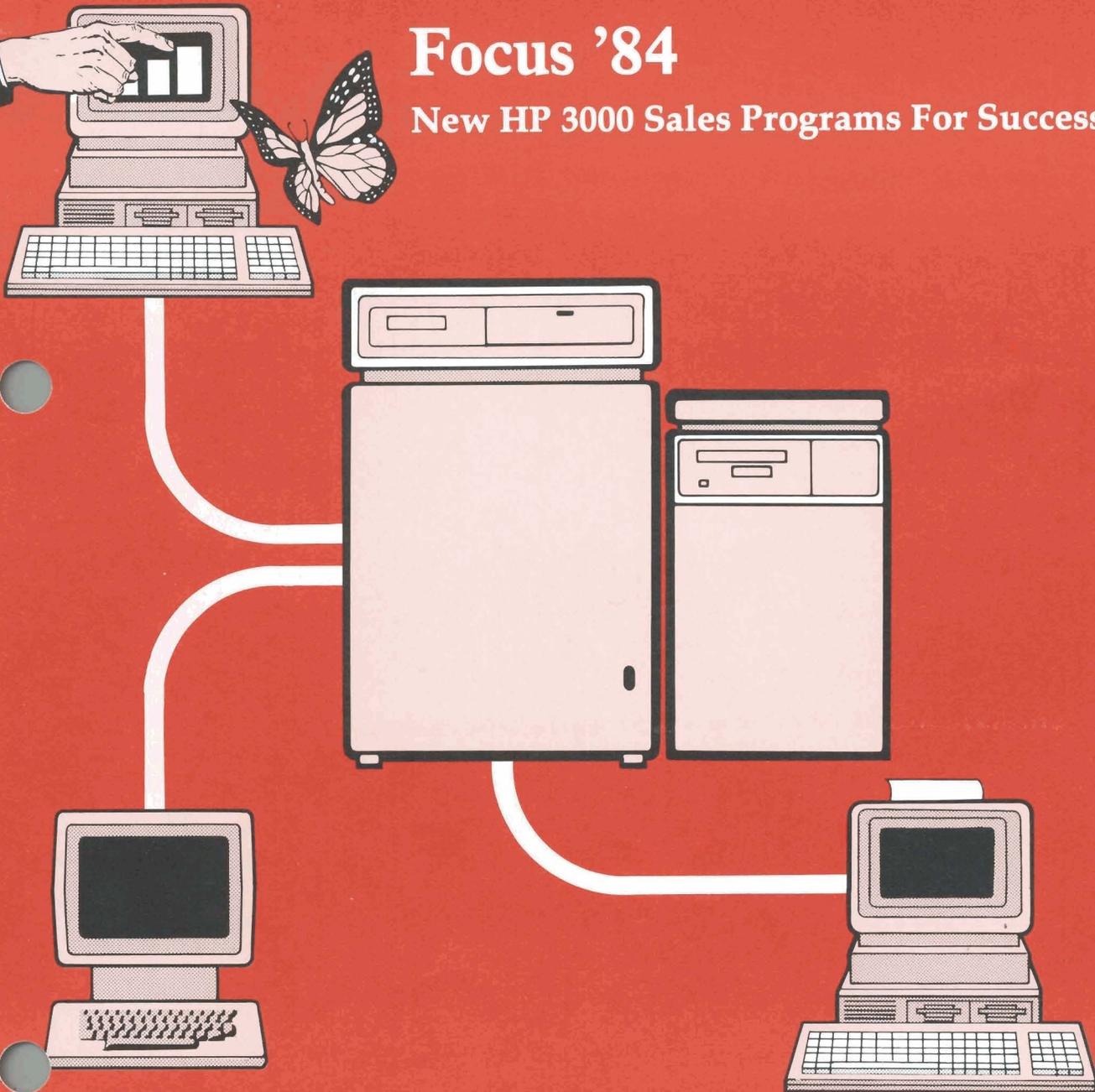


Computer News

For HP Field Personnel Worldwide
April 1, 1984

Focus '84

New HP 3000 Sales Programs For Success



Computer News

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Jim Colosi

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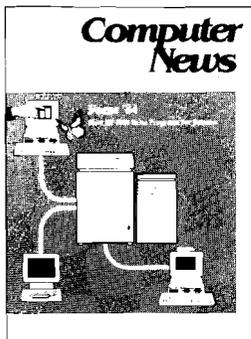
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On the Cover

Announcing Focus '84, a new HP 3000 sales program for success in 1984. Focus '84 includes two promotional programs — "Focus '84 Solutions" to help you close new system sales and "Get-Up-To-Date With a Series 48" to convince customers with older systems to upgrade now. Both programs offer your customers tremendous savings on HP 3000 systems and solutions. See articles beginning on page 15.



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
CLL Computer Language Lab
CSY Computer Systems Division
CSYR Computer Systems/Roseville
DSD Data Systems Division
FSD Fort Collins Systems Division
YCD YHP Computer Division

PERSONAL COMPUTER GROUP

PCG Personal Computer Group
GPCD Grenoble Personal Computer Division
HPPR Hewlett-Packard Puerto Rico
PCD Portable Computer Division
PCDO Personal Computer Distribution Operation
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
APO Administrative Productivity Operation
BDC Business Development Center
BDE Business Development/Europe
EPD Engineering Productivity Division
FRD Finance and Remarketing Division
FSO Financial Systems Operation
GCO Guadalajara Computer Operation
IRO Information Resources Operation
MPD Manufacturing Productivity Division
OPD Office Productivity Division
SMC Systems Marketing Center

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
NJD New Jersey Division
LSD Logic Systems Division
SDD San Diego Division

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



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GENERAL

HP president John Young addresses HP Computer Users Group conference

Dena Stein/SMC

At the opening session of the HP 3000 Users Group Conference, February 27, at the Disneyland Hotel, HP President and CEO, John Young, spoke to over 1,600 registrants. He was followed by Alredo Rego, president of Adager, who gave the keynote address. Young described the Users Group as a channel of communication through which HP can better serve the needs of end users. He added that the annual Users Groups Survey provides market research data to help HP meet the full needs of the widespread business community.

Conference activities

Held at the Disneyland Hotel, the conference was the largest Users Group conference ever. There were 106 vendors exhibiting at 174 booths, and over 80 technical papers were presented. HP duplicated 140 swap tapes for exchange during the conference. In addition to the Users Group activities and vendor exhibits, there was a reception hosted by HP, HP technical roundtables, and an HP Management Roundtable.

New name for Users Group

Interex, the International Association of HP Computer Users, is the new name of the merged HP 1000 and HP 3000 Users Groups. Interex will also include the PC users groups now forming and the new HP Series

100 International Users Group announced at the conference. This latter group will have its own magazine, *Professional Computing*, published by Wiley, a contributed software library, and a newsletter, according to Phil Hardin, Chairman of the Board of Interex.

THIRD PARTY

Portable trade show booth available to third parties at reduced prices

Marilyn Rauchle/AMD

Are your OEMs or Software Suppliers asking you for assistance with trade shows?

The April issue of *Computer Focus* announces a new program which gives Third Party companies an opportunity to purchase a portable trade show booth at a 25% savings off the regular retail price (from now through June 30).

Trade shows offer exhibiting companies the advantage of being able to demonstrate their products on a large scale to a highly concentrated segment of potential customers — but the costs of participating can sometimes be prohibitive. HP is committed to helping Third Parties be successful and we've arranged this new program to assist them in making trade shows an integral part of their annual marketing effort at a price they can afford.

All West Display of Portland, OR, will make portable trade show booths, customized for HP, available for purchase by our North American sales offices. All West has agreed to extend the same quantity pricing HP is receiving to our Third Party companies.

The All West portable exhibit is versatile enough to be used as a full-sized 10- or 20-foot trade show booth. Modules are ideal for a seminar room, hotel lobby, or table-top display. It's easy to set up, durable and inexpensive to ship (cases qualify as excess luggage on domestic airlines).

Details of the offer are explained in a color insert to the April *Computer Focus*. Two packages are available: 10-foot back wall, two pedestals to display equipment, lights, custom plexiglass sign with the Third Party's logo and four carrying cases for \$2,595; 20-foot back wall, four pedestals to display equipment, lights, sign and nine carrying cases for \$4,945. This is quite a savings for Third Parties, as prices for rental trade show booths on a one-time basis at major shows can be in excess of \$2,000.

If any of your OEMs or ISVs have contacted you for assistance at trade shows, please bring this special offer to their attention. The flyer in *Computer Focus* also contains a business reply card which should be returned directly to All West Display. HP will not be taking any orders, Third Parties should work directly with representatives of All West Display, phone 503-223-1921.

If you need additional copies of the flyer, please contact me at 408-725-8111, ext. 3067.

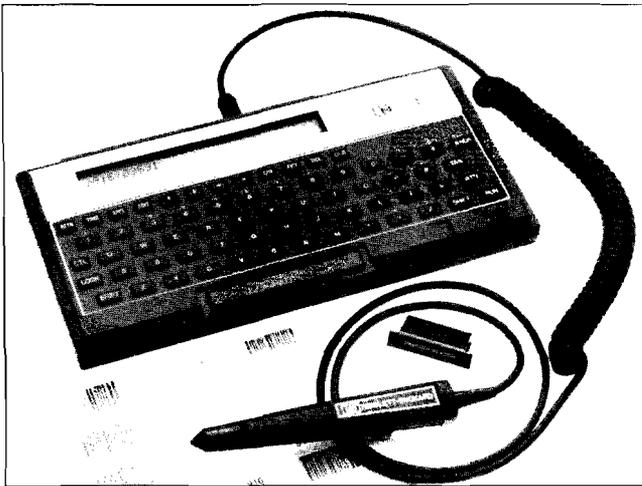


HP-75

New HP-75D reads bar codes

Claire Medwid/PCD

Introducing Hewlett-Packard's first portable bar code reader to read major industrial bar codes.



The HP-75D bar code reading system combines the power of a portable computer and an optical scanning wand for remote data collection applications. The HP-75D is compact and rugged enough for use in the factory or in the field. With its built-in BASIC language operating system, the HP-75D can easily be programmed to provide user prompts and messages, process data, or communicate with other HP computers.

What is the HP-75D?

The HP-75D is an enhanced version of the HP-75C Portable Computer introduced in August 1982. The HP-75C and HP-75D have the same physical characteristics, features, and functions with one important exception. The HP-75D adds a built-in bar code wand interface which allows compatible wands to be directly connected to the HP-75D.

In addition to the HP-75D, two products are required for bar code scanning: the HP 82725A Bar Code Reader Module and a compatible digital bar code wand.

The 82725A Bar Code Reader Module is an 8K-byte ROM module which conveniently plugs into one of the front ports of the HP-75D. The 82725A supports the following bar codes: 3 of 9 code, Interleaved 2 of 5, Industrial 2 of 5, UPC (A or E), EAN (8 or 13), Code 11, Codabar.

Two bar code wands are available for use with the HP-75D. The HP 92267A and 92267B have a rugged, lightweight case, push-to-read switch, and sealed, sapphire tip. The 92267A is recommended for high resolution codes with nominal narrow bar/space widths of 0.13 mm (0.005 in.). The 92267B is recommended for medium resolution bar code symbols with nominal narrow bar/space widths of 0.19 mm (0.0075 in.).

What are its applications?

The HP-75D is a powerful tool for applications in which data is collected, processed and stored at remote sites and later transmitted to a host computer. Typical applications include inventory collection, work-in-process tracking, field sales or service reporting and laboratory sample tracking. In many cases, the HP-75D replaces manual entry of data, providing greater accuracy and saving time and money.

How does the HP-75D meet the needs of the marketplace?

Five features of the HP-75D give it a unique position in the remote data collection and remote information processing markets.

- *Portability* — can be used wherever fast, accurate data entry is needed.
- *Programmable* — meets application requirements for user prompts and data processing.
- *Powerful* — it has an 8-bit processor to provide the speed and efficiency of a desktop computer.
- *Customizable* — with a redefinable keyboard, keyboard overlays, and plug-in ROM modules.
- *Communications* — with other HP computers. With this capability, HP has a unique position in this market by providing a total HP system for the customer's application.

The HP-75D is available now at a US list price of \$1,095. The HP 82725A Bar Code Reader Module is \$75 and the 92267A and 92267B are \$160 and \$150, respectively.

See the new HP-75D Sales Guide (P/N 5954-1075) and the HP-75D Bar Code System data sheet (P/N 5953-5657) for more information.

HP-75C is now obsolete

With the introduction of the HP-75D, the HP-75C is planned for obsolescence. All programs written for the HP-75C, including solution books, plug-in ROM modules and user programs can be used with the HP-75D. The HP-75C has been removed from the Corporate Price List effective April 1, 1984.

SERIES 80

HP Series 80 upgrade path assured

David Latimer/PCD

The Series 80 product line is entering its fifth year of life and is definitely alive and well. Sales remain strong at over 2,000 units per month, and the 100,000th Series 80 computer was recently sold, making the Series 80 installed base the largest of any HP computer product line.

Future PCD products will assure an upgrade path for Series 80. Available will be a BASIC language that is largely compatible with Series 80 BASIC. Programs written in Series 80 BASIC will run with little or no modification. Thus, customers who have invested time in developing Series 80 BASIC programs will find their efforts directly applicable to our new products.

Series 80 remains HP's lowest-cost computer line for technical applications, such as data acquisition and control. Series 80 primary strengths — BASIC programmability, I/O hardware and software, graphics, accuracy, and technical software base — can be successfully sold.

HP Series 80 to 200 translator available

Gwen Miller/AMD

A software package which translates HP Series 80 BASIC programs to HP Series 200 BASIC 2.0 is now available from Japan Mechatron Company. They are ready to sell it in the US and Europe, and have English-language sales literature available. (Note to Software Supplier reps: they are also looking for potential licensees for the product.)

For more information, please contact Emiki Mori of the YHP HP Plus team (COMSYS 8902).

Fast-moving games available on the HP 86/87

Mark Smith/PSD

Two fast moving, action-oriented games are now available on the HP 86/87.

Galaxy Patrol P/N 92248FA — \$39

Galaxy Patrol turns your HP 86 or HP 87 into the cockpit of a sleek interceptor craft on the fringes of the galaxy. As the captain of this powerful starship, you're patrolling the galactic border, repelling any alien incursions you discover.

Suddenly, your tactical map shows aliens infiltrating several key sectors in your area. As you come out of warp drive, you see the menacing forms of the aliens in the distance. You zero in on the target and fire. . . a direct hit!

You throw the interceptor into a tight turn, narrowly missing an alien bomb, and start breathing again. The gauges on your control panel show that fuel and shield power levels are dropping. You must get to the base and refuel. . . Are you up to the challenge?

Galaxy Patrol requires 64K bytes of memory.

Action Games P/N 93348DA — \$39

Action Games turns your HP 86 or HP 87 into an electronic amusement center. You play six absorbing arcade-style video games, including:

- Criss-Cross — A galactic shooting gallery that pits you against ricocheting balls at one of three skill levels.
- Dodge Ball — Just like the schoolyard game! Dodge speeding and ricocheting balls at one of three skill levels.
- Race — Test your nerve at the wheel of a Formula 1 car as you careen through an obstacle-strewn course. Think you're pretty good? Step on the gas and see what happens.
- Mouser — You are a mouse trapped inside a three-dimensional maze with giant predators who relentlessly track you. Try to grab the cheese while eluding the nasty cat and rat.
- Spools — In the strange world of spools, you must hop your way from one side of the screen to the other by jumping from spool to spool. There's one problem: The spools are moving!
- Heebie-Geebies — The Heebie-Geebies will destroy you unless you trap them. How? By leaving a trail everywhere you move. The little beasties can't cross your trail, but you've got to be quick and alert to trap them.

Order information

Contact your dealer or, in the US, call HP Computer Supplies at 800-538-8787 (in California, Alaska, and Hawaii, call 408-738-4133).

New HP Series 80 software catalog available

Jane Blando/PCD

The fourth edition of the *Series 80 Software Catalog* will be available in early April. Several new software products have been accepted into the HP Plus program since the third edition of the catalog. Among them are valuable technical and business solutions. There are engineering and computer-aided design packages, as well as data communications and financial planning products. Other applications include math and statistics, physical and life sciences, productivity software and valuable software tools.

Several new contributed programs have also been added to the wide variety of solutions offered through the Series 80 Users' Library.

The *Series 80 Software Catalog* is available from CSO. List price is \$15.95 and the part number is 5953-7804. Whether you are looking for an inexpensive program to solve a specific problem, or want a total software solution, the *Series 80 Software Catalog* will help you find just the right software to meet your needs.

SOURCE offer discontinued

Mike Sander/PCD

For North America Only

The offer of one hour free time on the SOURCE with the purchase of either the Series 80 Data Communications Pac or the Series 80 Modem has ended. The SOURCE stopped honoring this offer approximately six months ago. The offer of free time on the Dow Jones information service is still available, however. This notice is being made because some dealers may still have merchandise with the offer letter included. All merchandise currently being shipped no longer contains the SOURCE offer.

SERIES 100

HP 150/*Fortune* 1000 direct mail campaign

Shirish Hardikar/BDG

You will soon be receiving samples of an exciting new direct mail package that is being sent to 100,000 Fortune 1000 company executives in the United States. We offer every executive a reprint of the October '83 article in *BYTE* magazine evaluating the HP 150 and its software.

Our primary objective is to provide you in the US sales regions with well qualified leads to increase HP 150 sales in both direct and dealer channels. Look for a sample of the package in your mail, along with our recommendations on what to do with each type of lead. Then, get ready to look for the leads in a bright yellow envelope marked "HP 150 leads from a Fortune 1000 company."



Introducing the HP 150 internal modem

Paul Antony/POD

For North America Only

The new HP 150 internal modem from Ven-Tel fits inside the HP 150 touchscreen personal computer and adds powerful telecommunications capability to it. The modem allows HP 150 users to connect to on-line information services (such as the SOURCE or Dow Jones News/Retrieval) and transfer files between HP 150s, mainframes (such as HP 3000s) and other personal computers.

The HP 150 internal modem is a high performance product that provides automatic dialing, automatic answer and operates at 1200 or 300 baud.

The small footprint of the HP 150 is preserved by the Ven-Tel internal modem. The only attachment is the telephone cable that plugs into the back of the computer.

The modem uses the industry standard AT command set, ensuring compatibility with communications software, and is compatible with both Series 100/DSN Link and Personal Card File. When used with Series 100/Personal Card File, the modem turns the HP 150 into a powerful telephone dialer.

The Ven-Tel internal modem installs easily into either expansion slot of the HP 150. Two modular telephone connectors are provided on the back of the modem card; the telephone cable, included with the modem, is plugged into one, while a standard desk phone set can be connected to the other. Using the modem in terminal mode is simple: type ATDT followed by the telephone number and the HP 150 internal modem will dial the phone and connect to the remote computer. A built-in speaker lets you hear the call being dialed and the results. If the line is busy, you hear a busy signal through the speaker, thus giving immediate feedback of the call's success.

The modem has a simple but powerful command set that allows most of the operating parameters to be changed. For example, the modem can be set up to answer the phone on any ring automatically.

Other features of the HP 150 internal modem include selectable tone or pulse dialing, full compatibility with Sprint, MCI and other long distance services, complete Bell 212-A compatibility, and a simple, reliable design. All necessary cables and complete documentation are included.

The HP 150 internal modem (P/N 45640A) is on the HP Corporate Price List at a list price of \$425. The modem is the first product to appear out of POD's Independent Hardware Vendor Program and is manufactured for HP by Ven-Tel, Inc. of Santa Clara, CA. Ven-Tel can be reached at 408-727-5721.

HP 150 Sweepstakes begins

Marcia Alicea/PCG



Increased traffic, increased product demonstrations on the HP 150, and, ultimately, increased sales — that's what we have planned for our HP 150 dealers with the "Setting You Free" Sweepstakes. And hundreds of prizes for HP customers.

How does it work?

Through dealer-listed newspaper ads, customers are invited to visit dealer stores to participate in a brief demonstration on the HP 150. A Sweepstakes demo disc starts automatically and takes customers through key HP 150 features, then prints out their entry form. At the end of the Sweepstakes, dealers mail the entries to an independent judging firm.

What are the prizes?

The Grand Prize is a 1984 Thunderbird Turbo Coupe. And the dealership which demos the winner wins a Turbo, too! Customers also have a chance to win a lot more. Ten Caribbean cruises for two. Porsche Carrera sunglasses. And subscriptions to *Popular Computing* magazine.

When does it all begin?

It already has! The promotion began on March 19 and will continue through April 29. A drawing will take place at the end of May, and prizes will be awarded in June.

Is it open to HP employees?

We think it's an exciting promotion, too. But HP employees and their families are not eligible to win.

New strategy game for the HP 150

Michael Majdalany/CSO

CSO expands its Edu-tainment line of software with a trading simulation game for the HP 150. *Milky Way Merchant* puts you in command of a merchant fleet of starships with a license to buy, sell, and transport supplies to settlements across the Interstellar Federation. The objective is to accumulate the maximum amount of wealth in a specified period. Your challenge is to identify the markets and their needs, plan your trading routes, and make the best deals.

A game for one to four players, *Milky Way Merchant* immerses the competitors in a constantly evolving environment, where existing star systems can change their demands and new trading centers can emerge.

This is your chance to measure your trading and bargaining skills in a simulated economy.

Milky Way Merchant (P/N 92243BA, \$39.95 US list) can be ordered from any authorized HP dealer or directly from CSO. Normal dealer discounts apply.

Announcing new low-cost HP 150 software products

Mark Smith/PSD

Three new low-cost software products have been written specifically for the HP 150. One provides increased productivity for those writing in BASIC. The other two provide high quality entertainment unique to the 150, because they use HP Touch to great advantage.

Decrease your debugging time with Cross Reference Utility P/N 94448BA — \$49

Cross Reference Utility is designed as a productivity aid to programmers using HP 150 BASIC. Using your standard BASIC program you can generate a complete cross-reference listing.

The listing is organized alphabetically by variable name. After each variable is a tally of all line numbers at which the variable appears. Then for each line number follows information to tell you what's going on in that line. These codes provide such information as:

- One of many BASIC functions, such as IF/THEN/ELSE or GOSUB
- Resolved and unresolved line references
- Mathematical operators.

This programming utility is easy to operate and its performance is optimized for fast execution. Output can be directed to a printer or to a disc file for easy storage.

A collection of outstanding card games P/N 92248CA — \$39

Winning Deal combines card games with the magic touch, so moving a card is as easy as pointing your finger. And you will like the look of the on-screen cards, which look like the real thing. It's the strategy that challenges you, because Winning Deal's learn-as-you-play feature won't let you make illegal moves.

Try out your skill and luck on these single-player games:

- Blackjack — Hone your skills for the gambling meccas of the world with this casino-style version of Blackjack. The HP 150 is your dealer and even counts cards if you choose.

- Concentration — Test your memory with this classic card game. Play at one of six skill levels.
- Accordion Solitaire — First the HP 150 deals the entire deck, then it is up to you to maneuver all of the cards into one stack.
- Streets and Alleys Solitaire — A game for the dedicated player. Devise a plan to move all of the cards from eight streets to four alleys.
- Klondike Solitaire — The most popular version of solitaire.

Touch Games I — novel and strategic diversions P/N 92248AA — \$39

Touch Games I livens up your leisure time with novel and strategic diversions, plus some old favorites with new twists. Touch Games I is a collection of four games. It includes:

- 3D Tic-Tac-Toe — Win by the traditional method across one level or traverse all four levels to ace out the computer.
- Blackjack — This single player Blackjack holds faithfully to Las Vegas rules.
- Wumpus XIV — The deadly Wumpus dragon lives in a cave system of twenty rooms. You must find and terminate him or die.
- Biorhythms — Chart the ups and downs of your physical, emotional, and cognitive cycles.

System requirements

All of these products require a standard HP 150 with 256K bytes of memory (standard) with any supported line drive. A printer is highly recommended for Cross Reference Utility.

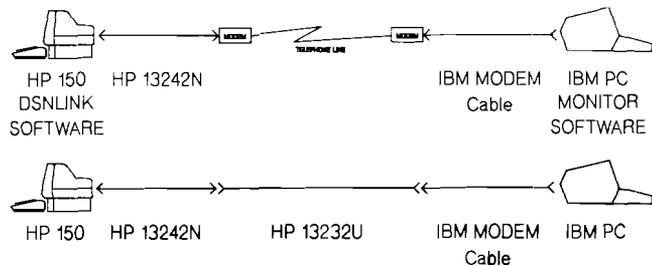
Order information

Contact your dealer or, in the US, call HP Computer Supplies at 800-538-8787 (in California, Alaska, and Hawaii, call 408-738-4133).

HP Series 100 and IBM PC data transfer

Margaret Price and Andrew Seligman/PSD

With "File Transfer Monitor for IBM PC," you can turn an IBM Personal Computer into a MONITOR workstation that is controlled by an HP 120, HP 125, or HP 150 running DSN Link. This program, running on the IBM PC, operates very much like MONITOR on the Series 100 computers.



Both ASCII and Binary files can be transferred. Note: this is simply file transfer and does not imply compatibility of data or programs transferred across systems. The data can be sent over hardwired (HP 13242H cable) or modem connection.

The IBM Personal Computer or IBM PC-XT must be running PC DOS Version 2.0 or later, must have an IBM Asynchronous Communications Adapter, and 128K or more RAM.

The product number is HP 45439A and includes a 5¼" IBM formatted disc and manual insert — \$95 US list price. This product runs as a companion to DSN Link software running on a Series 100 computer (purchased separately).

SERIES 200

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HP 1000

HP PMC/1000 makes big impact at oil refinery

Bob Bessin/DSD

A good example of the selling advantage of PMC/1000 was shown in a recent implementation for Union Oil Company. The HP team of SR Barry Humphrey and SE Dave Tyson was able to sell more than \$200,000 of hardware and software. In addition, follow-on business is possible not only at this one plant, but in other Union Oil refineries.

The application

The Union Oil refinery is directly controlled by six Beckman MV8000 systems. The MV8000s monitor and control values for a number of gas cracking towers. These towers convert crude oil into a variety of gasoline distillates, such as jet fuel, gasoline and diesel. The values controlled include temperature, pressure, octane content, chemical flow and tank level readings, among others.

These systems do a good job of monitoring a large number of sensors and controlling a large number of actuators, but do not have good supervisory capabilities. For instance, there was no data base within the Beckman systems to store historical data. Such data would be used by Union in process analysis, administration and accounting systems. Also, the process engineers at Union Oil wanted to be able to view data from all of the systems at one location. This was not possible with the MV8000 alone.

Before PMC/1000 was used, Union Oil used an HP 1000 F-Series with a customized MUX interface to collect and summarize data for supervisory purposes. This data was collected from the six Beckmans and stored in an IMAGE data base.

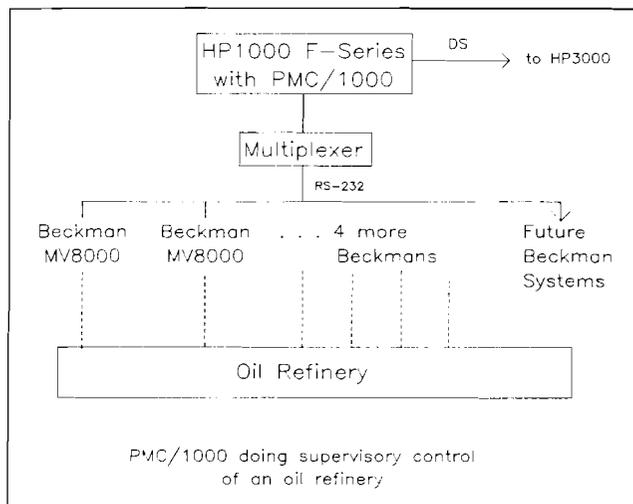
The sales situation

While the data was not collected at an extremely high rate, there was quite a lot of it being collected (15 minute averages of over 400 points for six Beckman systems) and many reports being run. As more Beckman systems were being planned to interface to the 1000, it became apparent that IMAGE wouldn't be fast enough to handle all the data input and retrieval required. A new solution to supervisory control had to be found.

Advantages of PMC/1000

The major reasons PMC/1000 was chosen by Union Oil were:

- *Ease of implementation and growth of system* — Union Oil got up and running with PMC within 1½ months after receiving the software. First, programs in the original system that were written to collect data from the Beckmans were modified to put data into the PMC data base instead of the IMAGE data base. IMAGE-to-PMC conversion was also necessary for report programs. Then, names of points, engineering units and descriptions had to be re-entered to PMC. Later, new Beckman systems were added to the PMC systems. Because PMC is a user-friendly system, these tasks took a minimal amount of time. The system is shown below.



- *Customization features* — The Beckman MV8000 is not a standard I/O front-end for PMC. Thus, the ability of Union Oil to use the memory data base access routines to easily and quickly interface to the MV8000 was a big advantage. Historical data base routines were used to communicate via DS to an HP 3000 for administrative and accounting work.

Reports were generated using memory data base access routines for real-time reports and the historical data base access routines for summary or historical reports. The flexibility of PMC to do these and other special tasks is a key advantage.

- *Extensive supervisory control features* — PMC/1000 has the historian, back-up and data summarization, and display capabilities that Union Oil was looking for. The overriding advantage of PMC in this application was that the PMC historian is much faster than IMAGE, since it is designed for the rapid response and large volume requirements of process control. This feature allowed many more Beckmans to be interfaced to the HP 1000 than was previously possible.

The ability to back up data on-line was also a crucial feature. This allowed process engineers at Union to look at data from earlier refinery events in an easy and straightforward manner. Of course, the ease of use of operator interfaces due to color terminals, softkeys and fill-in-the-blank data input was also impressive to Union.

Results

The Union Oil application is a case where PMC was sold for only a few of its many capabilities — mainly supervisory control. There was no direct monitoring or control, so a large portion of the functionality of PMC was not used. Yet the power of PMC using only these features was enough for Union to buy the system. Other vendors were not considered because their solutions were much more expensive. Overall, Union Oil is very satisfied with PMC/1000. Two other Union Oil sites in different locations are evaluating PMC/1000 for similar applications, so more business is likely.

Correction on RTE-6/VM article

Jeff Chamberlain/DSD

“RTE-A hierarchical file system coming soon for RTE-6/VM users” [*Computer News*, January 15, 1984] incorrectly states that PMC/1000 and QDM for the A-Series (92121A and 92131A) support the hierarchical file system of RTE-A. At first release they use the FMGR fmp library calls. Support of the new file system is planned for a future release.

Status of IMAGE-II and the new file system

Support of hierarchical files from IMAGE-II is not part of the next release, but is still being considered for a future release. We will keep you posted as these plans are solidified.

HP 90000

EGS/200 continues to spell success

Miriam Flood/BDG

What do floor plans, mechanical drafting and PC board design have in common? They can all be done with the EGS/200, Hewlett-Packard's Engineering Graphics System that was introduced last summer.

Susan Fulton, SR in Atlanta, GA, recently sold an SRM system to a large communications company based in Atlanta. This sale was for seven workstations, each containing an HP 9920 computer, HP 13279B external monitor, HP 9111A graphics tablet, with a shared HP 7585 plotter and HP 7914 hard disc memory via SRM. The customer also purchased Context MBA™, allowing them word processing capabilities on their CAD system. Working with former SR Bill McCarrick, now a district manager, Susan brought in a \$250,000 sale, earning her a spot in the top ten for the Southern sales region.

Susan and Bill had stiff competition from Data General and Digital, but obtained the sale because of HP's price/performance and flexibility. One of the key points to making the sale was the ability of the system to be customized for the customer's specific needs, namely, floor plan layout for their offices.

The customer was treated to a hands-on demonstration, which helped them to see the ease with which the system runs.

Jay Lukash, SR in the Fullerton Sales Office, sold an HP 9836C-based EGS/200 system, including four HP 9836Cs and one HP 9816, in an SRM configuration, to a West Coast electronics manufacturer. The company is using the system for schematic drawings, PC board design, and mechanical drafting. Jay worked on the sale for nine months, and had competition from DEC and Prime, both offering higher priced systems. The customer, first-time users of both CAD and HP, were impressed with the HP system because it gave the best performance for the price. After a hands-on demonstration, they placed an order with Jay for \$200,000 worth of hardware and software, which earned Jay a spot in the top ten for December.

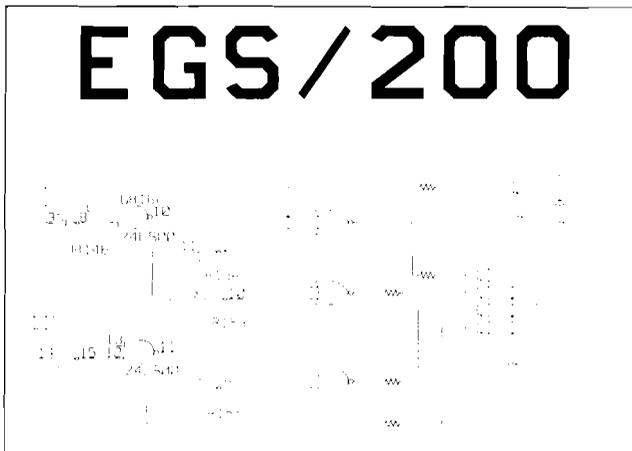
The many applications of the EGS/200 and its ability to be customized to meet specific needs will continue to make this system a big seller.

Context MBA™ is a trademark of Context Management Systems.

Also in this issue

Series 80 to 200 translator available

7



Early stage of PC board drawing on EGS/200

HP 3000

Focus '84: Solutions — New sales program for success

Jonathan Goulden/CSY

Focus '84 *Solutions* is a double-barrelled program that offers terrific savings to customers purchasing a new HP 3000 system before July 31, 1984. These customers can save money through specially priced *System Packages* and *Productivity Packages*. There are four System Packages composed of HP 3000 Series 39 and Series 42 systems with additional memory, a disc drive, a tape drive, a system console, and ADCCs. They provide a basic hardware configuration and save your customer up to \$18,600.

Productivity Packages combine personal workstations, either HP 150s or HP 2628As, with HP 150 and HP 3000 office software. These office tools add onto a system to increase the productivity of both professionals and secretaries. When purchased with any new HP 3000 system, these Productivity Packages save your customer up to \$17,940. Together, a System Package and Productivity Package can provide your customer a total office solution for less than \$55,000.

Select one of three Productivity Packages to match the needs of your customers. The Professional Package combines four HP 150 personal computers with HP 150-based applications and HP 3000 communication capabilities to meet the needs of office professionals. The Workgroup Package, designed for both professional and support personnel, utilizes two HP 150s and two 2628A word/graphics terminals with additional secretarial word processing and graphics software. The Office Support Package with four 2628A word/graphic terminals is for customers interested solely in secretarial word processing and graphics.

The *Solutions* program, besides offering terrific savings to any customer interested in the HP 3000 and the HP 150, supports our concept of the Personal Productivity Center. This is HP's name for the integration of personal computing, office automation, data processing, and communications into a total office solution. Combine a System Package and Productivity Package to create a Personal Productivity Center for your customer at a special low price. These special savings are available April 1 in the US, Canada and ICON. Localized versions will be available soon in Europe.

See your new *FOCUS '84 Solutions Field Training Manual* for details on each package's contents, pricing, and ordering procedures. Selling personal productivity with these system packages will help you close sales. *Solutions* gives you the right combination of functionality *and* price to make it happen.

Focus '84: "Get-Up-To-Date With a Series 48" sales program

Jonathan Goulden/CSY

Here's a great opportunity to sell upgrades to your installed base customers. HP Series II/III/30/33 customers can now Get-Up-To-Date with a new HP Series 48 package at a special low price. This offer will be available from March 1 through June 30, 1984 in the US and from April 1 through June 30, 1984 internationally.

The special package includes:

- Series 48 SPU with 2M-byte Main Memory
- 1M-byte Add-On Memory
- Four ADCCs
- Two GICs
- One 7933H 404M-byte Disc Drive
- One 7974A Magnetic Tape Subsystem.

Customers who select this entire package will receive a discount of \$15,800 off the list price. Additionally, we are offering 10% off selected terminals and printers and the ability to take return credits on three old

disc drives being traded in for one new disc drive. The availability of HP lease-financing makes it possible to upgrade for only an additional \$607 per month.

Getting-Up-To-Date makes sense for many reasons: system support costs are reduced, return credits are sizable, performance and capacity are increased, and new peripherals are supported. Software compatibility allows a quick installation and, with these special prices, upgrading is very affordable.

To help you get your customers Up-To-Date we have sent US Series II/III/30/33 owners a direct-mail brochure and letter outlining the special "Get-Up-To-Date With A Series 48" program. Copies of this brochure and letter are available from your Field Marketing Manager. Be sure to follow up with these people to complete the sale.

The "Get-Up-To-Date With A Series 48" sales guide you recently received explains the program in more detail. The guide includes suggestions for selling to Series II/III/30/33 owners, a worksheet for costing an upgrade, and ordering instructions. This program was announced at the HP 3000 International Users' Group Conference in Los Angeles and the response from customers was tremendous. Now is the time to get these customers with older systems Up-To-Date!

MPE V/P successes — smooth and quick installation

Larry Russell/CSY

We are receiving very positive feedback about MPE V/P (E/F.A0.00) with disc caching. CSY's OnLine Support Group conducted a brief telephone survey in February. Here are a few representative comments from field personnel who have installed MPE V/P:

"A stable MIT, visible performance improvement to our customers" (Bellevue); "A good MIT, we are very pleased" (Farmington Hills); "I am normally very conservative, but I put my account on it" (Santa Clara); V/P installs "cleanly and easily" (Indianapolis).

Field attendees at Cupertino SE training classes also believe in MPE V/P. "Going smoothly, everyone is positive" is a typical comment in the classes.

In December and January CSY shipped roughly 450 new systems and field upgrades. We estimate that about 40% of these systems are already up on MPE V/P and running smoothly. CSY has only two hot sites attributed to MPE V/P. Both these hot sites are related to the same problem and engineers in CSY's Software Lab are actively working on a solution. It is likely that the problem will be fixed via a patch by the time you've read this article.

The point is that it's safe for you to bring up your own accounts who have ordered disc caching onto MPE V/P without jeopardizing your customer's satisfaction. As a matter of fact, you'll do quite the opposite. Customers up on MPE V/P are very pleasantly surprised with their systems' performance. The stories you have heard over the past months about disc caching are true. An SE from one US sales office with 15 sites running on MPE V/P commented that they were getting "fantastic performance." Screen response and batch processing times are down significantly. Many HP 3000s are no longer I/O bound and their processors are fully utilized.



HP donates Pascal/3000 to schools and universities

Sharon Bishop/CLL

Computer Language Lab has a continuing program to donate Pascal/3000 to schools and universities that will use the software for teaching purposes. This promotion is in response to numerous requests from educational institutions interested in using Pascal/3000 for instruction. The offer applies to educational customers who have purchased HP 3000 systems from HP.

Complete the following three-step procedure to get your customer's Pascal donation.

- Send a COMSYS (6600) or memo to Sharon Bishop with the following information: name of SR for the account, name of SE for the account, name of the institution and the contact, address for the contact at the institution, and sales office address.
- Have your contact write a letter stating that the software will be used for instructional purposes and that the contact will or has purchased support for the product. Support can be either SSS or CSS. Send a copy of this letter to Sharon Bishop, Computer Language Lab, 19447 Pruneridge Avenue, Cupertino, CA 95014.
- Submit an order for Pascal/3000, P/N 32106A, and an M60 discount that brings the balance to zero. This order will be acknowledged as "To Be Advised" until all supporting information necessary to process the grant is received.

When we have received all of the information outlined above, and the grant is approved, the software certificate and manual will be scheduled for shipment by CSY Manufacturing in the normal manner. In addition, the customer will receive a special grant letter stating the terms of the grant.

If you have any further questions, contact Sharon Bishop at 408-725-8111, ext. 3693, or your SMC contact.

NOTE: If you have an educational customer who bought an HP 3000 from a third party and is not supported by HP, contact us before making any Pascal promotional commitments.

New printer option for HP 3000 graphics

Jim Skog/BOI

There is a new option for the HP 2563A printer:

- Option 065
- Cost is \$1,500 (US list).

This option, for HP 3000 system printers, provides the vector-to-raster conversion software allowing the HP 2563A printer to be an output device for DSG/3000, HP Draw, and HP EasyChart. These graphics software packages support the HP 2608S and HP 2563A HP-IB system printers as output devices from the "plot" menu when the Option 065 software or HP 36583A software package is installed on the HP 3000.

The HP 2563A and HP 2608S print graphics at a 70 by 72 dot per inch resolution. The HP 2563A plots at 14.5 to 29 inches per minute, and the HP 2608S plots at 33 inches per minute. These line printers are very fast plotting devices, but lack the higher resolution and color capabilities of pen plotters.

If there is already the latest release of the graphics package(s) on the HP 3000 and an HP 2563A or HP 2608S printer, then the HP 36583A HP 3000 Printer Graphics Support Software package can be purchased for \$4,500. This HP 36583A package also supports the HP 2680A and HP 2688A text and graphics capabilities, and only needs to be purchased once.

HP 3000 demo program for terminals available

Mark Thompson/RTD

New HP 3000-based demonstration programs for the HP 2625A dual personality terminal and the HP 3081A industrial workstation are now available from Roseville Terminals Division.

The HP 2625A program shows how the terminal functions on both HP and IBM systems simultaneously. The 3081A program runs a parts-tracking and a time accounting procedure, complete with bar code wand or slot reader input.

These new programs demonstrating the key operating features of the 2625A and 3081A are additions to the current library of demo programs for the HP 2382A, 2621B, 2622A, 2623A, 2624B, 2626A and 2627A terminals.

If you're interested in showing your customers these terminals in action, you can get copies of the above demo programs by contacting Mark Thompson at Roseville Terminals Division, 916-786-8000, ext. 5305 (COMSYS D300).

Get HP 2333A sales with multidrop leased lines

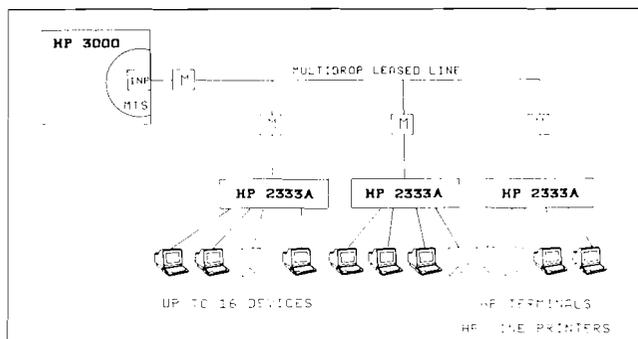
Alic Rakhmanoff/GND

One of the interesting capabilities of the HP 2333A MTS cluster controllers for the HP 3000 is the possibility of connecting many remote sites with HP terminals and line printers over the same multidrop leased line.

With only the cost of one INP interface card and the MTS software, you can support multiple remote HP 2333As on which you can attach any HP terminal and the following spooled line printers (HP 2601A, 2602A, 2631B, 2932A, 2933A, 2934A, 2563A). Up to 16 of these devices can be connected to each HP 2333A. Of course the number of HP 2333As and of HP terminals and printers on each HP 2333A which can be supported on the same multidrop leased line is totally application-dependent. The HP 2333A is a statistical multiplexer with a large buffer dynamically allocating line bandwidth to all connected terminals. The total line bandwidth of the multidrop leased line (maximum 19200 bps) is shared by terminals on printers which can run at up to 9600 bps.

A good example of such a utilization of the HP 2333A can be seen at a major account in the Netherlands. This customer is a governmental agency diffusing and consolidating information to and from Dutch city halls. They have one HP 3000 computer with 21 HP 2333As connected via multidrop leased lines. At the beginning they bought Racal-Milgo multiplexers but had too many HP 3000 system connection problems. They replaced them successfully with HP 2333As and are very happy with the 2333A operation. In addition, they saved some money by having only a few INPs instead of multiple Racal-Milgo multiplexers on the HP 3000 side. This company is now using spooled line printers which are supported with MPE IV or MPE V with the A.07 release of MTS.

Similar applications can be seen in the US and in Europe with customers having one central site with an HP 3000 and several remote locations with HP terminals and printers connected to HP 2333As using a multidrop leased line.



FINANCIALS

HPFA Customer Profile

#0000014

Leslie A. Kriese/FSO

Name: *

Business type: Distributor of nuclear medicines

Geographic location: Southern California

Size: \$50 million in sales during 1983.

Reasons for purchasing HPFA:

- Found that HP's level of implementation and ongoing support were far superior to that of any other vendor.
- HPFA is easy to use.
- Their dynamic business environment, combined with a small EDP staff, required a product which could be changed quickly without a lot of reprogramming. Customizer Monitor technology makes this possible.
- This customer felt that HP's products are and will continue to be state-of-the-art.
- Professionalism and business knowledge of the pre-sales team and the group that will be supporting them.

Application of HPFA: This customer purchased HP General Ledger, HP Accounts Payable, HP Accounts Receivable, HP Allocator, HP Report Facility, and HP Interface Facility. Additionally, they acquired HP Pay, HP Word, an HP 3000 Series 48, four disc drives, 45 terminals, and one tape drive.

This customer will collect data from field medical service center installations, which will be passed by TI computers to the HP 3000 using RJE and a special polling program to be developed by the SEO. This data will then be collected into a sales analysis and history data base, which will be created as an AMD special. A by-product of this data base will be open item information, which will be passed via HP Interface Facility to HP Accounts Receivable for open item analysis and cash application.

Previous system: Nixdorf hardware with custom written software.

Implementation time: In progress.

Why the competition lost to HPFA:

The competition was IBM (Series 38, first with MAPICS and then third party software). IBM lost because the customer felt IBM lacked feeling for their needs and did not try to understand their business. Consequently, this customer did not feel comfortable with IBM or their solution.

Wang lost due to their low level of support and the customer's perception that Wang products were technically inferior to HP's. For example, this customer felt that maintenance of the Wang products would be a continually growing cost and time burden. The Wang products would require reprogramming too as this customer grew; whereas, HPFA, being Customizer Monitor-based, would not.

Customer quote:

"The HP solution showed not only does HP have the technology to handle our business problem, but, more importantly, they have the business professionals that understand both their software, hardware, and our business. We believe that HP has the dedication to make us successful, no matter what it takes."

— In-house consultant in charge of system selection

Favorite computer vendor: Hewlett-Packard

HP SR: Laurie Frick

HP CSR: Mark Feiner

**For additional information on this customer, please contact Leslie Kriese at FSO, 408-263-7500, ext. 5048.*

OFFICE SYSTEMS

HP Spell and HP Word — a dynamic duo

Jay Young/OPD

Have your HP Word customers bought HP Spell yet? HP Spell's interactive interface to HP Word makes the combination highly competitive as well as increasing word processing accuracy and productivity.

By simply pressing a function key, HP Word users can use HP Spell not only to check, but also to correct spelling.

When discussing spell checking, these are the key points to raise:

How accurate is it? HP Spell has a dictionary of 75,000 words, plus up to 3,000 words in user-customizable dictionaries. Since 50,000 words make up 99% of everyday vocabulary, this makes HP Spell extremely accurate.

Stand-alone word processors typically have much smaller dictionaries of about 10,000 words.

How fast is it? HP Spell can check a typical 500 word page in three to seven seconds. This is because 18,000 of the most commonly used words, and the customized dictionaries are resident in main memory during the checking process, thus reducing the need for disc access. Documents using a specialized vocabulary will take longer.

Competitive products normally require twice this time.

How interactive is it? HP Spell is directly accessible while working on your HP Word document.

Other word processors require you to exit your document before checking it as a background process.

Does it correct? HP Spell suggests corrections based on phonetic and linguistic principles which make it remarkably accurate. Spell checkers that merely highlight errors, and expect the user to go to a dictionary to find the correct spelling don't increase the user's productivity very much.

Not all spell checkers offer spelling correction. Those that do, do not have HP Spell's accuracy.

Can it be customized? HP Spell allows both user and corporate customized dictionaries, allowing for industry or company specific words (and user idiosyncrasies) — an important aid to speed and accuracy of checking. Users add words to their dictionaries simply by pressing a function key in HP Word.

Competitive products offer this feature but not with the same ease of use offered by HP Spell and HP Word.

HP Spell can also be used stand-alone to verify and correct the spelling of ASCII files, a great aid to productivity for TDP users!

Ordering Information:

Description	P/N
HP Spell with US Dictionary	36561A
HP Spell with UK Dictionary	36561UA
HP Spell with US and UK Dictionaries	36562A
Add-on US Dictionary	36563A
Add-on UK Dictionary	36563UA
<i>Documentation:</i>	
HP Spell Handbook	36561-90001
HP Spell Admin	36561-90002
HP Spell Data Sheet	5953-8272

DISTRIBUTION

New product evaluation guide for distribution products

Marguerite Valdez/IRO

The new Distribution Management Product Evaluation Guide (affectionately known as PEG) is now available. After spending many months on PEG's creation, we are pleased with the results and are excited to provide you this additional sales aid.

PEG can be used by a prospective customer to get an idea of available features, what screens look like and what reports are generated — so that they don't have to purchase technical documentation in a pre-sales situation.

The Product Evaluation Guide includes a feature-level overview of each subsystem followed by a description of each process with an example of either its form-type screen or interactive dialogue. It includes product information on both SFD/3000 and OM/3000 software in a single book.

Sample copies of the Distribution Management Product Evaluation Guide have already been sent to the distribution ASRs and CSRs. Until the PEG appears on the CPL, you can order copies through HEART override.* For more information, contact HP Information Resources Operation (IRO) in Englewood, CO, 303-773-1992. The product number is 36401-90006.

**To override HEART, please follow instructions in the OP Field Documentation.*

HP SFD/3000 customer profile: tire distributor

Rebecca Derrington/IRO

Location: Southern California

Size: \$20 million in annual sales

Previous system: HP 3000 with custom software

Business problem: Their old custom software was not user-friendly, and an outside programmer had to be called in whenever changes needed to be made, which was very expensive. The software couldn't handle the increased volume as their business grew, causing problems with both inventory control and accounts payable.

Reasons for purchasing SFD (System for Distributors)/3000: The organization that wrote the custom software did not give them proper support, and subsequently went out of business. The customer therefore wanted to find a reliable, stable company who could assure them of the support they needed. Also, SFD/3000 is user-friendly, and they didn't need to have an in-house programmer to run it.

Implementation time: Four months.

HP CSR: Tom Cooper

HP ASR: Ross Duncan

HP CSR Manager: Mary Hageman

For more information, contact Paul Sievers or David Schwaab, Information Resources Operation's sales support team, in Englewood, CO, 303-773-1992.

HP SFD/3000 installation featured in *Supply House Times*

David Schwaab/IRO

The success experienced by El Paso Pipe & Supply Company of El Paso, TX, using SFD/3000 is the focus of a feature article in the February 1984 issue of *Supply House Times*, a publication serving the plumbing-heating-cooling and pipe distribution industry. This industry is part of the industrial distribution market, one of IRO's targeted vertical markets.

Covering 12 pages, the article includes photos of company management, and the system in use. Titled "El Paso Pipe & Supply's Real-Time Computer," it focuses on how the successful use of SFD/3000 "triggered a number of other important company changes, including the recent consolidation of the firm's plumbing, pipe and electrical units under the new name of EPPSCO Supply Co." The benefits described include improved gross margins, tighter inventory control, and expanded growth potential. The point was made that EPPSCO's "state-of-the-art automation. . . experiences must be seen as a harbinger of things to come."

Many thanks to Sam Adkins, the account SR, Paul Cump, the account CSR, and Phil Skraba, the account ASR, for continuing to meet EPPSCO's support needs.

To obtain a reprint of the article, contact Kelly Lister at IRO, COMSYS code D100, or call her at 303-773-1992.



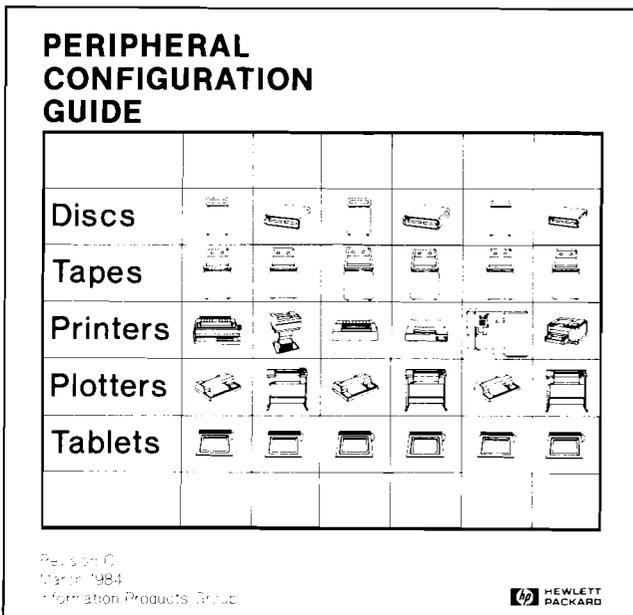
GENERAL

NETWORKS

New edition of "Peripheral Configuration Guide" available

Jan Bell/IPG

The third edition of the *Peripheral Configuration Guide* was bulk distributed to sales offices in late March. The new edition (Rev. C/March 1984) includes updates on all peripheral configurations, including new information on HP 150 and HP 9000 configurations. We've also redesigned the cover using the new version of HP Draw.



Please discard your old copies of the Configuration Guide (Rev. A: August 1983, black and white; Rev. B: November 1983, blue and black) and begin using the new edition. If you have not received your copy you can order it from Literature Distribution Center (P/N 5953-9450).

Learn HP-DSN strategy

John Vernon/IND

A training package has been developed by Information Networks Division (IND) to provide SRs with a customer slide presentation on HP's data communications strategy. The objective of this training is to teach the SR the HP-DSN strategy so that they can relate this plan to customers providing up-to-date solutions for their data communications needs.

The training package includes: a hard copy of the customer slide presentation, a videotape model of the customer pitch, a hard copy script of the videotape presentation, a magnetic tape to reproduce transparencies of the customer slide set, a post test of the material covered and an evaluation form to determine training effectiveness.

The package was distributed to FMMs worldwide to meet the customer's need to know the present and future growth of HP-DSN products in the data communications marketplace.

After the initial presentation of the hardcopy materials and videotape customer pitch, SRs can check their understanding by taking a simple test. An answer key is provided for the FMM to monitor test results and review important concepts.

When the training session has been completed, a pre-addressed course evaluation should be filled out and returned to IND, 43L, Cupertino.

The SR will leave the session with a hard copy of the slide presentation and a hard copy of the model script to aid in presenting HP-DSN strategy to customers in the field. In addition, a magnetic tape can be used at the instruction site to produce color transparencies of the customer slide set. A copy of the files needed to make the transparencies can be made to allow the SR the convenience of reproducing the slide set at his sales office.

Send questions about ordering materials to Roberta Garcia, Information Networks Division, Bldg. 43L, 19420 Homestead Road, Cupertino, CA 95014.

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MASS STORAGE

Introducing the HP 7914ST — Disc drive with backup tape

DeLona Lang Bell/DMD



Hewlett-Packard's new 7914ST combines HP's 132M-byte disc drive with a 1600 cpi backup tape — packaged together in a single cabinet with room for a computer. Our second generation magnetic tape/disc combination, the HP 7914ST, features HP's new HP 7974 ½" magnetic tape, which offers up to twice the tape performance in the streaming mode (100 ips) as its predecessor, the HP 7914TD (45 ips).

The HP 7914ST can house a ½" magnetic tape, an optional computer, a disc (or two), and a ¼" streaming backup tape in a single space-saving 1.6-meter (five-foot) unit.

Several options are available for the HP 7914ST. Customers can buy an optional ¼" cartridge tape and a software-selectable 800 cpi/1600 cpi capability for the standard ½" tape. Also available are a dual disc configuration (264M-byte total) and a dual controller which enables HP 3000 computers (Series 39, 40, 42, 44, and 48) to communicate with both the ¼" cartridge tape and the disc simultaneously.

Factory base price for the standard HP 7914ST with one disc and a 1600 cpi tape is \$26,000 (\$26,540 US list). (With two discs the price is \$39,500 [\$40,330 US list].) As an option, the ¼" streaming cartridge tape drive is available for \$3,500 (\$3,570 US list); with the dual controller the price is \$5,300 (\$5,410 US list). Availability for the system is scheduled for twelve weeks.

The HP 7914ST — Selling against the competition

Mike Gordon/DMD

The HP 7914ST has twice the ½" tape performance of the HP 7914TD, is significantly quieter, and has the dual density 800/1600 cpi option — for the same price as the 7914TD.

	7914TD	7914ST
Factory base price	\$26,000	\$26,000
US list	\$26,540	\$26,540
Maintenance (SMMC/BMMC)	\$209/167	\$143/114
Sound level	62db	51db
Burst transfer rate (½" tape)	72K bytes/sec	160K bytes/sec
800/1600 dual density optional	No	Yes
Integral host CPU support	1	2*

**The HP 7914ST is scheduled to support both the HP 1000 A900 or HP Micro 1000 in the standard single disc configuration during FY84.*

Comparing the HP 7914ST with IBM and DEC IBM

IBM's most competitive disc offering in this range is the 3310-A02, a double spindle Winchester product with similar performance characteristics to the HP 7914 disc. The 3310-A02 was introduced in 1979 and last year went through a 30% price reduction. The current list price is \$11,570 for 128M-byte disc.

Their 1/2" tape offering closest to the HP 7974A is the 3411 Model 3. Its list price is \$15,890 and monthly maintenance is \$175 (compared with \$73 for the HP 7974A). A solution consisting of the 3310-A02 and the 3411 would be \$27,460 — as compared with the HP 7914ST at \$26,000.

IBM does have a bundled disc/tape on the Series 1 System, with caching. An equivalent 400M-byte mass storage subsystem from IBM for this system is \$61,400 compared with HP's 7914ST at \$64,000. We will not explore this further, however, since we seldom find ourselves selling against a Series 1 System from IBM.

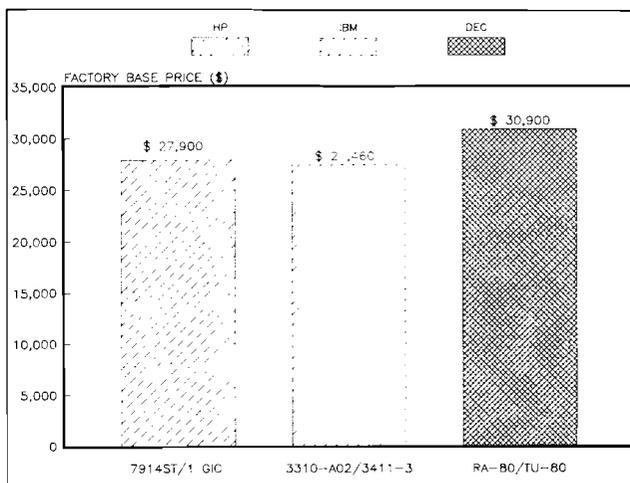
DEC

DEC's most competitive disc offering in the 132M-byte range is the RA-80. It is a 121M-byte Winchester disc that lists for \$21,000. Compare that to \$16,000 for an HP 7914P Option 140. Monthly maintenance fees are \$81, compared with a BMMC of \$42 for the 7914 (disc only). Performance specs and transfer rates are comparable.

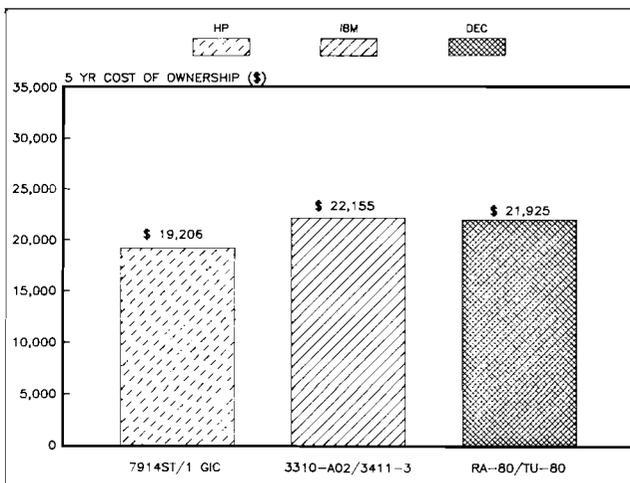
DEC's 1/2" tape offering is the TU80. The TU80 is an OEMed tape drive from CDC that introduced in December of 1982. The TU80 is a 1600 cpi drive that can operate in a start/stop mode at 25 ips and in a streaming mode at 25 or 100 ips. List price of the TU80 is \$9,900. Monthly maintenance price is \$79 on the TU80. A solution consisting of the RA-80 and TU80 would be \$30,900, as compared with the HP 7914ST at \$26,000.

Comparing the HP 7914ST to the competition			
	HP	IBM	DEC
Product	7914ST	3310/A2 3411-3	RA80/TU80
Capacity	132M bytes	128M bytes	121M bytes
Disc Price	\$13,500	\$11,570	\$21,000
Tape Price	13,500	15,890	9,900
Tape Attach	1,900	0	0
Bundle Price	27,900	27,460	30,900
Maint Price	\$114/Mo	\$280/Mo	\$160/Mo

*The HP 7914ST price includes an HP 3000 interface card for comparison purposes.

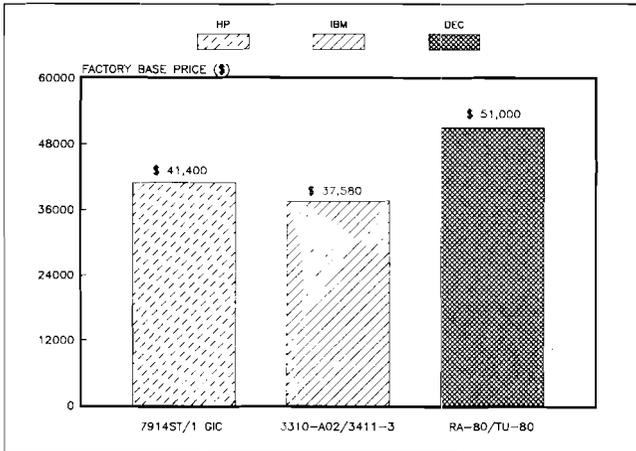


Factory base price comparison of IBM's & DEC's products equivalent to the HP 7914ST (single disc)

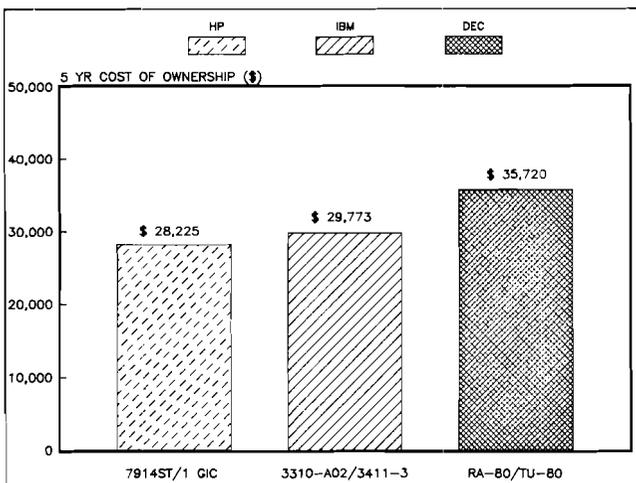


Five-year cost of ownership comparison of IBM's & DEC's products equivalent to the HP 7914ST (single disc)

As you can see, HP wins against IBM and DEC in a single disc configuration, both on a factory base price (without interface card) and cost of ownership basis, while at the same time saving the customer floor space. On a two-disc configuration, we still beat IBM and DEC on a cost of ownership basis, but IBM leads slightly on a factory base price, as shown below.



Factory base price comparison of IBM's and DEC's products equivalent to the HP 7914ST (two discs)



Five-year cost of ownership comparison of IBM, DEC and HP's mid-range disc/tape products (two discs)

HP 7914ST system support

Mike Gordon/DMD

The new HP 7914ST will be supported on any system that supports both the HP 7914R disc and the 7974A tape drive.

At introduction *only* the HP 3000 Series 39 through Series 63 will support the HP 7914ST, with the HP 1000 A-Series to follow sometime in May (the HP 7974A tape drive will be supported only in the start/stop mode until September when streaming mode will also be supported).

The entire system support matrix is listed below.

HP 7914ST System Support Matrix		
HP 3000 Systems	III 30 33	No Support Planned
	39 through 63	Q-Delta 2 + Patch Tape MPE V/P-1 Product tape MPE V/E MPE V/P-2 (May 84)
HP 1000 Systems	A-Series	Software (May 84/start/stop) Release (Sept 84/Streaming)
	M/E/F	Contact DSD Specials
HP 9000 Systems	500/600/700	Q3 FY84
	200	Q3 FY84

Configuring an HP 7914ST is the same as configuring an HP 7974A and an HP 7914R/Option 140, except for power where the HP 7914ST has only one power cord instead of the usual two. Refer to the *Site Environmental Manual*, P/N 5955-3456, for further power specifications.

Ordering the HP 7914ST

Karen Ferguson/DMD

The HP 7914ST is on the CPL April 1, 1984. The CPL indicates DMD (4800) as the primary supplier for domestic and ICON orders and Bristol (C600) as the secondary supplier for HPSA orders.

For ease in ordering, the 7914ST options are structured similar to the 7914TD. A matrix is shown below explaining the options that are available.

Details of the ordering instructions were included in the NPT kits distributed to all SRs in March.

Initial availability of the 7914ST will be 12 to 14 weeks. If system support and availability are concerns, you can order a 7914TD, which has a two to four week availability.

If you have any questions, please contact Dana Gross, DMD Order Administrator responsible for the 7914ST and 7914TD.

7914ST PRODUCT OPTIONS	
1	HP 7914ST (Basic)
2	HP 7914ST (Basic) with 16MB
3	HP 7914ST (Basic) with 32MB
4	HP 7914ST (Basic) with 64MB
5	HP 7914ST (Basic) with 128MB
6	HP 7914ST (Basic) with 256MB
7	HP 7914ST (Basic) with 512MB
8	HP 7914ST (Basic) with 1024MB
9	HP 7914ST (Basic) with 2048MB
10	HP 7914ST (Basic) with 4096MB
11	HP 7914ST (Basic) with 8192MB
12	HP 7914ST (Basic) with 16384MB
13	HP 7914ST (Basic) with 32768MB
14	HP 7914ST (Basic) with 65536MB
15	HP 7914ST (Basic) with 131072MB
16	HP 7914ST (Basic) with 262144MB
17	HP 7914ST (Basic) with 524288MB
18	HP 7914ST (Basic) with 1048576MB
19	HP 7914ST (Basic) with 2097152MB
20	HP 7914ST (Basic) with 4194304MB
21	HP 7914ST (Basic) with 8388608MB
22	HP 7914ST (Basic) with 16777216MB
23	HP 7914ST (Basic) with 33554432MB
24	HP 7914ST (Basic) with 67108864MB
25	HP 7914ST (Basic) with 134217728MB
26	HP 7914ST (Basic) with 268435456MB
27	HP 7914ST (Basic) with 536870912MB
28	HP 7914ST (Basic) with 1073741824MB
29	HP 7914ST (Basic) with 2147483648MB
30	HP 7914ST (Basic) with 4294967296MB
31	HP 7914ST (Basic) with 8589934592MB
32	HP 7914ST (Basic) with 17179869184MB
33	HP 7914ST (Basic) with 34359738368MB
34	HP 7914ST (Basic) with 68719476736MB
35	HP 7914ST (Basic) with 137438953472MB
36	HP 7914ST (Basic) with 274877906944MB
37	HP 7914ST (Basic) with 549755813888MB
38	HP 7914ST (Basic) with 1099511627776MB
39	HP 7914ST (Basic) with 2199023255552MB
40	HP 7914ST (Basic) with 4398046511104MB
41	HP 7914ST (Basic) with 8796093022208MB
42	HP 7914ST (Basic) with 17592186044416MB
43	HP 7914ST (Basic) with 35184372088832MB
44	HP 7914ST (Basic) with 70368744177664MB
45	HP 7914ST (Basic) with 140737488355328MB
46	HP 7914ST (Basic) with 281474976710656MB
47	HP 7914ST (Basic) with 562949953421312MB
48	HP 7914ST (Basic) with 1125899906842624MB
49	HP 7914ST (Basic) with 2251799813685248MB
50	HP 7914ST (Basic) with 4503599627370496MB
51	HP 7914ST (Basic) with 9007199254740992MB
52	HP 7914ST (Basic) with 18014398509481984MB
53	HP 7914ST (Basic) with 36028797018963968MB
54	HP 7914ST (Basic) with 72057594037927936MB
55	HP 7914ST (Basic) with 144115188075855872MB
56	HP 7914ST (Basic) with 288230376151711744MB
57	HP 7914ST (Basic) with 576460752303423488MB
58	HP 7914ST (Basic) with 1152921504606846976MB
59	HP 7914ST (Basic) with 2305843009213693952MB
60	HP 7914ST (Basic) with 4611686018427387904MB
61	HP 7914ST (Basic) with 9223372036854775808MB
62	HP 7914ST (Basic) with 18446744073709551616MB
63	HP 7914ST (Basic) with 36893488147419103232MB
64	HP 7914ST (Basic) with 73786976294838206464MB
65	HP 7914ST (Basic) with 147573952589676412928MB
66	HP 7914ST (Basic) with 295147905179352825856MB
67	HP 7914ST (Basic) with 590295810358705651712MB
68	HP 7914ST (Basic) with 1180591620717411303424MB
69	HP 7914ST (Basic) with 2361183241434822606848MB
70	HP 7914ST (Basic) with 4722366482869645213696MB
71	HP 7914ST (Basic) with 9444732965739290427392MB
72	HP 7914ST (Basic) with 18889465931478580854784MB
73	HP 7914ST (Basic) with 37778931862957161709568MB
74	HP 7914ST (Basic) with 75557863725914323419136MB
75	HP 7914ST (Basic) with 151115727451828646838272MB
76	HP 7914ST (Basic) with 302231454903657293676544MB
77	HP 7914ST (Basic) with 604462909807314587353088MB
78	HP 7914ST (Basic) with 1208925819614629174706176MB
79	HP 7914ST (Basic) with 2417851639229258349412352MB
80	HP 7914ST (Basic) with 4835703278458516698824704MB
81	HP 7914ST (Basic) with 9671406556917033397649408MB
82	HP 7914ST (Basic) with 19342813113834066795298816MB
83	HP 7914ST (Basic) with 38685626227668133590597632MB
84	HP 7914ST (Basic) with 77371252455336267181195264MB
85	HP 7914ST (Basic) with 154742504910672534362390528MB
86	HP 7914ST (Basic) with 309485009821345068724781056MB
87	HP 7914ST (Basic) with 618970019642690137449562112MB
88	HP 7914ST (Basic) with 1237940039285380274899244224MB
89	HP 7914ST (Basic) with 2475880078570760549798488448MB
90	HP 7914ST (Basic) with 4951760157141521099596976896MB
91	HP 7914ST (Basic) with 9903520314283042199193953792MB
92	HP 7914ST (Basic) with 19807040628566084398387907584MB
93	HP 7914ST (Basic) with 39614081257132168796775815168MB
94	HP 7914ST (Basic) with 79228162514264337593551630336MB
95	HP 7914ST (Basic) with 158456325028528675187103260672MB
96	HP 7914ST (Basic) with 316912650057057350374206521344MB
97	HP 7914ST (Basic) with 633825300114114700748413042688MB
98	HP 7914ST (Basic) with 1267650600228229401496826085376MB
99	HP 7914ST (Basic) with 2535301200456458802993652170752MB
100	HP 7914ST (Basic) with 5070602400912917605987304341504MB
101	HP 7914ST (Basic) with 10141204801825835211974608683008MB
102	HP 7914ST (Basic) with 20282409603651670423949217366016MB
103	HP 7914ST (Basic) with 40564819207303340847898434732032MB
104	HP 7914ST (Basic) with 81129638414606681695796869464064MB
105	HP 7914ST (Basic) with 162259276833213363391593789128128MB
106	HP 7914ST (Basic) with 324518553666426726783187578256256MB
107	HP 7914ST (Basic) with 649037107332853453566375156512512MB
108	HP 7914ST (Basic) with 1298074214665707107133274332025024MB
109	HP 7914ST (Basic) with 2596148429331414214266548664050048MB
110	HP 7914ST (Basic) with 5192296858662828428533097328100096MB
111	HP 7914ST (Basic) with 1038459371732565685706619465620096MB
112	HP 7914ST (Basic) with 2076918743465131371413238931240192MB
113	HP 7914ST (Basic) with 4153837486930262742826477862480384MB
114	HP 7914ST (Basic) with 8307674973860525485652955724960768MB
115	HP 7914ST (Basic) with 16615349947721050971305911449921536MB
116	HP 7914ST (Basic) with 33230699895442101942611822899843072MB
117	HP 7914ST (Basic) with 66461399790884203885223645799686144MB
118	HP 7914ST (Basic) with 132922799581768407770447291599362288MB
119	HP 7914ST (Basic) with 265845599163536815540894583198724576MB
120	HP 7914ST (Basic) with 531691198327073631081789166397449152MB
121	HP 7914ST (Basic) with 1063382396654147262163578332794898304MB
122	HP 7914ST (Basic) with 2126764793308294524327156665589796608MB
123	HP 7914ST (Basic) with 4253529586616589048654313331179593216MB
124	HP 7914ST (Basic) with 8507059173233178097308626662359186432MB
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127	HP 7914ST (Basic) with 68056473385865424778469013298873491456MB
128	HP 7914ST (Basic) with 136112946771730849556938026597746982912MB
129	HP 7914ST (Basic) with 272225893535461691113876053195483965824MB
130	HP 7914ST (Basic) with 544451787070923382227752106390967931648MB
131	HP 7914ST (Basic) with 1088903574141846764455504212781935823296MB
132	HP 7914ST (Basic) with 2177807148283693528911008425563871646592MB
133	HP 7914ST (Basic) with 4355614296567387057822016851127743293184MB
134	HP 7914ST (Basic) with 8711228593134774115644033702255486586368MB
135	HP 7914ST (Basic) with 17422457186269548231288067404510731732736MB
136	HP 7914ST (Basic) with 34844914372539096462576134809021463465472MB
137	HP 7914ST (Basic) with 69689828745078192925152269618042926930944MB
138	HP 7914ST (Basic) with 139379657490156385850304539236085853861888MB
139	HP 7914ST (Basic) with 278759314980312771700609078472171707723776MB
140	HP 7914ST (Basic) with 557518629960625543401218156944343415447552MB
141	HP 7914ST (Basic) with 111503725992125108680243631388868828895104MB
142	HP 7914ST (Basic) with 223007451984250217360487262777737657790208MB
143	HP 7914ST (Basic) with 446014903968500434720974525555475315580416MB
144	HP 7914ST (Basic) with 892029807937000869441949051110950631160832MB
145	HP 7914ST (Basic) with 1784059615874001738883898102221901262321664MB
146	HP 7914ST (Basic) with 35681192317480034777677962044438025246432MB
147	HP 7914ST (Basic) with 71362384634960069555355924088876050492864MB
148	HP 7914ST (Basic) with 142724769269920139110711848177752100985728MB
149	HP 7914ST (Basic) with 285449538539840278221437696355504201971552MB
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151	HP 7914ST (Basic) with 1141798154159361112885750785422016788862208MB
152	HP 7914ST (Basic) with 2283596308318722225771501570844033577724512MB
153	HP 7914ST (Basic) with 45671926166374444515430031416880671555449024MB
154	HP 7914ST (Basic) with 9134385233274888903086006283376134110898048MB
155	HP 7914ST (Basic) with 18268770466549777806172012566752268217796096MB
156	HP 7914ST (Basic) with 36537540933099555612344025133504536435592192MB
157	HP 7914ST (Basic) with 73075081866199111224688050267009072871184384MB
158	HP 7914ST (Basic) with 146150163732398222449376100534018145742368768MB
159	HP 7914ST (Basic) with 29230032746479644489875220106803629148473536MB
160	HP 7914ST (Basic) with 58460065492959288979750440213607258296946872MB
161	HP 7914ST (Basic) with 116920130985918577959500880427214575939893444MB
162	HP 7914ST (Basic) with 23384026197183715591900170085442915179978888MB
163	HP 7914ST (Basic) with 46768052394367431183800340170885830355957776MB
164	HP 7914ST (Basic) with 93536104788734862367600680341771667111115552MB
165	HP 7914ST (Basic) with 18707220957746972473520136068354333422231104MB
166	HP 7914ST (Basic) with 37414441915493944947040272136708666844442208MB
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168	HP 7914ST (Basic) with 14965776766197577978816108854683466737776832MB
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171	HP 7914ST (Basic) with 11972621412958062383052887083746773022222208MB
172	HP 7914ST (Basic) with 23945242825916124766105774167493546044444416MB
173	HP 7914ST (Basic) with 47890485651832249532211548334987092088888832MB
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176	HP 7914ST (Basic) with 3831238852146579962576923866798967271111156MB
177	HP 7914ST (Basic) with 766247770429315992515384773359793454222232MB
178	HP 7914ST (Basic) with 1532495540858631985030769546719586908444464MB
179	HP 7914ST (Basic) with 3064991081717263970061539093439173816888896MB
180	HP 7914ST (Basic) with 6129982163434527940123078166878367633777792MB
181	HP 7914ST (Basic) with 1225996432686905588024615633755735467555584MB
182	HP 7914ST (Basic) with 2451992865373811176049231267511471135111168MB
183	HP 7914ST (Basic) with 490398573074762235209846253502294270222232MB
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185	HP 7914ST (Basic) with 19615942922990489408393850140091768888896MB
186	HP 7914ST (Basic) with 39231885845980978816787700280183537777792MB
187	HP 7914ST (Basic) with 78463771691961957633575400560367075555584MB
188	HP 7914ST (Basic) with 15692754338392391526711508112074151111168MB
189	HP 7914ST (Basic) with 31385508676784783053423016224148222232MB
190	HP 7914ST (Basic) with 62771017353569566106846032448296444464MB
191	HP 7914ST (Basic) with 125542

Support and availability

The HP 7978A is supported on the HP 3000, Series 39, 40/42, 44/48, 64/68. Fall 1984 support is planned for the HP 1000. There is a 10-week availability for the tape drive, but we should be able to meet delivery dates for coordinated system shipments starting at introduction.

Sell the tape drive advantage

Half the cost of the HP 7976A, the same high performance, plus an 80% reduction in monthly maintenance costs — the HP 7978A is sure to be a winner with your customers needing high capacity, reliable tape drive backup for their systems.

The HP 7974A/HP 7978A upgrade programs announced

Sandy Hansen/GLD

Several new programs are now in place enabling your customers to upgrade their existing tape drives to the new HP 7974A or HP 7978A. The cooperative program between Greeley Division and Finance Remarketing Division offers credit on the new drive when the old drive is returned. The amount varies depending on the product being returned and the new drive being purchased. For example, if a customer upgrades from an HP 7970E to an HP 7974A, he or she will receive a \$1,000 credit on the new drive. If the upgrade is to an HP 7978A, \$2,000 will be credited. An even larger incentive (\$4,000) is offered when going from an HP 7976A to an HP 7978A.

Customers benefit from this program in several ways — they have a new drive with attractive features which saves them backup time; they pay significantly reduced monthly maintenance costs; and in many instances they gain attractive tax benefits for trading in their old drives.

Each SR received a copy of the flyer, *Upgrade Paths to High Performance Backup* with the literature packet mailed March 9. If you have any questions on how the program works, call Greeley Division, TELNET 356-HELP.

HP 7978A literature pack sent to field

Sandy Hansen/GLD

By now, you should all have your copies of the new sales training manual, flyer, and data sheet announcing our new 6250 GCR/1600 PE cpi ½" tape drive, the high performance HP 7978A. Literature Distribution Center is fully stocked at this time and will be doing bulk distribution to your sales office. Let us know how you like the pieces, what you found useful, what you would like to see included.

PLOTTERS

New HP 7550A graphics plotter performance unequalled

Peggy Wyman/SDD

On April 2, SDD will introduce a new graphics plotter with unequalled performance.

The HP 7550A has unparalleled speed and it's the only A3/B plotter with automatic cut-sheet paper feed.

It's the plotter your customers could only wish for in the past, and it will be featured in the April 15 issue of *Computer News*.

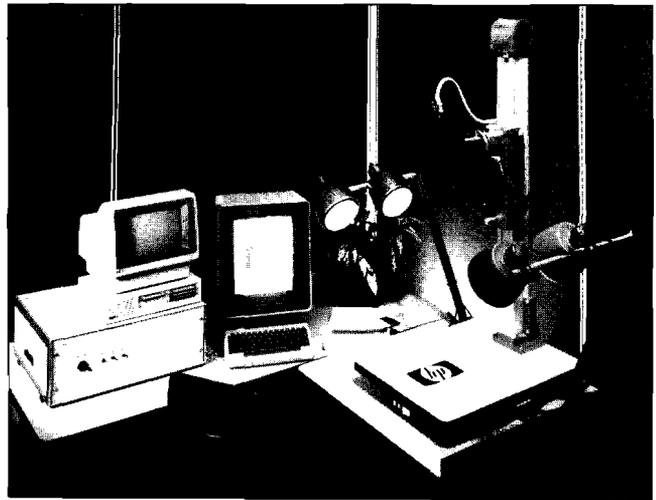
If you can't wait to learn more about this extraordinary plotter, check your mail for the HP 7550 data sheet (P/N 5953-9722) and your field training manual.

T-models of flatbed plotters soon to be obsolete

Todd Sullivan/SDD

The new HP 7550A offers performance superior to the HP 7220T, HP 7221T, and HP 9872T flatbeds at half the price. Therefore, we're announcing the obsolescence of these three plotters. They will be deleted from the Corporate Price List on June 1, 1984.

We would like to help you and your customers make the transitions to the HP 7550A. Please contact your SDD or SDD Europe RSE if you have any questions or concerns.



PRINTERS

Digital scanner introduced

Dick Wilhelm/BOI

To further enhance the already impressive graphics capability of the HP 3000, a digital scanning camera is now available. The HP 26096A Digital Camera System (DCS) makes it possible to capture existing hard copy images in the form of raster graphics files on the HP 3000 Computer System.

This capability is primarily intended to digitize and electronically store line art for use in document processing applications directed to the HP 2680A or 2688A Laser Printers. DCS allows raster graphics files on the HP 3000 to be rotated, scaled, and merged with text for final printing on the laser printer.

Artwork such as logos, signatures, characters, or symbols can be scan digitized and converted into the IDS/3000 character cell format. This vastly simplifies and speeds the digitizing process and will appeal strongly to the customer who needs to create and print large amounts of this type of graphic.

The 26096A DCS consists of a scanning camera capable of defining a matrix of 1,720 by 2,200 pixels. Each pixel translates directly into a dot position on a laser printer. This matrix is stored in RAM and displayed on a high-resolution CRT monitor. Since the monitor image is a dot-for-dot representation of the final printed image, adjustments to compensate for variations in artwork density and quality can be made using the CRT display and do not require a trial printed copy (what you see is what you get).

The controller included with the DCS is an HP 9816A Workstation with single 3½" floppy disc drive. The 9816A controls the scanning process, interacts with the operator, and emulates a terminal on the 3000 which allows transfer of the raster files to the 3000 at 9600 or 19200 baud.

Software supplied with the DCS consists of the operating system for the 9816A and the graphics conversion routines for the HP 3000. Printing raster files created by the DCS requires an HP 2688A or a 2680 Laser Printer and the laser printer graphics software (P/N 36583A).

This Digital Camera System is being offered as a special and is, therefore, not on the Corporate Price List. A pricing COMSYS has been sent to all Field O.P. Managers and can be used for quote purposes. The *Digital Camera System Field Training Manual* also contains ordering information.

HP 2563A has bar code capability

Jim Skog/BOI

The HP 2563A is HP's new 300 lpm dot matrix printer, and it is more than just a line printer. One of the key new printing capabilities is bar codes, which are available in Option 007 for \$150, and are very easily implemented.

High quality bar codes are printed at 14.5 inches per minute (a little over 100 lpm) with three types available: Industrial 2 of 5, Interleaved 2 of 5, and Code 3 of 9 (also known as Code 39 — a trademark of Intermec Company). With the bar code character set option installed, printing the bar codes is easy (self test will show which character sets are installed).

It is important to note that multiple bar codes can be printed on one line of data, but no text, line drawing or block characters can be printed on that line. It is not possible to mix bar codes and text on the same print line due to their different character set characteristics.

The most common usage for bar codes is in materials handling, where material can be tagged with bar code labels and the data recaptured quickly for tracking or inventory purposes. The low cost of the high throughput HP 2563A printer in addition to the printing versatility and reliability, make it the logical choice for bar code printing applications. Manufacturing customers can save money by ordering Option 007 with every printer.

If this capability needs to be added to a printer, the HP 26761A Character Set Upgrade Kit with Option 007 is available for \$250 (including installation by an HP Customer Engineer).

HP 2608A and 2608S soon to be obsolete

Jim Skog/BOI

After six and a half years of satisfying line printing needs, the 2608A printer will be removed from the Corporate Price List at the end of June, 1984.

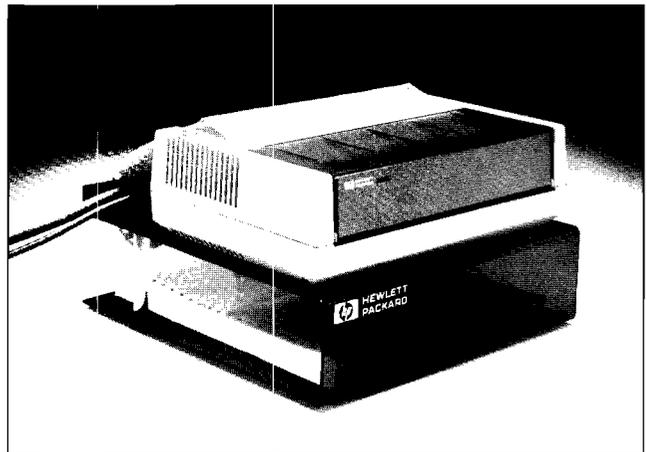
The 2608S is almost two years old and has already become a standard measure for line printer reliability. The 2608S will be removed from the Corporate Price List at the end of August, 1984.

Replacing the 2608 printers in HP's line printer product line is the HP 2563A. The 2563A is a 300 lpm, dot matrix printer that is about half the list price and half the maintenance price of the 2608 printers. The 2563A also offers improved print quality, bar codes, and an RS-232C interface option.

If you have any particular concerns about the obsolescence of the 2608A or 2608S printers, contact the Sales Marketing Center.

ThinkJet printer supplies available

Jim Kinney/CSO



A new smoked acrylic printer stand (P/N 92261S) is the ideal solution for easy desktop operation of the HP 2225A ThinkJet printer. It has a small footprint and an unobstructed paper path for printing fanfold paper.

The stand dimensions are: 11:75" (298mm) wide by 12" (305mm) deep by 3.25" (83mm) high. Order P/N 92261S, US list price, \$49. Quantity discounts available.

Other ThinkJet printer supplies available are:

P/N	Description	US List Price
92261A	Replacement Print Head	\$ 7.95 each
92261M	Cut sheet ink jet printer paper (four 500-sheet packs per box)	60.00/box
92261N	Fanfold ink jet printer paper (2,500 sheets per box)	62.50/box
92250V	Dust cover	15.00 each

These items can be ordered by your customers directly over the CSO Direct Order phone lines.

Also in this issue

New printers option for HP 3000 graphics

17

TERMINALS

Also in this issue

HP 3000 demo program for terminals available

18



CUSTOMER SUPPORT

Best software support in the industry now better

Shelley Harrison/CSD

For North America Only

The best support in the industry is now better than ever. HP proudly announces an exciting new Software Support Program, available in North America on April 1, 1984, and worldwide by Summer 1984. Designed with flexibility and cost-effectiveness in mind, the new program offers customers an expanded range of services and options. Customers will benefit from the added flexibility; however, the responsibility to ensure that the right service is selected rests with you.

Account Management Support

Account Management Support (AMS) replaces CSS as our standard level of support. The cornerstone of AMS, as with CSS, is an account-assigned Systems Engineer/Customer Support Representative. The SE/CSR performs regularly scheduled Support Management Reviews at the customer's site, providing an opportunity to establish a comfortable, ongoing relationship. Software Release Planning sessions, conducted prior to each major software release, enable customers to better plan and manage the update process. These activities ensure that the customer successfully utilizes HP software and support services. Of course, Account Management Support customers receive all the benefits of Response Center Support.

Custom Support Plan

For Account Management Support customers requiring support beyond the personalized assistance already included, HP now offers an annual support plan tailored to fit each customer's individual needs (subject to local availability). The Custom Support Plan (CSP) provides a means for delivering specific additional services such as extra account visits, multiple site support coordination, consulting services, or training courses.

Response Center Support

To offer customers an additional support choice, HP introduces Response Center Support (RCS). The service provides all software assistance over the telephone, with a guaranteed response time of two hours. RCS is an attractive alternative for customers performing little or no development work, or customers experienced with AMS (CSS), but who no longer require the personalized attention provided with account management.

Although on-site assistance is not part of the RCS agreement, customers can always purchase it on a time and materials basis. Response Center Support customers also receive all updates and material provided through Software Materials Subscription.

Software Materials Subscription

Software Materials Subscription (SMS) replaces SSS as our materials-only service. SMS is ideal for the self-sufficient, experienced customer who chooses to pay separately for any HP assistance needed.

Product structure

Much of the added flexibility incorporated into the program is possible because of a new product structure. Support services are no longer available for individual software products. Instead, systems software (CSD products) are grouped into "categories" and applications software (AMD products) into "families." By ordering *one* category support product, all the software falling into that category receives the level of support purchased on the operating system; that is, Account Management Support or Response Center Support. The only difference with application families is that the level of support on the family may differ from the operating system; that is, systems software may be supported with AMS, and an applications family with RCS.

Since a customer only needs to purchase a particular category or family once, the bottom line is a lower incremental cost to support add-on software and, of course, more flexibility for customers with applications software. By providing a broader range of services, we can better meet the diverse and evolving needs of our users. You and your customers will be pleased with the new Software Support Program. Remember, software support is a powerful sales tool.

HP now offers improved application software support

Kevin Klustner/AMD

HP's new software support program has increased our ability to meet a number of the unique needs and requirements of our expanding base of application customers. In particular, the new support program:

- Reduces the incremental support cost to customers who purchase add-on software
- Increases your ability to meet customers' evolving support needs by allowing them to *mix* levels of support between different applications
- Provides you with the ability to meet the unique support requirements of our growing base of customers who only run HP application software.

By adopting a "family" concept of support, we have significantly reduced the cost of support to customers who purchase additional application software. In fact, once a customer has purchased support for an application family, the incremental support costs of an additional piece of related software is simply the minimal cost of the Software Materials Subscription.

Furthermore, application customers may now mix Account Management Support and Response Center Support between different application families. This increased flexibility is a reflection of the fact that application end-users have different levels of expertise and that different applications have varying degrees of importance within an organization.

Finally, you now have the ability to develop a sensible support plan for the customer who runs only application software. This "application only" customer may now mix Account Management Support and Response Center Support between the applications and the operating system.

Our objective is to increase flexibility. Hewlett-Packard's new support program gives you the tools to build a support program that effectively meets the needs of each of your application software customers. Our software support is already acknowledged to be the best in the industry. Now it's even better.

New Response Centers improve HP's support services

Mike Balma/CSD

For North America Only

New Response Centers will provide all software support telephone assistance for HP 1000, 3000, 9XXX and 250 systems. These Centers will also provide remote diagnostics for HP 3000 customers under our Tele-Support Program. North American customers are now being served by centers in Santa Clara, CA and Atlanta, GA. Throughout the world, implementation of the Response Center concept may vary from that of North America. By focusing on those activities which can be provided remotely, HP will be able to concentrate local resources on account management, consulting and training activities. The result is more consistent and effective support at all service levels.

How will this improve HP's support?

This focused approach will improve the quality of HP's support services with:

- improved response time, half that previously guaranteed
- experienced engineers dedicated to telephone assistance and Tele-Support activities
- dedicated hardware available to assist with problem simulation
- an on-line data base containing solutions to every known HP software problem
- a sophisticated call management system to insure a prompt response
- one toll-free number for all system software and applications questions.

Your customer's question will be handled by a team of hardware, software, and applications engineers responsible for resolving the problem regardless of its origin. The call management system will assist the teams in handling calls by providing the customer's system configuration and call history information.

This combination of advanced technology and focused resources enables HP to respond to calls in less than two hours — half the time previously guaranteed. For critical problems, our goal is to respond within 15 minutes.

Although all hardware calls should continue to be placed with your Area Office, for HP 3000 customers on our Tele-Support program, a high level engineer at a Response Center will respond within 30 minutes of a hardware service call. Our experience has shown that over 20% of our hardware calls can be resolved with Tele-Support. In addition, software patches can be downloaded from the Response Centers to speed resolution of software problems.

Now that each new 3000 system in the US* is shipped with a Support Link modem free of charge, be sure to remind your customers that they need to install phone lines before the system arrives so they can take full advantage of the Response Centers in those critical first months after system installation.

The bottom line for your customer is less time fixing their system and more time using it. And now that an intermediate level of support, called Response Center Support, is available, it is ideal for those customers who feel a subscription service does not adequately meet their needs but who do not require the full support provided by an account support representative.

**Most other countries offer the Tele-Support program for HP 3000 (Series 39, 4X, and 6X). Contact your Support Representative for details.*

What's new in customer training

Mickey Friedman/CSD

Over the last few months, we have enhanced the current customer training curriculum to better fill your customers' needs. This includes improvements to: HP VPlus/3000 (22830C), A Programmer's Introduction (22801C), and System Manager (22802D). New courses are: VPlus/3000 for Screen Designers (22830D), Introduction to Computing and the HP 3000 (35052A), and Series 200 System Administration (35073A). Here are the details.

22830C VPlus/3000 for Programmers

Audience: Application programmers who will be designing programs which call VPlus/3000 procedures.

Objectives:

- To control forms and data on a screen by incorporating VPlus procedures into their programs.
- To design data entry forms for an application

Content:

- Form Design and ENTRY — designing simple forms, entering data, simple edits, advanced form design, using FORMSPEC in batch
- Reformatting Data
- Procedures — Communication Area, displaying a form, entering data

Prereqs: A Programmer's Introduction (22801C) — 4 months programming experience.

Length: 4 days

Price: \$580

For VPlus/3000 users who are not programmers, we now have VPlus/3000 for Screen Designers (22830D). This course is 2 days of lecture/lab covering the basics in form design and data entry. Whether they are in accounting, marketing, system administration, or doing clerical work, at the completion of this course they will be able to design any forms that they need. The only prerequisite is that they have a fundamental understanding of data processing or have experience on a terminal. The course is available April 1 for a price of \$290.

22801C A Programmer's Introduction

Audience: Beginning application programmers

Objectives:

- To create programs for a terminal-intensive environment using the standard capabilities of the HP 3000.
- To interface with the HP 3000 in interactive and batch modes.
- To build the foundation needed to utilize the advanced features of the HP 3000.

Content:

- Fundamentals
- File System
- Editor
- Program Development
- Error Detection
- Data Communication Overview
- Job Control — UDS's
- Utilities
- Data Management Overview
- User Support

Prereqs: Computer programming experience and an understanding of data processing concepts.

Length: 5 days

Price: \$725

35052A Intro to Computing and the HP 3000

Audience: Present and future HP 3000 users who have little or no computer background.

Objectives:

- To become proficient at using common computer terms.
- To understand the fundamentals of how a computer works.
- To feel comfortable using some of the HP 3000's special features.

- Content:**
- Communicating with a computer
 - Computer Hardware
 - Computer Storage
 - Operating Systems
 - MPE Accounting Structure
 - BASIC Programming Language
 - Data Processing and Data Bases

Prereqs: None
Length: 2 days
Price: \$290

For potential system operators with limited computer background, the first day of this course is packaged separately as a one-day module (35052B) priced at \$145. This course provides excellent background for the four day System Operator course (22807B). This program ensures that all students attending the System Operator course have an equivalent computer knowledge level.

35073A HP Series 200 System Administration

- Audience:** System managers/administrator on the HP Series 200
- Objectives:**
- To perform the necessary HP-UX system administrator tasks.
 - To install and reconfigure the HP-UX system.
- Content:**
- Intro to Sys Admin
 - Bringing up HP-UX
 - The HP-UX File System
 - Adding New Users
 - Backup and Recovery
 - Additional Sys Admin Functions
 - Security Considerations
 - HP-UX Networking Facilities
 - HP-UX Conversion Issues
 - Support Issues
- Prereqs:** Introduction to HP-UX (35128A)
Length: 3 days
Price: \$435

The new HP Series 500 System Administration class (35129A) parallels this course in approach, but is specific to the HP 9000 Series 500 machine. The prerequisite for both of these courses is the Introduction to HP-UX (35128A).

22802D HP System Manager/3000

- Audience:** Future or current system managers
- Objective:**
- To prepare the student for the responsibilities of allocating and controlling system resources.

- Content:**
- Security Structure and Security
 - Support Services
 - SYSDUMP and System Backup
 - I/O Configuration
 - Sys Parameter Configuration
 - System Performance and Load Management
 - Console Operations & Management
 - System Start-Up
 - System Failure and Recovery

Prereqs: A Programmer's Introduction (22801C) or System Operator (22807B)
Length: 5 days
Price: \$800

Remember, these courses can also be taught at the customer's site. The price for each of these is 10 times the HP classroom price and is based on 10 students attending class. In addition to these courses, look for Advanced System Manager (on the HP 3000) and C Programming Language (on all HP-UX machines) coming out this summer.

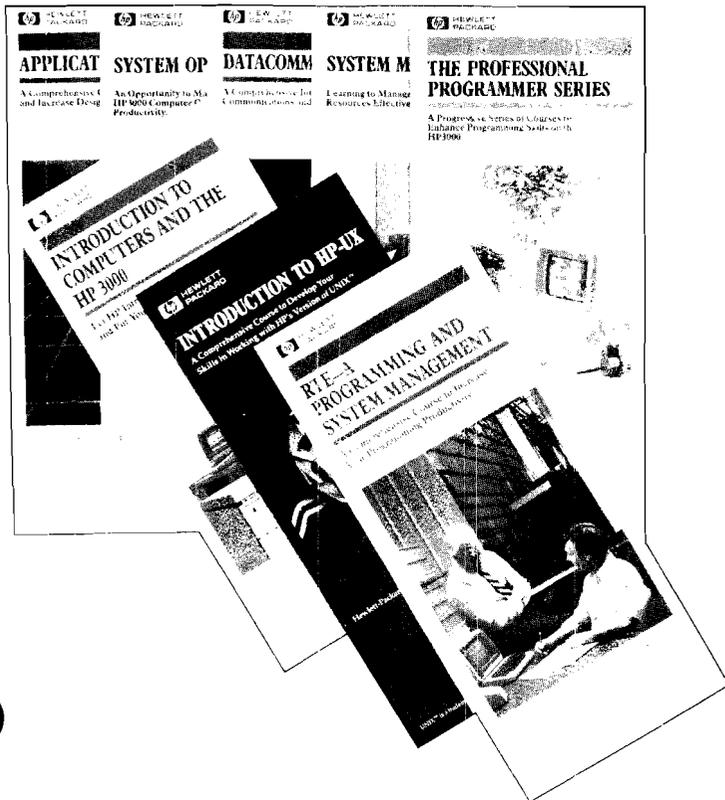
The customer training brochure you've been looking for

Mickey Friedman/CSD

What do your customers need to know before they take a training course? Target audience, benefits, detailed course outline, and a basic sales pitch to convince them the course is worth taking.

Your customers can get this information and motivation from our Customer Training literature. Now available are:

Title	Publication Number
RTE-A Programming and System Management	5953-8821
Introduction to HP-UX	5954-0104
Introduction to Computers and the HP 3000	5954-0107
Application Design (HP 3000)	5953-8828
A Comprehensive Intro to Data Communications	5953-8813
Professional Programmer Series (HP 3000)	5953-8829
System Operator (HP 3000)	5953-8831
System Manager (HP 3000)	5953-8832



In addition to these brochures, you can get a complete picture of the entire education program through the HP Customer Training and Consulting Planning Guide (P/N 5953-5242), published in August 1983. Training schedules are also available quarterly (North America's P/N is 5954-0121). They give you dates, places and an update on new courses.

COMPUTER SUPPLIES

HP-IB news -- stretching the 20-meter limit

Meg Weaver/CSO

For US Only

If your customers have ever tried to drive a remote device interfaced via the HP-IB (IEEE-488), they've had to contend with the 20-meter (66-ft) "sum-of-all-devices" interface restriction. Now there's a solution.

HP 37203-series HP-IB Extenders, used in pairs, allow customers to separate HP-IB devices by up to 1,000 meters. An extender at each end of a long-run coaxial cable converts parallel HP-IB data into serial data (for transmission by coax) and vice versa. Transfer rates of up to 50,000 bytes per second ensure no loss of performance.

Most computer peripheral applications use a point-to-point configuration; for details on other configurations, please see the 37203 data sheet.

37203A HP-IB extender unit. Stand-alone unit with HP-IB and female BNC coaxial connectors. 110/220V AC. May be paired with 37203L. \$1,285 each (US list).

37203L HP-IB extender board. Convenient plug-in board for HP 1000 family of computers, with female BNC coaxial connector. May be paired with 37203A. \$1,020 each (US list).

37203A with Option 010 HP-IB extender for laser printer. Stand-alone unit for use with HP 2688A Desktop Laser Page Printer, with maximum extension of 500 meters. Has HP-IB and female BNC connectors; 110/220V. Pair only with another 37203A Option 010 unit. \$1,340 each (US list).

92179G Coaxial cable. Shielded. Minimum order 100 meters. \$.77 meter (US list).

92226A BNC Connector. Male. \$4 each (US list).

In many cases, customers wish to have the extenders and the coax cable available for installation before the rest of the system, so be sure to have your customer contact CSO in advance.



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