

Information Systems & Manufacturing News

Information for HP sales reps selling MIS, office automation, and manufacturing solutions □ November 15, 1986

Introducing New HP 3000's: MICRO 3000 and MICRO 3000XE



Announcing Enhanced PC Integration:
Resource Sharing
Enhanced Information Access
Enhanced Print Central
Office Networking

Information Systems & Manufacturing News

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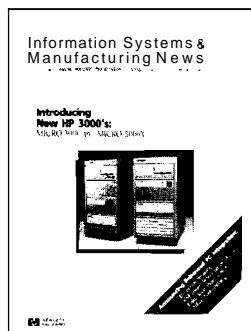
Information Systems & Manufacturing News is published biweekly for Hewlett-Packard field personnel to help you sell HP solutions by *organizing, summarizing, and highlighting* sales and marketing information.

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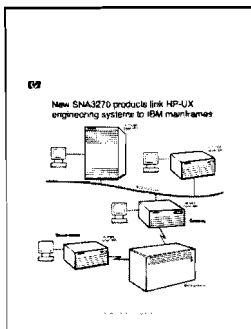
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On the cover

Office Systems Division announces two exciting new entry level systems, the MICRO 3000 and the MICRO 3000XE. Both the MICRO 3000 and the MICRO 3000XE have performance similar to the Series 42, but are priced like the Series 37. See stories beginning on page 10. Also, the HP Personal Productivity Center now has enhanced PC integration with new products for office networking and peripheral sharing — see articles beginning on page 18.



On the back cover

The HP-UX SNA3270 family of datacommunications products provide access to IBM and IBM-compatible mainframes for the HP 9000 Series 300 and 800 systems. Now HP-UX engineering and scientific applications can take advantage of host processing power and corporate files, without compromising the flexibility of distributed workstations. See page 42.

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

SYSTEMS TECHNOLOGY SECTOR
Circuit Technology Group
 PD Printed Circuit Division
 ND Northwest IC Division
 SO Singapore IC Operation
 ICD Integrated Circuits Division
Information Technology Group (ITG)
 FD Fort Collins IC Division
 IHO Information Hardware Operation
 ISO Information Software Operation
 ESO Entry System 9 Operation
Information Networks Group (ING)
 CND Colorado Networks Division
 GND Grenoble Networks Division
 RND Roseville Networks Division
 IND Information Networks Division
Peripherals Group (PG)
 GDD Greeley Division
 CPB Computer Peripherals Bristol Division
 GTO Greeley Tape Operation
 W D Disc Memory Division
 BOI Boise Division
 VCD Vancouver Division
 ICD Ink Jet Components Operation
 AHCO Asian Hardcopy Operation
 SDI San Diego Division
 BPO Barcelona Peripherals operation

BUSINESS SYSTEMS SECTOR
DISTRIBUTED DATA PROCESSING
 CSY Computer Systems Division
 K O Guadalajara Computer Operation
OFFICE SYSTEMS
 OSD Office Systems Division
 OPD Office Productivity Division
 PSD Personal Software Division
 BGD Böblingen General System 9 Division
Personal Computer Group (PCG)
PERSONAL OFFICE COMPUTER
 POD Personal Office Computer Division
 MHP Microcomputadoras HP
 APCC Asian Personal Computer Operation
 RID Roseville Terminals Division
 HPRR Puerto Rico Operation
 PCP Portable Computer Division
 BFC Brazil Operation
 HCCO Handheld Computer & Calculator Operation
 HPCD Grenoble Personal Computer Division
 CPS Computational Products Singapore
 PCDO Personal Computer Distribution Operation

TECHNICAL SYSTEMS SECTOR
Manufacturing Systems Group (MSG)
 DSD Data Systems Division
 AMSO Advanced Manufacturing Systems Operation
 MPD Manufacturing Productivity Division
 LD Loveland Instrument Division
 PAC Panacom Automation Operation
 MTD Manufacturing Test Division
 LMSO Lyon Manufacturing Systems Operation
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
 LBD Logic Systems Division
 LDO Logic Design Operation
 FEO Fort Collins Engineering Operation
 SLC Salt Lake City Operation
MECHANICAL ENGINEERING
 LSID Lake Stevens Instrument Division
 BEO Böblingen Engineering Operation
 TSC Technical Software Center

Corporate Manufacturing
 PRCD Printed Circuit Division
MENT SYSTEMS SEC OI
Microwave and Communications Group (MCG)
 SPD Stanford Park Division
 NMD Network Measurements Division
 SAG Signal Analysis Division
 SPK Spokane Division
 CTD Colorado Telecom Division
 QID Queensferry Telecom Division
 MWTD Microwave Technology Division
 QMVO Queensferry Microwave Operation
Electronic Instruments Group (EIG)
 NJD New Jersey Division
 SCD Santa Clara Division
 BID Böblingen Instrument Division
 YID YHP Instrument Division
 YCO YHP Computer Operation
 CSL Colorado Springs Division
 SL Instrument Systems Labs

Analytical Group
 A Avondale Division
 SD Scientific Instruments Division
 WAD Waldbronn Division
 HFC HP Genchem
Medical Group (MED)
 AND Andover Division
 BMD Böblingen Medical Division
 MCM McMinnville Division
 WAM Waltham Division
 MSC Medical Supplies Center
Components Group
 MSD Microwave Semiconductor Division
 OED Optoelectronics Division
 OCD Optical Communication Division
 SAC Southeast Asia Operation
Corporate Engineering

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



New Products is a monthly feature that presents brief descriptions of significant new products announced in Information Systems & Manufacturing News (IS&M News) and Measurement & Design Systems News (M&DS News).

The **MICRO 3000 and MICRO 3000XE** are the lowest cost and highest performance entry-level HP 3000 systems ever — with performance similar to the Series 42, but priced like the Series 37. *See November 15 IS&M News.*

Office Productivity Services and the **Personal Productivity Series** are two new product-line brands for the HP Personal Productivity Center. Office Productivity Services include HP DeskManager, Information Access, and Resource Sharing; the Personal Productivity Series includes AdvanceWrite/EMM, Graphics Gallery, 1-2-3® from Lotus®, AdvanceMail, Executive Card Manager, and AdvanceLink. *See November 15 IS&M News.*

The **HP OfficeShare Networking Family for PCs** now includes HP StarLAN for PCs, HP ThinLAN for PCs, and HP SERIAL Network for PCs — all three networks support the new Office Productivity Services software for the Personal Productivity Center. *See November 15 IS&M News.*

SNALink/3270 for the HP Vectra PC and Portable PLUS allow users of the Vectra PC and Portable PLUS to remotely link up to IBM mainframes and access data either in terminal or file-transfer modes without any local cluster controllers or protocol converters. (P/N 50921A for Vectra and P/N 50922A for Portable PLUS) *See November 15 IS&M News.*

HP's enhanced version of Microsoft Windows for the HP Vectra and Touchscreen PCs is a graphics-based extension to the standard MS-DOS operating system that offers customers the ability to switch from one software application to another, exchange data between programs, and create business graphics. (P/N 45954A, \$149, for the Vectra PC; P/N 45875A, \$175, for the Touchscreen PC) *See November 1 IS&M News.*

The **HP 150 Expanded Memory Board (EMB) and MS-DOS 3.2 for the HP 150/Touchscreen PC** provide HP Touchscreen PC users with the advantage of additional memory (beyond 640 Kbytes) and the latest enhancements to Microsoft's industry-standard PC operating system. MS-DOS 3.2 is shipping with all new units of the HP Touchscreen II PC; upgrades are available for current HP 150/Touchscreen PC users. (P/N 45890A, \$695, for EMB) *See November 1 IS&M News.*

The **HP 1000 to HP 9000 Model 840 Upgrade Program** allows HP 1000 customers that want to migrate to HP Precision Architecture and its UNIX™ operating system environment or that require the processing power of the model 840 to return any HP 1000 for credit toward the purchase of a Model 840. *See November 15 IS&M News.*

The **HP 1000 A400** is a new low-end CPU in HP's family of real-time computers. Available as a standalone board computer or in a choice of packages, the A400 is an excellent processor for applications that require real-time computer processing at a low price. (A400 board with cable, P/N 12100A, \$2,500) *See November 1 IS&M News.*

The **HP-UX SNA3270 family of datacom products** — HP-UX SNA3270, HP-UX SNALink, HP-UX Gateway/SNA3270, and HP-UX Gateway/SNALink — provides access to IBM and IBM-compatible mainframes for the HP 9000 Series 300 and 800 systems. *See November 15 IS&M News.*

The **HP DesignCenter ME Series 30 Modeling, Design, and Drafting System**, based on the ME Series 10 with the addition of full three-dimensional solid-modeling capability, is a new challenger to existing 3-D ME CAD systems. *See November 1 IS&M News.*

The **HP 54111D 1-Gigasample/second Digitizing Oscilloscope** has the fastest sampling rate of any general-purpose digitizing oscilloscope. It offers digital designers major improvements in dynamic range, memory depth, and resolution. (HP 54111D; \$24,900) *See November M&DS News.*

The **HP 4952A Protocol Analyzer** joins the HP 4951C to form a family of highly affordable testers. The innovative, multiprocessor architecture of the HP 4952A offers the speed, memory, and troubleshooting capabilities of previous analyzers twice its size and price. (HP 4952A; \$7,000 with microfloppy disc drive and RS-232/V.24 interface pod) *See November M&DS News.*

The **HP 4948A In-Service Transmission Impairment Measuring Set (ITIMS)** is a new kind of TIMS that measures the impairments affecting voice-grade data circuits while they are in service carrying modem traffic. It allows datacom circuit users and providers to continue transmitting data while running a check on the circuit. (HP 4948A; \$12,500) *See November M&DS News.*

The **HP 7936137 and HP 7957/58** — a new line of disc drives for HP computers — offer high capacity and high performance in a small package for mid-range to large systems (HP 7936137) and for engineering workstations and small multiuser systems (HP 7957/58). (HP 7936137 prices range from \$13,500 to \$19,600; HP 7957/58 prices range from \$5,200 to \$7,700) *See November 1 IS&M News.*

The new **HP 82240A infrared printer** uses an infrared interface to communicate with the HP-18C Business Consultant calculator — there are no cords or cables to tangle with. (HP 82240A, \$135) *See November 1 IS&M News.*

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

UNIX is a trademark of AT&T Bell Laboratories.

Table of Contents

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

NEW PRODUCTS

SALES & CUSTOMER NEWS

6 *General*

Software Update Management Newsletters now on ODIN system

Business Systems/Personal Computer Sales Center responds to field survey

7 *Customer Support*

Hewlett-Packard is no. 1 in support again

Hardware Service Training: investment in self-support

8 *Sales Successes*

HP 35401A tape drive reduces overtime costs in 55 locations

9 *Special Offers*

HP Portable close-out sale

INFORMATION SYSTEMS

10 *General*

New entry-level HP 3000 systems

MICRO 3000 integrated system shipment

Attractive MICRO 3000XE promotions

HP 9144A now supports 307 Mbytes on new MICRO 3000 systems

Announcing HP Easytime for MICRO 3000 systems

More power for HP 3000 Series 39 and 4X customers

More memory supported on HP 3000 Series 42XP

HP 3000 upgrade credit update

Cognos migration to 900 Series is big success

DBchange/V release update

18 *Office Systems*

Introducing Office Productivity Services and Personal Productivity Series

Resource Sharing: network-wide resources for PCs

New enhancements to Print Central — full HP LaserJet printer support

Information Access released with significant enhancements

HP OfficeShare Networking Family: integration with PPC

HP StarLAN for PPC: making the best connection in the office

HP SERIAL Networking — a communication solution for remote PCs

HP ThinLAN for PCs: total integration for your installed base

Application support today over OfficeShare Networking

Another reason to sell an HP 3000: networking PCs

Introducing the second edition of strategies for success

New HP Access software ad

The HP LaserJet printer family expands its capabilities

New soft fonts for the HP LaserJet PLUS and LaserJet 500 PLUS printers

Why HP's printer languages give you a competitive advantage

PERSONAL COMPUTERS

29 *General*

SMT courses for HP PC peripherals offered

29 *Portable*

Introducing remote communication with IBM mainframes from the HP Portable PLUS

Portable printing opportunities increase

30 *Desktop*

Introducing remote communication with IBM mainframes for HP Vectra PCs

Older HP Vectra PC models to be removed from CPL January 1

MS-DOS 3.2 for the HP 150/Touchscreen PC in Europe

"Keeping in Touch" insert

HP JetSeries printers and Lotus support

VAR channel responds to HP QuietJet Plus printer

A word about JetPaper

MANUFACTURING SYSTEMS

34 *General*

Eyring Research Institute implements process and quality information systems

34 *Factory Automation*

HP 1000 A-Series high end surges ahead

HP 1000 E-Series computer price increase

The HP 12131A keyboard rackmount kit

DESIGN SYSTEMS

36

Announcing new HP 9000-to-IBM datacom products

How to order technical computing videotape

HP 9000 Model 320SRX article reprints available

FSD changing documentation binder colors

HP-UX SPECTRUM PROGRAM

39

DSD announces HP 1000 to HP 9000 Model 840 upgrade program

HP commits to QDM on the HP 9000 Model 840

NETWORKS & PERIPHERALS

42 *General*

Peripherals Support Program update

42 *Networks*

HP-UX SNA3270 provides IBM communications for HP 9000

Introducing HP SiteWire

HP 2334A Plus — X.25 multiplexer

First shipments of HP 2334A Plus

45 *Plotters*

Tips for using the HP 7550's automatic sheet feed

45 *Printers*

HP 2688A printer discontinued

COMPUTER SUPPLIES

46

HP DIRECT catalogs make it easy to order by phone

New fully shielded RS-232-C gender converters

Obsolescence of the 92223A Repeater Kit

DMK direct order phone numbers

Product Index

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

HANDHELD COMPUTERS

HP Portable close-out sale	9
Introducing remote communication with IBM mainframes from the HP Portable PLUS	29
Portable printing opportunities increase	30

SERIES 100

Introducing Office Productivity Services and Personal Productivity Series	18
Resource Sharing: network-wide resources for PCs	19
New enhancements to Print Central — full HP LaserJet printer support	20
Information Access released with significant enhancements	20
HP OfficeShare Networking Family: integration with PPC	21
HP StarLAN for PPC: making the best connection in the office	22
HP SERIAL Networking — a communication solution for remote PCs	23
HP ThinLAN for PCs: total integration for your installed base	23
Application support today over OfficeShare Networking	23
Another reason to sell an HP 3000: networking PCs	24
New HP Access software ad	25
SMT courses for HP PC peripherals offered	29
Introducing remote communication with IBM mainframes for HP Vectra PCs	30
Older HP Vectra PC models to be removed from CPL January 1	31
MS-DOS 3.2 for the HP 150/Touchscreen PC in Europe	31
"Keeping in Touch" insert	31

HP 1000

Eyring Research Institute implements process and quality information systems	34
HP 1000 A-Series high end surges ahead	34
HP 1000 E-Series computer price increase	35
The HP 12131A keyboard rackmount kit	35
DSD announces HP 1000 to HP 9000 Model 840 upgrade program	39
HP commits to QDM on the HP 9000 Model 840	41

HP 3000

New entry-level HP 3000 systems	10
MICRO 3000 integrated system shipment	11
Attractive MICRO 3000XE promotions	12
HP 9144A now supports 307 Mbytes on new MICRO 3000 systems	13
Announcing HP Easytime for MICRO 3000 systems	13
More power for HP 3000 Series 39 and 4X customers	14
More memory supported on HP 3000 Series 42XP	15
HP 3000 upgrade credit update	15
Cognos migration to 900 Series is big success	16
DBchange/V release update	17
Introducing Office Productivity Services and Personal Productivity Series	18
Resource Sharing: network-wide resources for PCs	19
New enhancements to Print Central — full HP LaserJet printer support	20
Information Access released with significant enhancements	20
Another reason to sell an HP 3000: networking PCs	24

Introducing the second edition of strategies for success	24
New HP Access software ad	25

HP 9000

Announcing new HP 9000-to-IBM datacom products	36
How to order technical computing videotape	37
HP 9000 Model 320SRX article reprints available	38
FSD changing documentation binder colors	38
DSD announces HP 1000 to HP 9000 Model 840 upgrade program	39
HP commits to QDM on the HP 9000 Model 840	41
HP-UX SNA3270 provides IBM communications for HP 9000	42

HP INTEGRAL PC

SMT courses for HP PC peripherals offered	29
---	----

NETWORKS

HP OfficeShare Networking Family: integration with PPC	21
HP StarLAN for PPC: making the best connection in the office	22
HP SERIAL Networking — a communication solution for remote PCs	23
HP ThinLAN for PCs: total integration for your installed base	23
Application support today over OfficeShare Networking	23
Another reason to sell an HP 3000: networking PCs	24
SMT courses for HP PC peripherals offered	29
Introducing remote communication with IBM mainframes from the HP Portable PLUS	29
Introducing remote communication with IBM mainframes for HP Vectra PCs	30
Announcing new HP 9000-to-IBM datacom products	36
HP-UX SNA3270 provides IBM communications for HP 9000	42
Introducing HP SiteWire	42
HP 2334A Plus — X.25 multiplexer	43
First shipments of HP 2334A Plus	44

MASS STORAGE DEVICES

HP 35401A tape drive reduces overtime costs in 55 locations	8
HP 9144A now supports 307 Mbytes on new MICRO 3000 systems	13
SMT courses for HP PC peripherals offered	29

PLOTTERS

Tips for using the HP 7550's automatic sheet feed	45
---	----

PRINTERS

New enhancements to Print Central — full HP LaserJet printer support	20
The HP LaserJet printer family expands its capabilities	25
New soft fonts for the HP LaserJet PLUS and LaserJet 500 PLUS printers	27
Why HP's printer languages give you a competitive advantage	27
SMT courses for HP PC peripherals offered	29
Portable printing opportunities increase	30
HP JetSeries printers and LOTUS support	32
VAR channel responds to HP QuietJet Plus printer	32
A word about JetPaper	33
HP 2688A printer discontinued	45

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GENERAL

Software Update Management Newsletters now on ODIN system

Ingrid Duser/ASD, SDC

The Software Distribution Center (SDC) is happy to announce the placement of the Software Update Management (SUM) Newsletters on the ODIN system. This placement will be supplementary to the current distribution mechanism (HP Desk).

SUM Newsletters are publications intended to relay timely and pertinent software release and distribution information. The intended audience is Application Engineering Operation (AEO) field personnel with a focus on management.

The newsletters are currently published in six versions:

Newsletter type	Editor	Topic in ODIN
HP 3000: MPEN and MPE/XL (Commercial SPECTRUM)	Ingrid Duser	SUM/COMM
HP 1000, HP 9000, HP 64000, Technical SPECTRUM	Anthony Medeiros	SUM/TECH
HP 3000 Distribution Application Products	Jane Yu	SUM/DIST
HP 3000 Administration Application Products	Jane Yu	SUM/ADMIN
HP 3000 SPN Application Products	Jane Yu	SUM/SPN
HP 3000 Manufacturing Application Products	Jane Yu	SUM.MANU

As of mid-November, the newsletters (as they are released) will be submitted to the Bulletin Board service of ODIN. They will be submitted on an article-by-article basis, under the topics listed above. The product number field in ODIN for each article will indicate the issue in which the article appeared. As the implementation occurs for each newsletter, an announcement will occur in the HP Desk distributed publication.

The Bulletin Board service in ODIN features the ability of the user to comment back on information provided there. Each editor will periodically review the comments attached to each article, address issues, and respond if appropriate. Each article will remain on the system for a period of six months. At this time, the database will be cleared of all articles and attached comments older than six months.

It is necessary to mention that the information published in these newsletters is for internal Hewlett-Packard use only. Viewing of the newsletters by customers is not promoted and field personnel are encouraged to prevent such activity.

For more information on the implementation of SUM Newsletters on ODIN, contact Ingrid Duser/HP5006/02 (SDC). For ODIN access information, contact the ODIN Administrator1 HP5003/01 (NARC).

Business Systems/Personal Computer Sales Center responds to field survey

John Metcalfe/Tactical Marketing Manager
Greg Mihran/Sales Center Manager

As your liaison to the divisions and groups, it is important that the Sales Center listens to your comments and funnels them to the appropriate organizations. In order to provide you with a fast and efficient service, we surveyed the field as a group during the July 1986 Sales Conference. Your inputs will help us to prioritize our activities and focus on doing a few things well in order to help you win sales. The following is a summary of what you told us about our support services and what your priorities are. Additionally, we have identified key 1987 Sales Center programs you need to be aware of.

Sales development

You told us	F.Y.I.
Over 60 percent of the sales force utilizes Sales Development Services on a weekly basis.	Sales Development conducts monthly Sales Reviews to identify and communicate sales inhibitors to division management.
More than 63 percent of those who contact Sales Development rate the support as very good to excellent.	Success stories will be published on a monthly basis. These will emphasize the successful sales tactics the sales rep used to close the sale.
The most important Sales Development support services are: - Customer issue/problem resolution - Strategy/product consultation - Customer presentations and involvement	Reference accounts are now available through your Sales Development contact by application, configuration, conversion, or competition.

Sales Response Center (SRC)

You told us	F.Y.I.
Over 72 percent of the sales force contacts the SRC at least once per week.	More than 62,000 calls have been answered by the SRC over the past year.
More than 70 percent of those who call SRC rate the service as being very good to excellent.	Over 90 percent of those calls were answered in less than four hours and 70 percent during the first contact.
The most important SRC support services are: <ul style="list-style-type: none"> - Product feature information - Promotion information and clarification - Product "specials" 	

Competitive programs

You told us	F.Y.I.
Over 70 percent of the sales force ranked IBM as the top competitor in 1986.	The Competitive team will focus on the following competitors:
The most important competitive services are: <ul style="list-style-type: none"> - Phone-in consulting - Competitive manuals - Lockout specs 	<ul style="list-style-type: none"> - DDP = IBM, DEC - OA = IBM, DEC, Wang - PC = IBM, Compaq, Clones
	The Competitive team will be publishing "Winning Against . . ." reports highlighting how to handle objections and providing key lockout specs.

Sales programs (big deals)

You told us	F.Y.I.
Less than 50 percent of the sales force has utilized the services of this group.	Sales Programs is a specialized Sales Development function which can dedicate factory resources to assisting the field on very special big deals.
The most important big deal services this group can provide are: <ul style="list-style-type: none"> - Executive involvement - Factory consulting - Factory coordination 	An KFP Boilerplate is under development which could be utilized by the field to respond more quickly.
	Profit Improvement Plans are available for your customer to show how HP can improve their profits with HP solutions.

Marketing programs (sales tools)

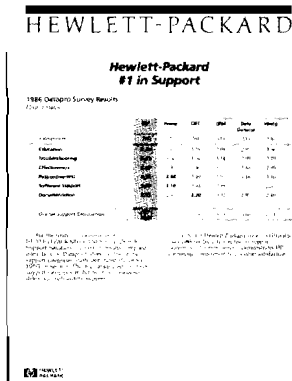
You told us	F.Y.I.
Over 50 percent of the HP installed base are members of the users group.	A three-day "Network Selling" seminar is available. Contact John Vernon for more information.
The sales force needs more training on networking and datacommunications.	An "HP in the Computer Business" slide presentation has been created to help present HP's corporate strategy. It should have been received by FMMS in early October 1986.
The sales force needs updated slide presentations distributed more regularly.	An updated set of slide materials for the HP 3000, office systems, and personal computers is presently under development. It will be available by November 1986.

CUSTOMER SUPPORT

Hewlett-Packard is no. 1 in support again

Cindy Williams/ASD

For the U.S. only



Attention sales reps and systems engineers: The results of the 1986 U.S. Datapro Survey are in, and once again, **HP ranks no. 1 in support.** (Note that DEC and IBM rank third and fourth, respectively.) We have more top ratings (no. 1 and no. 2) than any other company in the industry. And that's not all. Most of our scores have improved over last year's results.

Go out and spread the good news to your customers. Show them that customer satisfaction is important to Hewlett-Packard. Order the Datapro promotional sheet (P/N 5954-8623) from Literature Distribution Center today.

Hardware Service Training: investment in self-support

Wei Huang/PRSD

Businesses across the country are currently reassessing their financial and production strategies in view of the impending tax revision, which will curtail the long cherished investment tax credit. And one of their primary concerns is how to extend the useful life of existing equipment with moderate resources.

To keep a computer or instrument running efficiently in or beyond its expected life cycle, there is no better way than an active preventive maintenance program. The ability to detect minor flaws before they result in a major breakdown, as well as the speed in which the equipment is repaired, is crucial to any business and production intensive environment. Time is money.

Hewlett-Packard Customer Service Training has the right program to assist HP hardware owners who desire self-support and preventive maintenance.

Currently, there are 21 classroom computer hardware courses, 57 self-paced computer learning packages, 22 self-paced mentored courses, and 20 classroom instrument service classes available to self-support customers. In addition to the Mountain View headquarters in California, Customer Service Training also provides classroom computer service instruction at the Dallas, Texas, Technical Training Center, the Rockville, Maryland, Technical Training Center, and the European Technical Training Center in Grenoble, France. All instrument classes are delivered to the product division.

For detailed information on classes that provide good, solid service information and techniques on CPUs, discs, printers, PCs, and instruments, please contact Customer Service Training at 415-960-5300/15295, 800-523-0696 (in the Continental U.S.), or 800-882-9595 (within California).

SALES SUCCESSES

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

HP 35401A tape drive reduces overtime costs in 55 locations

Jacqui Green/CPB and Steve Cutting/HP Winnersh

Steve Cutting, a commercial sales rep from the U.K. Uxbridge office, revealed a successful application story to us for the recently introduced HP 35401A cartridge auto-changer tape drive and one of his major account customers — London Buses Limited.

London Buses Limited is the largest bus operator in Western Europe and by the end of 1987 it will have an operational network of 7 HP 3000 Series 70s and some 55 HP 3000 Series 37XEs. These will be linked by a private X.25 packet switching network running applications developed by EDS Limited (a large international systems house). These applications address the areas of accounting and the allocation of engineering and operational staff. The Series 37XEs are now being installed in London Bus garages and will have approximately 10 to 15 users accessing the various applications over a 20-hour, 3-shift period virtually every day of the year.

Soon after the original invitation to tender, the database requirements of London Buses expanded considerably. It became clear that the HP 9144A would not satisfy their needs, so an alternative had to be considered. The HP 35401A could offer completely automated and unattended backup for the local databases held on the Series 37XEs, thus replacing the previously configured HP 9144A.

Both EDS and London Buses appreciated the additional benefits that could be gained by moving to the HP 35401A, as they plan to expand the local databases over the next two years. The backup process for 150 to 250 Mbytes of data will be fully automated and will be carried

out unattended at 2 a.m. (after the last bus), thus avoiding additional overtime costs at 55 locations. *The additional cost of the HP 35401A over the HP 9144A has a payback of less than nine months in reduced labor costs.*

The implementation of the HP 35401A has greatly assisted HP and EDS in the development of this project with London Buses by providing a timely and ideal solution to the backup needs for the expanding databases. Our customer did not have to consider the expensive alternative of a M-inch tape solution because the HP 35401A could offer increased capacity and unattended backup at a cost-effective price.

This is one of several big deals that we are currently involved with but if you have others that we do not yet know about — please call us as we will continue to feature these success stories. Either Peter Linkin in Bristol, England (272-799910), or Bert Vermeulen in Greeley, Colorado (303-350-4000), will be able to provide you with any help or information you may need.

SPECIAL OFFERS

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

HP Portable close-out sale

Patrick Fobes/PCD

For the U.S. only

For a limited time only, the HP 110 Portable computer (P/N 45710A) is being offered to all U.S. HP employees, direct accounts, and dealers for only \$599 (plus applicable state and local taxes). This special close-out sale begins November 17 and will continue while quantities last. The \$599 price is a net price, therefore **no** other discounts (employee, dealer, or trade) will apply. All sales are final; returns will not be accepted.

For only \$599 the following is included:

- HP 110 Portable Computer with built-in 16-hc LCD display, 1-2-3[®] from Lotus[®], MemoMaker, Terminal Emulation, 272 Kbytes of RAM, 300 bps modem, and RS-232 and HP-IL interfaces

- Time Management software (in E-disc)
- Carrying case
- Recharger
- Full documentation
- One-year warranty

Terms of sale

HP employees

- Phone orders **only** to 408-720-2428, no mail order or will call.
- Credit card orders **only** (Visa, Mastercharge, or American Express)
- No payroll deductions allowed and no limit on the quantities you can purchase.
- Have employee number, division or sales office code, daytime telephone number, and credit card number¹ expiration date when you call.
- For pre-sales or product questions, please call your site Employee Purchase Contact.

Direct accounts

- To place an order, have customers call 800-538-8787.
- Visa, Mastercharge, or American Express credit cards accepted, or purchase can be billed if customer has an HP DIRECT (phone) account.
- If they have pre-sales or product questions, they can call 503-752-7828.
- This sale is for U.S. customers only.

HP dealers

- To place an order, dealers should call their marketing associate at Personal Computer Distribution Operation's dealer sales office.
- This sale is for U.S. authorized dealers only.

Remember, quantities of the HP 110 are limited and no other Portable accessories, software, or options are included in this special close-out sale price. Call today to get the HP 110 Portable computer.

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

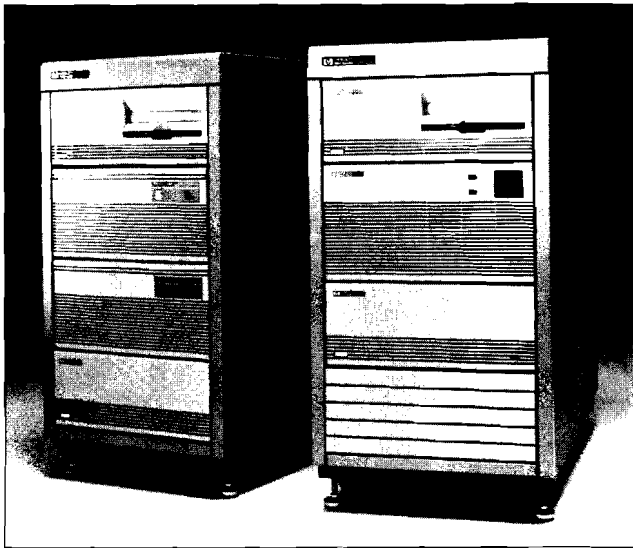


GENERAL

New entry-level HP 3000 systems

Diane Levin/OSD

Office Systems Division announces two exciting new entry-level systems, the MICRO 3000 and MICRO 3000XE. These systems are the lowest cost and highest performance entry-level HP 3000 systems ever. Both the MICRO 3000 and the MICRO 3000XE have performance similar to the Series 42, but are priced like the Series 37. In fact, these systems do much more than replace the Series 37 and 42. They provide customers with better total solutions. The MICRO 3000 introduces two new ease-of-use features targeted to the entry-level market: HP Easytime (a menu-driven user interface to MPE) and ISS (integrated system shipment). The MICRO 3000XE brings the power and configurability of a Series 42 in an office package.



MICRO 3000

The MICRO 3000, which has performance similar to a Series 42, is priced 21 percent lower than a comparably configured Series 37A (2 Mbytes of main memory). With greater configurability, customers can now have an entry-level computer with 4 Mbytes of main memory, support-

ing 16 users, and one INP or one LAN simultaneously. Previously, this configuration was only available with the Series 37XE. The system also includes the new 81-Mbyte disc drive which provides 47 percent more capacity along with better performance than the HP 7945A.

With the MICRO 3000, users gain new ease-of-use features. ISS lets you order a complete factory-integrated system with a single product number, and the system is easy to install. (HP installation is included.) HP Easytime adds simplicity by shielding novice users from MPE and guiding them through system functions.

MICRO 3000XE

The MICRO 3000XE replaces the Series 42 with similar performance, but at a price closer to the Series 37XE (and 30% lower than the Series 42). *In addition, the MICRO 3000XE offers Series 42 configurability.* The MICRO 3000XE is available with up to 8 Mbytes of main memory and can support 56 users, 3 INPs, and 1 LAN. Further reducing the total costs of the solution, the MICRO 3000XE also has support and software priced at the competitive Series 37 levels. The MICRO 3000XE is available through two attractive promotions — a field upgrade for existing customers and a new marketing package system for new customers.

State-of-the-art technology

The key to the amazing price/performance of these two systems is the use of the advanced technology. Both the MICRO 3000 and the MICRO 3000XE use HP proprietary NMOS III VLSI processor chips, the same hardware technology used in the Series 950.

The MICRO 3000 combines this NMOS III VLSI processor chip, 2 or 4 Mbytes of main memory, and an HP-IB channel all on a single board. This translates to higher performance, higher reliability, and greater connectability all at a lower cost than the Series 37.

The MICRO 3000XE uses the same powerful NMOS III VLSI processor and a new 128-Kbyte CPU cache (the same size and organization as the cache on the Series 70). The MICRO 3000XE boasts configurability and performance similar to the Series 42 at a 30 percent lower price, and, compared to the MICRO 3000, has significantly higher configurability. Through the use of 1-Mbit DRAM technology, the MICRO 3000XE offers an



expanded memory capacity of up to 8 Mbytes utilizing two of the new 4-Mbyte memory boards. This VLSI implementation continues our commitment to lasting value by providing a simple, powerful field upgrade path for existing Series 37 customers. (See the November *Performance News Notes* for detailed documentation of the excellent performance achieved with these MICRO systems.)

Ideal for office use

Both the MICRO 3000 and the MICRO 3000XE fit easily in the office environment. They run on standard power and don't require special air conditioning. Both systems are packaged in a quiet, attractive cabinet. Support pricing is affordable because of increased reliability. MICRO 3000XE customers save up to 70 percent on monthly hardware support costs compared to the Series 42. Software is priced at Series 37 levels providing additional savings. The MICRO 3000 and MICRO 3000XE provide the high performance and lower costs needed to close sales in the entry-level markets.

Attractive VAR program

Both systems qualify for the 100 percent quota and commission for systems sold through VARs and are eligible for the aggressive VAR schedule on the A-3L Exhibit.

For more information

This issue of *Information Systems & Manufacturing News* includes articles with more details on the MICRO 3000 ISS, the MICRO 3000XE promotions, and HP Easytime. Please read the *MICRO 3000 and MICRO 3000XE Sales Guide* (P/N 5954-8866) and listen to the audio cassette (P/N 5954-6241) for more details about the products along with information about how to win against the competition. We think you'll agree, these systems are the lowest cost, highest performance, entry-level HP 3000 systems ever.

These products will be introduced in the press on November 17.

MICRO 3000 integrated system shipment

Diane Levin/OSD

Providing the right solution for the entry-level market means more than having the right set of products. It means making it easy to sell and deliver the complete solution. HP puts it all together with integrated system shipment (ISS), available *only* on the MICRO 3000.

Easy to sell

With ISS, everything comes together. The system comes fully assembled from the factory with the SPU, disc drive, tape, and system cabinet all in one package. MPE is even pre-installed on the disc. The customer receives three boxes — the system, console, and manuals. It looks clean and professional.

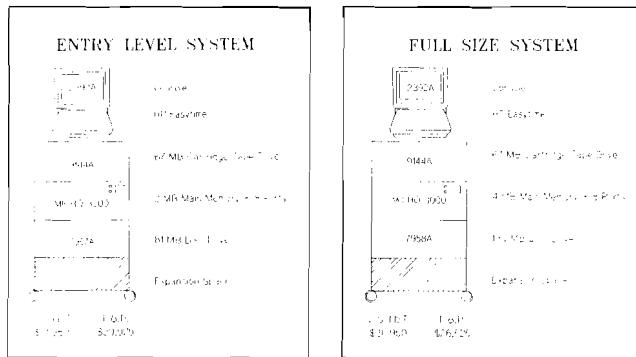
To meet the differing needs of your customers, HP offers two ISS solutions. The entry-level system is comparable to the current Series 37A bundle with Opt. 509 (for 2 Mbytes); but at \$21,350, it's priced 21 percent lower. More system performance, lower price, higher disc capacity, and HP Easytime make this a winning entry-level system. The full size system provides an additional 2 Mbytes of main memory (for a total of 4 Mbytes) and comes with a larger 130-Mbyte disc drive for *only* an additional \$5,600. Each system can accommodate an additional disc drive and ATP/M providing increased flexibility. One of these systems will meet your customer's needs. (Of course, standalone SPUs are available for very large or customized configurations.)

Easy to order and install

ISS simplifies ordering and installation for you. Ordering is easy because all the components of an ISS system are included under a single product number for each system. (*Note:* HP Easytime and MPE are ordered under their own product number.) Installation consists of uncrating the cabinet, connecting the console, plugging in the power, and turning the computer on. It's that easy. Once the system is on, HP Easytime allows novice users to bypass complex MPE commands through the use of easy-to-understand menus. (See "Announcing HP Easytime for MICRO 3000 systems.")

The MICRO 3000 is much more than just an excellent engine. It's a whole new concept in ease of use, from ordering to system operations. ISS lets you show

customers how convenient and easy having an HP 3000 can be.



utilize the increased processing power. Both components, additional memory and I/O expansion, are available with this special promotion at just over half of what it would cost to add them later. The accompanying chart describes the details of this promotion.

The MICRO 3000XE Series 37 Performance Booster promotion brings high performance and cost savings to our established Series 37 customer base at a substantial savings. Additional savings can be realized when customers take advantage of disc and tape drive promotions.

Orders for the Series 37 Performance Booster must be placed between December 1, 1986, and April 30, 1987, and shipments must be made by July 31, 1987. The MICRO 3000XE Upgrade Information Sheet (P/N 5954-8872), MICRO 3000 and MICRO 3000XE Sales Guide (P/N 5954-8866), and audio cassette (P/N 5954-6241) provide more detail. Encourage customers to take advantage of this special.

Compare the MICRO 3000 with the Series 37

Features	Series 37A 1 Mbyte	Series 37A 2 Mbytes Opt. 509	MICRO 3000	MICRO 3000	Notes
P/N	32459A	32459A Opt. 509	32535E	32535F	Greater performance
Memory	1 Mbyte	2 Mbytes	2 Mbytes	4 M b p s	More standard memory
Disc drive	55 Mbytes	55 Mbytes	87 Mbytes	130 Mbytes	More capacity More performance
Tape	67 Mbytes	67 Mbytes	67 Mbytes	67 Mbytes	
Console	HP 2392A	HP 2392A	HP 2392A	HP 2392A	
ATP/M	8 port	8 port	8 port	8 port	
HP Easytime	No	No	Yes	Yes	New ease of use
Disc caching	N/A	N/A	std.	std.	
Price	\$21,860	\$26,860	\$21,350	\$26,950	Savings from \$500 to \$5,500

Marketing Package System (MPS)

The MICRO 3000XE Marketing Package System provides customers with a total system at the right price. The flexible package allows new or box swap customers to choose the exact combination of components that meet their needs. Customers can choose between the new HP 7958A, a full replacement for the HP 7914 in an HP 7945A package, or the high capacity HP 7936H or HP 7937Hs. The marketing package also offers a range of backup solutions including an HP 9144A ¼-inch cartridge tape (supporting up to 307 Mbytes), 35401A cartridge tape autochanger for unattended backup (supporting up to 504 Mbytes), and the HP 7974A M-inch tape for higher capacity needs. Customers can receive discounts on up to eight HP 2392A terminals or on additional main memory. See the chart for details about choices for configuring systems. This promotion can save new customers more than \$9,000 off the list price of individual components. Another entry-level price/performance leader.

The Series 37 Performance Booster and the Marketing Package System provide attractive solutions for your new and existing customers. You'll want to use them to close business in the first half of 1987.

Attractive MICRO 3000XE promotions

Diane Levin/OSD

HP is offering an attractive upgrade promotion which allows existing HP 3000 Series 37 customers the opportunity to enjoy the benefits of the MICRO 3000XE at significant savings. The MICRO 3000XE upgrade increases processor performance 50 to 60 percent over the Series 37 processor, or comparable to a Series 42. (See the November issue of *Performance News Notes* for details on performance.)

This upgrade is ideal for Series 37 customers who need to add more users, to add additional applications, or to get better performance from their existing applications. The CPU upgrade (P/N 30545A) consists of a single board swap and is very affordable at \$8,500.

In most cases, customers will want more than a powerful CPU; they'll need additional memory or I/O expansion to

Product	Description	U.S. list price	M05 Promo. discount	Net U.S. list price
Required products (1 of each except terminals up to 8)				
<i>SPU</i>				
32545A	SPU	29,500	- 3,540	25,960
or 32545AH	SPU upgrade	29,500	- 3,540	25,960
<i>Disc</i>				
HP 7958	130-Mbyte disc	7,700	0	7,700
or HP 7936	307-Mbyte disc	13,500	0	13,500
or HP 7937	571-Mbyte disc	17,600	0	17,600
<i>Tape</i>				
HP 9144A	Cart. tape	3,500	- 525	2,975
or 35401A	Cart. tape chngr.	7,000	- 350	6,650
or HP 7974A	1600 bpi tape	14,000	- 700	13,300
<i>Terminals (1-8)</i>				
HP 2392A	Terminal	1,375	- 206	1,169
Opt. 3xx	Cable	85	0	85
<i>Ports</i>				
40290A	ATP/M (8 port)	2,700	- 405	2,295
Optional products				
<i>Memory</i>				
SPU with				
Opt. 510	Expand to 4 Mbytes	7,000	0	7,000
30462A	Add 2 Mbytes	8,500	- 1,500	7,000
30482A	Add 4 Mbytes	17,000	- 3,000	14,000

Series 37 Performance Booster

Product	Description	U.S. list price	M05 Promo. discount	Net U.S. list price
Required product				
<i>SPU</i>				
30545A	CPU upgrade	8,500	0	8,500
Optional products				
Opt. 250	I/O extender	8,000	- 2,000	6,000
Opt. 502	Add 2 Mbytes	7,000	- 2,500	4,500
Opt. 503	Add 4 Mbytes	14,000	- 4,500	9,500

HP 9144A now supports 307 Mbytes on new MICRO 3000 systems

Steve Peck/OSD

The supported backup capacity of the current HP 9144A cartridge tape drive has been expanded to a maximum of 307 Mbytes on the new MICRO 3000 systems. The benefit to the customer is that the current HP 9144A now becomes a low-cost alternative for backing up two of the new HP 7958A (total of 260 Mbytes) or two of the new HP 7936H (307 Mbytes) disc drives. This saves the customer \$4,000 over the cost of the 35401A or \$10,500 over the cost of the HP 7974A.

Use of the HP 9144A will allow backup to take typically less than three hours with a reload time of less than four hours. This process requires the operator to change cartridges. For the ability to do unattended backup, specify the tape cartridge autochanger (35401A). For higher performance and/or media compatibility, the 1/2-inch reel-to-reel tape is the right backup choice.

The expanded support of the HP 9144A, coupled with the new MICRO 3000 processor and new high-capacity, small-footprint discs, results in an outstanding price/performance configuration. Imagine having Series 42 performance, 260 Mbytes of disc capacity, and the cartridge tape device in a single, office-compatible cabinet.

The new HP 9144A maximum configuration is supported on both the MICRO 3000 and MICRO 3000XE. For additional details on the MICRO 3000 systems and new disc drives, see other articles in this edition of *Information Systems & Manufacturing News*.

Announcing HP Easytime for MICRO 3000 systems

Fulvia Mambrito/BGD

Boeblingen General Systems Division (BGD) proudly announces HP Easytime, a menu-driven interface to MPE for the new HP MICRO 3000 systems. The program shields inexperienced computer users from the complexities of MPE and guides them through the functions necessary for the day-to-day management of the system.

The target market for HP Easytime consists of those non-computer professionals who are responsible for managing the daily administration of an HP MICRO 3000 in their workgroup, department, or in a small business. While still performing a full-time job as financial analyst, secretary, or manufacturing specialist, these professionals can now assume the added responsibility of managing the computer. System administration becomes so simple that the presence of an EDP specialist on site is no longer necessary. Also, HP Easytime eliminates the need for a dedicated system console. Applications can also be run on the console, and system operating can be done from any block-mode terminal. Integral parts of HP

Easytime are a computer-based training and a user reference manual. The computer-based training (CBT) includes instructions and exercises. It introduces the novice user to the management of the system and gives first hands-on experience on the program itself.

HP Easytime's user-friendliness is ensured not only by the simple, intuitive design of the program, but also by the elimination of any "computerese" and by the availability of the product in as many as 11 languages. HP Easytime will be available in the original American-English version as well as in German, French, Italian, Spanish, Danish, Swedish, Norwegian, Finnish, Dutch, and Japanese.

Availability and pricing

At first release, HP Easytime will be available only on the HP MICRO 3000 machines. Although an integral part of this new system, initially HP Easytime will have to be ordered separately — but at no extra cost to the customer. HP Easytime will be on the December 1, 1986, Corporate Price List and will be available for delivery during the third fiscal quarter of 1987 with the UB-Delta-3 release of MPE-VIE — in the original version as well as localized.

Sales tools

To know more about HP Easytime refer to the following tools, orderable from the Literature Distribution Center:

P/N	Description
5954-6239	HP Easytime Data Sheet
5954-6241	HP Easytime Sales Training Manual

More power for HP 3000 Series 39 and 4X customers

Peggy Stern/CSY

New field upgrades

On August 1, 1986, Hewlett-Packard introduced the HP 3000 Series 52, enabling your customers to own a new system with the performance of a Series 58 in a Series 42 package. Now Series 39, 40, and 42 owners have an attractive upgrade path to this new level of performance.

Beginning December 1, these customers can upgrade to the Series 52 for only \$32,500. The new Series 52 field upgrade (P/N 30552C) includes the new Series 52 processor, disc caching, and 4 Mbytes of memory.

The Series 52 field upgrade, at a price of \$32,500, will effectively replace the current Series 42XP field upgrade for \$7,500 less. With the additional 2 Mbytes of memory included in the system, your customers save a total of \$21,500. The product is orderable as follows:

P/N	Description	U.S. list price	Factory base price
30552C	Series 39140142 to Series 52 field upgrade with CPU board and 4 Mbytes of memory	\$32,500	\$32,400
Opt. 022	DUS on cartridge tape	0	
Opt. 042	Price adjustment for disc caching	-2,500	
Opt. 196	Delete 4-Mbyte memory	-10,000	
Opt. 502	Add 2-Mbyte memory	10,500	10,490
Opt. 503	Add 4-Mbyte memory	18,000	17,990

Also orderable in December, your Series 44148 customers will be able to upgrade to the performance of a Series 58 for a new low price of \$32,500. The new Series 58 field upgrade (P/N 30558C) will include twice as much memory (4 Mbytes) for \$32,500, a savings of \$18,000 compared to an equal configuration of the previous 30558A field upgrade.

P/N	Description	U.S. list price	Factory base price
30558C	Series 44/48 to Series 58 field upgrade with new CPU board and 4 Mbytes of memory	\$32,500	\$32,400
Opt. 022	DUS on cartridge tape	0	
Opt. 042	Price adjustment for disc caching	-2,500	
Opt. 196	Delete 4-Mbyte memory	-10,000	
Opt. 502	Add 2-Mbyte memory	10,500	10,490
Opt. 503	Add 4-Mbyte memory	18,000	17,990

The Series 52 and 58 are supported on T-Delta-5, UB MIT, and all subsequent MITs. Customers on these MITs can install the Series 52 and Series 58 field upgrades in only one hour. This means your customer's operation will have only a minor interruption.

New memory options

In addition to the increased memory included in the system, your customers also have the option to purchase additional 2-Mbyte (Option 502) or 4-Mbyte (Option 503) memory modules with their systems to reach the maximum of 8 Mbytes. By ordering the additional memory with the system your customers save \$4,500 and \$6,000 compared to buying it later. More memory allows your customers to take full advantage of the new processor performance.

Customers who decide to take advantage of these options may choose to return 1-Mbyte boards for return credit (P/N 30161A). A maximum of three 1-Mbyte boards can be returned when purchasing a Series 52 or 58 field upgrade. Return credits are also available for the 256-Kbyte and 512-Kbyte memory modules. A maximum of four 256-Kbyte boards may be returned when purchasing a Series 52 or 58 field upgrade.

With over 6,700 HP 3000 Series 39, 40, and 42s installed worldwide, there are a lot of prospects who can benefit from the Series 52 field upgrade. This means you can start out FY87 with a bang.

More memory supported on HP 3000 Series 42XP

Peggy Stern/CSY

Have your HP 3000 Series 42XP customers requested 8-Mbyte memory support? Now the Series 42XP equals the Series 52 in every way.

Series 42XP memory configuration support has increased from 6 to 8 Mbytes. With the increase in memory, the Series 52 is supported on T-Delta-5, UB, and all subsequent MITs. These enhancements enable your current Series 42XP customers to achieve the same performance and configuration as the recently introduced Series 52.

HP 3000 upgrade credit update

Peggy Stern/CSY

Effective February 1, 1987, upgrade credits for the HP 3000 Series 40, 42XP, and 58 towards the HP 3000 Series 70 and 930 will be adjusted. These credits will be lowered in order to bring them in line with our new product announcements, while continuing to provide an attractive upgrade path for your customers.

Upgrade credit adjustment to Series 70 and Series 930

Description	Upgrade credits	
	Current	February 1, 1987
Opt. 611 Upgrade from Series 40	\$13,800	\$11,650
Opt. 619 Upgrade from Series 42XP with 2 Mbytes of memory	34,000	24,000
Opt. 622 Upgrade from Series 58 with 2 Mbytes of memory	46,000	28,000

Use this as an opportunity to upgrade your Series 40, 42XP, and 58 customers to higher performance.

Also, on February 1, 1987, Series 68 upgrade credits will be adjusted to be consistent with the Series 70. Because most of your customers will be upgrading to Series 70s instead of Series 68s, the effect of these changes should be minimal.

Upgrade credit adjustment to Series 68

Description	Upgrade credits	
	Current	February 1, 1987
Opt. 603 Upgrade from Series III with 256 Kbytes of memory	\$10,000	\$ 5,000
Opt. 609 Upgrade from Series 44 with 1 Mbyte of memory	37,000	13,000
Opt. 611 Upgrade from Series 40 with no memory	13,825	11,650
Opt. 613 Upgrade from Series III with 256 Kbytes of memory and 30341A	11,000	6,000
Opt. 615 Upgrade from Series 42	15,075	15,000
Opt. 616 Upgrade from Series 48	45,500	19,000
Opt. 619 Upgrade from Series 42XP with 2 Mbytes of memory	29,000	24,000
Opt. 620 Upgrade from Series 58 with 4 Mbytes of memory	63,315	30,000
Opt. 622 Upgrade from Series 58 with 2 Mbytes of memory	59,315	28,000

New upgrade options

Customers buying MICRO 3000s, MICRO 3000XEs, Series 52s, and Series 58s today have a clear upgrade path to higher performance HP 3000s. Your customers

have many new upgrade options to allow them to move to higher performance systems in the future.

Early next year new upgrade options will be added to enable customers to upgrade:

- From the Series 52 and the Series 58 to the Series 70 or Series 930
- From the MICRO 3000 and MICRO 3000XE to the Series 52, Series 58, Series 70, or Series 930.

Upgrade credit additions to Series 52

Description	Upgrade credits January 1, 1987
Upgrade from MICRO 3000 with 2 Mbytes of memory	\$ 4,000
Upgrade from MICRO 3000 with 4 Mbytes of memory	7,000
Upgrade from 5-card MICRO 3000XE, no memory	7,000
Upgrade from MICRO 3000XE, no memory	8,000

Upgrade credit additions to Series 58

Description	Upgrade credits January 1, 1987
Upgrade from MICRO 3000 with 2 Mbytes of memory	\$ 5,000
Upgrade from MICRO 3000 with 4 Mbytes of memory	8,000
Upgrade from 5-card MICRO 3000XE, no memory	8,000
Upgrade from MICRO 3000XE, no memory	10,000

Upgrade credit additions to Series 70 and Series 930

Description	Upgrade credits January 1, 1987
Upgrade from MICRO 3000 with 2 Mbytes of memory	\$ 8,000
Upgrade from MICRO 3000 with 4 Mbytes of memory	12,000
Upgrade from 5-card MICRO 3000XE, no memory	12,000
Upgrade from MICRO 3000XE, no memory	15,000
	<i>February 1, 1987</i>
Upgrade from Series 52 with 2 Mbytes of memory	24,000
Upgrade from Series 52 with 4 Mbytes of memory	26,000
Upgrade from Series 58 with 4 Mbytes of memory	30,000

By adding these new upgrade options, HP is continuing its tradition of providing your customers with an easy upgrade path to higher performance HP 3000s.

Cognos migration to 900 Series is big success

Dennis Miřzyk/CSY

Since Cognos, Inc., demonstrated its POWERHOUSE@ product running in Native Mode at the Detroit Interex Conference early in October, it should be no surprise that their migration effort has been extremely successful.

Cognos is a prominent HP value-added business. Their POWERHOUSE product, a fourth-generation language package, has proven itself a valuable productivity aid for many of HP's customers. Given its large installed base of dedicated customers, Cognos was a perfect candidate for the Fast Start Early Access Program.

To ensure maximum performance, Cognos wanted to have the POWERHOUSE product running 100 percent in Native Mode on a Series 930 before MR. Since POWERHOUSE was written in SPL, utilizing over 270,000 lines of code, Cognos was faced with what appeared to be a challenging migration.

Back in March of this year, Cognos began their work at HP's Software Evaluation and Migration Center (SEMC) in Cupertino, California. Within a few days they had restored all of their SPL object code to the Series 930 and had completed their initial Compatibility Mode testing.

However, even before this process began, Cognos had been busy planning the move to Native Mode. Early in the migration planning process Cognos made a decision to convert all of its SPL code into C. To facilitate this, they wrote a custom conversion tool to translate their SPL source code into C. Cognos was able to do a clean translation because they had written the SPL code with an eventual translation in mind.

So, by the time final Compatibility Mode testing was complete, Cognos was ready to begin testing a C version of their programs. However, this presented a slight problem. The C development environment on the Series 930 was not quite far enough along for this type of development effort, because C was not scheduled for first release on the Series 930. The solution was to do the program development and initial testing on an HP 9000

Model 840. This was possible because of the high degree of compatibility between the two machines and because the C development environment on the Model 840 was further along. This allowed Cognos to debug and test all of the user interfaces and internal structures of POWERHOUSE on the Model 840 prior to moving it to the Series 930.

When Cognos moved the POWERHOUSE code to the Series 930, they were surprised at the quality of this pre-release C compiler. In fact, they reported only 10 bugs, which is outstanding for such an early version of the product. Cognos has moved their code to a variety of other vendors' machines, and they said this was the cleanest port to C that they had ever seen.

Cognos has completed the migration of its code to the 900 Series. The only task yet to be completed is the final testing with the latest version of HP IMAGE.

Bob Shields, the HP migration engineer for Cognos, noted that "there was a very cooperative relationship between HP and Cognos in this migration effort," even to the extent that Cognos made some product recommendations that will be included in HP IMAGE.

Cognos was pleased with the level of support and assistance they received from HP during their migration. According to John MacNaughton of Cognos, "the cooperation and support from the SEMC and the labs was incredible." John also applauded the MPE XL operating system, saying "the enhancements HP has made to MPE XL make it an even better development environment."

The success of this migration ensures a smoother migration path for the thousands of customers who are using POWERHOUSE today.

Note: This article was written to provide some insight into the migration process for customers with a similar migration situation. Neither the SEMC nor the Fast Start participant **will** be able to discuss this migration with you or your customers because they are operating under a joint Confidential Disclosure Agreement. If you do have a question about this migration, feel free to give Dennis Mitrzyk a call at 408-447-5802.

POWERHOUSE is a U.S. and Canadian registered trademark of Cognos, Inc.

DBchangeN release update

Monroe Brock/CSY

TurboIMAGE DBchangeN, the restructuring tool for TurboIMAGE databases, has been rescheduled for release on UB-DELTA-2 MIT. The delay is necessary to add additional quality features to check and correct possible root file layout inconsistencies. DBchangeN was previously scheduled to ship on UB-MIT.

Problem description

When DBchange processes modifications to a TurboIMAGE database, it uses the root file to generate the database schema. The root file is expected to be in the same ordered format as created by DBSCHEMA. During the beta testing process for DBchange, a problem was discovered when DBchange is used on a database which has previously been restructured using ADAGER. It was necessary to delay the release of DBchangeN to add the additional functionality to check for and correct this problem if it exists.

Additionally, ADAGER has plans to modify its programs so restructuring **will** leave the root file consistent with DBSCHEMA.

DBchangeN is now expected to be available on UB-DELTA-2 MIT in approximately the March-April timeframe. The previously announced solution for critical HP 3000 Series 70 customers is still in effect but with additional qualification by the account systems engineer.

Because of the rescheduling of DBchange, shipments of the TurboIMAGE Database Tools package, which contains Profiler and DBchange, **will** also be rescheduled. Special ordering instructions will follow soon for Database Tools customers who wish to receive Profiler now.

OFFICE SYSTEMS

Introducing Office Productivity Services and Personal Productivity Series

Royce Murphy/OSD

A BOS recap — applications and services

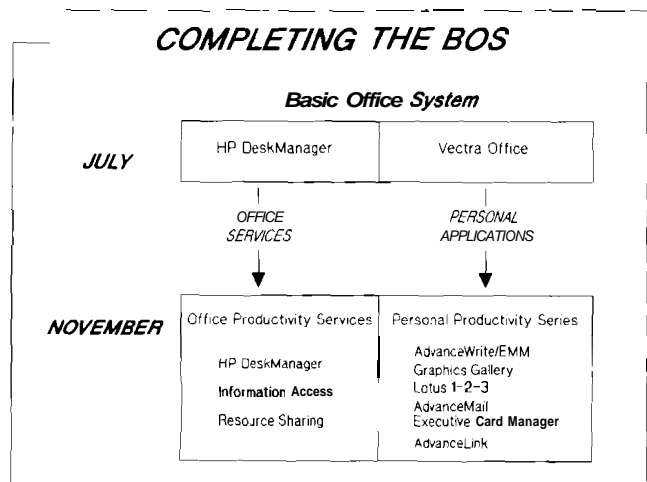
The Basic Office System (BOS) was introduced in July as a structure simplifying the sale of the HP Personal Productivity Center (PPC). BOS clarified that PPC consists of two parts: applications (Vectra Office) and services (HP DeskManager). Applications packaged in the Vectra Office Professional and Assistant Workstations are HP's solution for improving individual productivity. Services such as HP DeskManager (including HP File/Library and Schedule) improve organizational productivity through office-wide communications and information exchange. Presented in this way, PPC can be understood as a complete solution meeting both individual and organizational needs.

Completing the BOS structure

The new Resource Sharing and improved Information Access (formerly HP Access) complete the BOS structure. Now complete, the service component of PPC offers all three capabilities essential to an information system — communications, access to information, and resource sharing. The message to your customers remains the same: PPC consists of two parts, applications to enhance individual productivity and services to increase organizational productivity.

A sharper focus with new PPC brands

To help you better convey the BOS message of applications and services to your customers, HP is introducing two new product-line brands. PPC applications addressing individual productivity (including AdvanceWrite, Graphics Gallery, etc.) will be collectively called the Personal Productivity Series. The service component of PPC, helping people work more effectively as a team (HP DeskManager, Information Access, and Resource Sharing), will be called Office Productivity Services. Together, the Personal Productivity Series and Office Productivity Services comprise HP's total office solution, PPC.



Selling capabilities not product names

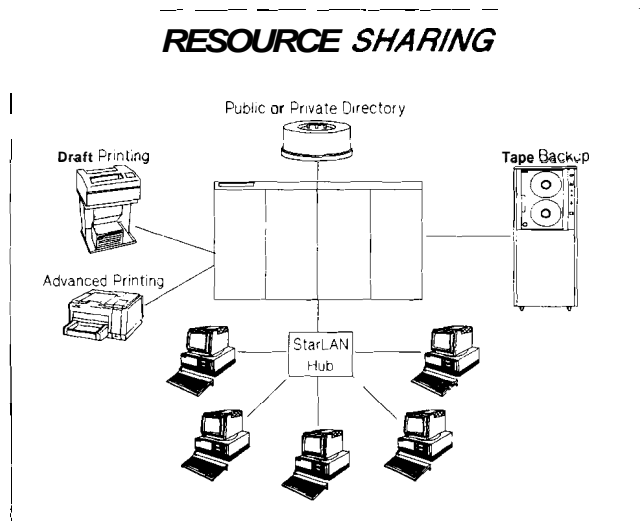
In the past, describing the capabilities of HP's office solution was like navigating through an ever growing list of unrelated product names. With the introduction of the Personal Productivity Series and Office Productivity Services, you should find it much easier to sell PPC in terms of capabilities not product names. To make this easier, we've renamed our office products to describe the benefits they provide. HP Access has been renamed Information Access, and Resource Sharing has been introduced with a generic name. HP DeskManager retains its name as the communications component of PPC services due to its familiarity with our customers. Sold together or one at a time, HP DeskManager, Information Access, and Resource Sharing comprise PPC's foundation for office productivity — the key to meeting an organization's communication and information management needs. The following articles provide more information on the new Resource Sharing and enhanced Information Access products.

While Office Productivity Services help people work more effectively as a team, Personal Productivity Series applications help people work more effectively as individuals. The Personal Productivity Series is available on all HP PCs including Vectra PCs, Touchscreen PCs, and (for most products) The Portable. For those customers with installed IBM PCs, HPS Personal Productivity Series provides a complete solution as well.

Resource Sharing: network-wide resources for PCs

Quentin Steele/OSD

December 1 marks the debut of Resource Sharing, delivering HP 3000 peripheral resources to PCs on the OfficeShare network. Resource Sharing, part of Office Productivity Services, gives PC users shared access to files, disc space, applications, and printers. And data from all local hard discs on the network can be backed up concurrently to the same tape. Centralization of data and applications, and the efficient sharing of computer resources result in greater productivity and better PC management.



More productivity for PCs

Resource Sharing integrates PC users for increased productivity:

- PC-to-PC communications are enhanced with centralized storage of documents and spreadsheets, within reach of those who need them.
- Shared printing on high-quality and high-volume system printers is available to PC users, for improved results and faster throughput. Direct-mode printing offers

complete HP LaserJet printer functionality over the LAN, including merged text and graphics. Processed mode printing uses the technique pioneered by Print Central to allow users to print to printers throughout the network without knowing the printer type.

Improved PC management

Because of the centralized information storage and control it provides, Resource Sharing is also a key to improved PC management

- A higher ROI is achieved network-wide through the shared use of printers, discs, and tape drives.
- Disc space is better utilized when PC files are managed centrally.
- Regular backup of both local and shared discs protects valuable files and fulfills important auditing needs.
- Because Resource Sharing is fully MS-NET compatible, networked applications designed to that standard can be implemented for simplified version updates and control.
- Higher data integrity results from centralized storage of documents and spreadsheets.

Sell with MICRO 3000 and StarLAN

Resource Sharing, teamed up with StarLAN, makes the MICRO 3000 an ideal departmental server. This trio is the best new way to sell an HP 3000 in years. Resource Sharing sets a new standard for PC integration; the MICRO 3000 provides high power at a low price; and StarLAN takes advantage of existing wiring. Solve your customer's productivity problems with these powerful new products in 1987.

Availability

Full disc sharing and processed mode printer sharing are available on UB-delta-1 MIT shipping in December. Resource Sharing will incorporate full HP LaserJet printer capabilities and local disc backup on the UB-delta-2 MIT scheduled for second quarter, 1987.

For further information on Resource Sharing, see the *PPC III Sales Training Manual* (P/N 5954-8852) and the Resource Sharing data sheet (P/N 5954-8854).

Ordering information

P/N	Description	U.S. list price		
		A	R	L
32597A/R	Resource Sharing Kit for host and one to ten PCs			
Opt. 310	For Series 37 and MICRO 3000 Family	\$4,800	\$3,360	
Opt. 315	Upgrade from Option 310 to 320	4,700	3,290	
Opt. 320	For Series 39 to 70	9,500	6,650	
32597L	License upgrade for one to ten additional PCs			\$950

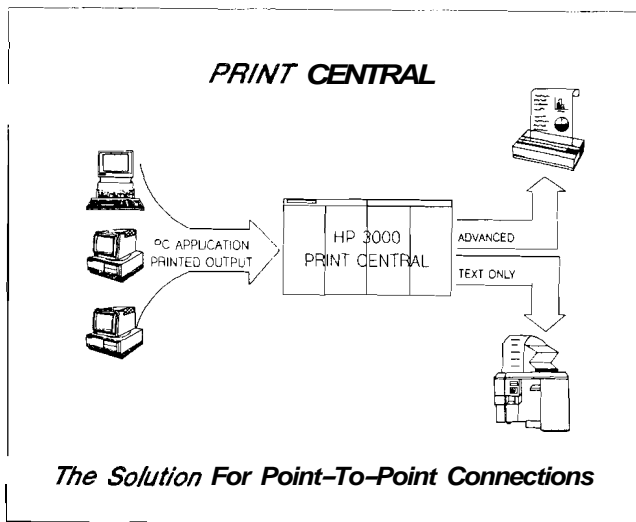
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Resource Sharing is structured to include both host and PC software in one product number. Watch for more information on this new product structure in the December 1 issue of *Information Systems & Manufacturing News*.

New enhancements to Print Central — full HP LaserJet printer support

John Peters/OSD

Print Central provides printer sharing for PC users utilizing point-to-point HP 3000 connections. With the new enhanced Print Central (CPL December 1), your customer can now take full advantage of the HP LaserJet printer's powerful capabilities. Never again will your customers have to rely on switch-boxes, awkward transferring of files to host-based terminal applications, or scheduling time on a shared PC. With Print Central, print files can be sent from popular PC applications to HP 3000 printers as if the printers were directly attached to each person's PC.



The new Print Central gives your customer full HP LaserJet printer support including integrated text and graphics. Now, shared printing of reports, presentation graphics, and even desktop publishing documents is simple. Print Central continues to support printers not typically available to PC applications for draft documents not requiring integrated graphics and sophisticated formatting.

Print Central is the ideal companion for the HP LaserJet printer. When quoting HP LaserJet printer into an HP 3000 environment, consider selling Print Central. Your customers can use existing point-to-point RS-2321422 connections — there's no need for LAN connections, no redundant printer investment and no loss in HP LaserJet printer functionality.

Utilizing low-cost point-to-point connections, easy access to powerful formatting and graphic capabilities, and the flexibility to select the best printer for the job means your customers get the maximum benefit from their printer resources and the maximum return on their computer hardware investment.

The new enhanced Print Central has a new part number and product structure (including both host and PC software) and will be shipping on UB-delta-2 MIT scheduled for second quarter, 1987.

Ordering information

P/N	Description	U.S. list price		
		A	R	L
32593A/R	Print Central Kit for host and one to ten PCs			
Opt. 310	For Series 37 and MICRO 3000 Family	\$2,450	51,710	
Opt. 315	Upgrade from Option 310 to 320	1,850	1,295	
Opt. 320	For Series 39-70	4,300	3,010	
32593L	License upgrade for one to ten additional PCs			\$1,620

The current version of Print Central can be ordered now with product numbers 36890, 36891, and 36892. Customers with support contracts will be upgraded to the enhanced Print Central at no charge. See the *PPC III Sales Training Manual* (P/N 5954-8852) and the new Print Central data sheet (P/N 5954-8855) for more information.

Watch the next issue of *Information Systems & Manufacturing News* for details of an ADCC to ATP upgrade promotion with Print Central. The new enhancements to Print Central and this promotion give you a winning story for all your installed base customers with shared printing needs.

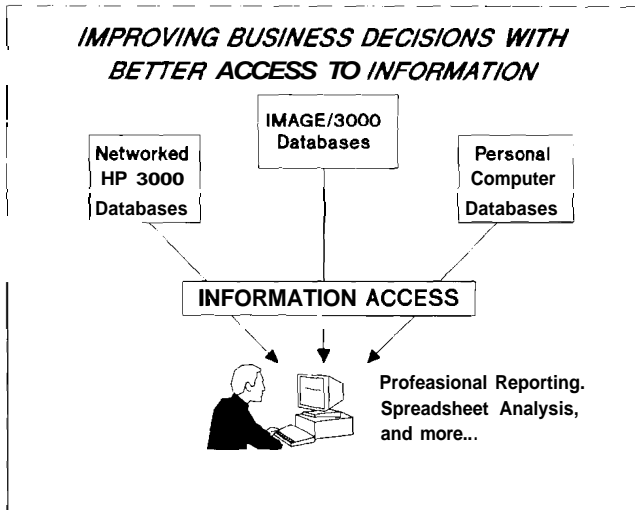
Information Access released with significant enhancements

Jacque Solt/OSD

For English speaking countries only

Information Access (formerly called HP Access) is on the CPL December 1 with a new part number and new functionality. Information Access has been enhanced with sig-

nificantly better performance (40 percent overall), a new personal report writer, full HP AdvanceNet support, R:BASE™ 5000 integration, items per table expansion, and even new status and "time-to-completion" messages. Together these enhancements provide an unprecedented level of performance, functionality, and ease of use.



Performance improvements

The December release of Information Access performs 40 percent faster than the previous release. The serial read, join, and summarize functions have improved a full 80 percent. With these performance improvements, Information Access is now as fast or faster than Query13000 and Inform.

Report writer

Information Access has a powerful new built-in personal report writer. It's as easy to use as 1-2-3® from Lotus^B, with all the functionality the most sophisticated user might need. Reports can be designed, edited, and printed by simple menu item selection. Complex statistical and cross tabulation functions can be performed easily. The personal report writer can produce preprinted forms and custom templates for one time creation and repeated use.

Status messages, R:BASE 5000 support, items per table expansion, and full network support

Information Access now has a feature to correctly set the expectations of an end-user. Your customer will see a status message informing the user how long their query will take and what percent is complete. In addition, Information Access now supports R:BASE 5000 and the OfficeShare Networking Family (HP StarLAN, ThinLAN, and SERIAL). This new release allows your customer to select double the items per table from a database.

Information Access is a key component of Office Productivity Services. It extends the reach of your customer's DP systems by delivering key business data all throughout their organization. This exciting product has been good and is now even better. Improved performance and added functionality (along with a screen-based demo included with the *PPC III Sales Training Manual*), arm you with all the necessities to win new Information Access sales.

Information Access is available on UB-delta-1 MIT shipping in December. It has been restructured to include both host and PC software in one product number.*

Ordering information

P/N	Description	U.S. list price		
		A	R	L
32596A/R	Information Access Kit for host and one to ten PCs			
Opt. 310	For Series 37 and MICRO 3000 Family	\$ 5,900	\$4,150	
Opt. 315	Upgrade from Option 310 to 320	6,600	4,600	
Opt. 320	For Series 39-70	12,500	8,750	
32596L	License upgrade for one to ten additional PCs			\$3,950

For more information on Information Access, see the *PPC III Training Manual* (P/N 5954-8852) and the Information Access data sheet (P/N 5954-8853).

*Stay tuned for more information on this new product structure in the December 1 issue of Information Systems & Manufacturing News.

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

R:BASE is a U.S. trademark of Microrim, Inc.

HP OfficeShare Networking Family: integration with PPC

Gerry Lameiro/CND

The HP OfficeShare Networking Family for PCs now supports Personal Productivity Center (PPC) office automation software as well as distributed data processing applications. Now, you can sell integrated office networking solutions with confidence.

The HP OfficeShare Network has grown into a more powerful and complete family of office networking solutions — the HP OfficeShare Networking Family for PCs, which now includes:

- **HP StarLAN for PCs** — the network of choice for the office, supporting HP Vectra and IBM PCs using twisted-pair wiring.

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- **HP ThinLAN for PCs** — the network that integrates HP Touchscreen PCs into the powerful world of PPC software. It also supports Vectra PCs and IBM PCs over coax.
- **HP SERIAL Network for PCs** — the remote office connection for HP Touchscreen, HP Vectra, and IBM PCs.

All three networks within the OfficeShare family support the new PPC Office Productivity Services software. For example, Office Productivity Services - Resource Sharing permits PCs on any StarLAN, ThinLAN, or SERIAL Network to transparently access HP 3000 printers and discs.

In addition, the OfficeShare family also supports the Personal Productivity Series of software products that include applications such as Executive MemoMaker and The Graphics Gallery.

Customers now have support for powerful PPC software as well as support for popular PC applications.

The HP OfficeShare Networking Family for PCs offers a complete foundation for your customers' office automation needs. For more information, please see your *DDP and OfficeNetworking Sales Guide* (PIN 5954-7479) or contact the Sales Response Center in Cupertino, California (408-257-8877).

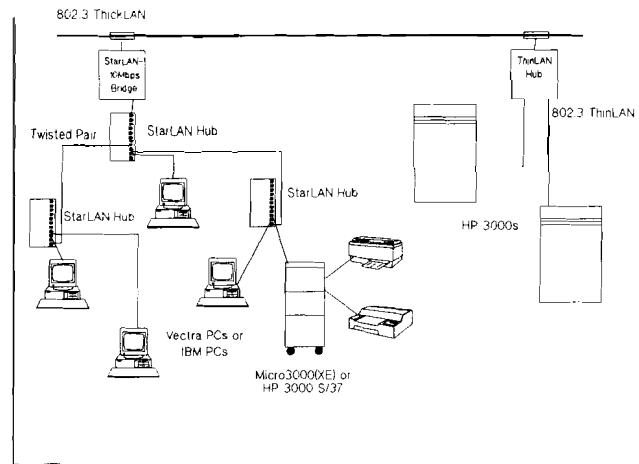
HP StarLAN for PPC: making the best connection in the office

Becky Matsuoka/RND

HP StarLAN is Hewlett-Packard's first Local Area Network (LAN) that functions over unshielded twisted-pair wiring. HP StarLAN, a member of the HP OfficeShare Networking Family for PCs, conforms to the IEEE 802.3 Type 1BASE5 standard and is fully compatible with HP's new Personal Productivity Center.

You can make your MIS customer successful with HP StarLAN. It is completely compatible with HP AdvanceNet and provides a complete and integrated network with flexible growth for the future. Your customer can start out with a few PCs and grow to HP's largest HP 3000 with full compatibility.

HP StarLAN is ideal for the office automation customer that requires information exchange, file transfer to an HP 3000, database access, electronic mail, and sharing of system peripherals such as discs, printers, and plotters. Sharing information and peripherals will provide an efficient exchange of data and use of resources for increased productivity and lower cost.



The new HP StarLAN products

- **HP StarLAN Server Kit for Vectra PCs** (PIN 50904F) — Includes a PC interface card and software that provides file and disc sharing, printer sharing with spooling, and plotter sharing with spooling through a PC server.
- **HP StarLAN User Link Kit for Vectra/IBM PCs** (P/N 50905F) — Includes a PC interface card and software required for each user connected to the server.
- **HP StarLAN Configuration and Diagnostics Software for PCs** (PIN 50906A) — Includes software and documentation for configuring and diagnosing your PC network.
- **HP StarLAN Configuration and Diagnostics Software for PCs and HP 3000s** (PIN 50912A) — Includes software and documentation for configuring and diagnosing your PC and HP 3000 network.
- **HP StarLAN/3000 Link for MICRO 3000s and HP 3000 Series 37** (PIN 30265A) — Includes an interface card and virtual terminal software for the HP 3000.
- **HP StarLAN Hub** (P/N 27212A) — A hardware box that is required to interconnect StarLAN interface cards.
- **HP StarLAN - 10 Mbps 802.3 Bridge** (P/N 28647A) — A hardware box used to interconnect StarLAN networks to HP's 10 Mbps coaxial networks.

For more information, refer to the *DDP and Office Networking Sales Guide* (P/N 5954-7479) and the *HP StarLAN Data Sheet* (P/N 5954-8269). These products can be ordered as of December 1, 1986, and shipments will begin in March, 1987.

HP SERIAL Networking — a communication solution for remote PCs

Ann Druke/IND

The HP OfficeShare Networking Family for PCs will help HP maintain a competitive edge in the office automation marketplace by providing important enhancements to PC networking. HP SERIAL Network allows remote PCs to access Resource Sharing and applications on the HP 3000 from a remote location via an asynchronous connection. A remote user can communicate with the HP 3000 server node with a modem connection to an HP 3000 ATP using the Asynchronous SERIAL Network software on the HP 3000 and the HP SERIAL Network for PCs on the remote user workstation. The SERIAL Network supports the HP Vectra PCs, HP Touchscreen PCs, and IBM PC/XT/ATs.

In addition to supporting Resource Sharing, HP SERIAL Network also supports HP AdvanceLink to allow terminal emulation access to HP 3000 applications. The SERIAL Network provides file transfer for any PC end users who wish to communicate asynchronously with the HP 3000.

The HP SERIAL Network solution is for users who need a low cost remote file transfer capability or access to Resource Sharing from a remote location. HP has provided a solution which adds the power of a minicomputer to a remote PC environment.

The SERIAL Network product is composed of: the Asynchronous SERIAL Network Link (P/N 32003A), HP SERIAL Network PC Configuration and Diagnostics Software and License for HP 3000s (P/N 50911A/R), and either HP SERIAL Network User Link Software for HP Vectra/IBM PCs (P/N 50910F) or HP SERIAL Network User Link Software for HP Touchscreen PCs (P/N 50910A)

HP ThinLAN for PCs: total integration for your installed base

Gerry Lameiro/CND

While StarLAN is positioned as the best method for connecting HP Vectra PCs into the PPC environment, HP ThinLAN for PCs is the means for integrating our HP Touchscreen PC installed base into the powerful world of Personal Productivity Center (PPC) office automation solutions.

HP ThinLAN for PCs is the improved version of OfficeShare Network software running over RG 58 thin coaxial cable. Included in the second release is access to PPC office automation capabilities, such as the Office Productivity Services and AdvanceMail. Additionally, many PC applications are fully supported for both the HP Vectra and Touchscreen PCs. ThinLAN has a link speed of 10 Mbits/sec and adheres to IEEE 802.3 type10 BASE2 industry standard.

ThinLAN for PCs provides the same functionality as HP StarLAN for PCs and additionally supports HP Touchscreen PCs — giving our installed base Touchscreen PC customers full access to PPC capabilities.

Included in the ThinLAN for PCs product line are server kit products for HP Touchscreen and Vectra PCs, user link kit products for HP Touchscreen PCs as well as HP Vectra and IBM PCs, a PC configuration/diagnostics software product when using PC servers, and a PC configuration/diagnostics product when using Office Productivity Services/Resource Sharing on an HP 3000.

For more information on HP ThinLAN for PCs, please see the HP ThinLAN for PCs Technical Data Sheet (P/N 5954-8268) or call the Sales Response Center at 408-257-8877.

Application support today over OfficeShare Networking

Mary H. Chay/CND

Hewlett-Packard's OfficeShare Networking Family for PCs provides customers with access to HP's distributed processing and office automation application software. Programs will behave similarly on the three members of the family: HP StarLAN, HP SERIAL Network, and HP ThinLAN.

HP's OfficeShare Family supports the Personal Productivity Series applications, popular MS[®].DOS software programs, and third-party software written for use on networks. Customers can use the powerful Personal Productivity Series applications, which provide basic office capabilities. These programs for the HP Vectra PC include: Executive MemoMaker, AdvanceWrite III, 1-2-3[®] from Lotus^B, Executive Card Manager, The Graphics Gallery, and AdvanceLink 2392. Applications for the HP Touchscreen PC include: Executive Memo-

Maker, 1-2-3 from Lotus, Executive Card Manager, and AdvanceLink.

The network also supports HP 3000 applications, with distributed processing and with host/terminal capabilities for personal computers on the network. For electronic mail capabilities, customers can use AdvanceMail in conjunction with HP DeskManager. For powerful database access, customers can use Information Access over the network. Using AdvanceLink, customers can take advantage of terminal-based applications.

Popular MS-DOS applications and networked applications can also be used on the network for HP Touchscreens, HP Vectra PCs and/or IBM PC/XT/ATs. Examples include:

- 1-2-3 from Lotus (HP Vectra and Touchscreen PCs)
- R:BASE™ 5000 (HP Vectra and Touchscreen PCs)
- Diagraph™ (A.03.00) (HP Touchscreen PCs)
- Symphony® (Version 1.1) (HP Vectra and Touchscreen PCs)
- DATASTORE: LAN (3.23) available from Software Connection (HP Vectra and HP Touchscreen PCs)

Be sure to check the HP OfficeShare Networking Family for PCs Application List for a complete list of verified applications. When selling any office solution, you should review this list to ensure your customer's expectations are met. Current information is available from the Network Sales Response Center at 408-257-8877.

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

R:BASE™ is a U.S. registered trademark of Microrim, Inc.

Diagraph™ is a U.S. trademark of Computer Support Corporation.

Another reason to sell an HP 3000: networking PCs

Gerry Lameiro/CND

Now you have another reason to sell a new HP 3000. Many customers need to integrate their independent, stand-alone PCs into a cohesive department or company-wide integrated information management system. They want to share information easily and they want to allow users to share powerful HP 3000 peripherals.

With Office Productivity Services/Resource Sharing and an OfficeShare network (StarLAN, ThinLAN, or SERIAL Network), your customer has the best integrated information management solution on the market today.

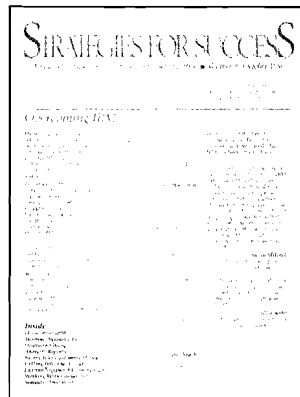
Your customer can be up and running quickly — increasing communications and productivity while gaining a sense that PC users are once again back in the group. Resource Sharing as well as StarLAN and ThinLAN server kits form the background for outstanding office networking solutions.

In addition, your customer can add personal computer servers to supplement the HP 3000 servers. These servers provide local file and peripheral sharing to address specific workgroup needs or to offload the HP 3000. The StarLAN server kit supports HP Vectra servers while the HP ThinLAN server kits support either Touchscreen or Vectra servers.

Networking PCs may be the right way for you to sell your next HP 3000. For more information, please contact the Sales Response Center at 408-257-8877.

Introducing the second edition of strategies for success

Sue Mills/Business Systems Competitive Program



The second edition of the newsletter on proven tactics for selling HP's office automation (OA) solutions, Strategies for Success, was distributed to the field in October. As this newsletter is entirely based on input from HP commercial sales reps and systems engineers we would like to thank all of the field people who contributed to this issue.

The October issue features advice on overcoming major OA competitors — IBM, DEC, and Wang. It also briefly abstracts key analysts' reports on HP and these competitors.

Other articles within the newsletter describe creative ways of getting into accounts, of putting together a winning sales team, and working with consultants. There is also a list of U.S. regional contacts who have had experience putting together OA seminars and workshops.

As this newsletter is based entirely on proven sales tactics, we need your help in order to keep up our quarterly publication schedule. Let us know what has worked for you in selling against the competitors, as well as any "gotchas" you have encountered. For your efforts, you

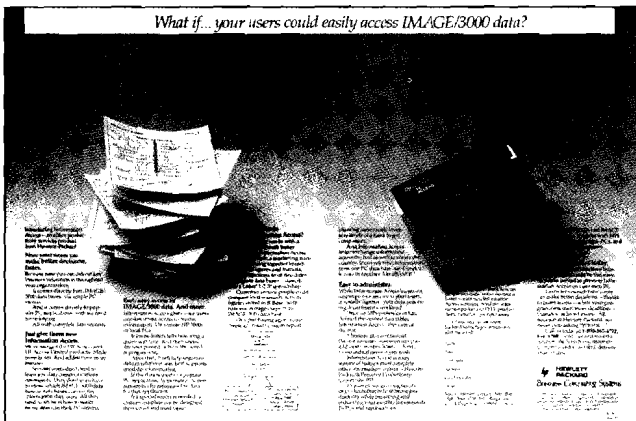
will be featured in an upcoming issue of *Strategies for Success*. Please contact Sue Mills in Cupertino, California via HP Desk 6650124, TELNET 125-2863, or telephone 408-725-8111, ext. 2863 with your selling advice.

Those of you who did not receive the October issue of *Strategies for Success* can order it from the Literature Distribution Center as P/N 5954-7481.

New HP Access software ad

Lois Milo/Business Systems Sector

Below is the next in a series of ads promoting HP Personal Productivity Center (PPC) software products. It is targeted to reach the DP/MIS professional in the HP 3000 installed-base. The headline reads: "From Excess . . . No matter how many reports you create, people always want more. . . . To Access. Now they can do reports themselves — from their own personal computers."



The headline positions HP Access software as an office productivity service product. It allows users of personal computers to access data from any IMAGE/3000 database and create reports without increasing the data processing department's workload. PC users do not need to learn any data communications commands and can reformat and save report forms for later use.

The objectives of this ad are to generate HP 3000 installed-base inquiries, and give customers an opportunity to evaluate the product by providing more information and a free product demonstration disc.

The ad will appear in the November and December issues in the HP 3000 Users Group publications: *Interex*, *SuperGroup*, and *The Chronicle*. Ad reprints in limited quantities are available through the Literature Distribution Center by ordering P/N 5954-7477.

The HP LaserJet printer family expands its capabilities

Deborah Wright/BOI

For the U.S. only

In November, Hewlett-Packard will introduce two new upgrades to its LaserJet printer line. These products will provide an upgrade path for the HP LaserJet, LaserJet PLUS, or LaserJet 500 PLUS printer and enhance the features of the family.

The 2-Megabyte Upgrade Kit

The 2-Megabyte Upgrade Kit will allow more graphics, fonts and macro capabilities with existing software for any HP LaserJet printer. With supporting software your end users can do 300 dots-per-inch full-page graphics. They will also be able to download more macros such as forms, letterheads, and logos to the printer, as well as download more fonts.

HP's Printer Command Language (PCL) has become the defacto industry standard in the laser printer market to date. By having a 2-megabyte upgrade, your customers will be able to expand their PCL memory and use existing software packages that support the printer today, such as business graphics, CAD, and presentation graphics packages.

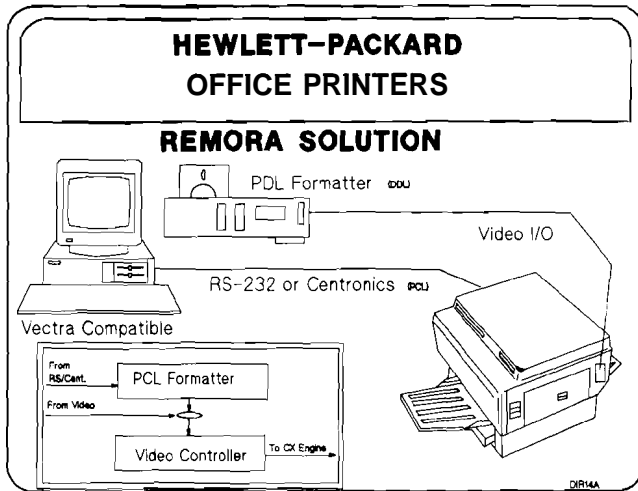
This 2-Megabyte Upgrade Kit will replace the main interface board in any of the HP LaserJet printers. A dual I/O upgrade is included. It can be installed by a certified dealer or an HP Field Repair Center, but is not user installable. It will be shippable after December 15, 1986.

The 2-Megabyte Upgrade Kit, announced in November, will take the place of and obsolete the LaserJet Plus Upgrade Kit (P/N 26053A) on December 1, 1986. The 2-Megabyte Upgrade Kit will be available in Europe on January 1, 1987.

The HP LaserJet Publisher Kit

If your customers develop complex documents, design intricate graphics, or have page composition requirements, they will need the Publisher Kit. This upgrade kit can be used on the HP LaserJet, LaserJet PLUS, or LaserJet 500 PLUS printers. The Publisher Kit will have HP's newly adopted printer language called DDL™ (Document Description Language) and a user installable PC board that fits into an HP Vectra PC, IBM PC AT, or compatible computer. A video interface board is then

mounted into any of the LaserJet printers and connected to the PC with a video cable.



The Publisher Kit will have the following resident fonts: Times® Roman, Helvetica®, and Courier. Customers can take these algorithmic fonts and scale them in fractional point increments from 4 point up to a full page. The HP LaserJet printer soft fonts available today do not work with the Publisher Kit. There is work being done on a conversion utility that will allow these soft fonts to work on the Publisher Kit. Other features include advanced graphics manipulation and the ability to process documents efficiently.

All these features and many others will only be available through specific software applications. Several major page composition software packages, including Page-Maker by Aldus Corporation, FrontPage™ by Studio Software, and ClickArt™ Personal Publisher and Harvard™ Professional Publisher by Software Publishing, are currently developing drivers to support the Publisher Kit.

When to use the Publisher Kit and the 2-Megabyte Upgrade Kit

By bringing these two products to market, your current and future customers will have tremendous capabilities available to them. It is very important to know when to recommend the 2-Megabyte Upgrade Kit or the Publisher Kit.

The 2-megabyte upgrade adds more memory to PCL in the HP LaserJet printer family. You can use all the software that has been written for the LaserJet printers (see the new *LaserJet Printer Family Software and Hardware Solutions Guide*) and perform increased functions including 300 dpi full-page graphics. Today, many of these graphics software packages can support the added memory available for the LaserJet printers.

The Publisher Kit gives the user added capabilities in addition to PCL. PCL is capable of some page composition output such as newsletters, manuals, and graphics. Increased feature sets of the Publisher Kit (DDL) over PCL page composition software are increased font size flexibility (via scalable fonts), advanced graphic image manipulation, and advanced paper handling capabilities.

Some users may want to increase their printer graphics resolution to 300 dpi full-page graphics (using the 2-Megabyte Upgrade Kit) and may also want to publish a newsletter and use scaleable fonts (using Publisher Kit). The two products can co-exist together in the LaserJet, LaserJet PLUS, and the LaserJet 500 PLUS printers, but it is not necessary to have both to achieve full-page graphics at 300 dpi.

Product positioning

The 2-Megabyte Upgrade Kit adds more LaserJet printer memory in PCL and your customer can use existing software. The Publisher Kit utilizes DDL to create sophisticated document composition output for publication professionals, and software will be limited to advanced page composition packages at introduction.

When recommending a solution to your customer, it is important to remember that not everyone needs to upgrade to both products. The following chart summarizes the positioning of the two upgrade kits.

Application	LaserJet LaserJet PLUS LaserJet 500 PLUS	2-Megabyte Upgrade	LaserJet Publisher Kit
PCL	X	X	
300 DPI full-page graphics		X	X
DDL			X
Advanced document composition			X

Ordering information

Product	P/N	CPL	U.S. list price	Available
Publisher Kit	TBA*	TBA	Under \$2,500	TBA
2 Megabyte Upgrade Kit	26054A	November 1, 1986	\$2,495	December 15, 1986

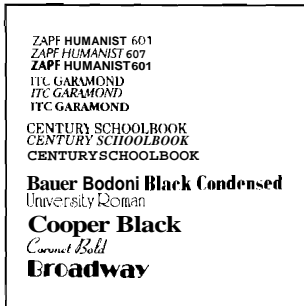
Literature will be available around the end of November. For more information contact your local Sales Response Center.

**To be announced*

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New soft fonts for the HP LaserJet PLUS and LaserJet 500 PLUS printers

Larry Haley/BOI



On November 1, 1986, Hewlett-Packard introduced four new soft font families. These families are Century Schoolbook®, ITC Garamond®, Zapf Humanist 601™ and Headline Typefaces 1.

- **Century Schoolbook** — You may have learned to read with this typeface.

Because of the well-defined and distinctly shaped characters, it is a standard for primers and textbooks and ideal for technical documentation.

- **ITC Garamond** — Developed by Claude Garamont in the 16th century, it is the classic roman letterform from which all roman faces have evolved.
- **Zapf Humanist 601** (Bitstream's version of Optima®) — The clarity of this modern sans serif letterform makes it both legible in text and distinctive in display.
- **Headline Typefaces 1** — A collection of five faces, each with four large sizes. The five typefaces are Broadway®, Coronet Bold, Cooper Black®, University Roman, and Bauer Bodoni Black Condensed®. These typefaces provide a dramatic flair to headlines used in newsletters, flyers, etc.

All of these soft fonts were developed and manufactured by Bitstream, Inc. HP will OEM these products and will be the sole distributor. On November 15, they will be available at Personal Computer Distribution Operation and Direct Marketing Division.

The new soft font families are in portrait orientation, USASCII symbol set, and have a U.S. list price of \$200.

P/N	Soft font family	Description
33412SA	Century Schoolbook	6, 7, 8, 9, 10, 11, 12, 14, 18, 24, 30 point; medium, bold, and italic
33412RA	ITC Garamond	6, 7, 8, 9, 10, 11, 12, 14, 18, 24, 30 point; medium, bold, and italic
33412TA	Zapf Humanist 601	6, 7, 8, 9, 10, 11, 12, 14, 18, 24, 30 point; medium, bold, and italic
33412UA	Headline Typefaces 1 Broadway Coronet Bold Cooper Black University Roman Bauer Bodoni Black Condensed	14, 18, 24, 30 point

Century Schoolbook® is a U.S. registered trademark of Kingsley-ATF.

ITC Garamond® is a U.S. registered trademark of International Typeface Corporation.

Optima® is a U.S. registered trademark of Linotype Corporation.

Zapf Humanist™ is a U.S. trademark of Bitstream, Inc.

Broadway® and Cooper Black® are U.S. registered trademarks of Kingsley-ATF.

Bauer Bodoni® is a U.S. registered trademark of Fundician Tipografica Neufville SA.

Why HP's printer languages give you a competitive advantage

Keith Brown/BOI

PCL (Printer Command Language) and DDL™ (Document Description Language) are printer languages used to control HP's laser printers. These languages convert information developed by application programs to bitstreams of data that a printer can interpret and print. Together, these two languages offer a complete printing solution — DDL for advanced document composition and PCL for word processing, spreadsheets, merged text and graphics, and some page composition. Also, the implementation of DDL in the HP LaserJet Publisher Kit (introduced in this issue) means that advanced capabilities

can be added in a modular fashion. Your customers benefit because they can add features as their skills and needs grow.

PCL

PCL is the primary language for the HP LaserJet family of printers. Because of its hierarchical design, it provides a common and consistent control structure which standardizes printer features and feature implementations. Higher levels of PCL are supersets of previous levels to ensure printer compatibility for a wide range of printers. It also provides graceful defaults when superset features are used on a lower level PCL printer.

PCL provides leadership in solving the feature chaos in the printer industry. It is an efficient language that has attracted massive software support — over 400 application programs support the HP LaserJet printers. Applications include general and technical word processing, data management, graphics, forms, merged text and graphics, and some page composition. This vast software support makes HP's printer command language the industry standard. More advanced printer features include multiple fonts, electronic forms, patterns, rules, macros, subscripts and superscripts.

To date, over 200,000 HP LaserJet printers have been sold. PCL has been instrumental in this success because it offers the following benefits:

- Is supported by hundreds of software applications.
- Protects customer investments in printers and software.
- Provides an expandable feature set to meet growing needs.
- Provides smooth upgrade paths for customers.
- Provides "instant integration" of new printers.

DDL

DDL is our newest printer control language. It is generically referred to as a Page Description Language (PDL). A PDL is more powerful than PCL because it is fully programmable and designed to support advanced graphics, paper handling and font generation. In the PDL market, our competitors offer Adobe's Postscript (Apple for example) and Xerox™'s Interpress description languages.

DDL offers advantages over the competition. First, DDL offers both bitmap and algorithmic fonts (both are scalable to hundreds of point sizes). **Bitmap** fonts are stored in memory as encoded images of a particular typeface. An algorithmic font develops typefaces from a mathematical description. With an algorithmic font, a large array of point sizes can be generated with very little memory.

Second, DDL is an efficient graphics language. It automatically caches (stores) graphical images. This feature allows images to be placed in a document over and over again without having to be regenerated. DDL will also remember a collection of individual images as one "picture" (composite image). Then the picture can be placed anywhere in the document as one graphic macro reducing the processing time.

Third, DDL can be programmed in binary as well as ASCII form. Binary encoding eliminates the need to encode and decode printer commands — increasing the throughput of the language.

Finally, DDL is prepared for the future. Because it describes the whole document, it knows where each individual page is located. Consequently, applications can support special printing modes such as duplex and signature printing, correct-order output and document collation. In addition, a document can be broken into sections that could be formatted by independent CPUs. This feature, known as parallel processing, can increase the speed of future printers without costly software rewrites.

Summary

The presence of these two languages means that you can offer your customers a complete range of solutions. More importantly, you can offer them modular, upgradeable solutions tailored to their specific needs.

For more information contact your local Sales Response Center.

DDL is a U.S. trademark of Imagen Corporation



GENERAL

SMT courses for HP PC peripherals offered

Wei Huang/PRSD

A unique learning opportunity exists for HP PC and PC peripheral users who are interested in self-maintenance and support of their equipment.

The HP 150/Touchscreen PC, LaserJet printer, Integral PC, and Vectra PC are some of the products featured in the HP Customer Service Training SMT (Self-paced Mentored Training) program. SMT offers its participants a self-paced learning program under the supervision of a professional instructor.

Dedicated equipment and the latest technical information, as well as a friendly and productive atmosphere, have made SMT an outstanding and unique learning experience. Aside from the Mountain View headquarters, Customer Service Training also offers SMT in the Rockville, Maryland, Technical Training Center and in the Dallas, Texas, Technical Training Center.

Current course offerings and pricing

P/N	Course	Duration (days)	U.S. list price
05092A			
Opt. 001	HP 110 Portable Computer	2	\$ 750
Opt. 002	HP 150 Personal Computer	3	1,000
Opt. 003	HP 150 I Personal Computer	3	1,000
Opt. 004	HP 150 Emulator	1	500
Opt. 005	HP 85A/B Personal Computer	2	750
Opt. 006	HP 86A/B Personal Computer	2	750
Opt. 007	HP 9121S/D Disc Drives	1	500
Opt. 008	HP 9122A Disc Drive	1	500
Opt. 009	HP 9133A/34A Disc Drives	1	500
Opt. 010	HP 9114A Disc Drive	1	500
Opt. 011	HP 2225A ThinkJet Printer	1	500
Opt. 012	HP 89095A Printer	1	500
*Opt. 013	HP 2686A LaserJet Printer		
Opt. 014	HP 7470A Plotter	1	500
Opt. 015	HP 7475A Plotter	1	500
Opt. 016	HP 9872A Plotter	1	500
Opt. 017	HP 262X and 264X Terminals	3	1,000
Opt. 019	Etherlink/150	1	500
Opt. 020	HP 72425A Vectra PC	3	1,000
Opt. 021	HP 150 U Personal Computer	3	1,000
Opt. 022	HP 9807A Integral PC	4	1,250
*Opt. 023	HP 2686A/D LaserJet Printers	4	1,250

*Option 013 has been upgraded to Option 023.

Course schedule

- **Mountain View, California:** The week of November 17, December 15, January 26, February 23, and March 16.
- **Rockville, Maryland:** The week of December 15, January 12, January 19, and March 9.
- **Dallas, Texas:** The week of January 19 and March 23.

"Customer-site" training is also available for above listings. Please call Wei Huang at 1-960-5295 for further information.

PORTABLE

Introducing remote communication with IBM mainframes from the HP Portable PLUS

Reid Shay/CND

Now HP's Portable PLUS customers can remotely link up to IBM mainframes and access data either in terminal or file transfer modes, without any local cluster controllers or protocol converters needed.

Key sales opportunities

- Sales or service people on the road
- Professionals needing mobile access to IBM mainframes (managers, programmers, engineers, editors, etc.)

Key features

- Reliable communications protocol
- 3270 Display Station emulation
- File transfer to or from an IBM mainframe operating in the MVS/TSO, VM/CMS, or CICS environments
- Two simultaneous mainframe sessions
- One printer session
- "Hot-shifting" back to DOS without affecting the mainframe sessions

continued on next page

Personal Computers

- All SNA software in ROM
- Six additional empty ROM sockets for other applications, such as MemoMaker or 1-2-3® from Lotus^a

Combine this super portable communications product with the highly rugged, reliable, and powerful HP Portable PLUS, and you have a very effective customer solution.

The product **will** be on the Corporate Price List as of December 1, 1986, and **will** begin shipping in February 1987.

Ordering information

P/N	Description
50922A	SNALink/3270 and Software Drawer for the HP Portable PLUS

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

Portable printing opportunities increase

Dennis Hoff/VCD

For North America only

The recently signed \$18,000 contract with the IRS for the new Centronics interface HP ThinkJet printer has clearly established Hewlett-Packard as the leading portable printer supplier.

Vancouver Division (VCD) first brought portability to the inkjet printer family with the HP-IL battery-powered ThinkJet printer. Now, there is the battery-powered ThinkJet printer with a Centronics Parallel interface (HP 2225P).

Your opportunity lies in offering this printer as an alternative to nearly all portables on the market. The Centronics ThinkJet printer is ahead of the competition because of the increased portable PC options it offers. The HP 2225P is compatible with the IBM Convertible, Zenith 171, Zenith 181, Tandy portables, Grid, Data General, Radio Shack, and Kaypro portables.

No other portable in the market can boast 12,000-hour MTBF or 200 printed pages per battery charge. The battery can be fully recharged in only eight hours. With only two hours of recharging, the HP 2225P **will** print more pages than most other portables on a full charge.

Outstanding features

- Mean Time Between Failure (MTBF): 12,000 hours
- Battery charge life: 200 pages
- Speed: 160 cps
- Epson compatible: yes
- Competitive U.S. list price: \$495

The HP 2225P has received wide attention and acceptance in the insurance industry. Many requests have come from this particular vertical market to bid the battery-powered Centronics unit with portable systems for claims adjusters.

Peripheral business is good business for you. If the host product is not a good match with an existing HP product, remember to consider bidding our portable printer. HP peripherals are fast becoming major contenders in the market for small business systems. VCD will support you in aggressively pursuing your portable printer sales opportunities.

DESKTOP

Introducing remote communication with IBM mainframes for HP Vectra PCs

Reid Shay/CND

Now HP Vectra PC customers can remotely link up to IBM mainframes and access data either in terminal or file transfer modes, without any local cluster controllers or protocol converters needed.

Key sales opportunities

- Remote or "branch" offices
- Anyone needing remote access to a central IBM mainframe

Key features

- Reliable communications protocol
- 3270 Display Station emulation
- File transfer to or from an IBM mainframe operating in the MVS/TSO, VM/CMS, or CICS environments
- Five simultaneous mainframe sessions
- One printer session
- "Hot-shifting" back to DOS without affecting the mainframe sessions

Combine this super remote office product with the highly reliable and powerful HP Vectra PC, and you have a very effective customer solution.

The product will be on the Corporate Price List as of December 1, 1986, and will begin shipping in January 1987.

Ordering information

P/N	Description
50921A	SNALink/3270 for the HP Vectra PC

Older HP Vectra PC models to be removed from CPL January 1

On January 1, 1987, Hewlett-Packard will remove Vectra Model 35 (P/N 72435A) and Vectra Office Models 1 and 2 (P/N 72475A and 72485A) from the Corporate Price List:

Product	Description
<i>Model 35</i>	
P/N 45935A	SPU with 256 Kbytes of RAM and 1.2-Mbyte disc drive
P/N 72435A	Same as above with PC Kit
<i>Vectra Office, Model 1</i>	
P/N 72475A	Includes CPU with 640 Kbytes of RAM, Multimode Video Adapter, Color Adapter, Dual Serial Card, Security Keylock, DOS, and two 360-Kbyte flexible disc drives.
<i>Vectra Office, Model 2</i>	
P/N 72485A	Includes CPU with 640 Kbytes of RAM, Multimode Video Adapter, Color Adapter, Dual Serial Card, Security Keylock, DOS, one 360-Kbyte flexible disc drive, and one 20-Mbyte hard disc subsystem.

Customers will still have excellent alternatives from which to select a comparable Vectra model — for example, the more popular Vectra Models 25 and 45, as well as the new Vectra Office, which consists of a Vectra 3000 and the Vectra Office Professional or Assistant Software Packs.

Because of the superior Vectra PC alternatives available and low demand, these models will be taken off the Corporate Price List. For example, those Model 35 customers who want a basic SPU with a 1.2-Mbyte floppy disc drive can order a Model 45 for only \$20 more and receive 384 Kbytes more RAM.

Similarly, old Vectra Office customers can order a Vectra 3000, Monochrome or EGA model, and a Vectra Office Software Pack for substantially greater savings than those offered on Models 1 and 2.

No special support plan is required because Vectra itself is still fully supported. Also, customers can still order the components separately to build a comparable Vectra Office, Model 1 and 2.

MS-DOS 3.2 for the HP 150/ Touchscreen PC in Europe

Dennis Shak/POD

For Europe only

MS-DOS® 3.2, the latest operating system for the HP 150 PC, is now available in the U.S. and will be available in Europe by mid-December. A benefit of DOS 3.2 is that it allows European HP 150 users to run Microsoft® Windows. For more details, refer to "MS-DOS 3.2 for the HP 150/Touchscreen" in the November 1 issue of *Information Systems & Manufacturing News*.

MS-DOS and Microsoft are U.S. registered trademarks of Microsoft, Inc.

"Keeping in Touch" insert

Carla Klein/PSD

In this issue of *Information Systems & Manufacturing News* you'll find an informative insert describing the latest product introductions for the HP 150/Touchscreen personal computer.

"Keeping in Touch" has all the details on 1-2-3® Release 2.01 from Lotus^B, enhancements to ExecuDesk, the Expanded Memory Board, Microsoft Windows, DOS 3.2, and upgrade programs for MemoMaker and Personal Card File. These enhancements and new products add significant capabilities to the HP Touchscreen PC and protect the investment of the installed base. "Keeping in Touch" provides the answer to the question "What's new for the HP Touchscreen PC?"

The insert is being distributed to a large portion of the HP Touchscreen PC installed base and will be included in all new HP Touchscreen PC shipments. All HP Touchscreen PC dealers, personal workstation sales reps, and commercial sales reps will also be receiving copies. "Keeping in Touch" is perfect for distribution to local

Personal Computers

user groups or inclusion in your own mailings to current customers. Additional copies are available from the Literature Distribution Center in Palo Alto, California, by requesting P/N 5954-7503. Dealers may order the same part number from Literature Distribution in Corvallis, Oregon, attention Rhonda Rick.

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

HP JetSeries printers and Lotus support

Joan Schultz/VCD

For North America only

Both the HP ThinkJet and HP QuietJet Series printers are supported by Lotus^B Development Corporation products. Below is a quick update on how to get the highest performance from the HP JetSeries Family with 1-2-3[®] and Symphony^a software.

HP ThinkJet printer

A specific HP ThinkJet printer driver is distributed in the main package of 1-2-3 starting with the 2.0 Version. If you have an earlier version, you can either use the Epson MX 80 driver, which accesses most ThinkJet printer features or you can contact Phoenix Corporation to obtain a dedicated ThinkJet printer driver. Phoenix has been working with Lotus and Hewlett-Packard to provide the customer with an easy method to obtain peripheral drivers.

As for Symphony, a ThinkJet printer driver is available in all Symphony software packages since the 1.0 Version.

HP QuietJet and QuietJet Plus printers

Both the HP QuietJet and QuietJet Plus printers are supported directly by 1-2-3 and Symphony through the ThinkJet and Epson MX 80 printer drivers. These drivers will give the customer instant compatibility and will satisfy most customer needs. In cases where the customer needs more than an eight-inch print zone or quad-density graphics, a specific HP QuietJet Series printer driver can be obtained from Phoenix.

Contact Phoenix Corporation to obtain an HP JetSeries printer driver for either 1-2-3 or Symphony. Their software package contains not only HP QuietJet and ThinkJet printer drivers, but drivers for the HP LaserJet and LaserJet Plus printers and the HP 293X series dot-matrix printers. In addition, you obtain support for HP plotters which includes transparencies and paper for the HP ColorPro, 7470, 7475, and 7550. Support will also be obtained for the size "B" paper used with HP 7475 and 7550 plotters.

To order this software package, contact Phoenix at: 800-THE-DRVR (800-843-3787). Ask for the "Lotus Driver 1002" package. The cost is \$25 (U.S. list), which includes all 10 drivers and complete installation instructions for each product. Quantity discounts also offered.

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

VAR channel responds to HP QuietJet Plus printer

Dennis Hoff/VCD

For North America only

The next time you walk in to visit your stock broker, you might "not hear" an HP QuietJet Plus printer at work. Don Marchon, of the HP sales office in Manhattan, New York, has signed a customer OEM agreement for the HP QuietJet Plus printer with Innovative Market Systems, a major supplier of market analysis products in the financial community. Marchon has located a market that is very interested in quiet, quality printing, and it has proven to be quite profitable for him.

What closed the sale? Marchon's hard work, HP's quiet, quality QuietJet Plus printer, and the flexibility available to customers with HP's PCL (Printer Command Language) in their software. PCL was important to Innovative Market Systems because they were also an HP LaserJet printer customer. Innovative Market Systems recognized that it could add the HP QuietJet Plus printer to its product line with few driver changes. The PCL features made it simple and inexpensive.

There are many other customers just like Innovative Market Systems: existing HP LaserJet printer customers who want a personal convenience printer that allows them to take advantage of PCL and accounts who sell into markets that desire quiet, quality printing — like banking, health care, and legal services. The HP QuietJet

Plus printer and the new narrow-carriage HP QuietJet printer are ideal printers in both cases.

Contact us. The Vancouver Division (VCD) OEM Group can supply you with a kit of materials that will assist you in the successful presentation of the HP QuietJet Series of printers.

For more information, contact Dennis Hoff, OEM Account Manager, VCD, 206-254-8110.

A word about JetPaper

Nancy Matela/VCD

For North America only

Selling Hewlett-Packard JetSeries printers often requires a discussion of paper-related issues. These issues may help or hinder your sale depending on the information you have. Whether you are discussing prices, letterhead availability, or labels, the following information may substantially increase your success rate.

Many of you have not been alerted to the deep discounts offered for quantity JetPaper purchases. Most large accounts buy in quantities, and the prices listed here are typical of the discounts offered. Remember that Direct Marketing Division (DMK) prices include shipping; quotes from many distributors do not. See the Corporate Price List for all JetPaper sizes and discounts.

When discussing consumable prices with your customer, you might mention that the price of high-quality JetPaper adds only a few dollars a month for a typical HP ThinkJet or QuietJet customer. The quieter, more productive environment and the lower-than-average repair costs can offset those dollars many times over.

A second subject frequently asked is "Where can I get my letterhead produced on JetPaper?" The paper can be shipped, or taken, to the customer's regular printshop for letterhead production. In other words, JetPaper is treated just like non-inkjet paper.

Labels, a third issue, are now available from DMK, making mailings easy for your customers. For both the HP ThinkJet and QuietJet printers, 2,000 pressure-sensitive labels are formatted two across on 8% x 11-inch Z-fold paper.

Understanding JetSeries supplies can be the doorway to multiple HP ThinkJet and QuietJet printer sales. Be prepared to overcome the objections to HP's paper issues by always having this information available.



JetPaper	No. of boxes	U.S. list price	Discount (%)	U.S. list price per sheet (cents)
P/N 51630A	1-3	\$10.95/box	0	2.2
500 sheets	4-20*	9.95	9	2.0
Z-fold	24-64*	9.50	13	1.9
8% x 11	256+ (pallet)	8.25	25	1.6
P/N 92261N	1-2	50.00/carton	0	2.0
2,500 sheets	3-10	48.00	4	1.9
Z-fold	11-24	45.00	10	1.8
8% x 11	25-63	43.00	14	1.7
	64+ (pallet)	37.00	25	1.5
P/N 51630B	1-3	15.95/box	0	3.2
500 sheets	4-20*	14.95	6	3.0
Wide Z-fold	24-64*	13.95	13	2.8
14% x 11	256+ (pallet)	11.95	25	2.4
P/N 51630D	1-2	75.00/box	0	3.0
2,500 sheets	3-10	71.00	5	2.8
Wide Z-fold	11-24	68.00	9	2.7
14% x 11	25-63	65.00	13	2.6
	64+ (pallet)	56.00	25	2.2
P/N 51630I, 2,000 labels Z-fold 3½ x 1½		18.95/box		1.0

*Please order in multiples of four for efficient shipping.

Prices are subject to change without notice.

GENERAL

Eyring Research Institute implements process and quality information systems

Carolyn Hart/MSG

For the U.S. only

Systems integrators in the Manufacturing Systems Group (MSG) Systems Integrator Program tackle a wide variety of manufacturing automation projects incorporating HP systems. One such project was completed by Eyring Research Institute, a 14-year-old systems integrator from Provo, Utah.

In 1979, a Fortune 100 company selected Eyring to develop and implement a batch process control system for its web and chemical batch processing operations. At the onset, the customer's objective was to better understand and control its manufacturing process. Over the years, Eyring has enhanced and expanded the system to meet the customer's evolving needs. Today the system includes five HP 1000 A900s and several A700s with HP 2251s for data collection.

The system is used by over twenty engineers to monitor and analyze the plant's performance. Data is collected on over 1,500 process variables daily. Each process variable can be monitored in real time from the engineers' workstations. Likewise, engineers can develop recipes, download the recipes to the manufacturing equipment, and receive back process condition and other quality data, all from their workstations. They also have access to over 30 daily reports for such things as process conditions, waste, alarm, and material and quality conditions.

Eyring has developed other systems for applications ranging from process simulation to warehouse management for a long list of Fortune 500 and governmental clients. To learn more about Eyring and how they can help you to win automation business, call Todd Nichols, Systems Integrator Program - Neely and Southern, at 408-725-8111 or TELNET 157-3117. For any other help related to systems integrators, call Todd or Carolyn Hart, Systems Integrator Program - Midwest and Eastem (408-725-8111 or TELNET 157-3871).

FACTORY AUTOMATION

HP 1000 A-Series high end surges ahead

George Billman/DSD

Revenue and unit sales for the HP 1000 A900 CPU and memory are running ahead of FY85 by a significant margin as the A-Series high-end market recovers. Factors driving this favorable trend include:

- Introduction of the MICRO 29 PLUS bundle (P/N 2459A)
- Increasing use of OEM-oriented 20- and 14-slot A900 boxes
- Continuing price/real-time performance value of the A900
- Explosive popularity of the 3-Mbyte ECC memory board

As a result, the unit sales of the Micro 29 (P/N 2489A), the 14-slot (P/N 2439A), and 20-slot (P/N 2139A) boxes are up 34, 135, and 23 percent respectively. Overall megabyte sales of memory are up 75 percent, boosted by the quadrupling of 3-Mbyte card sales.

Data Systems Division (DSD) confidently looks forward to continued improvement in the A900 market as new programs kick in and our customers continue their recovery. Sales drivers for 1987 include the repricing of A900 memory, the "Slotsaver" A900 memory upgrade program, the availability of ADA, and the comprehensive HP 1000 upgrade program.

Let's build on this potential together.

HP 1000 E-Series computer price increase

Joann Starke/DSD

Effective February 1, 1987, the following E-Series factory-based prices will be increased:

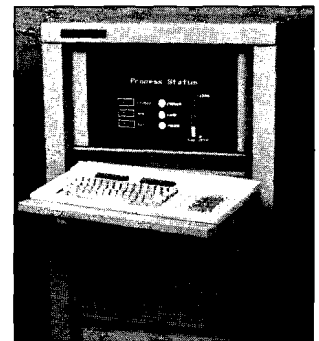
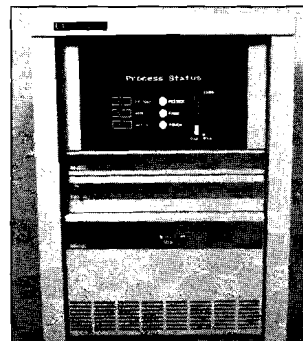
P/N	Description	Factory base price	
		Old	New
2109E	E-Series computer	\$10,500	\$11,125
2113E	E-Series computer	13,100	13,775
	Model 60 SPU	24,500	25,000

It is important to note that only the pricing of the processors mentioned above are being increased — all other E-Series product pricing will remain the same. These products were selected for price increases in an effort to achieve the best balance between Data Systems Division's interest in maintaining customer loyalty and improved profit performance. Please note the products affected and notify your customers. As usual, your customers will have the standard 30-day grace period in which to place an order before the new prices take effect.

The HP 12131A keyboard rackmount kit

Gina Cassinelli/DSD

The HP 12131A Keyboard Rackmount Kit is a cleverly designed product ideal for racking the HP Vectra PC, HP 150/Touchscreen PC, and HP 239X keyboards in any standard 19-inch EIA rack. The kit features a swivel base, which allows the keyboard to be tucked in the rack for storage (left photo) or positioned directly in front of the rack for operator use (right photo). Moreover, the kit utilizes only 3.4 inches of vertical rack space. Slide rails are included.



Announcing new HP 9000-to-IBM datacom products

Blake White/IND

HP 9000-to-IBM communications have been dramatically improved, allowing HP 9000 Series 300 HP-UX workstations and Series 800 HP-UX minicomputers to emulate an IBM 3278 terminal on an SNA network. This emulation provides customers with interactive access to the IBM mainframe's TSO, CICS, IMS, and CMS applications. Customers may now access and update host-resident databases, run host applications, share expensive mainframe peripherals, take advantage of the mainframe's computing power, have access to companywide electronic mail facilities, and transfer files between the IBM mainframe and their HP-UX systems.

These capabilities make HP more competitive against the IBM PC AT and RTIPC, Apollo, Sun Microsystems, DEC, and AT&T. All of these companies offer competing terminal emulators.

Product description

The HP-UX SNA products allow Hewlett-Packard 9000 Series 300 workstations and Series 800 minicomputers to perform the functions of an IBM terminal multiplexer (i.e., an IBM 3274 Cluster Controller) and several IBM terminals (i.e., IBM 3278 Model 2 Display Stations) at speeds of up to 19,200 bits per second. These new HP products can do things that real IBM 3274s and 3278s can't do, such as transfer files, copy screen images to discs or printers, provide multiple sessions, support multiple simultaneous users, and run local HP-UX applications while accessing the IBM mainframe.

Not only are these capabilities available to every user of the computer on which these products are installed, but can also be used by other users of HP-UX systems on the LAN. If the customer's configuration does not include a LAN, single Series 300 workstations can connect to the mainframe. SNA communication is provided by two sets of products — "Gateway," implies a LAN-based solution that allows sharing of a single link to the IBM host, and "Standalone," which implies a non-LAN based solution with each system having its own link to the IBM mainframe and its own terminal emulation software.

Standalone configuration

HP-UX SNALink and HP-UX SNA3270 are used together on an HP 9000 Series 300 workstation and provide high-performance single system connections to IBM. Workstations may be configured with up to 32 active sessions. Prices start at \$3,000.

Gateway configuration

HP-UX Gateway/SNALink and HP-UX Gateway1 SNA3270 are used on an HP 9000 Series 300 on a LAN and support other Series 300 and 800 systems. By distributing the datacommunications and emulation tasks over the LAN, not only are up to 50 active sessions supported, but the gateway configuration allows the customer to use a portion of an existing Series 300 as a gateway node and the remainder for productive applications — it does not have to be dedicated. In addition, the processing load is spread over the network in such a way that true gateway performance is achieved, surpassing the lower performing server capabilities offered by most workstation vendors.

Typical uses

HP-UX SNA3270 and Gateway/SNA3270, with appropriate HP-UX SNA links, make a number of applications possible:

- Program developers can use a single workstation to download host files for local editing and debugging on a powerful HP-UX machine, submit jobs to an IBM host, monitor background processing, and share work with other engineers.
- Component design engineers can now use the superior HP-UX graphic workstations to design components and send commands to IBM hosts to download drawing files via other high-speed links (such as Hyperchannel*) to computational or database servers elsewhere in the network.
- Scientific and computational engines, such as the HP 9000 Series 800, may provide its terminal users access to host-resident research libraries, test databases, or mail systems.

- Monitoring applications or processes running on several IBM hosts may be accomplished with windows and multiple SNA Links on a single workstation.

Positioning of HP-UX SNA solutions

Positioning of HP-UX SNA Solutions

	STANDALONE	LAN ENVIRONMENT
Entry System	Single User 2 LU Limit	No Product Available But Some Vendors Use ARPA With Low Performance
High Performance	Multiple Users Up to 32 LU's	Gateway UP to 50 LU's
Minicomputer	No Product Available Use Gateway via S/300	Gateway Access via S/300

Prices for HP-UX SNA products as of December 1, 1986

P/N	Description	A Copy	U.S. list price R Copy	Upgrade
36590A	HP-UX SNA3270 for Series 300	51,000	None	5 300 to Gateway
36592A	HP-UX SNA Link for Series 300 Opt. OAO (2 session LUs) Opt. OAI (32 session LUs)	2,000	None	4,000 to 32 LUs
		5,500	None	1,500 to Gateway
36591A	HP-UX Gateway/SNA3270 for each HP 9000 Series 300	1,000	None	NA
36911A/R	for each HP 9000 Series 800 Opt. AAO - 1/4-inch Cartridge Opt. AAI - 1600 BPI Tape	7,000	4,900	NA
		0	NA	NA
		0	NA	NA
		0	NA	NA
36593A	HP-UX Gateway1 SNA Link for Series 300 gateway system (50 session LUs)	6,000	None	NA

Availability

The HP-UX SNA family of communications products is scheduled for manufacturing release in December 1986 with limited availability during the first quarter of 1987. General availability is expected in the second quarter of 1987.

*Hyperchannel is a product of Network Systems Corporation.
UNIX is a trademark of AT&T Bell Laboratories.

How to order technical computing videotape

John Calhoun/FSD

Ordering procedures are now in place for the Fort Collins Systems Division (FSD) videotape, "Hewlett-Packard in the Technical Computer Environment."

The 14-minute tape was sent to selected sales reps and field marketing managers shortly after its production in July. It presents HP's master strategy for the "technical computing environment," the diverse collection of different vendors' equipment and networks that characterizes most large accounts. The tape's premise is that HP, like any company, must be able to fit into that environment compatibly in order to sell its products (in this case, the HP 9000 line). This means heavy reliance on recognized industry standards in hardware, operating systems and networking.

The tape has proved very popular with the field, in part because it is based on candid interviews with leading FSD, Design Systems Group (DSG), Colorado Networks Division (CND) and other division personnel. The interviews are interspersed with a paced, professional narrative that includes descriptions of hardware, HP-UX, networking, AI, data management, and other relevant topics. The tape is aimed at upper management in large accounts who want a coherent, overall picture of HP's technical computer strategy.

To order the tape, transmit a HEART (COCHISE) I-2 order to Corporate Parts Center (PCE). The supplying division number is 15(6019). The following tape formats are available:

P/N	Format		
90827HZ	U-Matic	3/4-inch	NTSC
90827HV	VHS	1/2-inch	NTSC
90827HW	Beta 1	%-inch	NTSC
90827HP	U-Matic	%-inch	PAL
90827HS	VHS	1/2-inch	PAL

The cost of the tape is \$29.90 for %-inch formats and \$27.60 for 1/2-inch formats.

HP 9000 Model 320SRX article reprints available

Kathy Kimball/FSD

On August 7, 1986, *Electronics* magazine printed a very favorable article on the new HP 9000 Model 320SRX solids rendering workstation. A large quantity of reprints are now available should you want to add them to your sales tools for the SRX. Please send an HP Desk message to Kathy Kimball at HP4000/10 if you would like a copy or copies of this article. Please include your name, your address, and how many copies you would like.

FSD changing documentation binder colors

Ray Monson/FSD

After November 10 your customers may find grey documentation binders in their shipments. Fort Collins Systems Division (FSD) will start packing a new grey binder with its documentation products on that date. All manuals from FSD that are packed after November 10 will have the grey binders, while those packed before that date will have the beige binders that were previously shipped with FSD manuals. FSD is making this change to meet the recommended binder specifications of the User Documentation Quality Council (UDQC). The UDQC, a corporate-wide group of documentation professionals, has the goal of providing quality documentation with a single company appearance.

There will be a period of transition until all shipments from FSD have the grey binder. Some manuals packed before November 10 may not be shipped until a later date. To make this transition easier on your customers, a couple of procedures have been put in place. First, each manual that could have a binder of either color, will have an explanatory note and two spine inserts (one of each color). This practice of supplying both colors of inserts will continue for several months. The only exceptions will be manuals that did not have a beige binder to begin with (new manuals or new size manuals).

Second, the stocking of both colors of binders at Direct Marketing Division (DMK) will support your customers needs for approximately a year. (FSD will not carry the beige binder in stock.) The following ordering information will assist you in meeting your customers needs:

Full size (8½ x 11 inch page — 0-shaped ring)

Grey binder P/N	Beige binder P/N	Ring size (inches)
9282-1077	9282-0988	1
9282-1078	9282-0987	1½
9282-1079	9282-0989	2
9282-1080	9282-0993	2½

Small size (7 x 8½ inch page — D-shaped ring)

Grey binder P/N	Beige binder P/N	Ring size (inches)
9282-1081	9282-1023	1
9282-1082	9282-1061	1¼
9282-1083		1½

hp

DSD announces HP 1000 to HP 9000 Model 840 upgrade program

Rick Batty/DSD

The HP 1000 to HP 9000 Model 840 part of Data Systems Division's (DSD) new upgrade program is on the Corporate Price List as of November 1. As the beginning of an ongoing upgrade program for DSD's products, these upgrade credits along with HP's migration package PORTIHP-UX protect your customer's investment in both hardware and software.

Customers who wish to migrate to HP's new Precision Architecture and its UNIX™ operating system environment or who require the superior processing power of the Model 840 may return any HP 1000 for credit toward a purchase of a Model 840. Credits are 75 percent of current list price for A-Series SPUs and memory; and 60 percent credits for EIF-Series SPUs and memory are now available. Upgrades to equivalent Model 840 software allow 100 percent credit. Approximately 25 percent credit is being offered for certain I/O cards.

The program will be in effect for one year and allows an overlap period of 90 days after shipment of the Model 840 for a customer to return the HP 1000. The program is being administered in the U.S. by Finance and Remarketing Division (FRD) and in Europe by Systems Remarketing, Europe, in Boeblingen, Germany.

SPU/CPU credits are ordered as option numbers on the Model 840 using P/N 9741UN. They are as follows:

HP 1000			
Processor Returned		P/N-Option	Return credit
E-Series	2109	9741UN-109	\$ 5,310
	2113	-113	6,600
	2176	-176	11,225
	2178	-178	13,130
F-Series	2117	-117	11,220
	2177	-177	17,180
	2179	-179	18,710
A600	2196	-601	11,740
	2486	-602	7,210
	2156	-603	5,625
	2436	-604	4,925
A700	2197	-701	16,325
	2487	-702	8,415
	2137	-703	7,275
	2437	-704	6,250
A900	2199	-801	21,950
	2489	-802	15,150
	2139	-803	14,870
	2439	-804	11,800

Memory credits must be ordered at the same time as the hardware credits. A customer need not buy additional Model 840 memory as long as less than 8 Mbytes are returned with the returned processor. The memory must have been part of the system with which it is being returned. Memory return credit product numbers are the same as the memory with an additional "N" on the end plus the option number "-001" (except for A900 memory). Memory credits are as follows:

Product	P/N-Option	Return credit
E/64K	12746HN-001	225 + 765 = \$ 990
E/128K	12747HN-001	450 + 810 = 1,260
E/256K	12699HN-001	775 + 795 = 1,570
E/512K	12749HN-001	1550 + 1575 = 3,125
E/256 CK BT	12779HN-001	210 + 720 = 930
E/512 CK BT	12780HN-001	480 + 1110 = 1,590
E/1MB CK BT	12666HN-001	600 + 1280 = 1,880
A600/128K	12103AN-001	250 + 730 = 980
A600/256K	12103BN-001	500 + 500 = 1,000
A600/512K	12103CN-001	750 + 375 = 1,125
A600/1MB	12103DN-001	1250 + 650 = 1,875
A900/768K	12220AN	3,000
A900/3MB	12221AN	9,000

Important: When ordering, make sure to list the product number and the option number separately since there is a credit amount associated with each. Don't just show the total credit.

Credits are available for certain I/O cards. There is a limit of one card per system except in the case of the MUX where two may be returned. The credits are:

Product	P/N	Return credit
Async. Serial I/O	12005BN	\$150
HP-IB	12009AN	150
8-Channel MUX	12040CN	500

Credits on software are 100 percent. The customer thus pays only the difference between the software on the HP 1000 and the similar software on the Model 840.

continued on next page

HP-UX Spectrum Program

The software covered includes:

P/N-Option	Description	Return credit
92430A	Series 800 FORTRAN 77/HP-UX	
-0C0	E, F return credit	\$ 4,500
-0C1	A600 return credit	3,000
-0C2	A700 return credit	4,500
-0C3	A900 return credit	6,000
-0C4	E, F (FORTRAN 4X)	2,500
92430R	Right-to-copy	
-0C0	E, F return credit	2,250
-0C1	A600 return credit	1,500
-0C2	A700 return credit	2,250
-0C3	A900 return credit	3,000
-0C4	E, F (FORTRAN 4X)	1,250
92431A	Series 800 HP Pascal/HP-UX	
-0C0	E, F return credit	4,500
-0C1	A600 return credit	3,000
-0C2	A700 return credit	4,500
-0C3	A900 return credit	6,000
92431R	Right-to-copy	
-0C0	E, F return credit	2,250
-0C1	A600 return credit	1,500
-0C2	A700 return credit	2,250
-0C3	A900 return credit	3,000
92438A	Series 800 development pack	
-0C0	E, F return credit	12,510
-0C1	A600 return credit	7,000
-0C2	A700 return credit	9,000
-0C3	A900 return credit	14,000
92437A	Series 800 DGL/AGP/HP-UX Graphics Library	
-0C0	E, F (DGL) return credit	2,000
-0C1	A600 (DGL) return credit	1,200
-0C2	A700 (DGL) return credit	2,000
-0C3	A900 (DGL) return credit	2,500
-0C4	E, F (DGL + AGP) return credit	4,000
-0C5	A600 (DGL + AGP) return credit	2,400
-0C6	A700 (DGL + AGP) return credit	4,000
-0C7	A900 (DGL + AGP) return credit	5,000
92437R	Right-to-copy	
-0C0	E, F (DGL) return credit	1,000
-0C1	A600 (DGL) return credit	600
-0C2	A700 (DGL) return credit	1,000
-0C3	A900 (DGL) return credit	1,250
-0C4	E, F (DGL + AGP) return credit	2,000
-0C5	A600 (DGL + AGP) return credit	1,200
-0C6	A700 (DGL + AGP) return credit	2,000
-0C7	A900 (DGL + AGP) return credit	2,500

P/N-Option	Description	Return credit
92442A	ALLBASEIHP-UX and HPtoday Developer Pack/HP-UX	
-0C0	E, F (IMAGE/1000) return credit	5,000
-0C1	A600 (IMAGE/1000) return credit	3,000
-0C2	A700 (IMAGE/1000) return credit	5,000
-0C3	A900 (IMAGE/1000) return credit	8,000
-0C4	E, F (IMAGE/1000-II) return credit	8,000
-0C5	A600 (IMAGE/1000-II) return credit	5,000
-0C6	A700 (IMAGE/1000-II) return credit	8,000
-0C7	A900 (IMAGE/1000-II) return credit	12,000
36217A	ALLBASE/HP-UX	
-0C0	E, F (IMAGE/1000) return credit	5,000
-0C1	A600 (IMAGE/1000) return credit	3,000
-0C2	A700 (IMAGE/1000) return credit	5,000
-0C3	A900 (IMAGE/1000) return credit	8,000
-0C4	E, F (IMAGE/1000-II) return credit	8,000
-0C5	A600 (IMAGE/1000-II) return credit	5,000
-0C6	A700 (IMAGE/1000-II) return credit	8,000
-0C7	A900 (IMAGE/1000-II) return credit	12,000
36217R	Right-to-copy	
-0C0	E, F (IMAGE/1000) return credit	2,500
-0C1	A600 (IMAGE/1000) return credit	1,500
-0C2	A700 (IMAGE/1000) return credit	2,500
-0C3	A900 (IMAGE/1000) return credit	4,000
-0C4	E, F (IMAGE/1000-II) return credit	4,000
-0C5	A600 (IMAGE/1000-II) return credit	2,500
-0C6	A700 (IMAGE/1000-II) return credit	4,000
-0C7	A900 (IMAGE/1000-II) return credit	6,000

The upgrade manual will be sent out in the middle of November. If you have questions prior to that time, please contact your sales development engineer at FRD in the U.S. or at Systems Remarketing Europe in Boeblingen.

UNIX is a trademark of AT&T Bell Laboratories.

HP commits to QDM on the HP 9000 Model 840

Linda Strickland/DSD

We are pleased to announce that QDM/1000 will be ported to HP-UX on Precision Architecture (HP-PA). This decision is a reflection of HP's commitment to the Statistical Quality Control market and the whole "Quality" platform. Quality has always been a strong suit for HP and a key differentiator in competitive situations.

Customer satisfaction is our major goal. Data Systems Division (DSD) is committed to minimizing the conversion effort to transition current QDM/1000 customers who desire to upgrade to HP-PA. Also, of utmost importance is the protection of our customer's investments in QDM/1000 and the integrity of their data. QDM upgrade credits will be determined the same as for other software in the A-Series to HP-PA upgrade program.

Our target is to release an HP-PA (HP-UX) version of QDM within six months of the first Model 840 shipments. While providing this functionality is our primary objective, usability and archiving improvements are being considered as time permits. In accordance with the theme of coexistence, QDM/1000 will be releasing a version in the same time frame which will track improvements in the HP-UX version.

The release of the HP-UX version of QDM demonstrates HP's commitment to provide a growth path for customers from the HP 1000 to HP-PA. QDM/1000 is a successful product in the quality marketplace and we are confident that providing QDM on the Model 840 will add to the strength of HP's quality solution offering.

Please address any questions to Linda Strickland, QDM Product Manager, at DSD (TELNET 447-2194); or Bonnie Brownlee, DSD Sales Center (TELNET 447-4285); or Ed Brumit, European Quality Product Manager, at Lyon Manufacturing Systems Operation (33-74-95-62-44).

Also in this issue

Announcing new HP 9000-to-IBM datacom products

36



GENERAL

NETWORKS

Peripherals Support Program update

Jacqueltne *Arsivaud/Peripherals Group*

For North America only

The article entitled "The Peripherals Support Program can help you," on page 28 of the October 1 issue of *IS&M News*, generated a lot of inquiries. The following should answer the most common questions:

- Subscription fee: there is a \$25 fee associated with the program (except for U.S. dealers who order through the Dealer Sales Center)
- Part number to order: 5954-7858
Note: only HP sales representatives can order that part number, customers or dealers cannot.
- Maximum order quantity: 1 per subscriber name
- Orders should be placed by contacting Rhonda Rick via HP Desk. Please include name and address of subscriber with request for copies of the Blue Book.
- Video Presentation Kits to introduce the program to your customers are available through FMMS for all SF15 sales reps, the PC AEO manager for PCSEs, and all PWSRs and SF12 sales reps should also have a copy.

Please forward your questions, comments or suggestions to: "BLUE BOOK/HP1100/PG" via HP Desk.

Also in this issue

SMT courses for HP PC peripherals offered

29

HP-UX SNA3270 provides IBM communications for HP 9000

Blake *White/IND*

A new family of HP-UX datacommunications products is being introduced this month for the HP 9000 Series 300 workstations and Series 800 minicomputers. HP 9000 customers may now access IBM Systems Network Architecture (SNA) corporate mainframe databases, share expensive host peripherals, run local HP-UX applications while taking advantage of mainframe computing power, access corporate mail systems, and transfer files over the corporate network.

The HP-UX SNA3270 family of link and service products allow single systems or a LAN-based "Gateway" to emulate an IBM 3278 terminal. Additional features such as 3270 PC file transfer, 3287 printer emulation, and support for HP-UX Windows are included at link speeds up to 19,200 bits per second. Prices start at \$3,000.

For more information on HP-UX SNA3270 or its associated products, see the complete introduction article, "Announcing new HP 9000-to-IBM datacom products," on page 36.

Introducing HP SiteWire

Karen *Dudley/RND*

HP SiteWire provides a complete set of wiring guidelines for office, engineering, and manufacturing buildings or campuses. HP SiteWire is implemented by HP Network Consultants in conjunction with a network of third-party specialists. HP provides site-wiring solutions to assist customers planning communications networks with high utility and lasting value.

Getting wired-in: achieving account control

HP SiteWire helps solve an expensive, complex problem for HP customers. With deregulation in the telecommunication industry, the customer now has the opportunity to own the wire and control the costs for all moves, adds, and changes. By solving the customer's site wiring problem, HP positions itself as the vendor of preference for the data-processing equipment connected to that wiring system.

HP SiteWire allows HP to provide the total network solution and ensures that the wiring system will meet all the customers' communications requirements. Now HP can get involved very early in the planning process to help the customer install the right wiring system for a successful future with computer networks.

HP SiteWire is targeted at customers with a building under construction, a remodeling or refitting job, a new network under design, and moves or changes involving rewiring.

HP SiteWire solutions will be delivered to customers via a custom quote consulting service: HP Network Planning and Design. This service has just been introduced as part of the HP Network Support Program. Experienced HP Network Consultants will develop a custom wiring plan as part of the overall network design provided by this service. HP Network Planning and Design will be available December 1 in the United States and Canada.

For more information refer to the HP SiteWire Sales Guide (PIN 5953-5030) available from the Literature Distribution Center.

HP SiteWire solutions for the office

HP recommends unshielded twisted pair cable as the primary wiring media for office networks. Unshielded twisted pair cable offers a flexible, economical alternative to coaxial cable. HP offers a wide range of links that are supported over unshielded twisted pair: low speed asynchronous connections (ATP), integrated voice/data digital PBX connections (DMI), and the new 1-Mbps HP StarLAN network.

AT&T's Premises Distribution System (PDS) represents HP's preferred wiring solution for office applications. PDS is a uniform wiring system tying together voice, data, and office products from multiple vendors. PDS is based on the use of unshielded twisted pair cable and standard connectors. HP and AT&T have established a co-marketing agreement to provide PDS to HP customers in the United States. AT&T's PDS is one element of HP SiteWire. HP's strategy is to leverage the design expertise and cost-effective channels of distribution provided by AT&T.

The foremost reason for HP's decision to endorse PDS is AT&T's commitment to maintaining PDS as an open-wiring architecture with demonstrated multivendor compatibility. Wang, Xerox, and Honeywell are among the vendors that have endorsed PDS. HP believes that PDS offers the lowest price and the highest degree of flexibility when compared to the competitive offerings from DEC and IBM.

If you have potential customer for PDS call your regional HP Network Consultant. HP Network Consultants have been trained on PDS and will evaluate your customer's networking requirements to ensure that PDS is the right solution. *Do not call your local AT&T office.* HP and AT&T have set up a separate distribution channel for PDS to avoid any potential conflicts with AT&T account teams.

HP SiteWire documentation

Manuals available from Direct Marketing Division:

P/N	Title	Availability
5959-2201	HP SiteWire Planning Guide	January 1987
5959-2202	Baseband Coaxial Cable Design Guide	March 1987
5959-2203	Twisted Pair Cable Design Guide	March 1987

Application notes available from Literature Distribution Center.

P/N	Title	Availability
5958-9004	HP 3000 Direct Connect over AT&T PDS	November 1986
5958-9005	HP StarLAN Wire Specifications	January 1987
5958-9006	HP StarLAN over AT&T PDS	March 1987

HP 2334A Plus — X.25 multiplexer

Patrick Favre/GND

The HP 2334A has now been selling successfully for two years. It fits very well into most Hewlett-Packard customer configurations. The HP 2334A is mainly used as a statistical multiplexer, although it can also be configured as an X.25 PAD.

The new HP 2334A Plus will provide important benefits in three key areas:

- *Performance.*

The HP 2334A Plus offers at least a 25 percent improvement in performance over the HP 2334A. The HP 2334A Plus can now handle up to 34 packets per second (128-Kbyte packets), as compared to 27 packets per second for the HP 2334A. A complete performance analysis will be presented in an upcoming issue of *IS&M News* in early 1987.

For printers connected to the HP 2334A Plus, the performance improvement will reach 100 percent or more. To achieve this, a new ATP Term Type 26 has been created (Term Type 26 d 1 not be available on ADCCs).

continued on next page

- **Improved reliability.**

Quality implies reliability, and quality is one of the main advantages of HP products over the competition. The reliability of the HP 2334A Plus has been significantly improved in several areas:

- New CPU board (state of the art components).
- Saving of the configuration during powerfail.
- Improved firmware.
- Improvement of modem signal management.
- Diagnostic commands.

- **Faster configuration.**

The HP 2334A's configuration was sophisticated but complex, in particular for customers using it as a statistical multiplexer over a leased line. It is no longer necessary to configure the X.25 parameters, since the HP 2334A Plus now provides a built-in default configuration for statistical multiplexer over a leased line. It can be installed and operational in a few minutes.

To speed up the configuration the following functions have been designed in the product:

- Default configuration.
- Bypass of infrequently used parameters.
- HELP and LIST, display commands.
- Standard Option 123.

In summary, **performance, reliability, and fast configuration** are the three major benefits of the HP 2334A Plus. These enhancements will be offered at no extra cost to the customer, so the HP 2334A Plus will put Hewlett-Packard in a very strong position relative to our competitors.

First shipments of HP 2334A Plus

Patrick Favre/GND

Shipments of the new version of the HP 2334A, called the HP 2334A Plus, are expected to start in mid-December 1986 from Grenoble Networks Division (GND) for Europe and from Roseville Networks Division (RND) for the U.S. and Intercon. After this date, all HP 2334A products shipped to customers will be the new and improved version, the HP 2334A Plus.

The basic product number and price of the HP 2334A Plus will not change from the existing HP 2334A. The new upgrade kit (HP 2334A to HP 2334A Plus), the suppression of the HP 2334A Option 122 (direct connect interface), and the suppression of the HP 40260A direct-connect interface will appear on the December, 1986, Corporate Price List.

If your customers have ordered HP 2334A products before December 1, 1986, with expected deliveries before mid-December, and if they wish to receive the new HP 2334A Plus, please contact GND or RND order processing to reschedule delivery until shipments of the HP 2334A Plus have started.

If your customer has ordered HP 2334A products with the direct-connect option (Option 122) or HP 40260A direct connect interfaces with expected shipment after mid-December, GND or RND order processing will contact you in early December to change the direct-connect option or interface to a modem option. There is no extra cost involved for the customer, since the price difference between the direct-connect option or interface and the modem option or interface will be paid by GND.

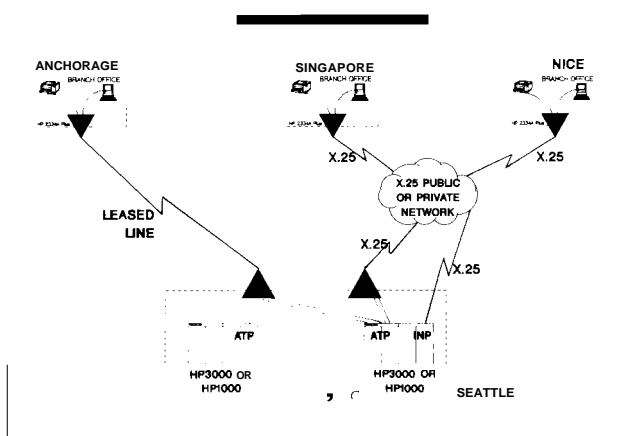
If you need any complementary information on orders and shipments for the HP 2334A please contact:

- Patrick Vogeley at GND for Europe (HP Desk: HP6330/A1, phone: 33-76-62-58-86)
- Alyshia Patrick at RND for the U.S. and Intercon (HP Desk: HP5200/05, phone: 916-786-4102)

Upgrade kits

Your existing HP 2334A customers can benefit from all the HP 2334A Plus features and improvements. An upgrade kit is available to convert from an HP 2334A to an HP 2334A Plus:

HP 2334A Plus - OVERVIEW



P/N	Description	U.S. list price
40224B	Upgrade kit from HP 2334A to HP 2334A Plus	\$900
Opt. 023	Upgrade 4 ports direct connect to 4 ports modem connect on HP 2334A Plus	300
Opt. 123	Upgrade 4 ports modem connect to 4 ports modem connect on HP 2334A Plus	250

A similar upgrade kit exists for the HP 2334A (P/N 40223B).

Both HP 40224B and HP 40223B upgrade kits will appear on the December 1, 1986, Corporate Price List.

Also in this issue

Introducing remote communication with IBM mainframes from HP Portable PLUS	29
Introducing remote communication with IBM mainframes for HP Vectra PCs	30
Announcing new HP 9000-to-IBM datacom products	36

- **Non-level plotter surface.** Make certain the plotter is sitting on a flat surface. A table top that is out of flat by only 1/4 inch (6.35mm) can cause a distortion of the plotter base that will lead to paper feed problems.
- **Misoriented feed shaft.** Make certain that the feed shaft is properly aligned before sliding the paper tray into the plotter. Do this by pressing the load/unload button on the front panel while the paper tray is out of the machine and the autofeed mode is activated.
- **Paper not under the clips.** If the paper stack is bowed, it's possible for the paper to hit something inside the machine when the tray is slipped into the instrument. Ensure that while inserting the paper tray, the paper does not get caught and pulled out from under the clips by the plotter.
- **Paper tray is too full.** It may be that the paper feed motor is binding due to the tray being too full of paper. Try loading fewer sheets of paper in the tray.
- **Paper misaligned in tray.** Adjust the stack of paper in the tray so that it is centered under the clips, rather than against one side.
- **Abnormal relative humidity.** At low humidity levels, the paper shrinks and the guides in the tray allow the paper to skew as it is fed. At high humidity levels, the paper expands and curls. Letting the paper stabilize to the environment (by fanning the stack and letting it sit exposed for an hour or more) will flatten the stack and improve sheet feed performance.

PRINTERS

PLOTTERS

Tips for using the HP 7550's automatic sheet feed

Cathy Bueter/SDD

Have you ever had a call from a customer who is asking for advice or experiencing difficulties with the automatic sheet feed mechanism on the HP 7550A? These difficulties are rarely a problem with the plotter itself. We've identified some causes and solutions with paper, loading procedures, and the office environment.

- **Bent or wrinkled comers.** Turn the stack of paper around so that the bent corner is toward the front of the plotter (away from the clips in the tray) and the straight edge and corners are fed into the mechanism.

HP 2688A printer discontinued

Russ Buschert/BOI

The HP 2688A laser printer will be removed from the Corporate Price List on December 31, 1986. Sales of this printer have been extremely low during the last year and Hewlett-Packard can no longer justify continuing the product.

For customers who still wish to purchase the product after December 31, we will continue to accept orders until February 28, 1987. However, we have a very limited supply of these new units remaining. In addition, we have refurbished units available with a 40 percent discount. These units will be available for sale while the supply lasts or until February 28, 1987. Please call Joan Elam at 208-323-3584 for the latest availability.



HP DIRECT catalogs make it easy to order by phone

Joan Wynn/DMK



Help get the word out. Make sure your customers are aware of the many benefits they receive when they order computer supplies and accessories by phone through HP DIRECT:

- a Easy-to-use, full-color catalogs.
- Fast, efficient, ordering assistance from friendly telemarketing and customer service professionals.
- Convenient payment methods by credit card or open customer account.

Winter 1986/87 catalogs published

Hot off the press are the U.S. and Canadian editions of the latest *Computer Users Catalog* and the U.S. edition of the latest *Personal Computer Users Catalog*. (International versions of the new *Computer Users Catalog* will be available in February 1987. The *Personal Computer Users Catalog* is available in the U.S. only.)

Catalog highlights

More than 100 new products are introduced in these two catalogs, bringing HP DIRECT's product offerings to almost 2,000. The "New Products" section featured in the front of each catalog includes the following:

- HP-18C Business Consultant calculator.
- a InkJet color cartridges.
- HP QuietJet Plus printer accessory kit.
- HP LaserJet printer soft fonts.
- Additions to the MicroManager™ furniture line.

Completely revised cable charts now cross-reference cables according to the type of equipment a user owns. HP Touchscreen PC owners, for example, can now see at a glance the type of cable and connector they need to link their PC to an HP 3000, modem, printer, plotter, or disc drive.

Flexible 3%-inch and 5%-inch double-sided discs are offered for the first time in packages of 100. And in all quantities, HP premium discs are now greatly reduced in price and come with a new five-year warranty.

New peel-off labels speed orders on their way when affixed to purchase requisitions and serve as reminders to purchasing departments to order through HP DIRECT.

More *Helpful Ideas* than ever before. Interspersed throughout both catalogs are bright yellow memos containing suggestions such as: how to choose the right HP LaserJet printer fonts to design a printed page or how to order cut-to-length cables.)

Ease of ordering

HP DIRECT phone order service is fast, easy, and friendly. In the U.S., customers can now call in their order on a single toll-free line (800-538-8787). Standing by to accept direct order calls any weekday between 9 a.m. and 5 p.m. are telemarketing consultants who will confirm product availability and price on the spot. After phone orders are received and promptly processed, HP DIRECT provides *free* surface delivery and ships within 24 hours. All HP DIRECT orders can be placed against HP DIRECT open accounts or charged to the customer's VISA, MasterCard, or American Express credit cards.

Special fast-order direct phone lines for computer supplies also are available in many countries outside the U.S. Refer to the following list to order U.S. and international versions of the *Computer Users Catalog* and the U.S. edition of the *Personal Computer Users Catalog*.

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**

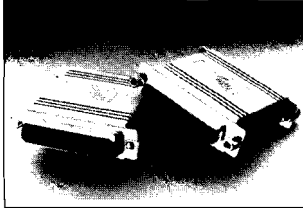
*Order by calling your DMK supplies center.

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

MicroManager™ is a trademark of MicroComputer Accessories, Inc.

New fully shielded RS-232-C gender converters

Russ Gordon/DMK



Your customers who have a shielded RS-232-C cable system and need gender converters should purchase HP's gender converters with 100 percent shielding. With these fully shielded gender converters, your customers

can better protect their data and their cable system from the effects of EMI and RFI.

Direct Marketing Division (DMK) has replaced the 92222F/M gender converters with the fully shielded 92224F/M gender converters.

The 92224F female gender converter will link two male cables together and the 92224M male gender converter will connect two female cables. All 25 pins in each gender converter are wired straight through, ensuring all signals are passed through unaltered.

For fast service, customers can call DMK's direct order phone numbers. Customers from anywhere in the U.S. can dial 800-538-8787.

P/N	Description	U.S. list price
92224F	RS-232-C female shielded gender converter	\$25
92224M	RS-232-C male shielded gender converter	25

DMK direct order phone numbers

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

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



Obsolescence of the 92223A Repeater Kit

Paul Amthauer/DMK

The 92223A Repeater Kit will be removed from the Corporate Price List and enter support life on February 1, 1987. Direct Marketing Division (DMK) will accept final orders through January 31, 1987.

If you have any questions, please contact Paul Amthauer at TELNET 730-6205, or Duncan Campbell at Roseville Networks Division. TELNET 786-4711.

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New SNA3270 products link HP-UX engineering systems to IBM mainframes

