Information Systems &
Manufacturing News

Information for HP sales reps selling MIS, office automation, and manufacturing solutions ☐ June 15, 1986

HP 3000/JOBSCOPE

For Engineer and Make-to-Order Manufacturers

An Integrated Manufacturing Management System

**HEWLETT
PACKARD**

Information Systems & Manufacturing News

Vol. 11, No. 16

Formerly *Computer News*

On the Cover

HP 3000/JOBSCOPE, an integrated manufacturing management system, meets the needs of companies that design and make products to order. If you have customers or prospects that need to be more competitive and profitable in the jobshop manufacturing arena, introduce them to JOBSCOPE. See the article on page 29.
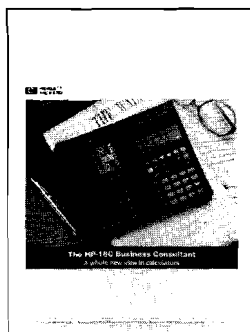
On the Back Cover

HCCO's newest calculator, The Business Consultant, uses softkeys and menus to make calculating easier-than ever before. The Business Consultant expands our product offering to a wider range of business professionals. See story on pages 14-15.

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

INFORMATION SYSTEMS & NETWORKS SECTOR
Information Systems Group (ISG)
CSY   Computer Systems Division
OSP   OFFICE SYSTEMS PROGRAM
OSD   Office Systems Division
OPD   Office Productivity Division
PSD   Personal Software Division
BGD   Böblingen General Systems Division
GCO   Guadalajara Computer Operation
Personal Computer Group (PCG)
RID   Roseville Terminals Division
HPPR   Puerto Rico Operation
PCD   Portable Computer Division
BPC   Brazil Operation
HCCO   Handheld Computer & Calculator Operation
GFCD   Grenoble Personal Computer Division
POD   Personal Office Computer Division
          Microcomputadoras H P
PCS   Singapore Operation
PCDO   Personal Computer Distribution Operation
APCO   Asian Personal Computer Operation
Peripherals Group (PG)
GLD   Greeley Division
CPB   Computer Peripherals Bristol Division
GTO   Greeley Tape Operation
DMD   Disc Memory Division
BOI   Boise Division
VCD   Vancouver Division
ICO   Ink-Jet Components Operation
SDD   San Diego Division
BPO   Barcelona Peripherals Operation
Information Networks Group (ING)
CND   Colorado Networks Division
GND   Grenoble Networks Division
RND   Roseville Networks Division
IND   Information Networks Division
Information Technology Croup (ITG)
RD   Fort Collins IC Division
IHO   Information Hardware Operation
ISO   Information Software Operation
ESO   Entry Systems Operation
Integrated Circuit Group (ICG)
CID   Cupertino IC Division
NID   Northwest IC Division
SIO   Singapore IC Operation
ICD   Integrated Circuits Division

MANUFACTURING,MEDICAL & ANALYTICAL SYSTEMS SECTOR
Manufacturing Systems Group (MSG)
DSD   Data Systems Division
AMSO   Advanced Manufacturing Systems Operation
MPD   Manufacturing Productivity Division
LID   Loveland Instrument Division
PAO   Panacom Automation Operation
MID   Manufacturing Test Division
LMSO   Lyon Manufacturing Systems Operation
Analytical Group
AMD   Avondale Division
SID   Scientific Instruments Division
WAD   Waldbronn Division
HPG   HP Genenchem
Medical Group (MED)
AND   Andover Division
BMD   Böblingen Medical Division
MCM   McMinnville Division
WAL   Waltham Division
MSC   Medical Supplies Center
Corporate Manufacturing
PRCD   Printed Circuit Division

COMPONENTS, MEASUREMENT & DESIGN SECTOR
Microwave and Communications Group (MCG)
SPD   Stanford Park Division
NMD   Network Measurements Division
SAD   Signal Analysis Division
SPK   Spokane Division
CTD   Colorado Telecom Division
QTD   Queensferry Telecom Division
MWTD   Microwave Technology Division
QMO   Queensferry Microwave Operation
Electronic Instruments Group (EIG)
NJD   New Jersey Division
SCD   Santa Clara Division
BID   Böblingen Instrument Division
MD   YHP Instrument Division
YCO   YHP Computer Operation
COL   Colorado Springs Division
ISL   Instrument Systems Labs
Design Systems Group (DSG)
          TECHNICAL SYSTEMS
FSD   Fort Collins Systems Division
TWO   Technical Workstation Operation
SSO   Systems Software Operation
CWO   Corvallis Workstation Operation
BCD   Böblingen Computer Division
          ELECTRICAL ENGINEERING
LSD   Logic Systems Division
LDO   Logic Design Operation
FEO   Fort Collins Engineering Operation
SLCO   Salt Lake City Operation
          MECHANICAL ENGINEERING
LSID   Lake Stevens Instrument Division
BEO   Böblingen Engineering Operation
TSC   Technical Software Center
Components Group
MSD   Microwave Semiconductor Division
OED   Optoelectronics Division
OCD   Optical Communication Division
SAO   Southeast Asia Operation
Corporate Engineering

HP Computer Museum
www.hpmuseum.net

In This Issue

In This Issue

GENERAL

Videotape on HP Precision Architecture for customers
Laurie Frick/ITG

A growing number of reps have uncovered by word-of-mouth a one-hour videotape of Bill Worley presenting the explanation and description of HP Precision Architecture. I want to share the information on how to order this videotape and describe the content so you can decide if it makes sense for any of your customers or prospects to view it.

Bill Worley is the general manager of the Information Software Operation and presided over much of the architecture development for the Spectrum program. He has been asked repeatedly to give presentations on the architecture of the new systems because he offers such a solid, credible description of the HP Precision Architecture design.

The high-quality taping of this presentation in the HP TV studios and the generic nature of the material makes it suitable for both technical and commercial customers. The presentation was delivered to MIS professionals at Monsanto last month over a live satellite broadcast and left them believing HP had developed a solid foundation for future computer systems.

To order: transmit a HEART (Cochise) I-2 order for

P/N	Format	TAC
90711HZ	¾″ U-matic	$85
90711HV	½″ VHS	75
90711HW	½″ Beta x 1	75

The tape is customer viewable.

MAJOR ACCOUNTS PROGRAM

Defense data network overview
Jenny Gispen-Schultz/FMO

If you are an HP sales rep selling directly to any agency or armed service within the Department of Defense (DoD) or to any of the prime defense contractors, you will want to send for *Defense Data Network Overview* by

Jon Davis, Network Consultant, Network Project Center. In this six-page overview and glossary of DDN terminology, Jon covers the history of DDN, what it is, who controls and administers it, who uses it, and the basic components of the DDN protocol suite. In addition, Jon discusses a few key issues and emphasizes that an understanding of DDN will become more important to your ability to sell HP products to DoD customers in the future. He notes that even non-DoD federal agencies may soon adhere to DDN requirements.

To receive your copy of the *Defense Data Network Overview,* please write to Jenny Gispen-Schultz, Federal Marketing Operations, Bldg. 48SM, 19447 Pruneridge Ave., Cupertino, CA 95014.

SALES SUCCESSES

Sales Successes *reports on successful sales strategies and HP solution installations.* Mormation 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. Also welcome would be some information about the amount of the sale and the solution's implementation date.*

Electro Scientific Industries chooses HP over DEC
Mike Grandinetti/FSD

Electro Scientific Industries (ESI), based in Portland, Oregon, supplies laser trimming systems for the electronic manufacturing and semiconductor industries. They are regarded as a pioneer in the use of laser technology in the processing of microelectronic circuitry.

ESI has been a DEC OEM for about 15 years and, with the phasing out of the PDP line, came to a crossroad in their future product strategy. They considered the

MicroVAX to be too expensive for their current market and decided to evaluate other vendors.

ESI had three primary needs. They were as follows:

- Company — A financially strong vendor willing to commit to a long term business partnership. Also, a presence in Japan and Europe, where ESI derives a significant portion of its revenue.
- Product — A range of products offering various levels of performance, with real-time capabilities, strong networking, and a robust software development environment.
- Price — Their market dictated that the product be in the $10,000 range for their low-end offering and in the $15,000 to $18,000 range for the high-end offering. Application and engineering development costs were also a major factor.

ESI viewed HP's strengths as follows:

- Company — ESI viewed HP as the type of company with which they could establish a mutually beneficial long-term partnership. They viewed us as being a more flexible and reliable OEM supplier than DEC and felt we had a strong commitment to the measurement automation marketplace. Additionally, they were impressed by our strong presence in Europe and the Pacific Rim.
- Product — HP supplied an evaluation unit to ESI, and they thoroughly compared it to a DEC system. Even with superior software development tools available on the VAX, it took three programmers one month to develop and test a small portion of the system for evaluation purposes. The same test was completed by one programmer in one week on the HP 9000 Model 310 and he had no previous experience with HP equipment.
- Price — HP proposed a Model 310 system with HP Pascal for ESI's low-to-mid-range needs at an OEM cost of $10,000. DEC proposed a MicroVAXII at a discounted price of $20,000.

Based upon the above fit with ESI's needs, HP was chosen to be their OEM supplier. As the technology leader in their industry, ESI is well positioned for the future. Sales potential is $100,000 for FY86, $1 million for FY87, and $2 million for FY88 to FY90.

Congratulations to Jim Grace, the account sales representative from Wilsonville, Oregon, for an outstanding job. Jim's aggressive sales skills overcame many initial obstacles in winning over the account from DEC.

Jim's field support team of Ed Mitchell (SE) and Bob Bauer (DSM) and his Fort Collins Systems Division

(FSD) support team of Mike Grandinetti and Phil Farley also deserve special recognition.

The account assigned systems engineer, Ed Mitchell, did an exceptional job in addressing ESI's technical concerns and in building credibility within the account. The respect he earned from the key technical decision makers was instrumental in winning the business. Ed's rapport with ESI's technical people provided them with the comfort they needed in making a move to HP after a very long term relationship with DEC.

The Fort Collins Systems Division demonstrated their commitment to making the field successful. Division representatives flew out to ESI early in the sales cycle to present long term strategy. A finely tuned customer visit to FSD helped to accelerate the sales cycle and close the business. FSD was candid about both strengths and weaknesses which helped to foster an environment of trust so vital in establishing a long term business partnership.

ESI will continue to grow rapidly. Their markets are in high growth areas and they are offering products based on unique and advanced technology to address those target markets. The future of HP/ESI's business partnership looks extremely bright. FSD is looking to work with the field in pursuing business opportunities with companies like ESI who are well positioned for the future. They are committed to making the value-added channel (third party) sales force successful.

CUSTOMER SUPPORT

Support strategy for OEM deliveries to Eastern Europe and Yugoslavia

Rolf Frieden/HP SER Europe

Some HP original equipment manufacturers (OEM) have been exporting Hewlett-Packard products to Yugoslavia and Eastern European countries (German Democratic Republic, Poland, Czechoslovakia, Hungary, Romania, Bulgaria, and the USSR). Because these countries are outside of the established HP travel areas, HP faces several restrictions in providing service. In order to correctly set customer expectations, and to undertake all needed action by HP and its non-HP service organization in time before the sale into Eastern Europe or

Yugoslavia, the following support strategy has been defined.

1) HP Vienna is the release point of all HP deliveries to Eastern Europe and Yugoslavia. *Note: An ISP is a must.*

2) Hardware service is provided by non-HP service organizations. HP Vienna subcontracts the service to non-HP service organizations and provides training, support materials, and equipment for units sold by HP Vienna. The products supported may be limited because of the installed base, market, and export license situation and will vary from country to country.

3) Any OEM that has previously shipped equipment to Eastern Europe or Yugoslavia and is now requesting service **must** provide HP Vienna with the following information *before* service may begin:

- A copy of the US/BRD export license (whenever or whatever is applicable).
- Configuration of the system with serial number.
- Name of foreign trade organization importing the equipment.
- Order number from OEM to Hewlett-Packard.
- Location of end-user, including contact person and telephone number.
- Installation requirements.

Based on this information, HP Vienna will determine if local support can be provided and will communicate with the selling HP office. If support is available, we will quote prices for the contract and installation. The HP office must then assure money transfer of service costs with I/C billing to HP Vienna before the OEM delivers Hewlett-Packard products to Eastern Europe or Yugoslavia.

4) Response time for on-site service is 48 hours in the city where the service representative is located (Moscow, Warsaw, Dresden, Praha, Bratislava, Budapest, Bucharest, Ljubljana) and one week in other parts of the country. *(Note: This is the "typical" response time, but may not be consistently available in evety countty.)*

5) All available service is to be provided by the local service representative and service calls are to be directed to them. HP Vienna will, if needed, provide technical support to the representatives.

6) HP Vienna-sold products will be sold into Eastern Europe and Yugoslavia with a one-year warranty exten-

sion. Since HP cannot provide time and material service, the OEM needs to conclude a 12-month service contract with HP for the extended warranty period.

7) The OEM must work with the local selling HP office to provide the service contact.

For more information, please contact:

Sales (Eastern Europe)	Hilmar Krinke
Sales (Yugoslavia)	Ali Kunz
Export license	Guenther Lechner
AEO	Bruno Freudenthaler
CEO	Kurt Baumgartner

New classroom location and schedule for Dealer Cooperative Support
Judy Zander/PRSD

The Dealer Cooperative Support (DCS) Program has added a new classroom training location for dealers who are interested in learning to service Hewlett-Packard workstation products. In addition to Rockville, Maryland, and Mountain View, California, there is a new site at Dallas, Texas.

Dates of the classes scheduled for the Dallas site are incorporated into the following schedule.

Four-month DCS classroom training schedule *(Monday starts dates shown)*

HP Training Center	July	August	September	October
Rockville, Md.	28	4	15	13
	25	22	20	
Mountain View, Calif.	14	4	8	13
	21	18	15	20
Dallas, Tex.	14	11	22	20

Registration should be done by the HP sales rep who also helps the technician(s) order the necessary service parts kit(s) for each product to be covered in training. Registration for all three sites is completed through Allen Yasumoto in Mountain View, telephone 415-960-5296.

Note: Registration cannot be completed without the DCS exhibit and product attachment (legal documents) on file. Two originals of each should be sent to Cindy Gershen, US Field Operations, Retail Dealer Contracts, 10520 Ridgeview Court, Cupertino, CA 95014.

Sales & Customer News

Cooperative support hardware maintenance training
Doug Thompson/PRSD

With many of HP's larger customers choosing to perform self-maintenance on their HP products, you may need to advise these customers on training solutions available.

This information is included in a document titled *HP Customer Education, Consulting and Implementation Services Planning Guide* (P/N 5954-0142) and in the *North American Training Schedule* (PIN 5954-0121).

The planning guide provides course descriptions, course length, and ordering mformation for classroom training, self-paced mentored training, and self-paced learning series packages. The *North American Training Schedule* provides course location and dates as well as prices for the classroom and self-paced mentored training courses.

If your customers have any questions regarding self-maintenance training courses they may call the following toll free numbers:

    800-523-0696 (Continental US)
    800-882-9595 (Within California)
    415-960-5300, ext. 5295 (Elsewhere in the world)

The training registrar will be happy to answer any questions.

Customer education promotional literature
Diana Loredo/ASD

For North America only

Your interest in the new HP Customer Education promotional literature, featured in the April 15, 1986, issue of *Information Systems & Manufacturing News* is terrific.

You can order the new materials from the Literature Distribution Center (LDC) by using the following part numbers:

Literature	P/N
North American Training Schedule	5954-0121
DATAPRO Fact Sheet	5954-7377
Customer Education Overview Brochure	5954-7391

Just a reminder, the *North American Training Schedule* is published four times a year (always using the same part number). This schedule is an excellent planning tool for customers to determine when and where they can attend HP classes or to set-up HP classes at their own site.

The DATAPRO fact sheet highlights the results of the 1985 DATAPRO survey in which Hewlett-Packard ranks no. 1 in Education and Overall Support Satisfaction. The *Customer Education Overview* brochure is targeted at functional managers and training managers who need to understand how Hewlett-Packard Education can meet their needs.

If you would like to know more about these or other HP Customer Education promotional materials, call 408-864-5690.

Customer Self-paced Mentored Training update
Wei Huang/PRSD

As of June 1, 1986, the Self-paced Mentored Training (SMT) program is one year old. During the past year customers' response to the innovative SMT program has been overwhelming. SMT, under the guidance of Ray Vaden, has matured from an experimental project to a full-fledged customer support solution.

Currently there are 22 different course options available through SMT (P/N 05092A):

PIN 05092A+			P/N 05092A+		
Options	Product	Days	Options	Product	Days
001	HP 110 Computer	2	012	HP 82905 Printer	1
002	HP 150 Computer	3	013	HP 2686 LaserJet	3
003	HP 150I Computer	3	014	HP 7470A Plotter	1
004	HP 150 Emulator	1	015	HP 7475A Plotter	1
005	HP 85A/B Camputer	2	016	HP 9872 Plotter	1
006	HP 86A/B Computer	2	017	HP 262X Terminals	1
007	HP 9121S/D Disc Drives	1	018	HP 264X Terminals	3
008	HP 9122 Disc Drive	1	019	Etherlink	1
009	HP 9133134 Disc Drive	1	020	HP 72425 Vectra PC	4
010	HP 91 14A Disc Drive	1	021	HP 9807 Integral PC	4
011	HP 2225A ThinkJet	1	022	HP 150 11 Computer	3

The courses are available during the weeks of June 23, July 21, August 11, and September 22, 1986.

For registration, pricing, or course mformation, please contact Kathy Martin (408-960-5300) or Wei Huang (408-960-5295).

ODIN update

Doug *Iles/ASD*

ODIN (On-line Data Information Network), an on-line information service, provides you with a fast search capability to an ever growing set of databases. The service is currently provided by the North America Response Center in Santa Clara, California, and can be accessed via modem, DS, MTS, HP 2334A PAD, or modem/GTE TELENET. PAD access via HPNet is the fastest and simplest. Here's a summary of the currently available databases:

SSR inquiry

Here you will find SRs/KPRs on over 2,000 software products. The information is organized into separate databases and includes commercial, technical, desktop, and personal computers and instruments.

Electronic bulletin board

The ODIN Bulletin Board allow you to read and contribute information on a number of topics. Each topic is managed by someone who can take care of any questions you might have that relate to the topic. You'll find topics on value-added-channel (third-party) network products, HPNet, ODIN, field developed training programs, and others.

Software library

Here you will find a contributed library of software that you can add to or download. Currently there are databases for the HP Portable PLUS, HP Vectra PC, and the HP 9000. The latter database has general contributed software as well as software modules for CMS 9000 projects. An HP 150 database will be added shortly.

Support service catalog

Essentially this is an on-line version of the Application Engineering Operation (AEO) training catalog together with customer courses, our HP ASSIST products, and consulting services.

TRIAD software catalog

This is an on-line, fully keyworded, copy of the Technical and Business Systems Software Solutions catalogs. You'll find references to many HP and value-added-channel software products in this database.

Pink sheet

Every month, the Corporate Marketing Information Center abstracts articles from over 100 business and marketing publications. The abstracts cover a variety of topics such as Market and Product Update, Competitor Update, Industry Trends, Business and Economy. This database is essentially accumulated copies of the "Pink Sheet."

If you need more information please contact the ODIN Administrator through HPDesk, ODIN Administrator1 HP5003/01, or telephone 408-982-2070.

hp

□ Information Systems

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GENERAL

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HP 3000 MPE V/E HP 3000 systems support the HP 2564B printer

Karen Dozier/CSY and Rich Suyehira/BOI

Computer Systems Division (CSY) and Boise Division (BOI) are pleased to announce that the MPE VIE HP 3000 systems now support the HP 2564B, the new 600 Ipm, medium-duty, low-cost alternative to the original HP 2565A 600 Ipm heavy-duty printer. This highly reliable printer is priced at $9,995 (US list), while the HP 2565A costs $18,766 (US list). Its feature set includes special printing capabilities such as raster graphics, compressed print, double-size and block characters, and bar code printing, as well as convenience features such as paper jam detection, cartridge ribbons, and easy forms alignment. This means that your HP 3000 customers will receive these benefits at a lower price.

System support

The HP 2564B is supported on direct-connect HP-IB or with the HP-IB extender for MPE VIE systems (version G.O1.O1 or later). It is also supported as a spooled device.

In addition, the HP 2564B is supported with standard-length cables on RS-232 or RS-422 point-to-point hard-wired connections on either terminal or modem ports. Remote modem is not supported. It is also supported as a spooled device and can be configured for 9600 (see note) or 19200 baud.

Note: When configured at 9600 baud, the printer performance may be limited. The print rate could drop because the number of characters that can be transmitted over 9600 baud is limited. The print rate would drop to approximately 400 lpm (on the Series 68) to 350 lpm (on the Series 37) when printing 132 characters per line. The full print speed can be achieved when printing 79 or fewer characters per line.

The following chart indicates printer maximums on MPE VIE HP 3000 systems:

System	Number of printers supported on RS-232 or RS-422	Number of printers supported on HP-IB
Series 37	1	1
Series 39/4X/5X	1 (ATP only)	1
Series 6X/70	5	5

Support for the MPE-XL HP 3000 systems is planned for the future, but will not be available at first release because of testing requirements.

For more details, see the February 1, 1986, issue of *Information Systems & Manufacturing News.*

For your customers who need a lower cost 600 lpm medium-duty printer, the HP 2564B will now provide the solution for MPE V/E HP 3000 systems.

HP 3000 system-to-system product line price increases

Dennis King/IND

Effective on the July 1, 1986, Corporate Price List, the prices of most HP 3000-to-HP 3000 products will be increased to reflect the rising costs of product development and testing. In addition, we have brought the NS/3000 and DS/3000 prices into alignment, and to encourage customers to use NS for LAN connections, and only use DS for their remote connections. Finally, we have increased the prices of NS3000/XL and LAN3000/XL Link on the HP 3000 Series 930 to bring them into general alignment with other products on the new systems. The price increases will affect the HP 3000 Series 39 through 70, Series 930, and *not* the Series 37.

The products that will be affected are the following: DS, NS/3000, NS3000/XL, Point-to-Point Hardwired Link, Point-to-Point Modem Link, OfficeShare LAN/3000 Link, LAN/3000 Link, LAN3000/XL Link, and the ATP controllers. The new prices will become effective on August 1, 1986.

The price changes are detailed below:

P/N	HP 3000 Network Service product	US list price for Series 39 through 70 Old "A"	"R"	New "A"	" R
32185	DS Network Services				
Opt. 320	For Series III, 39 through 70	$3,600	$2,520	$5,500	$3,850
32344	HP Network Services (NS/3000)				
Opt. 320	For Series 39 through 70	5,000	3,500	5,500	3,850
Opt. 321	For Series 39 through 70 Upgrade from DS	2,500	1,750	2,800	1,960
36920	HP Network Services (NS3000/XL)				
Opt. 426	Upgrade from 32344A/R, Opt. 320	2,500	1,750	3,750	2,625
Opt. 430	For Series 930	5,000	3,500	7,500	5,250

P/N	HP 3000 Network Link Product	US list price for Series 39 through 70	
		Old	New
30270A	Point-to-Point Hardwired Link		
Opt. 3 __	For Series 30 and 39 thru 42	$5,040	$5,750
Opt. 4 __	For Series 33 and 44 thru 70	5,040	5,750
Opt. 390	For Series 30 and 39 thru 42 No Hardware	805	905
Opt. 490	For Series 33 and 44 thru 70 No Hardware	805	905
30271A	Point-to-Point Modem Link		
Opt. 3 __	For Series 30 and 39 thru 42	5,040	5,750
Opt. 4 __	For Series 33 and 44 thru 70	5,040	5,750
Opt. 390	For Series 30 and 39 thru 42 No Hardware	805	905
Opt. 490	For Series 33 and 44 thru 70 No Hardware	805	905
30240A	OfficeShare LAN/3000 Link		
Opt. 300	For Series 39. 40. 42	6,050	7,000
Opt. 400	For Series 44. 48, 58	6,050	7,000
Opt. 500	For Series 64, 68, 70	6,050	7,000
30242A	LAN/3000 Link		
Opt. 300	For Series 39, 40, 42	6,050	7,000
Opt. 400	For Series 44, 48, 58	6,050	7,000
Opt. 500	For Series 64, 68, 70	6,050	7,000
36921A	LAN3000/XL Lii		
Opt. 300	For Series 930	6,050	9,000
30145A	ATP Direct Connect Port Controller		
Opt. 001		– 250	0
30155A	ATP Modem Port Controller		
Opt. 001		– 250	0

OFFICE SYSTEMS

MD-Connection links HP peripherals to IBM mainframes for business graphics

Ole Sten Christensen/OEM Account Manager, Denmark

Earlier, the IBM and the Hewlett-Packard systems were incompatible, thus depriving IBM mainframe users of the possibilities offered by HP plotters, LaserJet printers, and film recorders.

The MD-Connection is a solution made by Maersk Data to overcome this problem. The system consists of a software and a hardware product that give you the option of producing graphic displays from the IBM mainframe. So now it's only your own creativity that sets the limits.

The problem

"How does my IBM mainframe system talk to HP peripherals to be used for graphic presentation material?"

This is an often-posed question since the majority of large corporations are using IBM mainframes, but on the other hand HP has a large and flexible line of peripherals for presenting business graphics. To present data stored in your mainframe system as graphics one needs to have the two worlds communicate.

The solution

The Maersk Data solution to connect IBM mainframes and HP peripherals consists of a software package and a hardware device, which together form the MD-Connection.

The software package, MD-PLOT, MD-LASER, or MD-SLIDE collects the graph from a mainframe graphical package (e.g. ICU®, Tell-A-Graf®) and translates it to a language which can be understood by HP peripherals. After this the software package spools out the graphs through the IBM 3270 network.

The hardware box, the IDEX-protocol converter, physically connects the HP peripheral to the IBM 3270 network. The IBM network will then treat the HP peripheral as a member of its own world, just like a standard IBM printer.

Depending on the HP peripheral device (plotter, LaserJet printer, or HP 7510A film recorder) the appropriate software package must be used.

For further information please contact (in Denmark) Maersk Data, 11 Titangade, DK-2200 Copenhagen N, Phone: (1)838211, Telex: 16411; or (in the US) Maersk Data Inc., 25 Vreeland Road, Florham Park, NJ 07932, Phone: 201-966-7890.

HP 3000 now supports HP LaserJet 500 PLUS printer

Karen Dozier/CSY

The certification testing for support of the HP LaserJet 500 PLUS printer has been completed. This means the MPE V/E HP 3000 systems now support this new member of the HP LaserJet family of printers. This new printer has the same capabilities as the HP LaserJet PLUS, with the addition of paper offset to separate documents and larger paper input and output trays.

System support

Support for the HP LaserJet 500 PLUS printer is the same as support for the rest of the HP LaserJet printer family, since the new printer is 100 percent compatible with the HP LaserJet and HP LaserJet PLUS printers. Therefore, it is supported on RS-232 and RS-422, point-

Information Systems

to-point, hardwired connections only, on either terminal or modem ports, for MPE VIE systems (version G.01.02 or later). Remote modem is not supported. It is supported as a spooled device, and can be configured for 1200, 2400, 9600, and 19200 baud.

The following chart indicates printer maximums on HP 3000 systems:

HP 3000 system	Number of printers supported
Series 37	1 (ATP37)
Series 39/4X/5X	1 (ADCC), 2 (ATP)
Series 6X/70	5 (ATP)

Applications support

Currently, HPWORD V provides limited support for the HP LaserJet 500 PLUS printer. Possible support of this printer with other HP 3000 applications is currently being evaluated by the appropriate divisions.

See the April 1, 1986, issue of *Information* Systems & *Manufacturing* News for more details on this new product. Sell this latest member of the HP LaserJet printer family to your customers who want these expanded paper-handling features.

New marketing programs for HP 35401A tape drive

Kevin *Greenleaves/CPB*

On April 1 Computer Peripherals Bristol (CPB) introduced the HP 35401A ¼-inch cartridge autochanger tape drive, targeted for HP 3000 and HP 9000 systems. The HP 35401A provides your customers with 536 Mbytes of unattended backup, media compatibility with the HP 9144A, and a cost-effective backup solution.
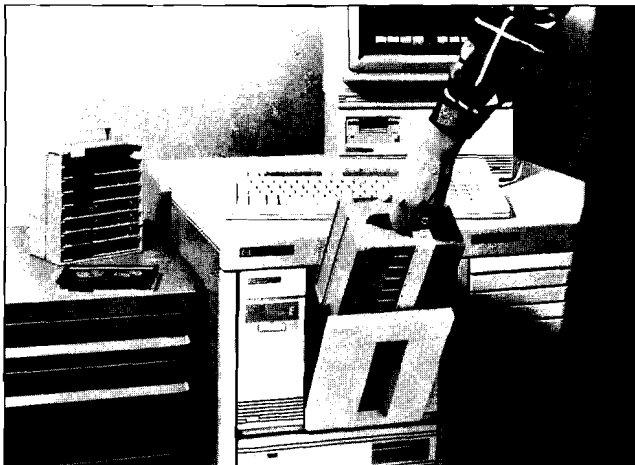
To help you sell the new ¼-inch cartridge autochanger, CPB has developed the following four comprehensive programs:

- HP 9144A Trade-up Program
- HP 35401A Loaner Program
- Series 42/HP 35401A Bundle
- HP 9000 Series 300 and 500/HP 35401A Bundle

Look for details of these promotions in the exciting "Things are Popping" mailer due to be delivered to your office the third week of June. Watch for a surprise as you open your mailer.

The June issue of Megabytes Plus will also outline these programs in detail. However, if you still have questions call your local sales center.

New brochure for sales force automation

Rebecca *Derrington/OSD*

Commercial sales reps and personal workstation sales reps will soon be receiving copies of a new brochure describing Hewlett-Packard's sales force automation capabilities. The target audience for this high-quality, full-color brochure is sales executives, sales managers, sales representatives, and MIS managers of Fortune 1000 companies that have large sales forces.

The message of this six-page, 8½ x 11-inch brochure is that HP is leading supplier of sales force automation solutions. Specifically:

- From our experience with our own sales and service automation projects and extensive experience working with customers on the HP Portable PLUS computer, we understand sales force automation.
- We have a broad business computer installed base in Fortune 1000 companies.

Computer Museum

- We offer a range of business computer systems, work-stations, and software tools that can be customized and tailored to the customer's needs.

The brochure can be given to customers along with product-specific literature on the HP 94, HP Portable PLUS, HP Vectra PC, HP Touchscreen II PC, and HP 3000.

This new brochure will first be given to customers at the American Management Association (AMA) Sales & Marketing Expo 86 seminar/show for sales and marketing executives in Chicago, Illinois, on June 15, 16, and 17.

Designed around a theme likening sales competition to a running race, the cover reads "Sales Force Automation — The competitive edge." The copy describes the edge that is needed to win in today's competitive marketplace — automating the sales force to speed up administrative and communication tasks to allow more time for customer contact. It goes on to explain the benefits of sales force automation and the solutions that HP provides.

If you have questions about HP's sales force automation activities, contact Mary Yamahiro (408-725-8111, ext. 3172) or Russ McBrien (ext. 3168). Both are at HP6650/11 on HPDesk.

For additional copies, request P/N 5954-7440 for your literature coordinator.

HP LaserJet printer solutions directory still available
Zevada Lundin/BOI

For North America only

We want to remind everyone that the *HP LaserJet Printer Family Software and Hardware Solutions* directory is still available through the normal distribution channels free of charge. With the advent of our Desktop Publishing program, this piece has become an even more valuable merchandising tool. Because of this we are raising the order limit from 25 to 50 (P/N 5954-7298).

This directory contains software and hardware products developed by Hewlett-Packard, by independent vendors for HP computer systems, and products developed by independent vendors for non-HP computer systems.

In this guide you will find almost 200 product descriptions, vendor names, addresses and phone numbers, prices, computer support information, font and graphic support mformation, and any applicable special notes.

Stock your shelves now, free of charge, and use this merchandising tool to help sell the HP LaserJet family of printers and support our Desktop Publishing message.

Also in this issue

VERTICAL MARKETS

Direct mail to law firms and corporate legal departments
Susan Diehl/ISG

A direct-mail campaign went out the end of May to the managing partners of 5,000 law firms and 800 corporate legal departments nationwide. The purpose of the mailing was to promote HP's office automation products into the legal marketplace. The initial piece was'a letter signed by Jack Brigham, vice president of administration and general council of Hewlett-Packard, offering a study paper on automating legal offices that was written by Dave Robertson, a partner with Cadwalader, Wickersham and Taft (New York's oldest law firm). Mr. Robertson's study paper was developed from a speech made at the New York Legal Tech conference on the process he went through in making his firm's automation decision. (Coincidentally, Cadwalader chose Hewlett-Packard as their vendor of choice.) The speech and study paper were written with wit and dealt with important automation issues specific to law firms. For more mformation, contact Susan Diehl, 408-865-6495.

(hp)

☐ Personal Computers

The Business Consultant — a whole new idea in calculators

Pete Lawson/HCCO

The Handheld Computer and Calculator Operation introduced a whole new idea in calculators when it unveiled the HP-18C Business Consultant professional calculator at the Consumer Electronics Show in Chicago on June 1.

The HP-18C Business Consultant calculator communicates with a new HP printer via an infrared light beam. The calculator, designed for business professionals, provides user-defined solutions without the need for programming.

The Business Consultant is ideal for you and the business professionals who are your customers. It uses softkeys and built-in menus to make solving standard business problems a snap. And it introduces an exciting new formula solver function that lets you customize the calculator to your individual needs. Simply provide the Business Consultant with all but one of the values in a formula, and it solves for the unknown.

The Business Consultant's revolutionary formula solver allows you to define problems specific to your work as ordinary equations — and then solve them in a flash.

Using the formula solver, you can store your formulas in your Business Consultant, then calculate and recalculate with them using softkeys.

The Business Consultant solves everyday business problems using its built-in functions for finance, summing and number lists, mathematics, general business, statistics, and time and appointments.

Its "clamshell" design houses two easy-to-use keyboards. The alpha keyboard is separate from the numeric keyboard, so it's easy to express your formulas in words. For instance: PROFIT = (PRICE − VARCOSTS) x UNITS − FIXED COSTS.

Hardware features of the Business Consultant include:

- Innovative dual-keyboard format
- Three replaceable N-cell batteries
- 1.2 Kbytes of RAM
- Four-line by 23-character display
- 64-Kbyte ROM
- Infrared printer interface

A "Consultant Series" of application booklets provides specific solutions developed for marketing, small business, banking, direct sales, manufacturing, real estate, personal investment, and finance.

Solutions in each of these areas are tailored to the professional's needs. For instance, the Direct Sales Consultant booklet includes formulas for revising forecasts to reflect current market conditions, markup calculations, figuring quotes, figuring commissions, and cost of travel by car.

These booklets help you, and your customers, get the most out of the Business Consultant.

You can create permanent records of the information or analysis you're working with using the thermal printer (see photo) that will be available in 1986. This printer has a unique infrared interface that links it to the Business Consultant without a tangle of cords. It's powered by an optional AC adapter or four AA alkaline batteries for convenient portability.

For more information about the Business Consultant, contact your local employee purchase coordinator.

P/N	Description	US list price	Employee price
HP-18C	Business Consultant professional calculator	$175	$87.50

The Business Consultant opens new HP calculator markets

Pete Lawson/HCCO

The Business Consultant professional calculator is HP's major new contribution to the business calculator marketplace. It's a significant step in HP's continuing efforts to offer calculators that combine ease of operation and innovative and unique problem-solving capabilities.

The Business Consultant is directed to professionals across a wide range of business disciplines including marketing, finance, small business, general management, consulting, and sales.

The Business Consultant calculator fits the diverse needs of a range of business professionals including those in marketing, manufacturing, small business, finance, direct sales, and personal investment.

The market

Growth in the calculator market has leveled off since the boom of the mid-1970s. According to industry sources, the worldwide market for calculators in 1986 is projected to be over $2 billion, with an annual growth rate of about 4 percent.

Casio, Sharp, and Texas Instruments (TI) are leaders in the low-end (four-function) segment, while HP and TI are leaders in the high-end (professional) segment, with Sharp considered a serious contender. It's this high-end market segment that has the most growth potential.

The majority of customers in the professional segment replace existing calculators or add to their assortment of calculators. They are not likely to change brands unless a calculator offers new technology, such as that offered by the Business Consultant.

At least 20 million individuals within the major occupational categories listed above are potential buyers of the Business Consultant. Many of them need the power and flexibility of advanced calculators, but they use four-function models because current high-powered calculators are hard to use. They feel no calculator available is different enough to warrant replacing the one they own. The Business Consultant is designed to change that attitude.

Expanding our product offering

The Business Consultant has been designed to complement our existing calculator models. Our highly-successful HP-12C will continue to be our most affordable and dedicated solution for vertical finance, banking, and real estate markets, while the Business Consultant can be easily and immediately adapted to the unique needs of professionals across a broader spectrum of business disciplines.

We expect to see the Business Consultant become a standard within its market segments, just as HP technical calculators have w i t h technical markets and the HP-12C has in vertical financial markets.

Distribution channel

The Business Consultant will be sold through retail by catalog showrooms, college bookstores, specialty stores, mail-order dealers, department stores, and office equipment and supply dealers.

Video/Serial Interface for HP Integral PC available

Eloise Motonaga/CWO

A Video/Serial Interface for the HP Integral PC is now available from Systems Integrated. With this dual-function interface you can increase display capability and perform bit-serial asynchronous data communications.

The video interface provides a resolution of 640 x 400 pixels with a default font size of 7 x 11 on a non-interlaced monochrome monitor such as the HP 35731A/B. Each interface supports an external monitor with its own separate IPC window manager. A maximum of seven

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Video/Serial Interfaces with seven external monitors can be used with each Integral PC.

The Video/Serial Interface takes advantage of the Integral PC's flexible windowing system and multitasking capability by allowing application programs to send information to any window on any display.

The RS-232-C interface is compatible with the HP 82919A Serial Interface and can be used to communicate with other computers (using HP 82815J data communications), instruments, printers, terminals, plotters, and modems.

Some features include: overrun and framing error detection, false start bit detection, auto echo mode, h e break generation/detection, and local/remote loopback modes.

Specifications

Video	Serial
Resolution: 640 x 400 pixels	Transmission mode: Serial, asynchronous using simplex/half duplex/full duplex
Horizontal sweep rate: 25.4 kHz	
Vertical scan: 60 Hz non-interlaced	Data bits: 5 to 8
Dot clock: 22.44 MHz	Baud rate: 16 fixed, 1 user definable up to 19,200
Signal type: Composite video	Connector: Male 25-pin D-Subminiature DTE
Connector: RCA phone jack	Drivers and receivers: EIA RS-232-C, CCITT V. 24 and V. 28

Ordering information

P/N: SI 98071A
Description: Video/Serial Interface with user manual and video drive utility disc.
List price: $595
Available from: Systems Integrated
      1630 South Sunkist Street, Unit S
      Anaheim, CA 92806
      714-734-0600

Introducing the Graphics Gallery for the HP Vectra PC

Ames Cornish/PSD
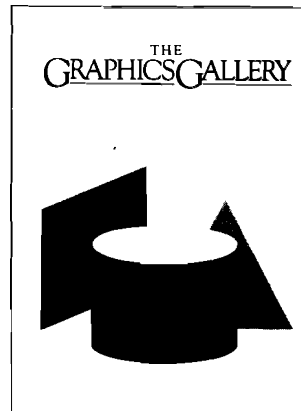
This July, Hewlett-Packard will be shipping the Graphics Gallery for the HP Vectra PC and the IBM PC/XT/AT. This introduction has already generated a great deal of interest from customers and the field, because only the Graphics Gallery brings truly professional-quality presentation graphics to the HP Vectra PC and other industry-standard personal computers. A complete family of compatible business graphics software, Graphics Gallery features three exhibits — Charting Gallery, Drawing Gallery, and Executive Memo-Maker — all designed to make communications more effective.

Graphics Gallery helps sell the HP solution

Graphics Gallery provides an excellent opportunity to sell HP personal computers and peripherals (such as plotters and printers) as part of a total solution for business

graphics. We are already receiving numerous requests from the field for Gallery demos in situations where large Vectra PC sales depend on it.

HP takes the lead in office graphics

Graphics Gallery also supports our selling advantage with the HP Personal Productivity Center (HP PPC), because Gallery is an outstanding and concrete example of an integrated solution for the office. Gallery pictures can be used with both graphics and word processing products on the HP Touchscreen personal computer, the HP Vectra PC, and the HP 3000 (via Graphics Curator/3000). No other office automation vendor offers such a well-integrated graphics solution.

How Gallery beats your competition

Why is Graphics Gallery an industry-leading solution? When your prospect asks that question, just remember these four points:

Graphics Gallery Advantages

☞ **Quality of output**
☞ **Complete range of output**
    Full color plots and slides
    Excellent printed graphics
    35 mm output
☞ **Integration**
    Charting and drawing
    Merged text and graphics
    Lotus 1–2–3 spreadsheets
☞ **Ease of use**

- *Output quality:* Graphics Gallery produces higher-quality results from printers and plotters than other graphics software, because HP has more experience in both software and industry-leading peripherals than other companies.

- *Range of output:* Gallery provides a full range of high-quality output: bold, colorful transparencies and graphs from plotters; crisp, letter-quality merged text and graphics from printers; and high-resolution 35mm slides for formal presentations.

- *Integration:* Gallery offers a better solution in the four important areas of integration for graphics: (1) Picture integration between charting and drawing graphics; (2) Word-processing integration for merged text and graphics; (3) Data integration to easily bring data and graphs from databases and spreadsheets such as Lotus® 1-2-30; and (4) Mainframe (HP 3000) integration for compatibility with multiuser graphics, with word processing applications, with shared peripherals, and with electronic mail.

- *Ease of use:* The Graphics Gallery user interface is based on advanced technologies such as pull-down menus and mouse support. Our interface and learning materials have also been improved by sophisticated, in-depth testing with actual users.

The Graphics Gallery family

The Graphics Gallery includes a series of software, training, and accessory products that compose a solution that is unmatched in its breadth, depth, and support. Other articles in this issue describe the following products in detail:

- Charting Gallery: for pie, bar, and line charts.
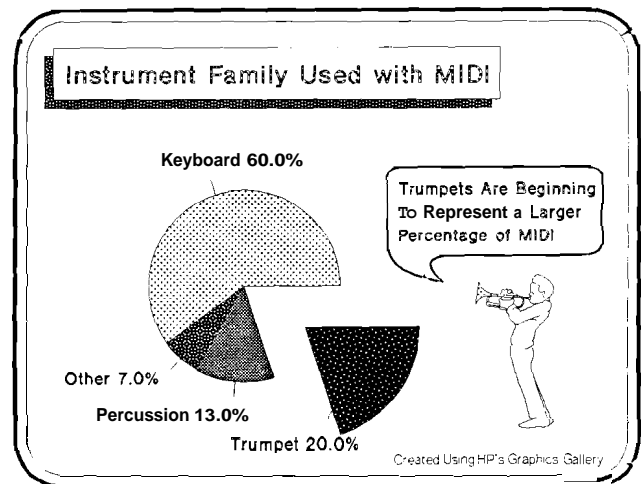
A Charting Gallery pie chart enhanced with Drawing Gallery.

Corporate Strategy
- ► Increase profits
- ► Reduce costs
- ► Beat the competition
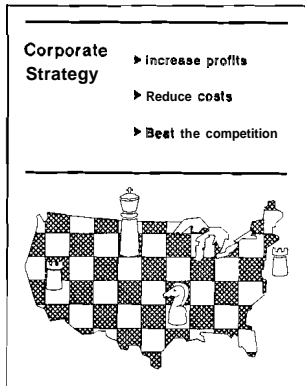
An illustrated textchart created with Drawing Gallery and Gallety Portfolios.

- Drawing Gallery: for text charts, organization charts, enhanced Charting Gallery charts, and other drawings and illustrations.
- Gallery Portfolios: specialized pictures, fonts, templates, and pre-fab forms for Drawing Gallery.
- The Gallery Collection: a bundles that includes Drawing Gallery, Charting Gallery, and the choice of an additional Gallery Portfolio.
- Executive MemoMaker: a managerial word processor that offers advanced spelling correction and letter-quality merged text and graphics.
- Classroom Learning Packs: materials for presenting full-day courses for software training.
- HP FastTrak: an advanced software study guide for expert users and support personnel.

The Graphics Gallery is both an industry-leading application in its own right and a well-integrated part of the total HP solution. The other graphics articles in this issue and the sales guide inserted in the center will help you be successful selling this industry-leading solution.

The Graphics Gallery
Ames Cornish/PSD

With the introduction of Graphics Gallery for the HP Vectra PC, HP now provides an industry-leading graphics solution that works on the HP Touchscreen personal computer, the HP Vectra PC, and IBM PCs that provides compatibility between HP 3000 and personal computer office applications and beats the competition as a stand-alone application.

The Graphics Gallery brings you truly professional-quality graphics that you can create yourself. Professional-quality graphics help your listening or reading audience understand your message and remember your conclusions. Bold, full-color presentations grab your audience's attention, and crisp, clear illustrations can help you convince your reader.

The Graphics Gallery provides a wide range of excellent results on paper, transparencies, and 35mm slides. HP's experience with high-quality plotters such as the HP ColorPro plotter and printers such as the HP LaserJet and ThinkJet printers means that our graphics software and hardware make an unbeatable combination. The Graphics Gallery also works well with a full range of third-party peripherals.

These packages provide you with a multitude of high-quality solutions for business presentations and reports. You can create a pie or bar chart in Charting Gallery, add a special font and border from Drawing Gallery, and make a full-color overhead transparency with an HP plotter. You can also transfer Lotus@1-2-3® worksheet graphs directly into Charting Gallery without complicated "DIF" procedures. Or you can use Drawing Gallery by itself to create graphics like text charts, organization charts, and process-flow diagrams. And any graphics you produce with Charting Gallery or Drawing Gallery can be merged with documents you've written using Executive Memo-Maker. With Graphics Curator/3000, you can also transfer files between Graphics Gallery and graphics and word-processing products on an HP 3000 minicomputer.

Drawing Gallery

Drawing Gallery lets you illustrate concepts and information rather than just numbers. Drawing Gallery is the graphics software that lets you present important ideas, such as your recommended strategy, and makes your

company stand out from the competition. Drawing Gallery creates organization charts, flow charts, text charts, and illustrations. Drawing Gallery will also edit or customize a Charting Gallery chart with logos, pictures, borders, and much more.

Charting Gallery

Charting Gallery quickly turns tables of numbers into meaningful and professional-looking pictures. It will automatically create pie charts, bar charts, line charts, and scattergrams. In fact, Charting Gallery will even take a graph you select from a Lotus 1-2-3 worksheet and automatically turn it into a high-quality Graphics Gallery chart. You can annotate your graphs with text, lines, and boxes, or you can transfer graphs into Drawing Gallery where they can be fully customized to communicate exactly the points you want to make.

The Gallery Collection

The Gallery Collection includes everythmg you need to get started with professional presentation graphics: Charting Gallery, Drawing Gallery, and your choice of a Gallery Portfolio.

Enhancements to the HP Vectra PC version

Graphics Gallery on the HP Vectra PC includes all the powerful features found in the HP Touchscreen personal computer version, plus these improvements:

- Much faster software performance due to both a faster processor and improved software algorithms — up to 30 times faster in some areas, and 3½ times faster on average.
- On-screen color from both standard and enhanced graphics adapters.
- Over 1,000 new high-quality pictures specially designed by a graphics artist.
- Over 15 professional-quality fonts.
- Direct integration with Lotus worksheets that avoids cumbersome "DIF" files.
- Gray-scale simulation of color on black and white devices.
- Improved learnability due to better prompts and messages, new learning products, and innovative documentation.
- Increased data capacity in Charting Gallery — up to 640 points and 10 ranges.
- Mouse input is now supported for all aspects of Drawing Gallery, Charting Gallery, and Executive Memo-Maker, including file manager.

A mouse is required

Drawing Gallery and the Gallery Collection require the use of a mouse for input. We have found through extensive user testing that both novice and experienced users are more productive with a mouse, and we have provided documentation and a "Quick Guide" card that gets new users up and running with a mouse right away. Make sure that your customer obtains a mouse for use with Graphics Gallery — either the HP-HIL mouse for HP Vectra PC users or a third-party mouse such as the Microsoft® mouse or the Logitech Logimouse for IBM and compatible users.

Ordering information

Product	P/N	US list price
Drawing Gallery	68351F	$395
Charting Gallery	68350F	295
Gallery Collection	68352F	695

Lotus and 1-2-3 are US registered trademarks of Lotus Development Corp.

How gray-scale improves printed graphics
Ames Cornish/PSD

One of the key new enhancements of the Graphics Gallery products on the HP Vectra PC is the ability to simulate colors with shades of gray for black and white devices. Typically graphics software has used "hatch patterns," which work well with plotters because they only take a few strokes to plot and also work well with black and white printers because they distinguish segments of a pie chart or variables of a bar chart. (See figure 1 on following page.)

As plotters have become faster and graphics customers have demanded more professional-looking output, graphics software such as HP's Graphics Gallery started using bold, colorful, solid-filled colors, and nearly typeset-quality filled fonts. These solid colors and filled fonts dramatically improve the impact and look of computer-generated graphics. Unfortunately, when a chart designed with solid-filled colors is printed in black and

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white or viewed on a monochrome monitor, it is not possible to distinguish the different colors — there is no blue, red, and green, just black, black, and black. (See figure 2.)

Instrument Family Used with MIDI

Keyboard **60.0%**
Other **7.0%**
Percussion **13.0%**
Trumpet **20.0%**
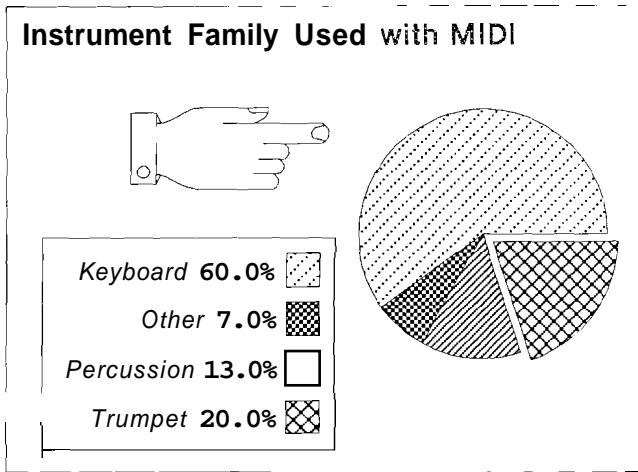
Figure 1: Old-style hatch patterns don't give high-quality solid colors on plotters.

Instrument Family Used with MIDI

Keyboard **60.0%**
Other **7.0%**
Percussion **13.0%**
Trumpet **20.0%**
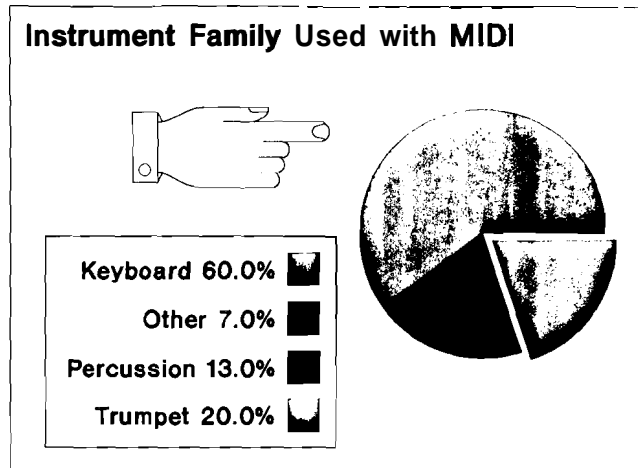
Figure 2: High-quality solid colors can't be photocopied.

With this introduction of Graphics Gallery, HP has found a solution to this dilemma. When plotting, our pictures automatically come out in bold, solid colors. When printing on a black-and-white printer such as the HP LaserJet printer, Gallery automatically uses shades of gray to represent the different colors. These shades of gray are

produced by "dithering" black and white dots in specially-designed patterns. These patterns are carefully designed to represent evenly-spaced shades of gray that look pleasing together, yet are readily distinguishable from each other. (See figure **3.**)

Instrument Family Used with MIDI

Keyboard **60.0%**
Other **7.0%**
Percussion **13.0%**
Trumpet **20.0%**
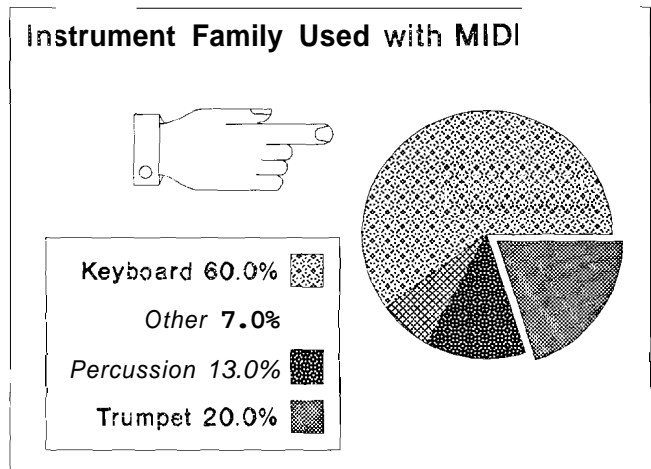
Figure 3: New gray-scale technology looks good on printers and plotters.

To a customer, our industry-leading gray-scale technology means that:

- **A** user can distinguish different colors on a monochrome monitor *before* the chart is plotted out. This reduces wasted time creating trial plots that turn out to be "not quite right."

- More professional-looking graphics can be printed on black and white printers such as the HP LaserJet printer.

- The same chart can be used for both high-quality printed output and high-quality plotted output. No more re-editing the chart just because you want both a plotted copy for your presentation and a printed copy for your report.

- Your professional-quality gray scale printed output can be easily photocopied. How many times have you seen a photocopy of a color chart that was useless because you couldn't tell which bar was which?

Gray-scale hardcopy is an excellent example of HPS continuing commitment to create the highest-quality output in the computer graphics industry — a commitment that makes Graphics Gallery second to none.

Gallery portfolios for the Graphics Gallery

Paula Dieli/PSD

Hewlett-Packard has announced a set of portfolios containing over 1,000 ready-made pictures enabling anyone to produce professional-quality visuals. These pictures save your customer time preparing visuals since they don't have to create them themselves.
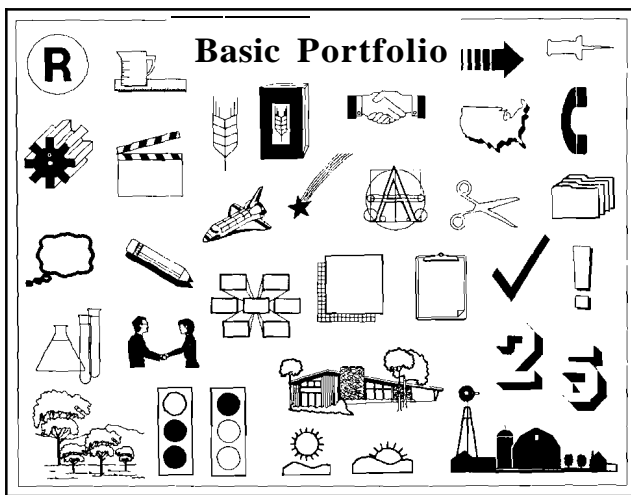
Your customer can use the expertise of a graphics artist in every slide they create. This adds up to more professional presentations and reports. They can use pictures from Drawing Gallery's Electronic Templates right off the screen for quick and easy access to commonly used shapes.

Additional fonts, as well as the 15 fonts included with Drawing Gallery, are available in the portfolios. The varied selection of Gallery Portfolios enables your customer to fine tune Drawing Gallery to their specific needs.

- *Over 300 pictures included with Drawing Gallery* for the HP Vectra, IBM PCIXTIAT, Compaq, and HP Touchscreen personal computers.
- *Business Management Portfolio* tailored for the manager or business professional.
- *Office Activities Portfolio* for the office end-user who produces more artsy slides.
- *Chemical/Petrochemical Portfolio* for the Drawing Gallery user in the chemical and petrochemical industries.
- *HP Draw Figures Portfolio* for HP 3000 graphics users who are migrating their graphics creation to the stand-alone workstation.

Fictures included with Drawing Gallery

A set of over 300 pictures is included with Drawing Gallery for the HP Vectra, IBM PCIXTIAT, Compaq and HP Touchscreen personal computers. Included are: borders, fancy frames, pre-fab formats, a designer alphabet, a wide selection of "bullets" to help your customer emphasize major points, illustrations, word balloons, and HP equipment. Four template sets are also included: basic shapes, flowchart symbols, arrows, and curves.

Professionally designed

These portfolios were developed jointly by Aaron Marcus and Associates, well-known graphics designers, and Hewlett-Packard. Professional quality and customer need were of the utmost importance during the design and creation of the portfolios. Gallery Portfolios significantly enhance the competitive position of the Graphics Gallery by providing:

- *Over 1,000 total pictures* available for use with Drawing Gallery and *over 300 of these included with Drawing Gallery* for the HP Vectra, the IBM PC/XT/AT, Compaq, and HP Touchscreen personal computers.
- Configurable fonts — fonts included in portfolios can be used with Drawing Gallery. No difficult configuration required.
- Editable pictures — features that can be changed are line type, line width, color, fill texture, size, and shape.
- Electronic Templates — most commonly used shapes are readily available on screen for quick and easy access.
- Professional, "built-in" graphic artist system enabling anyone to produce professional-quality visuals.

The more focused or strategic groups of pictures make it easier for HP to address the needs of various industries on an ongoing basis, after initial release of Drawing Gallery. We are currently investigating additional Gallery Portfolios for release in the future.

Picture compatibility

Pictures from Drawing Gallery on the HP Touchscreen PC are compatible with pictures from Drawing Gallery for the HP Vectra PC, IBM PCIXTIAT, and Compaq personal computers.

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Host computer picture integration

Portfolio pictures can be used with HP Draw for the HP 3000 business computer by using HP Graphics Curator/3000 (P/N 36926A) for conversion to the HP Draw figure format.

Ordering information

P/N	Description
68326F	Business Management Portfolio
68324F	Office Activities Portfolio
Available fall 1986	Chemical/Petrochemical Portfolio
Available fall 1986	HP Draw Figures Portfolio

Custom picture services for the Graphics Gallery

Paula Dieli/PSD

With the introduction of The Graphics Gallery/Vectra, we are also announcing the availability of custom picture services through Aaron Marcus and Associates (AM&A).

While Drawing Gallery is unique in its ability to create and edit pictures, images with curves are difficult to create. In addition, many customers lack the graphic arts expertise necessary to create their own professional quality pictures. Thus, we've seen a demand for custom picture services, and now customers can have their own visuals digitized for use with Drawing Gallery.

Aaron Marcus and Associates leader in graphic design

Aaron Marcus and Associates is a leader in computer-based graphic design, with a wide range of experience in business applications. Working with HP, AM&A developed the new Gallery Portfolios, which include over 1,000 custom designed pictures for use with the Drawing Gallery software. Thus, AM&A is uniquely qualified to create custom pictures, Electronic Templates, and logos for your customers with specialized needs.

The table below summarizes the cost of such services:

Category	Number of items	Cost
Simple Logo	1	$ 180
Complex Logo	1	270
Simple Picture	1	260
Complex Picture	1	360
Set of Simple Pictures (or Electronic Template)	25	3,000
Set of Complex Pictures	25	4,500
Portfolio of Simple Pictures	250	20,000
Portfolio of Complex Pictures	250	25,000

Custom libraries provide unlimited use within a company

With the purchase of these custom pictures, customers have unlimited use of the images throughout their organizations. Thus, pictures designed for use with Gallery/Vectra could also be used on your customer's Gallery/Touchscreen systems, as well as with HP Draw via Graphics Curator/3000. Also, the customer would receive one master copy of the custom pictures, and any duplication of these pictures would be carried out by the customer.

For more information, contact AM&A at 415-527-6224, or write Bruce Brown, Aaron Marcus and Associates, 1196 Euclid Avenue, Berkeley, California 94708-1640. They can provide you with more information should your customer have a specific need.

Note: Aaron Marcus and Associates is an independent supplier of custom Gallery pictures. We have found this firm to be extremely reliable, but in no way does Hewlett-Packard Company guarantee these services.

The prices highlighted above are based on an average task and are subject to change without notice. For a particularly complex logo, there may be an additional charge.

Graphics Gallery/Vectra and HP EGDS

Mary Cunneen Lion/POD

By combining the new Graphics Gallery software with the HP Enhanced Graphics Display System (EGDS), you can turn the HP Vectra PC into a professional business graphics workstation. The Gallery software has been optimized for HP EGDS, providing 640 x 350 resolution

support in eight different colors.* While Gallery also works with the Multimode video system, it provides only black-and-white editing and a four-color preview mode at 640 x 200. Thus, the EGDS is the only solution for those customers who need full-color editing *and* preview at high resolution.

Why sell EGDS with Graphics Gallery?

One of the biggest problems associated with business graphics preparation is users not knowing the color of an object prior to plotting. With the EGDS, your customers will never again encounter the problem of plotting a visual only to find that the outline of a box is red when it should be blue. And that will result in much higher user productivity and satisfaction with HP.

HP EGDS: another key to HP's industry leadership in graphics

With the availability of HP EGDS, HP further strengthens its position as *the business graphics company.* No other vendor offers the range and quality of video, plotter, printer, and software solutions. Use this strength to sell more graphics solutions.

Note: The EGDS can support up to 16 colors on screen from a palette of 64. Since Graphics Gallery color output is optimized for plotters which provide a choice of eight colors, Gallery offers a fixed palette of eight colors.

New learning products for Graphics Gallery/Vectra

Carla Klein/PSD

Personal Software Division (PSD) will be offering a complete set of learning products for the new Graphics Gallery software for the HP Vectra PC and IBM PC/XT/AT.

Classroom Learning Packs are available for Drawing Gallery and Charting Gallery or for the Gallery Collection. These Packs include all of the features of the current Classroom Learning Packs: ready-to-use instructor's guide, overheads, and student activity sheets and extensive hands-on usage of the software. All of the materials are provided for an instructor to quickly prepare a four-hour classroom course on all of the Gallery software products for the HP Vectra PC. A copy of the corresponding HP FastTrak, containing self-study learning for the expert user, is included with every Classroom Learning Pack.

The Drawing Gallery Learning Pack includes computer-based training for a self-guided tour of the software and a lesson on basic editing functions. Other modules acquaint the student with the documentation, lead them through

creation of a slide and organization chart, and discuss other uses and tips for Drawing Gallery. One training disc (CBT) is included in the Pack and each workstation in the class will require a separate disc. Additional copies of the CBT are available in packs of five discs. It can also be used as an introductory lesson for any new Drawing Gallery user, whether or not they attend a classroom course. The CBT requires the Drawing Gallery software, since it runs on top of the actual application.

Modules in the Charting Gallery Learning Pack give the students a basic foundation in charting concepts and guide them through the software documentation. The students also create each of the available charts: pie, bar, and line.

In addition, the current Classroom Learning Pack for Executive MemoMaker has been updated to include lessons on merged text and graphics. This Pack also includes computer based training.

HP FastTrak Guides for Drawing Gallery and Charting Gallery are designed for user support personnel and expert users. They include handy technical tips on configurations, installations, and integration with other software products. HP FastTrak training is self-study and completely modular. A FastTrak Guide for the Gallery Collection is also available. The PC support organizations within your accounts, as well as dealers will find FastTrak to be a valuable assistant for the various services they perform for end-users.

Ordering information:

P/N	Description
68351V*	Classroom Learning Pack for Drawing Gallery/Vectra. Includes 1 Student Training Disc (CBT). For this course, 1 CBT disc is required per workstation.
68351P*	Additional Drawing Gallery Student Training Discs (CBT). Pack of 5
68350V*	Classroom Learning Pack for Charting Gallery/Vectra.
68352V*	Classroom Learning Pack for the Gallery Collection/Vectra. Includes both Drawing Gallery and Charting Gallery Learning Packs (P/N 68351V and 68350V)
89912F	Classroom Learning Pack for Executive MemoMaker/Vectra. Includes 1 Student Training Disc (CBT). For this course, 1 CBT disc is required per workstation.
89919F	Additional Executive MemoMaker Student Training Discs (CBT). Pack of 5
68351X*	HP FastTrak for Drawing Gallery.
68350X*	HP FastTrak for Charting Gallery.
68352X*	HP FastTrak for the Gallery Collection. Includes both Drawing and Charting Gallery (P/N 68351X and 68350X).

Available on the August 1 Corporate Price List.

New Graphics GalleryNectra promotional materials available

Carol *Luebke/PSD*

To help you get the word out about the new Graphics Gallery for the HP Vectra PC and the IBM PC/XT/AT and how it can be combined with hardware and peripherals to form integrated solutions, the following promotional materials are available.

P/N	Description
5954-7223	Graphics Gallery Data Sheet
5954-7224	Portfolios Data Sheet
5954-2565	Executive MemoMaker Data Sheet (updated)
5954-7221	Dealer Sales Guide plus Demo Disc
5954-7225	Configuration Sheet for Graphics Gallery
5954-7220	Graphics Gallery Customer Flyer
5954-7218D	Graphics Gallery Competitive Sheet
5954-7435*	PPC Graphics Brochure

*Available in *late July*.

All these materials (except the updated Executive Memo-Maker Data Sheet and PPC Graphics Brochure) were mailed to the field the week of June 9.

To order additional quantities of these materials, contact your literature coordinator or write to Marcom Dept., Hewlett-Packard, 1000 NE Circle Blvd., Corvallis, OR 97330.

Graphics Gallery compatible with HP 3000 graphics

Paula *Dieli/PSD*

With the introduction of HP Graphics Curator13000 this March, HP became the only major office automation (OA) vendor to provide integration between personal computer and host-based business graphics.

HP Graphics Curator13000 allows HP 3000 graphics users to use their many custom figures with the Graphics Gallery and Executive MemoMaker for the HP Touch-

screen PC. Graphics Gallery, just announced for the HP Vectra PC, IBM PCKTIAT, and some Compaq personal computers, continues in this leading tradition.

Now HP 3000 graphics users can take advantage of the performance benefits of graphics on a standalone workstation where benchmarks on the alpha test software versions have shown that on-screen performance is at least eight times faster with Drawing Gallery than HP Draw on an empty HP 3000 Series 68.

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

With the ease with which a Graphics Gallery user can create/edit a high-quality drawing which can include any of 17 fonts and some of the over 1,000 new predefined pictures from the Gallery Portfolios, HP 3000 users can significantly increase their productivity. With HP Graphics Curator/3000, users can upload Gallery pictures to HP Draw and to TDP/3000 and HPWord documents for larger, integrated-text-and-graphics documents, thereby maintaining their investment in terminal-based graphics.

The full compatibility provided by HP Graphics Curator13000 allows our customers the flexibility to choose the Graphics Gallery with better on-screen performance, while retaining access to the production environment of the HP 3000.

Graphics GalleryNectra enhancements to be included in future HP Touchscreen release

David *Obershaw/PSD*

The Graphics GalleryNectra includes several enhancements — gray scale, direct Lotus@1-2-3@and Symphony[5] integration, and HP 7510 film recorder support, to name a few — that are now being integrated into the HP Touchscreen PC version of the product.

Given the critical role the HP Touchscreen personal computer plays in our overall HP Personal Productivity Center (PPC) program, we believe it is essential to keep the Graphics Gallery software current on both machines.

This will enable your HP Touchscreen PC customers to enjoy several important enhancements to their Gallery software, and reassure them that HP's strategy is one of continued support for the Touchscreen PC.

The enhanced version of The Graphics Gallery/Touchscreen software will be available in the first half of 1987.

Lotus, 1-2-3, and Symphony are US registered trademarks of Lotus Development Corp.

Graphics Gallery software to support new videoshow technology

David *Obershaw/PSD*

The Graphics Gallery software will provide support for the new Videoshow technology from General Parametrics in the first half of FY87. This new form of graphics output enables users to display very-high-resolution video images on a monitor or projection system for presentations, using a variation on the NAPLPS video standard. The primary advantage of this technology is the speed and flexibility it provides presentations, although the cost remains high.

Because of the cost of this system and because of the scarcity of video equipment in conference rooms, we do not see this playing a major role in business presentations for the immediate term. Overhead transparencies and 35mm slides remain much more accessible technologies, and their role in business presentations will not diminish with the availability of high resolution video presentations.

We are providing this advanced information in the event that your customer has a specific interest in the Videoshow technology, or in the event you are confronted with an RFP which specifies software support for this device. Please indicate our commitment to support the technology, and provide rough information on availability. Also, please call David Obershaw at TELNET 773-6325 or 408-773-6325 if you need any assistance closing a deal. We will provide you with more specific information as it becomes available.

Strategic direction for HP business graphics software products

David *Obershaw/PSD*

With the introduction of the Graphics Gallery/Vectra products, we now have a complete family of business graphics software products available across both the HP Touchscreen and HP Vectra personal computer families. In order to help you set customer expectations for future business graphics solutions appropriately, we have outlined below the overall direction for our software solutions:

1) **Personal Computers are the workstation of choice for interactive business graphics, preparation.**

Those who have followed the development of our business graphics software over the last few years have no doubt noticed that our engineering efforts are largely focused on personal computers. This strategy is based on the reality that (1) personal computers are becoming the workstation of choice for office workers, and (2) business graphics preparation is much faster on personal computers than on minicomputers. For example, we have found that Graphics Gallery running on the HP Vectra PC can draw the same complex picture on-screen eight times faster than HPDraw on an HP 3000 Series 68 with no other users. Given the trend toward more powerful microprocessors in personal computers, this performance advantage for the PC will become larger over time. Thus, we will continue to focus the majority of our engineering resources on personal-computer-based applications.

2) **Applications such as HPDraw, DSG, EasyChart, and HPMap still play an important role in our office graphics program.**

Personal computers are generally the best place to prepare business graphics; however, there are exceptions to this rule. For example, if a customer has a monthly "production" graphics job, DSG with its programmatic interface would provide the most efficient means of executing the task. In addition, you may have a customer who has an occasional use for business graphics, but does not want to invest in personal computers. Thus, our strategy for our HP 3000-based applications is one of continued support for the installed base, but wherever possible, we

Personal Computers

encourage customers to use the Graphics Gallery software for interactive graphics preparation.

3) Links must be provided between host-based business graphics and the Graphics Gallery software.

While the personal computer may be the best place to prepare business graphics, in many cases a customer may wish to mail this graphic to another user, or simply share visuals within a mixed PC/HP 3000 workgroup. In order to respond to this need, we've introduced Graphics Curator/3000.

Graphics Curator13000 is an HP 3000-based utility which enables users to convert pictures from the HPDraw figure format on the HP 3000 to the Graphics Gallery format on personal computers. Thus, pictures can be easily shared between users without concern for where they are created. It is important to note that HP is the only office automation vendor to provide such a link.

4) Personal-computer-based applications will exceed the functionality of host-based business-graphics solutions.

Our plan is to expand the functionality of our personal-computer-based business graphics over time to exceed the functionality of HP 3000-based solutions. Thus, in dealing with customers who are concerned about the functionality of PC-based solutions, emphasize that the functionality will be expanding over time.

5) HP software will continue to exploit new output technologies.

There are a number of changes underway in the world of graphics output. In the last two years, the HP LaserJet printer has proven that high-quality printed graphics can be achieved on personal computers. Additionally, HP now offers the HP 7510 film recorder for preparation of 35mm slides, and "video" forms of output are gaining in popularity. In dealing with your customers, emphasize that HP is committed to solving their presentationlreporting graphics problems and will thus focus on a wide range of graphics output technologies.

6) We will continue to lead the industry in merged text and graphics and in integration with other personal-computer-based applications.

The importance of merged text and graphics in the office will only heighten in the coming years. Given this, we are devoting a large share of our energies to ensure that our graphic images can be used throughout the HP Personal Productivity Center (PPC) network. With Executive MemoMaker, we already offer the easiest and highest quality integration of text and graphics available on the HP Vectra PC, IBM PC, and compatible personal computers. However, since customers also need this capability in a more sophisticated word processor, the engineering team at Office Productivity Division (OPD) is developing a new version of AdvanceWrite that supports Gallery pictures. In addition, we are investigating ways Gallery images could be used with other word-processing products.

In many cases, the data a customer wishes to use in a Graphics Gallery chart will come from another application. Most frequently, this data will come in the form of charts already created in Lotus@1-2-3@or Symphony@, and with the new Charting Gallery, these charts can be directly read into the program. To further strengthen Gallery's connections with other products, Microrim will announce later this year a means of directly outputting a Charting Gallery file from their R:BASE™ 5000 database. This is just an example of what we're doing to better integrate our office graphics with other PC-based applications.

7) Focus on excellence in user interface and output quality.

For presentation and reporting purposes, our market research has shown that software ease of use and quality of output are the most critical attributes to customers. Some recent examples of our leadership in both of these areas include the extensive user testing and interface refinements the Gallery products have received and the joint development of Gallery Portfolios with Aaron Marcus and Associates. In addition, since we began developing business graphics software nine years ago, we

have focused on providing the highest quality output technology possible. With the Graphics Gallery products, many customers have been impressed with the quality of our plotted output — and now with our gray-scale support of HP LaserJet and T h i i e t printers, we further strengthen our position as the leader in output quality.

The points highlighted above represent the strategic focus of our software program. It is important to note that this is an application area where HP holds absolute leadership relative to our office competitors. By fully understanding the strategy and our leadership position, you will be better able to direct your current customers, and use graphics as a pivotal advantage in selling the overall PPC solution.

Lotus, 1-2-3, and Symphony are US registered trademarks of Lotus Development Corp.
R:BASE is a US trademark of Microrim, Inc.

Enhanced Executive MemoMakerNectra introduced
Carla Klein/PSD

Executive MemoMaker, the most popular word processor for HP personal computers, has been enhanced for the HP Vectra PC and IBM PC/XT/AT.

With the release of the Graphics Gallery for the HP Vectra PC, Executive MemoMakerNectra now supports merged text and graphics. Any chart from Charting Gallery, drawing from Drawing Gallery, or picture from a Gallery Portfolio may be merged with an Executive MemoMaker document and then printed on a variety of HP printers, including the HP LaserJet and ThinkJet printers. Before printing, graphics may be previewed on-screen, even in color. Now your reports and correspondence can carry the same powerful graphics used in your business presentations, without cutting and pasting.

Other new features in this release for the HP Vectra PC include automatic page numbering and customized format files for use with HP LaserJet printers. Along with its find and replace capability and spelling verification/correction, Executive MemoMaker has a full set of powerful capabilities, yet is easy to learn and use.

Current Executive MemoMakerNectra users can receive the enhanced software at no cost through the following upgrade program.

Each copy of Executive MemoMaker (P/N 68330F), version A.01.00, includes a Graphics Gallery Completion Kit response card. By returning this card to HP, the

enhanced software and documentation will be sent. If the card has been misplaced, but the customer would like to receive the new software, the customer must send the master disc to: Hewlett-Packard, Personal Software Division, 3410 Central Expressway, Santa Clara, CA 95051, Attn: Graphics Gallery Completion Kit.

The customer should include a complete name and address and request the Graphics Gallery Completion Klt.

Note:

1) *Master discs may be returned until November 1, 1986.*

2) *The upgrade applies only to Executive MemoMaker/ Vectra (PIN 68330F), version A.01.00.*

3) *Allow 3 to 4 weeks for delivery of the Completion Kit.*

The Classroom Learning Pack for Executive MemoMaker/Vectra (P/N 89912F) has also been updated to include lessons on merged text and graphics. An update kit is available by returning the Product Update reply card (included with the Learning Pack) or by sending the cover page of the instructor's guide to: Hewlett-Packard, Personal Software Division, 3410 Central Expressway, Santa Clara, CA 95051. Attn: EMM Learning Pack Update.

Personal Computers

Availability of HP 150 3COM/EtherSeries cables

Paul Amthauer/DMK

The March 15 issue of *Information Systems & Manufacturing News* (page 24) announced that the HP 1501 3COM/EtherSeries network products would be obsoleted as of June 1, 1986. Customers will be receiving shipments of the host products during the month of July. To maintain a high level of customer satisfaction and support, Direct Marketing Division will continue to offer the cables for the HP 150 3COM/EtherSeries until October 31, 1986.

The following products are affected:

P/N	Description	US list price
45691A	7.0 meter cable	$32 each
45692A	15.0 meter cable	38 each
45693A	30.0 meter cable	50 each
45695A	Terminator kit	40 each
45696A	Barrel kit	14 each
45697A	T connector	18 each
45698A	Loop back plug	51 each

IBM/Compaq trade-in promotion

Terri Brown/POD

For North America only

IBM/Compaq Trade-in Promotion ends June 30, 1986. However, there's still time to aggressively pursue HP Vectra PC sales using the trade-in as a hook. Here's an example of how we've used the promotion as a hook to generate quality Vectra PC leads to help you make quota:

In March, Personal Computer Group (PCG) Marcom conducted a direct-mail campaign aimed at MIS directors and PC users in Fortune 1000 companies. All those on the list are currently evaluating IBM PC AT-class PC purchases. The campaign centered on the Vectra PC, using the trade-in as a hook to elicit reader inquiries. To date, 146 inquiries have been returned. All have been answered with a personalized response and Vectra PC product information. Additionally, all leads have been sorted by zip codes and distributed to the appropriate field marketing managers. Now's your chance to turn those leads into HP Vectra PC sales.

GENERAL

MANUFACTURING APPLICATIONS

HP 9000 Series 800 Model 840 special available
Carl Stolle/DSD

The standard HP 9000 Model 840 product (P/N 9741A) includes HP-UX (16-user license). The operating system is bundled with the hardware to simplify ordering. However, the Model 840 is also available without HP-UX as a special through Data Systems Division (DSD) custom engineering. This special should only be ordered if your customer wants to supply their own operating system or wants to purchase an operating system for the Model 840 from a vendor other than HP. For information on pricing and how to order this special call the Sales Response Center.

Manufacturing Software Solutions Catalog is here
Lucia Mikasa and Jeff Drexler/
MSG Value-Added Channels Program

For the first time ever, all manufacturing software from HP and our software suppliers can be found in *one* catalog. The *Manufacturing Software Solutions Catalog* lists over 300 manufacturing packages running on all HP computers, including PCs. This catalog will be distributed free to Sales Force 15, commercial third party reps, and the HP PLUS Program participants listed in the catalog.

This is an ideal tool to help customers identify and purchase the manufacturing software solutions they need. Free copies of this catalog for your customers can be ordered through the Literature Distribution Center (P/N 5954-6769).

A second issue of the catalog is scheduled for December, 1986. If you wish to add, modify, or delete an entry, please contact Jeff Drexler at 408-257-7000, ext. 2728.

Introducing HP 30001 JOBSCOPE: the jobshop manufacturing management system
Jeff Young/ISG
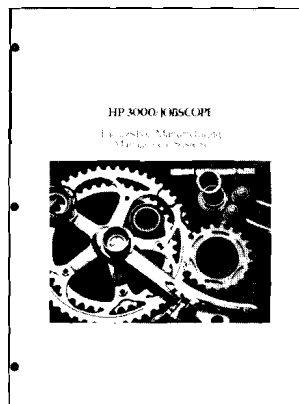
The business environment for manufacturers of custom products is more competitive today than it's ever been before. Companies both large and small face the same challenge: achieving maximum operational productivity while keeping overall costs as low as possible. The needs of manufacturers who design and make products to order are different from those who make standard products built to forecast; that is why HP is offering your prospects JOBSCOPE, a totally integrated manufacturing solution for engineer and manufacture-to-order companies.

A competitive advantage over IBM can be sustained in the long run by positioning premium solutions specifically targeted for different market segments.

HP 3000/JOBSCOPE

JOBSCOPE consists of five modules that constantly interact and update one another. They are designed to release work and manage manufacturing operations on a job basis, allowing optimum control over the entire manufacturing operation.

- *Operations* includes job-costing, order-entry, accounts-receivable, purchasing, accounts-payable, stock-and-job-inventory, and job-closing applications.
- *Bill of Materials/Engineering* includes bill-of-materials catalog, engineering drawings, standard routings, and estimating.
- *Production* consists of employee data, job-specific production shop orders/routing, production management and labor analysis, task planning for salaried personnel, and shipping of finished products.

Manufacturing Systems

- *Financial* is made up of Fixed Asset Systems and General Ledger, which includes complex fixed and variable allocations, fixed and variable budgeting, and responsibility reporting.
- *Lot Inventory* manages bulk lot inventory by material class and lot identification. Raw material inventory has a specialized MRP system designed for tracking lot identification and managing material requirements by classification code.

The integration of JOBSCOPE's broad capabilities is aimed at one goal: to give the project-oriented manufacturers and the engineer/make-to-order manufacturers greater control over the manufacturing process, and consequently, enhanced overall productivity. By efficiently managing manufacturing and financial data, JOBSCOPE provides users with:

- Cost estimates by individual job, which can be used for bidding, quoting, and managing costs.
- Cost data that is instantly updated and made available at all times.
- A job-scheduling system that uses finite as well as infinite loading techniques, receives information from the factory floor, and makes automatic adjustments to the manufacturing process.
- A tool to integrate all operational areas of a manufacturing company to track cash flow on a constant basis, in order to enable companies to reduce their working capital requirements.
- Lot, job, and stock inventory tracking, so that users can manage inventory by serial number, lot number, and order number, as well as by raw material and finished products.
- The ability to do progress billing and estimate profit margins by job before completion of an order.

JOBSCOPE was not designed for high-volume repetitive manufacturing operations. Its features have been developed to allow specialized manufacturers to optimize the use of their equipment and personnel resources to control costs, and ultimately, improve customer service. In addition to the standard features offered by a complex and fully-integrated manufacturing and financial software package, JOBSCOPE provides a number of extras. Among them:

- Changes in field length, edit criteria, and addition of new fields, are all included in the base JOBSCOPE system.
- On-line help for accessing documentation.

- Unique lot identification for raw materials tracking.
- Able to handle multiple plants, locations, and companies.
- A tailored material planning system for the manufacture-to-order environment with advanced purchase requisitions integrated into raw material inventory, allocating necessary materials to an order.
- Bill of materials processing, which allows non-standard items, along with standard products. Alternate material grades, extra, non-standard operations, and alternate routings may be specified.
- The output of production work orders from information in the bill of materials areas — orders which can be updated before or after release to the shop. Time and material changes are tracked against each work order operation.

Why sell JOBSCOPE?

The engineer and custom make-to-order jobshop target market has more than 12,000 initial prospects selected from over 90 jobshop industries with a total of over 35,000 ultimate prospects. JOBSCOPE is a premium solution for this marketplace and 35 percent of the systems sold have displaced IBM's MAPICS.

As a distributed product, JOBSCOPE is priced competitively at the low end with the average total system sale between $180,000 to $220,000.

Ordering information

P/N	Name	US list price
323946	JOBSCOPE	$ 0
Opt. 010	JOBSCOPE on Series 37 or Series 37XE	35.000
Opt. 020	JOBSCOPE on Series 40, Series 42 or Series 42XP	45,000
Opt. 030	JOBSCOPE on Series 44, Series 48 or Series 58	57,000
Opt. 040	JOBSCOPE a Series 68 or Series 70	85,000

When a JOBSCOPE system sale is made, commission and quota will be assigned as follows:

HP 3000 hardware and JOBSCOPE

	Commission (%)	Quota (%)
HP sales rep	100	100
HP value-added business rep servicing JOBSCOPE Corporation	25	25
HP value-added business rep assisting HP sales rep	25	25

JOBSCOPE sales tools
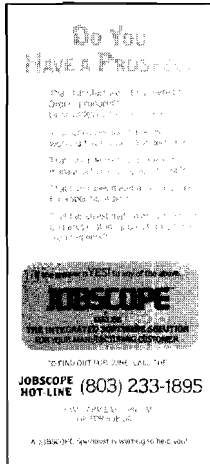
The following sales tools are available immediately:

- Customer sales brochure
- Data sheets
- General information manual
- JOBSCOPE prospect qualification card
- JOBSCOPE National Hotline for HP sales reps, 803-233-1895
- 35mm JOBSCOPE sales presentation
- 20-minute JOBSCOPE customer testimonial video presentation
- A financial/ROI customer purchase justification guide
- Field training manual
- Brochure discussing operating benefits for manufacturing executives
- JOBSCOPE marketing and technical consultants

Phase I of JOBSCOPE sales training to selected HP sales areas has been completed with tremendous success. Phase II will be rolled out in the second half of FY86 in the following areas: Orlando, Fla.; Cleveland, Ohio; Minneapolis/St. Paul, Minn.; Bellevue, Wash.; and Lexington, Mass.

If there are any further questions, please contact Jeff Young at Information Systems Group (ISG) Vertical Markets via HPDesk 5050102 or phone 408-865-6398; or Jim Hinkley, value-added business rep for JOBSCOPE, at 803-732-0400.

Seven bad excuses for not selling HP JIT
Kristine Johnson/MPD

Sales activity for HP JIT is steadily increasing. But there still seems to be a lot of you who have some reason for not selling HP JIT. Let's look at some of these reasons.

1) *There are no JIT manufacturers in my area.*

This is probably the most common reason for not selling HP JIT. But what many of you don't realize is that JIT manufacturers aren't the only prospects for HP JIT. HP JIT has enjoyed great success with repetitive manufacturers. In fact 42 percent of HP JIT's installed base is repetitive manufacturers. Any manufacturing company that builds the same core products over and over is a candidate for HP JIT.

2) *I have a few companies trying JIT, but they aren't ready yet.*

Many companies who are implementing JIT want to try the concepts out before they make any comprehensive changes to systems. This is appropriate. However, the merged HP JIT/Materials Management product is often ideal in this situation. Typically, manufacturers implement Just-in-Time on one production line at a time. This means one portion of their plant may be quite advanced in JIT, while the rest is still traditional. The JIT portion needs new systems right now. The merged product gives your customer the right software to effectively manage their operation as it is today, plus the migration path and long-term solution to stay in control as they implement Just-in-Time.

3) *My customer is pursuing Just-in-Time but doesn't feel software changes are necessaly.*

As more companies become experienced in Just-in-Time we are hearing this less and less. In fact, many industry leaders are becoming more vocal in supporting new software techniques for a JIT environment:

"The Yankee Group believes that specialized JIT software may have significant advantages over adaptations of traditional, routing-oriented production planning and control software."

- Yankee Group Manufacturing Automation Planning Service October, 1985

"Virtually every module of MRP has to be extensively rewritten before it can be truly compatible with JIT."

- William Stoddard, partner, Arthur Andersen & Co. March, 1986

4) *There are no companies large enough in my area.*

HP JIT has been successful with small companies. Several of our early customers are smaller than $20 million in sales. For environments with a small number of users, HP JIT and HP JIT/Materials Management can run on an HP 3000 Series 37. This makes the hardware/software solution quite affordable.

5) *I can't get trained SEs to help me close HP JIT deals.*

Approximately 120 systems engineers (SE) worldwide have been trained on HP JIT. Many of them by now have experience selling and implementing HP JIT. The next

Manufacturing Systems

HP JIT SE training course is happening soon. If you feel your area lacks trained technical resources for selling HP JIT, we will provide a spot in the class for an SE from your area.

6) HP JIT's price is too high.

As of March 1 HP JIT was repriced to be extremely competitive. At $45,000 for the standalone product and $60,000 for JIT Max we can offer customers better functionality at a price comparable to the competition.

7) We do not have any HP JIT reference sites.

There are six HP JIT reference sites to support your sales efforts. Domestically we have two customer and two division sites that will accept phone calls and host tours. In Europe we have one division and one customer that will do the same. Contact your regional program manager for arrangements.

If there are any other barriers preventing you from successfully selling HP JIT, let us know. We want to help. Call your Regional Program Manager at 408-559-7300.

New pitch addresses JIT systems concepts
Kristine Johnson/MPD

Manufacturing Productivity Division (MPD) has a new scripted pitch orderable immediately which discusses how and when planning-and-control systems must change to support a Just-in-Time (JIT) project. It is a conceptual pitch that is not product specific but can be an ideal lead in for discussions of HP JIT, QDM, and Maintenance Management. The pitch consists of three major segments:

- Systems priorities and timing
- Why change your systems?
- Major features for JIT support

The pitch usually take 45-60 minutes. It will be very useful for seminars or customer pitches where the customer needs help determining their systems direction.

Ordering information

The pitch is orderable from MPD in kits which contain slides, script, and a clean copy of the slides for handouts. Order from division C700.

P/N	Description	US list price
32620-60007	**Draw Tape Kit** (contains FIGLIB)	**$11.50**
32620-60008	**Overhead Slide Kit** (contains pre-plotted slides)	93.00

FACTORY AUTOMATION

PCIF enhancements on 4.0
Michael Nissim/DSD

The Data Systems Division (DSD) 4.0 PCO will include the following major enhancements to PCIF and its handlers:

- The 94202A Men-Bradley handler will now support the popular PLC-3. This programmable controller is the most powerful one in the Men-Bradley product line and has been used extensively for controlling complex manufacturing cells. PLC-3 can be programmed in both ladder logic and also in FORTRAN or BASIC for simple tasks. Finally, we now support the new 1771KA2 data highway module which allows the user to change the size of the data table from the host.

- The 94205A Gould-Modicon handler has been enhanced to support the popular 484 PLC. This is an older model priced in the mid-range (approx. $20,000) which you will find already in place at the customer site. Additionally, we now support the brand new 984 which represents the new top end, and will become a replacement for the 584, at a 10-40 percent price reduction. The 984 sells in configurations that range around $20,000-$150,000.

We calculated that we now support approximately 65 percent of all the PLCs in existence today. The A-Series can boast unparalleled connectivity for the factory floor, which is one of our customers' most important concerns. The PCIF lab team is working on more enhancements which will be released with the 5.0 PCO. Support of the new file system (CI) and a new handler are in the works, among other enhancements. PCIF can make us successful on the factory floor. Take advantage of it.

PCIF specials from DSD Custom Engineering

Michael *Nissim/DSD*

All PCIF fans are well aware of the four PCIF handlers which are on the Corporate Price List today. As PCIF becomes more of a "standard," value-added channels (third parties), project centers, AMSO, and others are designing special handlers for a wide assortment of devices like robots, welders, etc. As these handlers are becoming available from a variety of sources, you may have to contact the sales center or the value-added channels group to find if the handler your customer needs already exists.

SMARTEYE industrial bar code readers are rugged devices which read a punched-steel template instead of a printed barcode. This makes them particularly useful in dirty environments, paint shops, etc. These devices are available from Systems Associates Inc., 1183 Chicago Road, Troy, MI 48083, phone: 313-589-3382, at approximately $6,000 each. The PCIF handler that allows the A-Series to communicate with them is available after a special quote from Data Systems Division (DSD) Custom Engineering. This is the first PCIF "special." We will let you know as more follow.

Improved Datapair upgrade program for 93696T/R customers

David Bayer and Lou *Cortez/DSD*

Data Systems Division (DSD) is pleased to announce an improvement to the upgrade program for users of Custom Engineering product 93696T/R. Previously, DSD has offered to credit users of the Custom Engineering product with $2,200 towards their first "A" copy of the standard Datapair/1000 mirrored-disc software product, 92050A. DSD is now able to offer an outstanding offer: no charge upgrades for all existing "A" and "R" copies of 93696T/R to the increased functionality of Datapair/1000.

To order this free upgrade package, please consult your local account systems engineer (SE)/customer engineer (CE) to address any potential support problems. With an

SEICE quote, you can order 92050A Option D01, which provides a copy of Datapair/1000, 92050A, and a copy of Custom Engineering Dual-Disc Driver, 93692J, which is compatible with Datapair. Customers also receive information to assist changing from the mirrored-disc driver sold as 93696T/R to Datapair.

The prerequisite for this upgrade program is the previous purchase of 93696T/R. An example of how to do this is to order 92050A with a valid Use option, such as Option 600, a valid Datapair/1000 Media option, such as Option 22, and an Option D01, credit amount in which to bring the total dollar value of the product to $0.

If one copy of the 92050R with Option 600 is ordered, the Option D01 credit amount can then be ordered to bring the total value of the "R" product upgrade to $0. No discounts are applicable to this special upgrade program, and installation is not included. Please reference in special instructions the Sales Order Number used originally to order the 93696T/R product.

If your customers desire support services for the Datapair standard product beyond the standard warranty period, a Datapair/1000 support contract must be purchased. Customer Engineering product 93696T/R will not be supported after July 1, 1986 on software revision codes later than 2540 (RTE-A 4.0) except for those customers requiring multinode mirror-image capability.

With the inception of this program, there is no longer any need to provide upgrade credits of $2,200 on the Corporate Price List. Thus, Option 650 to Datapair/1000 (92050A) will be removed from the Corporate Price List on August 1, 1986. This upgrade program will be available for a three-month period, ending October 1, 1986.

Shipments of the Datapair/1000 product for this upgrade program will begin in mid-June, 1986.

More competitive DSD product availability

George A. Billman/DSD

Your customers are excited about their purchases of Data Systems Division (DSD) products, and now you have to keep them that way until the products can ship. Sometimes, eight weeks can be a long time. Reduced product availability lead-times are now available to help you deliver sooner.

As of June 1, all DSD software product availability is *two weeks.* This brings about 50 percent of DSD's software products down from four, six, or eight weeks.

Also, as of June 1, the availability for A-Series systems will be *seven weeks,* down from eight weeks. This is only a start.

DSD is also investigating further reductions in hardware availability lead times. Let us know how this can help you win deals.

19-inch EIA rack-mount adapter for the Micro 16 computer

Sherri D. Osaka/DSD

The 19-inch EIA rack-mount adapter kit is now available for the Micro 16. The Micro 16, introduced March 13, 1986, is a new 13-inch wide (325mm) HP 1000 A-Series computer. It was designed to rack in the 325mm Rosebud cabinets, and therefore, requires a rack-mount adapter kit to rack in a 19-inch cabinet.

To rack the Micro 16 computer in an HP cabinet, your customer needs to order the rack-mount adapter and a pair of support rails as shown below:

P/N	Description	US list price
12905A	19-inch EIA Rack-mount Adapter	$375
12679B	Pair of Support Rails	60

The support rails give additional strength to the rack-mount adapter and ensure that the CPU is not affected by vibration. After the support rails are installed in the cabinet, the Micro 16 computer is snapped into the adapter, and then the Micro 16 and adapter are placed onto the rails from the back of the cabinet. The front feet on the Micro 16 need to be removed to allow it to sit flat on the adapter.

The rack-mount adapter will allow the Micro 16 to be racked in any HP EIA cabinet, including the 29402C 56-inch aluminum cabinet, 29429A 21⅝-inch steel cabinet, and 29431G 56-inch steel cabinet; and with any outside vendor's 19-inch EIA cabinets (in this case, the outside vendor's support rails should be ordered and not the HP support rails). The 19-inch rack-mount adapter kit can also be used with any other 208mm product designed to the Rosebud standard.

The rack-mount adapter kit was placed on the June 1, 1986 Corporate Price List with an eight-week availability. It is OEM and VEU (volume end user) discountable via the A-1 schedule.

HP 1000 E/F Series return credits

Joann Starke/DSD

Finance and Remarketing Division (FRD) currently provides a program of upgrade credits to ensure that your customer's investment in the E- or F-Series computer is protected. Credits for CPU, memory, interface, and accessory products can be applied to the purchase of any A-Series A900 computer at list price and may account for $4,500 of the potential credits available. Customers that order the Model 29 A900 computer can receive an additional $2.000 credit towards their E- or F-Series computers.

Check page 20 of your HP 1000 Ordering Guide for details on CPU, memory, interface, and disc return credits. All return credit products should be ordered through FRD, supplying division C100.

For those customers unable to take advantage of the return credit program, their F-Series investment can be protected through remarketed products. The discontinuance of the F-Series product was recently announced in the May 15 issue of *Information* Systems & Manufacturing News. Beyond this discontinuance date your customers will be able to take advantage of FRD's inventory of remarketable F-Series computers. All F-Series purchased, whether new or remarketed, will be supported by DSD's 10-year support life that will last until 1997.

PCIF/1000 sales aid

Mike *Nissim/DSD*

We have revised the PCIF sales aid to include some of the latest PCIF enhancements. The sales aid includes 24 slides (35mm format) which describe the capabilities and advantages of PCIF. The slides are accompanied by a 10-page story board. The presentation is designed to go well alongside a pitch for supervisory control software like Starnet, by Denniston and Denniston, Inc.

You can order the PCIF/1000 sales aid by submitting an I2 HEART order for P/N 22999-90633 from supplying division 2299, marketing division 2200. The price for the sales aid is $35 TAC for domestic orders or $56 list for international orders. International orders must be submitted with a standard 4-line entry showing list price — 38%. Please allow 10 days from receipt of order for shipment. These slides can help you sell PCIF/1000 and the A-Series on the factory floor. Order your set today.

New prices for HP 1000-to-IBM datacom products

Blake *White/IND*

To bring product prices in line with competition and to foster consistency with other Information Networks Division (IND) data communications products, RJE/1000-II, MRJE/1000, and PMF/1000 "R" copy prices will change on July 1, 1986. Right to copy ("R") prices for all software and options will increase to 70 percent of the " A

prices from the current 50 percent. " A prices remain unchanged. Due to the 30-day grace period on price increases, the new prices will become effective on August 1. 1986.

"R" copy prices for HP 1000-to-IBM datacom products:

Option	Description	91781R RJE/1000-II Old R Copy	91781R RJE/1000-II New R Copy	91782R MRJE/1000 Old R Copy	91782R MRJE/1000 New R Copy	91784R PMF/1000 Old R Copy	91784R PMF/1000 New R Copy
600	Use on A600	$1,200	$1,680	$1,500	$2,100	$2,000	$2,800
601	Upgrade for customers not on support services	720	1,010	900	1,260	1,200	1,680
700	Use on A700 or E/F-Series	1,600	2,240	2,000	2,800	2,500	3,500
701	Upgrade (or Customers not on support services	960	1,340	1,200	1,680	1,500	2.100
890	Use on A900	2,500	3,500	3,000	4,200	3.500	4,900
891	Upgrade for Customers not on support services	1,500	2.100	1,800	2,520	2,100	2,940

☐ Design Systems

HP 9000 Series 800 Model 840 special available

Carl *Stolle/DSD*

The standard HP 9000 Model 840 product (P/N 9741A) includes HP-UX (16-user license). The operating system is bundled with the hardware to simplify ordering. However, the Model 840 is also available without HP-UX as a special through Data Systems Division (DSD) custom engineering. This special should only be ordered if your customer wants to supply their own operating system or wants to purchase an operating system for the Model 840 from a vendor other than HP. For information on pricing and how to order this special, call the Sales Response Center.

Top five UNIX relational databases available on HP 9000

Ted *Mebrahtu/TSC*

Oracle, Ingres, Informix, and Unify, the top UNIX™-based relational database management systems (RDBMS) in the market are now available on the HP 9000 Series 300 and Series 500 computers. These four packs combined have more than a 75 percent share of the UNIX RDBMS market. SIR, a fifth package available on the Series 500, is a leader in the market segment in which RDBMSs are used in research applications. A port of SIR to the HP 9000 Series 300 is planned.

Features include:

- SQL (Structured Query Language) — the industry-standard data language for an efficient and powerful user interface. Ingres (Relational Technology, Inc.) presently has only QUEL, for the HP 9000. They plan to make their newly-developed SQL interface available for the HP 9000 soon.

- Screen-based forms generators for the rapid development of applications for data entry and querying of the database. These forms packages provide an easy user interface for querying, updating, and entering data into the database.

- Report generators for outputting query results in user-defined report formats. Using these tools, users can rapidly generate reports without having to write programs in third-generation or procedural languages.

- Host language interfaces that provide access to the database and the various features available to the RDBMSs to applications being developed in third-generation languages.

Some of the many benefits that these relational DBMSs and their integrated tools provide HP 9000 customers are:

- Productivity increases for application developers.

- Flexibility to adjust databases as needs evolve and change.

- Portability of applications developed on these DBMSs across many computer hardware and operating systems.

- Easy, end-user access to the database that allows fast response to their data needs.

- Tools for end-users to develop their own applications thereby freeing them from requiring that even their smaller applications be developed by skilled programmers or application developers.

These DBMS products should be targeted at application developers in Fortune 1000 companies and in OEMs that develop and market applications. The availability of these products presents a very good opportunity to offer the many applications developed on top of these DBMSs to HP 9000 Series 300 and 500 customers. These applications offer solutions that cover many different areas ranging from accounting to transportation.

For more information on the DBMSs, contact Ted Mebrahtu at the Technical Software Center in Fort Collins, Colorado (TELNET 229-3270).

UNIX is a trademark of AT&T Bell Laboratories.

ARPA/Berkeley upgrade available for HP 9000 Series 300 bundle purchasers

Joe *Bonner/CND*

We know your HP 9000 Series 300 customers want the ARPA/Berkeley networking services using the defacto standard TCP/IP. Also, they would like to take advantage of the new discounted Series 300 HP-UX system bundles

which today do not include the ARPNBerkeley networking services. When the ARPA/Berkeley networking services product (HP 50952B NS-ARPA Services/300) begins shipping, it will be included with these system bundles. Inclusion of ARPNBerkeley Services in the bundle is planned for fourth quarter FY86.

Realizing the importance of the ARPNBerkeley networking services to your customers who purchase the HP-UX system bundles, a special ordering procedure is in place starting June 1, 1986. Customers ordering the following Series 300 HP-UX system bundles: HP 98582B, 98582L, 98583B, 98584A, 98585A, and 98586A may order the HP 50952B NS-ARPA Services1300 at no charge.

Your field office has been provided with instructions on ordering the HP 50952B ARPNBerkeley product at no charge using an M60 quote adjustment explained in the June 1 OP Field Document. The HP 50952B product should be ordered in a separate section from the HP-UX system bundle so delivery of the system bundle is not held up. Your customer can use the HP 50952A NS-only LN software included in the system bundles while waiting for delivery of the HP 50952B NS-ARPA Services1300 software.

For customers who ordered a Series 300 HP-UX system bundle in May, the same ordering procedure is available at no additional cost to the customer. Check with your customer to see if they would like to be upgraded and, if so, include the order number used in ordering the system bundle in the special instructions field. This special ordering procedure will be discontinued when the HP 50952B NS-ARPA Services1300 product is included with the system bundles.

MS-DOS support coverage for HP 9000 Series 300

Sharon Stricker/PRSD

HP 9000 Series 300 HP-UX users can now take advantage of existing DOS application software through the new 98286A DOS coprocessor board. Corresponding support products have been set up to provide HP-UX users with Response Center support on selected DOS software packages.

PC Applications Family/HP 9000 Series 300 Response Center Support (P/N 99111F + H00) provides customers with a subscription to the HP P C Communicator and telephone assistance for the following software packages:

P/N	Name
68332F	Executive Spreadsheet
68331F	Executive Card Manager
68335F	Executive Card Manager Templates
68330F	Executive MemoMaker
68333F	AdvanceLink 2392
	DOS operating system

Additional software packages will be added to this family as they are tested. This family is currently priced at $45/month; additional system coverage is available for $201 month (PIN 99111F + V00). HP-UX Additional Response Center callers will automatically receive support on this software.

Since the DOS software runs under the HP-UX operating system, customers must purchase HP-UX RCS operating system coverage prior to purchasing PC Applications Family coverage. As with other PC software support coverage, AMS level support is not available and all material updates are provided on an exchange basis through Direct Marketing Division (DMK). Should any software packages added to this family in the future require contractual updates, SMS products will be made available.

For additional information regarding Series 300 software support, please contact your HP support sales rep.

EE CAE/CAD sales rep training in July

Denis Garcia/DSG

Design Systems Group (DSG) is mounting a major training effort for EE CAE/CAD sales reps selling EE Design Center™ products. Separate training events will focus on Pisces II, Tempest, Opus, and the new analog version of the Electronic DesignStation™. For registration information, consult the AEO Training Bulletin or the DSG Training Bulletin available from the field development manager, market development manager, or focus group manager in your area.

HP 9000 Model 520A/AS/AT prices to increase

Dan Taylor/FSD

Effective July 1, 1986, prices for the Model 9020A, 9020AS, and 9020AT will increase an average of 15 percent. All orders placed before July 31, 1986 will be honored at the old price. The new prices are as follows:

System	US list price
9020A	$34,500
9020AS	41,250
9020AT	45,250

The prices for the 9020B and 9020C will be unaffected by the price increase.

If you have any questions, please contact Fort Collins Systems Division Workstation Sales Development.

HPtoday promotional poster

Ian Gaunt/ASO

The Australian Software Operation (ASO) is pleased about the reaction to its promotional poster for HPtoday — the Computer-Assisted Programming System.

To order posters for your office, send an HPDesk message to HPtoday/ HP9061/AS, including your name, full mailing address, number of posters required, and your location code'. The posters are available at no charge; mailing costs only will be billed to your location code. *The posters are for internal use only.*

The poster, featuring the HPtoday Kangaroo and the catch-phrase "One Leap Ahead!," has been used to create awareness about the product, before, during, and after new product training (NPT) tours.

Following the Northern NPT tour in March/April this year, ASO has received nearly one hundred internal orders for the pre-release, demonstration-version of HPtoday software from HP offices throughout 18 countries. Customer shipments commenced in the first week of June.

The HPtoday Kangaroo Poster will also be distributed during NPT tours in Asia and Europe this month. Throughout Asia, spanning five countries, HPtoday will be introduced and demonstrated to HP sales reps, systems engineers, value-added resellers, and other customers.

In Europe and the United Kingdom, HPtoday will be presented and demonstrated to sales reps and systems engineers from Norway, Denmark, Sweden, Ireland, Finland, England, West Germany, Holland, Belgium, Switzerland, France, Spain, Italy, and Austria.

Additional information about HPtoday, including application profiles, successful sales stories, and details of the comprehensive range of HPtoday sales literature and HPtoday demonstration materials can be obtained direct from ASO. Call (International) + 613 879 1999, or send an HPDesk message to HPtoday/HP9061/AS.

Also in this issue

Correction

In the June 1 issue of *Information Systems & Manufacturing News,* in the New Products section on page 3, the HP 64000-UX Microprocessor Development Environment was mistakenly listed with the wrong description. The HP 64000-UX Microprocessor Development Environment will be introduced on July 1 and will be featured in the July issue of *Measurement & Design Systems News.* A correct description of the product will be published in the New Product section of the July 1 issue of *Information Systems & Manufacturing News.* We apologize for the error.

New data acquisition software

Grant *Drenkow/LID*

On July 1, the Loveland Instrument Division (LID) will bring out an improved version of the HP 44456A/B software package. The new software will be priced $200 above the old software, but it includes quite a few enhancements. The new software will have increased performance for its FFT routines and color for its graph and stripchart routines. It will include routines for thermocouple, RTD, and thermistor temperature linearizations and subroutines for calculating micro strain from strain gage cards. With the addition of some routines for gathering data over HP-IB, the new software will work with any HP-IB instrument, including all of HPS data acquisition and control instruments.

Ordering information

P/N	Description	US list price
44458A/B*	BASIC 4.0 only	$1,950
	Deletions: Configuration/Verification Program** and Utility.	
	Additions: Eastern FFT routines, color graphs and stripcharts, temperature linearizations, and strain gage calculations.	

*A — 3%'' flexible discs; B — 5%'' flexible discs
**The Configuration/Verification Program for the HP 3852A can be purchased separately by ordering HP 44435A or 44435B.

The old software (HP 44456A/B)* will be obsolete on October 1, 1986; the last date to order is September 30, 1986.

Upgrade kit

For those customers who wish to upgrade their HP 44456 software, they can do so from July 1 to November 30, 1986, by ordering an upgrade kit. The upgrade kit gives them new software and a new manual for only $200 US list. This means that both your old and new customers will get the new software for the same price.

P/N	Description	US list price
HP 44458U	New manual and software on 3%''flexible discs	200
HP 44458V	New manual and software on 5¼'' flexible discs	200

Literature

We are planning both a color sales brochure and a programming guide for the new software. Stay tuned next month for more information on these and the name that we give to this new software product.

ATS/1000 Customer Service training available

Ray *Vaden/PRSD*

Customer Service training on the HP ATS/1000 took place in May and will be available again in October of this year. The ATS/1000, an automatic test system built from a collection of sophisticated HP test equipment, provides customers with easy methods to troubleshoot their instrument.

An improved ATS/1000 service training course, sponsored by Advanced Manufacturing Systems Operation (AMSO), was taught in May and will be taught again the week of October 23. The course is seven days in length and is taught in Cupertino, California, in Building 42.

For further information please contact Wei Huang at TELNET 960-5295.

[hp]

▥ Networks & Peripherals

Peripherals Group trade show loaner program

Kathy *Weaver/Peripherals* Group

You have a customer who needs to borrow an HP Laserjet printer to display at a major trade show. There are no demo units in your region. Where do you turn? The Peripherals Group Trade Show Loaner Program.

The PG Trade Show Loaner Program provides HP personal peripheral products, on a loaned basis, to ISVs and OEMs at industry trade shows. In addition to distributing units and providing technical support for HP peripherals, we conduct a variety of joint promotions with our vendors at trade shows. These promotions include lead contests, point-of-purchase displays, graphics, and loaner location maps.

This program benefits your customers by:

- Increasing traffic flow to their booth through special promotions.
- Assuring the highest quality output device in their booth.
- Showcasing the relationship between HP and the customer.
- Displaying support for the industry-standard peripherals (HP-GL and PCL).

The response to the program has been overwhelming. We placed over 48 HP peripherals in vendors booths at Fall Comdex in Las Vegas, Nevada.

The following trade shows are targeted for the PG Trade Show Loaner Program during the remainder of FY86:

Show	Location	Date
A/E/C Systems	Chicago, Ill.	June 24-27
Siggraph	Dallas, Tx.	August 18-22

We also provide, upon request, loaner units for non-targeted trade shows.

If you have a customer who would lie to display an HP plotter, HP LaserJet printer, or any other HP personal peripheral or have any questions, please contact Connie Granath at TELNET 592-4943.

HP 2333A price increase

Patrick *Favre/GND*

As of July 1, 1986, the price for the HP 2333A, the 40250A, the 40251A, and the 92905A will be raised by 25 percent. This increase is primarily due to a very low sales level for these products over the last 12 months, as the HP 2333A has been cannibalized by the HP 2334A since October 1984. The 25 percent increase will affect the products and options as follows:

Product/ Options	Description	Factory base price Current	New	US list price Current	New
HP 2333A	MTS cluster controller	$1,800	$2,250	$2,000	$2,450
Opt. 021	Data link host	200	250	225	275
Opt. 022	RS-232-C host	200	250	225	275
Opt. 122	4-channel card	650	815	700	865
HP 40250A	Serial processor	750	940	820	1,010
HP 40251A	Second host port	500	625	550	675
HP 92905A	Dev/link cable	110	140	121	151

HP 27123A SRM interface to be obsoleted

John *Ulen/RND*

Many older SRM products are being removed from the Corporate Price List. Obsoleted products of this class include:

- HP 98028A SRM multiplexer
- HP 98629A SRM interface card for HP 9000 Series 2001300
- HP 50961A Option 200 SRM coax adapter and interface
- HP 97061A/B/C/D SRM cables
- HP 9920A Option 500 SRM server bundle

Next to join this group will be the 27123A SRM interface card for the HP 9000 Series 500. Due to the availability of the SRM thin coax network and obsolescence of the

98028A SRM multiplexer, the standalone card will no longer be needed. Series 500 customers can buy the 50961A Option 500 that includes both the interface card and the coax adapter module. The 27123A SRM Interface card will be removed from the Corporate Price List on September 1, 1986. If any problems are foreseen, please contact your sales center right away. In the US and Intercon regions contact the Fort Collins, Colorado, Sales Center. In Europe contact the Network Marketing Center in Grenoble, France. In Japan contact the networking specialists in the YHP Computer Operation Business Development Group.

Correction

In the May 1, 1986, issue of *Information Systems & Manufacturing News,* the article on pages 30 and 31 entitled "A new HP 3000/Meridian SL-1 PBX host connection" incorrectly stated the operating system on which the new interface is supported. The ATP For Meridian SL-1 is supported on UB-MIT (MPE VIE G.02.B0) and future releases. Consequently, the ATP For Meridian SL-1 Interface will ship when UB-MIT ships, which is currently scheduled for August.

Also, Option 004 of product number 30277A should have read "10 Meridian SL-1 Interface and 2 Modem Ports." The "2" was accidentally omitted.

Good news: Since the article was published, the IBM PC has been certified for use with the ATP For Meridian SL-1 Interface.

MASS STORAGE

Megabytes Plus "Cache-In" program extended
Cindy Mueller/DMD

Over 50 percent of our HP 97930XP Controller Cache Upgrade Kit orders have taken advantage of the "Cache-In" Program. Inputs received from the field indicate that it has helped close sales. (For information about "Cache-In" see your latest Megabytes Plus mailing.)

The "Cache-In" sale is being extended for two months. Until August 31, 1986, your customers can receive a $500 discount on each upgrade kit when ordering three or more.

For ordering instructions see your latest Megabytes Plus mailing or call your local Sales Response Center.

HP 7933XP/35XP technical and customer information available
Dave Gerhart/DMD

Disc Memory Division (DMD) sent a package of sales and customer materials to each sales rep on the field Roster database in mid-February of 1986. If you have not received yours*, the following can be ordered from the Literature Distribution Center.

P/N	Manual
5953-3670	General Information Manual
5953-3671	HP 793X Data Sheet (new revision)
5953-3672	Application Engineering Manual
5957-9074	Customer Engineering Manual

The *General Information Manual* is a good customer handout.

You need to appear on the Roster database in order to receive materials from DMD.

Price changes for HP 7970E tape drive
Sandy Hansen/GLD

Effective July 1, prices of the HP 7970E tape drive will increase approximately 10 percent. As the discontinuance of the tape drive proceeds, production volumes will decline and manufacturing costs will rise, forcing us to increase prices on the tape drive and accessory products in order to cover these costs. The details are summarized in the chart on the following page.

18-month discontinuance winding to a close

In May 1985, Greeley announced the discontinuance plan for the HP 7970 tape drives and accessory products. The HP 7970B and HP 7971A products as well as many of the HP 7970E subsystem options have already been removed

Networks & Peripherals

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from the Corporate Price List. The HP 7970E product, remaining options, and all accessory products will be removed from the Corporate Price List November 1, 1986. (To meet current OEM needs, selected OEM configurations will continue to be available after this date.)

HP 1000 E/F customers now have better tape drive options

The HP 7970E is only purchased now by HP 1000 E/F-Series customers. At one time, it was the only tape drive choice available to them. With release 4.0 or RTE-6/VM, the HP 7974A and HP 7978B tape drives will be supported on the HP 1000 EIF-Series systems. (See the April 15, 1986, issue of *Information* Systems & Manufacturing News, page 19, for more details.) Take this opportunity to move your customers to one of the newer drives.

Summary of HP 7970E price changes

Product/Opt.	Description	Factory base price Current	New
7970E/226	HP 1000 E/F, loboy cabinet	$16,980	$18,660
7970E/230	HP 1000 E/F, add-on unit	13,780	15,160
7970E/236	HP 1000 EIF, no cabinet	14,575	16,060
7080E/726	HP 3065 system, no cabinet	16,260	17,860
13181B	HP 7970E interface	3,940	5,300
13183B	HP 7970E interface	3,940	5,300
13194A	Multi-unit cable	2,850	4,300

Also in this issue

Benefits of dual bin and envelope feeder for HP 2603A printer

Kraig *White/VCD*

The HP 2603A daisywheel printer from Vancouver Division (VCD) provides the solution for customers needing true letter-quality printing. It also handles various forms and multipart printing needs with the 26030A tractor mechanism. When you add the 26030E dual bin and envelope feeder, you have an office automation solution that requires virtually no operator interaction.

The 26030E is a purely mechanical sheetfeeder, so there are no electrical connections or external interfacing needed. The feeder weighs less than seven pounds, mounts easily, and allows you to change ribbon or daisywheel without having to tilt it out of the way or remove it.

Using the 26030E is easy since bin selection control is accomplished through your software package. The envelope feeder is supported on versions of Advancewrite, MS Word, MultiMate™, WordStar® and WordStar/2000, Volkswriter 3, and MS Windows, as well as HPWord/3000 version A.05.00. The ability to integrate envelopes into the 26030E multifunction feeder lets you relinquish the need to finish those mailings with a typewriter.

But how do I make the sheet and envelope feeder work? The best answer to this question is to order an owner's manual, P/N 02603-90004, from Direct Marketing Division (DMK). It has detailed configurations for hardware and software, as well as the "application notes" to get most packages running.

Still more good news: The HP 2603A coupled with the 26030E sheet and envelope feeder provides a standalone office automated printer for only $2,340.

So remember, when you need a letter quality solution that's easy to use, inexpensive, and handles a wide range of printing needs, the HP 2603A and its accessories, the 26030A and 26030E, will help you get the job done.

MultiMate is a *US* trademark *of MultiMate* International.
WordStar is a *US* registered trademark of Lotus Development *Corp.*

Last chance for HP 2601A printers and accessories
Debbie Bell/VCD

This is the last chance for your customers to purchase HP 2601A printers, 26010A tractor feeders, and 26010D sheet feeders. The HP 2601A is available with an RS-232-C interface.

Prices of the HP 2601A printer and sheet feeder have been dramatically reduced for final sale. The printer now sells for a US list price of $1,195 and the sheet feeder is being sold for only $595. Prices for each of these products have been reduced over 65 percent. No customer discounts apply to this exceptionally low price. Only the employee discount of an additional 50 percent off will be honored. There is no additional charge for options. Use the following information to override HEART:

Product Line:	83
Marketing Division:	5400
Supplying Division:	5400
Sales Force:	15, 12
2601 Printer:	$3,520
M60 Quote Adjustment:	− $2,325
26010D Sheet Feeder:	$2,290
M60 Quote Adjustment:	− $1,695

All orders must specify immediate delivery. Quantities are limited so urge your customers to order now.

PLOTTERS

HP 7510 software support update
Karl Schwenkmeyer/SDD

Many of the top graphics software companies have recently announced quality support for the HP 7510 color film recorder. We are pleased to offer the following updated information.

HP 7510 current software support

CPU	Vendor	Package	Release
IBM Mainframe	ISSCO 619-452-0170	TELE-A-GRAF DISSPLA	Configurator 14
	SAS 919-467-8000	SAS/GRAPH	5.15
	Maersk Data 201-966-7890	MD-Slide	4.0
DECVAX	ISSCO 619-452-0170	TELL-A-GRAF DISSPLA	Configurator 14
HP 9000 Series 500	ISSCO 619-452-0170	TELL-A-GRAF DISSPLA	Contact Vendor for interface routine.
HP Vectra PC. and compatibles	Decision 203-222-1974	Chart-Master Diagram-Master	Contact Vendor for update disc.
		Map-Master	6.0
	Computer Support Corporation 214-661-8960	Diagraph Picture Perfect	3.5 3.5
	Microsoft 206-882-8080	MS Chart	2.01
	Hewlett-Packard/PSD 408-725-8111	Graphics Gallery	At Intro (June)
	Software Publishing 415-962-8910	Harvard Presentation Graphii	A.O1
	Advanced Graphics Software 408-749-8620	SlideWrite SlideWrite Plus	1.1 1.0

HP 7510 planned software support

CPU	Vendor	Package	Date
DEC VAX	SAS 919-467-8000	SAS/GRAPH	7/86
Prime	SAS 919-467-8000	SASIGRAPH	7186
HP 3000	HPIPSD 408-725-8111	Draw	11186
		DSG	11186
		EasyChart	11186
		Map	11/86
HP 9000 Series 300	ISSCO 619-452-0170	TELL-A-GRAPH	9186
		DISSPLA	9/86
HP Vectra PC, IBM PC, and compatibles	Graphic Communications, Inc. 617-890-8778	GraphWriter	9186
		Freelance	9186
	Imedia 408-255-5500	PC Presents!	6186
	Zenographics 714-851-6352	Autumn Mirage	6186
	T&W Systems 714-847-9960	VersaCAD	5186

The planned support schedules are subject to change. Please call the appropriate software vendor for the latest support information.

We are continuing to work with many more vendors whose plans are not as definite as these. As additional software support comes on line, this column will be updated. This information is current as of May 9, 1986.

Correction

In the May 1, 1986, issue of *Information Systems & Manufacturing News,* the article on page 34 entitled "New, updated *Software Directory for HP Graphics Plotters"* provided the wrong part number for the *Software Directory for HP Graphics Plotters.* The correct part number is 5958-9310. The directory is available at the Literature Distribution Center in Palo Alto, California.

New ad for graphics terminal trade-in program

Joe Wihnyk/RTD
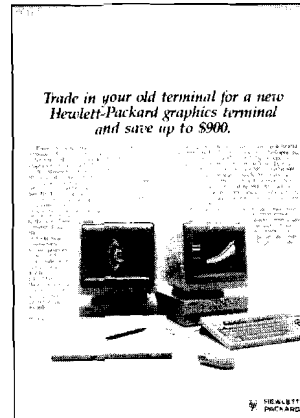
In a continuing effort at Roseville Terminals Division (RTD) to merchandise our current terminal trade-in programs, we have developed a new ad that showcases the HP 2393A and HP 2397A graphics terminals. The ad, pictured here, is intended to provide further emphasis to our graphics terminal trade-in program. The ad presents our terminals in a colorful, attractive manner, which should promote even more interest in this year's trade-in program.

The ad *will* appear in *Computer Graphics World, Mini-Micro Systems, Digital Review, TC Interface, Computer Systems News,* and the *SIGGRAPH Show Daily.* Reprints of the ad were distributed as a flyer at the NCGA Show in Anaheim, California, in May, and will be available at SIGGRAPH in Dallas, Texas, August 18-22.

We hope the ad and the program generate increased sales of our popular graphics terminals, products that are already proving that Hewlett-Packard products are not only high in quality, but also low in price.

If you'd like some reprints of the ad, phone Sue Colley/ RTD, TELNET 786-5085, and ask for ad number PG15604.

New DMK catalogs ready for distribution

Joan Wynn/DMK

Make it easy on yourself. After the hardware sale, let your customers know they can round out the line by picking up a phone and ordering all the computer supplies and accessories they need from an HP catalog. Whether it's a PC peripheral, an ergonomic chair, or a package of plotter pens, they're all available in two new catalogs from Direct Marketing Division (DMK).

The 172-page summer edition of the *Computer Users Catalog* features DMK's complete line of products. The new *Personal Computer Users Catalog* offers PC-related supplies to business customers in an easy-to-follow format specific to the type of equipment they own. Both contain full-color photographs, detailed descriptions, and explicit order guides that enable your customers to make their own selections without tying up your time.

More than 130 new products are grouped together in the front section of each catalog. Look for the "NEW! NEW!" banners at the top of these pages. They introduce:

a Improved plotter pens, transparency film, and glossy paper in a range of vivid, new colors in multicolor packs or customized single-color choices.

a MicroManager™ stacking modules that snap together to form customized, low-cost workstations for holding PCs and peripherals.

● Mobile PC Centre on wheels that compactly holds a computer/terminal, disc drive, printer, and supplies; locks for security, and rolls wherever needed.

a LaserControl 100 software that makes the HP LaserJet printer compatible with 25,000 existing IBM PC/XT/AT programs without complicated strings of commands.

New features

The Numerical Index is back by popular demand. Customers asked for its return and DMK responded. It's been reinstated in the new catalogs to accompany the Alphabetical Index and the HP Computer Equipment Index. An exciting, money-saving offer on the back cover of the Computer Users Catalog introduces the full range of new plotter pens, paper, and transparencies in a $99 Superkit special. Orders now ship more quickly than ever — usually the same day if calls are placed before 1 p.m. And there are no charges for inside delivery — it's now included as part of the price along with free surface delivery.

Ease of ordering

HP DIRECT phone order service is fast, easy, and friendly. In the US, telemarketing consultants stand by to accept customer calls any weekday between 9 a.m. and 5 p.m. in all time zones. Availability and price are confirmed on the spot and the shipment sent on its way within 24 hours or less. Orders can be placed against HP DIRECT open accounts or charged to VISA, MasterCard, or American Express credit cards.

Special fast-order direct phone lines for computer supplies are also available in many countries outside the US. Refer to the listing on the following page to order US and international versions of the *Computer Users Catalog* and the domestic *Personal Computer Users Catalog.*

Computer Supplies

Ordering information

P/N	Catalog
5953-2450	International edition (English language)
5953-2450(C)	Canadian edition
5953-2450(FR)	French language edition*
5953-2450(GE)	German language edition*
5953-2450(IT)	Italian language edition*
5953-2450(UK)	UK edition. Order from the Literature section in the UK - CSC, UK TELNET 765-4810.
5953-2450(D)	U.S. edition. Order from the Literature Distribution Center, Palo Alto, COMSYS 0070 or send SLO.
5953-2461(D)	Personal Computer Users Catalog U.S. edition**

Order from Falk Tobias, European Literature Distribution, telex 6019.

**Divisions can order from Literature Distribution Center, Palo Alto, California, COMSYS 0070 or send SLO.*

MicroManager™ is a trademark of MicroComputer Accessories, Inc.

DMK direct order phone numbers

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

Location	Telephone Number
Australia	(03)895-2645
	(03)895-2615
	(03)895-2815
	(03)895-2861
Austria	(0222)2500-615
	(0222)2500-616
Belgium/Luxembourg	(02) 762 32 00
Canada	
Toronto Local	416-671-8383
Ontario	1-800-387-3417
Quebec	1-800-387-3417
British Columbia	112-800-387-3154
Other Provinces	1-800-387-3154
Denmark	(02) 816640, ext. 258
Finland	(90)887 2361
France	(1) 69 288 390
Greece	(01)6726090
Italy	(02)9236 9437
	(02)9236 9478
	(02)9236 9585
Japan	
Sagamihara	0427 59 1311
Osaka	06 304 6021
Middle East	
Athens	(01) 6828811
Nonvay	(02) 171180
South Africa	
Johannesburg	(011) 8025111
Cape Town	(021) 537954
Spain	(91) 6374013
	(91) 6370011
Sweden	(08) 7502400
Switzerland	(057) 31 22 53
	(057) 31 22 54
	(057) 31 22 59
The Netherlands	(020) 547 6606
United Kingdom	(0734) 697201
United States	800-538-8787
Alaska, California, and Hawaii	408-738-4133
West Germany	(0130) 3322

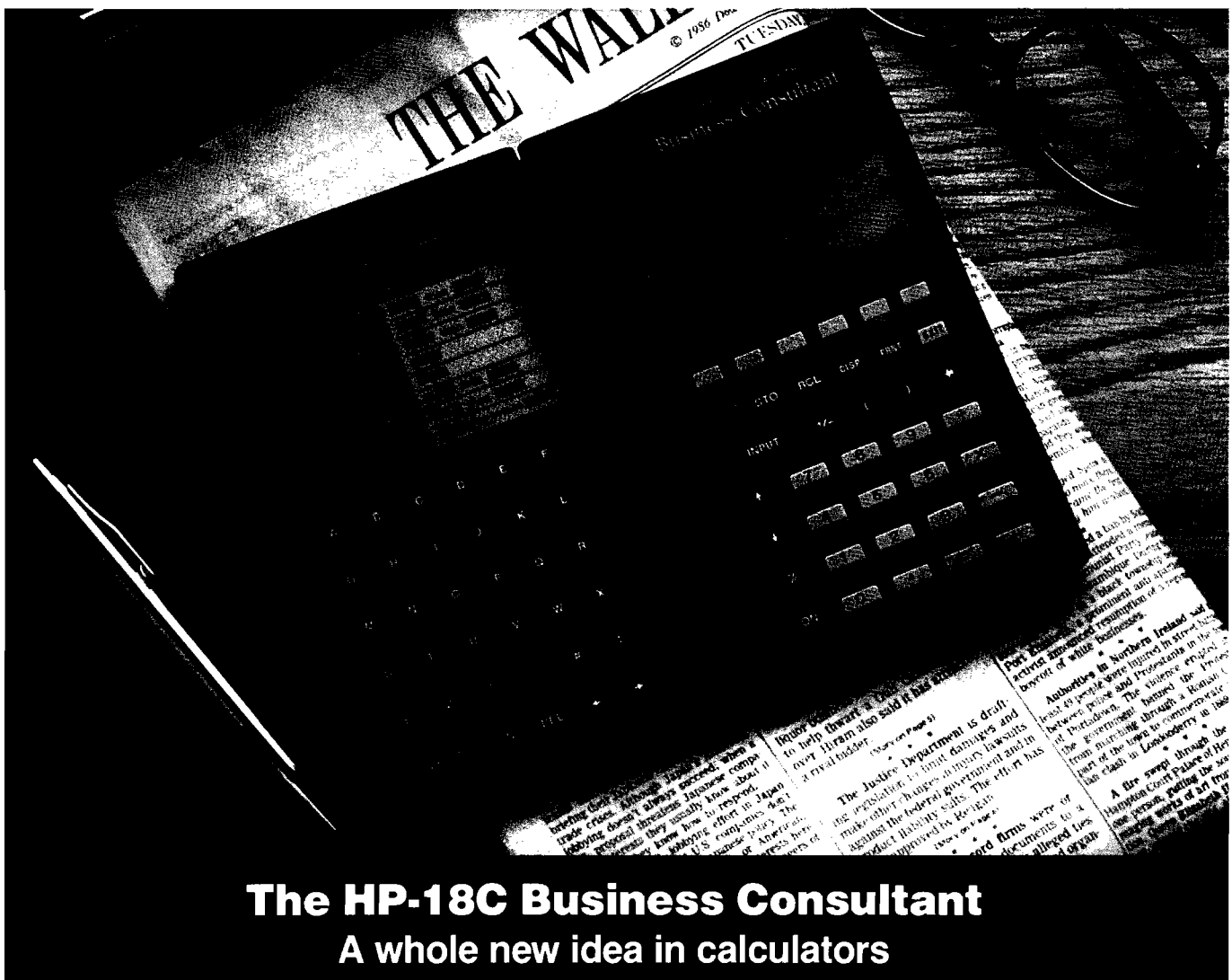# Computer groups price changes effective June 1, 1986

These prices, effective June 1, 1986, appear on the Corporate Price List on that date, available in your office. Prices are US list unless otherwise noted. Orders at old prices will be honored at the factories for 30 days (or 60 days in the case of government quotes, see exception III. GSA) after the effective date of an increase. All quotations, either verbal or written, shall be made at the new prices upon the effective date of the new price list. Customers should be notified that their order will be honored at the lower price if it is received within the 30-day grace period. Price decreases are effective immediately and in-house orders shipped 5 working days prior to the announced decrease date will be billed at the lower price, except for promotional orders.

Product No.	Opt.	Description	Old Price	New Price
12102B		512 Kbyle with controller	$ 2,925	$ 2,425
12103E		A-Series memory pk	8,500	6,500
12103F		A-Series memory pk	12,000	12,000
12679B		150-lb supp rail	43	60
2186A + 02A		SMMC	73	79
2186A + 02B		BMMC	60	65
2186B + 02A		SMMC	50	56
2186B + 02B		BMMC	40	45
2186D + 02A		SMMC	79	85
2186D + 02B		BMMC	64	69
2196A + 02A		SMMC	62	68
2196A + 02B		BMMC	50	55
2196B + 02A		SMMC	62	68
2196B + 02B		BMMC	50	55
2196C + 02A		SMMC	91	97

Product NO.	Opt.	Description	Old Price	New Price
2196C + 02B		BMMC	$ 74	$ 79
2196D + 02A		SMMC	91	97
2196D + 02B		BMMC	74	79
2197A + 02A		SMMC	89	95
2197A + 02B		BMMC	72	77
2197B + 02A		SMMC	89	95
2197B + 02B		BMMC	72	77
2197C + 02A		SMMC	98	104
2197C + 02B		BMMC	80	85
2197D + 02A		SMMC	89	95
2197D + 02B		BMMC	72	77
2199B + 02A		SMMC	123	129
2199B + 02B		BMMC	100	105
2199C + 02A		SMMC	123	129
2199C + 02B		BMMC	100	105
2199D + 02A		SMMC	123	129

Product No.	Opt.	Description	Old Price	New Price
2199D + 02B		BMMC	$ 100	$ 105
30018AN		30018A return credit	−500	−250
30019AN		30019A return credit	−500	−250
32468B + 02A	250	SMMC	55	56
32542BR		Series 42R system	35,820	31,850
34201AR	002	Subst/7933HR	20,000	15,000
34251AR	002	Subst/7933HR	20,000	15,000
45983A		EGA board	695	695
7914TR		132 Mbyte/1600 cpi	21,900	19,000
7935G + 02A		SMMC	390	780
7935G + 02B		BMMC	309	618
92180A		Toner - 12 pack	475	450
970438		Floating pt CPU	6.000	4.500
97043P		25 floating pt CPU	100.000	70,000
97046P		25 pr 1 Mbyle RAM	150.000	100.000
99111F + H00		RCS-PC applc family	185	45

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