



# Computer News

Vol. 9, No. 1

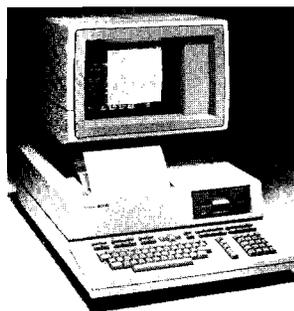
Editor

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*Computer News* is published biweekly for Hewlett-Packard field personnel to keep you informed of new HP products and services.



COVER: A tenfold increase in VLSI chip yield has allowed a dramatic reduction in HP 9000 Series 500 computer prices. MOMENTUM '84 includes these reductions plus several strategic changes and will increase your sales opportunities. See story beginning on page 12.

## New look for *Computer News*

This issue of *Computer News* has been redesigned to improve readability and to help you to locate articles on closely related products. Articles are still listed by product families under five major product headings: Marketing, Personal Computers, Technical Computers, Business Computers, and Networks/Peripherals. Future issues will have a sixth category — Support/Supplies. Each of these categories begins with articles of general interest to the entire category. This is how categories are arranged:

<b>Marketing</b>	General (contracts, strategies, shows, ads, BDG and SMC news), Major Accounts, Third Party
<b>Personal Computers</b>	Calculators, HP-75, Series 80, Series 100, Series 200
<b>Technical Computers</b>	1000s, 9000s, Verticals
<b>Business Computers</b>	HP 250, 3000s, Financials, Manufacturing, Office Systems, Verticals
<b>Networks/-Peripherals</b>	Networks, Graphics, Mass Storage, Plotters, Printers, Terminals
<b>Support/-Supplies</b>	Customer Support, Computer Supplies

We'll continue to present stories from the field in **Backtalk** and once-a-month changes in product prices in **Price Changes**. To help you to find articles on related products, titles are cross-referenced throughout the magazine (look for boxes captioned **Also in this issue**). A new type font and redesign of pages 2 and 3 complete the new look.

Jim Colosi, Editor

## COMPUTER MARKETING GROUP

CMG	Computer Marketing Group
3PP	Third Party Program
CSD	Computer Support Division
CSE	Computer Support Europe
CSO	Computer Supplies Operation
MA	Major Accounts

## COMPUTER PRODUCTS GROUP

CPG	Computer Products Group
BCD	Boeblingen Computer Division
BEO	Boeblingen Engineering Operation
CSY	Computer Systems Division
DSD	Data Systems Division
EPD	Engineering Productivity Division
FSD	Fort Collins Systems Division
YCD	Yokogawa Computer Division

## PERSONAL COMPUTER GROUP

PCG	Personal Computer Group
GPCD	Grenoble Personal Computer Division
HPPR	Hewlett-Packard Puerto Rico
PCD	Portable Computer Division
POD	Personal Office Computer Division
PSD	Personal Software Division
RTD	Roseville Terminals Division
VCD	Vancouver Division

## BUSINESS DEVELOPMENT GROUP

BDG	Business Development Group
AMD	Applications Marketing Division
BGD	Boeblingen General Systems Division
FSO	Financial Systems Operation
GCO	Guadalajara Computer Operation
IRO	Information Resources Operation
MPD	Manufacturing Productivity Division
OPD	Office Productivity Division
SRO	Systems Re-Marketing Operation

## INFORMATION PRODUCTS GROUP

IPG	Information Products Group
BOI	Boise Division
CNO	Colorado Networks Operation
CPB	Computer Peripherals Bristol
DMD	Disc Memory Division
GLD	Greeley Division
GND	Grenoble Networks Division
IND	Information Networks Division
RND	Roseville Networks Division

## INSTRUMENT GROUP

COL	Colorado Springs Division
LID	Loveland Instrument Division
LSD	Logic Systems Division
SDD	San Diego Division

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**



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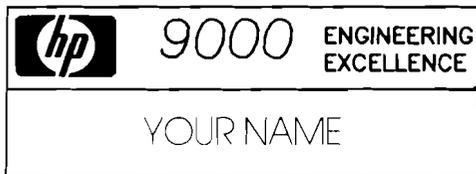
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## GENERAL

### 1983 — A vintage year for 32-bit computers

Dave Yewell/SMC

During the recent Technical Success '83 tour in the US, many of you SRs received recognition for your orders in FY'83 for the HP 9000/500. A token of this recognition was a special badge which looks like this:



These badges will continue to be distributed to you during the coming months and years as more and more of you sell HP 9000s. In fact, they are in four colors, depending on the number of cumulative 9000/500s you have sold:

- white — 1
- bronze — 10
- silver — 25
- gold — 50

But 1983 has been a special year. It's been the first year of our 32-bit computer program (finally), and based on recent months' orders, you are now seeing the way to be successful in selling these products.

For those of you who can say "I sold a 9000/500 in 1983," we'll be sending you, in December 1983, an additional "Vintage '83" badge like this:



FY'83 is history now, and it's time to get ready for '84. Good selling!

### Video tape of new product introductions

Rudy Batties/SMC

Field Marketing Managers have received a video cassette tape of new computer products introductions that were not included in the September 20 Teleconference.

#### Contents

- **Hewlett-Packard's Office Terminal Solution:** The HP 2628A three-in-one terminal offers data entry, word processing, and graphics. The new HPWord III software provides enhanced capabilities, including an interactive interface to HPSpell.
- **The HP 2687A Text Printer and the HP 2688A Text and Graphics Printer:** These new printers provide high-quality output on a desktop. The HP 2687A has a multiple font capability and will print either portrait or landscape orientation. The HP 2688A has all the capabilities of the HP 2687A plus graphics, electronic forms, and over 30 fonts per page.
- **Hewlett-Packard Financial Solutions:** FSO displays integrated financial solutions and reviews the features of HPFinancial Account and its ease of implementation. Customers testified to FA's completeness and ease of installation. Discussed is the HPPAYroll Early Success Program which will result in a network of references for the newest product from FSO prior to formal product introduction.
- **The Interactive Office Pack:** Our new office solution combines software (HPWord, HPEasyChart, HPDeskManager, HPMenu, and HPListKeeper) with HP OFFICE-ASSIST (brand new encompassing support module). In addition, an HP 2628A multi-function workstation with graphics, and an HP 7475A six-pen plotter is included in this package, free of charge.
- **Interactive Office Graphics:** The HP 3000 business graphics software has been enhanced to provide higher quality output, better performance, improved integration and expanded device support. Artist-quality graphics can now be created with three new filled text fonts, 35mm slide output, color palettes for effective color combinations, and expanded HPDraw figure library. Data can also be exchanged between HPListKeeper and HPEasyChart (automatically through HPMenu).
- **HPListKeeper:** This new, easy-to-use information handling product is demonstrated in the last segment of the video tape. HPListKeeper data can be integrated with Hewlett-Packard's Interactive Office products, HPDeskManager, HPWord, DSG/3000, and HPEasyChart, providing for increased office productivity.

## “HP in the Computer Business” presentation available

Steve Richardson/BDG

The latest update to the *HP in the Computer Business* presentation has been sent to all District Sales Managers and should now be available for your use. This presentation, available now in 35mm and within the next few weeks in color overhead format, gives an excellent introduction and overview of HP's computer operations, including the organization, strategy, field support strengths and key programs such as Major Account and Third Party.

The presentation has been revised to enable you to present MPN to Manufacturing customers, or a more general APN (Application Productivity Network) to non-manufacturing customers. This should make it useful in most of your presentation situations.

Please see your district manager to get a copy of the script and slides for this presentation and become familiar with it and how to customize it.

We at BDG believe this presentation will help you present HP in a consistent professional manner. We think you will find that it will become one of your most valuable sales aids.

## THIRD PARTY

### On line third party data base now accessible to the field

Marilee French/BDG

HP's Third Party Program produces and distributes to the field three third party software catalogs on a quarterly basis:

- OEM Capabilities Guide
- Technical Systems Software Solutions
- Business Systems Software Solutions.

Now, in an attempt to meet your growing needs for information on available solutions, we have made accessible to you the data base which generates these catalogs: TRIAD.

Due to the efforts of a number of dedicated and talented individuals, you can now get up-to-the-minute information on:

- HP third party software products
- the systems on which they run
- the locations in which they are supported
- the industries and applications they serve.

New software is constantly being added and changes are always occurring. Now you can stay on top of this situation.

Without having to wait for the next catalog to come out.

TRIAD On Line Inquiry is extremely easy to use, is menu-driven, and enables you to search OEMs, Software Suppliers, Consultants, and HP Software by sorting the data according to your needs. This capability should be particularly useful to you sales representatives with horizontal territories.

User Manuals are being sent to all North American field sales personnel. Once you have received your User Manuals and need to access the system, call Marilee French at 408-725-8111, ext. 3069 (this number will also be included with the User Manual). Making this call will enable you to obtain the password and other necessary information.

As you begin to use this service we would appreciate your feedback on possible improvements which would benefit you.



## GENERAL

### Personal computer sales assistance — the 800 numbers are here

Gina Grieco/PSD

In keeping with Hewlett-Packard's commitment to the PC market, to provide our customers and dealers with the necessary support, two new Centers have been introduced.

The Telemarketing Center (within the Personal Computer Group), under the direction of Gary Royster, has been created. The 800-FOR-HPPC number will be available for light technical pre-sale questions. It will cover the 10 through 200 Series, specializing in the personal computer line. In addition, these operators will be able to assist potential customers in locating the Hewlett-Packard dealer or sales office nearest them.

To handle post-sale questions, the Personal Software Assistance Center (within the Personal Software Division), under the direction of Dave Iuppa, has been organized. The 800-HP-COACH number will deal with after-the-sale questions.

The Assistance Center will provide post-sales help on the Series 80 and 100, with limited support on the Series 200. Specifically, Context MBA™, VisiCalc™, and CP/M-68K will be supported on the Series 200. Other more technical support on the Series 200 will continue to be provided by the SEO under SIS.

In addition, PCG has implemented a dealer's hot line 800 number and a post-sales number for Series 10 through 70 handheld computation products.

By the way, if you're ever in the neighborhood, stop by building 40 in Cupertino to visit the Telemarketing Center, or building 81 in Santa Clara to visit the Assistance Center.

*Context MBA™ is a trademark of Context Management Systems.  
VisiCalc® is a US registered trademark of VisiCorp.*

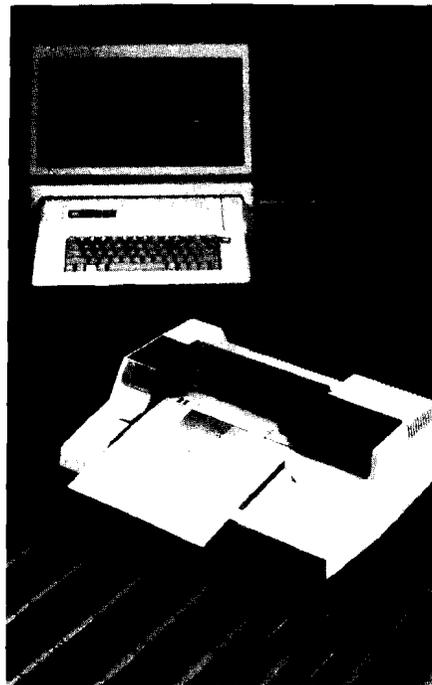
### Educational allowance discounts to 25% on PCs

Joe Rodgers/CMG

Effective October 1, 1983, CMG will increase the hardware discounts on personal computer hardware products that are designated on Purchase Agreement Exhibit A-1 as qualifying for either discount schedule C or discount schedule P. Software discounts under the Educational Allowance Agreements will continue to receive the same discounts as before. This higher discount is of course applicable to the new HP 150 PC and should enhance HP's presence in the growing educational PC market.

### Software guide for HP plotters and Apple™ computers

Gretchen Coar/SDD



**The HP  
Personal  
Computer  
Plotters  
& Apple™  
Computers**

**Graphics  
Software  
Guide**

Take a look at the new software guide for HP's personal computer plotters and Apple computers. The guide con-

tains eight one-page descriptions of third-party software that supports the HP 7470 and HP 7475 plotters:

*Apple Business Graphics* from Apple™ Computer.

*Chart-Master™* from Decision Resources

*Graph'n'Calc™* from Desktop Computer Software Inc.

*GraphPower™* from Ferox Microsystems Inc.

*PFS®:GRAPH* from Software Publishing Corporation

*The Prime Plotter* from PrimeSoft Corporation

*Robographics CAD-1* from Chessell-Robocom Corporation

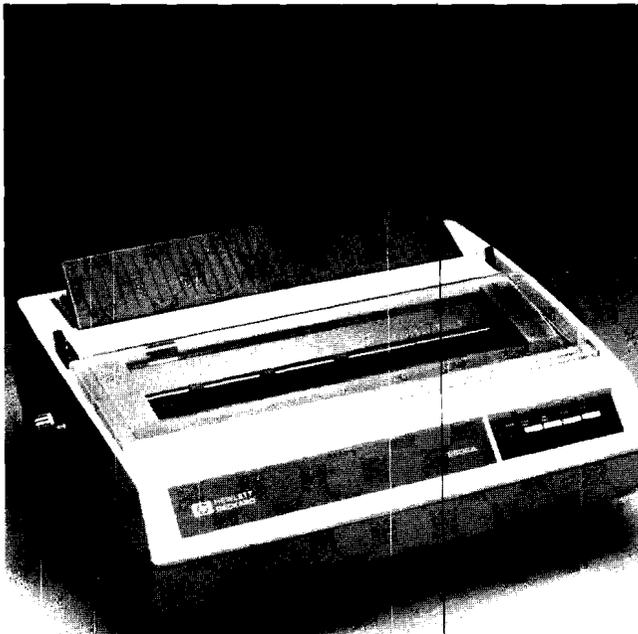
*Scientific Plotter™, Version II* from Interactive Microwave, Inc.

This wide range of support reflects the popularity of our personal computer plotters, much of which is due to you. Thanks for your efforts.

The guide, P/N 5953-4199(D), is available through the literature distribution depot in Palo Alto, or by phone from Mail Mark, 800-574-3400.

## Reintroducing the HP 2602A letter quality printer

*Al Grube/VCD*



*New low price for the HP 2602A*

Since introduction of the HP 2602A last November, some important events have taken place in its young existence:

- Price lowered from \$1950 to \$1545 (effective October 1)
- System support broadened.

At a price of \$1545, the 2602A provides real value as a fully featured printer with print quality and user conveniences that are exceptional and not found in less expensive models. It's an ideal printing solution for personal computer users who are interested in word processing and spreadsheets. (With a 12 pitch printwheel, there are 158 columns across the 15-inch carriage.)

Difficulties in selling the 2602A because system support was not fully in place have been minimized; Series 80 and 100 users will find that application software now works well on either the standard RS-232 or optional HP-IB version.

In addition, the 2602A is now in stock at the Personal Computer Distribution Center in Sunnyvale as part of a major effort to provide better availability for dealers to whom getting a printer quickly is important. To place an order for a 2602A through the Distribution Center, the supplying division must be overridden to A5D7. Order processing personnel will find supplies override instructions in the OP Field Documentation.

## SERIES 100

### Now everyone can be an expert on the HP 150

*Mickey Friedman/CSD*

The *touch* makes it easy. But your customers must still learn how to use their HP 150 effectively. Now they can — by attending HP's comprehensive training program. Let's look at this program and how it takes your customers through the learning cycle from total novice to experienced user.

#### The first step

Even before your customers have decided on buying a personal computer, they want to understand how personal computers can help them. They want to feel comfortable with the machine and learn some basic computer literacy. They really just want to know how personal computers can work for them. The right course is *Intro to Personal Computers* (35119A)

**Audience:** Managers with limited knowledge of personal computers.

# Personal Computers

**Content:** General personal computer usage including basic computer literacy, primary hands-on use of VisiCalc<sup>®</sup>, secondary hands-on use of word processing and graphics; summary of how PCs can work for them.

**Length:** 1 day

**Price:** \$99 per student

This class is also ideal for dealers to recommend to their customers. Dealers will not have to spend their time bringing customers up-to-speed; customers attain a basic level of personal computer sophistication from the class and can then make an educated purchase decision with the dealer's help.

Remember this class is an educational tool. It does not do a sell job on the HP 150 or any other machine. That's still your responsibility!

## Take the leap

Now your customer has bought an HP 150, and, of course, is excited about getting started on it. Well, here's the next step: *Getting Started on the HP 150* (35036A).

**Audience:** Any user of the HP 150.

**Content:** Introduction to the HP 150 and its operation, including utility programs, system start-up and MS-DOS operating system.

**Length:** 1 day

This course or equivalent knowledge is a prerequisite for all subsequent courses on the HP 150. Note that all classes are priced very competitively, \$75 for a half-day and \$130 for a full day, except where specified differently.

## What about specific software?

Each customer has unique uses for the HP 150. This is why we have structured the curriculum to have maximum flexibility. Students can attend whatever functional area course they want — spreadsheet analysis, word processing, data base management, or integrated software — without having to sit through material they are not interested in. In fact, *Series 100 WordStar<sup>®</sup>* and *Learning Series 100 Condor<sup>®</sup>* are each divided into two modules, allowing students to choose the depth of understanding they wish to attain.

From the descriptions below, determine which courses are best for your customers' needs.

- *Learning VisiCalc<sup>®</sup>/150* (35125A)

**Audience:** Business professionals and managers.

**Content:** In-depth training on VisiCalc<sup>®</sup>. Covers all of the VisiCalc<sup>®</sup> commands and introduces students to the electronic worksheet through a series of hands-on labs. Upon completion of this course, students will be able to perform basic spreadsheet analysis and use the reference manuals for complex applications.

**Length:** 1 day

- *WordStar<sup>®</sup>/100* (35123B)

**Audience:** Word processing users.

**Content:** Comprehensive training on using word processing with the WordStar<sup>®</sup> package. Hands-on lab exercises concentrating on creating, editing and printing business letters. Also included are exercises in document formatting and enhanced printing.

**Length:** ½ day

- *SpellStar<sup>®</sup>/100 & MailMerge<sup>®</sup>/100* (35123C)

**Audience:** Word processing users.

**Content:** An introduction to using MailMerge<sup>®</sup>/100 to create customized documents and chain printing. Also included are exercises in using SpellStar<sup>®</sup>/100 to check spelling in a document.

**Prerequisites:** WordStar<sup>®</sup>/100 course.

**Length:** ½ day.

*WordStar<sup>®</sup>/100* and *MailMerge<sup>®</sup>/100 & SpellStar<sup>®</sup>/100* can be ordered as a single one day unit under P/N 35123A.

- *Learning Condor<sup>®</sup>/100 20-1* (35124B)

**Audience:** Business professionals.

**Content:** An introduction to data management using Condor 20-1. Students will learn how to create data bases and use Condor's commands to accomplish tasks such as sorting information and creating reports.

**Length:** 1 day.

- *Learning Condor<sup>®</sup>/100 20-3* (35124C)

**Audience:** Advanced users.

**Content:** A continuation of data management using Condor<sup>®</sup> 20-3. Topics include: indexing, Project, Join, and Report Writer.

**Prerequisites:** Condor<sup>®</sup>/100 20-1 course.

**Length:** ½ day.

*Learning Condor<sup>®</sup>/100 20-1 and 20-3* can be ordered as a single 1½ day unit for \$200 under P/N 35124A.

- *Software Integration/150* (35037A)

**Audience:** Secretaries, managers, and business professionals.

**Content:** Through a series of lab exercises, students will learn how to use Series 100 software integration capabilities to share or transfer information between software packages. It includes Condor<sup>®</sup> to MailMerge<sup>®</sup>, VisiCalc<sup>®</sup> to Graphics, and Condor<sup>®</sup> to Graphics.

**Prerequisites:** Mailmerge<sup>®</sup>/100 & Spellstar<sup>®</sup>/100, Visicalc<sup>®</sup>/150, and Condor<sup>®</sup>/100.

**Length:** ½ day.

All these classes stress working with the HP 150 during class time to maximize the learning experience.

### A week of fun and knowledge

Take a look at the entire curriculum.

Days	1	2	3	4	5
Getting Started	Learning VisiCalc/150	WordStar/100	Condor/100 20-1	Condor/100 20-3	
the HP 150	↓	SpellStar/100 & MailMerge/100	↓	Software Integration/150	

Where else do you see such support from a personal computer vendor? Look at IBM. Look at Apple™. Their customers rely on dealers and third party suppliers for training. If the quality is substandard or no training is available, customers suffer.

HP customers can also go to dealers and third party software suppliers. But if they need help, HP training is available to assist them. And the quality of HP 150 training is tough to beat.

These courses will be available December 1. Any of these courses can be taught at dealer or customer sites. Classes will be taught at the local training centers based on demand. Use training as a competitive advantage to win more HP 150 sales.

*VisiCalc® is a registered trademark of VisiCorp.*

*WordStar®, MailMerge®, and SpellStar® are registered trademarks of MicroPro International Corporation.*

*Condor® is a registered trademark of Condor Computer Corporation.*

## Context MBA™ training has arrived

*Mickey Friedman/CSD*

The Context MBA™ customer training course is here, available and on the November CPL. What's this course all about?

The Context MBA™ course is an intensive, interactive two days that brings managers and other users up-to-speed on the HP 9816 and teaches them the specifics of the Context MBA™ integrated software. The format of the class is a first for HP. The initial 1½ days are self-paced. Students work in pairs on a personal computer while the instructor provides individual assistance. The last ½ day is a team competition business simulation, tying together all the integrated software they've learned about.

### Positioning

Position the course for both sharp managers who have little experience with computers and engineers who are interested in business applications. The course primarily stresses the Context MBA™ software packages, so the main criteria for taking the course is wanting to attain a working knowledge of the Context MBA™ integrated software in an intensive two days.

### Course details

**Price:** Classroom: 35127A \$300/student  
 On-site: 35127X \$3000/10 students  
 \$40 for each additional student

**Length:** 2 days

**Prerequisites:** None

**Content:**

#### DAY 1

Introduction to Personal Computing  
 MBA's Electronic Spreadsheet  
 MBA's Graphics Capabilities

#### DAY 2

MBA's Word-Processing Capabilities  
 Electronic Communication (optional)  
 Keeping Things Running  
 Management Decision-Making Simulation

# Personal Computers

The course is only available on the HP 9816 at this time. It will be available on the HP 150 soon after the MBA software is introduced on that personal computer.

## Ordering materials

You may order all materials for the course from SDC. You should order one instructor kit:

- **Instructor kit** 35127-60001  
Contents: Set of Simulation Discs, Set of Budget Discs, WRKSHO Disc, Admin Disc, Instructor notes, Simulation memos, Transparency Set.

You should order one of the following for each student:

- **Student Workbook** 35127-90001
- **Blank Disc** 35127-11001

In addition to ordering the entire instructor kit, you can order individual components separately.

All materials can be ordered immediately and will be shipped starting October 15.

## Scheduling classes

Plan now to hold classes on Context MBA™. The potential demand for this class, from a large installed base of customers who are not using their Context MBA™ software and from new sales, is great. You should start scheduling classes after November 1. Remember, you will need to have one HP 9816 for every two students.

To aid you in attracting students, we have created the Context MBA™ course brochure (P/N 5953-8830). These are available in all North American sales offices (check your literature room) and from the Sales Literature Depot in Palo Alto. Try a direct mailing to your current 9816 customers and sell them on the value of this course.

*Context MBA™ is a trademark of Context Management, Inc.*

## Also in this issue

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## GENERAL

### New HP 1000 to HP 9000 portability aid available

*Gary Kaiser/FSD*

A new product called the Applications Migration Package (AMP) was recently introduced to ease the migration effort required in porting many applications from an existing HP 1000 system to an HP 9000.

AMP (P/N 97086A) provides a library of emulation routines as well as several transport, conversion, and analysis utilities. Specifically, AMP has been designed to aid current RTE-4B/6VM customers who are interested in porting all or part of their non-real-time applications to the HP-UX environment on the HP 9000. As described in the training handout distributed during the recent HP-UX field training sessions, AMP will not eliminate customer conversion efforts, but in many cases, it will reduce the amount of work required.

More information is included in the latest HP-UX technical data book or in the AMP manuals — Users' Guide (P/N 97086-90002) and Reference Manual (P/N 97086-90001).

AMP is priced at \$1000 US for the HP 97086A, with no charge for the HP 97086R right to reproduce.

## 1000s

### New 1600 bpi mag tape option for Micro/1000 systems

*Sulu Hegde-Rai/DSD*

Starting November 1, we will be offering a 1600 bpi mag tape media option on the HP 2486A, 2487A and 2489A Micro/1000 systems. The media for the RTE-A operating system will be unbundled from the core system and customers will have to select one of the following no-charge media options:

- Option 022 System S/W; CS-80 compatible cartridge tape
- Option 044 System S/W; 3½" microfloppy
- Option 061 System S/W; 1600 bpi mag tape.

(The above will be implemented on the 2186D system product on October 1.)

We will also be offering the following memory plus software value pack products with software on 1600 bpi mag tape for the Micro/1000 systems:

- Option 131 BASIC value pack on 1600 bpi mag tape
- Option 132 FORTRAN 77 value pack on 1600 bpi mag tape
- Option 133 Pascal value pack on 1600 bpi mag tape.

Keep up the fantastic sales of the Micro/1000s!

### New rails to rack the Micro/1000

*Sulu Hegde-Rai/DSD*

The HP 12679B support rails (which are designed to rack instruments) cannot be used to rack the Micro/1000.

We plan to alter the steel rail sold as the 12679B product to include another set of mounting holes for the Micro/1000 product. The modified steel rail will replace the 12679B and will be called the 12679C. It will appear on the December CPL. In the interim, the existing aluminum rails that come with 29431F cabinet can be used.

Starting December 1, you can order the 12679C rails for racking the Micro/1000 in the 29431F cabinet.

### Image/1000-II

*Karla Rosen/IND*

Image/1000-II (Image-II), HP's newest data base on the HP 1000 computer, has shipped. Image-II provides all the features of Image/1000 (Image-1) and has added many features customers are sure to like.

- Logical and physical data base recovery from both hard and soft crashes guarantees data integrity and speedy recovery. (Note that neither Image-I nor Image-II data bases can be backed up to Linus cartridge tape. They both can be backed up to magnetic tape and disc.)
- A maximum of 100 users can concurrently access a single data base (depending on the user's resources and their required response time).

- Centralized data base maintenance through a simple (user-friendly) utility program — data base administrators will find this a productivity enhancer.
- Automatic resource cleanup after an abnormal termination — reduces the required human intervention to recover Image resources.
- Remotely accesses both Image-I and Image-II data bases.
- New datatypes — double-word integers and four-word reals.
- Improved performance for many types of transactions — watch for the performance brief in November.

Image-II's improved feature set is readily available to the Image-I installed base; Image-II is upward compatible with Image-I.

For more detailed information, refer to the sales training manual, *The \$100 Million Opportunity*, and the *HP-1000 Computer System Software Technical Data Supplement* (P/N 5953-8726).

## Customer upgrade training for Image/1000-II

*Karen Agulnick/IND*

Effective December 1, 1983, IND will be providing *free* update training for customers moving from Image/1000 to Image/1000-II. The training consists of a self-paced workbook and a lab tape, and will be automatically included with all upgrade orders (Options 602, 702, 892, and Value Packs containing Image-II).

The course teaches customers how to take full advantage of Image-II's features, and includes a detailed explanation of logging and recovery. It is a learn-by-doing tutorial that walks customers through many activities to familiarize them with various aspects of the software.

Customers whose upgrade orders are shipped before December 1 will receive their training package shortly after December 1. Additional copies of the course workbook may be ordered through IND (P/N 92081-93001).

This special expires October 31, 1984.

9000S

## MOMENTUM '84 — New opportunities for success

*Al Sperry/BDG*

We are proud and excited to announce MOMENTUM '84, which brings a number of changes to the HP 9000 program that will dramatically increase your sales potential for this product.

The actions that begin November 1, and will continue through the first half of 1984, include dramatic price reductions resulting from NMOS III technology breakthroughs, demo performance centers, software conversion assist programs, advertising, and publicity.

### Price reductions

Technological advances such as a tenfold increase in VLSI chip yields have led to increased yields of key parts and consequent lower product costs, which we are passing along to your customers. Price reduction emphasis is on workstation configurations, to help aggressively meet competition in these areas. Here are some examples:

Product	Description	Price
9020AB	Basic language 312 x 390 color system with 1Mb memory and Seagate disc	\$35,500
9020AT	HP-UX based 1.5Mb 512 x 390 color system with a 7908	48,850
9040AT	HP-UX single-user 1.5Mb SPU	35,000
9040AM	HP-UX multi-user 1.5Mb SPU	41,900
97060T	Graphic subsystem with Meutheus graphics processor and Conrac monitor	21,500

These prices are extremely competitive, and should give you many short-term incremental sales opportunities.

### Demo performance centers

New EPN demo performance centers will be installed in the field starting in January at Regional and then Area levels. These will facilitate EPN demos including Series 200 and 500 computer systems and applications appropriate to each workstation. These centers will let us demonstrate the distinctive range of HP workstations, networking capability, and HP and third-party applications that customers expect.



## Software conversion

A large opportunity exists in converting software from HP and competitive machines (chiefly DEC and IBM) to the HP 9000. Demo performance centers will supply hardware and software tools to convert application programs. We plan to provide a *conversion assist* product to prospective customers with significant purchase requirements that could be directed to the HP 9000 if the software could be converted. Both SEs and factory teams will be trained to assist in getting the conversion centers operational.

## Applications

We are beginning to get some much-needed HP 9000 application software. The major advent of CAE application software will be in the first half of 1984. Major opportunities for immediate HP 9000 sales are in four main areas:

- *Desktop computer upgrades* where the basic language functionality and migration path is strong, combined with the aggressive repricing.
- *Software conversion and new development* facilitated by Softool and the conversion assist products.
- *OEMs*: Thirty-five percent of HP 9000/500 orders are with OEMs whose value added is applications, systems integration, and marketing, not system level programming.
- *Engineering workstation applications*: We urge you to continue pursuing these prospects and opportunities, but recognize that the sales maturation time is likely to be longer until the Third Party and HP applications software is readily available.

HP-UX and language systems are now being shipped in volume; local area network capabilities are available; and the graphics display subsystem includes large screen, high resolution capability. These enhancements, along with MOMENTUM '84's aggressive pricing, demo performance centers, software conversion program, and a promotional program (including HP-UX and EPN ad programs and publicity), will stimulate awareness and interest in HP EPN and the 9000. Great opportunities exist now to meet and exceed quota selling HP 9000s!

## New networking capability added to HP Series 200

*Sue Bodoh/CNO*

Effective November 1, a new networking product is available for the HP Series 200 computers.

### IBM 3270 display station emulation

This product features a IBM 3270 plug-compatible coax interface to an IBM cluster controller. It comprises two pieces: the HP 98695A 3270 Coax Interface, and the HP 98795A Display Station Emulator. For a usable solution, the customer should order both.

The HP 98695A is a smart interface card that connects the Series 200 computer to an IBM 3270 controller via a Type A coax cable. The card handles all transactions with the 3274 or 3276 controller, buffers all data, and can appear to the controller as either a 3278 or 3279 display station.

The HP 98795A is a software standalone emulator package that manages the keyboard and CRT of a Series 200 computer so that it behaves like a 3278 or 3279 display station to the user. It also features file transfer capability. An HP 98695A interface is required to run the HP 98795A software.

The HP 98795A emulator will only function properly in Series 200 computers that have Display Enhancements — currently the HP 9816 and 9836. Because of its nonstandard CRT size, the HP 98695A will not operate in the HP 9826.

The HP 98695A Coax Interface sells for \$1200 US, and the HP 98795A Display Station Emulator for \$300 US. Also, HP 98795 M and R Right-to-copy products are available at \$150 US.

A field training manual on this product and two others for the HP 9000, plus a new HP 9000 family Data Communications Technical Supplement have been distributed worldwide. These publications provide details on the new products.

Now is the time to visit those many prospects who have asked for this new networking capability.

## HP Series 200 data base system available

Gretchen Snowden/PSD

A third party is currently working on a data base management system for the HP Series 200. The system will be supplied in several configurations, the first of which is available November 1.

The package is called Non-Procedural Language (NPL), and is based on the RAMIS<sup>®</sup>, FOCUS<sup>™</sup> relational data base technology used extensively on mainframes. It allows the user to create and edit data base files, select, sort and merge data records, and print reports without programming. The initial release includes most of these features. However, the ability to link data files together, along with other advanced features, will be available sometime early in 1984, at additional cost.

For additional information, contact Tom Truitt at Desktop Software in Princeton, NJ, 609-924-7111.

*RAMIS<sup>®</sup> is a registered trademark of Mathematica, Inc.*

*FOCUS<sup>™</sup> is a registered trademark of Information Builders, Inc.*

## Performance of the HP 27112A GP-IO card

Duncan Campbell/RND

The performance stated for the HP 27112A CHANNEL I/O GP-IO card in the GP-IO Installation Manual (P/N 27112-90001) and the GP-IO section of the HP 27132A Technical Reference Package is 2Mb-per-second, depending upon the system. This performance specification has led to some confusion and RND would like to clarify this issue.

The 27112A General Purpose I/O Interface provides multi-purpose 8 or 16 bit parallel communication capabilities between external devices and HP computers using the CHANNEL I/O architecture (i.e., currently the HP 9000 Series 500/600/700). The design center of the card is that of a flexible, low cost I/O card. The card was not designed to be a continuous burst high performance card.

When the 27112A GP-IO card is used with an HP 9000 Series 500/600/700, the actual maximum transfer rate that can be obtained is 300K transfers-per-second. If the card is used in word mode, this is 600Kb-per-second. If the card is used in byte mode then the transfer rate is 300Kb-per-second. These transfer rates assume that the card is in a quiescent backplane, i.e., that no other card in the backplane requires service and that transfer is terminated on count, not on a specific character. These specifications do not include delays due to the peripheral that is connected to the GP-IO.

If the GP-IO card is used with the HP-UX operating system, the card must be accessed as a character special file. This means that only 8 lines of the 16 can be read from or written to, and the resultant transfer rate is 300Kb-per-second.

### In HP 9000 Series 500/600/700:

Transfer Mode	Operating System	Transfer Rate
Word Mode	BASIC	600Kb-per-second
Byte Mode	BASIC; HP-UX	300Kb-per-second

We have updated the 27112A GP-IO data sheet to include the specifications for the transfer rate when using the 27112A in an HP 9000 Series 500/600/700 backplane. We will send this update out in November.

## CP/M® emulator available for HP Series 200 CP/M-68K

Gretchen Snowden/PSD

A CP/M® emulator for the Series 200 is now available from a third party. The emulator runs on CP/M-68K, and will allow the user to run the HP Series 80 CP/M software on the HP Series 200 (the disc formats are the same). WordStar® and dBASE II™ have been tested and work fine. The packages for the HP 120/125 will not work because they have been tailored for those systems and are not generic CP/M. It will also be possible to run other CP/M applications on IBM-formatted 8-inch discs. Performance is an issue, and the company is currently doing benchmarks.

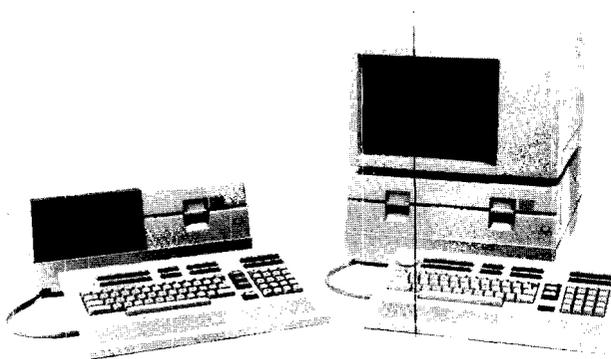
In addition to the emulator, some public domain programs and a transfer program will be included. The transfer program allows CP/M programs from another computer to be transferred via RS-232 or modem and run on the HP Series 200. One of the public domain programs allows access to the CP/M bulletin board and a multitude of other CP/M public domain software. This company also offers a CP/M-68K screen editor and a FORTH compiler. For more information, contact Jack Hardison of Empirical Research Group in Kent, Washington, phone 206-874-4844.

*dBASE II™ is a trademark of Ashton-Tate  
WordStar® is a trademark of MicroPro International Corporation.*

## New ergonomic keyboard for Series 200

Bernd Kircher/BCD

*For Europe Only*



A new version of the detached keyboard for the HP 9826/9836 products will be available starting November 1.

The integrated palm-rest will allow you to sell to those customers where ergonomic design is a must.

This special is for Europe only and therefore will not appear on the corporate price list.

It can be ordered at Option G3 with Series 200 9826/36 systems. The price is \$300 and the supplier code B600.

This new keyboard will replace the option G2 detached keyboard for orders placed after November 1. Local language versions are also available. Please specify the language required on your order.

## Also in this issue

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## 3000s

### Guaranteed Uptime Service flyer updated

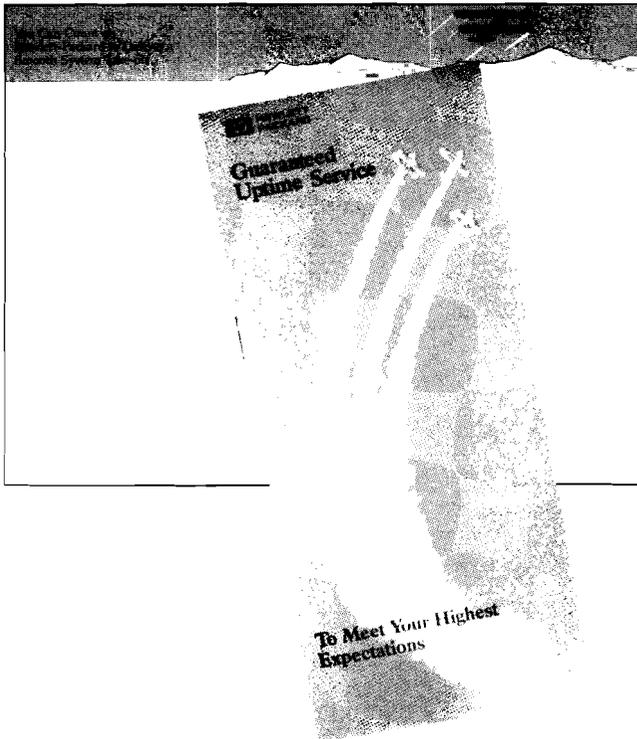
*Peter Hausknecht/CSD*

HP's Guaranteed Uptime Service (GUS) flyer has been revised and updated. The new, attractive flyer has been redesigned into a convenient tri-fold format.

HP's GUS is now available on the HP 3000 Series 40, 42, 44, 48, 64, and 68. GUS focuses attention on a major HP strength in the computer marketplace: commitment to maximum uptime.

The GUS flyer is an excellent literature piece for customers who are new to HP. It reinforces your sales presentation by emphasizing our excellent products and dedicated field personnel. By offering this guarantee, we demonstrate, *in concrete terms*, our confidence in our people and products. So, even if you don't feel that your potential customer is a fit for GUS, the flyer can be very helpful in selling HP strengths.

The flyer is available from the Literature Distribution Center (P/N 5953-8818).



### New HP 3000 configuration guide

*Kathryn Hoshor/CSY*

Announcing a new, expanded, updated and repackaged HP 3000 Configuration Guide. A totally new System Configuration Guide for the Series 39, 42, 48, and 68 has already been printed and should be in the mail to your offices within the week.

Because our goal was to make your task easier, we have taken a new approach with this guide. For example, your new configuration guides will never be far out of date because we have chosen a loose-leaf design. This format will allow us to send out regular updates whenever there are significant new product introductions and whenever there are changes or corrections to the existing rules. In addition, we have chosen to represent some information in diagrams or matrices for ease of understanding. Finally, we have consolidated the information from several previous manuals. These include the old HP 3000 Configuration Guide, Upgrades Configuration Guide, and the Product Information Guide. With the new format, not only is the required information for configuring systems all found in one place, but the total amount of documentation has been reduced.

The distribution of the System Configuration Guide is to all SRs, Staff SRs, Commercial and Major Account DMs, Field Marketing Managers, FISMs, and SEs and CEs. If you do not receive your personal copy by the end of this month, please contact the Cupertino Sales Center, and one will be sent out immediately.

Have fun configuring! And please complete the feedback forms enclosed in the new guide if you have comments or suggestions.

### Configuration newsflash: HP Series 39 and 42 memory considerations

*Jonathan Goulden/CSY*

The HP 3000 Series 39 and 42 will support up to 2Mb of memory with a mix of 1Mb and 256Kb boards. To achieve the maximum of 3Mb of memory, three 1Mb boards must be used.

The Series 39 and 42 will not support a configuration of 2.5Mb of memory. The single memory controller on these systems is not capable of handling the combination of 1Mb and 256Kb boards necessary to achieve 2.5Mb.

To reflect the above, a correction is necessary to page 71 of the HP 3000 Field Training Manual which introduced the Series 39/42/48/68 last May. Please be sure that you update your configuration information.

## HP 3000 card reader removed from CPL

*Kathryn Hoshor/CSY*

As of December 31, 1983, CSY will no longer accept orders for the 30106A HP-JB card reader.

Because there has been very low demand for this product (we sell less than one each month), it is no longer possible for our supplier to continue manufacturing the card reader for Hewlett-Packard systems. As a result, our contract will expire on December 31. Orders will be acknowledged until that date, but not after. Delivery to your customer, however, can be scheduled during the first half of 1984, if necessary, but no shipment will be made after August 31, 1984.

Although costs have increased somewhat, CSY will maintain the same price for this product throughout its remaining life (30106A Option 333 = \$12,350).

Due to the fact that demand for this type of an input device has virtually disappeared, removing the 30106A card readers from the Corporate Price List should not present any serious problems to you or your customers. However, if you have questions or concerns, please call me (TELNET 125-4354) or your SMC contact as soon as possible, and we will do our best to help.

The discontinuance period for the card reader will commence September 1, 1984; more information will be provided at that time.

## FINANCIALS

### HPFA Customer Profile

**#0000004**

*Leslie A. Kriese/FSO*

#### HP 3000 with HPFA beats IBM Series 36

**Name:** \*

**Business type:** Restaurant chain

**Geographic location:** Southwest US and expanding

**Size:** \$20 million in revenue, with ten restaurants. Will grow to 150 franchises by the end of 1984.

#### Reasons for purchasing HPFA:

- HPFA's extremely flexible reporting capabilities makes it possible for customers to gain needed in-depth visibility into their financial activities
- Easy interfacing of HPFA with other applications using HP Interface Facility
- The IMAGE data base structure
- Flexibility to accurately reflect their evolving company structure.

**Application of HPFA:** Will implement HP General Ledger, HP Accounts Payable, HP Accounts Receivable, HP Interface Facility, and HP Report Facility. They are currently evaluating HPMM/3000 Series 10, and HPPAY.

Additionally, they're evaluating linking HP 150s to their DTS cash registers using the RS-232 interface. Store menus would be displayed on the HP 150's touch screen, with menu selections being displayed on printers in the kitchen. Daily output will then be forwarded at night to a central HP 3000.

In addition to HPFA, the customer also purchased an HP 3000 Series 42, three 125s, five 2622s, one 2382, one 150, one 7933H disc drive, a 7970 tape drive, a 2608S printer and possibly a laser printer. There is a potential sale of several more HP 3000s.

**Previous system:** Three HP 125s with Peachtree software.

**Implementation time:** To be implemented.

**Why the competition lost to HPFA:** The only competition was a IBM 36 with a third party package designed specifically for restaurants. It lacked the flexibility and reporting capabilities of HPFA. Additionally, the customer felt that the IBM software lacked the ability to match their company's explosive growth.

**Quote:** "It was the HPFA software which closed the deal."  
— HP SR

"It's the most flexible system I've ever seen. In my HPFA class are people from every kind of business, and we can all use it. That alone speaks to its ease of use. We don't know what we'll look like in 10 years, and we felt that HPFA was the only product that would be able to meet our organizational, reporting and data entry requirements as we grow."  
— Director of Information Services

**Favorite computer vendor:** Hewlett-Packard

**HP SR:** Larry Kohutek

**HP CSR:** Gene Hair

## HPFA Customer Profile #0000005

*Leslie A. Kriese/FSO*

**HP 3000 with HPFA beats IBM Series 38**

**Name:** \*

**Business type:** Manufacturers of non-narcotic pharmaceuticals and over-the-counter prescription drugs, with one subsidiary involved in aerosol packaging.

**Geographic location:** Southwest United States

**Size:** \$7 million dollars this year, with anticipated doubling next year.

**Reasons for purchasing HPFA:**

- PRODUCTIVITY '83 demo in Houston
- Reference Account
- HP's reputation for application software and the completeness of the MPN solution
- HP field support.

Additional products in this sale included: OM/3000, HP MM/3000 (Series 10), one HP 3000 S39, one HP 120, four 2382s, two 2624s, one 2622, two 7914TDs and a 2608 printer.

**Application of HPFA:** The customer is installing HP General Ledger, HP Accounts Payable, HP Report Facility and HP Interface Facility. They will be using OM's Accounts Receivable product and linking this to HP General Ledger.

**Previous system:** Sperry Univac VC 78 with Sperry software.

**Implementation time:** Only two weeks to build their prior histories, load all necessary accounting data and be up and running in parallel.

**Why the competition lost to HPFA:** The main competition was an IBM 38, and to a lesser extent, a larger Sperry Univac system. IBM lost due to a greater HP field effort. At the last minute, IBM came back with a Series 36 option, but at that point the customer had already elected to go with HP.

The Sperry system lost because of what the customer felt was poor support and attention provided with their previous Sperry system.

**Quotes:** "I was initially attracted to the package because I could see that it would give us a level of sophistication that is usually not available to a company of our size."

"I'm impressed with the flexibility of Customizer, HP Report Facility, and the product's ability to fit a changing organizational structure. It's very easy to adapt HPFA to our evolving organization."

"From the demo of HPFA it was obvious that it could easily accommodate the needs of a rapidly growing company."  
— The Controller

**Favorite computer vendor:** Hewlett-Packard

**HP SR:** Janet Yauch

**HP CSR:** Gene Hair

*\*For additional information on these customers, please contact Leslie Kriese at FSO, 408-263-7500, ext. 5048.*

## HPFA and HPDeskManager — Reports on the move

*Geoff Petter/APO*

Do any of your HPFA customers or prospects need to produce copies of the same report simultaneously at different locations? If so, HPFA allows them to do this *at no extra cost*, provided that they have HPDeskManager installed on their system.

Imagine a company that has branch offices spread all over the country (or world), all using HPDeskManager for their normal inter-office communication. The accounting manager wants to discuss the current actual/target status at the next managers' meeting, but also wants to get a copy of the relevant reports to the offices before the meeting.

Usually, the report would have to be produced, photocopied, and then put in the mail. With HPFA, the accounting manager can simply request the overall company report, review it online to make sure it is correct, use EDITOR to split it into its component branch reports, add explanatory comments if necessary, and then use HPDeskManager to route the file to the offices in a matter of minutes. He can even mark the file as top priority and find out whether it has been accessed or not.

Alternatively, he could produce one report for each branch office, distributing each one via HPDeskManager.

How is this done? Quite simply. One of the features of HP Report Facility allows you to store a report in a standard MPE file (you just change the printer name to DISC when you request the report). Normally, this report is reviewed online within HPFA, but you can also manipulate the file outside HPFA with EDITOR, and send it to any node on your mail network.

What advantages does this give you? HP Report Facility gives you the ability to produce sophisticated reports directly from your accounting data simply by pressing a few keys. Now you can also use other standard HP software to manipulate and distribute these reports in a timely, cost-effective way.

So, next time you're talking HPFA to customers or prospects with remote branch locations, try pointing out this feature to them — not only is it elegant, but it costs them nothing extra if they are already using HPDeskManager. If they are not using HPDeskManager, it gives you a golden opportunity to show them another example of how our various MPN offerings work in harmony to produce linked, cost-effective solutions.

## OFFICE SYSTEMS

### **Scheduling meetings in The Interactive Office**

*Martyn Lambert/OPD*

HPDeskManager provides a full-function diary service for the office user. It can be used in conjunction with the designate facilities to provide the powerful functionality of a meeting scheduler. This enables a secretary acting as a designate to a number of managers, to schedule meetings easily. The following is an example of how a secretary would schedule a meeting.

Working as a designate to each manager the secretary issues a LIST FREE (LF) request. The available free time for each manager is in turn displayed on the screen.

An appointment request (or multiple request) is then sent to each manager. As each appointment has been agreed to, it is inserted into the manager's diary.

If there is important information about the meeting (for example, an agenda) it can be included with the appointment request.

A scarce resource such as a meeting room, facilities or computer time, can also be scheduled by configuring the resource as a user and having designate access.

Using HPDesk in this way makes full use of the available functions. It encourages the use of DIARY, provides powerful meeting scheduling facilities of people and resources, and provides the ability for text documents to be attached to the appointment. This means that HPDeskManager is being used to closely mirror current office practice.

### **Echo suppression in HPListKeeper**

*Moe Rubenzahl/PSD*

We've found a minor bug in HPListKeeper. If the user prints a list to an attached printer (the terminal's integral thermal printer or a slaved HP 2601/02), then HPListKeeper will fail to turn echo on when it exits. That means that the user will not see what he or she types. Note that this does not happen when it prints to a 2601/02 wired as an LDEV.

The remedy is to type **[ESC]** : (that is, the escape key followed by “:”). That will restore echo. However, if the user then runs any program that uses V/3000, echo will again be turned off, requiring the use to type **[ESC]** : again.

The new version of HPListKeeper, A.00.01, will be on Q-MIT delta 3. It contains a permanent fix. A.00.01 also contains some other very minor fixes and uses fast form files to reduce the size of the form files.

Help us make HPListKeeper a big seller. At \$2000, it brings your customers a lot of productivity for a small investment. And it's so easy to learn and use that it's a perfect way to introduce keyboard-shy customers to the power of the HP 3000 and The Interactive Office.

## 20% off HP's word processing solution

*Artie Stone/BOI*

Your customers deserve the best and HP offers the best when it comes to word processing. To prove it, we're offering a 20% discount when ordering two HP 2628A terminals, HPWord software, and the HP 2687A text-only laser printer.

- The HP 2628A three-in-one terminal operates in data-entry mode, word-processing mode, and graphics mode. It's one of the most versatile terminals on the market today.
- HPWord software has been updated to include more capabilities than ever. And its interactive interface to HPSpell lets you check spelling and correct it at the touch of a softkey.

- The HP 2687A text-only laser printer offers up to four character fonts per printed page, automatic underline, page rotation, and proportional spacing. Its 300-dots-per-inch resolution offers superior print quality.

	<b>FBP</b>	<b>Disc.</b>	<b>Net</b>
2628A (2)	\$ 6,390	-\$1,275	\$ 5,115
HPWord	5,000	- 1,000	4,000
2687A	12,500	- 2,500	10,000
<b>Total</b>	<b>\$23,890</b>	<b>-\$4,775</b>	<b>\$19,115</b>

This bundled price is also HP Purchase Agreement discountable.

For more details on these products, refer to your field training manuals. And for specific ordering information, see your local sales office order processing contact.

This special pricing is available *only* until December 31, 1983. Be sure to act now.

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## GENERAL

### Speech output technology

*Duncan Campbell/RND*

There are several ways to create speech output on a computer. The two techniques most widely used are text-to-speech and linear predictive coding (LPC). The LPC technique is used on HP's new HP 27201A Speech Output Module for the HP 1000 and HP 3000 Series computers and the plug-in 82967A Speech Synthesis Module for the Series 80 computers.

Text-to-speech (Synthesis-by-rule) translates straight text (ASCII characters) into spoken output by examining the text as it goes by and trying to figure out how the syllables it sees should be pronounced. Since English is filled with words that look similar but sound different, the set of linguistic rules can be quite complicated and must be supplemented with a dictionary of exceptions for those words that do not follow the text-to-speech model.

The flexibility of text-to-speech is its real contribution. The trade off is the quality of the speech. The quality of text-to-speech is generally very poor. It helps to know the context ahead of time and be attentive because the speech output is usually flat, unemotional, and sounds machine-like. You can manipulate text around these deficiencies but you lose the benefit of its flexibility.

The synthesis technique which Hewlett-Packard adopted for the HP 1000, HP 3000, and the Series 80 contains an integrated circuit with a mathematical model of the human vocal tract. LPC uses recorded speech as its word source. The technology is based on the assumption that the sound we are making at this instant is a continuation of the sound we made at the previous instant. The natural redundancies in this speech are removed and particular parameters are extracted to reduce the bit rate. The result of this process is high quality speech output, with a reduction in the number of stored bits per spoken word of as much as 98.5% over purely digitized speech. The contribution of the LPC technique is the compression of the speech data, and the benefit to the customer is high quality speech.

For further verification, hear RND's speech output demo (P/N ET15652) or hear the record included in the Speech Output Module brochure (P/N 5953-5002).

### HP 35016A modem obsolete: new modem provides international compatibility

*Mike Balma/CSD*

As of November 1, 1983 the HP 35016A modem is obsolete. The HP 37212A will take its place on December 1, 1983 and adds V.22 protocol, larger non-volatile RAM, soft configurable capabilities and the ability to use standard phone jacks.

The HP 37212A will be HP's international modem. With a built-in power supply switchable to 120V or 240V and V.22 protocol as well as Bell 212 and Bell 103, the HP 37212A will travel well. Other features include:

- auto answer/dial 300/1200 baud
- auto speed sensing and pulse and tone dialing
- competitive pricing with the HP 35016A.

Presently the HP 37212A is approved in the US and UK and certification in other countries is proceeding.

For applications which require Vadic 3400 protocol, the HP 35016A can be purchased directly through Racal-Vadic, Inc. under the product number VP3451PA. A five year support life will be maintained for existing HP 35016A modems.

The HP 35141A modem will continue to be our standard modem for the US Tele-Support program. However, it is not available for trade purchase.

### Also in this issue

20% off HP's word processing solution

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## NETWORKS

### Network assistance available from Grenoble

*Jean Pierre Baudouin/GND*

A group was recently created at Grenoble Networks Division, to offer services in Networks Consulting and special engineering. This group is located in Marketing and is now open for business.

Our main objective in offering these services is to help you make the big European Networks deals happen.

We sell our consulting services to your customers to help them design their network, evaluate performance and plan implementation.

When necessary, we can design special software or documentation packages. Don't hesitate to call for more info on how we can help.

Good networking!

## MASS STORAGE

### HP 7974A — The midrange 1/2" tape drive that does it all

*Sandy Hansen/GLD*

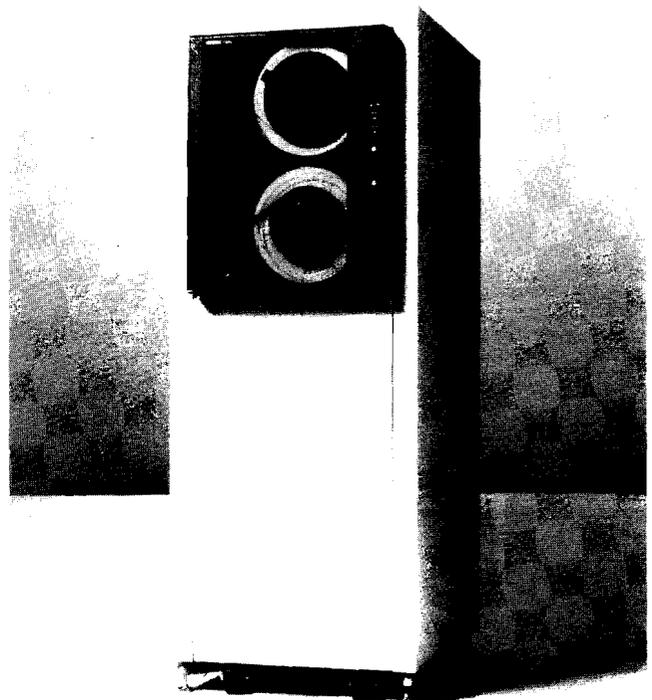
Does your customer need a 1/2" tape drive for backup, archival storage, data exchange, or transaction logging? HP Greeley Division announces the HP 7974A, a dual density (1600/800 cpi) tape drive with start-stop and streaming mode operation. Now you can offer your customers a new lower cost 1/2" tape drive for midrange system backup (100-500Mb of online storage) with better performance than the HP 7970E.

The standard drive is formatted with 1600 PE characters per inch (cpi). An 800 (NRZI) cpi option is available if there is a need for data interchange with other systems using this format. In the streaming mode, the 7974A operates at 100 inches per second (200 ips rewind). It has an HP-IB interface and comes in a space-saving upright cabinet. The HP 7974A is currently supported on the HP 3000, Series 39, 40/42, 44/48, 64/68. Support on the HP 1000, A and L Series and the HP 9000 is planned for Spring, 1984.

### Also in this issue

**New networking capability added to HP Series 200**

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The US List price of the HP 7974A is \$12,500. The 800 NRZI format may be added for \$2500. For comparison, one HP 7970E with 1600 cpi mounted in an upright cabinet is \$16,290; dual density is not even offered. We think that the enhanced price and performance features of the HP 7974A will help you win sales.

Backup using the HP 7974A is faster than with the HP 7970E. A newly developed software feature called Immediate Response greatly streamlines backup. No longer does the host have to wait for verification that data is written to the tape before sending the next command and data block. As soon as data is in the tape drive buffer, the drive immediately notifies the host to send the next command. Additional software changes have been made to the driver in the HP 3000 enabling the tape drive to stack multiple commands and data blocks and process them sequentially during the backup operation.

With tension arm buffering, the HP 7974A is also a true start-stop drive operating at a tape speed of 50 ips. This gives your customers tremendous versatility for 1/2" tape applications such as transaction or data logging.

The HP 7974A has enhanced internal diagnostics and is designed to be an extremely reliable drive. Using these diagnostics, your customer can verify that the drive is operational, spot potential problems and trace the nature of those problems if they exist. This results in a reduced Mean-Time-To-Repair if there is a failure. Because of the reliability and extensive internal diagnostics we've been able to reduce monthly maintenance costs 40% from those on the HP 7970E — that means lower operating costs for your customers.

The standard, 1600 (PE) cpi tape drive will be available for December shipments. There is an 8-10 week delivery for drives including the 800 (NRZI) option. Give your customers the new lower cost 1/2" tape drive solution to midrange backup. Sell the HP 7974A now!

## Monthly maintenance prices for new tape drives

*Barb Koepflinger/CSD*

Listed below are the hardware monthly maintenance prices for new products introduced November 1:

Product	Description	SMMC	BMMC	PMMC	FMMC
HP 7974A	Streaming tape drive	\$91	\$73	NA	NA
HP 7978A	Streaming 1/2" tape drive	101	81	NA	NA

Field administration managers have been notified of these prices, which will appear in the November 1 price release.

## 3 1/2" microfloppy questions? We've got the answers

*Kathy Kimball/GLD*

It's been almost a year since Greeley introduced the 3 1/2" microfloppy. We think it's been a tremendous success; we've shipped about 50,000 3 1/2" mechanisms in our products since November 1, 1982. It's been such a success that we're renegotiating our original three-year OEM contract with Sony, increasing projected volumes and building in plans to implement future developments.

We think the 3 1/2" microfloppy is a great product; you've voiced the same opinion, and your customers that use it, love it. But what about the rest of the world? They don't even know the 3 1/2" microfloppy has the same capacity as the 5 1/4" disc. Many other misperceptions about reliability, density, industry standard, etc., have also been pointed out. In the next few issues of *Computer News*, I'll be asking the most often asked questions and giving you the answers we've been giving the press, our customers, etc.

**Question:** The microfloppy mechanism is a relatively new mechanism. Have there been reliability problems with this hardware?

**Answer:** No, quite the opposite. Our annualized warranty failure rate on the mechanism has been only 1%. The failure rate is half the anticipated failure rate and almost one-fourth the rate of the 5 1/4" mechanism.

**Q:** Is this reflected in maintenance prices to customers?

**A:** Yes. Our customers who are using the 3 1/2" units are paying 33% to 50% less than those using 5 1/4" units.

**Q:** How did HP design its family of microfloppy products?

**A:** Each of our four microfloppy storage systems combines Sony Corporation's 3 1/2" drive with HP electronics and packaging.

**Q:** What role does the microfloppy storage system play in Hewlett-Packard's personal mass storage strategy?

**A:** We chose the Sony 3 1/2" microfloppy as our standard floppy.

Well, there you have it, our first series of the most commonly asked questions about the 3 1/2" microfloppy.

## Rack mount available for Greeley's new Winchesters

Kathy Kimball/GLD

A 19-inch EIA rack mount enclosure is currently available for the HP 9133V, 9133XV, and 9134XV. This rack mount will not be on the Corporate Price List until December 1, 1983, but you can order it from Disc Memory Division (DMD) by overriding the Heart system.

The information needed to order the rack mount and override Heart is:

<b>P/N</b>	19500A
<b>Price:</b>	\$85
<b>Marketing Division:</b>	48
<b>Supplying Division:</b>	48
<b>Description:</b>	19" Rack Mount
<b>Product Line:</b>	66

These rack mounts contain only front mounting hardware. Because of the weight you need to order 30 inch support rails — 12679B.

There is no rack mount for the HP 9121D/S at this time.

	HP 7475A	HP 7220/9872C
<b>Media Sizes</b>	A4/A, A3/B (210 x 297 mm/8.5 x 11 in., 297 x 420 mm/ 11 x 17 in.)	Up to A3/B (297 x 420 mm/11 x 17 in.)
<b>Pens</b>	6 pens in a carousel	8 pens in separate stalls
<b>Pen type</b>	Fiber tip	Fiber tip, drafting
<b>Media</b>	Paper, transparency film	Paper, transparency film, drafting media
<b>Resolution</b>	0.025 mm (0.001 in.)	0.025 mm (0.001 in.)
<b>Repeatability</b>		
With a given pen	0.1 mm (0.004 in.)	0.1 mm (0.004 in.)
From pen to pen	0.2 mm (0.008 in.)	0.2 mm (0.008 in.)
<b>Pen velocity</b>		
Pen down, maximum	38.1 cm/s (15 ips)	36 cm/s (14 ips)
Pen up, maximum	50.8 cm/s (20 ips)	36 cm/s (14 ips)
<b>Acceleration</b>	2 g	0.5 g
<b>Character sets</b>	19	5
<b>Power consumption</b>	35 W maximum	180 W maximum
<b>Size (H x W x D)</b>	127 x 568 x 367 mm (5 x 22.4 x 14.5 in.)	189 x 497 x 477 mm (7.4 x 19.5 x 18.7 in.)
<b>Weight (Net)</b>	7 kg (16 lb.)	18 kg (39 lb.)
<b>Price (US list)</b>	\$1895	\$5860

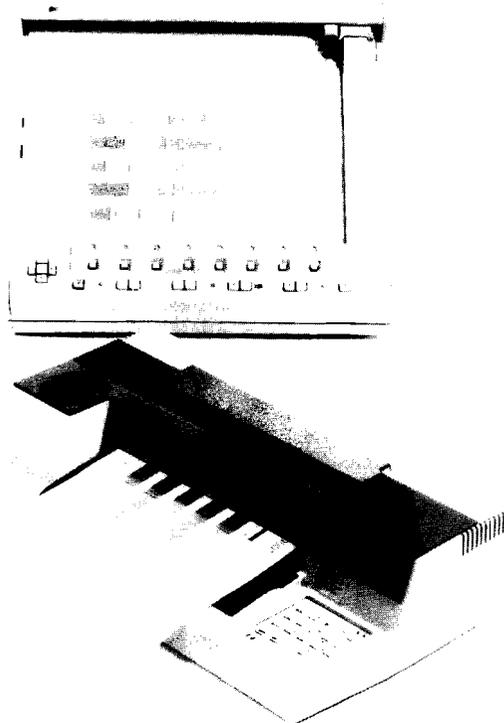
## PLOTTERS

### How the HP 7475A compares with the HP 7220C and HP 9872C

Todd Sullivan/SDD

Have you told your B-size customers about the HP 7475A? Through engineering innovations, we've built a product that dramatically improves the industry price/performance standard for A3/B-size graphic plotters. Here are six reasons why customers should buy the new HP 7475A instead of the HP 7220C or HP 9872C.

- **Price** — The HP 7475A is one-third the price of the older models.
- **Performance** — The following table compares the 7475A with the 7220C and 9872C plotters:



Price and performance are the keys to choosing between the new HP 7475A and the older HP 7220C/9872C plotters.

## PRINTERS

- **Reliability** — Simple design is one reason for the HP 7475A's higher reliability.
- **Intelligence** — HP-GL area-fill instruction reduces host computer I/O overhead.
- **Cost of Ownership** — Monthly maintenance charges are 50% lower than those of the older models; typical repair costs are 60% less.
- **Availability** — Your customers can have an HP 7475 in four weeks compared to over 20 weeks for the HP 7220C and HP 9872C.

### Multiple languages and new features for X-Y Recorder and Graphics Plotter Selection Guide

Jan Craven/SDD

Thanks to a lot of help from HP people in Europe, the revised *X-Y Recorder and Graphics Plotter Selection Guide* for HP Instruments is being translated into Spanish, French, German, and Italian. For availability, contact BID, COMSYS B100.

The English version of the brochure is available from the Palo Alto Literature Distribution Center in both domestic (P/N 5953-9718D) and foreign (P/N 5953-9718) versions. The domestic version includes recorder and plotter prices — an addition that was suggested by some of you in the field.

You'll also find a selection guide in the recorder section of the 1984 HP Instrument catalog. However, one advantage of the brochure over the catalog is that the brochure contains a new column describing plotter software, another good idea from the field. The catalog submission date was too early to include the software information, but wait till next year!

### Also in this issue

Software guide for HP plotters and Apple computers

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### Europe finds success with the HP 2680

Matt Cuson/CPM-E

Orders and sales activity for the HP 2680 increased in the first three quarters in Europe. The increased activity can be attributed to several factors: lower European price, increased customer awareness of benefits of laser printing, and ability of HP 2680 to generate sales leads. After just the first half, orders had more than a threefold increase compared to the second half FY'82 orders (39 compared to 11). Worldwide sales increased 83% over the same period.

The 2680 attracts a lot of attention from prospects, as indicated in an informal survey of the field sales force. The data show that a large portion (upwards of 80% in some areas) of new leads come from inquiries for HP's laser printing system. We have seen in the past that laser printer leads can grow into large system deals.

Take a look at the list of European Major Accounts who ordered in the first half of FY'83:

Country	Company type	No. of 2680s	Application
UK	Oil	2	Remote printer
UK	Oil	2	Remote printer
UK	Electronics	1	Line printer
Denmark	Automobiles	1	Line printer
Denmark	Pharmaceuticals	1	Manual production
Denmark	Chemicals	1	Line printer
Belgium	Retail goods	3	Print stations
France	Household appliance	1	Line printer

These companies are able to justify an HP 2680 for its higher speed, lower operating costs (compared to line printers) and better print quality and services for the users. Where can other companies find applications for the HP 2680?

- Where HP 3000s are used, the 2680 makes an excellent replacement for standard EDP line printer output.
- The 2680 can cost-effectively solve the remote printing problems which plague many large companies.
- Large cost savings can be realized using the 2680 in technical documentation applications.
- The 2680 can greatly enhance the capabilities of the company's office automation system.

## The way to success

Obviously, your key target in any company is the decision-maker. However, by building your sales approach around the HP 2680, you can sometimes sidestep some hot political issues, short-circuit the competition, and get direct access to the users, who in turn can put an increasing amount of pressure on the decision-makers. Thinking as a laser printer sales person, consider how you might approach a prospect for the HP 2680 Laser Printing System.

- *Sell into new applications while enhancing existing applications.*

Computer users show an increased awareness of laser printers and laser printer applications. The laser printer introductions by major office system suppliers have contributed greatly to the education of buyers and potential users of laser printer systems. The momentum generated from the big push for office automation will spread to laser printers.

- *Sell from HP's strengths.*

Few vendors can produce custom output which includes text, data and graphics as quickly as HP can on the 2680. HP's unique combination of software and hardware still leads the market in providing affordable flexibility for computer generated output.

- *Instill confidence among users. Demonstrate the system.*

Today, end users are often involved in decisions to buy laser printers. Increased pressure on management for improved services from the users can initiate the evaluation process for a laser printer.

The sales arguments you use will clearly vary depending on who in the organization you sell to. Each person and department has a set of decision criteria and reasons for wanting to buy. You can succeed when you speak to each from his own viewpoint and reinforce in his mind that the HP system can give him what he needs. Give me a call on extension 2916 in Boeblingen to discuss how you can best approach your HP 2680 prospects.

## Proper use of the 26010A tractor mechanism

Laird Clow/VCD

Many people attempt to do subscripts and superscripts on the HP 2601A using the HP 26010A tractor mechanism and fanfold paper. This usually results in angry words about the print quality of the 2601A because, due to the excessive gear backlash caused by the platen gear and the gears inside of the tractor mechanism, returning precisely to the original print line after doing an upshift or downshift is very difficult. The printed line usually comes out looking

very uneven. The specification given for this vertical drift is 0.040 inches, or about  $\frac{1}{2}$  a character when printing at 6 lpi. Recent attempts to minimize this gear backlash through manufacturing changes have resulted in some improvements, but since the friction feed of the platen is not being used when the tractor mechanism is in place, drifting is still evident.



The best way to do subscripts and superscripts is to use the HP 26010D sheet feeder. This method holds the paper more positively during upshifts and downshifts because of the strong grip the platen has on the paper. Therefore, do not use the 26010A tractor mechanism for subscripts and superscripts. Rather, when multiple page documents are needed, use the more positive tracking characteristics of the platen on the 26010D sheet feeder.

## OEM an HP 2687?

Russ Buschert/BSE

It's no secret that the HP 2687A and its RS-232 controller come from another vendor, so why would a potential customer want to buy from HP rather than going straight to that vendor and cutting out the middleperson? Here are a few of the reasons.

- Many companies have absolutely no expertise or experience in international trade. Forward currency contracts, import regulations, and international shipping are some of the areas they would probably prefer to avoid. We'll take care of that hassle.

- Contract negotiations and necessary lead times also could delay their own introduction of the product. HP expended roughly two person years in this effort. We'll get the OEM started out much more quickly.
- Getting spare parts and stocking them in a distribution network can be time consuming and expensive. No problem. We've already done it.
- Manuals and documentation need to be written, proofed and published. Again, very time consuming and expensive. You guessed it — we've done that too!
- They are going to have to service the units somehow — training people to do this takes more time and more money. Yes, we'll do this for them also.
- Operating supplies such as toner, OPC belts, drum cleaning pads, etc., all need to be set up in a distribution network. We've done it.

So what does this all boil down to? Unless the deal is really huge, the advantages of buying from HP are considerable.

What's your target? Other system vendors, companies that hang plug compatible peripherals on machines such as IBM and DEC, system integrators, small mini-computer and microcomputer companies.

Who are you competing against? Essentially, the Xerox 2700 which isn't nearly as compact and typically lists for around \$20,000. Compare this to our list price of \$12,500.

What about the HP 2688? This is an HP-IB device and very closely coupled to the HP 3000. Its controller is really the same as the one in the HP 2680 and would take a fair amount of work to interface it to a Brand X computer; however, it can be done.

Some companies might want to purchase the print engine itself without the RS-232 interface. The engine comes with a video interface, and a controller could be designed that would print different fonts and graphics.

If you have further questions, call Boise Division's OEM marketing team, managed by Brad Surkamer (208-376-6000, ext. 2297), or me, Russ Buschert (ext. 2909). We'll be happy to answer your questions.

So, take a moment to *ponder* your *patch* for *potentials*. The OEM group in Boise is hungry. We'd like to help you land the deal to retire on — or at least be able to take next summer off!

## Vancouver now responsible for all workstation printers

Bob Weis/VCD

Beginning November 1, VCD will be responsible for all workstation printers. The HP 82905B and HP 82906A, which have been supported at the Personal Computer Division in Corvallis, will be added to the list of Vancouver products. This will leave Hewlett-Packard with two printer divisions, Boise and Vancouver.

Of course, with *online* support of all peripheral products transferring to the Systems Marketing Center on November 1, your support calls will be handled there. If there are questions that cannot be answered, please call us at Vancouver.

The order processing function will also change. The US and Canada will order from the new Personal Computer Distribution Operation (D700). There will be no change on European or Japanese orders. ICON orders will be handled in Vancouver (5400) and you will need to override Heart supplier from D700 to 5400.

Beginning November 1, Vancouver's product line will include:

2631B	2671A	2601A	2674A
2631G	2671G	26010D	13287A
82905B	82906A	2635B	2673A
2602A			

## Obsolescence of Option 100 on the HP 2611A and the HP 2619A

Debbie Herrud/BSE

On October 1, 1983 a new regulation concerning RFI (Radio Frequency Interference) from FCC went into effect in the United States. This new regulation requires that all computer peripherals are tested after being configured onto the systems they are supported on and found to comply with the new RFI standards as outlined by the FCC. Hewlett-Packard will not be allowed to sell or ship any products in the US that have not been tested or do not comply with the new RFI standard. The HP 2611A and the HP 2619A have been tested and found to comply with the new FCC regulation on all systems *with the exception* of the HP 1000 M, E, and F. The decision has been made not to test these printers on the M, E, and F due to low order volumes. Therefore, Option 100, the subsystem option for configuring an HP 2619A and/or the HP 2611A onto the HP 1000 M, E, and F, will be obsoleted and removed from the Corporate Price List November 1, 1983.

Any orders received in October for the HP 2611A Option 100 or the HP 2619A Option 100 will not be accepted.

As an example, a major European sporting goods retail group has decided to equip each of its stores with an HP 250 and four HP 3075s to track all product movements from receiving to the check-out counter.

If you want to know everything about this application and its benefits, read the new Data Capture Application Note (P/N 5953-5927).

## Also in this issue

Reintroducing the HP 2602A  
letter quality printer

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## Videotape showcases the HP 2625A

Joe Wihnyk/RTD

Now you can use a professional-quality customer videotape to highlight the HP 2625A Dual System Display Terminal's capabilities —

- IBM/HP dual personality
- word processing
- graphics
- 19,200 baud datacomm
- smooth scrolling
- ... and more

— now available from HP-TV Network (Corporate TV).

As a sales tool, this exciting 7-minute videotape portrays just how versatile the HP 2625A really is.

New sales personnel can also use the tape to gain familiarity with our outstanding new terminal.

Order yours TODAY.

### HEART I2 order

Supplying Division:	1500
P/N:	90674RZ
Cost:	\$46

## Terminals

### New 307X application in retail

Claude Merger/GPCD



Although HP is mainly used to selling large Data Capture installations in industrial applications, there are many opportunities for smaller systems in both industrial and horizontal markets.

