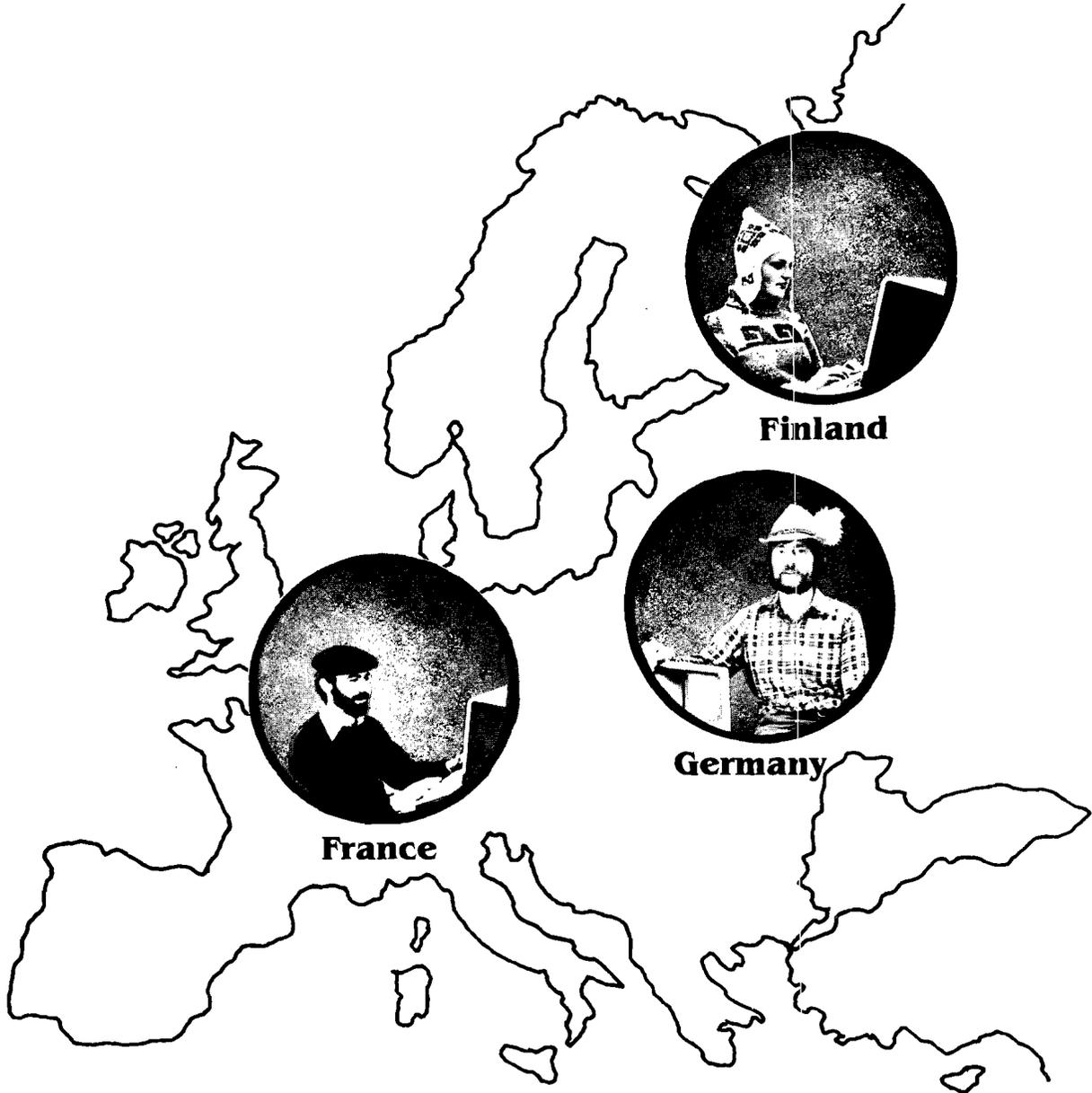


Computer News



● **MM/3000 Now Available in
European Languages!**

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Computer News

November 15, 1980
Vol. 6, No. 2

On the Cover

European language versions of MM/3000 add extra sales leverage in Europe, overcome local sales resistance to English-language products and are a further step in making HP applications easy to use. Article begins on page 11.

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For DS/1000-IV upgrade on existing E and F computers, there are now six options.
- 11 MM/3000 Introduced in Europe** *Geoff Petter/BGD*
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This new price for a block-mode V/3000 compatible terminal will help you sell more terminals and systems.
- 23 An ICON Computer Group First** *Mona Foley/ICON*
More than 4,300 prospects attended the first ICON cross-region Computer Seminar, recently held in 19 cities.

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Computer Marketing

CMG

Computer Products Warranty & Installation Terms

By Ampy Soriano/CMG

A revised "Computer Products Warranty & Installation Terms", P/N 5953-3010(50)D Revision No. R11-80, is bulk distributed to the field (US only). This revision is effective November 1 '80. Computer Products Warranty & Installation Terms, Revision No. R6-80 is now obsolete.

CSD

A Special Discount
on HP Computer Training



Three-for-Two Discount on Customer Training

By Carolyn Stewart

Beginning November 17, the Systems Engineering Organization is offering a special Three-for-Two Discount on all HP software training courses. During this limited offer, HP will train three students for the price of two in a software class at all US and Canadian Training Centers.

Besides offering your customers the chance to save 1/3 on the price of training, this can be a convenient time for them to schedule training. Many customers' facilities have reduced activity during the holiday season. By attending classes now, customers can minimize interruptions to their operations.

To qualify for the offer, students must attend the same training course at the same training center. And the course must begin between November 17 and December 29, '80.

To kick-off this special discount, a single-page flyer was sent to US and Canadian customers with the November 1 issue of the Software Status Bulletin. Copies of this flyer have also been sent to your Area Systems Engineering Manager for local distribution. Ask him for a copy.

A press release announcing this offer appeared in several trade publications in early November.

This offer is a good opportunity for our customers to save on software training. Help us make it a success.

CSO

Solutions to Winter Static Buildup

By Fran Jeffries/CSO

You'd hardly suggest your customers periodically 'zap' their HP computer equipment with a static electrical charge of up to 10 kV — yet, they can accumulate static voltages this high just from walking around their normal work areas. A touch of the fingertips will instantly transfer this static charge and loss of data or alteration of memory in computer equipment and terminals may result.

Static buildup can occur anytime, especially when floors are carpeted (which is why HP strongly discourages carpeting of any type on the computer room floor), or even in an air-conditioned building with "dry" air. But in winter, when relative humidities are lower (less than 50%), static buildup is most noticeable.

HP Computer Supplies recommends the following solutions to static buildup:

- Install a static discharge mat at the entrance to the computer room so that operators must step on it before reaching equipment — especially if the area outside the computer room is carpeted, and
- Place static discharge mats in front of terminals or other devices located in carpeted work areas.

CSO has the following types of static control mats:

Static Control Mats — Grounded (so they cannot become overloaded with a static charge):

92175A — Hard surfaced grounded mat for office use. T-shaped to fit most desks and terminal tables, in black. Customer price: 1-2 mats, \$180; 3+, \$162.

92175B — Soft surfaced grounded mat for comfortable stand-up use. 4'X8' in chocolate brown. Customer price: 1-2 mats, \$260; 3+, \$235.

Static Control Carpet Mats — Carbon impregnated filaments are woven right into the carpet. Static protection can't be "washed away" during cleaning. In sizes 4' x 6' and 4' x 8' and colors neutral and russet:

92176A — 4' x 6', Neutral, 1-2 mats, \$110, 3+, \$100.

92176B — 4' x 6', Russet, 1-2 mats, \$110, 3+, \$100.

92176C — 4' x 8', Neutral, 1-2 mats, \$160, 3+, \$145.

92176D — 4' x 8', Russet, 1-2 mats, \$160, 3+, \$145.

(These mats are also available from CSO for internal HP use, at low TAC prices. Ask us for details.)

For Internal Use Only

Computer News November 15, 1980

DSD

DS/1000-IV New Upgrade Options

By Howard Bain/DSD

During the first month of sales for DS/1000-IV, the new hardware and software for distributed systems notched up close to half a million US dollars in sales — and that's only the beginning.

But note: while we were on NPT Tour in the US during September, a slight problem was discovered for the "Forced Cold Load" feature on the E or F Series computers.

Background: DS/1000-IV software (HP 91750A/R), when used on E or F-Series computers, requires a modification to the base instruction set of the computers which is contained on three ROMS located on the CPU board. This modification is specifically required only for the "Forced Cold Load" feature of DS/1000-IV.

Action

There are three different cases:

A. New E and F computers: effective immediately all new computers are being shipped with the new instruction set. If you need to know whether your new customer has the new or old ROMS, refer to the four digit prefix of the CPU serial number; all CPU's after, and including 2043 have the new instruction set microcode.

B. DS/1000-IV upgrade on existing E and F computers: for customers who already have purchased DS/1000 software prior to September 1 '80, the previous two upgrade discount options for both the 91750A product and the 91750B product have been expanded to a choice of six options as follows:

91750A/R:

- | | |
|------------|-----------------------------------|
| Option 001 | Non-SSS Upgrade, M or L computers |
| 002 | SSS Upgrade, M or L computers |
| 003 | Non-SSS Upgrade, E computer |

- | | |
|-----|-----------------------------|
| 004 | SSS Upgrade, E computer |
| 005 | Non-SSS Upgrade, F computer |
| 006 | SSS Upgrade, F computer |

The above options have been entered into the order processing system as of October 1 '80, although they will not appear on the Price List microfiche until November 1 '80. However, they can and should be specified now when ordering 91750A/R upgrade options.

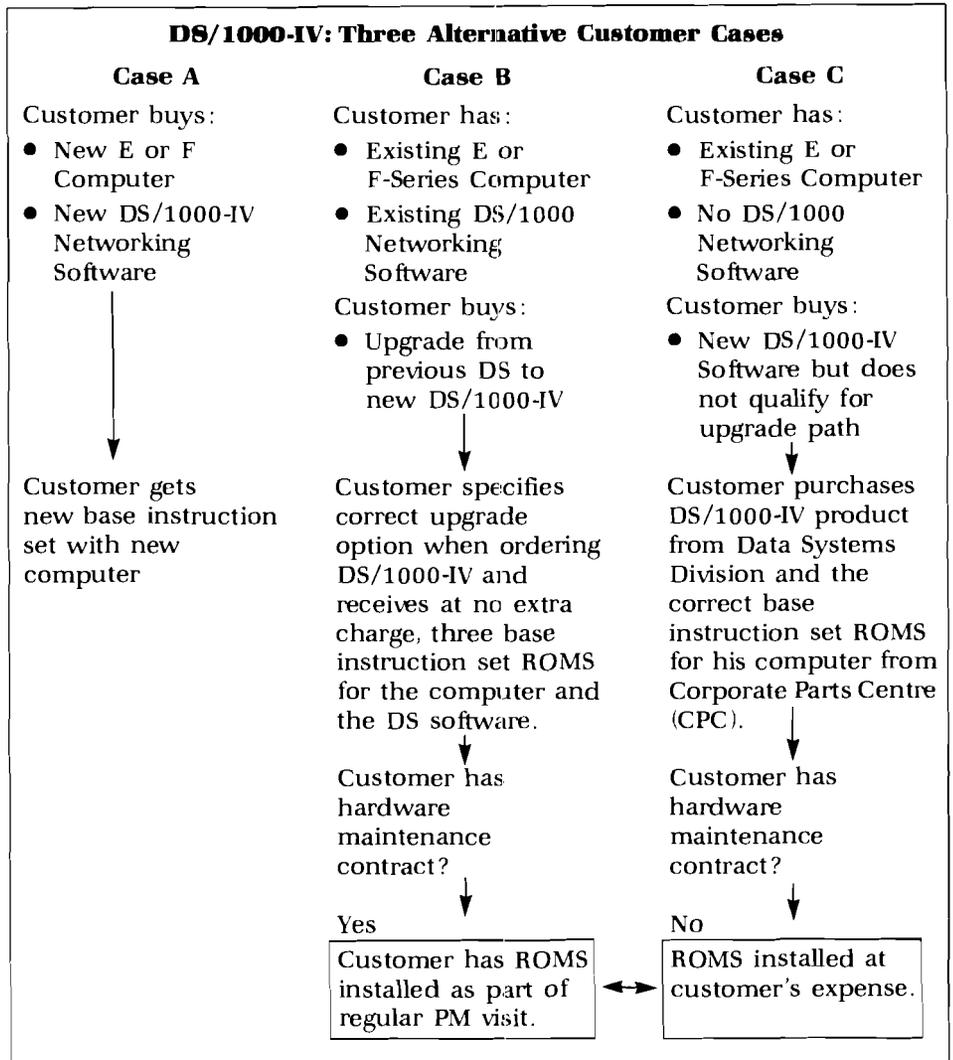
Please Note Carefully: If you have already submitted an upgrade order please re-transmit with the

correct upgrade option or your customer will not receive the correct base instruction set ROMS.

Cost of Upgrade to the Customer

1. The base instruction ROMS are provided at no extra cost to the customer as the original upgrade option price is unchanged.
2. CE installation of the ROMS will be provided during the routine PM visit if the customer has a hardware maintenance contract. For those customers without a hardware contract (i.e., SSS only), the ROMS will have to be installed at the customer's expense.

DS/1000-IV: Three Alternative Customer Cases



C. Existing E and F computers but no DS/1000: for customer with existing E or F computers who do not utilize DS/1000 there is no need for any change in the base instruction set of the computer at this time. If your customer does not have DS/1000 now, and therefore does not qualify for the upgrade, but would like to purchase the new DS/1000-IV for existing E or F computers, he/she must purchase the base instruction set ROMS from Corporate Parts Center (CPC). A field service note will be issued to all SEs and CEs and the compatibility guide will be modified to reflect this.

The new numbers for the revised E and F-Series base instruction set microcode, which can be ordered by your customer from CPC are:

E-Series HP P/N (Three ROMS)	F-Series HP P/N (Three ROMS)
02113-80006	02117-80016
-80007	-80017
-80008	-80018

Installation and Reference Manual
91750-90009

See preceding summary of the three alternatives available.

Reminder: HP 2105A and Accessories Obsolescence

By Rocky Gunderson/DSD

This is a reminder that the HP 2105A M-Series processor will be removed from the Corporate Price List as of January 1, '81. Along with the processor, DSD will obsolete the Power Fail Recovery System for the 2105A, the 12944A, and the Rack Slide Kit for the 2105A, the 12903A. If you have a customer considering purchasing a 2105A and/or the 2105A accessories mentioned above, you may quote these through December 31, '80 and DSD will accept orders through January 31, '81.

HP 12889A Consideration

By Martha Jaynes/DSD

To avoid sales problems with the HP 12889A Hardwired Serial Interface Kit (for HP 1000 to 3000 communications), a warning note should be added to the Installation and Service Manual for that product (P/N 12889-90001).

In Section III, Programming, under the discussion on handshake command words, it should be noted that the card is not supported in a handshake mode of operation if the user

also intends to use DMA data handling mode and if the card being programmed is a 12889A option 001 (half-speed crystal installed on the board). Data errors could occur in this mode. No other mode of operation is affected. Although only one known customer in seven years has attempted to use the product in this manner, please keep in mind that it is not supported. The Installation and Service manual is being changed to emphasize this point.

L-Series Manuals Cover Extended Memory

By Don Ried/DSD

The L-Series computer manuals have been revised to provide information on the extended memory configurations and will be printed by the middle of November. (The L-Series computer with an extended memory option, also known as an XL computer, can have up to 512 Kbytes of memory.) The L-Series manuals are listed below. Note that the Engineering and Reference Documentation is finished and is listed also.

	P/N
1000 L-Series Computer Reference Manual*	02103-90007
1000 L-Series Computer Installation and Service Manual	02103-90003
1000 L-Series Computer System Installation and Service Manual	02145-90003
1000 L-Series Computer System Operator's Manual	02145-90001
1000 L-Series Computer Hardware Troubleshooting Guide	24937-90001
1000 L-Series Computer Engineering and Reference Documentation	02103-90009
1000 L-Series Computer I/O Interfacing Guide*	02103-90005
12005A Asynchronous Serial Interface Reference Manual*	12005-90001
12006A Parallel Interface Reference Manual*	12006-90001
12007A HDLC Modem Interface Installation and Service Manual	12007-90001
12008A PROM Storage Module Reference Manual*	12008-90001
12009A HP-IB Interface Reference Manual*	12009-90001
12044A HDLC Direct Connect Interface Installation and Service Manual	12044-90001
Diagnostic Design Language Operating and Programming Manual*	24397-90003
Kernel Diagnostic Operating Manual	24397-90002
12005A Asynchronous Serial Interface Diagnostic Operating Manual	24397-90005
12006A Parallel Interface Diagnostic Operating Manual	24397-90006
12008A PROM Storage Module Diagnostic Operating Manual	24397-90008
12009A HP-IB Interface Diagnostic Operating Manual	24397-90009
XL Memory Diagnostic Manual	24397-90004

*Included in the HP 92072A OEM Starter Kit, which also includes several manuals for the RTE-L and RTE-XL software.

ATS/1000 Customer Courses

By Jeff Chamberlain/DSD

The new ATS/1000 customer courses are here. We are now offering an updated user-level course, as well as a completely new advanced course.

The user-level course (P/N 22972B) is entitled "ATS/1000 User Test Programming Course." In addition to revamping the old course, lectures and labs on the Digital Test Unit (DTU) and the Device Subroutines have been added. Prerequisites for the course are the RTE-IVB Session Monitor User's Course (P/N 22994A) and a knowledge of Basic and/or FORTRAN. These prerequisites are vital to the successful completion of the course. The course costs \$2,000 and is limited to an enrollment of 12.

The "ATS/1000 Advanced Test Programming Course" (P/N 22973B) has been introduced for Systems Managers and other more advanced users. The subjects covered include the internals of the software (MTIS and the device subroutines) and system generation and installation. The prerequisites are the ATS/1000 User Course (P/N 22972B), the RTE-IVB System Manager's Course (P/N 22995A), and the HP-IB Course (P/N 22963B). Like the user course, the advanced course lasts five days and costs \$2,000. Enrollment is limited to eight due to lab restrictions.

For ordering information, or any questions please refer to the Customer Training Schedule.

FORTRAN 4X and EDIT/1000 Video Course Update

By Shauna Uher/DSD

The FORTRAN IV audiovisual course is being updated to include two new modules. Module two will be replaced by a similar module containing a section on how to use the HP 1000's new editor, EDIT/1000. This section describes the line editing commands (that are similar to those of EDITR) plus the all new SCREEN EDIT CAPABILITIES available with EDIT/1000.

Module 11 is an additional module to be studied after the students are familiar with the concepts of FORTRAN IV, taught in the first 10 modules. It describes the FORTRAN 4X enhancements to FORTRAN IV such as DOUBLE INTEGERS, the IF/THEN/ELSE block, FILE I/O and more.

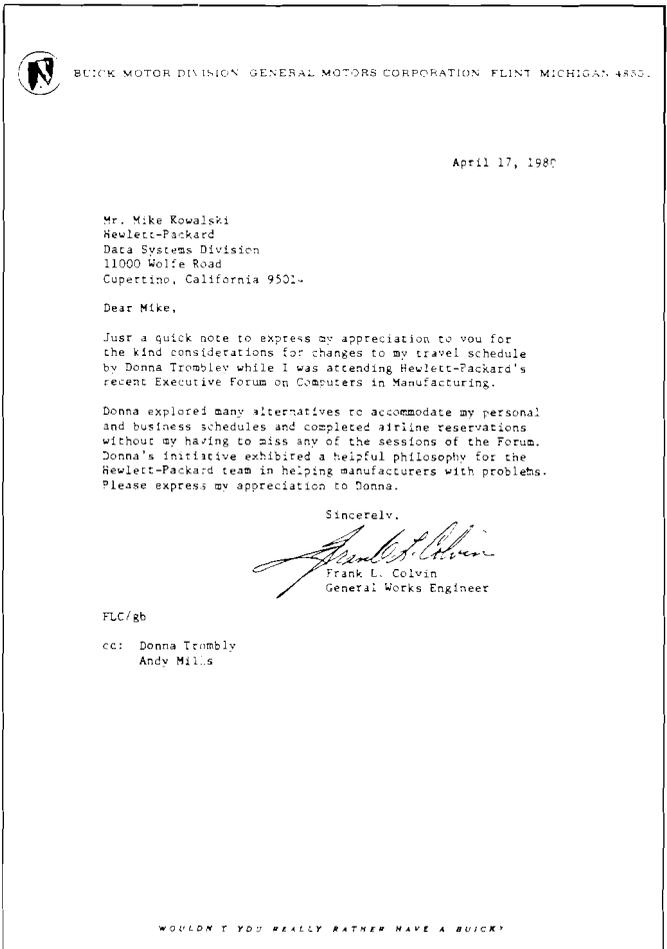
These new modules will be contained on two additional videocassettes supplemented by student work-book material for the independent study course and additional instructor's guide and overhead slides for the classroom version of the course.

Availability of the FORTRAN 4X and EDIT/1000 video course upgrade will be announced soon. Once the upgrade is available, all new orders will include these two additional videocassettes and the supplemental material. Customers and HP Training Centers which have the FORTRAN IV version (independent study or classroom version) will be able to order just the upgrade material. Product order and price information will appear on the January Corporate Price List.

Above and Beyond!

By Joe Schoendorf/DSD

Data Systems Division's Donna Trombly has helped so many people in so many ways with their travel plans. She has performed beyond the call of duty. Her assistance has extended beyond the Division many times, to customers, and visitors from other divisions and the field. I would like to share with you a letter of appreciation received from one of our grateful customers.



Grenoble



Demonstrate DATACAP/1000

By Jean-Pierre Baudouin/HPG

Have you ever been in a rubber band powered airplane factory? You can use one to demonstrate DATACAP/1000!

We have put together a demo package which will help you simulate a manufacturing operation in which each separate process requires entering information through a datacapture terminal. An "Engine Test" capability is also included that measures the propeller speed! The main goal is to give your customers a better feel for

the benefits of a product tracking system and its interaction with the life of the workers in their factory. This demo is particularly suited for open house operations centered on the theme "computers in manufacturing".

The package comes complete with software and extensive documentation for ease of use and quick implementation. Your HP 1000 SE can prepare the set-up in minimal time. All you do is have your prospects build airplanes! To get this package on 800 bpi Magnetic Tape, order 40200A + Option S13 from Grenoble (supplying division 63). Price is \$30.

Roseville Signal Conditioning Card Assemblies for 2240/9030

By Pete Stine/Roseville

To make ordering and configuring the HP 2240 and HP 9030 Measurement and Control units easier, Roseville Division has introduced a 'C' suffixed series of signal conditioning assemblies. Essentially, the card, tray, and cable have been packaged together (except the HP 22914C, which doesn't include the cable). The tray is

required to house the card and provide easy to use screw terminations for field wiring.

The cable is not included in the HP 22914C (general purpose breadboard assembly) since a different cable is required depending on whether the application is analog or digital. Hopefully, the change will simplify ordering. Questions or suggestions? Call Duncan Campbell or Pete Stine in Roseville Sales Development.

HP 2313B to Become Obsolete

By Dave Harris/Roseville

The HP 2313B and expansion kits will be removed from the Corporate Price List on March 1, '81. The obsolescence of outside purchased parts has made 2313 production expensive and difficult. Please consider offering the customer the "L" Series Measurement and Control cards, the HP 2240A Measurement and Control Processor, the HP 3497A Data Acquisition/Control Unit, or the HP 6942A Multiprogrammer for small to medium size Measurement and Control applications which are now using the 2313B. If you have a customer considering a 2313B you may quote it through February 28, '81.

The products to be deleted from the March '81 Corporate Price List are:

- 2313B** Analog-Digital Interface Subsystem and the following cards and expansion kits:
- 12751A High-Level Multiplexer
 - 12755A Programmable Pacer
 - 12757A Dual Digital-to-Analog Converter
 - 12759A Last Address Detector
 - 12760A Relay Low-Level Multiplexer
 - 12761A Solid-State Low-Level Multiplexer
 - 12764A Expander Kits
 - 12765A Expander Kits

Corvallis

HP 85 Software Advance Copies

By Joe Fazzio/Corvallis

Advance copies of the Assembler ROM (P/N 10085-15007) and VisiCalc[™] PLUS (00085-13042) may be ordered by those SEs supporting the HP 85A. The necessary order info has been sent to all area and district SE managers.

Who's Buying Those Marvelous 45Cs?

By Rick Stahlin/DCD

Successful System 45C selling, as with other products, involves three steps. First, identify a good prospect. Next, present the product to this prospect, positioning it properly and searching for a fit with the prospect's application. Finally, and this is especially true with state-of-the-art products like the 45C, the customer may need help justifying the purchase to his management. What follows are some observations based on the first five months of 9845C trade orders in the USA that may help you.

As shown below, most 45C sales are to our traditional markets. The typical 9845C customer already has a 9845B/T (>60%), is in a manufacturing company or a government agency, and is involved in an R&D application. (See Figure 1).

Customer Application	Manufacturers or OEMs	Universities, Government or Research Labs	Consultants Services or Financial
Research & Development	23%	42%	2%
Testing & Process Monitoring	12%	4%	—
Other	2%	4%	11%

Figure 1

Over 60% of the orders through September have come from identified DCD OEMs, VEUs and the US government. One reason is that existing discount structures effectively reduce the delta cost and leverage sales of 45Cs over 45Ts. For now, these volume accounts seem to represent your quickest turnaround and highest potential 45C prospects. Also, don't forget the 98771A upgrade kit. A major account with many 9845B/Ts is an obvious candidate for some quick upgrades at \$20K quota credit each and no competition.

Accurate product positioning is key in successful 45C selling. Prospects seem to view the System 45C as either an overpriced color terminal or a very competitively priced *color graphics system*. In addition to a stand-alone system, the 45C positions very well as a *color graphics workstation*. These applications involve data comm to a large host, but preclude the use of a terminal due to a need for significant local processing capability, DBM and/or peripheral support. (See Figure 2).

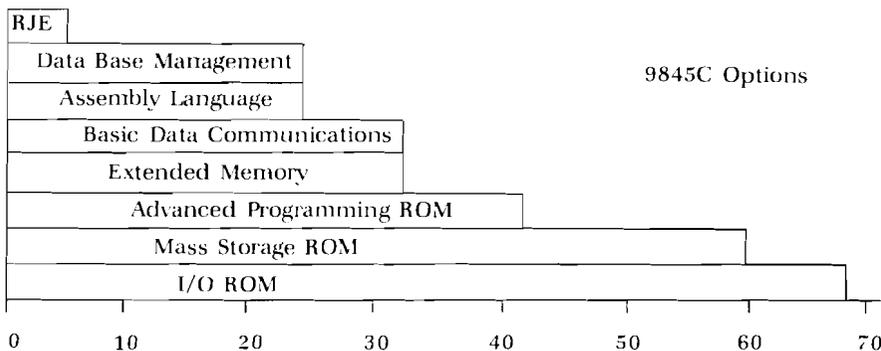


Figure 2

Percent of Units

The chart opposite depicts 45C option mix on US orders through September; below are a few interesting applications. Maybe you'll find a match for an effective reference sale.

Boeing Commercial Airplane, Seattle, WA. Dick Peterson, Bellevue.

45C to be incorporated into production test system for new Boeing 767 airliner. Will simulate cockpit controls on CRT and interact directly with light pen during auto fueling system calibration runs. Chose 45C because of high-speed plotting (MAT PLOT) and capability for direct interaction with CRT using light pen and softkeys.

University of Massachusetts, Amherst, MA. Maureen Caudill, Wallingford.

Two units involved in program to process and display satellite image data in conjunction with CYBER 175. Plan to use 45Cs as remote graphics workstations, allowing local formatting and manipulation of preprocessed image. Scientific section of demo tape really hit home for this state-of-the-art application.

Applied Physical Technology, (OEM), Smyrna, GA. Sally Haas, Atlanta.

Presently supplying monitoring systems to nuclear power plants built around 45B and Chromatics color monitor. Purchased four 45Cs which eliminate the second box. They insist color is necessary for quick and thorough operator interpretation of real-time process information.

Equitable Life, New York, NY. Jim Eisert, Manhattan.

Two 45Cs complete with DBM, full Data Comm, etc. First to be installed in president's office; second to EDP group for development of "mjni management information system" featuring color graphics display.

US Center for Disease Control, Atlanta, GA. Wayne Rardon, Atlanta.

Large system including DBM and two 7925 discs dedicated to long-term evaluation of health impact of the Mount St. Helens eruptions. Need color for mapping disease frequency as well as other statistical graphics displays.

Line Art, Manhattan, NY. Ken Birmingham, Manhattan.

Graphics design firm specializing in 35mm slides for graphics presentations. Need color computer graphics and chose 45C as best value per dollar.

When it is time to help your customer justify a 45C, it is essential to highlight the many features (other than color) that represent incremental capability over the 45T. The System 45C includes:

- A high-performance light pen that supports true interactive graphics and a tracking cross for accurate data input.
- High-speed plotting capability provided by a bit-slice vector generator and matrix plotting instructions in firmware.
- Friendly, high-level graphics language for solving complex problems without complex programming techniques.
- Eight softkeys with CRT labeling that provide an ideal operator interface for menu-driven systems.
- Program access to three individual memory planes, allowing segmentation of complex displays.

These features make the System 45C much more than just a color version of the 45T. To help you tell this story, we've modified and reprinted the 45C direct mail flyer to place more emphasis on non-color features. The theme is "There's More Than Meets the Eye." Sample copies are being sent to all Technical DMs, along with suggested cover letters for direct mail campaigns and ordering instructions.

Grenoble

HP 1000 Graphics Application

By Manfred Kessel/HP Dusseldorf

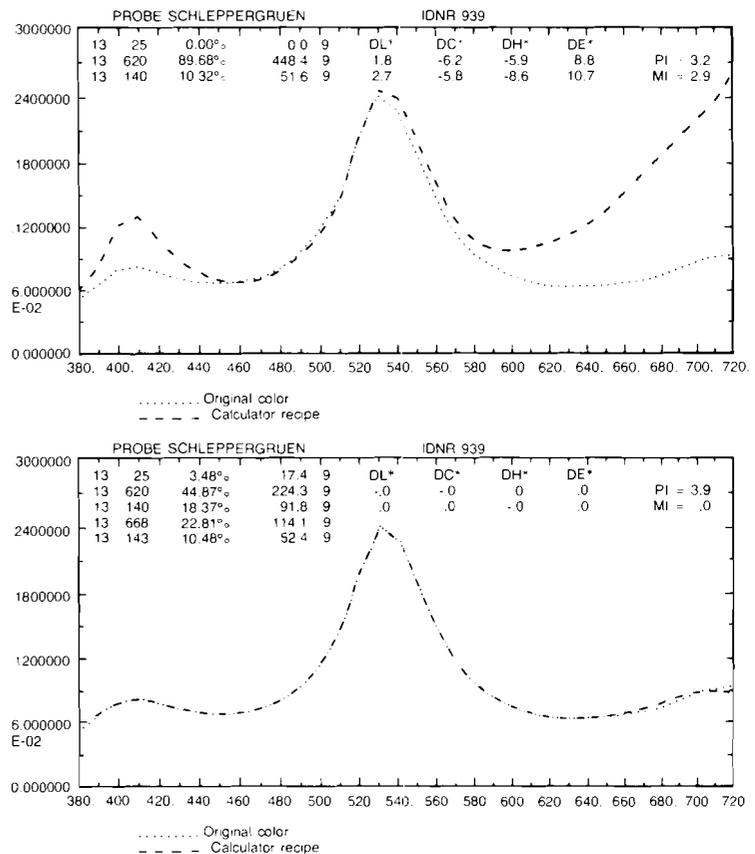
BASF in Germany uses an HP 1000/40 together with colorimeter equipment from ZEISS to do on-line spectography of paint probes and calculation of recipes for production and retail selling of paints.

The process begins when remission data from a color probe is transferred from the ZEISS colorimeter to the HP 1000 system disc. For documentation purposes a graph of this spectrum (9872) is produced. Afterwards, the 2648 graphics terminal is used as an interactive device (graphics and keyboard) to compose, "on-line", new recipes which will match the original color.

Price and quantity of ingredients, chemical composition (eg. lead content), are taken into account by the recipe calculation process needed for production. The whole process is permanently visualized on the 2648 using graphics to allow the "Color Guru" to control the match of original color against the new recipe.

Once the calculated spectrum of the new color composition is in line with the original paint sample, the HP 1000 produces a workdocument for the first step of paint production. Of course, final check-up is done by comparing produced color against original color.

This application shows how the HP 1000 system with graphics can reduce labor cost (previous manual methods were quite tedious and time-consuming) and speed-up complex processes.



Example of Perfect Color Match

Business Computers

BCG

Win More Orders with New Quarterly Competitive Analysis

By Kathryn Hoshor/BCG & Willie Austin/CSD

Have you ever wanted up-to-date competitive information to win an order? Would you like to have been able to leverage off someone else's success to win more orders? Do you want better answers, but don't know where to go? You asked for it, and now you have it!

A Competitive Sales Reporting System — designed to gather, organize, and distribute competitive information to help you improve your win/loss ratio. The objective of this system is to provide you with timely competitive information, as well as additional on-line support from the factory, to help you win more orders.

Every North American Commercial SR will soon receive information describing the program, including a simple form that should be completed monthly and returned to your District Manager — we do the rest.

The information obtained will be distributed in a new Quarterly Competitive Analysis report in which competitive data will be analyzed geographically and on a competitor-by-competitor basis. Included will be:

- Sales activity levels
- Your success against key competitors
- Identification of major winning factors for each competitor
- Guidelines and techniques for getting the most out of the winning factors and avoiding the losing factors.

The success of this program depends upon your active participation. Some of you have already helped by providing valuable inputs during a recent phone survey. In that survey, 79% of those queried stated that a system of

gathering competitive information would have "lots of value" in helping the field win more selling situations.

This system is scheduled to be introduced in North America during the December New Product Tours. Once successfully implemented in the US and Canada, the program will be expanded to other areas.

And that's not all! This system is just the first phase of a much larger marketing information system called Access, to be implemented at Business Computer Group in several stages over the next 12 months. Watch for more information!

Manufacturing Systems Operation

**Materials Management/3000:
customizable software
from Hewlett-Packard.**

APICS 1980

MM/3000 at APICS 1980

By Beth Eikenbary/MSO

The American Production and Inventory Control Society's (APICS) annual convention (held October 15—17 in Los Angeles) is the major gathering of manufacturing professionals interested in computer solutions to their productivity challenges.

Again, as in the past five years, HP was there with both the Business and Technical Computer Groups represented in a combined booth and exhibit.

Materials Management/3000 was of course, a featured product. To enhance our participation, the Manufacturing Systems Operation prepared a special foldout piece featuring Materials Management/3000 for this show in Los Angeles and for INFO/MFG 1980 in Chicago later in November. You should have already received a copy of this brochure.

Over 3000 manufacturing professionals attended this year's APICS convention. You might want to follow up with any of your customers who attended and mention HP's attendance at and support of this convention to those who didn't. It will enhance HP's image to be associated with this Society.

MM/3000 Sales Success!

By Martin Gonzalez/MSO

Congratulations to Hank Potts of HP Louisville for another successful sale of Materials Management/3000! In selling MM/3000, Hank obtained one of the largest single system dollar sales of HP products in his region — hardware, software, and service amounting to over \$750,000.

Hank's new customer manufactures and sells wheels and casters for office furniture and other equipment.

Faced with high growth and the prospect of having to develop a new computer-based manufacturing system, this customer looked to computer vendor offerings in manufacturing software along with applicable hardware to address its needs. Over 30 vendors, including IBM, Honeywell, Univac, and HP, responded to the customer's Request for Proposal.

HP was chosen over the competition for:

- Excellent user references
- Easiest to use
- On-line, data base application design
- Extremely high hardware reliability

- Easy application expansion and upgrade
- Best payback and ROI justification

Hank's superb approach to selling Materials Management/3000, particularly his keen perception of the customer's manufacturing systems needs and HP's software solution; and, financially justifying the HP system, made this sale a success. Among the financial gains the customer expects to achieve with MM/3000 are increased inventory turns, nearly \$300,000 in annual inventory reductions, and significant reductions in personnel requirements while meeting growth demands.

Again, congratulations to Hank Potts of HP Louisville.

World's First MM/3000 Users' Club

By Matti Hietala/HP Finland

The world's first Users' Club of Materials Management/3000 was founded in Finland on September 24, '80. The Finnish version of MM/3000 was published at the same time. (See article "MM/3000 Introduced in Europe" under BGD.)

The purpose of the club is to give users the opportunity to share experiences and to develop the usage of the system. All of the seven users had the same positive opinion about the benefits of the club.

The first President of the club is Mr. B-G Schauman, representing A Ahlstrom Company, an "old-timer" HP manufacturing systems user beginning with MFG/3000 in 1978.

Results of a name contest for the club will be published later.

It is hoped more clubs will be founded in other countries so that users will be able to exchange experiences worldwide.

GSD

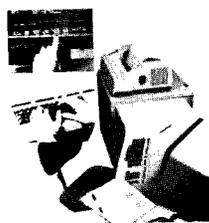
Direct Mail Support Package for HP 250 OEMs

By Art Monk/GSD

"Campaign 80" has provided the springboard to launch a direct mail support program for our HP 250 OEMs. The initial reaction from OEMs has been very positive so we are continuing to offer this program.

Under this plan, an OEM sends us a list of 100 of his top prospects and we will mail an HP 250 information package to them. A response card is enclosed in each package for the prospect to return directly to the OEM for further information or to request an appointment for a demonstration.

The package is designed to promote features and benefits of FIN/250 and the HP 250 itself. It can be customized however, to include up to four pages of the OEM's own literature. If desired, the FIN/250 introduction letter and brochure can be deleted so that the package will aim solely at the software solution presented in the OEM's literature.



Preview a Great Solution

The HP 250 direct mail piece to support OEM marketing activities.

Caution! All the guidelines concerning independence between the OEM and HP will apply in cases where the OEM wants to include his own brochures. Third party SRs should review the OEM's material carefully before sending it to be included in his mailing.

"The direct mail assistance program is aimed at showing the way for new OEMs"

Many of the OEMs we have today come from technical backgrounds and have had very little formal marketing experience. Many do not have the secretarial resources to do a professional job of running a marketing program. This particular program is not intended to take over the complete marketing and advertising function of the OEM. It is intended to:

- Get the OEM thinking about *who* is in his market area that would qualify as a prospect
- Cause the OEM to rate his prospects and put them into a "top 100" list
- Stimulate new OEMs to get on with the marketing job that forms the basis of our relationship with them

Inside the mailing package is:

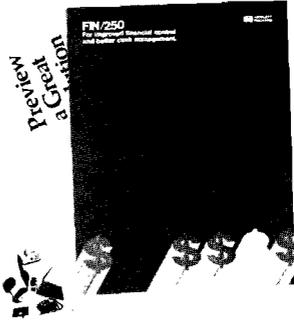
- 9" x 12" clear front envelope with "Preview a Great Solution" graphic showing through
- Bold graphic asks the reader to "Preview a Great Solution — The HP 250"
- A three-page letter about the features and benefits of FIN/250
- A FIN/250 four-page color flyer
- A response card with the OEM's return address and phone number

The mailer focuses on selling the next step in the sales process — a demonstration. If you have an HP 250 OEM who wants to participate, have him forward his list of 100 names to:

Art Monk
Hewlett-Packard
General Systems Division
19447 Pruneridge Avenue
Cupertino, CA 95014

Where possible, prospect names should be supplied along with company names as response is usually better.

Let's help get those OEMs moving!



Contents of HP 250 OEM marketing support kit.

OM/250 is the Name of the Game!

By John Whitesell/GSD

A distributor of electronic games in the Chicago area is another happy user of the OM/250 order management package. The company has been on-line for several weeks, is using all four application modules (IC, OE, AR and SA), and is "quite happy" with OM/250 and the HP 250 system.

The distributor's system includes one terminal (i.e., the desk console) and a 7906 disc drive. Today OM/250 is the only application operating on the system, but the user plans to eventually add more applications.

Consulting Specialists, Inc., the HP 250 OEM involved, has made several minor changes to the OM package, but was able to get the customer's application fully converted and installed within a few months. For more information on this account, please contact Howie Soukup, HP-Rolling Meadows.

ISD

Montreux HPGSUG Meeting a Success

By Carol Scheifele/ISD & Victor Canivell/BGD

The setting for the Ninth Annual International Users Group Meeting September 16-19 could not have been more beautiful. Nestled in the Alps, by the shores of Lake Geneva, Montreux, Switzerland, was a perfect meeting site.



More than 300 participants, from 22 countries, attended the 60 technical sessions. European participation was 75% reflecting the growing European installed base. Users described their applications in areas such as manufacturing, libraries, medicine, accounting, and statistics. Several sessions dealt with distributed processing, data base management, languages, and peripherals. Ordering info for the printed proceedings of all technical sessions will be released later.

A Vendor Show featured 45 software products on display, covering: report writers, data base tools, editors, terminal handling tools, project management aids, system management tools, local viewdata network, word processing, graphic design, language enhancements, communications aids and a range of commercial application packages. Datacomm equipment and foreign peripherals also were displayed.

HP was represented by Computer Supplies Operation and Support booths. Product demonstrations included MM/3000, DSG/3000, TDP/3000, data capture intrinsics on HP 3000, RJE/250, (to a S/33), MFG/250, GA/250 and RPG conversions on the HP 300.

Equipment on show included S/III (1 Mb, 240 Mb on-line), S/33 (1 Mb, 50 Mb on-line), a graphics workstation, more than 20 CRTs and several HP 307X data capture terminals. An HP 2626A specially shipped from Grenoble drew considerable interest, and there was an HP 250.

The users, always anxious for news from HP, (especially hints of future products) welcomed Alan Nonnenberg's opening remarks and Andre Schwager's HP 3000 R&D presentation which assured them of HP's continuing commitment to MPE — one of their major concerns.

The HP Management Roundtable (Heiner Blaesser, Europe Sales Manager; Klaus-Dieter Laidig, Boeblingen General Manager; Dick Hackborn, Peripherals Group Manager; Franco Mariotti, Managing Director for Europe; Alan Nonnenberg, Boeblingen Marketing Manager; and Andre Schwager, Data Communications Manager), responded to previously submitted questions, then took open questions from the audience. User questions indicated a thorough understanding of HP products.

Informal, spontaneous meetings of Special Interest Groups (SIGs) and "birds of a feather" sessions enabled users with specific interests to get together and share ideas. Topics included MPE, the HP 250 as a local workstation to an HP 3000, back-up devices (all three headed by HP R&D managers), manufacturing SIG and medical SIG.

There was entertainment, too — the City's Wine Tasting, and a farewell dinner at which all the speakers received a gift of chocolates from Nestle, a major European customer. Martial Geux, of Nestle, was indispensable in organizing this meeting.

The meeting was a success, the general tone of the customers was positive and technically sophisticated, and HP was in every way supportive — the Geneva sales office and Boeb-lingen, instrumental in organizing the event, contributed greatly to its success. So too did the SE and the CE organizations at the Vendor Show. Thanks to all — HP participation was much appreciated by the Users Group.

Looking forward, the next Users Group Conference is in Orlando, Florida (April 28 — May 1).

Search for Education Customers

By Carol Scheifele/ISD

With the total membership of the HP 3000 Users Group now approaching 3000, you may wonder how they all manage to communicate with each other. This occurs principally through publications (the *Newsletter & Journal*), and through meetings (see preceding article on Montreux Meeting). There is one other significant vehicle of communication — Special Interest Groups, informally referred to as SIGs.

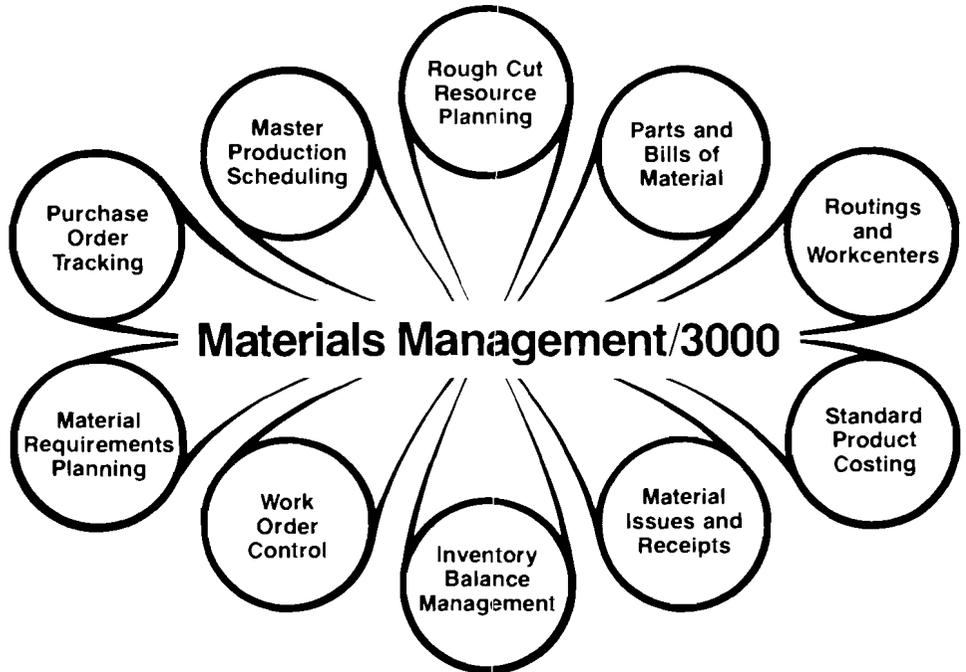
A SIG is composed of User Group members who share a common interest in a particular topic — for example using computers in an educational environment. Once potential members are identified, meetings can be organized, and newsletters written and distributed. So far, several SIG's are in various stages of organization — SIG/ED, MFG/SIG, and a MED/SIG.

Lloyd Davis, University of Tennessee, Chattanooga, is the Chairman of SIG/ED and is very anxious to find potential members. He needs the names of all of our educational users and has had varying luck in accomplishing this. This is a plea to all of you who have a school, college, or university account. Please send me a list of names and addresses of these people. Thank you for your help.

BGD

MM/3000 Introduced In Europe

By Geoff Petter/BGD



You have probably all heard of Materials Management/3000, seen the demonstrations, presentations, and manuals and are aware of one of this product's unique features — the customizer, which allows manufacturers to adapt MM/3000 to their own needs without programming investment.

Now, Hewlett-Packard has gone one step further and introduced European language versions of MM/3000. The European NPT will be held in December.

Why have we done this?

Local language versions add extra sales leverage to MM/3000 in Europe and overcome local sales resistance to English-language products. In addition, HP has always made its applications easy to use, and offering local language products to the non-specialized end user is a further step in doing this.

Although other major computer companies offer local language software in England, France and Germany, HP is unique in offering this in Finland, Holland, Belgium, Sweden, Italy and Norway.

How do we localize products?

In the discrete manufacturing area, the same production techniques are used worldwide. Only the terminology changes. With MM/3000, the logic and source code is kept separate from the human interface. This unique feature means that the terminology can be localized and adapted to various languages without changes to the source code, and with no programming effort.

Using BGD-supplied software and the customizer feature of MM/3000, the people involved in localization can change the application dictionary and the report and data base reference terms. As a result, all the parts of MM/3000 seen by the end user are in local language, including any user-generated Query reports.

How much effort is involved in localization?

A lot. For example, localizing MM/3000 into German meant translating more than 500 screens, 4,000 error messages (including report headers), 600 data base item names, and 1,400 pages of user manuals.

What people are involved?

Localization is shared by BGD and the country sales organizations. Werner Gamm, product marketing manager for applications software at BGD, is overseeing the localization, and Wolfgang Bayer is the MM/3000 product manager.

A team in the BGD Development Lab is localizing the applications software for the German and French versions, and the country SE organizations are doing this for the other versions.

BGD Marcom group is coordinating the translation and production of the manuals and sales literature.

Why is it called MM/3000?

"Materials Management," when translated, becomes "Dialogorientierte Anwendungssoftware fuer die Fertigungsindustrie" in German, and "Gestion de Production/Matiere" in French. Because the terms vary in the European languages, it was decided that MM/3000 will be used for all European versions.

What is available?

As announced on November 1, localized MM/3000 is available in German, French, and Finnish. During '81, Swedish, Norwegian, Italian and Dutch versions will be introduced.

The German, French and English versions, which cover about 68 percent of the European market, have local language user interface, system administrator interface, and user manuals. All other versions will have a local language user interface and English system administrator interface and user manuals.

The MM/3000 Management Summary Brochure (P/N 5953-0586) is available in English, German and French. Other languages will be produced as the localized product is available.

The GIM (General Information Manual, P/N 5953-0587) is currently available in English, German and French.

How do you order?

Order MM/3000 using COCHISE from:

BGD Order Processing Department
Telephone: (49) (0) 7031 667-779

The order numbers are:

Software:	English	32260UA
	German	32260DA
	French	32260FA
	Finnish	32260XA

Manuals	English	32263A
	German	32263DA
	French	32263FA

What about the future?

MM/3000 isn't the last step HP will take in providing Europe with local language applications software. Using the technology developed for MM/3000, BGD will continually increase its local language software product line. We'll keep you informed of developments.

German MFG/250 Released

By Walter Ott/BGD

MFG/250 is now available in German. It includes German software and an 800-page German-language user's manual.

The new product means there are now three applications software packages in German for the HP 250: General Accounting, Payroll, and Manufacturing. This makes an attractive package to offer to OEMs.

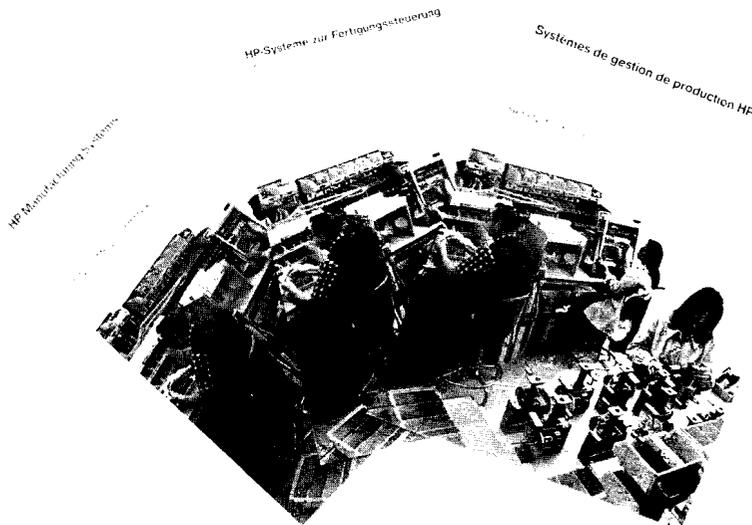
BGD has also updated the English MFG/250 package. The product has been enhanced for use on the 7906 and 7910, and, as of November 1, all known bugs have been fixed.

Don't forget the importance of your customers signing support contracts. This is the best way for them to get the latest updates.

Swedish GA/250 Available

By Walter Ott/BGD

The Swedish version of General Accounting 250 has been released. It can be ordered from BGD at a cost of \$700, the same as for the English and German versions. The order number is 45210A Option 255. The package includes the Swedish software and English user's and programmer's manuals.



DTD

2640B Price Slashed to \$2,300

By Terry Eastham/DTD

Yes, it's true! The price of the HP 2640B terminal has been slashed to \$2,300 (US). To make the high resolution display even better, display enhancements such as inverse video, blinking, underline and line drawing are now included standard, and we have thrown in a 13232A cable — all for the low price of \$2,300!

This new low price for a block-mode, V/3000 compatible terminal will help you sell more terminals and more systems than ever before! At the same time, this price will reduce the

number of non-HP terminals being sold on HP systems. At \$2,300, the 2640B is a price competitive terminal with a proven track record in both technical and commercial applications.

You should have received a 2640B "Flyer" to notify potential customers of the new price and configuration. The \$2,300 price is fully purchase agreement discountable and standard terms and conditions apply. Contact your Sales Development person for more flyers or any questions.

2642A Ideal for Remote Sites

By Peter Taylor/DTD

The alarm, auto-dial and mass storage features of the HP 2642A ideally suit it to remote site applications. The flexible mini-disc make it possible to store forms and data locally, thereby allowing data entry to be stand-alone. The alarm feature can be used in conjunction with the auto-dial feature to automatically log-on and run an application which takes the data from the disc and transfers it to the remote host. This can occur in the middle of the night when communication costs are low. Imagine the savings in datacomm costs and system overhead!

In addition, the remote site will have available the powerful text editing features of the 2642A for many text preparation needs. In all, the 2642A provides a wide range of features which make it especially valuable in a remote location. For additional information on the new 2642A and its applications, contact your sales support at DTD Sunnyvale (408) 735-1550.

264X Data Communication Improved with New PCA

By Gary Evans & Neil Exter/DTD

While the present datacomm PCA (02640-60143) is operating at 9600 baud, it is possible for the terminal processor to be held off from servicing a datacomm interrupt for a period greater than 1.04 millisecond. (1/9600 baud). The datacomm interrupt has a lower priority than a CTU TACH interrupt or the basic terminal timer interrupt.

If the CTU TACH and the datacomm generate an interrupt at approximately the same time, the CTU TACH would be serviced first. Before the CTU TACH service routine is completed, a second interrupt can be generated from the basic timer routine. Again, the basic timer routine will be serviced before the datacomm at the completion of the CTU TACH routine. This condition will hold the processor from servicing the datacomm interrupt for greater than the specific time.

With this in mind, an overrun error will be generated from the UART and a del character will appear on the screen. In a handshaking protocol, a control character (DC2, XON, etc.) is missed and the keyboard is locked up

from the user. In the 02640-60239 PCA a one character hardware buffer has been added to give the processor an extra character time (approximately 2 millisecond.) to respond to the datacomm interrupt. This resolved the problem in all 264X terminals.

Note: If a customer is having this datacomm problem, your local CEO should order the 02640-60239 PCA. In the first quarter, this PCA will become a standard in all 264X products.

DTD Training Schedule

By Robin Leigh/DTD

The terminal training program at DTD/Sunnyvale for the next six months is:

SE Level I

For those HP employees who have recently completed the Corporate/CMG Overview Class and expect to act as SEs in the technical, commercial or horizontal area. After completion of the SE I, they will have a basic understanding of the capabilities and operation of all current products in HP's terminal lines.

Dates:

(Week of) November 17
December 15
January 26
February 9
March 2
March 16
April 6

Length: five days

Class held: DTD/Sunnyvale

Class size: limited to 16 students

SE Level II

For all terminal field personnel who have completed SE Level I, or have equivalent experience and knowledge of the terminal product line.

Dates:

(Week of) January 12-January 23
June 1-June 12

Length: 10 days

Class held: DTD/Sunnyvale

Class size: limited to 12 students

For Registration in SE Level I and II, please telex Roxanne Hetzel/CMG Training Registration (COMSYS 5000).

2649A — Customer Course

Dates:

(Week of) January 5
March 23

This course will provide the student with the fundamental knowledge required to develop and implement applications for the HP 2649A Main-frame Terminals. It addresses the architecture and operation of the terminal firmware and hardware subsystems as well as the use of the 13290B Development terminal and its associated documentation packages.

Price for the five-day course is \$625 per student. Class size is limited to the first 10 students registered. For further information, contact Robin Leigh at (408) 735-1550 ext. 2621.

HPG

Beware of Caps!

By Marc Nodier/HPG

On the HP 2624A and 2626A there is an escape sequence that you can type on the keyboard or send from the system which allows you to lock the entire configuration of the terminal (Esc & q 1L). This can be extremely useful when you are connected to a system and do not want anybody to fool around with your terminal.

Similarly there is an escape sequence to unlock the configuration (Esc & q ØL) to be sent from the system or typed on the keyboard. If this escape sequence is sent from the system there is no problem. If you type it from the keyboard it will work, but only if you did not set "capital letters" in the terminal configuration.

Indeed if you are locked in capital letters, you cannot type the escape sequence which has one low case character (q) and you are stuck. The only way out is then to take off the battery, plug it in again, then reconfigure the terminal according to your needs. So, beware of caps!

Vancouver

Cartridge Tapes vs. Bubble Memory

By Bob Weis/VCD

In today's printing terminal market, one of the questions our customers ask of both our competition and us is: which is better — removable tape storage or bubble memory? Each has its distinct advantages and disadvantages, and it behooves us to examine some key differences between the two.

The proof of the memory is in its application. If the terminal has several users, multiple programs, or widely varying tasks, the portability and flexibility offered by tapes is clearly desirable. Information stored on tape may easily be removed from the unit and delivered for use at another site. The user of a terminal with bubble memory, on the other hand, must physically transport the terminal in order to deliver stored data to another location.

The terminal bubble storage capacity available today is approximately one-fourth that of a single tape. Compared to the memory of a terminal with dual tapes, the bubble memory sports only one-eighth the storage capacity; and yet, when analyzed on a per-byte basis, the bubble memory is nearly eight times more expensive.

A dual tape storage system offers the additional advantages of easy back-up, the ability to be fully updated and reproduced, definable source and destination assignments, and simple memory size expansion. Whether it's a question of versatility or economics, dual tape data storage systems can easily prove that they are more than just competitive.

For some applications, the more limited storage capacity of the bubble memory is sufficient. For those applications, especially if the terminal is to be used by only one person and for one main function, the bubble memory may be preferable. The two primary advantages that bubble memory holds over a tape storage system are fast record access (a bubble memory can access any indexed record in memory in less than 15 milliseconds) and high reliability and low maintenance, because the bubble memory relies on firmware, rather than moving parts.

In the final analysis, the answer to the question of which data storage system is better will depend on the customer's specific needs. However, removable storage media seems a distinct advantage for most applications.

2675A to HP 1000 Configuration Error

By Bill Becker/VCD

On page 9-12 of the 2675A Reference Manual (P/N 02670-90003) and on page 7-5 of the 2675A Field Training Manual (P/N 5953-6251) there is an error in the Datacomm 1 configuration given for the 2675A to HP 1000 connection.

The parity option should be changed from None, Odd, and Even to zeros in both manuals.

Boise

Improved Reliability of 2608A ... A TSE's Viewpoint

By Mike Ryman/TSE, Neely Santa Clara

Upon introduction, the 2608A experienced some unforeseen problems. Boise Division took control of the situation, as well as total responsibility for finding and implementing solutions to these problems. And once again, they came through! The past year has seen substantial improvements in many areas of the printer; performance, reliability, and most importantly, in customer satisfaction, the true measure of any commercially marketed product. Boise Division's commitment to making the 2608A a viable product has been commendable. In every case, a reported area of concern has been prioritized in a realistic manner and acted upon accordingly. The latest and most extensive project has been the redesign of six major electronic subassemblies calculated to be, (from warranty and post-warranty data), the most commonly failed or difficult to adjust in the printer. These PCAs were redesigned with the aim of making the 2608A as reliable as possible. All production units are now being manufactured with these improved PCAs. Major improvements have also been made in the manufacturing of the corebar assembly. The field has experienced a dramatic reduction in failures of this assembly in the past 10 months. In paper handling, new paper tractors that allow a wider left-hand margin were implemented some time ago. The platen was also redesigned to allow the unrestricted feeding of multiple part forms.

These efforts on Boise Division's part together with a better understanding of this unit by field service personnel through training and experience, have greatly contributed to making the 2608A Line Printer a much improved and more reliable HP product.

I'd like to express my appreciation to everyone at Boise Division who has been involved in this difficult task. Also, I would like to convey the feeling of confidence in the 2608A that has been building in the field for the past year.

OMR Capability Available on HP 2608A

By Ormond Rankin/Boise

With the introduction of the new optical mark recognition (OMR) ink cartridge, the HP 2608A printer now offers a medium speed solution for producing optical marks for use with HP turnaround document readers.

The OMR ribbons can be ordered through CSO using product number 92158M. The ribbons will be shipped in a box of three at the same price as the standard HP 2608A three ribbon box.

In Grenoble's HP 307X data capture terminals, two different optical sensitivity levels exist. On 307Xs with serial prefixes of 2010 or below, the OMR ribbon will produce readable marks with a ribbon life of up to 1.5 million characters. Due to the increased sensitivity of 307X units with serial prefixes higher than 2010, the OMR ribbon will produce readable marks of up to three million. The ribbon can additionally be used to print alphanumeric data with a ribbon life of up to ten million characters. Optical marks should be generated using the vertical line character (ASCII 174 octal).

Thus, if your customer utilizes the 307X, the new OMR ribbon on the 2608A printer will provide a reliable medium speed method of generating optical marks, within the HP family of products. Contact CSO for further ordering information.

Remember also, for use with any non-HP OMR data capture terminals, the 2608A and the new OMR ribbon should be tested prior to the sale.

7970 Configuration Sheet Error

By Bob Granger/Boise

One of the configuration sheets distributed with the new HP 13181B and HP 13183B tape interface information contains an error. The part number for the interface cable from the 13183B to the 7970E (masters) should be 13183-60003; *not* 13183-60011 as shown on this sheet. The configuration sheets distributed with this new product information supersede the ones currently in the Boise Reference Manual.

Consignment Line Printers

By Rich Suyehira/Boise

If you have a situation where a customer needs a line printer but cannot afford to pay list price, have you considered checking consignment inventory?

Consignment inventory is available for sale to customers at greatly reduced prices! These "used" units typically get a one percent discount for each month the unit has been in consignment; plus, they carry a standard 90-day warranty. Contact your regional sales development engineer for details.

There are several 2613A (300 lpm) and 2617A (600 lpm) full font drum printers in consignment inventory today. Contact your regional consignment coordinator for price and availability on some super buys!

Neely: Kay Kinsala, North Hollywood, (213) 877-1282

Midwest: Eileen Gregorio, Rolling Meadows, (312) 255-8900

Southern: Virginia Thornton, Atlanta, (404) 955-1500

Eastern: Lisle Nicholls, Paramus, (201) 542-1384

Colorado Springs New Graphics Translator Package

By David Blythe/COS

So you have some programming experience, but are frightened by the buzzword "graphics"? You've used a plotter, but want to see how a "soft copy" graphics device could be programmed to your benefit? You want to see what it takes to create motion on a graphics screen? You want to have fun? ... You're in luck! All these things are possible with the exciting new software which trains you in using HP's Model 1350A Graphics Translator.

The training program objectives are: 1. to get the novice graphics user comfortable with the basic low-level operations required to draw a picture with text and, 2. to describe how to program the 1350A Graphics Translator using the commands to make graphics operations possible.

The program was born out of a desire to provide the 1350A user with a self-teach, self-paced training tool in the spirit of those tapes done for the desktop computers. Using the 1350A itself for the presentation gives this training tool a leg up on the others: paper is not wasted, pictures, as well as text, are an integral part of the teaching, and the full system, in operation, is demonstrated.

Commonly referred to as "The Training Tape," it is run on the HP 9825A/B Desktop Computer. It is ordered as 52110A for \$150. Via the HP-IB Interface, the 1350A and an HP 1300 large screen display, the user sees the training tape in operation.

The training program provides enough programming information for a user who is familiar only with the HP 9825A. The user can easily program the 1350A without having read anything else about it. The training is even more effective when the user augments his visual instruction with the new 1350A Operating and Programming Manual (01350-90908).

The tape consists of 11 sections each requiring about 5-15 minutes: an introduction and operating procedure section; three sections on very basic graphics operations and their conventions — the coordinate system, plotting, and pen control; and a more involved discussion of the 1350A.

The experienced graphics user may jump directly to the seven sections dealing the 1350A. These describe the syntax and function of the 18 two-character 1350A commands, and a description of the 1350A's memory and file organization and how an instruction sequence can be made useful. The lessons give the user repeated opportunities to try out new knowledge by drawing lines and text, erasing or changing a portion of the picture, and blinking information.

The tape is presented from the user's point of view. The author of the program had just finished learning and mastering the 1350A himself so the discussions are written with the insight that comes from fresh knowledge.

It is well-ordered and interactive: the user gets hands-on experience with the graphics commands and is told of syntax errors. There are many examples and, after the user has tried drawing the same figure himself, is shown how to draw a specific figure.

Finally, it is self-demonstrating. Because the lesson is given via the 1350A, all 18 instructions are constantly being demonstrated as a normal part of the presentation. Parts of the lesson have "whizzy" pictures that move or change or otherwise stimulate interest and curiosity. How such things are achieved is explained in the instructions.

The training program is a useful product to help customers and salesmen alike understand the 1350A, program it, and learn its usefulness. And — it's fun!

Improved Software for Graphics Translator /9825-Based Customers

By Vince Hamm/COS

As you are aware, Colorado Springs Division provides the 10184A Soft Copy Graphics Library for use with the 9825A, 1350A and an appropriate HP X-Y Display. You are probably also aware that Fort Collins recently introduced the 9825B & T.

The 10184A Binary Tape will not work in the 9825B/T because the operating system in these new desktops has been changed.

To correct this, we are now making available the 10184B Soft Copy Graphics Library. This binary tape is compatible with the 9825A*, 9825B and the 9825T.

The 10184B was added to the August 1 Price List and is \$150. It follows that the 10184A will be obsoleted and deleted from the Price List.

Not only is the 10184B compatible with all 9825s, it is also compatible with all existing software that was generated using the 10184A.

Many of the suggestions for improvements that we received from the field for the 10184A have been incorporated in the 10184B.

If you need further details concerning these changes, contact your R.S.E.

*Note: 9825A should have Option 002 (23K memory), General I/O ROM for HP-IB handshake, Plotter ROM, and String ROM for labeling on hard copy.

DMD

HP Disc Drives vs. OEM Disc Drives

By Gary Lyons/DMD

HP hardware and software OEMs often have the technical expertise to design non-HP components into their systems. After investigating the potential use of disc (OEM) vendor drives, your OEM may mistakenly conclude that considerable price savings would be realized by configuring an OEM vendor's drive instead of a fully supported HP disc drive into their system. To assist your OEM in making the best decision for his/her particular situation, it is important that he/she be fully aware of the additional development efforts and costs associated with supporting a disc vendor's drive.

Disc vendor drives usually consist of incomplete pieces of hardware. Consequently, specialized hardware and system software must be developed to make these disc drives operational in a system. Typical disc hardware which must be developed includes: controller, data formatter/separator, system interface, power supply and packaging. The necessary software to be developed consists of a host system driver, diagnostics, and system utilities.

The OEM's initial examination of the vendor's disc mechanism suggests that it can be obtained at considerable cost savings; however, the mechanism does not contain the essential hardware and software necessary for it to be functional in a system.

As an example, the following analysis involves four vendor disc mechanism offerings and develops each into a fully functional disc drive. The listed manufacturing costs for the additional hardware was derived from information provided by the manufacturer. (Each vendor was phoned to obtain the cost estimates!) The suggested range of potential prices

address two pricing strategies. The low end estimate generates revenues that allow only the recovery of past R&D expenditures (required to develop the product hardware) as well as overhead, administration and selling costs. In contrast, the high end price recoups not only past R&D cost, overhead, administration and selling costs, but also generates an acceptable operating profit to fund future R&D projects. The following analysis provides reasonable manufacturing costs involved in transforming a disc vendor's drive into a completely functional system disc drive.

Note: 1. In a couple of instances, the original manufacturer provided list prices in place of the requested manufacturing costs. To derive these

necessary costs, a multiplier factor was divided into the list price. The multiplier is a factor applied to direct manufacturing costs to determine the list price of a product. This factor provides coverage of all warranty, administration, factory marketing, field selling costs, overhead, operating profit and future R&D expenditures. This analysis utilized a multiplier range of 2.0 to 3.5 to determine a range of potential prices. 2. These costs do not include expenses necessary for developing host system drivers and diagnostics!

To provide you with a benchmark, let's compare our 7910HR against the four vendors. The 7910H, in a rackmount package, is available at a price of \$7,950 and is fully supported on many HP systems.

Manufacturing Costs

	Competitor				
	A 20 Mb	B 30 Mb	C SA-1000 10.7 Mb	D St-506 6.8 Mb	Hewlett- Packard 7910H-12 Mb
Mechanism (From Vendor)	\$2,400	\$3,800	\$1,980	\$725	Inc.
Intelligent Controller W/Interface Formatter/Separator Diagnostics	385	325	380	150 (No Diagnostics)	Inc.
Power Supply and Cabling	190	130	120	80	Inc.
Packaging- Rackmount	100	100	100	100	Inc.
Total Manufacturing Costs Rackmount	\$3,075	\$4,355	\$2,580	\$1,055	\$2,950
Price Ranges	(\$6,150 to \$10,650)	(\$8,700 to \$15,250)	(\$5,150 to \$9,050)	(\$2,100 to \$4,000)	(\$7,950)

Please contact your sales development representative with any questions.

Greeley



Greeley Division celebrated the new fiscal year as a new entity of the HP Corporation, responsible for flexible mass storage devices. Division Management — (standing, L-R): Thomas Kelley, general manager; Bob Valdez, personnel manager; Rex James, engineering manager; Srinji Nageshwar, marketing manager. (Seated, L-R): John Knudsen, controller; Dee Larson, product assurance manager; and Gary Flack, manufacturing manager.



A pick, a burro, and you. Learn through Greeley's NPT how these items can be effective selling tools.

9883 Paper Tape Reader Obsolete

By Rosemary Kramer/Greeley

The 9883A Tape Reader (\$4,400) has been replaced by the 2748B Option 002 (\$4,000) for use with HP desktop computers. The 2748B Opt. 002 does not include the I/O card so you must order it separately. Consult your price list for ordering information.

As of November 1, the 9883A was removed from the price list. The 2748B Opt. 002 will be on the January 1 price list. During the interim, the 2748B Opt. 002 can be ordered from Grenoble by overriding the order system. Any questions, please contact Marc Pointeau, HP Grenoble.

San Diego

Timeshare Opportunities (Part 3)

By Walter Nash/SDD

SDD "Timeshare Opportunities" goes OEM. San Diego Division's Sales Development group has been investigating opportunities in the T/S marketplace. Our findings can be observed in the *CS Newsletter*, May 1 issue and *Computer News*, July 15 issue. For your information, nine of the T/S companies who support HP graphics, listed in the July 15th article, have been targeted as "High Potential" OEM prospects for FY '80/81. These organizations have at least three basic characteristics in common:

- They are leaders in their field
- They are interested in offering a "total solution" — both hardware and software — to their customers
- They recognize the opportunity to earn extra dollars through the HP discounts offered

Contact your RSE at San Diego Division for OEM status if you need it.

To date we have signed two timeshare company OEM agreements. Congratulations to SRs: George Workman — Tymshare, Santa Clara; and Dave Groves — Timeware, Palo Alto.

Target OEM Prospects

United Computing Systems, Kansas City, MO
National CSS, Wilton, CT
General Electric, Rockville, MD
*Tymshare, Cupertino, CA
University Computing Co. Dallas, TX
Scientific Time Sharing, Bethesda, MD
Computer Sciences Corp. El Segundo, CA
McAuto St. Louis, MO
*Timeware, Palo Alto, CA

*Has signed OEM agreement
** Primarily sells plotters to Service Bureau Corp. customers.

For Internal Use Only

TEK PLOT/10 Software Obsolescence

By Bill Clark/SDD

Due to its low sales volume, the 72022A TEK PLOT/10 TCS Package will be removed from the CPL on November 1, '80. The following options will be deleted also:

72022A 7221 Plotter Utility Software Package
Opt. 001 Mag Tape, ASCII, 800 BPI
Opt. 002 Mag Tape, ASCII, 1600 BPI
Opt. 003 Mag Tape, EBCDIC, 800 BPI
Opt. 004 Mag Tape, EBCDIC, 1600 BPI

If you require additional information, please call your Regional Sales Engineer at San Diego Division.



An ICON Computer Group First

By Mona Foley/ICON



Seminar direct mail pieces in English, Spanish and Portuguese.

The first ICON cross-region Computer Seminar met with resounding success!

Over 4,300 prospects attended seminars in 19 cities in Latin America, South Africa, Australia, New Zealand, and the Far East. Larry Hartge and Ed North, both of GSD, gave excellent conceptual and product presentations on the HP 3000 system.

This seminar, "Current Trends in On-Line Business Systems," was the first in a series designed to create and strengthen awareness of Hewlett-Packard as a supplier of quality computer products. A secondary objective of the seminar program is to develop and computerize a prospect data base in each country.

Over 300,000 potential customers were reached with a direct mail package and/or an insert in various local publications. The mail package consisted of a cover letter, seminar invitation, and an issue of *Computer Advances*. (Future issues of *Computer Advances* were used as an incentive for the customer who could not attend the seminar.) The cover letter, invitation and mail envelope were available in English, Spanish and Portuguese.

International circulation lists were rented from McGraw-Hill, *Datamation*, and *International Management*, and the circulation lists of *Asian Business*, a Hong Kong publication, and *Expansion*, a Mexican publication, were also used. In those countries where circulation lists of local publications were not available, the seminar invitation was either stitched into the magazines as

a center spread or was inserted loose. Local financial publications such as *Financial Mail* in South Africa and *Financial Review* in Australia were used, along with several computer publications: *Computer Asia* (Hong Kong), *Asia Computer Weekly* (Singapore), *DataNews* (Brazil), and *Pacific Computer Weekly* (Australia).

In addition to the 4,000 plus customers attending the seminars, approximately 4,500 people responded saying they couldn't attend this seminar, but wished to be informed of future seminars and wanted to receive future issues of *Computer Advances*. These names, along with the attendees' names, are now part of each country's prospect data base.

Comments from the field indicated that the seminar definitely met its objectives and many new leads, both short-term and long-term were provided. In fact, some countries felt that over 80% of the seminar attendees were completely new prospects.

Following are some specific comments from the ICON field people: "Well received by attendees." (Hong Kong); "Raised HP's visibility as a commercial supplier. Although many attendees were not 3000 potentials, they are definitely 250 prospects." (South Africa); "The seminar response was overwhelming and the seminar certainly raised HP's visibility as a commercial computer supplier in our region." (Singapore/Malaysia); "The professionalism with which the seminar was carried out has given HP a very serious starting image in a marketplace where there are no less than 34 brands of computers being offered." (Argentina).

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