

Computer News

For HP Field Personnel
November 1, 1982

The Right Tool for the Job



New HP Series 100
Personal Office Computer



New HP Series 200
Personal Technical Computer

CMG	Computer Marketing Group
CMG/ 3PP	Computer Marketing Group/ Third Party Program
AMD	Application Marketing Division
CSD	Computer Support Division
CSE	Computer Support Europe
CSO	Computer Supplies Operation
SRO	Systems Re-Marketing Operation
TCG	Technical Computer Group
DSD	Data Systems Division
RVD	Roseville Division
YCD	Yokogawa Computer Division
DCD	Desktop Computer Division
BDD	Boeblingen Desktop Computer Division
CVD	Corvallis Division
PCD	Personal Computing Division
GTO	Grenoble Technical Systems Operation
BCG	Business Computer Group
BCG/ AS	Business Computer Group/ Application Systems
CSY	Computer Systems Division
FSO	Financial Systems Operation
IND	Information Networks Division
IRO	Information Resources Operation
MSO	Manufacturing Systems Operation
CSP	Commercial Systems Pinewood
BGD	Boeblingen General Systems Division
CTG	Computer Terminals Group
DTD	Data Terminals Division
POD	Personal Office Computer Division
HPG	Grenoble Division
CPG	Computer Peripherals Group
BSE	Boise Division
COL	Colorado Springs Instrument Group
DMD	Disc Memory Division
GLD	Greeley Division
SDD	San Diego Division Instrument Group
VCD	Vancouver Division

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HP Computer Museum
www.hpmuseum.net

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On the Cover:

The two newest members of HP's personal computer families, the Series 100 Personal Office Computer, and the Series 200 Personal Technical Computer were introduced November 1. See related articles beginning on page 14.



This issue marks the introduction of a new section in *Computer News*. "Personal Computers" will cover products from the Personal Computer Group, Personal Office Computer Division, and Desktop Computer Division. Products relating to the new personal computers have been included in the new section for this issue.

CMG

Attractive Operating Lease Plans in the UK and Germany

Willi Jirgal/HPSA

Leasing is gaining acceptance throughout Europe as an alternative means of acquiring equipment. Many customers have a "lease-only" or "rent-only" policy for the acquisition of computer equipment.

Traditionally, Hewlett-Packard entities throughout Europe have offered finance leases (also called full pay-out leases, because the customer pays for the equipment price plus interest during the lease term, which cannot be cancelled).

Recently, operating leases were introduced by our UK sales finance company and by our sales finance operation in Germany. These operating leases assume that the equipment has some value at the end of the initial lease term, and therefore, offer an attractive combination of low lease payments with a shorter lease period. These operating leases are of particular interest for customers with a "rent-only" policy.

We expect that this operating lease program will appeal to a lot of customers who in the past were not attracted by our finance leases. These operating leases provide all HP SRs with an additional sales tool which is expected to lead to incremental orders, since the monthly lease rates are very competitive with those of other major computer manufacturers and leasing companies.

To summarize, leasing offers several very important benefits to your customers, such as:

- Lease financing conserves cash flow/working capital

- Customer does not have to use bank credit lines, thus gains future flexibility
- Lease financing hedges against inflation since lease payments are made with tomorrow's inflated money.

In addition, the Hewlett-Packard lease plan offers lower, more attractive rates combined with shorter lease periods, and will help you to obtain orders from customers who did not use HP equipment in the past because of their leasing preference.

Interested? Contact your local sales finance coordinator or your country/region sales finance/customer finance manager for further details on the sales finance program, and on the status of operating leases in your country.

3PP

New Third Party Program Features

Rich Shah/3PP

Six new OEM Program enhancements and three new HP Plus Program enhancements will be effective November 1. These program enhancements are aimed at making the HP Third Party Program the most competitive in our industry. The purpose of this article is to point out the key features of the programs and to answer the administrative guidelines that need to be followed in order to make the programs successful. For further details, you may refer to the new *Third Party Program Field Training Manual* (5953-2276) as well as the *Third Party Program Directions video tape*. All SRs should have received a copy of the field training manual. The video tape, which contains program direction messages from both Bill Richion and Bob

Kresek, is available from your Area Computer Manager.

6% Incentive Program for OEMs and Software Supplier

To give OEMs and Software Suppliers additional incentives to sell with HP, (i.e. HP selling the hardware and the OEM or Software Supplier selling the software only), HP offers the 6% incentive program. HP will offer a *credit to OEMs* and a *cash commission to Software Suppliers* equal to 30% of the Third Party's software package price up to a maximum of 6% of the net selling price of the HP computer products sold. To be eligible, the OEM or Software Supplier must actively assist in the sale and provide software packages or customized software that sells for more than \$10,000. The software package must be the primary reason for the new sale of an HP Computer system and the purchase can be justified without any additional software.

There are two new Exhibit Cs — OEM Compensation Terms and Conditions (5953-2281) and Software Suppliers Compensation Terms and Conditions (5953-2280), that the respective Third Party needs to sign in order to take advantage of the program.

When a sale is made under the above guidelines, the Third Party (OEM & Software Supplier) must:

- Submit the Request for Compensation (5953-2282) to the end-user sales office within 30 days of the customer's P.O. date to HP
- Submit a copy of the end-user customer's software P.O. to the end-user sales office, to substantiate the compensation request prior to HP shipment.

The sales office, with the approval of the ACM, will copy the Request for Compensation and a copy of the software P.O. to Joe Rodgers, at CMG. CMG will make the final reconciliation and will credit the Third Party the

month after HP receives payment for the computer products.

10% Add-on/upgrade Credit Program for OEMs

Occasionally, an end-user customer will choose to purchase an add-on or upgrade directly from HP rather than from the original OEM. In those circumstances, HP will give the OEM a 10% credit towards future purchases from HP based on the net selling price of the add-on or upgrade.

This Credit Program encourages OEMs to continue support of their customer installations and encourages OEM cooperation when an end-user decides to purchase directly from HP for add-ons and upgrades of all system types except any HP system including the HP 125, laser printers and HP software.

To be eligible, the OEM must be providing on-going support to the customer and have a current OEM Agreement with HP. The end-user's order must be within two years of the original system installation.

The OEM must submit the Request for Compensation to the end-user's sales office within 30 days of the end-user's P.O. to HP. The sales office, with the approval of the ACM, will copy the Request to Joe Rodgers at CMG. CMG will apply the credit to the OEM's account the month after receipt of payment from the end-user customer.

Multiple 40% Demo/development system discount for OEMs and Software Suppliers

To make it more attractive for Third Parties to purchase HP computer systems for internal development/conversion of applications and software, as well as for demonstrating and marketing these products to their customers, HP offers 40% discount for these systems (except for HP 3000 Series 64, which is no longer eligible). Additionally, the Third Party can buy more than one system of the

same type to demonstrate software to its customers.

The Third Party must keep the demo/development system for at least 12 months, must purchase 12 month CSS and hardware maintenance concurrently with the D/D system (except for personal computers), and must notify HP when the equipment is sold. Replacement systems can be made at the OEM discount or Volume end-user discount level or at list price for software suppliers. Additional incremental system purchases can be made at the 40% discount level. Add-ons at the 40% discount level are only applicable within four months of the original purchase date.

The current qualification guidelines and approval process still apply and the Third Party must sign a separate Software Development Agreement and Exhibit D-2 for each D/D system.

Enhanced Purchase Agreement Discount Structure for OEMs

Exhibit A-1 has been changed to incorporate the higher OEM discount schedule of Exhibit A-6 for the HP 250 allowing it to be leveraged with the HP 3000 computer system. This enhancement allows OEMs working with both system types to get higher total discount and allows for more attractive migration from the HP 250 to the HP 3000 product line.

Free Week of Training for OEMs and Software Suppliers

To encourage OEMs and Software Suppliers to maintain the technical proficiency on HP products vital to their success, HP offers Third Parties one free week of training at each contract renewal when one or more weeks are purchased. Any full-time employee of the OEM is eligible to attend any regularly scheduled class at this reduced rate.

Extended Warranty Program for OEMs

Effective November 1, HP is offering a new extended warranty for OEMs.

For qualified products, the OEM warranty is extended up to a maximum of six months. There are two provisions in the program: a) The end-user can receive from HP up to 90 days of service commencing on the date the OEM ships the qualifying product to the end-user or three months after the date HP shipped the product to the OEM, whichever occurs first; b) HP will provide warranty coverage during the time the OEM stocks the product.

The program applies to all products with warranty code of 3A, 3B, 2D defined in the HP Computer Products Warranty and Installation Terms (PN 5953-3010). (3A is 90 days parts and labor, on-site is at customer's expense; 3B is 90 days parts and labor but on-site is not available; 2D is 90 days on-site service, 8-5, Monday through Friday coverage but no installation.) The OEMs can inventory terminals, desktop computers, personal computers and associated peripherals, for example, printers, plotters and mass storage devices. This program does not apply to products that have been modified by an OEM.

Exhibit EW (P/N 5953-2279) needs to be signed by the OEM. A supply of the OEM Service labels (P/N 5957-3989) will be given to the newly signed OEM. The OEM on resale of the products will date the sticker with the reship date and give it to the end-user customer. This label is used as a "proof of purchase" label to the HP CE, verifying the start date of the end-user warranty service period.

The Third Party Program enhancements are designed to improve on the overall relationship between HP and our OEMs and Software Suppliers; to maximize installed base sales; and to maximize HP/OEM/Software Suppliers sales efforts. If you have any questions, give the Third Party Group a call (408) 996-9800.

CSD

IBM Raises Support Prices—Again

Dana Stuckwisch/CSD

IBM did it again; they raised prices on their support services by 9%! The effective date for the price hikes will be staggered, with some effective immediately and others effective in September, December, and January. IBM usually announces price changes every six months, and this was no exception. According to *Computerworld*, this was the third price increase for software and software support on selected products in the past year.

Some of the price increases included a jump in the hourly per-call service rates (during normal work hours and off hours), an increase in basic license fees for licensed programs, and a rise in the monthly local programming support charges.

So what do you get for your money? On the hardware side, a customer can select nine hours of support coverage between 7:00 am and 6:00 pm, Monday through Friday (extended coverage is available). Maintenance service includes scheduled PMs and engineering changes. Unlike HP, IBM does not specify any response times. An internal IBM guideline calls for a two-hour response, but IBM will not specify this in writing.

HP has a wide range of services that allow customers to choose the level of support they need. This provides customers with the best value for their money, and they are assured the delivery of support services that meet their unique requirements. All features of our support agreements are specified on data sheets, so the customer knows exactly what to expect when he buys service from HP. Although IBM has some standards that are established internally, the

standards are never published, and the IBM customer has no guarantee that IBM will respond to a problem within a particular time period. Other features of our support offerings, that are unavailable from IBM, include account team management, work to completion, and unique services like GUS. HP also guarantees that out-of-coverage service will be available while IBM will work on a best efforts basis only.

IBM's software support is difficult to understand. Some of IBM's support is bundled into the license fee. Also, the level of support that is available differs according to the type of software. The highest level of software support provides assistance via a toll-free telephone number that is available 24 hours-a-day. When a problem occurs, the customer contacts IBM's national support center. The support center will ask the customer to perform appropriate problem definition activities and remedial actions. If the problem cannot be resolved, IBM will dispatch a Program Support Representative (PSR) to the site. Software updates are applied to the current release of the software *by the customer*, at the customer's discretion. While IBM has a number of services which appear to be given to the customer without charge, IBM is actively moving toward unbundling their services and charging for them.

Many of the winning factors for HP hardware support also apply to HP software support—broad range of documented services, account management, consistent product offering across product lines, and no bundled services. Another important factor is the assured availability of SE assistance. Since IBM uses SEs as marketing personnel, a customer is never guaranteed of having an SE when needed. HP views software support as an integral part of our business; at IBM software support seems to be only a backup for selling hardware. In addition IBM machines require at

least one systems programmer to operate the equipment. With CSS, a customer's need for a systems programmer is greatly diminished, if not eliminated all together.

If IBM has so many weaknesses, why is it so difficult to sell against them? IBM's size allows them to do whatever they want. IBM often is not consistent with their programs across customers. Depending on the marketing potential of a customer, IBM can and will vary the amount of assistance that the customer receives. HP can not tell in any given situation what IBM will do. Ask your customers what IBM is willing to commit to them on paper.

The chart below compares a 4331 with a Model 44. As you can see, we have them beat on a price basis, and these prices don't even take into consideration the cost of a systems programmer. And the level of support that an HP customer receives is much better than that of an IBM customer.

If you have any questions about IBM's support offerings, call Dana Stuckwisch at 408/996-9383, ext. 2766.

System Configuration	HP	IBM
CPU	3000/44	4331/1
Memory	1 MB	1 MB
Tape	1600 BPI	1600 BPI
Disc	404 MB	257 MB
Printer	1000 LPM	1100 LPM
Operating System	MPE-IV	DOS/VSE
DBMS	IMAGE	CICS, DL/1
Forms Management	VIEW	DBMS/CICS
Cobol & Fortran	Yes	Yes
Datacomm	DS	ACF/VTAM
Hardware Agreement Features		
Response Time	4 hours	No quote
Travel Radius	100 miles	No Quote
Hours of Coverage	8 am-9 pm	7 am-6 pm (9 hours)
Full Coverage Uplift	40%	39+ %
Work to Completion	No Charge	Extra
Account CE	Yes	No quote
Software Agreement Features		
Account SE	Yes	No quote
PICS	Area	Central
Updates	Yes	Yes
Service Costs		
Hardware Configuration	\$207,747	\$237,091
MMC	1,690	1,659.5
Software Configuration	12,050	27,792/year
MMC	780	651
Five Year Cost of Ownership	\$367,997	\$515,878

CSO

Be Sure Your Customers Get the *Computer Users Catalog*

Scott Anderson/CSO

Now more than ever the *Computer Users Catalog* helps substantiate HP's "total solution" sales theme. Featured within its 68 pages are over 800 supply items, accessories, software packs and add-on hardware products.

New products/supplies matrices make it even easier for customers to quickly, accurately select what they need. Over 200 new products are offered, including hardware and software enhancements for desktop/personal computers, ergonomic chairs, books and a range of carrying cases.

In the US and many other countries (UK, Germany, France, Netherlands), ordering from the catalog is simply a matter of calling a phone order specialist on one of our direct phone lines. Confirmation of price and availability occurs while the customer is on the line, and shipment is off-the-

shelf for many items.

The US edition stresses the convenience of HP's bundled freight policy, a real price benefit.

Catalog availability

Advance copies of the *Computer Users Catalog* have been distributed to the sales organization and to the CSO customer list. A second edition supporting the Personal Computer Event has a 12 page insert featuring many new personal computer supplies and accessories, and handheld calculators/computers. This edition may be ordered starting the first week of November.

Specify the following numbers when ordering the *Computer Users Catalog* from Corporate Literature

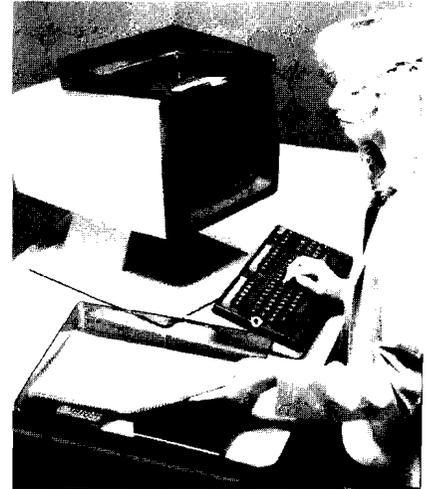
Distribution:

US - 5953-2450 (D)

Int'l - 5953-2450

Increase Operators' Efficiency with CRT Trays

Dan Brumm/CSO



Let your customers know the solution to work station clutter is here! HP's new smoked acrylic CRT tray (Part No. 92171H) allows work documents to be neatly stacked on top of your customers' 262X or 264X-Series terminals.

Easy to use. The tray has an open front and a handy thumb notch for easy access to contents.

Stays in place. Rubber feet keep the CRT tray securely in place on top of HP terminals. The curved front lip of the tray also hooks over the edge of work surfaces to organize the inflow and outflow of paperwork around terminals.

Holds up to 132-columns printout. Tray measures 16 in. (41 cm) W x 12 in. (30.5 cm) D x 2.5 in. (6.4 cm) H.

It's easy for your customers to order the CRT tray. US customers call 800-538-8787 toll free. In California, Alaska, and Hawaii, 408-738-4133. In Germany call (07031) 667-829. Elsewhere, customers should contact their local sales office (CRT tray is \$20 - US domestic price).



More than 800 items are featured in latest edition of the full-color, 68 page *Computer Users Catalog*.

CSE

Computer Support Europe Marketing Expands

Maurice Poizat/CSE

It is almost a year since CSE Marketing was created at Grenoble, France. Here's who belongs to the group today:

Maurice Poizat: SEO/CEO Marketing Manager, previously Product Support Manager for Grenoble Terminals Division. Speaks French and English.

Véronique Roger: Secretary. Speaks French, English and Spanish.

Gérard Renault: Marcom Coordinator, previously worked for his own business in graphics art and publication. Speaks French and English.

Marc Jourdan: Support/Service Engineer. Previously a CE in the UK, and then an instructor at Grenoble CE Training Center. Speaks French and English.

Bernt Kristiansen: SEO Product Marketing Engineer. Graduate of Ecole Centrale de Paris, and MBA at Stanford University. Speaks Norwegian, French, English and German.

We all are here to help you earn more business, and expand our base of satisfied and loyal customers.

Cooperative Support Program for Europe

Maurice Poizat/CSE

Your OEMs and select customers, who wish to maintain some of their HP products themselves, will be glad that you can now offer them the Cooperative Support Program.

This program gives them access to a series of services tailored to their needs:

Maintenance Training up to a level equivalent to level 200 for our HP CEs. Standard courses are scheduled at CSD Cupertino, and CSE Grenoble. Maintenance training is a prerequisite for other services below.

Assembly exchange service gives those eligible customers access to the Board Exchange Program.

Hardware Subscription Service (HSS), provides a Maintenance Newsletter, Service Notes and Service Manual Updates.

Technical Assistance Service (TAS) includes HSS, as well as:

- A hardware PICS service to obtain assistance from the account CE through the telephone
- An improved response time for an on-site assistance of an HP CE, if need be. This on-site intervention will be at the prevailing T & M rates
- Account-management that involves an account CE, to coordinate all customer's requests, and to visit the customer's site on a yearly basis.

For more information, see the following literature:

- Sales Training Manual (contact Gérard Renault at CSE)
- HSS Data Sheet P/N 5953-7196

- TAS Data Sheet P/N 5953-7194
- Exhibit 2H to the CSSA for HSS
- Exhibit 2J to the CSSA for TAS
- Manual Update option guide P/N 5953-7192

NOTE: The implementation of the Cooperative Support Program is coordinated by your Area/Country CE Manager on a case-by-case basis.

Access to the program depends on the availability of the resources that your customer might require. For certain multinational customers, you may need to get commitments from region headquarters before offering the program. As an example, if equipment maintained under this program is going to be installed in a country where HP does not have full-fledged support capabilities, make sure that your support planning process involves HPSE CE Management at Geneva or HP ICON CE Management at Palo Alto, as appropriate.

If you need help, contact either CSD Sales Development at Cupertino (Bob Fillhouer) or CSE Marketing at Grenoble (Maurice Poizat).



TCG

HP 1000 Model 6 is the One!

Bojana Fazarinc/TCG

Last month, a new ad began appearing in *Electronic News* positioning the HP 1000 A-Series Model 6 as a low-cost, high-performance alternative to DEC's microsystems.

The ad's message is directed at engineering managers and systems designers at hardware OEM companies. However, the long string of Model 6 features should get the atten-

tion of large company system designers and manufacturing environment cluster supervisors, too.

Watch for the ad also in *Mini-Micro Systems*, *Datamation*, and *Computer Design* for the next several months. This is another non-personal selling effort from TCG. Please let us know how else we can support you.

able since August 1, 1982 and is currently shipping. Revision C'82 enables RTE-6/VM to fully support Symbolic Debug/1000.

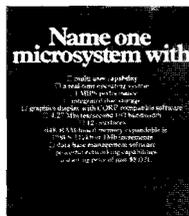
LINK loader and Symbolic Debug/1000, in conjunction with the Extended Code Space and Session Monitor capabilities, make RTE-6/VM the friendliest, most powerful operating system for program development applications on the HP 1000.

RTE-6/VM Bulk Upgrade for All Users

Jim Williams/DSD

On the November CPL, two new products will appear that allow customers with many HP 1000 M/E/F systems, that are not on software services, to upgrade to RTE-6/VM. And at an excellent price. These products are 92087A, which consists of the RTE-6/VM software and the Bulk Upgrade License, and 92088A, which is the upgrade kit containing the firmware and manuals. These products are the same as 92085A and 92086A, which were offered to customers on software services. The SR is responsible for qualifying a large customer for the correct product pair and ensuring that the 92085A/92086A product order contains the CSS/SSS product HEART order number in the special instructions section.

The economic break-even point for the upgrade is 15 systems, the same as for the 92085A/92086A products. Ordering requirements are the same except for deletion of the requirement for the software services order number. These products should allow you to sell some of our larger customers, who do their own service, on the excellent opportunity to upgrade their systems to the most powerful operating system available on the HP 1000.



This is the one.



DSD

HP 82905B Printer Problem

Peter Philipp/DSD

The HP 82905B Printer from Personal Computer Division causes other devices connected to the same HP 1000 A-/L-Series HP-IB interface to lock-up. The reason for this locking-up appears to be related to a mismatch in data rates on the 12009A HP-IB interface and the rate at which the printer can accept data. PCD is currently investigating the cause and possible fixes for the lock-up.

Until the problem is fixed, the 82905B printer will require its own dedicated HP-IB interface when used on the A-/L-Series computers. If you have any questions, call DSD Sales Development.

Enhancements to RTE-6/VM

Jim Williams/DSD

All RTE-6/VM customers on software services (CSS or SSS) will receive the extremely fast LINK loader with the Revision C'82 (PCO 2226) software update. This loader realizes a three to ten times performance improvement over LOADR on RTE-6/VM. It is capable of handling programs segmented under a single-level segmentation scheme using "EXEC 8" calls. The use of this loader has had a tremendous effect on productivity in the DSD software development lab, and should be well received by our large installed base of RTE-6/VM customers.

Another tool offered on RTE-6/VM to increase programmer productivity substantially is the Symbolic Debug/1000. This powerful and friendly source-level debugger has been avail-

Product Obsolescence

Jim Pinsky/DSD

Due to low volume, the following list of products will be removed from the November 1983 Corporate Price List. This is consistent with our policy of one year notification of obsolescence.

Note, the obsolescence of the following products does not indicate any general obsolescence of the M/E/F product line. The M/E/F product line is healthy and being enhanced. For

reference, read the M/E/F futures article in the October 1, 1982 *Computer News*. (Note: An option can be obsoleted by itself, and will be marked as so.)

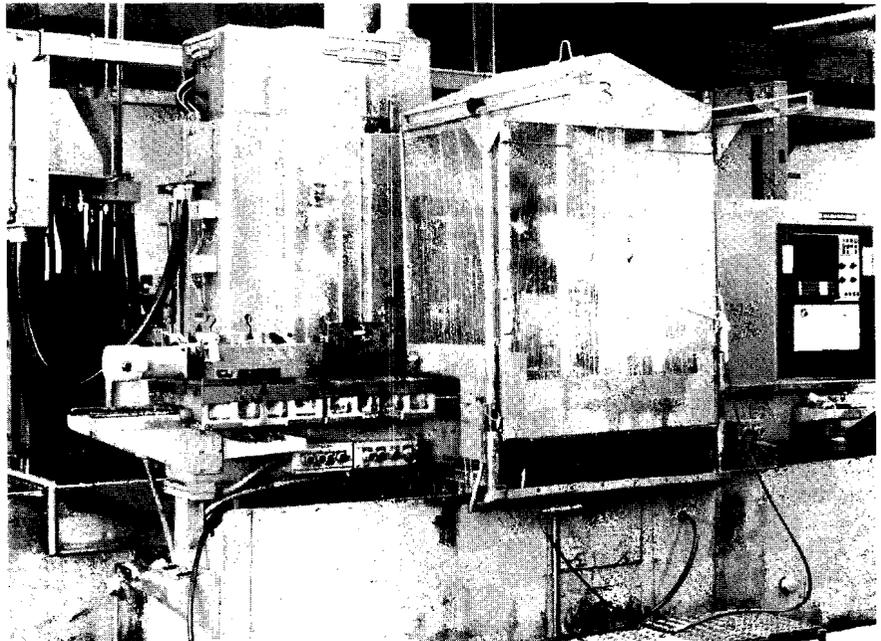
PRODUCT NO.	DESCRIPTION	PRODUCT NO.	DESCRIPTION
12587B	Async Modem I/F	2108B	M-Series Box w/no Memory 230V
12674B	Writing Surface	+015	
12676B	Fixed Shelf - 2 Bay	2108K	M-Series Board Computer
+001	Rounded Corners	2108M	
+010	Extra Deep	Opt. 300 only	Minirack
12692B	Instrument Slides	2109E	
+002	3½" Instruments	Opt. 300 only	Minirack
+003	> 3½" Instruments	2111F	
12728A	M-Documentation Bit	Opt. 300 only	Minirack
12728D	8-Slot Card Cage	2112B	M-Series Box w/no Memory 230V
12732A	9885 Flex Disc Subsystem	+015	
+001	Desktop Option	2112M	M-Series Box
+015	230V	+013	Sub in 64K
12739B	3-Connector Memory Cable	+014	Delete Memory
12739E	6-Connector Memory Cable	+015	+230V
12823F	F-Firmware Upgrade Bit	2112M	
12824A	Upgrade Disc for V15 for RTE-IVB	Opt. 300 only	Minirack
Opt. 01 only		2113E	
12824A	S/W only for VIS for RTE-IVB	Opt. 300 only	Minirack
Opt. 02 only		2117F	
12920B	Modem Support for 16 channel	Opt. 301 only	Minirack
Opt. 01 only	Async MUX	2117F	
12926A	2895A Subsystem	Opt. 302 only	Minirack
+423	BCS Driver	29421A	Desk Style Cabinet
+424	510 Driver	+015	+230V
12968A	2640 Cable for Async I/F	29434A	System Tables
Opt. 01 only		40010A	Lifting Fixture
12968	2749 Cable for Async I/F	40017A	29402B Stabilizer
Opt. 03 only		92852E	E-Series RTE-IV Upgrade
12990B	Memory Extender	+001	For 2102E Controller
+015	230V	+002	For 2109 Backplane
12992A	Field Upgrade Kit	92852M	M-Series RTE-IV Upgrade
13047A	Verification ROMs for M UCS	+002	For 2108
Opt. 01 only			

Machine Shop Automation: A Videotape

Randy Englund/DSD

To help you sell into automation applications, DSD Sales Development has produced a video tape to show what HP's Stanford Park Division (SPD) Fab Shop has accomplished using standard capabilities of the HP 1000. The aim is to depict both automation in action and how HP computer products can be used to help improve quality, productivity, and asset management in manufacturing.

One of the many applications for HP 1000 computers is in machine monitoring and control. It is estimated that 100 Distributed Numerical Control (DNC) systems are installed monthly in the US and that the machine control market is growing 50% annually. The SPD Fab Shop has developed a sophisticated DNC system built around a single HP 1000



One of the computer numerically-controlled milling machines shown in the video tape.



John McCabe, Systems Manager, describes his efforts in setting up SPD's DNC system.

functioning as a supervisory control system. The same computer also serves other functions for the shop in the areas of data collection, CAD/CAM, and report generation.

The *target market* for the Fab Shop application video tape is machine shop managers who:

- Are interested in what automation projects have been accomplished in other shops
- Want to know who, what, and how long it takes to automate
- Need to identify benefits so projects can be justified.

Sophisticated users will find that the tape helps them relate to various levels of automation. Unsophisticated users will get the most benefit from the video tape because it presents a range of automation ideas. Persons completely unknowledgeable about machine shops will be very interested

because it visually presents generic concepts of control, information flow, and a hierarchy of computers in manufacturing that are relevant to all projects.

In addition to addressing the target market, other *objectives* of the video tape are:

- Identify HP as a state-of-the-art user of machine tool technology so we have credibility in supplying computers to machine shops
- Serve as an introductory tutorial for SRs who have potential machine shop customers.

The tape runs 13 minutes, with testimonials from managers, programmers, and operators about problems, solutions, benefits, and efforts invested in their system. Additional details are provided on a one-page summary and in a detailed write-up supplied with each tape.

Order the video tape, "Factory and Plant Automation: Distributed Numerical Control," and supplementary information by transmitting a HEART I2 order for tape number 90650RZ. Transfer cost is \$46.

Technical DCD

Save Customers Money on Added Discs for HP 9845

Chris Van Woerkom/DCD

The 09845-10840 Backup Utility for backing up Command Set 80 discs on the HP 9845 has several "unadvertised" features that may help you sell that second disc for your customer's desktop. This utility has the capability to do full-speed backup to any Linus tape drive connected on the same HP-IB port.

This means that if you want to connect two Command Set 80 discs (HP 7908, 7911, or 7912) on one HP-IB, you can save your customer \$2000 by deleting the second tape drive. To do this, order delete Option 140 when ordering the second disc. The backup utility works for any combination of 7908, 11, and 12 disc drives; you simply need to install the correct length tape when doing your backup. The backup will run at about 2Mb per second, and requires no CPU resources once the program has started running.

Support of the 7911 and 7912 on the 9845 has not been widely publicized up to now, but these drives, as well as the 7908, can connect to the 9845. By selling the 7911 and 7912, plus taking advantage of the delete option, you can now offer an economical solution to customers with larger mass storage requirements.

RVD

HP 12566C Now Fully Compatible with Old Microcircuit Interface Card

Bob Bessin/RVD

The HP 12566C Microcircuit Interface Card has been changed to remove a design error. This error caused a bug when using the gated output mode. The 12566C was backward compatible with its predecessor, the 12566B, except for the gated output mode problem.

Now that the 12566C has been redesigned, the 12566C is fully backward compatible with the 12566B and must be used instead of the 12566B, which has been obsoleted. The new 12566C card will be shipped starting November 1, with part number 12566-60032 (the old 12566C had part number 12566-60031). If you have any other questions about the new 12566C, contact Roseville Sales Development.

BDD

Mechanical Engineering Software Successfully Launched in Europe

Mike Tupper/BDD

September saw feverish activity at the home of the ME Software Development Group in Boeblingen. Two new software packages, Finite Elements and Numerical Control, were introduced on the HP 9836A Desktop Computer in a European NPT to SRs and customers.

Three four-person teams covered Europe. Because the software products put HP into new areas, each marketing team was fully supported by a member of BDD's R&D lab.

In line with BDD's charter of developing application systems for increasing engineering productivity in the computer-aided engineering-mechanical engineering (CAE-ME) market, these packages are the first of a series of system modules for various CAE-ME applications.

Finite element (FE) analysis helps engineers to determine how a given structure will react under specified

conditions; for example, when subjected to external forces or heat. The advantage is that a product can be thoroughly tested while still in its conceptual stage. This saves time and money when compared with the conventional method of building models. The HP system, based on the well-known finite element displacements method, provides a solution for displacements and stresses for a wide range of structural types and loading conditions.

The market for FE analysis is expanding fast, and its image is changing from a lab technique to an industrial tool. As a result, HP's powerful, low-cost solution should give us a powerful start in those traditional mechanical engineering areas.

Our Numerical Control (NC) package, which also runs on the 9836A, lets you program parts for most NC machine tool technologies. For the layman, an NC tool is a machine that automatically manufactures the required workpiece. The main difference between NC and conventional machining is in the method of control. A conventional machine requires an operator to feed it the necessary information, while an NC machine is automatically controlled.

The manual method is time consuming. Geometrical data must be calculated manually and typed on a

teletype to generate the paper tape. In contrast, the NC programming system provides software routines to relieve the programmer of mathematical calculations and NC coding, giving him more time to concentrate on the manufacturing process, and optimizing NC productivity.

The end result of a programmed operation is normally a punched tape that is run on the control unit to drive an NC machine. The HP system includes such refinements as a built-in postprocessor generator to fine-tune your control system, powerful geometric instructions and typing error detection, and data storage for automatic determination of optimum feed rate and cutting speed. With these features, plus macros for frequently-used functions and "family-part programming" to allow the creation of new versions of existing workpieces, our friendly system guarantees a greater throughput and higher quality compared with the slow and error-prone manual method.

Future modules from the BDD labs will allow a complete CAE-ME solution to be compiled, from geometric modeling to automatic NC tape preparation. This modular concept provides a growth path to allow a step-by-step approach to factory automation.



TCG

Major Personal Computation Promotion Launched

Susan Curtis/CPG and
Bojana Fazarinc/TCG

To reinforce HP's commitment to the personal computation program, a major promotional campaign has been developed to assist you in selling our personal computation products.

The entire campaign, consisting of a PR program, our advertising program, a theme video, a management brochure, seminars and posters, is based on the overall theme — "The Right Tool for the Job."

A tremendous amount of time and effort was dedicated to making this promotional campaign synergistic. The result is that each campaign component contributes to the whole, creating a mass impact.

PR Program

The first phase of this promotional campaign has been launched with an aggressive PR program. Designed to achieve a quantum leap in awareness and preference for HP's new personal computation products, the program included press tours for key media, including *Personal Computing* and *Electronic Design*, as well as advance press briefings for other media.

Advertising Program

Another major portion of the campaign will be launched in November with three new advertisements scheduled for major business trade journals. Intended to establish HP as the preeminent supplier of personal computers for professionals, the three new ads are expected to maximize direct sales leads and retail activity.

This program represents the largest single investment HP has made in support of one particular advertising program.

Theme Video

A Personal Computation Customer Video Tape shown in the teleconference is available for your use in sales situations. The video is end-user oriented and uses an applications approach to position HP's six series of personal computation products in the marketplace. Copies of the video are being mailed to your Field Marketing Manager. Additional copies may be ordered through Corporate TV, P/N 90696R.

Management Brochure

To assist customers in selecting HP as their personal computation vendor, a brochure is now available. Entitled *Choosing the Right Tool for the Job*, the brochure describes the broad range of personal computation products available. It is designed to serve as the response piece for the advertising program, a direct sales tool for SRs, and a point-of-sale merchandizer for dealers.

Copies of the brochure are being mailed to you November 1. Additional copies can be obtained from the Corporate Literature Center in Palo Alto (P/N 5953-7836).

Customer Seminar Program

A customer seminar program has also been developed to introduce your customers to the full spectrum of personal computation products now being offered by HP.

The program is modular to allow for the incorporation of new products as they are introduced. A Seminar Planning Kit has been mailed to your Field Marketing Managers. The kit includes several items designed to assist you in seminar planning and execution, including:

- A Logistics Summary
- Sample Invitations
- Action Item Checklist
- Customer Seminar and Teleconference Synopsis
- Consignment Ordering Information (including demonstration software).

Three New Ads Create Mass Impact for HP Personal Computing Line

Bojana Fazarinc/TCG

Intro Ad

Directed to technical and business professionals in small, medium and large companies, this ad introduces HP's top-of-the-line personal computers — the HP-75, HP 120 and the Series 200 Model 16.

True to the HP personal computing theme — Right Tool for the Job — this ad positions the three new products as the computer for the professional on the move (75), the personal office computer (120), and the personal technical computer (16). The ad reinforces two other ads also scheduled to appear through the 1st Quarter.

Range Ad

This ad positions HP as a company that offers the broadest range of specialized personal computation tools for business and technical professionals. It promotes the advantages of HP's six series of specialized computers vs. the competitors' one-size-fits-all computers.

Features Ad

There are over a hundred personal computers on the market these days. This tutorial ad suggests seven specific features to think about when

Personal Computers

selecting a personal computer — features that also make our HP personal computer unique and desirable.

As in the Range and Intro ads, this one also addresses the Right Tool for

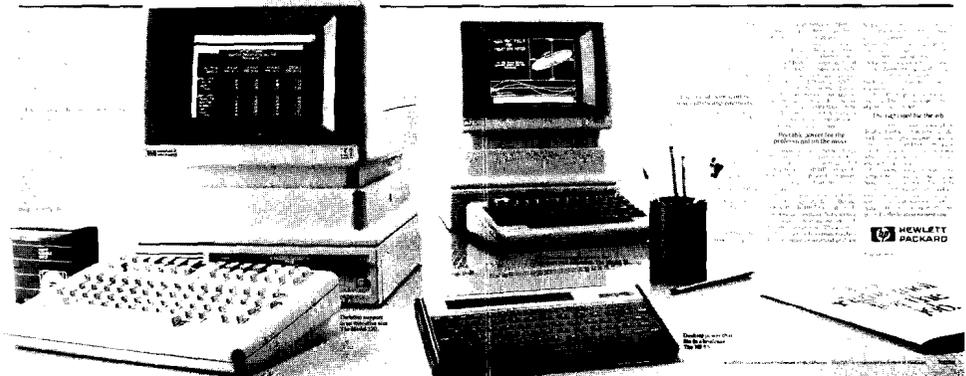
the Job theme and merchandises the new 20-pg. brochure — *Choosing the Right Tool for the Job*.

Scheduled to begin appearing in a variety of publications, these ads

include an (800) toll-free number for nearest locations of sales offices and dealers.

How personal can a computer be?
Hewlett-Packard has three completely new answers.

Introducing desktop decision support for managers. A new tool powerful enough for engineers. And a way to take your office anywhere you go.



Hewlett-Packard on personal computing

Seven ways to tell if you're buying a professional tool. Or something else.

Hewlett-Packard on personal computing

Why settle for a one-size-fits-all computer? Now you can have the right tool for the job.



PERSONAL COMPUTING MEDIA SCHEDULE*

PUBLICATION	NOVEMBER DATE AD	DECEMBER DATE AD	JANUARY DATE AD	FEBRUARY DATE AD
Wall St. Journal	3 Feature	14 Feature	20 Feature	10 Range
	5 Feature	15 Intro	25 Intro	24 Feature
	11 Intro	16 Range		
	12 Range	7/8/9 Dawn		
	15 Intro			
Business Week	9 Range			
	15 Intro	6 Intro	1/ Range	14 Intro
	15 Feature	20 Feature		
U.S. News	22 Range			
	22 Feature		17 Intro	21 Range
Fortune	15 Intro	13 Range		7 Feature
	15 Feature			
Newsweek PM	15 Feature		24 Intro	28 Range
	22 Feature		17 Intro	21 Range
ComputerWorld	8 Intro		10 Intro	7 Range
	15 Range			14 Range
	17 Intro			14 Intro
Electronics**	30 Range	15 Intro		
	16 Intro			
	16 Feature			
Engineering News Record**	18 Intro			
	18 Feature			
	25 Range			
Machine Design	25 Intro	9 Range	18 Intro	
	25 Feature			
Industrial R&D		1 Intro	1 Range	1 Intro
		1 Intro		
P/M Network			1 Intro	1 Tech Feat

For reprints of these ads, please contact Bojana Fazarinc at TCG 408-257-7000 X2043.

Personal **DCD**

Introducing the HP Series 200

John Boose/DCD

With our new product introductions this month, we have redesignated our 68000 microprocessor-based computer family as Series 200 Personal Technical Computers. This is a reflection of our commitment to the widest array of 68000-based products within the industry from a single company. The Series 200 nomenclature will be particularly useful when describing DCD's family in CAE applications involving Shared Resource Management.

In our promotional literature we will begin referring to the 9826 and 9836 as Series 200 Model 26 and Model 36 respectively. However, product numbers for ordering information will continue to remain the 9826 and 9836. You will notice a gradual transition to the use of the Series 200 designation in our manuals.

The HP Model 16: It's the Growth Path That Counts

Bill Boehm/DCD



The new HP Series 200 Model 16 Personal Technical Computer

November marks the introduction of DCD's Series 200 Model 16 Personal Technical Computer. You've already received the Model 16 Sales Training Manual — please take time to read it. You'll find a wealth of reference material there, in addition to product, market, and merchandising overviews. Your office should already have its demo unit by now — DCD shipped more than 200 consignment units before you received this newsletter.

The Model 16 provides an overwhelming contribution in features and capabilities. DCD has packed an impressive amount of capability into a product that takes up a remarkably small amount of space. For example:

- MC 68000 16-bit external, 32-bit internal architecture
- Up to 3/4Mb RAM; up to 4.6Mb with the 9888A Bus Expander
- 80-character x 25-line alpha and 300V x 400H graphics display
- Built-in HP-IB and RS-232
- Two backplane slots for Series 200 interfaces and memory boards
- Full support of Series 200 language systems and application software.

A typical standalone BASIC system is only \$8200 US, freight bundled, including 9816S with 1/2Mb RAM, RAM-based BASIC 2.0; 9121D Dual 3-1/2" Flexible Disc Drive; and 82905B Serial Impact Printer with cable.



As a standalone personal technical computer, the Model 16 is a real winner, but its true contribution comes from its commitment to your customer's growth path. No other 68000-based computer provides the Model 16's investment protection.

Make your end user, major, and OEM accounts aware of Series 200 language system and software compatibility. A customer's initial software investment with the Model 16 actually buys into the entire Series 200. Without effort, the Model 16 expands an OEM's Model 26/36 product line. With BASIC, compatibility extends all the way up to HP's 32-bit workstations.

For you, the Model 16's commitment to networking means multiple unit sales. Major accounts and OEMs previewing the Model 16 were won over by the ability to tie multiple Model 16s together with Shared Resource Management. Also, terminal emulation opens the door to centralized computing resources that may already exist.

Shared Resource Management can mean single sales of up to \$100,000 for you. If the customer doesn't want to spend that much at first, then promote Model 16 standalone systems. To customers, it's less money at the start. To you, it's that foot-in-the-door to fill the funnel for future workstation and Shared Resource Management sales.

The Model 16's commitment to provide a growth path is consistent with DCD's philosophy. Many manufacturers can offer standalone personal computers, but no other vendor provides one with the Model 16's growth path. The Model 16 proves that a personal technical computer and MPN do not have to be mutually exclusive.

The Model 16 Personal Technical Computer is the personal computer you can grow into, not out of.

HP 9826/36 Utility Software P/N Changes

Kathy Miner/DCD

Effective November 1, utility software packs for the HP 9826 and 9836 have new part numbers. The new part-numbering scheme uses an "09800" prefix to signify that the pack runs on all models of the Series 200 Computer. The suffix of the 10-digit part number uses a 3, 5, or 6 in the third digit to signify media options, as follows:

09800-XX3X0 Utility software pack on 3-1/2" disc
 09800-XX5X0 Utility software pack on 5-1/4" disc for external drive
 09800-XX6X0 Utility software pack on 5-1/4" disc for internal drive
 Following is a table of part number changes. After November 1, the new numbers will replace the current ones on the Corporate parts price list.

Utility Pack Title	Current P/N	New P/N	Changes to Pack*
BASIC Utilities Library**	09836-10000	09800-10300 09800-10500 09800-10600	yes
HPL Utilities**	09826-10059	09800-10359 09800-10559 09800-10659	yes
BASIC Language Translator	09836-10190	09800-10390 09800-10590 09800-10690	yes
HPL FFT Binary	09836-10050	09800-10350 09800-10550 09800-10650	no
SRM Access Pack (Binary)	09826-10020	09800-10320 09800-10520 09800-10620	no

*Changes are being made to the code and/or manual to allow the pack to run on new products.

**This pack is shipped with the appropriate operating system option.

PCD

Free Software With Every HP-86 And HP-87

Mike Steed/PCD

Every HP-86 and HP-87 sold comes with a free "Demonstration Disc" which includes useful software, BASIC language enhancements, and solutions to often encountered problems. A few examples are listed below.

The HP-86 would work fine for me with one disc drive, except there's no way to back up my discs.

Thanks to the ROM-based BASIC and operating system on Series 80, you don't need a second disc drive for the operating system. All of our "native mode" software requires only one drive to run, with the exception of FILE/80 and Peachtree Accounting. Now, with the BACKUP utility on the Demonstration Disc (rev. C or greater), you can make whole-disc copies with only one disc drive. It's simple and fast — just load and run BACKUP and follow instructions. Your original disc will be loaded into memory, or as much of it as will fit. Then the program prompts you to install the backup disc. You may have to swap the discs back and forth two or three times, depending on how full the disc is, and how much memory is installed in the computer. The program prevents you from accidentally installing the wrong disc, so it's as foolproof as copying with two disc drives.

I'm thinking of buying an HP-87, but I don't feel that I know enough about it to make an intelligent choice on software. How can I get a feel for the machine first?

There's enough software on the Demonstration Disc to get you started and give you a feel for what software you'll want to get later. In particular, the CARDFILE program can be used either as a text editor or a small-scale file manager. For text editing, you can enter and edit documents up to about four pages long. It's not a word processor because editing is within single lines only, but you can correct mistakes and rearrange lines before printing. As a file manager, CARDFILE can handle 200 records of about 70 characters each, and sort or select by element. It's suitable for something the size of a personal mailing list.

Series 80 BASIC is super, but I wish it had a few other capabilities.

We've got several different ROMs available which all add commands to the BASIC language. But check out the binary programs on the Demonstration Disc too — the four binaries add a total of twenty BASIC commands. Binaries work just like ROMs, and remember, on the HP-86/87 you can have up to five binaries and one BASIC program in memory simultaneously. These binaries allow you to:

- Move the cursor and read from or write to any location on the display
- "Lock out" the keyboard, and collect all keystrokes in a buffer for later use

- Speed up graphics labels and selectively clear the graphics screen
- Merge two BASIC programs together
- Dump graphics from the display to a dot-matrix printer (identical to DUMP GRAPHICS on the Plotter ROM)
- Determine the model number of the computer, disc drive, or plotter
- Find how much space is available on a disc.

How can I get a feel for BASIC programming on the HP-86/87?

Many of the programs on the Demonstration Disc are full of comments, so you can list them and get a description of the programming techniques used. For comprehensive instruction, get the BASIC Training Pac.

Sprechen Sie Deutsch?

The PIE (or PIE-86) program on the Demonstration Disc makes pie charts, and is multi-lingual in English, French, German, Italian, and Spanish. Other programs with an international flavor include MUSIC which plays various national anthems, and FEATURES which displays logos of European companies.

Where can I learn more about the Demonstration Disc?

The Demonstration Disc is self-documenting — just follow the instructions on the disc jacket. The CARDFILE program is used to print or display an overall description of the disc, or a description of the binary programs.

POD

Announcing the HP 120 Personal Office Computer

Linda Lazor/POD



HP 120 personal office computer from Hewlett-Packard occupies less desk space than open loose-leaf binder.

The HP 120 is an exciting new personal computer which sets an industry standard for small footprint. The entire system — display, electronics, keyboard, and disc drives — takes up only 1.7 square feet, about the same

amount of desk space as an open looseleaf binder.

The HP 120 has excellent human factors. The display has been improved over the 2382A to have both higher

contrast and improved character quality. A short HP-IB cable is shipped with every system to manage the amount of cable needed to connect disc drives. A power cord to connect disc drives underneath the HP 120 lets the user turn on the system by pressing a single switch. Display tilt and a swivel base are accessories orderable from CSO which will minimize glare from overhead lighting and allow your customers to adjust the system for comfortable use.

The same application software, programs, data, and peripherals on the HP 125 are supported on the HP 120. Customers now have a choice of two personal computers for their application requirements.

Both Series 100 Personal Office Computers are tools to help managers, business professionals, and administrative personnel perform day-to-day tasks more effectively. Software solutions include word processing, decision support, information management, graphics presentation, and accounting. Newly enhanced communications software (DSN/LINK) allows customers to transfer files between host systems and the Series 100.

Reduced entry level prices for the HP 120 and HP 125 are \$4,550 for a dual disc system (9121D). A new operating system which supports single disc configurations of the HP 120 and the B version of the HP 125 will be available in January. This provides you with an entry level system priced under \$4,000.

Introducing the HP 125 "B"

Dave Melin/POD

In November, a "B" version of the HP 125 will be orderable. The 125B is compatible with the 125A. All software programs developed for the 125A will run on the 125B. The 45500B has incorporated several new features introduced with the HP 120:

Improved Keyboard. The HP 125B uses an extended version of the HP 120 keyboard. The key positions on the 125B are the same as on the 125A, but the new keycaps are "sculptured" to make typing a more comfortable task. Dished "home" keys make tactal key location possible.

New Utilities*. Standard utilities have been added or enhanced to simplify disc functions.

- The new Welcome utility lets you install any Series 100 program and have it accessible from user defined Welcome Menu function keys.
- Series 100/Back Up allows files larger than 248Kb to be backed up.

82905B National Character Support is standard with the 82905B dot matrix printer.

New Smaller-Sized Documentation* bound in looseleaf notebooks looks great and improves the usability of Series 100 documentation.

*Available on HP 125 "A" as operating system updates through CSO.

HP 125A Software Prices Plunge

Dave Melin/POD

Now is the time for your customers to buy 125A software! On November 1, prices of these packages were reduced dramatically:

Product	Price	
	Current	New
WORD/125 (45533A):	\$500	\$375
VisiCalc®/125 (45531A):	200	150
GRAPHICS/125 (45532A):	200	150
LINK/125 (45534A):	130	100

"B" versions of WORD, VisiCalc®, and GRAPHICS will include new documentation. Series 100/WORD also has been enhanced to support the new dual bin sheet feeder on the 2601A. Series 100/GRAPHICS supports vertical slides on the HP 7470A, and has been enhanced to support additional flexibility in text slides and graphs. A new communications application will be available December 1 (DSN/LINK).

Supply of "A" software is limited to the stock on hand, so get your orders in while they last! All software shipped after November 1 will reflect the new prices. Contact Personal Office Computer Division (formerly GSD) for availability.

VisiCalc is a registered trademark of VisiCorp.

Free Software with HP 125As

Dave Melin/POD

Beginning November 1, all HP 125As shipped will include, at no extra cost, these software packages:

- WORD/125 (45533A) Word Processing
- VisiCalc®/125 (45531A) Spread Sheet
- GRAPHICS/125 (45532A)
- LINK/125 (45534A) Datacommunication Software.

This bundling of software represents a savings of \$1025 over the same products shipped previously! This offer is only good while they last, so get your orders in as soon as possible. Your customers won't want to miss out on a value like this. For supply information, contact Personal Office Computer Division Order Processing.

How to Get Your WordStar®/125 Support Kit

Curt Gowan/POD

WordStar® is an industry-standard word processing product for personal computers. The WordStar/125 Family is a set of HP PLUS Distributed software products for the HP 125. It consists of the WordStar/125 Word Processing System modified to use soft keys — plus a spelling checker program, SpellStar™/125, and a mailing program. MailMerge™/125.

All HP 125 distributed HP PLUS products are supported — either by HP or by the original software author. This particular HP PLUS distributed product will be supported by HP as part of the 45530K HP 125 Base System SIS. Backup support is provided to the field by POD. (A Draft Support Plan has been distributed by CSD.)

WordStar/125 Support Kit

The WordStar/125 Support Kit (45560X Option 222) contains everything you need to demonstrate and support the product:

PRODUCT	P/N
WordStar Disc	(not orderable)
SpellStar Disc	(not orderable)
MailMerge Disc	(not orderable)
WordStar Reference Manual	45560-90001
WordStar Tutorial Manual	45560-90002
WordStar Quick Reference Card	45560-90003
SpellStar Reference Manual	45561-90001
MailMerge Reference Manual	45562-90001
WordStar Family Demo Guide	(not orderable)
*WordStar Family Support Guide	(not orderable)
*WordStar Family Instructor Guide	(not orderable)

*Note: not included in standard 45560X Demo Kit

The Support Kit (45560X-Opt 222) is only orderable for HP internal use; it is not orderable by dealers or other trade customers. (The standard 45560X Demo Kit is on the CPL, so that dealers can purchase it — limit of one kit per dealer location.)

Subscription Distribution

Based on what POD and SDC learned in the Condor distribution, WordStar is being handled differently from Condor in several respects:

- To make better use of the available kits, CSD and SDC are setting up a new PICS Center Subscription Service. The material will be addressed to the PICS Coordinator at each of the 45 worldwide PICS Centers. (The old PICS Subscription list included non-field personnel and individual SEs.)
- At the CEO's request, application packages — such as WordStar — will not be sent to CE Software and CE Librarian subscribers.

- SDC will follow a revised set of expedited new-product distribution procedures.

SDC will ship Support Kits to subscribers on the following internal subscription services:

- PICS Subscription (via Alan DeFever)
- HP 125 SE Software Subscription 5957-3687

Recipients will pay via the normal SDC chargeback procedure. (Your SE Administrator can verify your subscription status.)

POD will release trade shipments for each region one week after SDC's scheduled shipment date for that region.

Ordering

If you need your own copy of WordStar/125 and will not receive one through the distributions described above, order the WordStar/125 Support Kit from POD.

The standard 45560X is on the CPL; Option 222 is not. Enter an I2 HEART order for the 45560X Demo Kit. Add option 222 to the 45560X product via a HEART override entry:

Product No.: Opt 222
 Descr: WordStar Support Kit
 Price: PLSADV
 Special Instructions: (Please specify your job title in this field).

Warning on Software Duplication

Do not copy HP 125 application discs. All discs are uniquely serialized. Furthermore, demo discs have a serial prefix different from that on customer discs; the discs are marked "DEMO — NOT FOR RESALE".

Duplication of software — except for backup or error verification purposes — violates HP's contract with the software developer. This exposes not only HP as a company but you as an individual to legal liability.

Ordering WordStar Manuals

HP 125 application product manuals — except for Quick Reference Cards and Manual Updates — are not available separately to customers. Those items listed above with part numbers are available separately to HP internal users.

Further Information

SRs: if you need further information about the WordStar Family products, call your POD or DTD Sales Development contact.

SEs should address any support questions to the POD SE Support Group via the POD SE Hotline.

WordStar® is a registered trademark of MicroPro International Corp.

Spell Star™ and MailMerge™ are trademarks of MicroPro International Corp.

Computer Tutor Lends a Hand to New Users

Mary Lemberger/POD

Personal Office Computer Division is happy to announce its first computer-aided learning tool for personal computers. Shipped as standard with every HP 120 system, the Series 100/Computer Tutor is designed to be the formal introduction to the HP 120 for the inexperienced user. Simple to use, the disc boots automatically when the system processor is turned on, and greets the user. Not only does Computer Tutor explain the components and general use of the HP 120, it takes care of the terminal configuration, and lets the user interact for some hands-on experience.

With Computer Tutor, each aspect of the components are explained, then the disc gives instructions for some actual practice. The keyboard, disc drives, printer, system processor, and plotter are all used, but *only* when the program lets it happen. It's hard to go wrong.

A first-time user doesn't even have to know what the Terminal Configuration menu looks like. Computer Tutor asks if you have a printer; if you do, you press the softkey labeled with the name of the printer. Not only are all of the necessary configurations taken care of, the disc even tests each printer and plotter by printing the user's name.

Where to Get It

The Series 100/Computer Tutor is shipped with each HP 120. A pocket inside the installation manual holds the disc; this is the only way a customer can receive a disc.

Hewlett-Packard personnel on subscription service receive the disc automatically. Others can order discs from CSO on the HEART system. Part numbers are as follows:

Product	Description	P/N
COMPUTER TUTOR	8" disc	45500-18011
COMPUTER TUTOR	5 1/4" disc	45500-15011
COMPUTER TUTOR	3 1/2" disc	45900-13011

USING A SERIES 100

... an interactive learning program.

Are you using this disc for the first time? Press YES (f1 on the upper row of the keyboard) or NO (f8 on the upper row of the keyboard).

YES 1 1 NO

GLD

One-Volume Winchester Format Available

Diane Murphy/GLD

The one-volume format on GLD's Winchester product line is now available at no extra cost. The 9133A, 9134A, and 9135A can now look like one 4.8Mb volume instead of four 1.15Mb volumes. This option is available when interfacing to the HP-86, HP-87, and Series 200 with Basic Extensions 2.0 or Pascal 2.0. If you see the need for this capability on the Series 100 and the HP 1000 in the future, please let their sales development teams know.

When placing your order, simply order Option 010 with the appropriate Winchester Disc System. Remember that Option 010 does not provide you with the capability of using four 1.15Mb volumes.

Hewlett Packard's New 3 1/2-Inch Microfloppy Standard

Kathy Kimball/GLD

If you need a smaller, lower cost flexible disc system, but can't sacrifice performance, take a look at our new 3 1/2-inch Personal Mass Storage Family.

The new line uses Sony Corporation's 3 1/2-inch drive, a new design gaining acceptance as an industry standard. Combined with HP electronics and packaging, the 3 1/2-inch technology provides you with a high quality mass storage solution that we believe will give the industry a new price curve.

Compact Performance

The new HP 9121D Dual 3 1/2-inch System gives you 540Kb of high speed storage (it can transfer 17.8Kb of information per second) depending on the mainframe while the HP 9121S Single drive system gives you 270Kb. This package fits neatly with the HP Series 80, 100 and 200 computers.

As your needs grow, try our new 9133A Microfloppy/Winchester combination system; floppy convenience with Winchester performance.

Media Protection System

A unique protection system, encompassing both the 3 1/2-inch drive and the 3 1/2-inch media helps protect valuable information.

First, the 3 1/2-inch media is packaged in a hard polymer housing (instead of the traditional vinyl jacket) with a protective metal guard to slide over the read/write opening when you're not using the disc. The 3 1/2-inch media is also hard-centered for consistently precise centering of the read/write head.

Second, our exclusive "MEDIA-MONITOR" will tell you precisely when to replace a worn disc, so there's no worry about losing data on overused media.

HP System Compatibility

Any HP mainframe that supports the 5 1/4-inch systems (HP 82901M, HP 82902M and HP 9135A) will also support the 3 1/2-inch microfloppy systems.

Major software pacs are already available on 3 1/2-inch media. Programs and data currently stored on 5 1/4-inch and 8-inch discs can be easily copied to 3 1/2-inch discs (and vice versa) through simple system commands or utilities. All hardware and media are in stock and available for shipment now.

VCD

VCD Adds Two New Products to Its Word Processing Printer Offering

Erin Greene/VCD

With the addition of a new low-cost daisywheel printer, the HP 2602A, and a cut-sheet feeder for the 2601A, HP now offers a complete range of word processing printers and accessories. The 2601A and the new 2602A Printers offer similar output capabilities for both high and low volume word processing printing requirements. Along with the increased throughput, the new HP 26010D Dual Bin Sheet Feeder brings 2601A users the convenience and advantages of pre-cut paper without the burden of manual feeding.

The 2602A Daisywheel Printer offers low-cost (\$1950) letter-quality for personal and small business computer systems that require a low-to-moderate volume of high quality printing. This cost-effective, 25 cps daisywheel printer's convenient size and attractive appearance make it well suited for single users in office word processing and home computing. The RS-232C standard interface and the optional HP-IB interface allow easy connection to many HP systems.

Set-up is easy and its drop-in printwheels and convenient cartridge ribbons make day-to-day usage a breeze. The ribbon cartridge is designed to remain in place during printwheel changes. The printwheel, available in 10- and 12-pitch and proportional spacing, is simply dropped into an envelope-like enclosure. The enclosure is snapped shut, and the wheel is automatically aligned. Language and pitch information is encoded directly on the printwheel

and automatically transferred from the printwheel to the printer.

For applications consisting of a higher volume of word processing printing, particularly in shared printer situations, the 2601A is better suited. Productivity for the 2601A is substantially increased when it is matched with the new 26010D Sheet Feeder. Automatic paper feeding and positioning maximizes word processing output and frees the user for other tasks.

Two separate paper trays provide application versatility. The printer can access letterhead from one tray and

plain bond from a second. Reports can be generated that include charts or graphs in a horizontal format. A variety of tray sizes in both vertical and horizontal format simplify unique printing needs that otherwise would have necessitated hand-feeding attention.

For more marketing information, including competitive, configuration, and ordering information, consult your new field training note, "Word Processing/Document Printing Printers and Accessories", #02602-90004.

Price Decrease for the HP 2601A

Erin Greene/VCD

The HP 2601A Daisywheel Printer has a new list price of \$3520 as of November 1. This price decrease of \$500 is part of VCD's strategy of offering a range of competitive letter quality printing products.

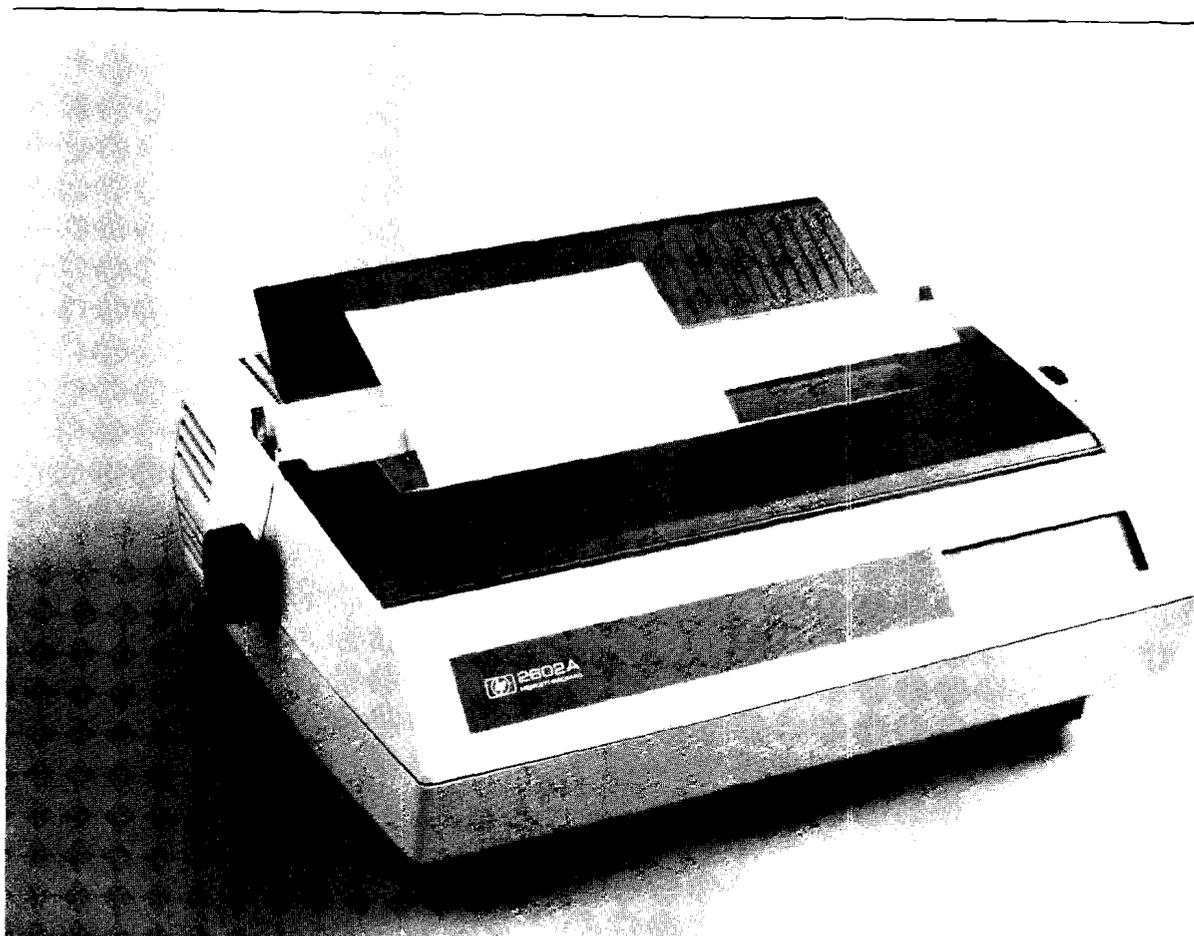
HP's word processing printer offering now includes a high-end daisywheel printer, the 2601A at \$3520, and a low-end daisywheel printer, the new 2602A at \$1950. The 2601A is recommended for shared printer applications. Its throughput and flexibility is substantially increased when it is matched with the new 26010D Sheet Feeder priced at \$2290.

Printwheels for the New HP 2602A

Al Grube/VCD

The HP 2602A and its accessories are manufactured by Diablo Systems, Inc. Some of the printwheels that Diablo already offers are compatible with HP keyboards and character sets. Some have had the proper characters but were in the wrong "sort" which required a firmware change to the printer. Some of the existing printwheels were missing characters, necessitating an actual modification to the printwheel. Worse yet, some of HP's needs weren't met in any form. The result is that a lot of work has been put towards establishing a good selection of printwheels, with some taking longer than others.





The initial selection of HP 2602A printwheels and the expected availability follow:

USASCII Printwheels

	Available
Courier 10	Oct '82
Courier 12	Oct '82
Prestige Elite 12	Oct '82
Prestige Pica 10	Oct '82
Letter Gothic 12	Oct '82
Bold PS	Dec '82

United Kingdom

Courier 10	Oct '82
Courier 12	Oct '82
Prestige Pica 10	Oct '82
Prestige Elite 12	Oct '82
Bold PS	Jan '83

German

Pica 10	Nov '82
Letter Gothic 12	Jan '83
Square PS	Jan '83

French

Courier 10	Oct '82
Prestige Elite 12	Oct '82
Bold PS	Oct '82

Swedish/Finnish

Courier 10	Oct '82
Bold PS	Oct '82

Norwegian/Danish

Courier 10	Jan '83
Bold PS	Jan '83

Spanish

Courier 10	Jan '83
Bold PS	Jan '83

Objectives for the future include increasing the offering of printwheel styles and character sets as more is known about user preferences and applications software for non-US markets. For example, it is already evident that there are needs for French-Canadian, Italian, Math and Scientific, and Italics printwheels. Long-term goals are to standardize the character sets offered for HP daisywheel printers so that the same selection of printing capabilities is available for the HP 2601A, the 2602A and any other document printer offered by HP.



CSY

HP Series 64 to be Shipped with GICs Installed

Audrey Dickey/CSY

In keeping with our overall program to improve the installation procedures for the Series 64, effective November 1, 1982, the two GICs that are standard with the system will be integrated at the factory.

The GICs will be installed and tested with a system disc and mag tape. This new procedure will better assure that the system disc and mag tape GICs will perform reliably and lower the CE installation time for the system.

HP Series 64 Lives Up to HP 3000 Reputation

Audrey Dickey/CSY

When a major telecommunications manufacturer decided that it needed another computer to add to its extensive HP 3000 network, the staff decided to make that system a Series 64. With all their experience with the HP 3000, the customers had definite expectations about ease of installation. Were their expectations met? There is no question — the answer is yes.

The installation of the Series 64 went off virtually without a hitch, with the exception of the need for a two-meter HP-IB cable. (Note that the two-meter HP-IB cable is now standard with the Series 64.)

An extremely innovative and progressive company when it comes to the use of computers, this maker of CBX systems has been depending on Hewlett-Packard for some time. They currently have twenty-four HP 3000 systems, which are used for a full range of general business applications. The customer's entire paper-work flow, from the original request for quote to the shipping of the product, is automated by HP 3000s. The HP 3000 automatically configures a system and produces a quote. If the customer places an order, the quote becomes a sales order. From there, the information goes to another HP 3000, where a bill of materials is generated. Another HP 3000 turns out shipping papers. In addition to these functions, HP 3000s are used in purchasing and general accounting applications.

The customer's happiness with their Series 64 is shown in their recent order for a second Series 64 system. For more information about this account, contact your BCG Sales Center engineer.

HP 3000 Series II and Two-Bay Series III Discontinuance

Vance Ikezoye/CSY

With products and technologies changing very quickly, many of the components used in our older systems are no longer available to us. This, coupled with our commitment to offer new products with increased performance at lower cost, has resulted in the decision to discontinue the Series II and two-bay Series III. These systems, and the add-on and upgrade products uniquely associated with these systems, will be discontinued on February 1, 1983.

Although these products will not be available for purchase after that date, full HP service and support for these systems will continue for five years (February 1, 1988). For further information, consult the Discontinuance Field Training Manual and the BCG Sales Center.

IND

COBOL II Compiler Successfully Revalidated

Dick Wong/IND

The COBOL II compiler has been successfully revalidated by the Federal Compiler Test Center. Each year, all computer manufacturers selling to the US government must submit their COBOL compilers for recertification by the Federal government. Successful validation means that HP can maintain its position on the list of qualified suppliers to sell to or bid on any Federal RFP requiring COBOL. Virtually every HP 3000 sold to the Federal government lists COBOL as required software. This year, HP 3000 system sales to the Federal government is substantial and is expected to grow during FY '83. And with every HP 3000 bid to the government requiring COBOL, HPTOOLSET can be added to increase sales further.

The actual COBOL II validation was completed on a HP 3000 Series 40 using COBOL II (Release A.00.06) and the MPE IV operating system (Release C.00.08). COBOL II was revalidated at the low-intermediate level with no errors. A partial list of other manufacturers who validated at

this level include DEC's VAX-11 COBOL-74, VAX-11 COBOL and PDP-11 COBOL; IBM's System/34 COBOL, System/38 COBOL and DOS/VS COBOL; Data General's AOS COBOL and Prime's COBOL-74.

A summary of the validation report is in the process of completion and will soon be available from the Federal Compiler Testing Center. COBOL II's revalidation is effective until July 1, 1983 at which time the compiler will be submitted to the Federal Compiler Testing Center to be recertified for another year.

HP 3000 sales to the Federal government are a very important segment of our business and one which can influence sales to state and local governments as well.

Sell Your Customers on Graphics

Kerin Henderson/IND

Four new pieces of sales literature are now available to help you sell graphics on the HP 3000.

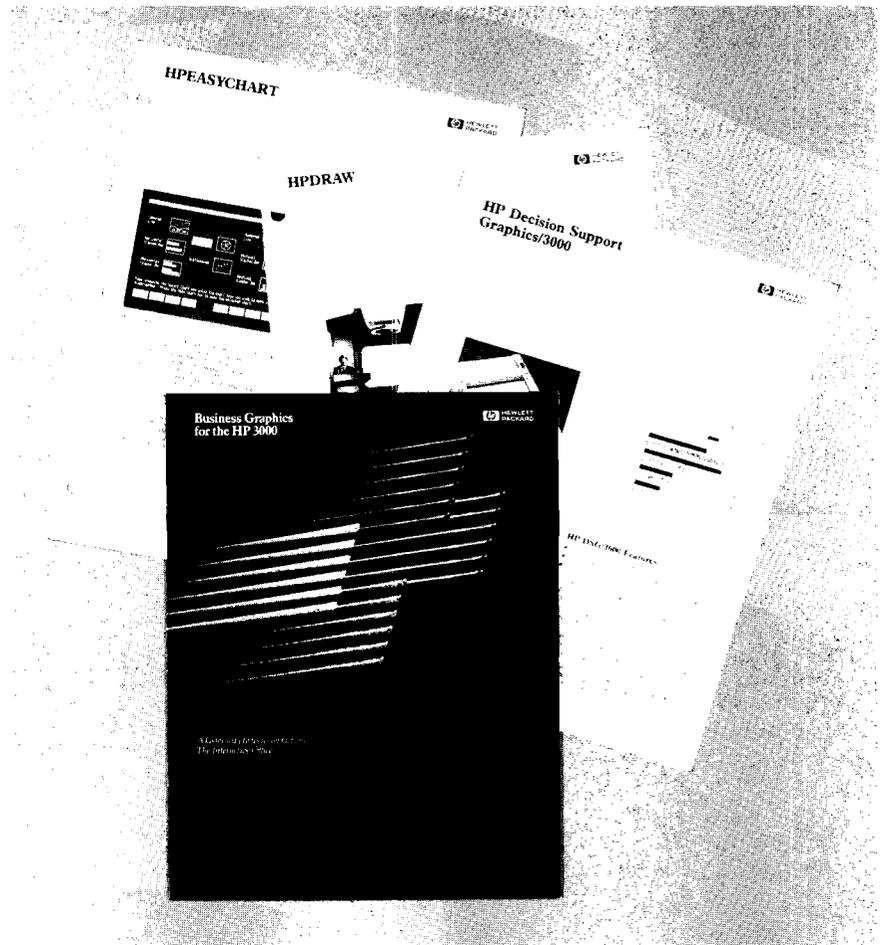
The new *Business Graphics for the HP 3000* management brochure provides an overview of HPEASYCHART, DSG/3000, HPDRAW, and the merging of text and graphics on the HP 2680A Laser Printing System. It positions graphics in The Interactive Office and describes how our graphics capabilities can help managers and business professionals in their everyday decision making, analysis, and presentations.

The brochure includes examples of the kinds of charts and presentation aids that can be created using these products.

A special feature is the pocket in the back cover that holds three actual samples of output: pie, line and bar charts from HPEASYCHART; text and DSG/3000 chart merged by HPDRAW; and 2680A Laser Printer output with merged words, data and graphics. Why not create your own custom chart and include it in this pocket to present to your customer?

Also available are data sheets on HPEASYCHART, DSG/3000 and HPDRAW.

This literature has been distributed to the field. It is available from the Corporate Literature Distribution Center. Order P/N 5953-7443 for the brochure; 5953-7451 for the HPEASYCHART data sheet; 5953-7453 for the DSG/3000 data sheet; and 5953-7450 for the HPDRAW data sheet.



Free "Shadow" Terminal for HP 3000 Customers

Ken Filcoff/IND

The October Advanced Information Program for Customers for the HP 3000 installed base is an exciting package. This, the fourth merchandising event of the program, is called "The Managerial Workstation Package". It has three significant elements.

First, the mailer itself is an exact full-sized, full color, fold-together replica of the HP 2382A Office Display Terminal. (It's the free part.) It can be assembled in less than one minute.

Attached to the screen is the second element, a removable HP Inform/3000 and HPMAIL Software Guide. It walks the reader through Inform/3000 and HPMAIL, complete with sample screens and menus. US Field Marketing Managers should be receiving the pre-packaged mailers ready for distribution to DMs and SRs by the last week in October. Each US FMM will receive a limited number of mailers, based on the number of installed HP 3000s in his/her area. Remember, these are intended for installed HP 3000 customers.

The third part of the program is the special offer. Through January 31, 1983, your customers can order the Managerial Workstation Package at a significant savings. The special offer includes a 10% discount on the software (HP Inform/3000, Dictionary/3000 and HPMAIL), one day of SE consulting included at no cost and one HP 2382A included at no cost. That's a \$23,530 value for \$18,900!!

Here's the breakdown:

HPMAIL (A Copy)	\$ 10,000
HP Inform/3000 (A Copy)	6,000
HP Dictionary/3000 (A Copy)	5,000
One Day SE Consulting	750
One HP 2382A Terminal w/opt. 202	<u>1,780</u>
Total Value	\$23,530

10% Discount on software	(\$2,100)
SE Consulting included at no cost	(750)
HP 2382A included at no cost	<u>(1,780)</u>
Total Savings	(\$4,630)

Net Cost to Customers: \$ 18,900

And now the best for last. The Managerial Workstation Package is orderable with a single product number — 32357A. No discount schedules apply. The software is A-Copy only and includes installation. When ordering, please include in special instructions the supplying entity for the SE consulting. I will be sending out a COMSYS about a week before you receive the mailers detailing ordering instructions.

MISO

DSD Fab Shop — A Production Management/3000 Success Story

Jim Heeger/MISO

Successful users of HP's manufacturing software can be found right here at home. On March 1st of this year, the Data Systems Division Fab Shop in Sunnyvale, California became the first HP organization to install Production Management/3000. Since then the shop has become a showcase of the benefits offered by HP manufacturing systems.

Early in 1981, Fab Shop management recognized the limitations in the existing shop floor control system: its batch processing mode, lack of on-line dispatching, and lack of capacity requirements visibility for making subcontracting decisions. Ongoing support and an easy upgrade path were important factors behind management's subsequent decision to go with PM/3000.

In August of '81, the Fab Shop ordered an HP 3000 Series 44 with 11 terminals. Production, materials and engineering personnel were selected for the implementation team and project management positions. In December, a full-time system administrator joined the team with primary responsibility for system customization and user training. Just six months after the original order was placed, DSD Fab was running PM/3000 successfully.

Operational benefits achieved with PM/3000 include:

- Improved visibility of shop orders
- Reduction of labor validation errors from over 300 per month to almost zero

- Reduced expediting by engineers and production schedulers on the shop floor
- Improved control of high priority orders
- Better estimates of projected workloads
- Less clerical work for shop and office staff.

In short, the system has increased effectiveness and plant productivity.

A number of factors contributed to DSD Fab's success with PM/3000:

- Management commitment and personal involvement
- Full-time project manager
- A detailed project implementation plan which was accepted and followed by the implementation team
- User training (over 1000 man-hours for Fab Shop people)
- Phased implementation of features and functions.

Users have found PM/3000 extremely easy to operate, giving special praise to the system's customizer feature. Production Management/3000 has given the DSD Fab Shop a tool for improving performance and productivity without sacrificing flexibility.

HP's Leadership in Manufacturing Application Software

Tim Grolle/MSO

Fastest Growth Rate in the Industry

As you know, we recently booked the 500th order for our manufacturing application software. This significant accomplishment becomes even more impressive considering that HP has been in the manufacturing software business for only four years, less than half the time of our major competitors.

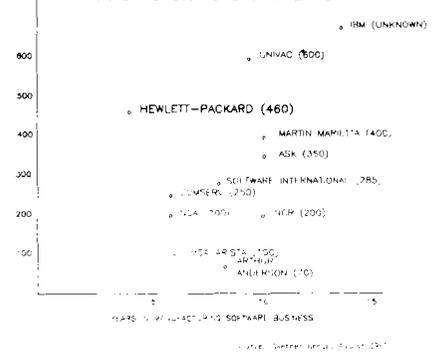
Our growth rate has been second to none in the manufacturing software business. This achievement clearly demonstrates the technical leadership of the Materials Management/3000 and Production Management/3000 packages as well as confirms the ability of the HP Sales Force and Systems Engineering Organization to deliver HP manufacturing solutions to our customers.

Exhibit 1 graphically illustrates the leadership position that HP has achieved since the establishment of the Manufacturing Systems Program in June, 1978. With over 460 deliveries of our manufacturing software (we've sold over 540 application systems to date), HP has grown to be one of the top three suppliers of manufacturing application software in the world. And we have been very successful in direct sales competition with the other top two vendors, IBM and UNIVAC.

Continued Significant Investment

From the initial development staff of 20 people, there are now more than 250 development, marketing, sales

LEADING SUPPLIERS OF MANUFACTURING SYSTEMS SOFTWARE



and support personnel working toward the success of HP's manufacturing software business. This investment will pay off in near-term product enhancements and new product introductions that will help in providing an even more complete range of application solutions to our customers.

What does this mean for the future? We are squarely positioned to expand our leadership role and provide solutions to the complex and ever-changing problems of today's manufacturers. According to industry estimates, less than 10% of the medium to large manufacturing companies in the US have planning and control software installed. That remaining 90% represents an enormous base of potential customers. The challenge for us all is to become their manufacturing solution vendor.



CTG

CTG Reorganization

Cyril Yansouni/CTG

Almost one year ago the Computer Terminals Group was created and included Data Terminals Division, General Systems Division and Grenoble Division as well as manufacturing operations in Puerto Rico and Roseville. During this period of time, we have introduced several new products, embarked on some major R&D programs, considerably strengthened the DTD manufacturing organization, and moved the bulk of the GSD Division to the Sunnyvale site. We have learned that in our business of terminals, workstations, and personal office computers we need to continuously leverage our efforts in R&D, Marketing and especially in Manufacturing among all our divisions and sites.

Our operation in Roseville which we started a couple of years ago is now ready to assume a bigger role within CTG. Accordingly, we have decided to modify the current organization of our group by making the following changes.

1) On the Sunnyvale site, we will be forming a new division that will be called the Personal Office Computer Division (POD). This division will have product development and marketing responsibilities for the products currently at GSD.

2) In Roseville, our operation will become the Roseville Terminals Group (RTD). That division will ultimately be responsible for the products currently in the DTD product family. It is our intention to move the responsibility for terminal products to Roseville as the volume of our personal office computers grows in Sunnyvale and we can fully utilize our people to accommodate that growth.

I feel that this new organization will result in a significantly stronger, more cohesive group structure that will enable us to compete more dynamically in a very demanding and rapidly changing marketplace. I think the changes reflect our company's confidence in the job we've done and in our products. I want to thank you for your help in making that possible.

DTD

ISSCO, Precision Visuals and SAS Graphics Software Support the HP 2700's Advanced Features

Peter Taylor/DTD

The newly introduced HP 2700 High Performance Color Graphics Terminal enjoys extensive support by some of the most popular graphics software packages on the market. For your customers who use these software packages, the HP 2700 will provide increased performance and flexibility because of its local graphics processing power.

Here's how these packages support the HP 2700:

- PRECISION VISUALS, INC.
Boulder, Colorado
(303) 530-9000

The DI-3000 software package offers the best support of the HP 2700's advanced features. DI-3000's Driver for the HP 2700 offloads a large portion of the graphic calculations from the CPU to the terminal. In addition, it uses the HP 2700's vector list to take advantage of the 32K by 32K addressability and the local 2-D transformations of user defined

objects. A large number of other terminal functions are taken advantage of as well. For example the HP 2700's local pick function and the local graphics text justification capability are taken advantage of. Where the need exists for interactive graphics with high performance DI-3000 and the HP 2700 are hard to beat.

- ISSCO
San Diego
(714) 452-0170

ISSCO's DISSPLA and TELL-A-GRAF are among the leading graphics software packages in the industry and using the HP 2700 with them offers important advantages. ISSCO's device driver for the HP 2700, in addition to supporting color plotting and polygon fill capabilities, stores its plots with high resolution in the HP 2700's vector list. This lets the user do off-line plotting and substantially reduces system storage.

- SAS INSTITUTE
Cary, N.C.
(919) 467-8000

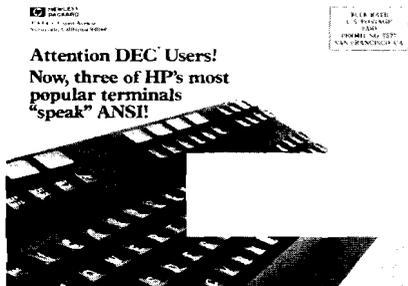
SAS (Statistical Analysis System) Institutes: SAS/GRAPH is a widely used statistical analysis and plotting package. It supports the HP 2700's color plotting, polygon fill features, vector storage and user defined object capabilities. Since SAS/GRAPH plots objects in the terminal, the plots can then be later manipulated (moved, scaled, rotated, annotated and combined with other charts) using the PAINTBRUSH/2700 software.

This non-HP software support provides you a way to sell HP into competitive installations. When you call on accounts that are using graphics on a DEC-VAX, IBM, PRIME, DATA GENERAL etc. ask them what graphics software they are using. If it's one of these packages (and chances are good that it is) you have a good opportunity for a HP 2700 sale since none of these system competitors has a terminal with the graphics performance of the HP 2700.



HP Addresses DEC Terminal Users

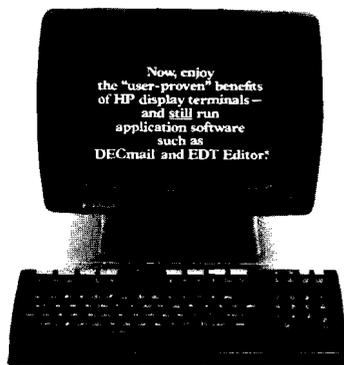
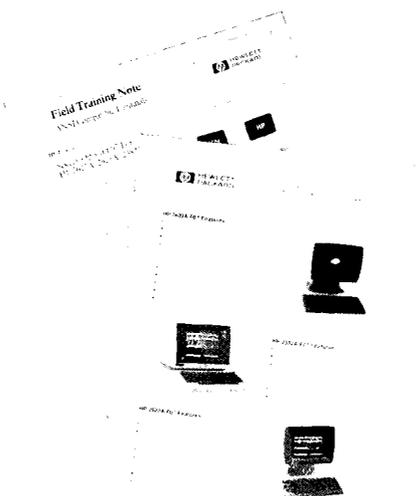
Dan Jorgenson/DTD



ANSI compatibility on the HP 2622A, 2623A, and 2382A terminals can help you sell more HP terminals on non-HP systems; particularly on DEC systems which support ANSI (American National Standards Institute) terminal protocol. To help you sell this new capability, we're sending a special ANSI announcement flyer to over 17,000 DEC system users in the USA during the month of September. DTD's Sales Development group will

distribute leads generated by the mailer to District Sales Managers as soon as they receive them.

A field training package consisting of a flyer (5953-2098), ANSI Field Training Note (5957-3439) and ANSI terminal data sheet (5953-8600) was sent to field engineers in September. Extra flyers are available from the literature center for you to use in your own local DEC user mail campaigns.



Hewlett-Packard is pleased to announce that three of our most popular terminals now "speak" ANSI, American National Standards Institute, control sequences—like the DEC VT100 terminal!

New Capability for CRT Terminals

Francis Scarella/HPG

Grenoble division proudly announces the introduction of a new HP 92911A Bar Code Reader which expands the applications of 262X-Series terminals and the HP 125 office computer.

This product provides HP terminal users with an alternative to keyboard entry, with greatly improved accuracy, in clerical applications where CRT terminals are commonly found.

The 92911A can upgrade existing data entry systems without requiring any modification of the host terminal/computer hardware and software, i.e. transparent to the application software.

Data sheets are available in your office now — check your literature shelves. The data sheet provides detailed information concerning the configuration and features of the 92911A (P/N 5953-0197).

The factory base price of the 92911A is \$590. Current delivery estimates are 6 weeks.

The 92911A can be fitted to the following terminals: HP 2622A, HP 2623A, HP 2624B, HP 2626A, HP 45500A (HP 125).

It interfaces through the terminal's keyboard cable, and is powered from the terminal eliminating the need for a separate power cord or external power supply). The keyboard is still accessible to the user, bar code entries and keyboard entries can be mixed in the same application.

The 92911A features two types of wands (medium and high resolution), and the two most popular codes used in industrial applications: Interleaved 2 out of 5 (Uniform Symbol Description 1), and code 3 of 9 (USD 3). Other codes may be considered on special request.

Data accuracy is ensured using a check digit, and/or a field length check. In addition, a terminator character may be sent at the end of the data string for character mode applications.

The terminal beeper sounds for correct readings.



HPG

BSE

Correction to "HP 2680A Can Win Against the IBM 6670" Article

By Tom Old/BSE

In the October 15 issue of *Computer News*, an article appeared entitled "The HP 2680A Laser Printer Can Win Against the IBM 6670!" At the time this was printed, the purchase price and maintenance price figures for the IBM 6670 were correct. Since publication, however, IBM has announced a price change. The IBM 6670/II now has a list price of \$49,000 instead of \$72,500. Its maintenance prices which were listed as \$1,435 per month are now \$1,350. The IBM 6670/II prints at 36 pages maximum, but the average is 18 pages per minute. Please replace the figures in the October 15 article with these new figures when comparing the HP 2680 with the IBM 6670/II.

Third Maintenance Price Reduction for Laser Printer Results in 82% Cut for Typical User

Steve Simpson/BSE and
DeLona Lang Bell/BSE

For the third time since introduction, Hewlett-Packard has announced a monthly maintenance price reduction for the HP 2680A laser printer. This reduction, effective November 1, 1982, marks an 82% reduction in the

typical user's monthly maintenance charges since the product was introduced December of 1980.

With this new reduction, the typical user who prints 400,000 pages per month will now pay only \$770 in basic monthly maintenance charges (BMMC). Since product introduction, BMMC for that same usage level has gone from \$4,200 per month originally, to \$2,015 in October 1981, and then to \$1,035 — the most recent rate prior to this new reduction. "After nearly two years of field usage, the laser printer's reliability has been solidly proven," says Chuck Jepson, marketing manager for Boise Division. "The result is that we have been able to reduce our monthly maintenance price by this very significant amount, in a day when maintenance prices are increasing for other non-impact printers. This lower maintenance price makes our laser printer even more competitive with impact printers."

Compare the Monthly Cost of Ownership with the 2619A

When compared with HP's fastest line printer, the 2619A, the 2680 can be a cost-effective printing solution. At the typical 400,000 pages per month discussed above, a customer would need two 2619As or one 2680. Basic Monthly Maintenance Charges (BMMC) for two 2619As printing 400,000 pages per month would cost \$1,706; BMMC for the 2680 would be only \$770. Consumables costs (paper, toner, ribbons, developer, etc.) for that same usage level would be \$3,520 for two 2619As, and \$2,960 for one 2680. As you can see, the monthly cost of consumable/maintenance for the 2680 is \$1,496 less than it is for two 2619As! (See chart A below.)

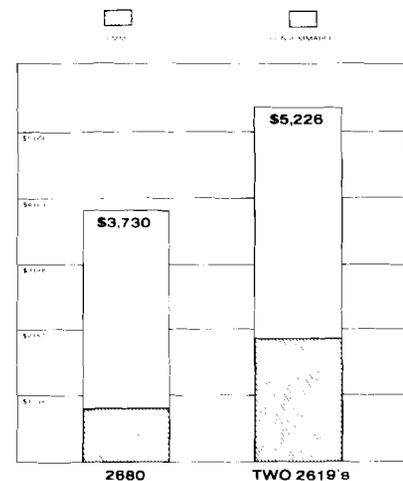
Compare the Speed and Quality of the 2680 vs. the 2619

The 2680 can print three times faster than one 2619A; or six times faster using the reduction capabilities which the 2619A doesn't have. The 2680 can also print on manageable, notebook-size paper instead of cumbersome "greenbar" paper. And, the 2680 is capable of printing illustrations, business graphics, logos, signatures, and custom-designed graphics, then merging them with text to provide a complete document all generated on-line.

This new maintenance price reduction makes the 2680 laser printer an even more competitive line printer replacement. More information, outlining the cost savings, will be sent out to you soon.

COMPARATIVE MONTHLY COST OF OWNERSHIP

(consumables plus Basic Monthly Maintenance
Charge at 400,000 pages per month)



A typical user printing 400,000 pages per month would need either one 2680A laser printer or two 2619A line printers. Monthly costs of ownership (consumables such as paper, toner, ribbon, etc., and maintenance charges) are shown in the above chart. With the reduced maintenance prices for the 2680, it is an even more competitive line printer replacement.

COL

Softcopy Graphics for HP 9826A/9836A Desktops

Tom Ryan/COL

Colorado Springs has just introduced the 10186A Softcopy Graphics Library for use with the HP 9826A/9836A Desktop Computer family.

The Model 10186A Softcopy Graphics Library is an HPL binary program that enables the 9826A/9836A Desktop Computers to output graphics to a large screen display system using HPL plotter commands. The 10186A accesses the 1351A Graphics Generator's functions through HPL plotter commands, making it possible to use just one set of commands to get hardcopy or softcopy output. To change from plotter to large screen display graphics, the user need only change a parameter for the "hdcpy" (hardcopy) command, which is provided in the Library. The complete Library is supplied on one 5 1/4-inch disk for the 9826A/9836A.

A number of graphics commands that greatly simplify general plotting operations are supplied in the 10186A Softcopy Graphics Library. With features like scaling, axes generation, and labeling, a user can quickly generate a picture on screen. This softcopy picture can be previewed and changed before making hardcopy plot, resulting in considerable time savings.

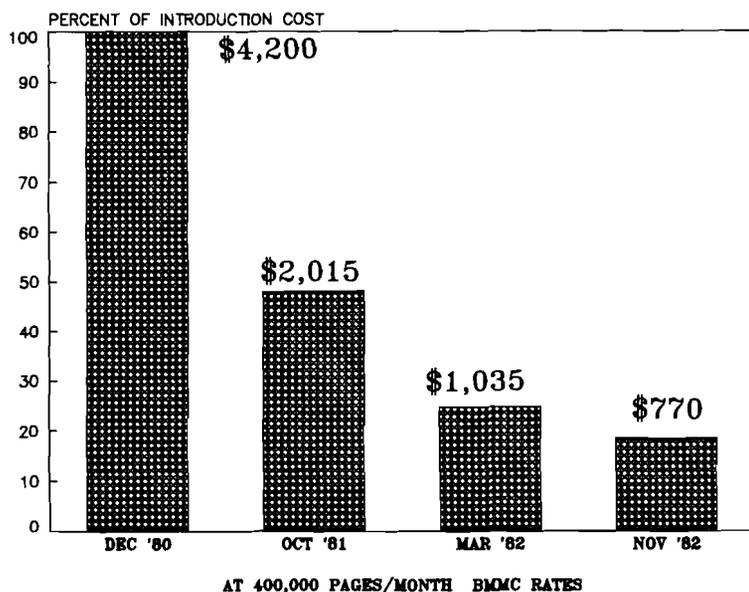
Besides HP-IB output, the 10186A enables the user to output information via 16-bit GPIO to the 1351A. This is particularly useful in those applications where there is need to transfer data at rates higher than possible with HP-IB.

The 10186A provides several func-



For the third time since introduction, the basic monthly maintenance prices have been reduced on the laser printer. For the typical user, this reduction amounts to an 82% cut since the laser printer's December 1980 introduction.

2680A SERVICE COST



Since its introduction in December 1980, the 2680A Laser Printer has had three maintenance price reductions. A typical user printing 400,000 pages per month now pays only \$770 in basic monthly maintenance charges (BMMC) — an 82% drop from the original price of \$4,200.

tions not available with the 10184B Softcopy Graphics Library for the 9825A/B/C/T Desktop Computers. As mentioned above, the 10186A supports both HP-IB and 16-bit interfaces for the 1351S Graphics Display System, for added flexibility and convenience in interfacing. In addition, a "gryshd" (greyscale) command is included to enable the Library to work with 1300 Series large screen displays equipped with Binary Z Control enabling the user to program-matically specify intensity levels for data differentiation.

Cost of this software, which will appear on the November price list, is \$150. Availability is mid-November.

GLD

3½-Inch Microfloppy Disc Support on the HP 1000 A- and L-Series

Diane Murphy/GLD

Our new line of 3½-inch Microfloppy Disc Systems are now supported on the HP 1000 A- and L-Series. Now you can have a 3½-inch removable media mass storage peripheral on your HP 1000. The 9121S and 9121D provide you with 270Kb and 540Kb of removable formatted storage, while the 9133A provides a heavy usage answer with the 4.6Mb, 5¼-inch Winchester and the 270Kb, 3½-inch flexible disc.

Due to the 10 month development cycle of the 3½-inch line, the 3½-inch Microfloppy Disc Systems are not supported on the HP 1000 E- and F-Series, as otherwise stated in the data sheet. If you see a need for the support of the 3½-inch Mass Storage Systems on the HP 1000 E- and F-Series, please call DSD Sales Development and let them know.

Tape Transfer—Faster Than Light!

Kathy Kimball/GLD and Sallie Ewing/BSE

At midnight on November 1, Tape Marketing will **instantly** transfer 600+ miles - from Boise Division to Greeley Division.

Greeley will take over Sales Development and Product Marketing on our current 1/2-inch tape drives (HP 7970B/E, HP 7971, HP 7976). All product questions should be addressed to Greeley, starting November 1.

Availability? Ship dates? Call Boise Division. Boise will retain manufacturing of the drives, so *Order Processing*, and *Service* questions should be directed to Boise Division.

Boise and Greeley are cooperating to make this transition as smooth as possible. We ask for your support as



we make this change in marketing.

Remember, for 1/2-inch Tapes CALL GREELEY.

SDD

HP 7225 Plotter/1760X Modules to be Obsoleted

Larry Daniele/SDD

The HP 7225 single-pen plotter and its associated personality modules (the 17600A, 17601A, 17602A, 17603A, 17604A) will be obsoleted as of November 1, 1982. These units will be taken off the CPL at that time.

This obsolescence is due to the great success of the 7470A two-pen plotter

which offers more performance, enhanced features, and greater reliability than the 7225 at about half the price.

If you have a customer with a special need, contact Judy Weisbecker, Order Coordinator for the 7225 plotter, San Diego Division.

Sales Support Group Updates

Bill Fuhrer/SDD

Some changes have been made to the Sales Support Group here at San Diego Division. The Regional Support is as follows:

- NSR/Japan — Ron Whitburn, X323
Back-up — Al Benjamin
- SSR/ICON — Al Benjamin, X773
Back-up — Ron Whitburn
- ESR — Trey Brady, X795
Back-up — Vern Hudson
- MSR/CSR — Ty Odeh, X295
Back-up — Trey Brady
- Europe — Vern Hudson, X270
Back-up — Ty Odeh

If you have any questions or need any assistance, please give us a call at (714) 487-4100 or TELNET 487-0XXX.

HP 7580/85 and 7470 Instruction Terminators

Cheryl Rudolph/SDD

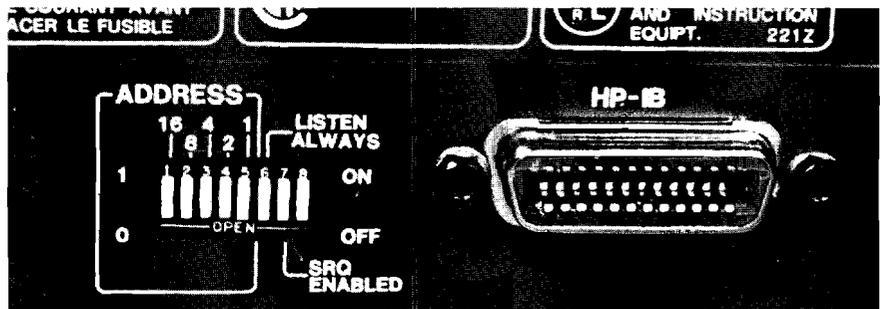
In the Operating and Programming Manuals for both the HP 7580/85 and the 7470, there are three different ways given to terminate an HP-GL instruction; a semicolon, a linefeed, or the next instruction. This is only true for the HP-IB versions of the two plotters. For the RS-232-C versions of the plotters, 7580/85 Opt. 001 and 7470 Opt. 001, the linefeed is not a valid HP-GL instruction terminator. A user must have a semicolon or use the beginning of the next instruction to terminate the HP-GL command.

Our apologies if this has caused any inconvenience to you or your customers.

VCD

Interface Upgrades for the HP 2670 Series Printers

Bob Weis/VCD



We have received several requests in the past to offer an interface kit for the HP 2670 Series of Printers. Starting November 1, these kits will be available from Vancouver Division.

With an installed base of over 10,000 HP 2670 Series Printers, there is a real need for the interface kits. It will allow your customer to get much more flexibility out of their printers. For example, your customers' 2671G could be used with the 2647F dumping graphics via HP-IB and in five

minutes they can have the 2671G working with their 2623A by simply changing the interface board.

The interface is easily changed; a one-page instruction sheet comes with the interface kit. Here's how to order the kits:

For the 2671A, use the 26710A prefix; for the 2671G, use the 26710G prefix; and for the 2673A, use the 26730A prefix.

Accessory	Description	Price
26710A, 26710G, or 26730A	Provides HP-IB Interface	\$195 (2671G-\$295)
Option 040	Provides RS-232C Interface	N/C
Option 042	Provides Centronics Interface	N/C
Option 044	Provides HP Parallel Interface	N/C
Option 048	Provides HP-IL Interface (2671A/G Only)	N/C

Note: To change 2671A/G Option 044 or 2673A Option 044 to Option 042, the Centronics adaptor cable (P/N 02670-60094) may be ordered from CPC. The 042 kit contains both cable and PC board.



Price Changes

REINHARDT, HELMUT
FRANKFURT (KREISTON 111)
MPGR 8300

Corporate Price List — November 1982

Computer Support Division

Product No.	Description	Current Price	New Price
98081N	SNS for 9826/36	5	3
98082K	SIS	20	
98083K	SIS	20	
98084K	SIS	40	
98094N	SNS for 9835/45	5	3

Systems Re-Marketing Operation

32435BR	HP 3000 Series III R	33,000	20,000
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Personal Office Computer Division

Product No.	Description	Current Price	New Price
45531A	VisiCalc [®] /125	200	150
45532A	GRAPHICS/125	200	150
45533A	WORD/125	500	375
45534A	LINK/125	130	100

Vancouver Division

2601A	40cps Daisywheel Printer	3,950	3,450
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EINGEGANGEN
11. NOV. 1982
Erl.



HEWLETT
PACKARD