directors of sales, operations or manufacturing, engineering, divisional MIS, and corporate MIS. A poster and six brochures are provided. The brochures do not use complex technical terms, but focus on business problems and the way HP AdvanceNet can help address problems. We recommend using the overview brochure to generate awareness of HP's ability to provide the total solution, while using the solution brochure to focus awareness to our solution in a specific area.

The literature pieces are:

PIN	Literature
5954-7703	HP AdvanceNet poster — will be bulk mailed to the offices.
5954-7475	HP AdvanceNet Overview brochure — describes the five network solutions.
5954-9003	HP AdvanceNet Company-wide Solution brochure — describes the X.25-based solution for large wide-area networks.
5954-9006	HP AdvanceNet Regional Sales and Service Solution brochure — describes HP's solution for regional networks, for those customers who already have a backbone and want to extend their network to include new applications such as sales, service, or distribution. This is also the solution for small networks that cannot justify an X.25 solution.
5954-9004	HP AdvanceNet CIM Solution brochure — describes HP's networking foundation for computer integrated manufacturing.
5954-9005	HP AdvanceNet Engineering Solution brochure — describes HP's network for an engineering department and its link to the rest of the company.
5954-9007	HP AdvanceNet Business Office Solution Brochure — describes the local network for office environments such as found in branch offices, regional offices, and the administrative office of a manufacturing facility.
5954-7688	Good News Flyer — includes quotes from consultants showing their excitement and appreciation of HP's network solutions.
5954-9323	MacMillan Blodel Application Brief — describes the use of HP's network in one of the largest manufacturers of forest products.
5954-9324	Long's Drugs Application Brief — describes the use of HP's local and wide-area networking products in a drugstores chain.

Training

This provides self training on the solutions and modules.

P/N	Literature
5954-7700	HP AdvanceNet Company-wide Sales Brief
5954-7698	HP AdvanceNet CIM Sales Brief
5954-7699	HP AdvanceNet Engineering Sales Brief
5954-7702	HP AdvanceNet Regional Sales and Service Sales Brief
5954-7701	HP AdvanceNet Business Office Sales Brief

These pieces will be orderable through LDC if additional quantities are required. All the literature was also bulk mailed to the field offices.

Qualification and preference

In the second half of April, we will be mailing out the solution-based specification guides. These are targeted to the specifiers and technical buyers of networks. Every guide describes the modules that comprise a specific solution. While a solution relates to a specific decision maker and a specific program for automation through data processing, the modules relate to the projects that might be defined for the implementation of such a program.

For example, the "Computer Center module" described in each solution spec guide, provides design alternatives for a computer room network. The "Site Wiring module" describes how to wire a specific environment. The "End User module" describes and positions the various alternatives for terminal and PC connections.

It is important for our customers to know that they can implement their programs in phased projects (using our modules) and later on be able to integrate the projects into a total solution. The sales rep can use the Specification Guides to proactively influence the specification of an automation program. It provides the sales rep with clear positioning of the various design alternatives and a list of products that comprise each alternative. All the product data sheets that comprise the module are included in the guide. A customer that will buy into our modules, will ultimately develop preference for our solutions.

HP DS 3000 networking products price change

Diane Leeds/IND

Effective April 1, 1987, prices will be increased for selected options on DS Network Services (32185A/R) and DS Point-to-Point Links (32070A/30271A). These increases eliminate pricing inconsistencies with NS Network Services and Link products. Due to the 30-day grace period for price increases, the new prices listed below will not become effective until May 1, 1987.

P/N	U.S. list price	
	Current	New
32185A		
Opt. 310	\$1,600	\$2,000
Opt. 315	2,000	3,500
32185R		
Opt. 310	1,120	1,400
Opt. 315	1,400	2,450
30270A/30271A		
Opt. 190	805	2,100
Opt. 290	805	4,025
Opt. 390	905	4,025
Opt. 490	905	4,025

Datacom Service and HPTREND products — supplier change for HPSA

Patrice Lamare/SDE

Effective March 2, Software Distribution Europe (SDE) began supplying Information Networks Division (IND) Software Datacom Service products previously supplied by Grenoble Network Division (GND). These products have been transferred to SDE as part of the newly started HP 3000 Software Delivery Program in Europe.

Before March 2, SDE was already providing HPTREND material — though SDE was not coded as supplier on the Corporate Price List (CPL). Effective March 2, SDE was "officially" coded as supplier for HPTREND and its French and German versions.

The Corporate Price List (CPL) and HP Availability Schedule have been updated to reflect this change in suppliers. SDE is designated as entity number 6330 on both publications.

As far as the IND Service products are concerned, all orders placed before March 2 will be shipped by GND. Any orders placed on or after this date will be shipped by SDE.

PRINTERS

HP 2685C: new remote laser print station

Doug Lambuth/BOI

On April 1, Boise Division (BOI) announced a new generation of high-speed laser print stations designed to use the HP 2680A printer as a remote printer. The new product number is 26804C (2685C) and replaces 26804B (2685B). This new remote, print-station subsystem will be on the April 1 Corporate Price List (CPL).

The concept of a remote print station using a high-speed laser printer responds to a market niche that only HP occupies.

This is due to our broad support of RJE, MRJE, NRJE, and strengths in remote spooling. Companies such as Xerox have been making attempts to enter this niche using products like the Xerox 4050 (50 ppm laser printer).

continued on next page

HP has been a price leader with the 2685B, but significant 2685C configuration price decreases will keep HP way ahead in the price/performance area.

Although the features and configuration of the new and old print stations remain much the same, the recent introduction of the new low-end HP 3000s (MICRO13000 and MICRO 3000XE) has provided two new printer controllers with improved performance and much lower price tags than the HP 3000 Series 37XE and 42.

Other new products that can be used with the new print station include the HP 7958A, 7936H and the 35401A. The prime print-station market continues to be a remote IBM connect to any IBM mainframe through IBM 3705, 3720, and 3725 communications controllers.

Pricing information

	New price*	Approximate base	Old price*
HP 2685C (using HP MICRO/3000)	\$105,000	HP 2685B (using HP 3000 Series 37XE)	\$120,000
HP 2685C (using HP MICRO/3000XE)	121,000	HP 2685B (using HP 3000 Series 42)	145,000

Important points to remember:

- The HP 2680A now supports high-volume label printing. (See the February 1, 1987, issue of Information Systems & Manufacturing News, page 40, for more information on label printing.)
- The U.S. list price for the HP 2680A included with an HP 2685C is \$7,600 less than for a stand-alone HP 2680A.
- If you previously lost sales to price-sensitive customers, let them know about HP's new, lower prices and improved performance.

For more information on the new HP 2685C, linking up to other computers, and discounts, please contact your local sales response center.

**Base price includes a configuration of the HP 2685C (26804C and a controller option.*

HP 2563B: a great solution for technical systems

Kim Millier/BOI

The HP 2563B, introduced in November 1986, is a great solution for HP's technical systems. At 300 lpm, this dot matrix, impact printer leads all others in reliability and flexibility. In addition to being competitively priced the standard HP 2563B is a customer-leasing, quietized printer at 55 dBA.

For the HP 1000, the following systems support the HP 2563B:

HP 1000 systems

- L-Series (Discontinued in FY86)
- A400
- A600
- A700
- A900
- M-Series (Discontinued in FY86)
- E-Series
- F-Series (Discontinued in FY87)

For the HP 9000 systems, the following matrix details the system and operating version that supports the HP 2563B:

HP 9000 systems

Order printer interface option	Series 200			Series 300			Series 500		Series 800
	B	P	U	B	P	U	B	U	U
200	2.0	3.1	2.1	4.0	3.1	5.0	1.02	2.0	Uns
290	No	No	5.1	No	No	5.0	1.02	2.0	B.1

Note: B = BASIC
P = Pascal
U = UNIX operating system
No = Does not work
Uns = Unsupported

New structure for the HP 2563B

When the HP 2563B was introduced, its structure was very different from the HP 2563A. The standard product became a 55 dBA unit complete with quietized cabinet, sound enclosure, and passive stacker. To get the desktop model (the standard model for the HP 2563A), Opt. 114 was added. This option deleted the quietized cabinet, sound enclosure and passive paper stacker:

HP 2563B = 300 lpm printer
quietized cabinet
*Sound enclosure
Passive paper stacker

\$7,150 factory base price
\$7,350 U.S. list

HP 2563B
Opt. 114 = 300 lpm printer

\$5,700 factory base price
\$5,780 U.S. list

**This sound enclosure is not the same one offered as an option on the HP 2563A.*

Why was the structure changed?

- 1) The quietized feature is being increasingly demanded by customers. Many competitors had already responded to that demand by offering quietized printers — and HP met that challenge. To date, orders for the HP 2563B have been running at 80 percent quietized and 20 percent for the desktop model (HP 2563B, Opt. 114).
- 2) To simplify the sale. Rather than dealing with numerous options and alternatives, this structure allowed the HP 2563B to be offered as a *fully loaded* product: one number to order; one basic structure to sell. And for those customers who did not want these features, Opt. 114 was created to get back to the 65 dBA, desktop model.

Did the price increase?

No. The price for the desktop model was, and remains, \$5,700 FBP and \$5,780 U.S. list. For a more complete explanation of the new structure, please refer to the October 15, 1986, issue of *Information Systems and Manufacturing News*, or call your sales response center.

Media specifications for HP 2565166167 printers

Marilyn McAllister/BOI

A media specification is now available for the HP 2565166167 printers. The paper specification that appears in the HP 2566/67B Operator's Manual (P/N 02566-90914) was used as the basis for this document. A towel ribbon specification section was added and the document has been published under a new P/N 02566-90919.

This media specification should be consulted during pre-sales evaluations of the customer's applications. Educating customers on media characteristics that are compatible with the HP 2565166167 printers **will** help set realistic performance expectations. This **will** greatly enhance customer satisfaction.

Order the media specification by contacting your local sales response center.

Printers Plus program expires

David Fergus/BOI

A scholarly man once wrote that “. . . all good things must come to an end.” Now this man of letters may not have had the *Printers Plus* promotional program in mind when he penned these famous words, but the phrase applies. On April 30, 1987, the highly successful trade-in program ends.

The *Super Swap* portion of the program grants trade-in credits towards the purchase of a new HP 256X or 268X printer when an HP or non-HP printer of specified performance is traded in for the new product. *Super Swap* has been instrumental in:

- Improving customer engineer productivity by replacing less reliable and unsupported printers with HP EDP printers of greater reliability and performance.
- Increasing customer satisfaction by upgrading their printing capabilities while decreasing downtime and maintenance costs.
- Improving customer awareness of HP's current EDP printers.
- Facilitating some major strategic sales (e.g. sale of 92 HP 256X printers to a major retailer for an automated warehouse application using bar codes).

This is also the last opportunity to take advantage of *Performance Push*. This program has provided many customers the opportunity to get faster-throughput, enhanced-capability printers with trade-in credits on their existing HP printers.

The *Do It With Squots* program will end with the others. This program has been instrumental in introducing many customers to the enhanced bar code and graphic capabilities of the HP Label Card.

Consult your *Printers Plus* brochure for details and restrictions on all three portions of the program (*Super Swap*, *Performance Push*, and *Do It With Squots*).

Remember:

- Boise division presents the greatest selection of line-impact dot matrix printers in the industry: 300 lpm HP 2563B; 600 lpm 2564B; 900 lpm 2566B and the 1200/1600 lpm 2567B. All offer enhanced bar code and graphics capabilities with the HP label card option.
- The HP 268X family of printers offers high-volume laser-quality printing three ways: Direct HP-IB connect (2680); direct IBM channel connect (2689); or as a remote print station (2685).

continued on next page

- *Printers Plus* ends April 30, 1987.

Don't let *Printers Plus* pass you by. Take advantage of a good thing by using this last month to help close those pending printer sales.

Change in HP 268X multiple purchase discount program

Doug Lambuth/BOI

On April 1, 1987, Boise Division (BOI) will be discontinuing existing discount programs for customers purchasing more than one HP 2680A or 2689A. These old discount programs will be replaced by a new promotional program.

The old HP 2680A discount program was built into the HEART Order Entry system and automatically applied discounts for more than one 2680A order. This program did not provide enough day-to-day visibility for sales offices and customers.

The HP 2689A discount program consisted of the HP 2689AT product (offering a discount on the purchase of two HP 2689As) and the HP 2689AM product (offering a discount on the purchase of three 2689As). This program was inconsistent with other HP 268X programs.

Both of these promotions will be replaced with a program that will encompass all HP 268X products (2680A, 2685C, and 2689A).

The details of this new promotional program will be available soon. Until then, work with your Boise market development contact on any large, pending HP 268X deals.

Half Price Sale on HP 2671G refurbished thermal printers

Darlene Routledge/VCD

Vancouver Division (VCD) is currently offering a promotion on its refurbished HP 2671G thermal graphics printers. The full warranty coverage applies to these

units. The details of the promotion are listed below:

	Product	Options
Products available:	2671G/888	STD/888 0441888 0401888 0081888
Start Date:	effective immediately	
End date:	until all HP 2671G/888 units are gone	
Promotional discount:	Flat rate discount = 50 percent No other discounts apply	
	Current list price:	\$1,740
	Quoteadjustment:	<870>
	New list price:	\$870

If you have any customers that would be interested in purchasing these refurbished units, please book the quote adjustment as an M99. Any further questions on how to order these units may be addressed to Lauri Koehler at 206-254-8110 ext. 2215.

Also in this issue

HP QuietJet printer and SuperCalc 4: a versatile solution	23
HP QuietJet printers direct mailer	23
HP ThinkJet printer enhanced with "Quality Mode" printing	22

TERMINALS

HP 2622A terminal discontinued July 1

Edwin Morales/HPPR

Since the introduction of the HP 2392A display terminal in June 1984, demand for the HP 2622A block mode terminal has decreased. The HP 2622A Display Terminal will be removed from the Corporate Price List on July 1, 1987. The last order date will be July 31, 1987. The 2622A will carry a 10-year support life.

New HP LaserJet Series II printer supplies and accessories

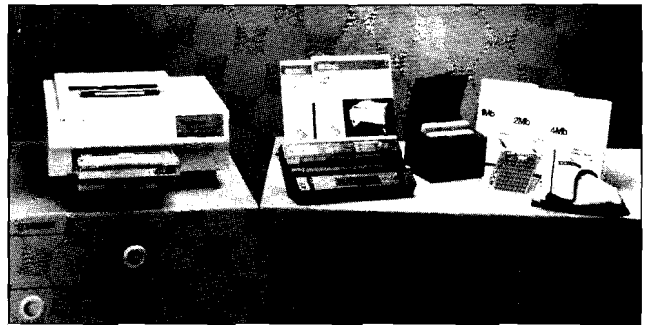
Jim Kinney/DMK

Do your customers need supplies for their new HP LaserJet Series II printers? HP's new toner cartridges, extra paper trays, and other accessories are available from Direct Marketing Division (DMK). The following chart lists DMK offerings. Remember that the current HP LaserJet printer toner cartridge and paper trays are not compatible with the new HP LaserJet Series II printers.

P/N	Description	Quantity	U.S. list price (each)
92295A	Toner (EP-S) cartridge. Prints 4000 pages/cartridge based on 5 percent coverage (8% x 11 inch or 216 x 279mm page)	1-3	\$115
		4-9	99
		10+	94
922958	8% x 11 inch extra paper tray. Holds 200 sheets.	1-2 trays	65
		3-9	55
		10+	49
92295C	8% x 14 inch (216 x 356mm) legal extra paper tray.	1-2 trays	69
		3-9	59
		10+	52
92295D	Metric A4 (210 x 297mm) extra paper tray. Holds 200 sheets.	1-2 trays	65
		3-9	55
		10+	49
92295E	7% x 10% inch (184 x 267mm) executive paper tray. Holds 200 sheets.	1-2 trays	69
		3-9	59
		10+	52
92285P	Plug-in cartridge font organizer. Stores up to four fonts in sturdy acrylic box.	1 unit	42.95
		2-9	38.95
		10+	34.95
92259G	100 percent cotton dust cover holds 200 sheets.	1-unit	30
		1-2	69
		3-9	59
		10+	52

For fast service, customers should call DMK's direct order phone numbers listed at the end of this section.

Note: the extended memory boards shown in the photograph will be available by phone on May 1.



New cabinet for HP LaserJet printers and supplies

Patty Brenner/DMK

HP LaserJet, LaserJet PLUS, LaserJet 500 PLUS, or LaserJet Series II printer owners now can eliminate clutter and promote productivity with their very own new printing headquarters. Direct Marketing Division's (DMK) new Mobile LaserJet Printer Cabinet serves both as a printer stand and a space-efficient, spacious storage unit for your customers' printing supplies.

Features

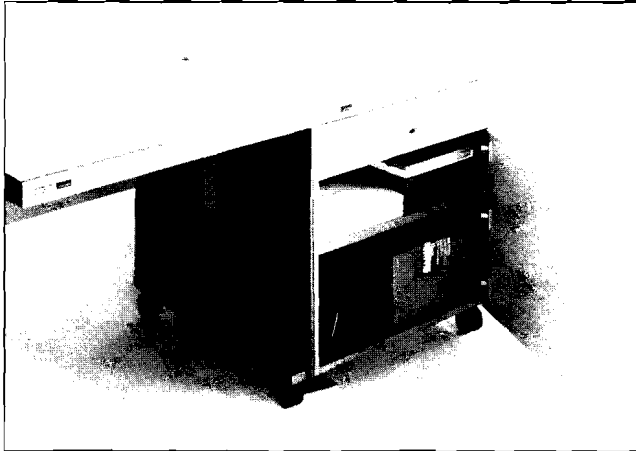
- Top drawer has customized dividers to keep fonts and manuals organized and within easy reach.
- Middle shelf holds up to three paper trays and several reams of paper.
- Bottom shelf has ample room for two EP toner cartridges.
- Slide out shelf glides to either side for additional work space or surface space for other supplies.
- Heavy-duty, self-locking casters for mobility/stability as needed.
- Has exact dimensions of HP Design Plus furniture: 15%-inches H x 21%-inches W x 26%-inches D (720 x 600 x 711 mm).
- Color is dove gray.

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Ordering information

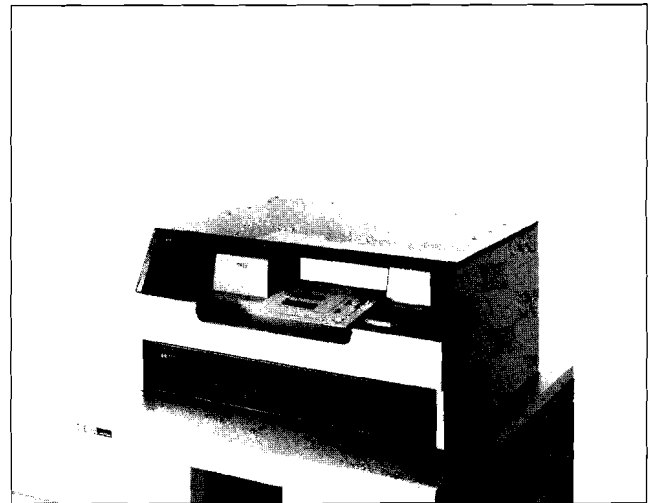
P/N	Description	U.S. list
92211B	Mobile LaserJet Printer Cabinet	\$585 ea.

Customers should call DMK's Direct Order phone numbers listed at the end of this section.



For fast service, customers should call DMK's Direct Order phone numbers listed at the end of this section.

P/N	Description	list price
92166E	Plotter sound enclosure	\$249
92177W	ColorPro Graphics Organizer	115
92177X	7475A Graphics Organizer	175



Improve office productivity with plotter sound enclosure

Patty Brenner/DMK

Help your customers minimize environmental noise so they and their coworkers can be more productive. Introduce them to Direct Marketing Division's (DMK) new plotter sound enclosure which reduces the sound of the HP 7470, 7475, and 7440 plotters by as much as 90 percent.

The combination of a sound-suppressing pressboard lined with waffle foam, a removable foam plug, and a durable acrylic lid muffles plotter vibration noise to a mere 53 decibels. This sound enclosure also serves as an equipment protector — shielding the plotter from dust, spills, and other environmental contaminants, just as it shields your customer from unwanted noise.

Designed with full user convenience in mind, adequate space is provided for HP's 92177W/X Graphics Organizer to easily slide underneath the plotter. This means the user has easy access to the plotter supplies stored in the organizer. DMK's plotter sound enclosure complements HP computer systems and HP's Design Plus Furniture. Dimensions: 11³/₄-inch H x 25¹/₂-inch W x 19¹/₂-inch D (299.21 x 641.35 x 488.95 mm).

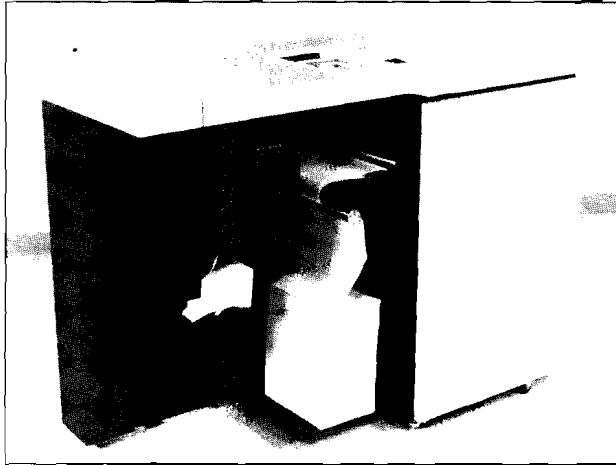
DMK direct order phone numbers

DMK Fast Phones — the easy, direct way for you to order supplies, accessories, **media**, **furniture**, and software from Direct Marketing Division.

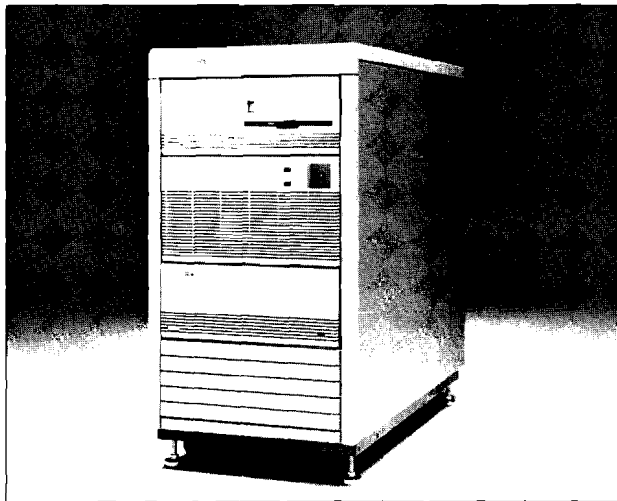
Location	Telephone Number
Australia	(03) 895-2645 (03) 895-2615 (03) 895-2815 (03) 895-2861
Austria	(0222) 2500-615 (0222) 2500-616
Belgium/Luxembourg	(02) 761 31 11
Canada	
Toronto Local	416-671-8383
Ontario	1-800-387-3417
Quebec	1-800-387-3417
British Columbia	112-800-387-3154
Other Provinces	1-800-387-3154
Denmark	(02) 816640, ext. 258
F i d	(90) 887 2361
France	(1) 69 28 32 64
Greece	(01) 6726090
Italy	(02) 9236 9702
Japan	
Sagamihara	0427 59 1311
Osaka	06 304 6021
Middle East	
Athens	(01) 6828811
Norway	(02) 24 60 90
South Africa	
Johannesburg	(011) 8025111
Cape Town	(021) 537954
Spain	(91) 6374013 (91) 6370011
Sweden	(08) 7502400
Switzerland	(057) 31 22 53 (057) 31 22 54 (057) 31 22 59
The Netherlands	(020) 547 6606
United Kingdom	(0734) 697201
United States	800-538-8787
Alaska, California, and Hawaii	408-738-4133
West Germany	(0130) 3322

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 **HEWLETT
PACKARD**



HP 2680



HP 3000 (or HP 3000XE)



HP 2685C

The New Remote Print Station