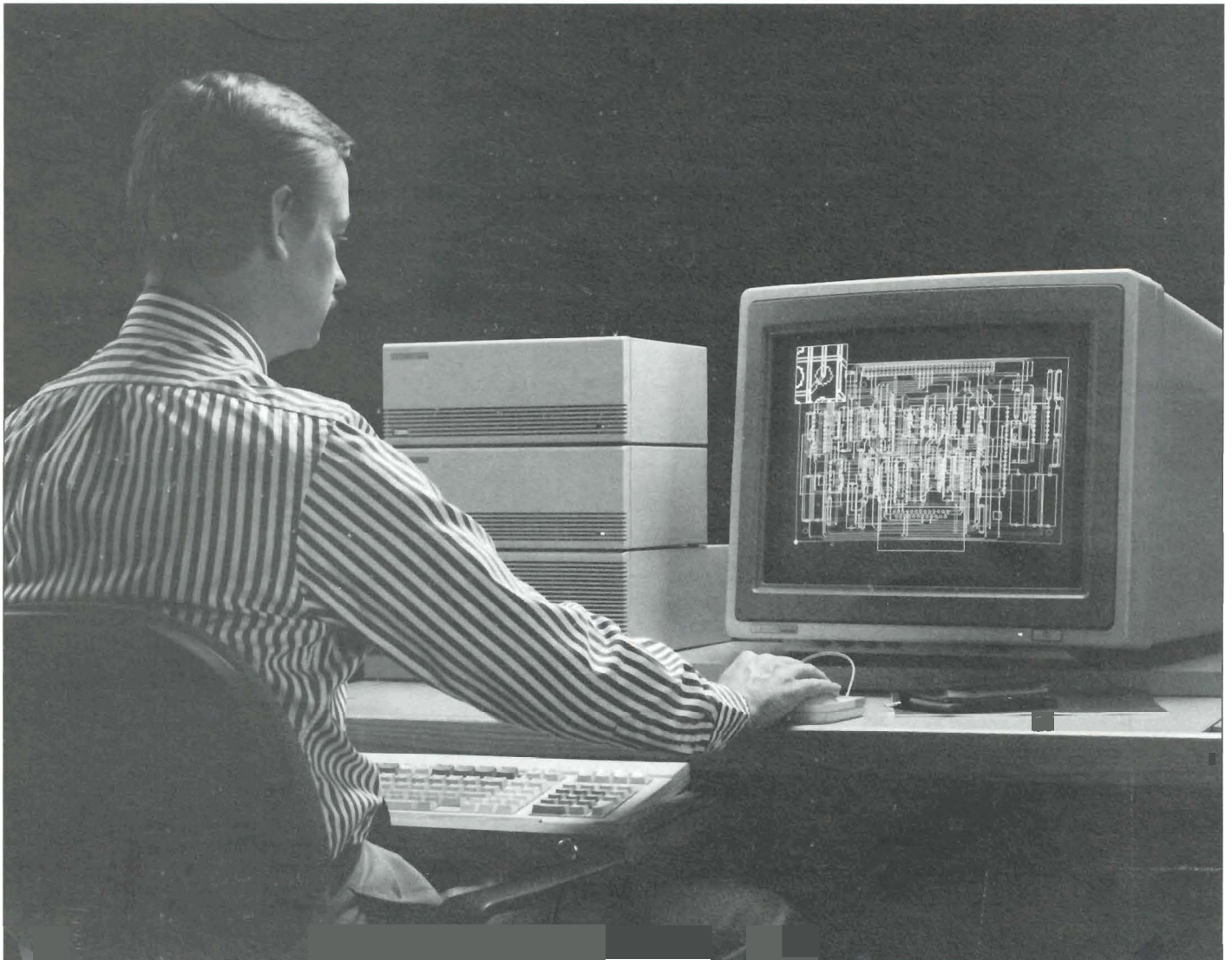


Information Systems & Manufacturing News

Information for HP sales reps selling MIS, office automation, and manufacturing solutions □ September 15, 1987



New HP 9000 2D graphics workstation

Information Systems & Manufacturing News

Vol. 12, No. 22

Formerly *Computer News*

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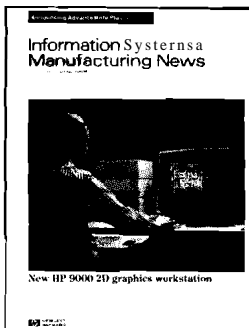
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On the Cover

A new graphics processor has been added to the HP 9000 Series 300 workstations that offers performance previously unavailable without add-on accelerators. See article on page 29.

MARKETING & INTERNATIONAL SECTOR

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

SYSTEMS TECHNOLOGY SECTOR

Circuit Technology Group
 PD Printed Circuit Division
 ND Northwest IC Division
 SIO Singapore IC Operation
 CICO Colorado IC Division
 SCTC Santa Clara Tech Center
Information Technology Group (ITG)
 HPSO High-Performance Systems Operation
 ISO Information Software Operation
 ESCO Entry Systems Operation
Information Networks Group (ING)
 CND Colorado Networks Division
 GND Grenoble Networks Division
 RND Roseville Networks Division
 IND Information Networks Division

Peripherals Group (PPG)

GUD Greeley Division
 CFB Computer Peripherals Bristol Division
 GTO Greeley Tape Operation
 DMVD Disc Memory Division
 BOJ 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
 GCO Guadalajara Computer Operation
 MPD Manufacturing Productivity Division
 BGD Böblingen General Systems Division
 ASO Australian Software Operation

OFFICE SYSTEMS

OSD Office Systems Division
 OPD Office Productivity Division
 PSD Personal Software Division

PERSONAL COMPUTER

SPO Sunnyvale PC Operation
 MHP Microcomputers HP
 APCO Asian Personal Computer Operation
 PTD Roseville Terminals Division
 HPR Puerto Rico Operation
 GPCD Grenoble Personal Computer Division
 PCD Portable Computer Division
 BPC Brazil Operation
 HCCO Handheld Computer & Calculator 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
 PAO Panacom Automation Operation
 MTD Manufacturing Test Division
 LMSO Lynn Manufacturing Systems Operation
 TCO Technical Computer Operation
 IAC Industrial Application Center
Engineering Systems Group (ESG)

TECHNICAL WORKSTATION
 FSD Fort Collins Systems Division
 TWD Technical Workstation Operation
 SSO Systems Software Operation
 CWG Corvallis Workstation Operation
 BCD Böblingen Computer Division
 SLCO Salt Lake City Operation

DESIGN SYSTEMS

LSD Logic Systems Division
 LDO Logic Design Operation
 FED Fort Collins Engineering Operation
 LSID take Stevens Instrument Division
 MBO Mechanical Business Operation
 BEO Böblingen Engineering Operation
 TSC Technical Software Center

Corporate Manufacturing

Corporate Engineering

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 Queensberry Telecom Division
 MMTD Microwave Technology Division
 QMDO Queensberry Microwave Operation

Electronic Instruments Group (EIG)

NJD New Jersey Division
 SCD Santa Clara Division
 BID Böblingen Instrument Division
 MID YHP Instrument Division
 YCO YHP Computer Operation
 COL Colorado Springs Division
 ISL Instrument Systems Labs
 LID Loveland Instrument Division

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
 ODC Optical Communication Division
 SAO Southeast Ase Operation

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

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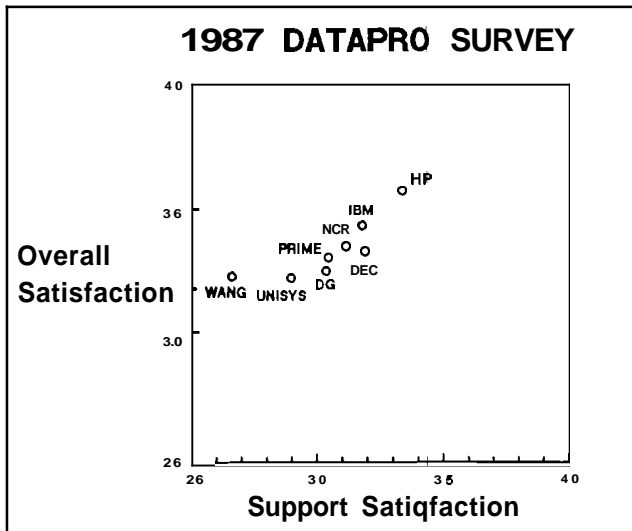
SALES SUCCESSES

HP posts excellent scores in recent Datapro survey

Casey Caruso/Major Accounts Marketing

The 1987 Datapro Research Corp. survey results have been released, and Hewlett-Packard posted excellent scores in a number of categories. The Datapro results were based on a mail survey of 2,369 minicomputer users. The vendors and their systems were rated on a four-point scale, with "1" being poor and "4" representing excellence.

In the 1986 survey, HP was locked in a three-way tie with IBM and Tandem Computers in overall user satisfaction. This year, HP broke from all Competition and captured the lead with a score of 3.55, which was up from last year's 3.46.



For the fifth consecutive year, HP rated *number one* in overall support satisfaction. Within this category, HP received the highest rating in the following areas:

- Software Support
- Troubleshooting
- Maintenance Responsiveness
- Maintenance Effectiveness

HP received the second highest rating in the two remaining support categories of Education and Documentation.

For additional information on the Datapro survey results, please contact a Customer Sales Development Engineer at 408 or TELNET 447-1011.

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.

Samsung Hewlett-Packard sells first manufacturing application into non-Samsung account

Yvonne Ross/MPD

With sales growing in excess of 100 percent per year, Keyang Electric Machinery Company (KEMC) discovered that their existing manual system could not keep up with their planning and controlling needs. Samsung Hewlett-Packard (SHP) easily demonstrated to KEMC that the best solution was HP Materials Management (MM).

Deal closes in just three months

Persistence and a comprehensive fit analysis paid off for SHP. The initial sales call took place on January 7 with KEMC's MIS manager, and by March 25, the deal was closed. The sales team chose a strategy and action plan tailored for a small company. They closely monitored the sales process and at every opportunity pressed KEMC to move forward.

They kept ahead of the competition by making frequent visits to the office and factory, providing abundant materials, and using reference selling.

Key differentiators

Once again, HP's Customizer Technology, MRP expertise, and teamwork put Manufacturing Productivity Division (MPD) ahead of the pack. KEMC's MIS manager recognized the power and flexibility Customizer offered for his unique needs. HP's expertise and experience — needed for a successful implementation — was apparent to KEMC when visiting Samsung Electronics Company (SHP's reference site).

continued on next page

The sales rep, application engineer, and manager worked as a team to organize and present the winning proposal to KEMC's upper management. All of these elements worked together making HP the obvious choice.

Leveraging new opportunities

The sales team plans to use KEMC as a stepping stone to companies in the Banwol Industrial complex. They also plan to sell add-on software and hardware. Once MM is implemented, HP Production Management and other add-ons are sure to follow.

HP LaserJet 2000 printer put to the test by 3Com

Greg Thompson/BOI

3Com, a major networking player, is no stranger to the advantages of laser printers in shared workgroup environments. The company has more than 30 laser printers used by over 500 employees at its corporate headquarters in Santa Clara, California. In a recent application, 3Com was impressed with the print quality, performance, and error recovery provided by the HP LaserJet 2000 printer.

The HP LaserJet 2000 is connected to 3Com's dedicated file server called the 3Server3. This configuration makes the HP LaserJet 2000 printer available to any workstation on 3Com's internal network, including the HP Vectra PC. The printer acts as the default printer for over 40 users on a daily basis. The high-speed disc and large RAM cache memory of the 3Server3 provide high-performance print spooling to all users, improving overall productivity.

"We keep HP's LaserJet 2000 busy," said Gregory Heumann, manager of third-party marketing for 3Com. "Its large paper and toner capacity, high speed, and many other features make it an ideal printer for larger networks. We've already printed well over 100,000 pages on it with no major problems."

Mr. Heumann found the HP LaserJet 2000 printer valuable during the recent production of 3Com's *Compatible Products Directoty*. "This is a true workgroup publishing application," he said. "While I might be working on the introduction, other members of the team are almost constantly updating our database of compatibility information.

When we go to print, we go straight from our multiuser database into Ventura Publishing" software. Using Ventura's style sheets, we predefine our page format. The database output contains not only the compatibility data but also the 'tags' that associate components of the data with desired styles. This means the pages come out exactly the way we want them with no additional intervention — the whole process is fairly well automated. We can easily get from the last database update to camera-ready artwork in under half a day."

3Com found many ways to take advantage of the HP LaserJet 2000 printer to further improve productivity. Originally, they were downloading **all** the fonts they used. Since four fonts were used per page, and Ventura downloads each font at the beginning of each chapter, a tremendous amount of overhead was created. With 2½ Mbytes of memory in the HP LaserJet 2000 printer, 3Com learned how to configure Ventura to take advantage of fonts downloaded with permanent status. This process reduced the amount of overhead data to just over 1 Mbyte and reduced the printing time of the 390-page document to about 20 minutes.

"I was particularly pleased when we were on our last print run — of course, up against a deadline," recalled Mr. Heumann. "About half way through the job, a paper jam occurred due to a folded sheet in the input tray. After clearing the error, I was amazed that the HP LaserJet 2000 printer picked up right where it left off, dropped two or three bad pages into the reject tray, and automatically reprinted the needed pages. This is a friendly printer."

Mr. Heumann revealed that typesetting such a directory could have cost the company between \$25 and \$50 per page, dependent on revisions. 3Com saved all that expense, and more importantly, gained much more control over the entire process by doing in-house page layout. "It's gratifying to bring the directory to market while the information is still very current," he said.

To say the HP LaserJet 2000 printer has passed its test, or that 3Com is pleased with its performance, would be understating the obvious. "I wouldn't hesitate to recommend the LaserJet 2000 printer to customers with requirements similar to ours," concluded Mr. Heumann, "It really did the job for us."

Note: As a courtesy to Mr. Heumann and 3Com, we request that you do not attempt to contact him if you have questions. Instead, work through your normal support channels.

AdvanceWrite replaces Wang at the Carlson Group

Lynda Pickering/OPD

Replacing any company's word-processing system is like changing its way of life. When the system has been installed for a number of years, it is crucial that the *new* word processor offers more than a little extra. For the Carlson Group, AdvanceWrite offered the extra functionality and flexibility they needed to make the move from Wang to Hewlett-Packard.

In the summer of 1985, S.A.E., the parent company of the Carlson Group, Inc., of Massachusetts, made the decision to go with an HP 3000 in-house accounting system. Having made this decision, Mr. James Wakefield, senior vice president of the Carlson Group and WP project manager decided to review their word processing strategy.

For the previous 11 years, they had been using Wang OIS word processing. Since no significant enhancements had been made to the product in 5 years, they decided to look further afield. High-volume word processing is a critical part of Carlson's design and construction business, where it used to produce proposals for construction of commercial, medical, and industrial buildings. What Mr. James Wakefield was looking for was something that was "equal to, but better than Wang, making good operators become better operators."

Mr. Wakefield was already familiar with MS®-Word, WordStar®, and WordPerfect and knew that they were not good enough to justify the change from Wang. It was then he decided to buy an HP Vectra PC and a copy of AdvanceWrite to evaluate HP's offering. He found that AdvanceWrite enabled them to do everything they needed to do quickly and easily. "Unlike WordPerfect, AdvanceWrite has simple and obvious keystrokes," remarked Mr. Wakefield. The decision was made to go with AdvanceWrite.

To lessen the impact of switching from a system that had become *their favorite pillow*, they adopted a phased approach to implementation. Training took place in groups of five, each group receiving 20 hours of training.

They designed a special training course focusing on the features of particular interest to them. In the initial weeks, Wang and AdvanceWrite were run side by side, AdvanceWrite being used for *new* proposals, while they continued to use Wang for any *old* proposals. Wang-to-AdvanceWrite document conversion was handled successfully using Keyword Office Systems document converter package, a third-party product. After just 4 weeks, some operators were working at 80 percent of their original production rate — "This is quite an achievement," commented Mr. Wakefield. Within 12 weeks, 75 operators had successfully migrated from Wang to AdvanceWrite.

User reaction to AdvanceWrite has been positive. Operators have the flexibility of a PC at their fingertips and no longer fight for CPU time. One of the key advantages AdvanceWrite has over Wang is spreadsheet integration. Spreadsheet work is now carried out by secretaries, thus freeing up the time of a highly paid professional. AdvanceWrite has been equally successful for Mr. Wakefield — not only has he taught himself how to use the product, but has done so without either the AdvanceWrite training course or manuals.

For Mr. Wakefield, the decision to migrate to AdvanceWrite from Wang after 11 years was a decision well made. The success of AdvanceWrite over Wang is summed up in his words, "I give it to you that AdvanceWrite is better than Wang."

If you need further details of the sale, contact the Carlson Group SR, Bob Hay, HP3115/10.

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

WordStar® is a U.S. registered trademark of MicroPro International Corporation.

HP Financial Management Systems and STI — a winning combination

Diana Peterson/BGD

Services Techniques Informatiques (STI), a Canadian software house dedicated to providing total solutions for the hospital market, is an outstanding example of a successful relationship between HP and a value-added channel vendor. This relationship is responsible for bringing HP financial management software and HP hardware to six hospitals in French-speaking Canada. The most recent sale, to Cite De La Sante De Laval, consisted of the HP Financial Accounting (HPFA) high-end bundle and \$475,000 worth of HP hardware.

The hospitals have profited from STI's experience in the hospital sector and STI's focus on their special needs. After winning the sale, STI assists in setting up the chart of accounts, tailoring report formats, and training the users of the new system. The HP-STI relationship continues as HP undertakes the support of the new customers.

The HP-STI relationship is meeting with great approval from its customers. Richard Hebert, financial director of Hotel Dieu de Sherbrooke, reports how their FMS system exceeded their expectations, "We chose STI on the basis of hospital studies about financial and administrative applications . . . Thanks to this system, our control is improved, we have faster access to information, and our users of the system find their work more interesting."

STI won these hospitals based on the company's excellent reputation in the hospital field and the demonstrated quality of HP's hardware and software offering. Yves Robitaille, general director of Hotel Dieu de Sherbrooke, describes why his hospital chose FMS, "We wanted a system that was truly interactive, and one that could be integrated into our different departments. We wanted to be certain that the supplier was dependable and professional. We chose STI and we are convinced that we made the right choice. We wanted a system with good quality and good reputation . . . STI supplied exactly what we needed."

In the HP-STI relationship, we have an excellent example of how HP has joined forces with value-added channel vendors to provide integrated solutions for niche markets.

For more information, contact Maureen Burke in Montreal.

Note: The quotes in this article were originally in French. The quotes as they appear here are free translations into English.

CUSTOMER SUPPORT

New customer training course for advanced TurboIMAGE customers

June Woo Wong/ASD

HP 3000 Customer Education Development at Application Support Division (ASD) has developed a new classroom course to enhance the current customer-training curriculum to better fill your TurboIMAGE customers' needs. Advanced TurboIMAGE (PIN 51480A) is designed to provide advanced-level training for the experienced database analyst, database administrator, and programmer/analyst. The course focuses on TurboIMAGE's internal design and performance optimization.

The course is three days in length and will provide the training necessary for database analysts, database administrators, and programmer/analysts to design, manage, and support the use of database applications at their local sites.

Upon completion of the course, the student will be able to:

- Design, prototype, and implement a database for optimal performance
- Manage database buffers to effect performance
- Structure databases for optimal performance

- Design more efficient TurboIMAGE applications
- Identify and use database performance tools and utilities
- Perform techniques to troubleshoot and identify TurboIMAGE performance problems

A case study is used throughout the course to practice solving real-world database problems. computer-based training is also used to demonstrate various database situations. Upon completion of the course, students will be better equipped to make decisions and recommendations concerning the utilization of their database applications. The course provides the specialized tools needed to fine tune database design skills.

The prerequisite for this course is successful completion of TurboIMAGE DBMS13000 (P/N 35053B), plus minimum six months working experience with IMAGE13000 or TurboIMAGE. For further information, contact your nearest HP Education Center.

Self-paced service training packages available

Wei Huang/PRSD

Hewlett-Packard Customer Service Training (CST) is offering self-paced hardware service training packages on various HP PC, PC peripheral, and instrument products.

Currently, a total of 55 hardware service-training packages and 11 video computer-technology prestudies are available. Service training packages are available for products such as the HP Vectra PC (72425A), the HP Quiet-Jet printer (2227A), and the HP 4971A analyzer. Video prestudies include Disc Mass Storage, Computer Printer, and Magtape Fundamentals.

The self-paced hardware service package is \$300 each. The video prestudy is \$350 per set. All self-paced items are orderable from HP Corporate Parts Center (CPC) at 916-786-8000 ext. 8068.

For the latest self-paced training product list, please call Customer Service Training at 415-691-5300/15905 or use our toll-free numbers: 800-523-0696 (in the U.S.) or 800-882-9595 (in California).

RTE-A customer course correction

Jim Schott/ASD

The article entitled "New RTE-6/VM and RTE-A customer courses" in the August 15 issue of Information Systems & Manufacturing News (page 8) incorrectly listed the number for the "Using RTE-A Interactively" course as 22950C. The course number should read 22950D.

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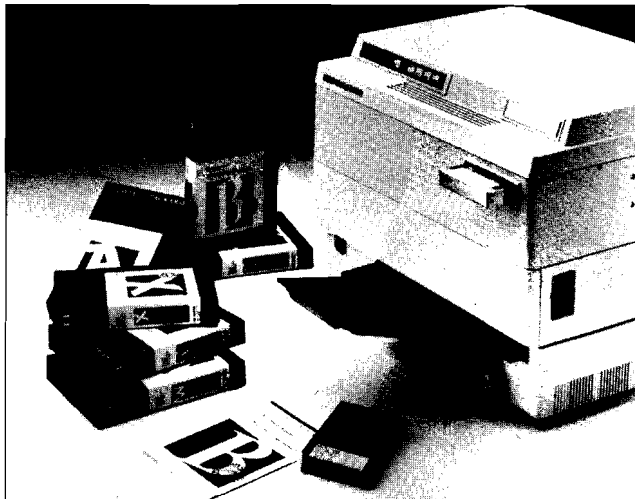
SPECIAL OFFERS

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.

HP Tempest LaserJet printer font cartridge sale

Jenny Gispem-Schultz/FSO

For the U.S., Canada, Europe, Australia, and New Zealand only



In preparation for the expanding HP Tempest product line, Federal Systems Operations (FSO) is offering all special font cartridges for use in the HP Tempest LaserJet (2686TA) and Tempest LaserJet PLUS printers (2686TA Opt. 2001210) at 75 percent off U.S. list price. These discounts are to be handled on an M07 basis; no other discounts apply. This offer is effective now through November 30, 1987.

P/N	Description	U.S. list price	M07	Discounted price
92286TA	Courier 1	\$295	<\$221>	\$ 74
92286TB	TMS Proportional 1	295	< 221>	74
92286TC	International 1	295	< 221>	74
92286TD	Prestige Elite	295	< 221>	74
92286TE	Letter Gothic	295	< 221>	74
92286TF	TMS Proportional 2	395	< 296>	99
92286TG	Legal Elite	395	< 296>	99
92286TH	Legal Courier	395	< 296>	99
92286TJ	Math Elite	475	< 356>	119
92286TK	Math TMS	475	< 356>	119
92286TL	Courier P&L	395	< 296>	99
92286TM	Prestige Elite	395	< 296>	99
92286TN	Letter Gothic P&L	395	< 296>	99
92286TP	TMS RMN P&L	395	< 296>	99
92286TQ	Memo 1	395	< 296>	99
92286TR	Presentations 1	395	< 296>	99
92286TT	Tax 1	475	< 356>	119
92286TU	Forms Portrait	395	< 296>	99
92286TV	Forms Landscape	395	< 296>	99
92286TW	Bar Code	475	< 356>	119
	3-of-9/OCR-A			
92286TX	Bar Code	475	< 356>	119
	EANPCIOCR-B			
92286TY	PC Courier 1	395	< 296>	99

This offer is good only while supplies last. Availability should be checked on each order.

GENERAL

HP Business BASIC A.02.00 release

Peggy Christiansen/CSY

The A.02.00 release of HP Business BASIC Phase II is now ready for customer shipment. The "To Be Advised" order status is no longer necessary because this release exhibits a significant enhancement to the existing HP Business BASIC (HPBB) product. Included in this release are:

Performance enhancements — Extensive optimizations to the compiler and run-time libraries means that in compiled programs, many of HPBB's features execute faster, use less code space, or both. To obtain optimal performance, customers should follow the coding recommendations outlined in a white paper entitled, "Programming for Performance in HP Business BASIC — Taking Advantage of A.02.00." Copies of this white paper will be available upon request from the Sales Response Center in the Fall timeframe.

Program analyst tool — A powerful code management tool that helps customers to optimize, structure, and maintain their applications is provided within the Interpreter of HPBB A.02.00. Most importantly, this tool helps customers restructure large BASICN or BASIC/260 applications to match the smaller subunit size of HPBBN. This tool has received very positive reviews from BETA sites, including our major HP 260 European value-added reseller (VAR).

Increased reliability — Many fixes to software defects have been incorporated into this version (A.02.00).

More detailed information on these enhancements can be found in the HP Business BASIC Field Training Manual, available in field offices worldwide by November.

HPBB — an overview

HP Business BASIC's strength lies in its rich feature set, which allows programmers to concentrate on *what* needs to be done instead of *how* to do it. Its easy subsystem access makes it convenient to write large applications, and its rich interpretive environment makes it easy to write quick utilities.

HPBB consists of a complete development environment, including an interpreter for editing and debugging, and a compiler for program execution. The HPBB feature set (summarized below) was made available to customers in two distinct phases. PHASE I of HPBB, released in

1985, consisted of a core set of statements designed to approximate the functionality of BASICN. In 1987, the PHASE II release added an impressive number of new features that increased programmer productivity and brought HPBB in closer compatibility with BASIC/260.

Now, this current A.02.00 release addresses performance, reliability, and ease of migration issues.

HPBB strengths

- Integrated program development environment
- Structured programming
- On-line help facility
- Excellent error handling
- Direct access to subsystems
- Interpreter/Compiler
- Report Writer
- User defined keys/Softkeys
- Advanced database statements
- Simpler access to VPlus
- Native-language support
- Compatibility aids (KSAM, JOINFORM, JOINFORM EDITOR)
- Program Analyst
- Conversion tools

Target markets

HPBB is typically purchased by three types of customers:

- Customers with little previous HP BASIC experience that want an extremely productive and flexible language.
- HP BASIC 2501260 customers that want to upgrade to the HP 3000 line because of a need for:
 - More database space
 - More users on the system (>10)
 - HP 3000 software — HP Desk, VAB software
- HP BASICN customers that want to move onto the 900 Series HP 3000. HPBB will run in native mode on the 900 Series, BASICN will only run in compatibility mode.

There are specific issues affecting the migration of a BASIC1260 or BASICN customer. Please read the accompanying articles entitled "JOIN13000 — HP Business BASIC update" and "BASICN — HP Business BASIC update." For more details, consult the HP Business BASIC Field Training Manual, available in field offices worldwide by November.

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U.S. list price and availability

HP Business BASIC Phase II is priced the same as the Phase I product. For those HP BASICN and HP BASIC1260 customers who have not yet updated to HP Business BASIC, a return credit of \$1,000 is available. Customers with previous versions of HPBB will need to recompile all programs and subprograms in SL files to enjoy the full benefits of Release A.02.00.

P/N	Description	U.S. list price	
		A Copy	R Copy
32115A/R	HP Business BASIC Interpreter and Compiler		
Opt. 300	BASIC13000 return credit	<\$1,000>	<\$ 500>
Opt. 301	BASIC1260 return credit	< 1,000>	< 500>
Opt. 310	For use on HP 3000 Series 37 only	< 2,200>	< 1,540>
Opt. 315	Upgrade Opt. 310 to Opt. 320	3,300	2,310
Opt. 320	For use on any HP 3000	5,500	3,850
Opt. 430	For use on the HP 3000 Series 930	5,500	3,850

Conversion guides, one for BASICN and the other for BASIC1260 users, are provided with the product. In addition, the Language Reference Manuals and the Programmer's Guide Manuals are shipped with the product.

Look for the HP Business BASIC Field Sales Guide in your sales office. If you have any further questions, please contact Peggy Christiansen, CSY Product Marketing, at 408-447-1840.

JOIN13000 — HP Business BASIC update

Peggy Christiansen/CSY

HP 260 customers migrating to the HP 3000 and HP Business BASIC (HPBB) Phase II will now experience a smoother migration path. HP 260 customers will find that PHASE II HPBB offers the BASIC1260 features they have come to depend on (report writer, forms support, and screen management). This latest PHASE II release (A.02.00) adds the Program Analyst, a code management tool that aids in the segmentation of large programs. In addition, this release contains compiled code performance enhancements along with documented performance hints, available upon request from the Sales Response Center.

Conversion process

Business BASIC provides a Conversion Utility for BASIC1260 customers. In addition, the HP 260 customer will require the transfer utility found on the HP 260 system. The conversion package will handle program files,

data files, databases, and forms files. After the conversion package is run, a significant amount of manual conversion may be necessary, depending on programming style. That is, large applications often contain some subunits that are too large to run in the interpreter; these should be broken up on the HP 260 or with the Program Analyst. In general, this should allow for direct conversion without running into memory problems.

Users should also be aware that the datatype DECIMAL in HPBB, which is compatible with the HP 260 floating-point numbers, will receive only limited HP 3000 subsystem support. Support in SORT/MERGE was implemented in HPBB UB-Delta-3, and QUERY support via the K2/K4 customers definable datatype is planned for late 1987.

Performance considerations

The execution speed of compiled code has been increased for many different features of Business BASIC, and in many cases, the actual amount of code generated has been reduced. To take advantage of these enhancements, your customer must upgrade to at least Version A.02.00 of HPBB, and recompile programs and subprograms that exist in SL files.

To maximize performance, most applications will need to be tuned so that they take advantage of HP 3000 architecture and features. Customers should follow the guidelines outlined in two white papers: "BASIC1260 to HP Business BASIC — Programming for Portability" and "Programming for Performance in HP Business BASIC — Taking Advantage of A.02.00." Both of these papers will be available from the Sales Response Center in the Fall timeframe.

A characterization of overall performance improvements of the A.02.00 version will be published later as benchmarking information becomes available.

Documentation

Sales reps should consult the HP Business BASIC Sales Guide, available by November in sales offices worldwide. System engineers should consult the Communicator, and an article in the September issue of *Support News* entitled "BASIC1260 — HP Business BASICN Conversion Hints."

Customers should consult the HPBB Reference Manuals, HPBB Conversion Guide, and white papers, available through the sales response centers in the Fall timeframe: "BASIC12501260 to HP Business BASIC Conversion Evaluation," "BASIC1260 to HP Business BASIC — Programming for Portability," and "Programming for Performance in HP Business BASIC — Taking Advantage of A.02.00."

JOIN program

A marketing program called JOIN13000 is designed to aid BASIC1260 customers moving to the HP 3000 environment, utilizing HP Business BASIC Phase II. JOIN13000 consists of a set of products and programs — including conversion tools — to provide an easy HP 260 to HP 3000 migration path. The targeted upgrade paths are the HP MICRO 3000XE and the HP 3000 Series 52. Please contact the Sales Response Center for the latest information on the availability of this program.

Migration assistance

U.S. and Canada — The Denver Project Center can be hired to convert HP/260/BASIC applications to HPBB/3000 at an affordable price. The cost will vary from \$20,000 to \$40,000 depending on the program size and amount of data. Each conversion will be analyzed and receive a price quotation. For more information, please contact Steve Kossa at 303-649-5000.

Europe — Contact the HPBB team at Business Systems On-line Support in Boblingen to discuss questions or concerns regarding migrated applications. This team has already assisted in several successful migrations.

For a complete list of performance, compatibility, and configuration points you should be aware of when positioning HP Business BASIC to your HP 260 customers, refer to the HP Business BASIC PHASE II Sales Guide, available in sales offices worldwide by November.

For further questions, please contact Peggy Chnstian-sen, CSY Product Marketing at 408-447-1840.

Note: Any reference to the HP 260 pertains to both the HP 250 and HP 260 product lines.

BASIC/V — HP Business BASIC update

Peggy Christiansen/CSY

HP 3000 customers moving to HP Business BASIC Phase II will now experience a smoother migration path. Although HP Business BASICN is highly compatible with BASICN on a statement-by-statement basis, customers have had difficulty segmenting large programs to match the smaller subunit size required by HP Business BASIC (HPBB). HPBB Version A.02.00 now offers the Program Analyst, a code-management tool that aids in the segmentation of large programs. In addition, this release contains compiled code performance enhancements, along with documented performance hints, available upon request from the Sales Response Center.

Conversion process

HPBB provides utilities to automatically convert BASICN programs and data(BASD) files, as well as calls to BASICNKSAM files. Refer to BASICN to the HP Business BASIC Conversion Guide (P/N 32114-90004) for further information on HP Business BASIC compatibility with BASICN. Because the HP Business BASIC compiler has changed, current users of HP Business BASIC Phase I will need to recompile their code with the installation of any PHASE II release. Also, users should be aware of the fact that although HP Business BASIC includes the data type DECIMAL for compatibility with the HP 260 floating-point numbers, the only HP 3000 subsystems that will support this data type are SORT/MERGE and QUERY.

Performance considerations

HPBB's rich feature set results in a very powerful and productive language, which most likely runs slower than CPU-bound BASICN applications. Adding to this is the fact that BASICN is written in SPL and HPBB is written in Pascal. To obtain best performance, BASICN customers should consider modifying code and using compiler options. Please consult the white paper, "Programming for Performance in HP Business BASIC — Taking Advantage of A.02.00," available from the Sales Response Center in the Fall timeframe.

For a complete list of performance, compatibility, and configuration points you should be aware of when positioning HP Business BASIC to your HP 3000 customers, refer to the HP Business BASIC PHASE II Sales Guide, available in field offices worldwide by November.

For further questions, please contact Peggy Chnstian-sen, CSY Product Marketing, at 408-447-1840.

HP Business Report Writer: new features with Version A.01

Peter O'Neill/BGD

Since its release last year, HP Business Report Writer (HP BRW) has proved to be HP's most successful software in years. It has been described by customers and value-added businesses alike as "awesome," "a great concept," and "packed with database reporting options." It has been so well received that, in September, we will be congratulating our 1000th customer.

continued on next page

However, we haven't rested on our laurels. The BRW lab has been busy and now Boblingen General Systems Division (BGD) and Computer Systems Division (CSY) are pleased to announce the release of Version A.01 on the UB-Delta-4 MIT. HP BRW A.01 new features include support of System Dictionary, a migration utility to upgrade from ReportN and Inform/V, plus a suite of BRW intrinsics to help application programmers better integrate HP BRW into their applications.

System Dictionary support

HP BRW now supports System DictionaryN as well as DictionaryN and the MPD Application Dictionary (used by, for example, MM, PM, HPFA). This means that you can now market HP BRW along with HP's strategic data dictionary.

Migration utility

This utility translates Report/V statements into menu specifications required for HP BKW. The same utility can also convert Inform/V reports. Remember, ReportN users also receive a full (100 percent) credit toward the purchase of HP BRW. It is planned to reduce this 100 percent credit in 1988, so encourage all of your ReportN customers to move to HP BRW now.

BRW intrinsics

These allow programmers to call HP BRW from applications written in Transact, COBOL, FORTRAN, Pascal, or SPL. They enable reports to be displayed, run with user- or application-provided selection criteria, and displayed on line. Report runs can also be streamed and scheduled via intrinsics. All of these intrinsics can either invoke the standard BRW screens, or be based on user-defined screens. The report invocation could even be handled in character mode or in local language. And, as with all BRW runtime programs, the runtime intrinsics are available on the Fundamental Operating System (FOS) free of charge.

Other enhancements

Other enhancements to HP BRW include encryption of report passwords, and support for "real numbers" — extending HP BRW's calculation possibilities even further.

This release of HP BRW should help you to sell the software to even more users, and will solidify BRW's position as the leading report-writing facility on the HP 3000. And we haven't finished yet. Watch this space for more announcements in early '88.

Test Drive available for HP Business Report Writer

Peter O'Neill/BGD

Many customers considering the purchase of HP Business Report Writer (BRW) want to try out the software for a trial period. So, along with the latest release of HP BRW, Boblingen General Systems Division (BGD) and Computer Systems Division (CSY) have taken the opportunity to release a new demo tape (currently being distributed to the Applications Engineering organization). This tape is called the HP BRW Test Drive.

The HP BRW Test Drive includes a full copy of HP BRW, a demonstration database, and 10 example reports based on the database. A demonstration guide is also provided with commentaries on the reports. The software will run for 45 days after installation, giving the user plenty of time to evaluate the product.

This tape is the most effective way to demonstrate the rich suite of BRW features — including the conversion of current ReportN and Inform/V reports to BRW specifications.

If one of your customers asks for a trial version of HP BRW, contact your systems engineer (SE) and organize an installation of the HP BRW Test Drive. Then, you can confidently call the customer after 45 days and obtain the order.

All HP MICRO 3000 prices now include site prep

Barbara Melson/CSY

Due to input from the field, site prep is now included in the HP MICRO 3000 price for both the entry-level (P/N 32535E) and full-size systems (P/N 32535F). The list prices remain at \$21,350 and \$26,950, respectively. Previously, only installation was included in the bundled systems' list price. Typically these systems were being ordered with HP-IB printers and/or larger disc drives that required site prep. This added expense created a satisfaction problem among these price-sensitive customers. Not only does this change enhance customer satisfaction, it also makes the HP MICRO 3000 systems consistent with the entire HP 3000 product line, which includes site prep and installation with each system. This change took effect September 1, 1987, and appears on that Corporate Price List (CPL).

HP Report Facility obsoleted

Peter O'Neill/BGD

HP Report Facility (HPRF), a report writer software on the HP 3000, was introduced as a module of HP Financial Accounting (HPFA) in March, 1983. With the release of HPFA Version A.02.03, in May 1986, HPRF was replaced as HPFA's report-writer option by HP Business Report Writer (BRW). HPRF is, therefore, being obsoleted from the Corporate Price List (CPL) effective September 1, 1987. This includes all 12 local versions.

HP Application Link, introduced in March, 1985, as another module of HPFA, is a utility that downloads HPRF files to PC spreadsheet applications. Due to its dependence on HPRF, this product is also being obsoleted from the CPL at the same time. Similar functionality is available from HP BRW with AdvanceLink, as well as from HP Information Access.

Obsolescence of HPRF means that the recommended report writer for HPFA is HP Business Report Writer, HP's standard reporting tool. As well as having access to the extensive reporting capabilities of this software, your HPFA customers can also have the added benefit of having a report writer that can be used across many different applications.

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

Also in this issue

Samsung Hewlett-Packard sells first manufacturing application into non-Samsung account

5

PRECISION ARCHITECTURE

FastLane 3000: a success story

Marcos Christodoulou/ASD

Steve Lee, a systems engineer (SE) who works out of the Winnersh, Wokingham office in the U. K., recently sent me an account of how he made a FastLane 3000 sale (U.S. \$8,100). Steve's story indicates that this service, when correctly presented, will be very well received; and it is a model example of how the need for consulting support can be identified and successfully communicated to our customers.

"This customer has a lot of HP 3000 Series 70s spread across the U.K. Two sites decided to grow by adding HP 3000 Series 930s, now upgraded to Series 950s. To plan the introduction of these machines, a project team was set up that met regularly with the account team.

"As a migration trained SE, I was invited to one of the meetings but left feeling unhappy with the proceedings. I felt that HP was only reacting to the customer's requests whereas we should be taking a more proactive role, driving the customer through the planning process.

"I talked with the SE after the meeting and he agreed with me. Together, we formulated our plan to turn the situation around. FastLane 3000 seemed the ideal tool to accomplish this.

"At the next planning meeting, I presented FastLane 3000 to the project team, stressing the benefits of a smooth and trouble-free migration and the expertise HP has in migrating software. I explained how HP will work with the team to help them develop the best migration plan for them and covered the features of the service. I was careful to stress that migration is straightforward but that there are a number of options and tradeoffs that may need to be considered and that HP can provide valuable help in this area.

"I expected that the customer would need some time to consider the proposal, but over lunch, all agreed that they could clearly see the benefits. The service cost did not seem to cause any problems. They agreed then and there to purchase the complete FastLane 3000 product and asked how soon I could deliver.

"At that meeting I also presented an equally well received training plan. That day I left the customer with orders for approximately £14,000 [at the time of writing, equivalent to U.S. \$22,400] of AEO services. Not a bad day's work."

FastLane 3000: product update

Marcos Christodoulou/ASD

FastLane 3000 has only been on the Corporate Price List since July 1, but at the time of writing it is already proving to be a well-received and valued component of the 900 Series HP 3000 solution (see previous FastLane 3000 article).

FastLane 3000 is a structured consulting service that helps current HP users plan their migration to the 900 Series. The data sheet (P/N 5954-9698), field training manual (P/N 5954-9699), and the cover story of the July 15 issue of *Information Systems & Manufacturing News* will give you more information on all aspects of the service.

Its role in Controlled Shipment Program (CSP)

Since the major objective of CSP is "to create a positive image of the 900 Series based on successful customers," FastLane 3000 has been identified as an indispensable part of this program.

Unless CSP customers have already gone through the Software Evaluation & Migration Center (SEMC), they will be receiving FastLane 3000 prior to their SEMC visit. In addition to contributing to the customers' success by providing its own feature set, FastLane 3000 will fulfill the requirements for their upcoming SEMC visit. It will also cover migration planning issues fully so that the SEMC sessions are more efficient and comprehensive.

Customer reactions

FastLane 3000 is routinely presented to 900 Series customers on factory visits. Customer reaction to these presentations has been extremely positive. No objections to any aspect of the service have been raised yet, and no customer has indicated that the service was not for them. On the contrary, reactions range from serious interest to intent to buy.

Your role

- If your customer has one of the orders for Migration Planning Assistance (P/N 32480A+42A, now obsolete) you should process an order change to FastLane 3000 (P/N 32480A+42B). FastLane 3000 provides more for less money.
- If your customer will be migrating to MPE XL, chances are they can get a lot of value out of FastLane 3000. This service is modular, designed to fit a number of customer profiles.

- If you are a commercial sales rep (SR) or systems engineer (SE), you should have received a package with the data sheet, field training manual, and other migration materials. If we have missed you, get those materials from your office, the Literature Distribution Center (LDC), or Application Support Division (ASD) Product Marketing.

OFFICE SYSTEMS

HP StarLAN versus IBM networks

David Schwaab/CND

HP is in an excellent competitive position relative to IBM in the area of business office solution networking for the PC end user. With HP StarLAN and the Personal Productivity Center (PPC), you can offer customers superior scalability and integration at a lower cost.

IBM offers several products in this arena: the PC Local Area Network Program (PC LAN) running over the Broadband, Baseband, and Token-Ring network links, and PC Support136 over the Token-Ring Network link. IBM has also announced Enhanced Connectivity Facilities (ECF), a new user service over the Token-Ring Network link, which is not yet available.

IBM PC Local Area Network Program

The IBM PC LAN program is perhaps the most well known IBM LAN service for the PC user. When run with the IBM LAN Support Program (NetBIOS), it provides PC users with LAN services over three different links: PC Network-Broadband, PC Network-Baseband, and the Token-Ring Network.

The PC LAN services are transparently shared discs, printers and plotters with spooling, and the sending and receiving of messages over the network. The PC LAN Program is menu driven and offers a concurrent PC server. Each PC may be configured as a server and/or user workstation, permitting any workstation to offer its devices for sharing by any other user on the network. PC applications written to both the MS™-NET and NetBIOS network interfaces may be used. Each PC on the network must use both the PC LAN Program and the LAN Support Program.

The IBM PC Network-Broadband is a Broadband network link to which IBM PCs may attach and use the PC LAN services. This link uses CATV coaxial cable and has a link speed of 2 Mbps. A broadband link is for use where multiple service applications such as data transmission, video conferencing, and security monitoring are required on a single link. It uses a CSMA/CD protocol and supports up to 72 PCs within a 1,000-foot radius using IBM PC Network Cabling Components. With a custom cable installation using non-IBM translator units, a Broadband link can be configured with up to 1,000 PCs within a 16,000-foot radius. A PC Network-Broadband can be connected to a Token-Ring Network via a dedicated PC Gateway running the IBM Token-Ring Network/IBM PC Network Interconnect Program.

The IBM PC Network-Baseband is a Baseband network link to which PCs may attach and use the PC LAN services. The Baseband network link is positioned as a low-cost, entry-level PC network link for small businesses or departments. This link uses IBM Cabling System media, including unshielded twisted-pair telephone wire (IBM Type 3), and has a link speed of 2 Mbps. It uses a CSMA/CD protocol and allows up to eight PCs to be connected in a daisy-chained fashion within a 200-foot span. The addition of a 10-port PC Network Baseband Extender box permits a maximum of 80 PCs (10 daisy-chains of eight PCs each) to be connected within a 400-foot radius.

The IBM Token-Ring Network is also a link to which PCs may attach and use the PC LAN services. IBM positions the Token-Ring link as holding the promise of a total-connectivity solution. It is a Baseband LAN with a link speed of 4 Mbps and uses a token-passing protocol. It uses the IBM cabling system, which includes unshielded twisted-pair telephone wire (Type 3). PCs, PC/2s, and 9370 departmental systems can be directly attached to the Token-Ring. A S/36 can be attached via a dedicated PC gateway, and a S/370 may be attached via a PC gateway running 3270 Emulation Program software, and a 3720 or 3725 Communications Controller or a channel attached 3174 Cluster Controller. (A S/370 may also be attached to a Broadband and Baseband link in this manner.) Up to 260 devices may be connected on one ring and multiple rings can be connected using a dedicated PC gateway running the Token-Ring Network Bridge Program software.

PC Support/36

In addition to the PC LAN Program and the Token-Ring, IBM offers PC Support/36, which allows a S/36 to act as a server for PCs on a Token-Ring Network. PC Support/36 provides the services of transparently shared discs and printers, and up to five concurrent S/36 workstation sessions to PC users on the network. The S/36 is attached to the Token-Ring using a dedicated PC gateway (XT or AT) with the PC Support/36 LAN Attachment card, the Token-Ring Network PC Adapter II card, and running the PC Support/36 gateway software. Licenses for 50 and 100 PC users on the Token-Ring may be purchased for the S/36 model 5360 and 5362, and up to 15 and 30 PC users may be licensed for the model 5364.

Enhanced Connectivity Facilities

Enhanced Connectivity Facilities (ECF) is a "new alternative for office communications," recently announced by IBM, which provides the services of transparently shared discs and printing, file transfer, and SQL database access to PC users on the Token-Ring. The ECF services are provided on a 9370 (or S/370) host using VTAM, and CMS Servers with the VM operating system or TSO Servers with the MVS operating system. The PC workstations communicate to the host with the PC 3270 Emulation Program Version 3.0, which provides the PC users with 3270 sessions on the host system as well as access to ECF services. ECF is expected to be available at the end of this year.

Comparison of offerings

The business office solution network offerings of IBM and HP for the PC end user have some significant differences:

- IBM's PC user LAN services are not integrated. The PC Support/36 and PC LAN Program software cannot be run concurrently. This means that a PC user cannot have PC LAN server and S/36 server access at the same time. IBM users must boot with one service, and reboot to access the other service. With HP StarLAN, a user may transparently access devices and data on both a PC server and an HP 3000 Resource Sharing server at the same time. They have one common user interface. HP users simply refer to the devices they require (e.g., C:, D:), and need not concern themselves with the type of server on which the device resides.

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Information Systems

Today, IBM users cannot transparently integrate PC and departmental servers, as can users with HP StarLAN and Resource Sharing. Unlike PC Support/36, when ECF becomes available it may be compatible with the PC LAN Program software. If it is, this will integrate PC and 9370 departmental servers for IBM users, however, they will have to use two interfaces: one for the PC LAN services, and another to access ECF services — one interface run on top of the other. This would be cumbersome for users and consume PC memory, leaving less available for user applications.

- IBM's offering is not scalable like HP's. For example, IBM has no bridge available to interconnect multiple Baseband networks, or to connect the Baseband to other network links. A business or workgroup using the PC Network-Baseband (IBMS low-cost solution) and requiring future growth or connectivity with a larger network must look elsewhere. Also, a department with an IBM PC LAN and requiring a departmental server can only add a separate PC Support/36 service. One can't be integrated. The "promise" of the total connectivity of the Token-Ring is unmet. An HP StarLAN network can grow with the needs of a customer, and can be interconnected with a site-wide LAN.
- The IBM Cabling System is expensive and bulky. HP StarLAN uses unshielded twisted-pair telephone wire, which is less expensive and often already exists. Although the Token-Ring may use unshielded twisted-pair wire (IBM Type 3), it was designed to use shielded twisted-pair wire (IBM Type 1), and has configuration limitations using unshielded. Using unshielded Type 3 wire, the ring supports a maximum of 72 devices with no more than 2 wiring closets. The distance runs between station and wiring closet are restricted to 45 meters if 2 wiring closets are used, and to 100 meters if only 1 wiring closet is used. Also, special IRM jumper cables and filters must be purchased for each end of a Type 3 wire between a workstation and wiring closet. HP StarLAN supports up to 50 devices per sub-network, and distance runs of 250 meters between wiring closet and workstation are supported. Multiple wiring closets may be used, and no special connections are required at either end of the wire.

- The HP 3000 is a superior PC integrator. In a recent survey of Fortune 1000 companies by Forrester Research, 37 percent of the respondents found the S/36 "unworkable" as a PC integrator. Forrester states "the S/36 does not have the database or the horsepower to make it." Concerning the 9370, Forrester states "the 9370 with VM is too complicated for the average department to install and administer," and "VM's complexity and the 9370's poor price/performance limit its viability as a DRP."⁽¹⁾ IBM offers its users no central, unattended backup of PC discs. An HP 3000 Resource Sharing server does. The HP 3000 provides the services and the price/performance users want.
- IBM does not offer a remote PC link. Using HP SERIAL Network, remote PC users may gain access to an HP 3000 server on a remote HP StarLAN network. These remote PC users may then have access to their remote PC files and shared printers. IBM users must drive to the office.
- There is little difference in the performance of the Token-Ring and HP StarLAN. Gartner Group has stated "The bottleneck to LAN performance is in the systems and communications software. Differences between Ethernet and TRN [Token-Ring Network] are small by comparison."⁽²⁾ Although HP StarLAN is not an Ethernet network, it is an IEEE 802.3 network using the CSMA/CD access method, and is similar in performance to HP ThinLAN in an office environment. Our tests have shown that the Token-Ring and HP's StarLAN and ThinLAN are not very different in performance.

Costs

The network hardware and software price for a ten-user IBM PC LAN network (PC server), assuming 10 existing IBM PCs and no dedicated server, is \$916 per user on the PC Network-Broadband, \$743 per user on the PC Network-Baseband, and \$1,251 per user on the Token-Ring. These prices include the IBM PC 3270 Emulation LAN Manager Program for the Baseband link, and the IBM LAN Manager Program for the Broadband and Token-Ring links.

The network hardware and software price for a ten-user HP StarLAN network (PC server), assuming 10 existing HP Vectra or IBM PCs and an HP Vectra for use as a PC server, is \$949 per user. HP StarLAN includes network diagnostics software.

The price of the network hardware and software for a ten-user PC Support136 system on the Token-Ring, assuming an existing S/36 and ten IBM PCs, is \$1,945 per user. This includes the Workstation Feature (#6248) providing users with up to five concurrent S/36 workstation sessions, and the IBM LAN Manager Program.

The network hardware and software price for a ten-user ECF system on the Token-Ring, assuming an existing 9370 processor and ten IBM PCs, is \$3,880. This is the price for the less expensive, low end 9370 models 20 and 40, and includes the IBM LAN Manager Program.

The price of the network hardware and software for a ten-user HP StarLAN and Resource Sharing system, assuming an existing MICRO 3000 XE and ten Vectra or IBM PCs, is \$1,863 per user. This includes five copies of HP AdvanceLink Vectra PC, providing terminal emulation and file transfer for five PCs, and network diagnostics software. None of the above analyses include the cost of wiring, which is significantly higher for IBM cabling than for HP StarLAN cable.

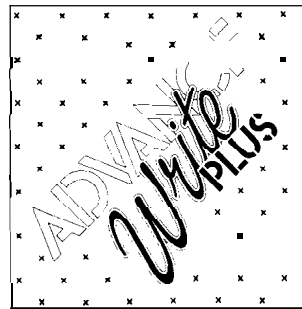
You have the advantage. With HP StarLAN and the PPC, you can offer a scalable, better integrated solution at a lower cost than your IBM competition. Want to know more? See the IBM Competitive Report, P/N 5954-9436, and call the Network Sales Center at 408-257-8877.

- (1) *PA Report* (Forrester Research, Inc., March 1987), p. 16.
- (2) "IBMS TRN Performance," *Local Area Communications* (Gartner Group, Inc., January 8, 1986), Products file P-139-206.1

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Announcing AdvanceWrite Plus — sophisticated word processing with integrated images and graphics

Karen Glazier/OPD



You've been asking for competitive word-processing software and now we've got it. Introducing Advance-

Write Plus — the natural successor to AdvanceWrite I, II, and III as Hewlett-

Packard's comprehensive, full-featured word-processing package.

You don't have to worry about losing a deal because of a lack of word-processing functionality. With over 50 new features, including integrated text, graphics, and scanned images, AdvanceWrite Plus ranks among the top word-processing packages like WordPerfect, MS®Word and MultiMate Advantage™. Take a look at the competitive analysis in the AdvanceWrite Plus sales guide and you'll see what we mean. And AdvanceWrite Plus has extra advantages, such as a truly integrated spreadsheet and the ability to merge text with graphics and images without an expensive bridging problem.

Image integration

Create a whole new world of possibilities for your customers' publications with AdvanceWrite Plus and image scanning. Imagine including a picture of the staff on organization charts, or having a map of a building site in the middle of a letter. It's simple to do: create a .tif file using Scanning Gallery and the HP ScanJet scanner, then merge the file into an AdvanceWrite Plus document and see unbelievable results at print time.

continued on next page

Information Systems

Integrated Text, Graphics and Images.

Graphics Gallery

Scanning Gallery

Over 50 new features including on-screen columns, eqn processing and forms processing

Vectra Publisher PC
HP Vectra PC family
IBM PC/XT/AT/PS2

Supports latest HP printers, including expanded font support

- AdvanceWritePlus -
Sophisticated word processing to meet all your needs

Graphics integration

Use AdvanceWrite Plus with Graphics Gallery for very professional results. Any graphics gallery file in .tif format may be merged with AdvanceWrite Plus text, and you'll see top results at print time.

IBM PC/XT/AT and PS/2

AdvanceWrite Plus runs on the IBM PC/XT/AT and the new PS/2 Models **30, 50, 60** (with 3%-inch media). Now you can offer word-processing software for an environment of mixed PCs.

What else is new?

- **Equations Processing feature** — now you can enter and edit multilevel chemical, mathematical, and scientific equations on the screen. Greek/Math characters are seen as they will print. Perfect for customers who need a flexible (and easy-to-use) system to create complex scientific and mathematical equations.

Rosseland Mean Opacity

$$\frac{1}{\kappa} = \frac{\int_0^\alpha \frac{d\rho(v)}{dT} \frac{dT}{d\tau} dv}{\int_0^\alpha \frac{d\rho(v)}{dT} \frac{dT}{d\tau} dv}$$

Equations are simple with
AdvanceWrite Plus

- **On-screen columns** — you can have up to **10** columns on the screen in newspaper style or side by side. Provides greater flexibility for producing tables and columnar documents.
- **Editable macros** — user-defined function keys enable you to store up to **1,000** keystrokes, saving time and effort. For example, you can set up a memo and have the system pause when you need to type in variable information.

And don't forget the other sophisticated features such as table of contents and index generation, the document search facility (Wordbase Manager), zoom, glossary, and section outline numbering.

Pick up an AdvanceWrite Plus data sheet, sales guide, or flyer and read all about the other new features in the product. In addition, to help you in your sales efforts, there's a PC-based demonstration disc highlighting the key features of AdvanceWrite Plus. The disc can be copied, so you can leave it with your customers so they can see the advantages of AdvanceWrite Plus for themselves.

P/N	Description
5959-1127	AdvanceWrite Plus data sheet
5959-1128	AdvanceWrite Plus sales guide (includes overhead transparency)
5959-1129	AdvanceWrite Plus flyer
27456-15025	AdvanceWrite Plus demonstration disc*

* The demonstration disc is available from Office Productivity Division (OPD).

Ordering information

P/N	Description	U.S. list price
27546F	AdvanceWrite Plus	\$710
Opt. 003	For 3%-inch disc	710
27546L	10 copies	
27546Q	50 copies (customer copies software)	
27546S	50 copies (HP copies software)	
27546T	5 copies of the documentation	

AdvanceWrite Plus is available from October 1, 1987.

For more details about AdvanceWrite Plus, please contact Karen Glazier at OPD (telephone: 011-44-344-773199 or HP Desk 1600102).

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

MultiMate Advantage™ is a U.S. trademark of MultiMate International Corporation, an Ashton-Tate Company.

W

e're harnessing
the power
of the written word...

To describe
the power of
HP AdvanceNet

Since the start of 1987, ING has produced a lot of new sales literature. Different pieces of this literature have different purposes — to build awareness, establish credibility, or provide technical data — but they have a common overall goal: to make selling HP AdvanceNet more productive.

This insert reviews the ways in which the new brochures, flyers and specification guides can be used to meet that goal.

All the literature is based on the five HP AdvanceNet solutions, and it reflects the modules/solutions approach to selling networks that ING has adopted.

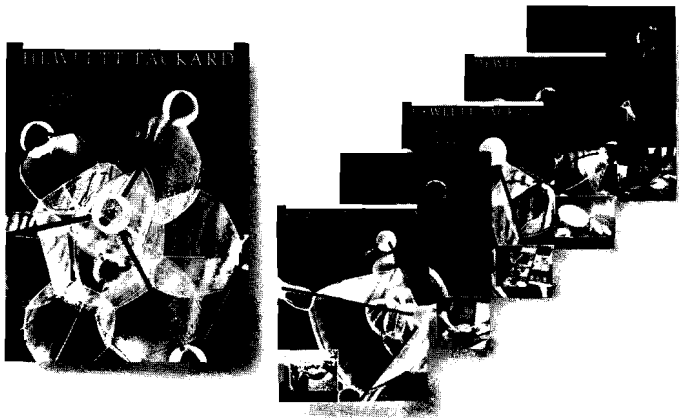
Keeping The Solutions Straight

While the Business Office, Engineering and CIM (Computer Integrated Manufacturing) solutions are quite distinct, there can be some overlap between the Regional Sales and Service and the Company-wide environments.

A key difference is the geographical distance that each network normally covers. A company-wide network can span a state, nation or even several continents, and HP's company-wide solution is based on the X.25 international standard. A Regional Sales and Service network wouldn't normally cover a radius of more than several hundred miles, and the X.25 standard can be used, but isn't the foundation of this solution.

Now let's see what the different pieces of literature have been designed to accomplish.

WILDING AWARENESS The Overview and Solution Brochures



The overview brochure and the five solution brochures are an effective way to introduce HP AdvanceNet.

These are high-level, non-technical pieces created to build awareness of the HP AdvanceNet strategy and solution offerings. They're targeted primarily at top management people.

These brochures make attractive pieces for prospects and customers to review after you've wrapped up your meeting.

HP AdvanceNet Overview	5954-7475
Company-wide Network	5954-9003
CIM	5954-9004
Engineering	5954-9005
Regional Sales and Service	5954-9006
Business Office	5954-9007

PROVIDING DETAIL The Specification Guides



The HP AdvanceNet Specification Guides enable you and your customers to focus on the details of how HP can meet networking needs.

Every spec guide is divided into several modules. Each module addresses a specific communications need, and it might include several alternatives for meeting this need. The products that deliver the networking capabilities are listed within the module, and product data sheets are included for all products referenced in the spec guide.

These guides are versatile. They can be used to help customers plan their computing automation programs, to position HP against the competition, or to inform customers about specific product capabilities.

Thus the spec guides can be used with MIS managers and planners, project directors, engineers or designers — it depends on your sales strategy and customers' needs.

Company-wide Network	5954-9016
CIM	5954-9017
Engineering	5954-9018
Regional Sales and Service	5954-9019
Business Office	5954-9020

WACCESS STORIES That Build Credibility

Success stories, also known as application stories, can be effective in developing credibility for HP AdvanceNet. The newest are on Longs Drugs and MacMillan Bloedel, Inc. These six-page brochures are in full color with plenty of attractive graphics, and they're sprinkled with quotes from key people within the featured companies.

Success stories reinforce sales messages by demonstrating HPS ability to deliver networking solutions. Their content is non-technical and hands-on, which makes the target audience top managers down to project engineers.

Other application stories are in the pipeline, and ING is always looking for companies whose successes with HP AdvanceNet would make them good choices for this kind of writeup. If you have customers that fit this description — and are likely to be willing to "go public" with their networking stories — please contact the Networking Sales Center.



MacMillan Bloedel, Inc.
Longs Drugs

5954-9323
5954-9324

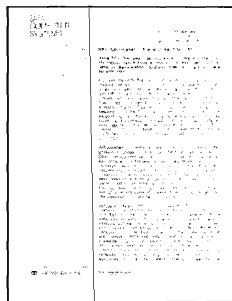
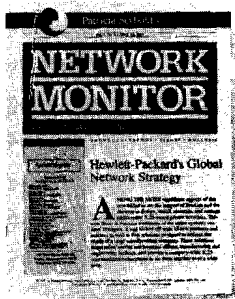
CONSULTANTS REPORTS

Voices of the Experts

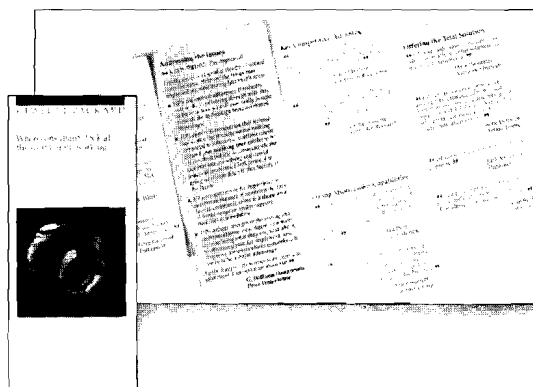
Over the last year, ING has done a lot of work to keep industry watchers well informed on our networking strategy, solutions and products. This effort is paying dividends — consultants now know more about and have higher opinions of HP AdvanceNet than ever.

When industry watchers issue especially favorable reports on HP, we arrange to have extra copies printed for our use.

We've done this with two recent reports: an April 1987 Seybold Group interview with Wim Roelandts, and a February 1987 Gartner Group report on HP AdvanceNet.



In addition, we collected the best responses from the industry watchers after last January's event at ING, and gathered them into a small flyer; the flyer's headline is "When industry consultants look at the world of networking. . ."



Industry Watchers Responses
Gartner Group Report (2/87)
on HP AdvanceNet
Seybold Group Interview (4/87)
with Wim Roelandts

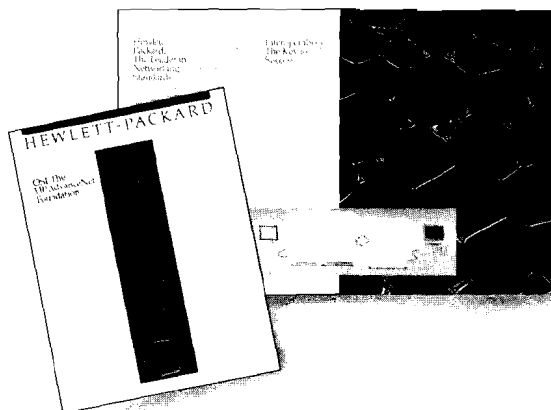
5954-7886
5954-0288

The purpose of the reprints and flyer is to enhance HPS credibility with customers. These pieces of literature provide external confirmation of the messages we are putting . . . When an industry watcher . . . that HP has superior solutions, that message has high impact on key decision makers.

• Contact the Networking Sales Center for reprints of this interview.

TANDARDS LEADERSHIP

The OSI Brochure



OSI Brochure

5954-9434

In late June, a new OSI brochure rolled off the press. This is the first piece of standalone literature to support INGS extensive commitment to standards-based multivendor networking.

OSI, short for Open Systems Interconnection, is a reference model within which standards for multivendor networking are being established. HP views OSI as the key to genuine multivendor networking and is strongly committed to OSI.

The OSI brochure is an awareness and positioning piece, designed to help establish HP as the leader in multivendor networking. It can help educate customers about the importance of OSI as well as HPS extensive background in establishing OSI networking standards.

HP AdvanceNet — Connecting People with Information

AdvanceWrite Plus: HP printers supported

Karen Glazier/OPD

Hewlett-Packard's most popular office printers are supported by AdvanceWrite Plus. Your customers can choose the most appropriate printer for their needs — from the excellent document quality offered by the HP LaserJet family of printers, to the popular HP ThinkJet printer or HP QuietJet printer for personal printing requirements. Here's the full list of printers supported by AdvanceWrite Plus:

Supported printers

- HP 2225C ThinkJet printer — Centronics interface, Epson, or HP mode
- HP 2225D ThinkJet printer — Serial interface, Epson, or HP mode
- HP 2228A QuietJet printer
- HP 2227A QuietJet Plus printer
- HP 3603A PaintJet printer — Letter-quality text and color graphics inkjet printer
- HP 2601A — Letter-quality daisywheel printer
- HP 2603A — Low-cost, letter-quality, daisywheel printer
- HP 2686A — HP LaserJet printer
- HP 2686A Option 200 or 210 — HP LaserJet PLUS printer
- HP 2686D — HP LaserJet 500 PLUS printer
- HP 33440A — HP LaserJet Series II printer
- HP 2932A — General-purpose, dot-matrix printer
- HP 2934A — Letter-quality, dot-matrix office printer

HP LaserJet printer font support

The following HP LaserJet printer font cartridges and soft fonts are supported by AdvanceWrite Plus:

Cartridges — A, B, C, D, E, F, G, H, J, K, L, M, N, P, Q, R, T, U, V, Y

Soft fonts — AA, AB, AC, AD, AE, AF, DA, EA, RA, SA, TA, UA

Upgrade to AdvanceWrite Plus

Karen Glazier/OPD

Upgrades are available to AdvanceWrite Plus through Direct Marketing Division (DMK) or via the Corporate Price List (CPL) for site-license copies.

Ordering information for DMK

P/N	Description	U.S. list price
27546-60001	AdvanceWrite I to Advance Write Plus	\$395
27546-60002	AdvanceWrite II to AdvanceWrite Plus	295
27546-60003	AdvanceWrite III to AdvanceWrite Plus	149

Ordering information for the CPL

P/N	Description
275462	10 copies, AdvanceWrite II to AdvanceWrite Plus
27550L	10 copies, AdvanceWrite III to AdvanceWrite Plus
27546M	50 copies, AdvanceWrite III to AdvanceWrite Plus (customer copies the software)
27546N	50 copies, AdvanceWrite III to AdvanceWrite Plus (HP copies the software)

If your customer has AdvanceWrite I in sufficient volume to qualify for a site-license upgrade, please contact Karen Glazier at OPD (telephone: 011-44-344-773199 or HP Desk 1600102).

AdvanceWrite Plus documentation and training

Jonathon Kirby/OPD

To complement the new release of AdvanceWrite, all the old documentation and training has been completely rewritten, with the emphasis firmly on clarity and ease of use.

The documentation suite now comprises the following:

P/N	Description
27546-90006	AdvanceWrite Plus: Introductory Guide
27546-90007	AdvanceWrite Plus: Advanced Functions
27546-90008	AdvanceWrite Plus: Spreadsheets and Wordbase Manager
27546-90009	Setting Up AdvanceWrite Plus
27546-90010	AdvanceWrite Plus: Quick Reference Guide

continued on next page

Since the manuals are now designed around user tasks, the Introductory Guide can serve as an excellent primer for the product.

AdvanceWrite Plus customer training

In response to your requests, we've redesigned the training package to enable you to offer your customers exactly the right course to match their needs.

- A beginner's course, which can be supplemented with training in the advanced features of the product on two additional one-day courses.
- An upgrade course, for users who are migrating from AdvanceWrite.
- A package of the above courses, saving customers money on ordering the courses separately.
- A separate three-day course for users who have a DOS-compatible keyboard rather than the standard HP Vectra PC keyboard.

Customers can be offered the training as soon as they get the software.

Training ordering information

P/N	Description	U.S. list price
27542	AdvanceWrite Plus: Course One. One-day beginner's course.	\$300
27543	AdvanceWrite Plus: Course Two. One-day course covering many of the advanced features.	300
27544	AdvanceWrite Plus: Course Three. One-day course covering the new advanced features of AdvanceWrite Plus	300
27547	AdvanceWrite Plus: Course Four. Quote this part number to order Courses One, Two, and Three in a single block, with a cost saving of \$200. The same part number allows customers to order the DOS-compatible keyboard version.	700
27548	AdvanceWrite Plus: Advanced Features. Quote this number to order Course Two and Three in a two-day block, with a cost saving of \$100.	500

AdvanceWrite I and II discontinuance

Karen Glazier/OPD

With the introduction of AdvanceWrite Plus on October 1, 1987, AdvanceWrite I and II will begin a six-month plan for discontinuance. The products will be discontinued on April 1, 1988.

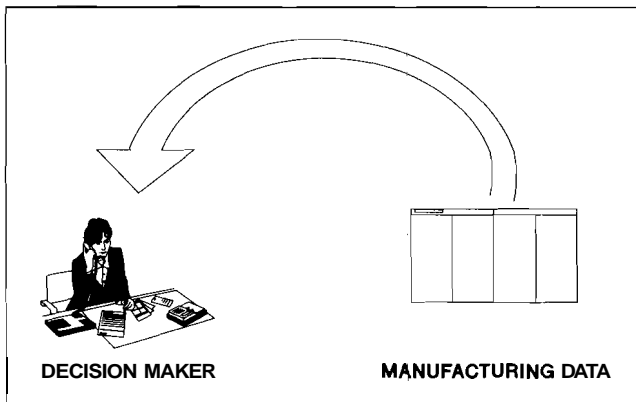
AdvanceWrite Plus offers all the features of AdvanceWrite I and II plus many more, as you can see from the companion article "Announcing AdvanceWrite Plus" in this issue. Upgrade programs enabling customers to move from AdvanceWrite I or II to the new product are available from Direct Marketing Division (DMK) or via the Corporate Price List (CPL).

Information Access in manufacturing — lead generation program

Kyle Murphy/OSD

For the U.S. and *Intercon*

To capture a key sales opportunity in the manufacturing sector, Office Systems Division (OSD) announces a lead generation program. A direct mail piece and demo disc highlighting the advantages of Information Access in the manufacturing environment was sent to all MM/PM customers in the United States and Intercon countries. Tele-marketing to the U.S.-based customers took place during the last two weeks of July. Leads generated by the program are being forwarded to Field Marketing Managers (FMMs) by the Customer Information Center. An offer for a complimentary copy of the Gallery Collection was enclosed for those customers that purchase Information Access by October 31, 1987.



Accessing, organizing, and linking manufacturing data throughout an organization is a key information management challenge. Manufacturing customers need quick, easy access to data to make informed decisions. Customers also require links to popular PC applications such as Lotus^B 1-2-3[®] or Graphics Gallery for analysis and planning. This must be provided without increased work for the MIS team.

Information Access software meets this challenge by unlocking the manufacturing data bank. Information Access provides the decision support tool for ad hoc access to manufacturing data and provides the PC application link. MIS productivity is enhanced by putting manufacturing information directly in the hands of decision makers. MIS professionals are no longer burdened by requests for custom reports.

This program is designed to meet these challenges and help you close business by the end of the year. A copy of the brochure and demo disc are available from your FMM. Be on the lookout for Information Access sales opportunities in your MM accounts.

HP LaserJet printers compatible with IBM's Personal System/2 family

Walt Sledzieski/BOI

The HP LaserJet family of printers, including the HP LaserJet 2000 printer, has been tested and found to be compatible with IBM's new Personal System/2 computers. Models 30, 50, and 60 were tested using IBM PC DOS 3.3 and the standard IBM serial/parallel interface.

All models use a 25-pin serial interface instead of the 9-pin interface used on the IBM PC/AT. Connecting to the serial interface requires the HP 17255D serial cable and use of two MODE commands:

```
MODE COM1:9600,N,8,1,P
```

```
MODE LPT1:=COM1
```

These are the same commands required for serial connection to an IBM PC, PC/XT, PC/AT, or HP Vectra PC. Refer to the HP LaserJet Printer Owner's Manual or HP LaserJet Series II Getting Started Manual for additional information on these commands.

Connecting to the parallel interface is the same as with any IBM PC or compatible computer. Use either the HP 24542D or HP 92219K parallel cable and enter the following MODE command:

```
MODE LPT1:.,P
```

Soft fonts were also tested and found to work correctly. Although HPS soft font products are currently not offered in the 3 $\frac{1}{2}$ -inch IBM PS/2 disc format, two solutions exist. An optional 5 $\frac{1}{4}$ -inch external disc drive can be used with the PS/2 system, or the fonts can be transferred from the 5 $\frac{1}{4}$ -inch format currently available to the 3 $\frac{1}{2}$ -inch PS/2 format using IBM's Data Migration Utility. Boise Division is currently investigating the new PS/2 format. Until we investigate, remember that soft fonts currently sold in the 3 $\frac{1}{2}$ -inch format are for HP Touchscreen 1150 computers only — they are not compatible with IBM's 3 $\frac{1}{2}$ -inch disc format.

No information is yet available on the Model 80 PS/2 computer or on IBM's Operating System/2. As these products become available, more information will be provided.

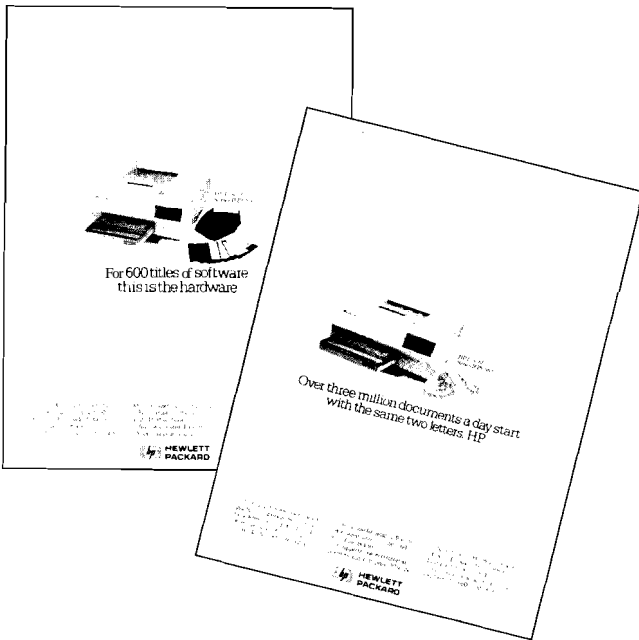
For more information, contact your local sales response center.

New ad campaign for HP LaserJet Series II printer

Arlene King/BOI

For the U.S. only

A new print advertising campaign for the HP LaserJet Series II printer will kick off in October, 1987. The new ad features a dramatic shot of the HP LaserJet Series II printer with a clever headline and minimal body copy — a clean and attractive approach. The new campaign will replace the introductory "Soup to Nuts" advertisement.



The new HP LaserJet Series II printer advertising campaign was designed with versatility in mind. The campaign can accommodate several advertising ideas over time, while keeping a consistent overall look for the ad. The "What if . . ." statement will also continue to be part of the ad.

The ads will start running with two different executions, both general in nature, highlighting the leadership position HP has gained with the HP LaserJet Series II printer. Future ads will focus on more specific features (such as memory boards or fonts) for customers who have become familiar with the printer.

The ads will run in the U.S. in general business books and PC magazines throughout 1987 and into 1988. The ads have a customer call to action at the end, "For your local dealer or a brochure, call 1-800-752-0900."

Begin looking for the new, exciting HP LaserJet Series II advertising campaign in October magazines.

Also in this issue

AdvanceWrite replaces Wang at the Carlson Group

7

HANDHELD COMPUTERS

DESKTOP

Fall calculator advertising program kicks off

Marian White/HCCO

For the U.S. only

An exciting fall calculator ad program that targets both professionals and students just kicked off. A broad-based advertising campaign is directed toward professionals, and a Back-to-School advertising aims at students, telling them about a \$10 rebate for buying an HP-12C, or a free HP-41 Advantage Module for buying an HP-41. Both parts of the fall ad program work together for a major impact this fall.

Professional advertising

If you haven't seen HP's national advertising for calculators, watch for it — you'll see it soon. In September and October the following four publications will deliver the HP quality-calculator message to about 10.6 million people: U.S. News and World Report, Time Magazine, *Newsweek*, and Scientific American.

Student advertising

To help build excitement about the HP-12C and HP-41 promotion on campuses around the country, advertising seen by about seven million students, will run from August through October:

- In student newspapers at over 300 top undergraduate technical and business schools
- In student newspapers at 20 top graduate business schools
- In magazines on over 350 campuses
- On backlit advertising boards on over 200 campuses
- On newspaper stands on over 100 campuses

Spread the word

Each one of the 17.6 million professionals and students who see the ads is a potential customer. Tell your dealers about the advertising and encourage them to cash in on its potential now by using their coop funds for local advertising that coincides with HP's ads.

Fall is traditionally the best selling season for HP calculators. Take full advantage of the timing and advertising so you and your dealers can score a big success during HP's fall calculator ad program.

Selling an OCR scanner

Ed Knudson/GLD

Low-cost desktop scanners have been on the market since the early 1980s, with the majority being sold as text-entry devices (OCR). With the evolution of desktop publishing, however, image-only scanners became more and more popular. As a result, yesterday's users were willing to accept the idea that text processing and image processing required different hardware. Today's scanner customer expects both applications to be available within one device.

Although the scanner/OCR industry has made great strides in the past few years, there remain a number of challenges to be faced. Technical advances, for example, must be made to enable OCR devices to live up to the claim: "Able to read virtually any machine-printed text." It is important to realize that no low-end OCR device can read virtually any machine-printed text. Hewlett-Packard's third-party OCR solution, *ReadRight* software (HP 88400A), is no exception.

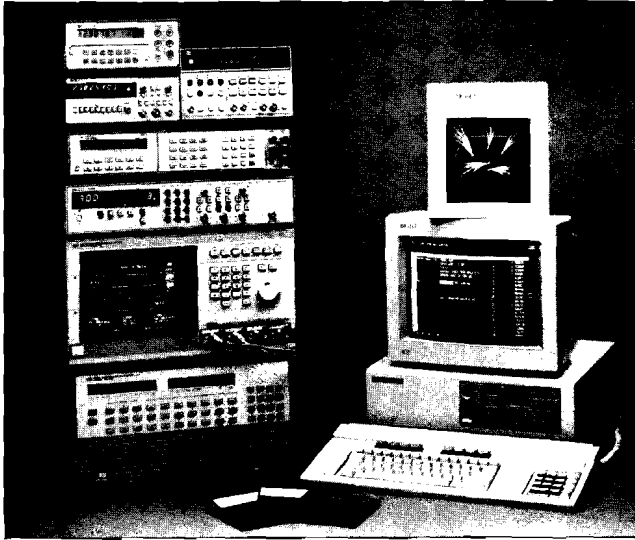
Expectations of OCR, at this point, are quite varied from customer to customer. Some scanner customers have a good understanding of the current state of low-end OCR technology, and therefore, have developed expectations that are consistent with what most of the currently available solutions can offer. Other scanner customers, however, often find themselves asking the question, "If I can read it, why can't this machine?" Clearly, setting the appropriate expectations is key to customer satisfaction.

With this in mind, sell only those features of OCR that *ReadRight* software claims to support. In other words, avoid selling *ReadRight* to customers who wish to scan text from books, magazines, or dot-matrix-printed documents. Instead, sell this product to customers who need to enter a vast amount of typewritten text in any of the supported font styles and point sizes.

For more information on *ReadRight* software and its capabilities, order literature P/N 5954-9854 from the Literature Distribution Center (LDC) in Palo Alto, California.

Hewlett-Packard and Lotus announce distribution agreement for Lotus Measure

Bill Porter/LID



Hewlett-Packard Company and Lotus Development Corporation have signed an agreement whereby Hewlett-Packard will distribute and support Lotus® Measure for 1-2-3® and Lotus Measure for Symphony™ on a worldwide basis as part of HP's product line. This agreement joins both companies in a commitment to provide the engineering and scientific marketplace with improved personal-computing productivity tools.

"This agreement culminates a long and close relationship between Lotus and Hewlett-Packard," said Mike Mitsock, Lotus's marketing programs manager for engineering and scientific products. "HP was instrumental in helping us define Measure, and now it's a natural step for them to distribute the products as well."

"Hewlett-Packard has a commitment to provide our customers with solutions that are time savers," said Bill Tippet, general manager of HP's Loveland Instrument Division. "Lotus Measure is an important tool for our customers needing to integrate HP instruments with a PC controller in the DOS environment."

Hewlett-Packard, also a distributor of Lotus 1-2-3 and Symphony, manufactures over 5,000 instruments, most of which have standard HP-IB (IEEE-488) interfaces, and some of which have RS-232-C interfaces. With the appropriate interface port, Measure will work with any of these instruments. Users can connect up to 15 instruments to their PC via the HP-IB bus.

Hewlett-Packard will include its own programming guide with each package of Measure for 1-2-3 and Measure for Symphony. Through examples, the guide describes how to develop macros—with Measure for HP instrumentation.

Also included with the guide are two 5-inch discs containing instrument drivers, which are macro examples for more than 25 HP instruments. These instrument drivers, contained in individual worksheets, exercise most of the instruments' functions and provide users with examples for use in their own application development. Many of the macros can be used as is in functional programs for experimental procedures, or can be easily modified by users to suite their unique applications.

The macros are self documented with comment lines for each macro step, allowing the user to easily modify a macro by deleting and/or editing commands. The disc also contains Measure configuration files for each example instrument.

HP plans a continuous program to update the instrument driver discs to include drivers for additional HP instruments.

Lotus Measure for 1-2-3 and Lotus Measure for Symphony are available from HP. HP will provide support to all registered users of Measure and HP instruments through the Loveland Instrument Division (LID), Loveland, Colorado.

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

Also in this issue

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EGA technical reference manual available	36

FACTORY AUTOMATION

PMC/1000 obsolescence plans

Julie Dunlap/IAC

The HP 1000 A-Series version of the PMC/1000 product will be obsolete effective January 1, 1988. At this time, both the 92121A and 92121R PMC/1000 products, including all options, will be removed from the Corporate Price List (CPL). The PMC/1000 product will be supported for five years after removal from the CFL. Currently, the product is the responsibility of the Industrial Applications Center (IAC) within the Manufacturing Systems Group (MSG). During this five-year support timeframe, IAC will update the product only to fix critical defects and/or to keep PMC/1000 up-to-date with a new revision of RTE-A. No enhancements will be added or considered.

Customer notification

- Notification letters will be sent by October 1, 1987.
- Only customers on the A-Series version of PMC/1000 support (AMS, RCS, or SMS) as of September 1, 1987, will be notified.
- Notification will be worldwide, either direct to the customer, or through the account sales rep (SR), depending upon field preference.

If you have not been contacted, please call IAC Market Development to state your preference for notifying your PMC/1000 customer (see below).

The letter from IAC will outline Hewlett-Packard's plans to obsolete the PMC/1000 product as well as offer some alternatives to these customers for their consideration. The alternatives described below are listed in order of priority for IAC. Note: Alternatives are only *available* to customers on *support* for the A-Series version of PMC/1000.

North American customers only

- A PMC/1000 to AIM Upgrade Program is being offered jointly by Hewlett-Packard and Biles & Associates. This program will be valid for a period of six months, starting October 1, 1987. For Upgrade Program details see following article.
- Hewlett-Packard will provide the current revision of PMC/1000 source code, at no cost to the customer after January 1, 1988.

To obtain PMC/1000 source, the customer must make the request in writing, cancel the existing PMC/1000 support contract with Hewlett-Packard, and sign the required nondisclosure forms. Once the source code is requested, the customer will be required to support PMC/1000 themselves with no assistance from Hewlett-Packard.

- Hewlett-Packard will continue to provide standard product support for the PMC/1000 product for five years, ending December 31, 1992, as long as there is customer demand to do so.

European and Intercon customers

- Hewlett-Packard will provide the current revision of PMC/1000 source code, at no cost to the customer after January 1, 1988.

To obtain PMC/1000 source, the customer must make the request in writing, cancel the existing PMC/1000 support contract with Hewlett-Packard, and sign the required nondisclosure forms. Once the source code is requested, the customer will be required to support PMC/1000 themselves with no assistance from Hewlett-Packard.

- Hewlett-Packard will continue to provide standard product support for the PMC/1000 product for five years, ending December 31, 1992, as long as there is customer demand to do so.

If you have any questions or concerns, please contact IAC Market Development at 408-746-5000 or Julie Dunlap at 408-746-5401.

PMC/1000 to AIM upgrade program description

Julie Dunlap/IAC

For North America only

What if there was an upgrade path for my PMC/1000 customers to another process-control software product that preserves their A-Series hardware investment and offers more functionality?

Good news — there is such an upgrade path, the PMC/1000 to AIM upgrade program. If you have a PMC/1000 customer in North America on the A-Series with PMC/1000 software support who would benefit from additional capability/functionality, read on. This special program offers an alternative above and beyond those normally available when HP obsoletes software.

continued on next page

The upgrade program will be offered to customers when they are notified, in writing, of Hewlett-Packard's plans to obsolete the PMC/1000 product. (See previous article.)

Upgrade program details

- A 50 percent discount on the minimum AIM software license that will functionally meet the current PMC/1000 configuration.

It should be noted that the discount applies only to the AIM software license and not to any training, implementation assistance, customer software development, or support services from Biles & Associates (B&A).

- Support of the HP 2250 and HP 3497 front ends.

These interfaces will be provided at no charge to the customer, but will not be developed by B&A until the customer signs a P.O. for the AIM software license.

- The upgrade program will be offered for a total of six months, ending March 31, 1988.

A P.O. for the AIM software license must be signed by March 31, 1988, for customers to be eligible for the upgrade program. Extensions will not be considered.

Other upgrade costs/considerations

- The customer will need to visit B&A in Houston, Texas, for a demonstration of the AIM software.
- The customer will need to purchase ISC or HMW terminals to take advantage of the Process Graphics capability provided by AIM.
- The customer is responsible for reimplementing the existing PMC/1000 configuration on the new AIM system. Assistance from HP or B&A would be an additional cost.
- Any AIM training, consultation, or support are additional costs.

To take advantage of the PMC/1000 to AIM upgrade program, a customer should contact you, the local HP sales rep. You should, in turn, contact Biles & Associates at 713-789-8880, to pursue the upgrade as a normal AIM sale. The customer must be sure that AIM can solve their process-control problem, since Hewlett-Packard does not "guarantee" the solution. All upgrade dollars will pass between the customer and B&A directly, but you should continue to be involved since the customer may decide to purchase additional hardware or front-ends.

In addition, it is likely that a successful first AIM installation could lead to multiple HP 1000 A-Series sales within the account in the future.

If you have any questions or concerns, please contact IAC Market Development at 408-746-5000 or Julie Dunlap at 408-746-5401.

Reminder: HP Vectra Industrial PC transfers to AMSO

John Rinehart/DSD

For North America only

The HP Vectra Industrial PC is being transferred from Data Systems Division (DSD) to the custom engineering group reporting to Advanced Manufacturing Systems Operation (AMSO) where it will continue to be available as a standard custom product. This transfer will be effective November 1, 1987.

At AMSO, the HP Vectra Industrial PC will join a family of ruggedized products, including the HP 9666A Operator Interface Unit (OIU). As a system integrator organization specializing in customized solutions for HP customers, the AMSO custom engineering group can respond more effectively to the special HP Vectra Industrial PC product configurations that have been frequently required in HP Vectra Industrial PC opportunities. The custom engineering group can also effectively respond to demand for the ruggedization of future PC products.

On November 1, 1987, the HP Vectra Industrial PC standard product numbers for the HP Vectra Industrial PC SPU, monitor, and keyboard rackmount (72411A, 35745A, 12131A) will be removed from the Corporate Price List (CPL). These standard products will continue to be shipped through November 30, 1987.

For information on how to order the HP Vectra Industrial PC after November 1, 1987, please contact the Sales Response Center or your sales development engineer.

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New products and prices realign HP 9000 workstation line

Sue Cochran/TSBU

Hewlett-Packard has introduced a new line of graphics systems that offer performance previously unavailable without add-on accelerators, and lowered the U.S. list price on the HP 9000 Model 318M entry-level workstation to less than \$5,000.

We believe that these new products will reset expectations of customers purchasing midrange graphics workstations and position us very favorably as compared to our competition. The graphics performance offered in standard midrange workstations has not kept pace with the recent improvement in CPU performance. These new systems restore that balance for a wide range of applications.

We've also responded to the price cutting on entry level systems by our competitors by repricing the Model 318M below \$5,000.

Leader in graphics

The new HP 9000 Models 330MH, 330CH, 350MH, and 350CH offer improvements in performance, resolution, and display size compared to previous products in this range. All four systems use an enhanced graphics processor optimized for 2D graphics applications such as ECAD logical and physical design, MCAD 2D design and drafting, mapping, AEC, software development, and artificial-intelligence applications.

Direct hardware support is provided for features such as vector drawing, circle drawing, patterned area fill, and pixel replication. Support also is provided for bit- as well as byte-per-pixel addressing, high-speed block moves (commonly referred to as BitBLT), and future graphics accelerators.

The color-system versions provide eight color planes for up to 256 simultaneously displayable colors from a palette of more than 16 million colors, and can alternatively be configured to provide four plane double buffering. Two separately scrollable, overlay planes can be used for cursors, text, or temporary storage.

With this enhanced graphics capability, Models 330CH and 350CH offer a balance of CPU and graphics performance previously unavailable in this range of workstations.

A new, higher-resolution, 19-inch display is bundled into Models 330MH, 350CH and 350MH systems. It is either monochrome (MH) or color (CH), and the resolution is 1280 x 1024. Model 330CH comes standard with a 16-inch display that has 1280 x 1024 resolution.

These 2D graphic products round out HP's overall graphics workstation offering. We established our leadership in graphics over a year ago with the introduction of the SRX solids-rendering workstation. Today, the SRX is still the highest-performance graphics solution available.

Twice we have increased the CPU power offered with the SRX system on Model 350SRX workstation and Model 825SRX superworkstation. We believe it offers the best solution for 3D interactive solids modeling in terms of combined CPU and graphic performance.

Entry-level price

The U.S. list price of the HP 9000 Model 318M has been lowered 36 percent to \$4,990. The Model 318M is designed for engineering and design groups that run applications such as EE schematic capture and mechanical design and drafting. It has a broad software-development platform.

It includes a 16.6MHz MC68020 microprocessor with MC68881 floating-point coprocessor, 4 Mbytes of high-speed synchronous RAM, HP-UX operating system, and a 17-inch 1,024 x 768 bit-mapped monochrome display. Delivery is estimated at six weeks ARO.

Ordering information

Model 330MH is \$12,950 (U.S. list) and Model 330CH is \$25,100 (U.S. list). Both Model 330s include a 16.67MHz MC68020 CPU; MC68881 floating-point coprocessor; 1,280 x 1,024 monitor; 4 Mbytes of RAM; and HP-UX operating system and networking.

Model 350MH is \$17,250 and Model 350CH is \$33,550. Both Model 350s include 25MHz MC68020 CPU; MC68881 floating-point coprocessor; 19-inch, 1,280 x 1,024 monitor; 8 Mbytes of RAM; and HP-UX operating system and networking.

A floating-point accelerator is available for all systems. An error checking and correcting (ECC) RAM for the Model 350 is optional. Estimated delivery for all models is eight weeks ARO.

New release of X Windows for HP 9000 Series 300 and Model 825

Keith Marchington/CWO

On September 1, Release A.01.00 of the X Window System (X) for the HP 9000 Series 300 will begin shipping. This new release includes many new features and support for most of the display systems now available for Series 300 computers. In addition, X will be a standard part of the Model 825SRX computer system, and be available as a stand-alone product for the Model 825S.

History

As many of you may be aware, X is taking the engineering-workstation industry by storm. On January 15 of this year, 11 major computer software and hardware vendors, including HP, announced their support for the X Window standard. Since then, the number of vendors that have announced their support includes nearly every major vendor of engineering hardware, and numerous software suppliers. HP has played a major role in all of these activities, and continues to be active in all aspects of the X effort.

What's new

There are a number of new features in Release A.01.00. All of the features of the A.00.00 product are maintained, and all of the new features are available in both the Series 300 and Model 825 products. The new features include:

- **Display support** — Support for the following Series 300 display systems has been added to X:
 - 98550A CH system
 - 98720A SRX systemIn addition, the Series 800 product supports the SRX display system.
- **New software features** — The following new software capabilities are provided in Release A.01.00:
 - **Starbase on X** — A Starbase graphics driver can be linked into Starbase programs so that those programs can work in an X window(s). This driver is constructed like any other Starbase driver and all output from the program goes through the X server to be displayed. Now Starbase graphics programs can be ported to the X window system quickly and easily.

- **HP Window-X** — This set of commands and libraries allows programs written for the HP Windows/9000 environment to be ported to the X environment easily. The system provides a high degree of compatibility between the two systems. It is intended as a porting aid for current applications, not as a development environment in new applications for X.
- **FORTTRAN Access to X and the Xr Library** — This is a library of routines for allowing a FORTRAN programmer to access X Window and Xr Library functions. The routines provide a generalized method for allowing the construction of C language type 'info-structures' from FORTRAN for passing to C language routines.

SE and SMS distributions

The revised product was distributed via the HP-UX SE Distribution service in mid-August. Customer distributions to SMS subscribers should begin in late August.

Literature

Detailed information about Release A.01.00 of the X Window System will be in the next printing of the "HP-UX Technical Supplement," to be available September 1. In addition, a more detailed description of the additional capabilities of Release A.01.00 was distributed in the August *MOMENTUM* mailing.

Ordering information

The latest revision of the X Window System is now available. The part numbers are as follows:

P/N	Description
<i>Series 300</i>	
82320A	
Opt. 022	X Window System (%-inch cartridge tape)
82320A	
Opt. 045	X Window System (3%-inch disc)
82320R	Right-to-Copy 82320A
82320R	
Opt. 100	Right-to-Copy 82320A (no manuals)
<i>Model 825</i>	
92524A	
Opt. AAO	X Window System (%-inch cartridge tape)
92524A	
Opt. AA1	X Window System (%-inch 1600 bpi tape)
92524R	Right-to-Copy 92524A
92524R	
Opt. CBO	Right-to-Copy 92524A (no manuals)

REDUCE algebraic programming system for HP 9000 Series 300

Nancy Kirkwood/TSBU

REDUCE is a powerful, interactive algebra system that can help engineers, mathematicians, physicists, and other scientists in solving mathematical problems. REDUCE has been growing in power and capabilities since its beginnings in 1963, under the sponsorship of RAND Corporation and the University of Utah.

Current application areas include fluid mechanics, numerical analysis, engineering design problems, celestial mechanics, quantum electrodynamic\$, differential geometry, and university research and education.

REDUCE capabilities

- Differentiation, integration, polynomial and integer factoring, matrix calculations, solution of systems of linear equations.
- Arbitrary-precision integer or floating-point calculations, as well as rational, complex, or modular arithmetic.
- Flexible, easy-to-learn programming language, similar to Algol or BASIC, is available in algebraic mode; in symbolic mode, Standard LISP is available with simplified syntax.
- Automatic simplification and structuring of expressions, under the control of switches and operators that let people manipulate and display expressions in the most helpful ways.
- FORTRAN-compatible output, including FORTRAN, C, or Ratfor code generation from REDUCE expressions.

REDUCE enhancements

- Complete documentation, including a reference manual, user's guide, introductory tutorial, and instant reference card.
- Graphics commands to generate and display 2D and 3D plots of graphics and surfaces from equations and matrix values. Plots can be sent to any HP graphics printer or plotter for hard copies.
- Other useful facilities to help REDUCE users: a statement editor for modifying and reexecuting commands, a logfile to keep records of a session, trace facilities for procedures, defaults and reset commands, and many others.

Ordering information

The REDUCE system, P/N 98678-19010, has a list price of \$935. The system includes REDUCE plus documentation, source code and Common LISP execution kernel. The system runs on HP 9000 Series 300 HP-UX systems having a minimum of 4 Mbytes of RAM. HP is making this product available to your customers on an unsupported basis; no support product is available.

NSC announces HYPERchannel support for HP 9000 Series 300

Mark Willoughby/CND

Network Systems Corp. (NSC), the HYPERchannel vendor, has announced an interface for HP 9000 Series 300 workstations to the 50 Mbit/second proprietary local area network and a new bundled pricing package that halves the cost of connecting all HP 9000 workstations to HYPERchannel.

The interface for the Series 300 employs the same coprocessor hardware used in the HYPERchannel interface previously announced for the HP 9000 Series 500 UNIX® operating system (*Information Systems & Manufacturing News*, June 1, 1986). The HYPERchannel interface for the Series 300 workstation requires HP-UX 5.2 or later versions and should be configured with the HP 98625B high-speed disc interface for optimum performance.

The new pricing bundle from NSC covers the HYPERchannel interface card (PI board) that connects to the HP-IB port, the NSC software on the board, and the software drivers that run on the HP 9000. The new one-time prices are \$4,500 for a single-user interface and \$5,650 for an interface that will support multiple HYPERchannel sessions. Not included in the new bundled pricing is the external NSC chassis for the HYPERchannel interface cards (\$2,000) nor the NSC A400 network adapter (\$39,000).

NSC benchmarks for the HP 9000 Model 320 show memory-to-memory performance in the 320 Kbit/second range at approximately 50 percent CPU utilization for 32-Kbyte blocks. Disc-to-disc performance typically falls into the 18-Kbyte/second range for the same parameters. These benchmarks run on a Model 350 should show an approximate 20 percent increase in throughput.

Availability is immediate. Contact your nearest NSC sales office for further information.

PC-308M HP BASIC Controller bundles now shipping with Multimode monochrome displays

Bill Hodges/CWO

As of August 1, the HP 82314A PC-308M HP BASIC Controllers have been taken off of shipment hold, and now will ship with Multimode video adapters and displays with each system.

After reviewing the situation with several potentially large PC-308M customers, it was decided that the Monochrome Plus displays were not a satisfactory solution for the bundle. The Multimode displays are a better fit with the HP BASIC Language Processor that is the heart of the PC-308M. All European 82314AB PC-308M bundles are shipping with Multimode displays as well.

If your customers insist on buying Monochrome Plus displays, they can be ordered separately with standalone HP Vectra Model 50 PCs and the 82300A HP BASIC Language Processors.

The 82315A PC-308C EGA Color bundle is also off shipment hold, and is not affected by the Multimode display decision.

HP 9000 Series 800 upgrade program change

Donna Leever/TCO

Disregard the section on HP 9000 Series 500 hardware compatibility on page 30 in the field training manual. Due to software and hardware complications, the Series 500 CIO cards listed **cannot** be used on the Series 800 computers. Customers must purchase **new** CIO cards, and unfortunately, credit **cannot** be offered for return of Series 500 LAN, MUX, or HP-IB cards today.

HP Precision Architecture Handbook available

Ralph Okada/TCO

To help educate our target customers on the technology and internal operation of the HP 9000 Series 800 family architecture, we have published the *HP Precision Architecture Handbook*, a very comprehensive technical handbook and reference manual on HP Precision Architecture. This excellent handbook briefly explains what HP Precision Architecture is, and what capabilities the instruction set has.

The first chapter in this 300-plus page book is a thorough description of the primary functional blocks in the HP Precision Architecture. For your very technical customers who want to have an in-depth understanding of the inner workings of the Precision Architecture machine code, this handbook is ideal. It goes into bit-level descriptions of every instruction, and could be an excellent programming aid for machine level coding. Several engineering colleges will be making this book recommended reading in their computer architecture courses.

The *HP Precision Architecture Handbook* can be ordered from the Literature Distribution Center (LDC), in Palo Alto, California, using P/N 5954-9906. Since we printed a limited quantity, this handbook is available to sales offices **only**. We are putting a quantity limit of 25 copies (maximum) per literature order to allow for a wide distribution.

Competitive Pocket Reference Guide updates

Ralph Okada/TCO

With the cooperation of the Business Systems Sector (BSS) Competitive Programs, Technical Computer Operation (TCO) and Technical Systems Business Unit (TSBU) printed a special version of the *Competitive Pocket Reference Guide* from Datapro. This handy, bright-red book includes information on technical-computer competitors such as Apollo, SUN, and DEC.

This book has been mailed worldwide to all technical sales reps (SRs) and district managers (DMs) in the Roster database.

We are in the midst of deciding whether or not to update this pocket guide, and would like to get your input on the value of this tool for your sales efforts. Please send your comments to Ralph Okada, HP Desk 2200160.

UNIX systems mailer targets middle to upper managers

Mary Ann Gustafson/TSS

For the U.S. only

A new direct mail program targeted at middle to upper managers in Fortune 1000 companies has been launched by Technical Computer Operation (TCO) and the Customer Information Center (CIC). The program is designed to inform managers about the advantages of UNIX® operating system-based systems, and to generate leads for our HP 9000 Series 800 computers.

40,000 managers were sent a one-page letter signed by Lew Platt, along with a one-page fact sheet detailing the offer—a managerial-level book entitled *Understanding UNIX*. Customers can respond by returning a reservation form or by calling an 800 number at the CIC.

The list was compiled from *Computer Intelligence Corporation Data Base*, *UNIX Review*, *DEC Professional*, *InformationWeek*, *Computer Design*, *LTS Executive Data Base*, *Aviation Week and Space Technology*, and *Communications Week*.

continued on next page

All responses will be outbound telemarketed to determine level of qualification, and qualified leads will be sent to field marketing managers (FMMs) for distribution to the appropriate sales rep. Samples of the mailer and book have been sent to all FMMs.

Customers who respond will be sent a letter from Lew Platt reinforcing the positive benefits of the UNIX operating system, and inviting them to contact HP via an enclosed business reply card. Since all responses will be telemarketed, it is expected that customers with an immediate need will be identified at that time.

This mailer is part of an overall Technical Systems Sector (TSS) program to generate qualified leads for our HP 9000 systems in FY87. The last mailer, focused at the UNIX operating system workstation market, has resulted in more than 1,400 responses, so far. All programs will be evaluated for effectiveness, and respondent information will be saved on a CIC database for future use.

For more information about the mailer, contact Mary Ann Gustafson at TSS Marcom, 408-447-1061. For information about the TSS program, contact Karen Campbell at CIC. 408-865-6538.

New poster features HP 9000 Series 800 systems

Mary Ann Gustafson/TSS

As a result of field requests, a new poster featuring the HP 9000 Series 800 computer family has been developed. Available on a limited basis, the poster (P/N 5954-9908) may be ordered from the Literature Distribution Center (LDC) in Palo Alto, California.

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GENERAL

Updated Peripherals Configuration Guide available

Kathy Castillo/PGM

The revised Peripherals Configuration Guide (PIN 5954-9304) contains new information about the HP PaintJet printer, as well as complete cabinet matrices for disc and tape drive storage.

Overall, the guide provides configuration information about the following systems:

- Commercial systems: HP 250126013000
- Terminals: HP 262X/264X/239X/2700
- Technical systems: HP 1000
- Technical workstations: HP 9000: Series 20013001500
- HP Personal computers: Series 80/100/Vectra PC
- Non-HP personal computers

In addition, there are product appendices about options, accessories, field upgrades, and replacement cables. There are also product matrices presenting features of each of the peripherals products.

The guide was mailed mid-September to all commercial and technical sales reps (SR), systems engineers (SE), customer engineers (CE), product support hardware (PSH), product support software (PSS), and sales support and training (SLST) personnel.

The Peripherals Configuration Guide is updated three times a year by Peripherals Group Marketing (PGM), and can be ordered from the Literature Distribution Center (LDC) in Palo Alto, California.

TERMINALS

HP 700192 terminal price leadership

Jean Murphy/RTD

With the introduction of the HP 700/92 and 700194 terminals, you now have a very strong competitive position against terminal clone products such as the Zentec 8392. Compare the list prices of our new products with those of the products they replace.

Competitive pricing

	HP 2392A	Zentec 8392	HP 700192
Standard terminal	\$1,400	\$1,195	\$895
Opt. 160 Four additional pages of memory	205	standard	standard
Opt. 092 Second RS-232-C port	205	standard	standard
Total	\$1,810	\$1,195	\$895

At half the price of the HP 2392A, the HP 700192 also has 132-column mode, a 14-inch screen, green, amber, and soft-white phosphors, DEC VT220 emulation in ANSI mode, eight pages memory, printer port, and wraparound when editing with insert and delete keys.

	HP 2394A	Zentec 8392	HP 700/94
Standard terminal	\$1,910	\$1,195	\$1,095
Opt. 092 Second RS-232-C port	205		
8 pages of memory	standard	standard	
16 pages of memory	optional	NIA	standard
Total	\$2,115	\$1,195	\$1,095

At almost half the price, the HP 700194 also has up to sixteen pages of display memory, and all the features of the HP 700192. Don't forget that the HP 700194 also has forms caching, modified data tag transmission, and local edit checks to increase users' productivity in high-volume data-entry environments. The Zentec 8392 doesn't have these features.

There are no immediate plans to discontinue the HP 2392A or the 2394A. These products will still be available from the Puerto Rico Operation (HPPR, 5600), now the supplying division for the HP 2392A and 2394A.

Cables for the HP 700 terminal family

Jean Murphy/RTD

The new HP 700 terminal family does not have options for cables. All cables must be ordered as accessories. Even though a cable is an accessory item, it will be shipped with the terminal if it is ordered on the same order section as a second line item. Individual cable orders may still be placed through the HP Direct (DMK) catalog. Please refer to the new HP 700 terminal sales training guide (PIN 5953-8635) for information about specific cables.



OEM/VAR opportunities for HP 700 terminals

Dan Weeks/RTD

Do your customers have specialized requirements that can't be met by current HP terminal offerings? The Specials section of Roseville Terminals Division (RTD) can come to the rescue, offering custom firmware and hardware engineering to meet your customers' specific contractual requirements. RTD Specials can analyze requests for information (RFIs) and requests for proposals (RFPs) to determine if a firmware/hardware modification can bring one of our terminal products into compliance with the specifications.

Here are some examples of recent specials:

- Added capability to redefine any key on the HP 2392A keyboard
- Added support for many foreign languages that are not provided for in the standard terminal firmware.

If your terminal customers have special needs, call Dan Weeks at 916-786-8000 ext. 5339, or TELNET 786-5339. We will give you feedback within 10 working days. Any quotations generated from your request will contain information regarding the minimum number of units, incremental unit price, prototype delivery dates, and the date for first production shipments.

HP 700 terminals distributed by PCDO

Joan Loveless/RTD

Given the high sales volume forecasted for the new HP 700 family of terminals, the U.S. and Intercon distribution point for all HEART orders originated by SF15 will be Personal Computer Distribution Operation (PCDO, D700). All order-related inquiries should be directed to the PCDO order administration department as of September 1, 1987, for the following products:

Product	Ordering number
HP 700/92	C1001A, C1001G, C1001W
HP 700/94	C1002A, C1002G, C1002W
HP 700/41	C1003A, C1003G
HP 700/22	C1004A, C1004G, C1004W
HP 700/71	C1005A, C1005G

For more ordering details, reference the HP 700 terminal family sales training guide (P/N 5953-8635).

EGA technical reference manual available

Mark Thompson/RTD

The Enhanced Graphics Adapter (EGA) technical reference manual, P/N 45983-90011, is now available. The manual, available from Direct Marketing Division (DMK, A500), has a U.S. list price of \$95.

The EGA technical reference manual provides technical information on the HP EGA card. Topics include the modes of operation of the HP EGA card, the BIOS functions, the major components, and programming information including examples. In addition, detailed information is presented on each of the EGA registers.

This manual is intended for use in the development of software products that will use the HP Enhanced Graphics Adapter (P/N 45983A). It assumes that the reader is familiar with assembly language programming on the 80286 or similar microprocessor, and understands the fundamentals of video display terminology.

NETWORKS



HP MAP 2.1 — Fall introduction activities

Laura Hayman/RND

For North America and Europe only

Are your manufacturing customers demanding MAP networking solutions for their production pilot experiments? Even if your answer is no, and even if your customers are not currently aware of MAP networking and its benefits to them, they will most likely be hearing of it in the future. MAP networking technology, based on industry-standard protocols and wiring schemes, directly addresses the multivendor communications and wiring requirements challenging manufacturers' CIM efforts.

To satisfy the demand for MAP 2.1 networking from HP major accounts, HP has developed HP MAP 2.1, a new offering on the HP 9000 Series 800 HP-UX systems, and a replacement for the existing MAP 2.1 offering on the HP 1000 RTE-A. HP MAP 2.1 is a networking and support solution designed specifically to meet the multivendor systems environment into which these solutions will be sold. Introduction activities begin this September with a sales information mailing and with merchandising activities targeted at your potential MAP customers.



To assist your understanding and sale of HP's MAP 2.1 networking and support solutions, introduction materials will be arriving at your office this month. The introduction packet consists of the HP MAP 2.1 data sheet, the HP MAP 2.1 sales brief that describes appropriate customer applications of MAP 2.1 networking, and the MAP flyer — a three-colored, glossy flyer designed for high-level decision makers and key influencers. The MAP flyer combines with the brochures, *OSI: The HP AdvanceNet Foundation*, PIN 5954-9434, and *HP AdvanceNet for CIM*, PIN 5954-9004, to create a complete message about HP's AdvanceNet for CIM networking position.

P/N	Description
5953-5036	HP MAP 2.1 data sheet
5953-5037	HP MAP sales brief
5953-5038	HP: A Proven Leader in MAP flyer

Additional copies of the HP MAP 2.1 data sheet and the MAP flyer are available through the Literature Distribution Center (LDC), in Palo Alto, California.

HP makes it great to interoperate

North American SRs and SEs will be able to take advantage of two public demonstrations of HP MAP 2.1 networking this fall. As part of the HP MAP 2.1 introduction, HP has developed a demo to deliver a big message about the key feature and benefit of MAP networking: multivendor communications. At the MAP User's Group in Dallas, Texas, in September, and during Autofact '87 in Detroit, Michigan, in November, HP will be demonstrating multivendor connectivity between an HP 9000 Model 840 HP-UX system, a DEC MicroVAX, and an IBM PC. The *HP makes it great to interoperate* demonstration will highlight multivendor communications with MAP 2.1, and will also showcase the IEEE, 802.7 broadband cable plant as specified by the MAP standard.

So that you are prepared with answers to questions your customer may be asking about HP MAP 2.1 and the demo, we have prepared a short QIA sheet that will be available at both the MAP User's Group and Autofact. Invitations to the MAP User's Group hospitality suite will also be available for your customers who may be attending.

Summary of introduction activities

- September 21 — Introduction mailing arrives in North American sales offices
- September 21 — HP hosts MAP/TOP executive committee in hospitality suite, Dallas, Texas. *HP Makes it Great to Interoperate* demonstration
- September 22 — *HP Makes it Great to Interoperate* demo in hospitality suite at MAP User's Group, Loews Anatole Hotel, Dallas, Texas

- September 24 — Introduction mailing arrives in European sales offices
- November 9-12 — *HP Makes it Great to Interoperate* demo in HP booth at Autofact '87, Cobo Hall, Detroit, Michigan

MAP 2.1 and MAP Support for HP 9000 Series 800

Laura Hayman/RND

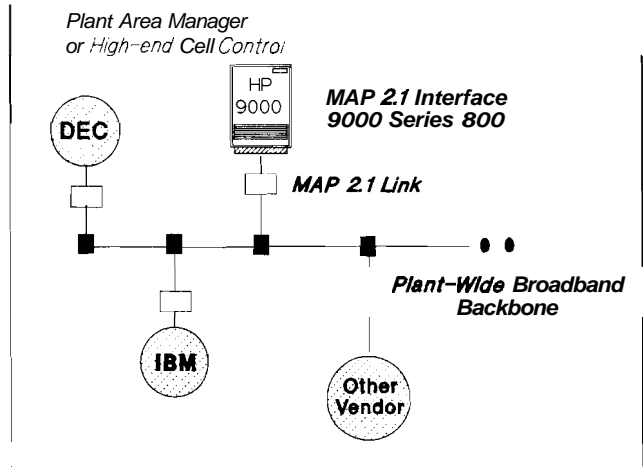
For North America and Europe only

HP's AdvanceNet for CIM networking solutions are now complimented with MAP 2.1 networking for technical HP 9000 Series 800 HP-UX computers. HP MAP 2.1 is a new offering on the HP 9000 Series 800 systems, and a new solution for the HP 1000 RTE-A as well. To assist in the installation and support of multivendor MAP networks, HP is also offering HP MAP Support, an engineering and support service designed to meet today's MAP networking challenges.

HP MAP 2.1 is not for all of your customers

MAP 2.1 is for those leading-edge manufacturing companies pursuing expertise in manufacturing systems design in laboratories or production pilots environments — environments away from the daily operation of the manufacturing business. Such technology experimentation and development are crucial components to successful application of CIM on the factory floor.

HP AdvanceNet for Multivendor Networking



HP MAP 2.1 for the HP 9000 Series 800 consists of a MAP 2.1 user interface, and MAP 2.1 link hardware and software. HP MAP 2.1 interface is host-resident software, providing the applications programmer MAP 2.1 Common Application Service Elements (CASE) for use in network application development. CASE calls are incorporated into an application program to manage network connections, and to transfer data or files of data between two communicating MAP 2.1 systems.

If HP MAP 2.1 is for your customer, then so is HP MAP Support

Because your customer's MAP 2.1 implementation will be experimental, expectations about and need for technical support will be high. Ensuring communications between systems from different vendors on the MAP 2.1 network can be quite **challenging**, despite the use of industry standards in MAP networking specifications. And yet, multivendor interoperability is what MAP networking is all about. HP MAP Support provides support and engineering services for interoperability testing between HP MAP 2.1 solutions and other MAP 2.1 conformant nodes on the network. Nobody does multivendor systems testing with MAP technologies better than HP, in fact, no other systems vendor does it at all — a key benefit to your customer, as well as a major competitive differentiator.

For more information on HP MAP 2.1 for the HP 9000 Series 800, on the 1000 RTE-A, or on HP MAP Support, refer to the HP MAP 2.1 sales brief, P/N 5953-5037, and HP MAP 2.1 data sheet, PIN 5953-5036. For more information on alternative HP AdvanceNet for CIM solutions which may be more appropriate for your customer's needs, refer to HP AdvanceNet for CIM sales brief, PIN 5954-9017. Both the Network Marketing Center and your area HP Network Consultant are critical resources for information and support — be sure to include them early in the account qualification stages of your HP MAP 2.1 sales.

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MASS STORAGE

19-inch EIA rack support for discs and tapes

Jon *Schiedel/GTO* and Dave *Gerhart/DMD*

Disc Memory Division (DMD) and Greeley Tape Operation (GTO) offer products that are compatible with standard 19-inch EIA racks. These are used primarily by OEMs, but occasionally, other customers require a 19-inch mounting in a given application/configuration. In all cases it is understood that the customer will install our products in a standard 19-inch EIA rack. These racks come in many different sizes and shapes.

The mass storage products that HP offers for the 30-inch-deep EIA racks are listed below.

Tape drives

- HP 7978B Option 135
- HP 7979A Option 135
- HP 7980A Option 135

Disc drive rackmount kits

- 19500A to rackmount an HP 7941A/42A/57A or 58A
- 19501A to rackmount an HP 7942A/46A
- 19507A to rackmount an HP 7907A
- 19512A to rackmount an HP 7936137

UL, FCC, CSA, VDE, IEC, and other regulatory agencies require testing of products in any cabinet/rack delivered to the end user to assure compliance.

It is extremely **difficult**, if not impossible, for Hewlett-Packard to test each and every possible configuration in each and every 19-inch EIA rack/cabinet currently available.

Therefore, Hewlett-Packard service supportability can only be determined by the local Customer Engineering Organization (CEO). The CEO can determine if the cabinets supplied by the customer (end user) meet adequate airflow, power, structural, and serviceability requirements. If so, they can choose to support the installation locally.

Please be sure to get local CEO approval before closing any deal that includes peripherals to be mounted in any nonsupported cabinet and/or rack.

Rack-mount hardware is not provided with the HP 7979A or 7980A tape drives when Option 135 is ordered, however hardware for mounting these tape drives in a 30-inch-deep cabinet can be ordered from Hewlett-Packard Corporate Parts Center (CPC). Contact Jon Schiedel via HP Desk, or phone at 303-350-4385, for the Option 135 rack-mount hardware application note.

PRINTERS

Increase HP LaserJet 2000 printer sales with new sales and promotional opportunities binder

Linda Jensen/BOI



The new Hewlett-Packard LaserJet 2000 Sales and Promotional Opportunities binder (P/N 5954-8967) is available to help you identify market areas and increase HP LaserJet 2000 printer sales. The material in the binder describes the market for the HP LaserJet 2000 printer, the sales opportunities, and the how-tos for

connecting the HP LaserJet 2000 printer into a variety of computing environments.

In addition, success stories about actual HP LaserJet 2000 printer installations will be included with configurations and notes on how the sale was made.

Many pieces in the binder can be ordered through the normal distribution channels. See the Ordering Guide for LaserJet 2000 Sales and Support Materials in the front of the binder for more information.

Binder sections

- Department printer market
- LaserJet 2000 product information
- Intelligent switch-box opportunities
- PC network opportunities
- Data General minicomputer opportunities
- Digital Equipment Corp. minicomputer opportunities
- IBM minicomputer opportunities
- IBM mainframe opportunities
- Promotional tools

Ordering information — SF12

All Sales Force 12 and dealers who are currently selling the HP LaserJet 2000 printer will receive a complimentary copy. Additional binders may be ordered for \$25 — limit one copy. HP representatives can order a copy by sending a mail message to Rhonda Rick. Dealers can order an extra copy by calling 1-800-752-0900.

Ordering information — SF15

Selected HP SF15 reps will also receive a copy. The SF15 binders will contain a section on the HP systems marketplace as well as HP System support information that is not in the dealer binders. If you are interested in ordering a copy, send an HP Desk message to Linda Trotman/HP4600/MI.

In Europe send an HP Desk message to Duco Sickinghe/HPB200/80.

Looking at the HP 922862 font cartridge

Keith Brown/BOI

The current Hewlett-Packard 922862 Microsoft 1 font cartridge is an extremely popular word-processing cartridge jointly developed by HP and Microsoft®. Although your customers' existing applications will be unaffected, you will notice four cartridge changes in September:

- European characters to expand our market in Europe
- A portrait lineprinter font (also resident in the HP LaserJet PLUS, LaserJet 500 PLUS, LaserJet Series II and LaserJet 2000 printers).
- A slightly modified name: HP 922862 Microsoft 1A; the product number remains the same.
- New packaging. You will see new packaging for all font and memory products — implemented gradually.

The new characters (found in the Roman-8 and 8-bit ECMA-94 Latin-1 symbol sets) are for use in European text applications. Current customers will see no difference in the type styles or symbols they use today.

The new packaging, for all font and memory products, improves soft font protection, provides print samples for cartridge customers, and improves the product's aesthetic appeal.

Important points to remember

- So that our font and memory product packaging will be consistent, the HP 922862 Microsoft 1A packaging is the same as that used on all our font and memory products. New packaging will be rolled over beginning on September 1, 1987.
- The new characters are extremely useful in the European market; your customers' existing applications remain unchanged.
- The portrait lineprinter font is resident in the HP LaserJet PLUS, LaserJet 500 PLUS, LaserJet Series II, and the LaserJet 2000 printers.

continued on next page

ORIENTAL
SYDNEY SALES - AUSTRALIA
HPAA 9000

- Because this product does not change existing applications, product trade-in programs are unnecessary.
- The price, \$330, remains the same.

For more information please contact your local sales response center.

Microsoft® is a U.S. registered trademark of Microsoft Corporation.

Announcing the HP 9229081 font cartridge

Keith Brown/BOI

A new HP font cartridge, the HP 92290S1, was listed on the Corporate Price List (CPL) August 1. This font cartridge was developed exclusively for use with the HP LaserJet Series II and LaserJet 2000 printers and sells for \$250.

Below are some of the features

- A full family of 10-point, 12-pitch Courier fonts allows 80 columns on A4 paper, useful for European customers.
- A 12-point Courier italic completes the Courier family that is internal to the printer.
- The PC-8 character set or IBM-US (as designated on the HP LaserJet Series II printer) allows the user to directly map all characters found on the IBM PC or compatibles to the HP LaserJet Series II printer.
- With the correct software, the HP LaserJet Series II and LaserJet 2000 printers can create all the HP-supported ISO symbol sets.

The HP LaserJet Series II and LaserJet 2000 printers understand the unique symbol mapping of the PC-8 character set. It is important to note that the HP LaserJet, LaserJet PLUS, and LaserJet 500 PLUS printers do not understand this mapping. In other words, the HP 92290S1 is *only compatible with the HP LaserJet Series II and LaserJet 2000 printers*. A warning disclaimer will be printed on all labels for this product. In the future, expect to see other new font products developed specifically for the HP LaserJet Series II and LaserJet 2000 printers.

For further information, contact your local sales response center.

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PLOTTERS

Two new software matrices for HP plotters

Dan Lee/SDD

For North America only

San Diego Division (SDD) has created a new sales tool to help you sell HP plotters to U.S. government accounts. The "GSA Contract Software Reference" (P/N 5954-8836) lists 92 business and technical graphics software packages for HP plotters. It also lists vendor names, addresses, and GSA contract numbers. Now, when government agencies purchase on the GSA schedule, you can offer them HP plotters and reference the software to provide a solution to their graphics needs.

We have also revised the "Technical Graphics Software and Hardware Solutions for HP Graphics Plotters" matrix (P/N 5954-8831).

This list of 190 technical graphics software packages for HP plotters includes 22 new entries in applications ranging from mechanical CAD/CAM to project management. The matrix also contains a new section listing plotter buffers and plot spoolers that support HP plotters.

And don't forget the "Business Graphics Software for HP Desktop Plotters" matrix (P/N 5954-8794). All three software matrices help you offer graphics solutions with HP plotters and are available from the Literature Distribution Center (LDC) in Palo Alto, California.

