

# Computer News

For HP Field Personnel Worldwide  
June 15, 1984



Your Low-Cost Block Mode Solution... The HP 2392A

For HP Use Only

# Computer News

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Editor

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*On the cover:*

Meet the HP 2392A — a compact and powerful alphanumeric terminal at an incredibly low price. From data entry to complex programming applications, the 2392A was designed to help get your customer's job done. It is the most affordable terminal Hewlett-Packard has ever offered in its class. For details, see articles on page 28.

*Cover Design: Gary Enos/RTD*

*Photography: Stephen Marley Productions*

## 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  
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](http://www.hpmuseum.net)**

**For research and education purposes only.**



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## GENERAL

### Updating the *Computer Focus* distribution list

Tracy Wester/BDG

*Computer Focus* is Hewlett-Packard's monthly publication for OEMs and ISVs. It is also sent to OEM and Third Party people in the field and divisions. The distribution job codes I use are: COEMSR, TOEMSR, and SRTP. It is also sent to anyone who has any of these codes as one of the "Alternate Job Codes" in their ROSTER listing.

I recently updated the distribution list and some of you may have been dropped from (or added to) the distribution. So, if you are now receiving *Computer Focus* but never did before, or you missed the May issue when you have been receiving *CF* all along, now you know why. Please let me know if you would like to be added to or deleted from the distribution of *Computer Focus*.

*If you add your name to the distribution for CF, please keep in mind that at least 80% of the articles in the publication are also published in Computer News.*

To update your listing for *Computer Focus* in the ROSTER data base, I will need the following information:

Name: _____ Employee # _____
Office/Division: _____
Job Title: _____
Please delete my name _____ Please add my name _____
If you checked "Please add my name," fill in the blank below.
Preferred Alternate Job Code: _____

Please get this information to me as soon as possible.

Tracy Wester  
BDG - Bldg 46T  
19055 Pruneridge Avenue  
Cupertino, CA 95014

Phone: 408-973-7643  
TELNET: 125-7643  
COMSYS: 4700  
HP Desk: HP4700/13

### Hewlett-Packard Forum and HPCOACHLINE go on-line

Jim Abrams/PSD and Dena Stein/SSC

*For North America only*

The *Hewlett-Packard Forum* is an on-line service provided by INTEREX, the International Association of Hewlett-Packard Computer Users, for all types of computer users in North America and is available through CompuServe. Your customers can access the service with a terminal, or personal computer, and a modem.

The forum is organized into several sections, focusing on particular areas of interest. In the message portion, participants can exchange information, ask questions, and communicate with other users through a bulletin-board style message exchange program. In the future, INTEREX will be uploading program fixes, updates, and the latest releases of key programs for HP 3000 and HP 1000 users.

HPCOACHLINE, a 24-hour electronic bulletin board on CompuServe, is now available for use by HP personal computer users. In addition to accessing "Answers to the Most Frequently Asked HP 150 Questions" document in an on-line form, users may post questions to HPCOACH instead of calling the 800 telephone number. HPCOACH personnel will monitor the HPCOACHLINE for these questions and respond in the most effective manner, oftentimes posting the answers for other HPCOACHLINE users to view.

INTEREX is adding additional features for Series 100 users which can be accessed via CompuServe, including an on-line newsletter, software downloading for public domain software, and on-line conferencing between personal computer users. HPCOACHLINE adds a dimension that permits users to gain support information directly from Hewlett-Packard for the use and application of their personal computers.

To access HPCOACHLINE, the user must have an account with CompuServe (users are billed for connect time to CompuServe) and can operate over 300 or 1200 baud modems. HPCOACHLINE is part of a larger Hewlett-Packard SIG (Special Interest Group) on CompuServe, and you can get to the Hewlett-Packard SIG by typing "GO PCS28" at the CIS prompt or "GO PF60" at the EIS prompt.

Take a look at HPCOACHLINE and don't forget to recommend this support capability to your customers and dealers when you get a chance. We feel this HP feature will help us be the top support organization in the personal computer marketplace.

## Also in this issue

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## THIRD PARTY

### **35mm slide presentation now available for recruiting software suppliers**

*Marilyn Rauchle/CMG*

Have you been looking for a merchandising tool to help you recruit new software suppliers for the HP Plus Program? This new 35mm color show with 45 slides and script can help you present that professional image of HP and the HP Plus Program which can put the finishing touches on your recruitment efforts.

The slide pitch is a complete presentation. It provides you with slides on both the specifics of the HP Plus Program and general information about our product line, corporate reputation and computer strategy (slides from HP in the Computer Business). The modular design of the pitch allows you to select the most appropriate slides for each particular audience.

The graphics on the slides are as generic as possible to enable the pitch to be used with international audiences. Photostats of the board art are available for language customization by each country office. Contact Marilyn Rauchle at TELNET 125-3067.

Copies of the slide presentation have already been sent to Field Marketing Managers, Software Supplier Reps and Third Party Regional Program Managers.

Additional copies of the slide pitch with script can be ordered by submitting an I-2 HEART Order to the Software Distribution Center.

The price per set will be approximately \$30. Follow the HEART override procedure\* and reference the following information: Supplying Division: 5006; Product Line: 59; Price: please advise; Sales Force: 09; Marketing Division: 50. Please allow two weeks for delivery.

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

### **New software licensing guides are here**

*Marilee French/CMG*

In May, the new HP *Guide to Software Licensing* was distributed to all HP software suppliers and OEMs on the TRIAD data base, as well as all HP personnel involved with third parties. This brochure addresses many of the international marketing and legal issues involved in licensing software for licensors and licensees, whether they have licensing experience or not.

These handy informative brochures are now in stock at the Literature Distribution Center (P/N 5953-9038). They can be distributed free of charge to all those interested in licensing software on HP systems.



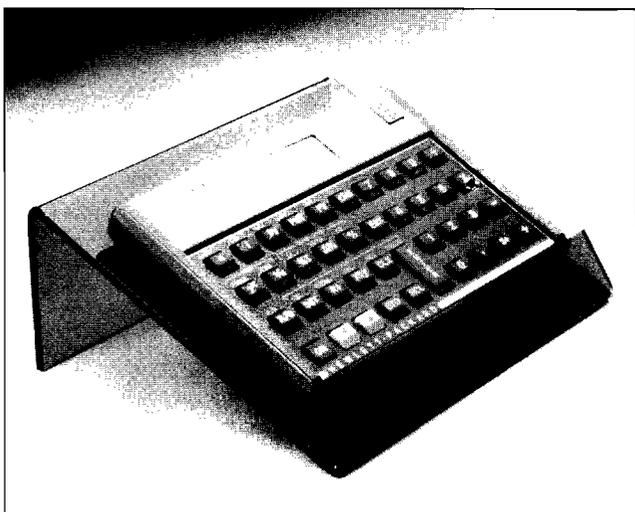
## CALCULATORS

## SERIES 80

### New Series 10 calculator stand

*Jim Kinney/CSO*

Computer Supplies Operation (CSO) announces a new desktop stand for Series 10 Calculators. This convenient stand is designed to hold your professional calculator (10C, 11C, 12C, 15C, 16C) at just the right angle for easy display reading and efficient data entry. It also helps you keep your calculator in sight on a busy, paper-filled desk. The stand is made of smoked acrylic plastic and has rubber feet for firm footing on any work surface. Size is 5½" (140mm) wide x 4½" (114mm) deep.



*HP-12C on new 91277S desktop stand.*

Customer ordering is easy via our CSO direct order phone lines (see Support/Supplies). Also available for HP dealers:

P/N	Quantity	US list price
92177S	(1-3 stands)	\$15.00 ea.
	(4-9)	\$14.00 ea.
	(10+)	\$12.50 ea.

### Dust cover for the HP-86

*Nancy Hittinger/CSO*

Your customers can now protect their HP-86 with CSO's newest dust cover.

Your customers will receive two covers constructed of durable, dark tan cloth: one designed to provide a perfect fit for the 86, and the other for the 12" monitor.

Order P/N 92250J to receive both covers (not sold separately) for \$22.

### Correction to "Fast-moving games" article

*Marilyn Ruel/PSD*

In "Fast-moving games available on the HP 86/87" by Mark Smith/PSD (*Computer News*, April 1, 1984), the part numbers for Galaxy Patrol and Action games were incorrect.

The correct part numbers are:

Galaxy Patrol	92248FA
Action Games	92248DA

## SERIES 100

### GW™-BASIC now available for the HP 150

*Curt Riffle/PSD*

GW™-BASIC by Microsoft, the popular interpreter (also known as Advanced BASIC on the IBM PC), is on the June CPL and is immediately available.

Best known for its extensive graphics commands, GW-BASIC offers many other enhancements over the Series 100/BASIC (45455D):

- *Data communications control:* GW-BASIC allows direct access to the two RS-232 ports on the HP 150.

- *Full screen editor:* It supports many of the local editing keys available on the HP 150 keyboard (cursor control keys, delete/insert character keys, and so on).
- *HP Touch capability:* Use the 150's touchscreen during programming, or define touch fields for use in applications.

GW-BASIC is close to being compatible with IBM's Advanced BASIC. However, it is not a true superset of the Series 100/BASIC because it uses command statements rather than escape sequences. Also, note that the BASIC compiler by Microsoft (45446A) will not compile all of the code written using the GW-BASIC interpreter. HP is still working with Microsoft to obtain a compiler for GW-BASIC.

GW-BASIC is priced at \$395 and includes the software on 3½" media, a reference manual, and a quick reference guide.

*GW-BASIC is a registered trademark of Microsoft Corporation.*

## Introducing BARON: The Real Estate Simulation™ for the HP 150

*John La Cava/CSO*

As part of the Edu-tainment series, CSO is adding BARON to the expanding line of HP 150 software. BARON makes extensive use of the HP 150's touch features to enhance the play of an exciting simulation of the real estate market.



Imagine yourself a real estate baron with vast holdings around the country. Buy a high rise in New York, sell a cattle ranch in Texas, invest a quarter million in second mortgages or exercise an option on that manufacturing plant in Texas. Raw economic power flows through your fingertips.

In BARON, you will be challenged by everything from fluctuating interest rates which are influenced by national events to neighborhood vandalism. You start with \$35,000 and have 60 simulated months to parlay it into a fortune by buying, selling and developing properties in five US states.

Each month, headlines from major financial publications yield signals about upward or downward price trends. A wide array of graphic and tabular data allows you to research property trends around the country.

Best of all, BARON generates an endless stream of economic scenarios to keep even a seasoned investor continually challenged.

### Ordering information

BARON may be ordered from any HP authorized dealer or directly from CSO. Normal dealer discounts apply.

BARON	P/N 92243KA	\$59.95 US list
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*BARON: The Real Estate Simulation™ is a trademark of Blue Chip Software, Inc. All rights reserved.*

## Introducing **MILLIONAIRE:** **The Stock Market Simulation™** **for the HP 150**

*John La Cava/CSO*

MILLIONAIRE makes extensive use of the HP 150's touch features to enhance the play of an already exciting simulation of the stock market.



In MILLIONAIRE, you will enter the high-powered financial world of the New York Stock Exchange where your decisions can make a million or lose a fortune. You begin with \$10,000 to invest in 15 familiar stocks representing five different industries. You have 77 simulated weeks to make your fortune by buying and selling in response to an array of influences on both the market and your portfolio. As your net worth increases, you progress through different investment levels which allow sophisticated trading options such as buying-on-margin and *call* or *put* options.

Each week actual headlines from major financial publications yield clues about upward or downward price trends. An array of graphic and tabular data provides information about the profitability of corporations, number of shares traded on the exchange, industry trends and daily stock price changes.

Designed to entertain and educate, MILLIONAIRE increases your awareness of the various investment opportunities, risks and rewards in today's stock market. Best of all, MILLIONAIRE creates a new economic scenario each time you play.

### Ordering information

MILLIONAIRE may be ordered from any HP authorized dealer or via CSO's direct phone lines (see Support/Supplies). Normal dealer discounts apply.

MILLIONAIRE P/N 92243JA \$59.95 US list
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*MILLIONAIRE: The Stock Market Simulation™ is a trademark of Blue Chip Software, Inc. All rights reserved.*

## HP 150 5¼" media option to be discontinued

*Bruce Woolpert/PSD*

In the June 1 issue of *Computer News*, we explained PSD's policy on Option 650, 5¼" media. It was stated that we would not offer this option on any future software product or enhancement release of an existing HP 150 product. This policy has now been expanded to state that as of August 1, 1984, Option 650 will be dropped entirely from existing products. Of course, we will continue to distribute software for the IBM PC, such as Monitor/PC, on IBM-compatible 5¼" media.

Our order statistics indicate that there are almost no HP 150 users with 5¼" drives worldwide. Please let us know if you have any concerns about this plan.



## More Infocom™ games for The Portable and HP 150

Michael Majdalany/CSO

CSO is adding to its line of Infocom text adventures with four titles for both The Portable and the HP 150.

### Zork® III

This is the final chapter, and by far the most difficult, in the Great Underground Empire trilogy. The player's odyssey culminates in an encounter with the Dungeon Master himself.

### Deadline™

A locked door. A dead man. And 12 hours to solve the murder. When you take on Deadline, you're not just pitting yourself against a 12-hour time limit to solve one of the cleverest and most baffling cases in the detective genre; you're encountering a totally original concept in interactive adventure that literally puts the case in your hands. Working from an actual dossier on the crime and piecing together the myriad clues along the trail, you face a challenge so sophisticated that your suspects possess independent, flesh-and-blood personalities. And some of those personalities are so treacherous that, should you make the wrong move, one of them may do you in.

### Enchanter™

The evil Warlock has subjugated this land to his power. Many have dared oppose him; all have failed. Many, many years before our age, the Elders of the Circle of Enchanters, in their great wisdom, realized that the task of freeing the land would fall to a young, unknown journeyman conjurer. Reluctantly, they have identified you as the one to whom they must entrust our fate. As a newly fledged Enchanter, you have been trained in the basics of magic but have not faced all your tests. You will be greatly aided by the spells you know and the spells you will learn, but you must also rely on your powers of observation and quick wits. If you succeed, you will be elevated to a seat in the illustrious Circle; if you fail. . . but one does not speak of such things.

### Infidel™

The first action classic from Infocom Tales of Adventure™ finds you marooned by your followers in the heart of the deadly Egyptian Desert. A soldier of fortune by trade, you've come here in search of a great lost pyramid and its untold riches. Now, alone, you must locate and gain entry to the tomb, decipher its hieroglyphs, and unravel its mysteries one by one. Through the Antechamber, the Barge Room, the Chamber of Ra, death will lick at your heels as you race to the shattering climax of this match of wits between you and the most ingenious architects, builders, and cutthroats of all time.

### Ordering information

These products may be ordered from any authorized HP dealer or via CSO's direct order phone lines (see Support/Supplies). Normal dealer discounts apply.

Name	P/N	US list price
Zork® III	92243TA	\$49.95
Deadline™	92243VA	59.95
Enchanter™	92243UA	59.95
Infidel™	92243WA	59.95

*Infocom™, Infocom Tales of Adventure™, Deadline™, Enchanter™, and Infidel™ are trademarks of Infocom, Inc. Zork® is a registered trademark of Infocom, Inc.*

## Application notes for The Portable available

Mike Steed/PCD

If you have a question about The Portable, and you can't find the answer in the Owner's Manual, chances are you will find it in one of the application notes. A set of application notes is planned to cover topics which don't really belong in the primary documentation. These notes are being printed on the same small format as the Owner's Manual, so you can keep them with your other manuals. Application notes will become available periodically from now through July. These will be automatically distributed to dealers, SRs (12/22/02C), and PCSEs. For extra copies, call 1-800-FOR-HPPC with the literature number shown below.

Topic	Literature P/N	Available date
<i>Mass Storage and The Portable</i> Connecting HP-IB disc drives, media compatibility, etc.	5954-1143	May 84
<i>Portable-Desktop Link</i> Sales and applications information about the HP-IL interface and software for the HP 150 or IBM PC.	5954-1151	May 84
<i>Printers and The Portable</i> Connecting The Portable to serial printers: LaserJet, 2601A, 2602A, IDS-560, Xerox 625C Memorywriter, etc.	5954-1163	June 84
<i>Communications and The Portable</i> What is possible, with a few frequently-encountered examples	5954-1164	July 84
<i>Plotters and The Portable</i> Connecting The Portable to HP plotters with any interface	5954-1165	July 84

## Leather case for The Portable

Nancy Hittinger/CSO

Now your customers can carry The Portable with style. This attractive, dark brown, soft-leather case has been designed to safely carry The Portable. Light in weight (under ½ lb.), this leather case can be carried comfortably over the shoulder, or the strap can be removed for easy hand transport. The convenient zip closure makes for easy access to The Portable. With simple clean lines, this case has an attractive appearance.

Carried by CSO as P/N 13269U, the leather case sells for \$75. The case has been listed on the Corporate Price List since June 1, and is currently in stock and ready for order.

## LaserJet supplies available through CSO

Jim Kinney/CSO

Supplies for the new HP 2686A LaserJet professional PC printer are available from Computer Supplies Operation (CSO). The LaserJet is easy to maintain. There are no toners or powders to handle or messy adjustments to make. Everything is contained in a single, disposable cartridge that snaps in and out in less than one minute. When the cartridge is used up (3,000 pages average), just put in a new one.

Changing type styles and faces is also easy. Several fonts are currently available in plug-in cartridges. One includes Courier regular, bold and italic along with Line Printer compressed. The other contains Proportional Space regular, italic, and bold faces.

Also available are extra paper trays. These trays hold 100 sheets and are a convenient way to change letter heads, paper sizes, etc.

P/N	Description	US list price
92285A	Toner (EP) Cartridge, black print	\$99 each
92285B	8½ x 11 inch paper tray	49 each
92285C	8½ x 14 inch paper tray	49 each
92285D	A4 Metric size paper tray	42 each
92285E	B5 Metric size paper tray	42 each
92286A	Courier & Line Printer type style cartridge	225 each
92286B	Proportional Space type style cartridge	225 each

Your customers can order by calling CSO's toll-free numbers listed at the end of the Support/Supplies section.



# HP 1000

## Announcing a new version of HP DSN/X.25/1000

Gerard Mennetrier/GND

X.25/1000 is a powerful package which has been successfully running for two years. It connects an HP 1000 system to packet switching networks of all types, both public and private.

Additional capabilities include:

- Support of RTE-A operating systems.
- Improved flow control mechanism: EMA is used to store arrival packets even when there is no read pending. Therefore other Virtual Circuits are still working.
- Users can set the Q bit in data packets.
- User can now access the Call User Data included in the Call Request Packets.
- The management of Pool logical units has been redefined so that they are released only upon a user's request.
- Programmable Serial Interface LAP-B firmware informs the remote host of a local CPU problem.

The P/N for this revision 2401 of DSN/X.25/1000 is 91751A. It is compatible with DS/1000 rev. 2401 and with RTE A/RTE 6 rev. 2340. You will receive the new product on your choice of media. The media options available are:

Option	Media
020	P.E. mini cartridge
022	CS-80 cartridge
041	double sided floppy disc
042	mini floppy disc
044	micro floppy disc
050	800 bpi magnetic tape
051	1600 bpi magnetic tape

New Reference Manual and Advanced Guide are also available (P/N 91751-90002 and 91751-90003). Send your orders to division 63 (GND).

## HP's involvement with MAP and General Motors at NCC

Glenn Yeager/Novi, Michigan office

Hewlett-Packard is one of seven vendors participating with General Motors at the NCC (National Computer Conference) show which is to be held July 9-12, 1984, in Las Vegas. The vendors are Allen-Bradley, Concord Data Systems, Digital Equipment Corp., General Motors, Gould, Hewlett-Packard, IBM, and Motorola.

The demonstration at NCC will include the transfer of ASCII files between computer vendors as well as direct access to programmable devices. All accesses will go through a single physical connection, per computer, with all devices talking the ISO/OSI communications protocol. The demonstration will be a scaled-down implementation of the entire communications model, but will demonstrate the viability of the techniques and capabilities of such a system.

The NCC/GM effort has involved many long hours of dedicated efforts by personnel at DSD, IND and MSR-E. This effort has presently rewarded HP by obtaining a contract with General Motors to develop a MAP-compatible gateway consisting of memory based A600 computers sitting in the hostile environments of General Motors manufacturing environments. The HP gateway will provide a method of connecting non-MAP devices into the MAP network so there will be a comprehensive communication method between plant devices and management personnel.

MAP stands for Manufacturing Automation Protocol, a communication technique which can move data between computers and other smart devices within a manufacturing plant, at the astonishing rate of 10 million bits per second.

General Motors is driving the MAP effort for some obvious reasons. When the manufacturing process first became automated, each process was run on its own system. This made it easy to manage the systems and the functions they controlled. As technology advanced, and more processes became automated, including such functions as scheduling and production monitoring, the processes became more complicated and widespread. The result is a proliferation of systems and hardware having a multitude of separate functions which are difficult to control, and an over-abundance of resources that could have been shared between the systems. Consequently, the need arose for a system which would integrate all of the processes and applications into one manufacturing

system. The importance of such a "factory of the future" is substantial. Advantages include lower networking costs due to decreased redundancy of required hardware, more efficient use of resources, and immediate and more accurate management decisions.

From the user's point of view, it is desirable for multiple vendors' equipment to attach and communicate with other vendors over the same network. This permits the user to purchase the best product for each task, independent of other vendors' products on the network. Communication hardware and software produced by different vendors are very often incompatible. Therefore, in order to implement an integrated manufacturing system, it is necessary to provide a viable protocol standard which would allow efficient communication between a variety of vendor products. This standard is being developed presently for General Motors under the name MAP.

The general idea is to develop a communication protocol, for the factory floor environment, based on national or international standards which are supported by many vendors.

Towards this end, the MAP standard is being designed according to the ISO/OSI (International Standards Organization/Open Systems Interconnection) seven-layer model. This model provides common interfaces between all layers and will permit individual layers of the manufacturing networks to be improved as technology increases. This will allow separate facilities to implement different layers if they so desire.

For additional information, please feel free to contact Glenn Yeager in the Novi, Michigan office.

## **HP Spice on the HP 1000 soon to be off the CPL**

*Kyle Hurlbut/EPD*

As of November 1, 1984, HP Spice (92091A, 92091R, and 92091M) on the HP 1000 series of computers cannot be ordered. Pending orders should be placed before this date. Support services will be available until 1989. Customers who already have HP Spice on the HP 1000 can upgrade at a substantial discount to the HP 9000 Series 500 computers by ordering Option 001 or 002 on HP Spice 98183 and 98163. In the future all HP Spice enhancements will be on the HP 9000 Series 500 computers only.

## **OEM direct mailer to uncover quality leads**

*Jan Filo/DSD*

A direct mailer designed to uncover new A-Series OEMs has been mailed out. It features a "surprise offer" that will provide high quality leads for you. We are using a purchased list along with field input to derive a quality list of prospective customers. The mailing audience includes OEMs in Computer Integrated Manufacturing (CIM) and some real-time markets. Look for more details in the next issue of the A-Series Mailing.

## HP 9000

### How to sell HP-DRAFT

*Franz Achter/HP Munich*

HP-DRAFT is a general purpose design and drafting system especially suited for producing mechanical engineering drawings.

HP-DRAFT has proved to be the easiest way to make my quota. Since November 1, 15 of the 23 CAD systems I have sold are HP-DRAFT single-user systems. Each system installed increases the chance of receiving further orders as customers expand their systems. One existing EGS customer has just bought another EGS system plus an HP-DRAFT system, linked via an SRM, and plans to buy a second HP-DRAFT system later this year. That is why, to ensure our future success in the CAD market, it's essential for us to establish HP as a one-vendor solution company. Selling total solutions is the name of the game and with HP-DRAFT you're on to a winner.

For most customers, HP-DRAFT is their first step into the world of Computer-Aided Design. The client company often only employs between 5-500 people and is new to HP. They usually look for an inexpensive entry-level software package to help them to increase their drawing office productivity. HP-DRAFT is just that. If they are constantly producing new designs, a productivity increase factor of two can be expected. However, if drawings are forever being modified (as is normally the case) and standard components are being used, then the productivity jumps by a factor of four to six. HP-DRAFT not only produces drawings faster, but also produces drawings of a higher quality and accuracy.

There is a very large market just waiting to be tapped. In Germany, for example, 80% of the mechanical engineering companies employ less than 500 people and only 3% already use a CAD system. It's usually no problem to persuade these companies to invest in a CAD system, because they are already aware that they need to do so to remain competitive.

I've found that the most efficient way to generate leads is through international fairs, such as the annual Hanover Fair. There is always a lot of interest in CAD solutions, as it is a rapidly growing market. I invite about 30 people at a time to a seminar, and select the potential customers (usually between 5 and 10) to attend a one-day HP-DRAFT workshop where they can try their own examples. I'm supported in these activities by a specialist SE. I also make sure that the other salesmen in Bavaria, those who are not involved in CAD, at least understand the terminology so that they are able to generate leads and refer them to me. I spent about two to three weeks getting to know HP-DRAFT myself, not only to find out what it could do, but also to learn what it couldn't do. That's important for correct customer qualification.

There are the main features I always stress.

HP-DRAFT:

- is an easy to use, friendly, but also a powerful system
- is very similar to traditional drafting methods
- is easy to introduce into an existing company organization
- requires only a short training period
- makes the most of skilled staff resources
- is very fast for making drawing modifications
- shortens design and development time so that new products can be introduced sooner.

In addition it:

- provides a quick return on investment
- has the backing of HP's excellent reputation for quality and reliability
- is a one-vendor solution.

Note that HP-DRAFT has, at the moment, the best price/performance ratio on the market. It is most important that we develop a CAD customer base now, because the competition will only get tougher.

## New sales aids for HP-DRAFT

Angela Suthurst/BEO

HP-DRAFT sales are really taking off in a big way, and we at BEO want to help them go even higher. That's why, in addition to the existing technical description and the 35mm slide show, we've put together an impressive range of sales aids and literature to make your job easier:

- **HP-DRAFT presentation kit**  
This consists of a videotape, 35mm slides, the corresponding storyboard, and optionally a flexible disc to plot overhead slides. The film describes all the important HP-DRAFT functions and is the perfect tool for pre-qualifying customers for a live demo. In the US, order the kit from Sarah Moya, COMSYS 4000; in Europe and ICON countries, order from Christine Wieland-Mueller, COMSYS B500.
- **Canned demo**  
This automatic demonstration is based on the example used in the videotape. You can obtain a copy on flexible discs from your CSR.
- **Mailing kit**  
This kit is in preparation. It consists of selected photos, text and sample layouts, and will enable you to produce customized mailers or seminar invitations.
- **HP-DRAFT sales kit**  
This includes invaluable information on the market and customer qualification, as well as a CAD/CAM ME presentation slide show, step by step demo instructions and examples of completed drawings.

The sales kit has been sent to European SRs, and will be distributed in the US very soon.

Jan Vaage, a successful HP-DRAFT salesman in Oslo, commented: "It's really great to have everything you need to know about selling HP-DRAFT in one binder, and it will be especially useful to train new SRs."

## MUSE word processor price reduced 70%

Garry Frederickson/FSD

The price of the MUSE word processor for HP 9000 Series 500 HP-UX systems has been reduced to \$850 for the single user pack and to \$2,700 for the multi-user pack. The packs were previously priced at \$4,000 and \$10,000 for single and multi-users. MUSE is now priced competitively with other premier word processors available on competing systems.

MUSE is a very powerful tool that meets the needs of secretaries, engineers, and managers. It is a true office-grade word processor that creates office-quality documents. MUSE can handle the secretary's daily tasks, such as memo and report writing, as well as large documentation projects such as manuals and reports. By helping to automate these time-consuming chores, MUSE can increase office productivity. And MUSE is very easy to use. It needs no commands embedded in the text, nor memorized "command" keystrokes; all necessary commands and functions are built into menus or key labels.

Users will appreciate MUSE's advanced document creation, revision, and display capabilities. It may also be customized to individual installations or languages. Technical users will appreciate the six levels of superscripting and subscripting as well as the Greek/math character support (subject to hardware support). Since MUSE runs on many different computers, drivers are included in MUSE to support many manufacturer's terminals and printers. MUSE menus, prompts, messages, and dictionaries may be customized by your customer to meet specific needs. A recovery system is also supported which prevents loss of text during system, terminal or user failure. A thorough feature list will be included in June *Momentum* and *Technically Speaking* from FSD.

The need for word processing by virtually all computer users, and MUSE's new low price should make MUSE an easy add-on sale. If you are giving a demonstration of the Series 500, show your customer how easy MUSE is to learn and use.

To get a copy of MUSE for your office, order P/N 79300MA with Options 002 and SEO. Until now, the SEO option was only available to SEs who had been to a MUSE training class. Since MUSE is so easy to install, support, and learn, formal training is no longer required. Have your SE order your copy today and see for yourself how easy this product is to use.

## Oil and Gas sales seminar to be held in Houston

Phil Christ/CMG

Technical SRs and DMs will attend an Oil and Gas Vertical Markets seminar on June 26 and 27 at the Adams Mark Hotel in Houston. The highlight of the seminar will be the unveiling of a new product, the Petroleum Engineer Workstation, which consists of software developed by Scientific Software-Intercomp (SSI) running on the HP 9000 Series 500.

SSI is the largest software supplier for the Oil and Gas industry. Their petroleum engineering software, covering applications such as reservoir simulation, well log analysis, and well test analysis, has only been available to customers on license to run on mainframe systems or on a time-share basis from service bureaus. Availability on the HP 9000 represents a significant value to customers and a unique opportunity for both HP and SSI. The Petroleum Engineer Workstation should be a product without peer in the marketplace.

At the seminar, representatives from SSI will demonstrate the well log analysis software, present sales strategies for the Petroleum Engineer Workstation, and educate attendees on the production segment of the Oil and Gas business.

Also represented will be Sierra Geophysics, Inc., who will educate attendees on the exploration segment of the business and demonstrate their advanced seismic exploration software packages on the HP 9000.

The launching of the Petroleum Engineer Workstation is a milestone event in the HP Earth Resources Vertical Marketing program. The sales seminar also promises to be a stimulating and informative training session for HP field personnel.

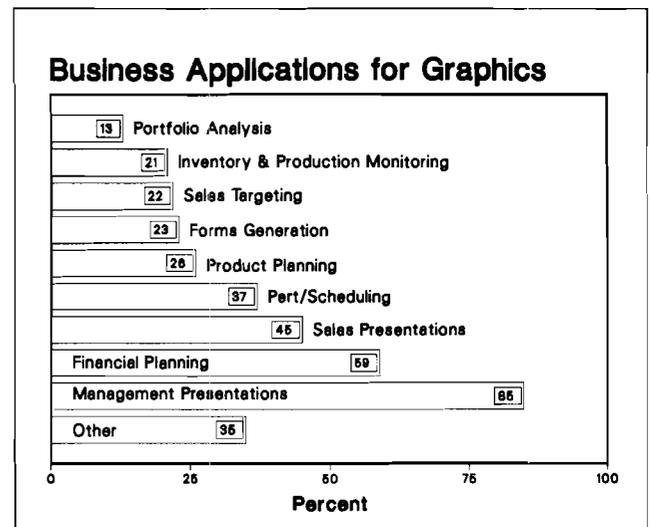
## HP and ISSCO make a powerful graphics team

Garry Frederickson/FSD

ISSCO, the world's leading independent supplier of high quality graphics software, announces that TELL-A-GRAF® and DISSPLA® now run on the HP 9000 Series 500 HP-UX systems. For customers familiar with million-dollar mainframes and \$50,000 software packages, the lower-cost HP Series 500 and ISSCO

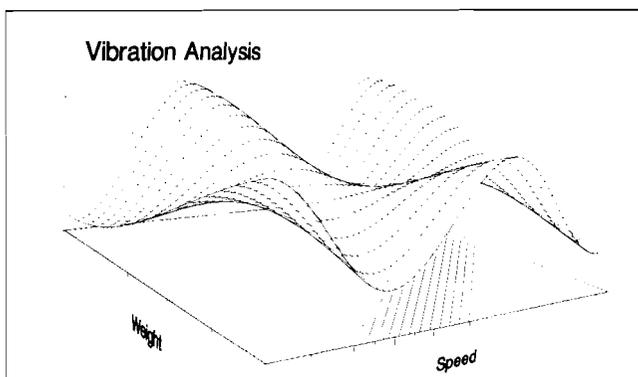
referenced software packages represent a long-awaited bargain. Each software package is \$9,500. In addition, CUECHART™, usually a separately priced product, is included with TELL-A-GRAF at no additional cost.

TELL-A-GRAF puts business graphics into the hands of non-programmers by generating sophisticated charts in response to simple English sentences. TELL-A-GRAF produces pie, line, horizontal, and vertical bar charts, and word charts. It is easy to use, flexible, device-independent, and creates publication quality graphics. CUECHART, included with TELL-A-GRAF, enables users with minimal computer skills and training to create charts and graphs. CUECHART is a library of the most commonly used chart formats. It reads the formats to construct a list of questions for the user. The TELL-A-GRAF user can add formats to CUECHART.



This chart showing actual graphics application areas was created using TELL-A-GRAF from ISSCO.

DISSPLA is a high powered graphics library of over 700 FORTRAN subroutines that provide tools for programmers and system builders. DISSPLA generates charts, engineering and scientific graphics, maps, contours, and text, and can represent 3-D surfaces clearly. Its capabilities include bar, line, and pie charts, a full range of axis types including calendar axes, annotation facilities, and presentation character fonts. Existing data bases can be accessed to generate application programs. With DISSPLA, programmers can produce graphical output with far fewer lines of code.



*This 3-D chart was produced using ISSCO's DISSPLA which calls on a library of more than 700 FORTRAN subroutines to produce charts, graphs, 3-D diagrams and highly flexible maps for business, scientific, government, education and engineering applications.*

ISSCO supports a very wide range of peripherals including all HP graphics devices (hardware support dependent). Over 200 graphics output devices are supported — terminals, plotters, printers, and film recorders. Due to ISSCO's device independence, new devices are easily added.

Since the HP Series 500 provides a very economical graphics solution compared to other ISSCO installations, the entire HP system can be cheaper than the software alone for other systems. Therefore, existing ISSCO accounts and other major graphics users are prime candidates for sales. OEMs who are incorporating graphical output in their systems will also be prospects.

To order these software packages, contact Gary Larroff, ISSCO, 4186 Sorrento Valley Blvd., San Diego, CA 92121.

*TELL-A GRAF™ and DISSPLA™ are registered trademarks of ISSCO.*

*CUECHART™ is a trademark of ISSCO.*

Graphics courtesy of ISSCO

## Two powerful new vehicles carry the HP EGS/200 story

Debbie Feig/BDG

The Hewlett-Packard Engineering Graphics System 200 (HP EGS/200) story which features the software designed to help engineers and technical designers create technical artwork, is now being told via two innovative, new media.

You can now *hear* everything you need to know about this computer-aided drawing tool, plus have access to a comprehensive slide library for qualified customer presentations.

A 40-minute, information-packed cassette, which directly parallels the HP EGS/200 Technical Data Brochure (P/N 5953-4658), has been produced expressly for one major purpose — to help you optimize your productivity.

The sizeable amount of product literature you receive compounded with the strenuous demands placed on your time, makes this cassette an ideal training alternative.

Now that your cars are equipped with a recorder, you can easily and conveniently play the tape enroute to and from sales calls. In this way, you can get briefed on all the pertinent technical information you need — just minutes prior to a sales call. The main focus is on capabilities, applications and benefits.

In addition to the audio cassette, a 35mm slide library is available to HP EGS/200 Product Specialists for use in advanced qualifier presentations. The library consists of a selection of 132 slides and accompanying descriptions to assist the Product Specialist in telling the HP EGS/200 story. Consequently, the presentation can be tailored precisely to your specific customer needs as well as to individual style.

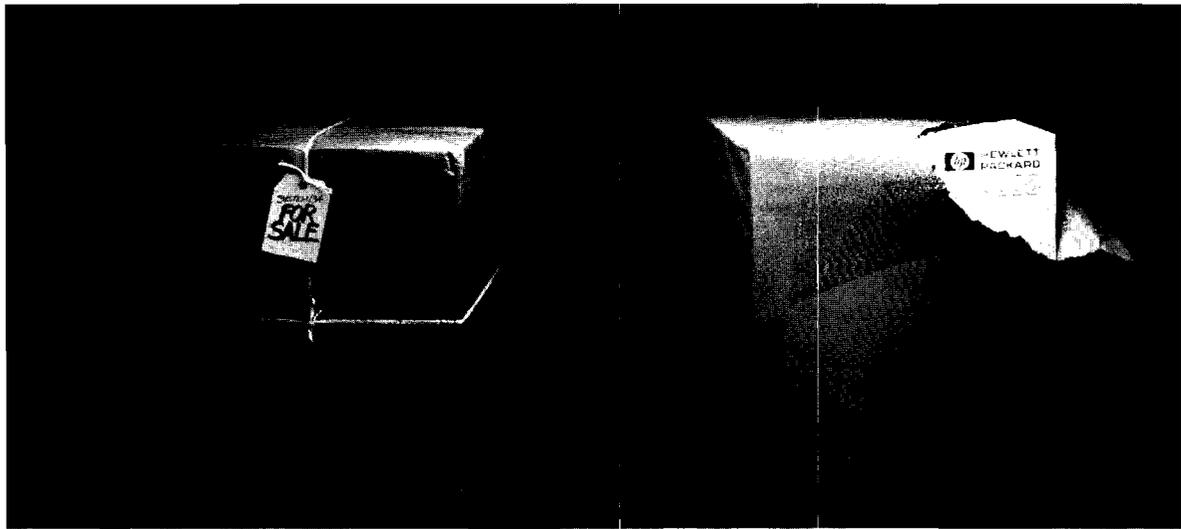
Approximately 500 cassettes were distributed to the HP sales force during the week of April 23. The slide libraries have been distributed to field marketing managers and HP EGS/200 Product Specialists. In fact, Jim Arthur was the first to use slides from the new slide library during a sales presentation to a major East Coast customer.

HP EGS/200 has already proved itself to be a highly successful product in the marketplace. These latest support tools are going to help you be even more successful. Keep in mind that we are always looking for ways to help make you more productive. Let us know how we can help you further. Call Tom Krantz, HP EGS/200 Product Manager, at 303-226-3800, or TELNET 1-226-4195, with any suggestions. 

# HP 3000

## New ad targets IBM System 34 owners

Jack Peters/BDG



# Grow

You've outgrown your System 34. Now what? Do you really want to go through the time-consuming and expensive process of converting to the next system? Then do it again every couple of years.

The smart answer to these questions is the HP 3000 family of fully compatible business computers. Once you're with the HP 3000, you can keep upgrading to larger, more powerful systems in the family without converting (or even recompiling) your software.

And it's smart for your business because it handles more

of your business. The HP 3000 is just as handy with graphics, word processing and management reporting as it is with accounting and data processing. With our creative software, keep track of your calendar, put together agendas, send memos and call up reports. And our wide variety of peripherals gives your people precisely the tools they need.

The HP 3000 also offers a communications package rated number one by Data Decisions, an independent research firm. Electronic mail can spread the word around your office or around the world in seconds. Access local or remote data

# smarter.

bases in just a few key strokes. And communicate with your IBM mainframes.

The upgrade "isn't" a problem. We've put together a special program to smooth the way. And our systems conversion specialists will work with you to make sure everything's going all right. Since the upgrade is transparent to the end user, there's no need for retraining to continue using your existing RPG programs. All that's required is a brief familiarization with the new HP equipment.

Once up on the HP 3000, you can take advantage of our

Customer Engineering teams, specially assigned to supervise preventive maintenance, software update and expansion. Incidentally, a Datapro survey rated these teams number one for the past two years among leading computer manufacturers.

The HP 3000. It's the system to grow with. For more information, call your local HP sales office listed in the white pages. Or write to Dave Butt, Hewlett-Packard, Dept. 000000, 19447 Foothill Avenue, Bldg. 48 South, Cupertino, CA 95014.

Productivity. Not promises.  
 HEWLETT  
 PACKARD

800044

Here is a new ad that is something new for Hewlett-Packard: it is squarely aimed at present IBM System 34 owners. The important message is that the best upgrade for a System 34 is the HP 3000. The reason being the compatibility and flexibility of the family that allows growth without conversion.

The ad is just one element of a multiple-part program. Many of you may have heard of the total program during the recent field tour. A key part of this program will be a seminar package. To support your local selling efforts promotionally, your Field Marketing

Managers will be receiving materials that will enable you to put together ads and mailers to gather attendees for these seminars.

Also in the final stages of development is a flyer that we will use to service inquiries from the ad and that will be available for your use as a sales tool.

The ad will begin running in the July issue of *Small Systems World*, a magazine that offers us a high concentration of System 34 owners and users. It will be following a feature story on our new program in the June issue.

Good luck on selling up to the HP 3000.

## Memory Round-Up: 256K-byte memory board trade-in program

Todd Richman/CSY

Do you have customers who want to purchase additional memory for their HP Series 39/4X systems, but are limited by the number of available memory slots? Introducing *Memory Round-Up*, a special memory trade-in program from CSY and FRD that offers a solution for these customers.

Series 39/40/42 systems have four slots for main memory. 256K-byte boards may fill available slots before memory configuration maximums are achieved. A similar situation may occur on certain HP Series 44/48 systems, even though more memory slots are available. The use of 1M-byte boards avoids this constraint. Providing an attractive path to move from 256K-byte boards to 1M-byte boards is the motivation for Memory Round-Up.

From June 1 through August 31, customers ordering a Series 39/4X 1M-byte memory board and returning at least one Series 39/4X 256K-byte memory board are eligible for this special promotion. Series 39/40/42/44/48 systems all may take advantage of this offer. The program consists of:

- A \$3,000 discount on the 1M-byte board (US list \$12,000)
- Credits of \$1,250 per 256K-byte board for up to four boards returned towards the purchase of each 1M-byte board.

For this promotion, the number of 256K-byte boards returned for credit has been increased from a maximum of two to a maximum of four. To order, use the existing memory return credit products 30171AN (return of 256K-byte memory) and 30092AN (return of 512K-byte memory). These credits are now priced at \$1,250 per 256K-byte board. The return credit products may be ordered in any combination not to exceed \$5,000 (four 256K-byte boards returned). The M05 discount of \$3,000 is applied to the 1M-byte memory product (30161A). Please note *Memory Round-Up* in special instructions.

This program is available worldwide and orders must be received by August 31, 1984. A TWX outlining the offer was sent recently to field personnel. Please refer to that TWX and to OP promotional documentation for details and conditions. Also, consult the HP 3000 System Configuration Guide for allowable memory configurations.

Memory Round-Up presents an excellent opportunity to achieve greater memory expandability on low-end systems, to sell more memory, and to promote customer satisfaction.

## MPE documentation improved

Brian B. Egan/CSY

Customer satisfaction is a very real objective within CSY, and the Software Documentation Group is making significant efforts to contribute. In response to many customer and field inputs, the MPE manual set has been extensively reworked for MPE-V. The set is far more accurate, complete, friendly, and usable than ever before. It covers both MPE-V/P and MPE-V/E.

### What have we done?

Over 13,000 hours have been invested in the new manuals. We have made the following changes:

- Three MPE-IV manuals have been completely rewritten for MPE-V, and have been given new part numbers: *Commands* (P/N 32033-90006), *Intrinsics* (P/N 32033-90007), and *Utilities* (P/N 32033-90008).
- The *MPE-IV Console Operator's Guide* and the *MPE-IV System Manager/System Supervisor* manual have been combined for MPE-V into a single new manual: the *System Operation and Resource Management Reference Manual* (P/N 32033-90005). The contents have been completely reorganized and rewritten, and a great deal of new material has been added.
- *The MPE System Tables Reference Manual* has been rewritten to contain all information for MPE-V/E, and has a new part number, 32033-90010. The "Tables Bedsheet" has been revived, and an all-new version is included in every Tables manual.
- The *Index to MPE Documentation* (P/N 03000-90045) has been obsoleted. Instead, the overall index will be included at the back of each manual.
- The binder set has been rearranged, so that manuals appear in a more logical sequence. New spines for the binders show the manuals contained inside. Finally, tabs have been added between manuals in each binder.



- The *HP 3000 Communicator* has received a new part number (5955-1770) and will be published more frequently than in the past. We welcome field and customer inputs for it. We have arranged for back issues of the HP 3000 Communicator to be available through CSO, beginning with the MPE-V/E edition.

## Availability

The new manual set and HP 3000 Communicator will be shipped with all new systems, beginning with the general distribution of MPE-V/E. For customers who already have their systems, we have created a special assembly (P/N 30380N) which contains the new manuals, the HP 3000 Communicator, and the new spine and tab set. This will be distributed to all subscription service customers and to all customers who sent in the "mailer" in the MPE-V/P Special Documentation Package.

## MPE-V versions and disc caching

Larry Russell/CSY

This article is a handy reference for you. It will help you to keep track of which releases of MPE-V are or will be supported on which HP 3000 systems. It also indicates which versions of MPE-V support disc caching.

MPE-V AND DISC CACHING SUPPORT ON HP 3000s

System	Standard O/S	Optional O/S	Disc Caching Support*
High Performance Series 39 and Series 42/48	MPE-V/P & -V/P Delta 1	MPE-V/E	Yes
Series 39/40/44	MPE-V/P Delta 1**	----	No
Series 68	MPE-V/E	MPE-V/P & -V/P Delta 1	Yes
Series 64	MPE-V/E	MPE-V/P Delta 1**	No
Series II/III/30/33	MPE-V/R	----	No

\*Indicates that the customer has purchased the disc product and can turn it on and off with the disc caching commands.

\*\*The disc caching product on MPE-V/P Delta 1 is disabled for these systems. (Note that disc caching on MPE-V/P (E/F .00.00), could not be disabled in the field and, therefore, it could not be distributed to customers who had not purchased the disc caching product. Disc caching can be disabled on MPE-V/E and MPE-V/P Delta 1. It must be purchased and installed like any other HP 3000 software product.)

Ordering instructions and details on each release of MPE-V were distributed to SEs, SRs, and field management in two field training manuals. These FTMs are the *MPE-V Update Field Training Manual* (December 1983) and the *HP 3000 Software Release Plan* (February 1984).

## Moving between MPE-V/P and MPE-V/E

Larry Russell/CSY

At this writing our controlled release of MPE-V/E is going very smoothly, and we have become much more confident of its quality, high performance, and reliability. When it is released to CSD for general distribution, your customers will be able to move from MPE-V/P to MPE-V/E. There are certain issues that you should be aware of when helping your customers make the decision to move to MPE-V/E. The answers to the two questions that follow will clarify those issues.

### How does a customer with MPE-V/P installed move to MPE-V/E?

Notify the account SE and change the Software Support agreement to MPE-V/E support. Since there is no direct customer distribution for customers who already have MPE-V/P and are moving to MPE-V/E, the MPE-V/E software must be customized in the field and installed on the customer's system. For High Performance Series 39, 42, and 48 systems, the new firmware, P/N 30400A, should also be ordered.

All customers taking delivery of a High Performance Series 39, 42, or 48 with MPE-V/P within 60 days after the general release of MPE-V/E will be able to receive MPE-V/E firmware later *at no charge*. In response to numerous customer requests, these customers will now have up to one year after MPE-V/E is available to move to MPE-V/E with the new firmware at no charge, if desired. Please contact your System Marketing Center for information on how to order the firmware.

### Where is new firmware needed?

A new firmware board (CPS-E board) is available for use with High Performance Series 39, 42, and 48 systems running MPE-V/E. While not required to run MPE-V/E, this new firmware allows the customer to take full advantage of the expanded system tables, and *we strongly recommend that it be installed*.

Information about installing MPE-V/E and the new microcode will be included in the "MPE-V/E Internals Training Package" (P/N 32002-90012) distributed to the SEO as part of the MIT software release kit and in the *HP 3000 Series 39/40/42/44/48 Upgrade Manual* (P/N 30400-90001) distributed to the CEO as part of the field upgrade kit.

Note that Series 6X systems do not require new firmware, because the new microcode is transferred from the MIT into Writeable Control Storage. Also, versions of MPE with MPE-IV table structures (including MPE-V/P) will not run on the new microcode.

## Special credit approval program for Opportunity '84

*Phil Rosenzweig/FRD*

FRD's Opportunity '84 program is going strong, offering low-cost refurbished systems that compete favorably with the IBM Series 36. Now FRD makes it easier to sell Opportunity '84 systems by offering a special Fast Credit Approval plan for horizontal customers.

How does this new plan work? Simply bring your Sales Finance Representative along on a customer call — he has a simple Credit Worksheet that asks a few basic questions about customer finances. This information can then be phoned in to the Regional Credit Manager, who is prepared to make a credit approval decision over the phone. Credit terms have been adjusted, so start-up firms and horizontal accounts can now receive credit approval more easily.

If credit is approved, FRD will finance the purchase on a convenient 36-month installment contract. Suppose, for example, the customer wants a fully configured HP 3000 Series 30 with an Opportunity '84 price of \$35,265. Under a 36-month installment contract, the customer will pay just \$1,206 per month.

This program combines excellent prices with Fast Credit Approval, and extends low monthly payments to customers who may otherwise have difficulty getting financing. Specifically, we should be able to reach start-up companies, privately held firms, and companies on the rebound from lean years. With this combination of prices and Fast Credit, we can reach new customers, increase sales, and upgrade systems in the future.

## Team up to beat IBM

*Que Dang/FRD*

Working as a team, FRD, with the Opportunity '84 sales promotion and the Paramus Sales Office, beat IBM in two competitive sales situations.

HP SR Dan Solimine's O & R Computer Services, Inc. and SR Chris Messina's St. Thomas Aquinas College were sold on the benefits of the remarketed HP 3000 systems for the following reasons:

- *Data base management system* — After much deliberation and detailed comparative analyses, both customers thought that HP's IMAGE capabilities far exceed that of IBM System 36.
- *Compatibility* — Future growth is planned for both companies and the IBM System 36 offers no growth path unless a software conversion is involved.
- *Price* — In both cases, IBM pricing was higher than HP's remarketed pricing. This factor helped both our SRs win the sales.

You too can team up with FRD to beat IBM. Please call your Market Development contact at 408-720-5401 for more details.

## Firmware update for cold load with HP 7974A/78A

*Sandy Hansen/GLD*

Customers with an HP 3000, Series 64/68 shipped before February 15, 1984 must have a firmware update in order to be able to use the HP 7974A or HP 7978A ½" tape drive as a cold load device. CSY now has the DCU (Diagnostic Control Unit) firmware update available for the host which solves the cold load problem.

There is a plan to update the entire installed base. Two service notes, 32460B-7 and 32460A-12, published in the most recent Support Update Supplement, Issue 300, May 11, 1984, document this update. If you sell an HP 7974A or HP 7978A tape drive for an installed Series 64 or 68 system, your CE needs to be aware of this cold load situation.

## FINANCIALS

### HPFA streamlines financial accounting at HP division

*Sid Deshpande and Brad Fortier/SMC*

Since its introduction approximately a year ago, HP Financial Accounting has gotten off to a great start with sales exceeding 225 customers by the end of the first quarter 1984. With more trained CSRs in the field and numerous reference accounts it is expected that 1984 will be another successful year. In order to help you close additional HP Financial Accounting business the factory is ready to assist you in several ways.

Featured in this article is an excellent internal reference account — Computer Systems Division (CSY) Worldwide Accounting, Cupertino. Encourage your prospects to visit Cupertino to witness first-hand the productivity improvements realized at CSY and to talk to the users and accounting personnel. This visit will reinforce their perception of HP's commitment to providing integrated solutions.

#### Advantages of HP Financial Accounting

CSY is excited about the numerous benefits derived from HP Financial Accounting combined with HP's Office Automation tools such as HP DeskManager, DSG and EZChart. These benefits are listed below:

- Electronic distribution of expense reports via HP Desk. The previous method was manual distribution which used to take up to two days. Now it takes less than two hours. Managers can now take action based on timely information.
- Easy-to-read financial reports thanks to the use of graphics (EZChart and DSG). Managers can now effectively utilize these reports as compared to when the reports were reams of numbers gathering dust on their shelves.
- An HPFA accounting system can also provide the ability to generate ad hoc reports thanks to the REPORT facility. Reports can now be generated in ½ hour instead of taking one week to write a COBOL program to do the same thing. Management by exception is coming closer to being a reality.
- Job enrichment for the user community has been greatly increased by the fact that they truly own and manage the system. What this means is that:

- operators and systems analysts are free to work on other things — analyzing instead of just pushing numbers
- all scheduling functions are performed by users operating the system, thus allowing them to expand their job scope.

The above is just a sample of the exciting material that we can present to your prospect. We can structure a factory visit including all or some of the elements listed below:

*Financial solution strategy pitch:* a 45 minute discussion of HP's strategy in the financial solutions area.

*HP Financial Accounting product pitch:* a 45 minute overview of the product describing key product features and the technological innovations introduced by HP.

*CSY showcase account:* a 30 minute overview of CSY's implementation of Accounting tied in with Office Tools by the Accounting Manager, CSY. In addition, we will arrange a visit through the Accounting area with stops at different places showing some of the benefits and demonstrating system ownership.

The opportunity to sell financials has never been better. We have superior products and personnel standing by to assist you in your efforts. A key selling aid has always been the factory visit. Use it wisely to your advantage.

## DISTRIBUTION

### Why HP SFD/3000 is value-priced

*Vic Burke/IRO*

We've had several inquiries about why we decided to change to value pricing for SFD (System for Distributors)/3000. Here is the rationale behind the change.

#### Background

A variety of methods and models have traditionally been applied to the issue of software pricing:

- How much does the competition charge for a comparable product?

- What will the market bear for a (relatively) unique product?
- What percent of hardware price will (should) the customer pay?
- What percent of development cost should be charged (based on expected sales over the product's life)?

The advent of the personal computer suggests another approach, one which has been utilized extensively in the PC marketplace:

- What is the value of unlimited use by a *single user*?

## Today's environment

All of the software sold by HP today for PCs is value-priced. That is to say, each user pays the same price (less volume discounts) for unlimited use of a particular software product on his or her workstation (PC).

If we consider multi-user (multi-workstation) systems such as the HP 1000 or HP 3000, then by extension a fair way to charge for software on these systems would be a fixed increment per user (workstation). There are significant administrative difficulties associated with this approach, and some technical constraints as well. For instance, it would be desirable to place each user's copy of a particular software package on ROM in the workstation, but this is not compatible with the typical update-frequency of software.

Since each CPU has some minimum, maximum and average number of workstations associated with it, value pricing of software by CPU is a way of approximating true value pricing by workstation. This is the basis of the recent value pricing of SFD/3000, using the following model:

CPU	Average Number of Workstations	Price	Price Per Workstation
30R, 33R, IIR, 39, 40, 42	20	\$25,000	\$1,250
44, 48	30	37,200	1,240
64, 68	60	62,000	1,033

The lower price-per-workstation reflects the higher occurrence of inquiry-only terminals, which are utilized for less hours per day.

## The future

A proposal currently under consideration at HP would have all HP software value-priced based on CPU model. Longer term, as intelligent workstations replace terminals on multi-user systems, we will have

the opportunity to move toward true per-user value pricing. This trend should help users see and appreciate the value they receive when selecting HP applications software to solve their business problems.

## Selling HP SFD/3000 support services

*Rebecca Derrington/IRO*

Max Adamczyk, our Distribution ASR in Cleveland, has developed a system, and a presentation, for selling SFD-ASSIST to customers in his area. First of all, Max says, SFD-ASSIST is a product that has to be sold, and customers won't buy it if they don't know what it is. You have to make it clear to the customer that they can't be successful at implementing SFD/3000 without it. Customers usually don't have the expertise needed to manage an application software implementation. In fact, 60 percent of all computer system implementations fail, and it costs the same for the system whether the implementation is successful or unsuccessful. SFD-ASSIST ensures that the implementation will be successful.

To sell SFD-ASSIST, Max has pulled together a one-hour presentation for the prospect's president in which he tells them what SFD-ASSIST is, how they will benefit from buying it, and what they will have to do to be successful at implementing SFD/3000. He explains that if Hewlett-Packard and the customer work together as a team using the customer's knowledge of their business and HP's knowledge of our product, there is a high probability of success.

Together, HP and the customer set up a four- to six-month schedule for the implementation. At the end of the implementation, HP gives the customer a hard-copy document of how they run their business. Max feels that SFD-ASSIST is the strongest part of our total solution and is, in fact, the part that separates us from our competition, since they have nothing like it.

Bob Fontana, CSR at the Cleveland sales office, is currently delivering SFD-ASSIST to two customers simultaneously. Max says that it's because of Bob, and Bob's project management experience, that those customers view SFD-ASSIST as a very good product. As a result of Max and Bob's efforts, these two customers are being used as reference accounts for SFD-ASSIST. Those customers are certain that it has been worth it for them to buy it.

If you'd like to get more information about selling SFD-ASSIST or a copy of Max's presentation slides, give Max a call.

## New books on wholesale distribution

David Schwaab/IRO

Dr. Don A. Rice, Professor of Engineering Technology and Chairman of the Industrial Distribution Program at Texas A&M University in College Station, Texas, has written two books on wholesale distribution. They are *Financial Transactions of the Wholesaler-Distributor* and *The Wholesaler-Distributor: Purpose and Function*, which were developed because he could not find any suitable textbooks on distribution. They are excellent primers on wholesale distribution, and offer a good foundation to those not experienced in the industry, and can perhaps fill in some gaps for those who are.

Dr. Rice has a wide variety of industrial, trade, supervisory and consulting experience, and is president of Don Rice and Associates, an industrial consulting firm. You'll see his articles in *Supply House Times* and several other distribution magazines. A noted lecturer, Dr. Rice is a recipient of the coveted General Dynamics Award for excellence in teaching. Texas A&M University is one of the few schools in the United States offering a program in distribution, currently graduating about 400 students per year.

Copies of the books may be obtained by sending \$11.95 for *Financial Transactions of the Wholesaler-Distributor* and \$12.95 for *The Wholesaler-Distributor: Purpose and Function* to:

Darco Press  
2703 Rustling Oaks  
Bryan, TX 77801  
713-779-1687

## Vertical market periodicals

Paul Sievers and David Schwaab/IRO

From time to time we receive inquiries asking which magazines we would recommend on the distribution industry, or about the vertical markets where SFD/3000 and OM/3000 have an especially good fit. There are many magazines and weekly newspapers published for each of our vertical markets. Here are the more important publications, by vertical market, including the publisher's name and telephone number, as well as the current one year subscription price.

### Office Products

*Geyer's Dealer Topics* — Geyer-McAllister Publishing, 212-689-4411 (\$16)

*Office Products Dealer* — Hitchcock Publishing, 312-665-1000 (\$40)

### Paper Products

*NPTA Management News* — National Paper Trade Association, 516-829-3070 (\$50)

*Paper Sales* — Harcourt, Brace, Jovanovich Publishing, 212-418-4146 (\$14)

### Hardgoods

*Industrial Distribution* — Technical Publishing, 212-605-9400 (\$50)

*The Wholesaler* — Scott Periodicals, 312-530-6160 (\$40)

*Supply House Times* — Plumbing & Heating Publishing, 312-273-2787 (\$36)

*Electrical Wholesaling* — McGraw-Hill Publishing, 212-512-2000 (\$10)

*Hardware Age* — Chilton Company of ABC Publishing, 215-964-4275 (\$10)

### Electronics

*Electronic Buyers' News* — CMP Publications, Inc., 516-365-4600 (\$45)

### Medical Products

*Medical Products Sales* — McKnight Medical Communications, 312-446-1622 (\$22)

Probably the best single magazine, if you only have time to read one, is *Industrial Distribution*. *Geyer's Dealer Topics* also tends to be well-written.

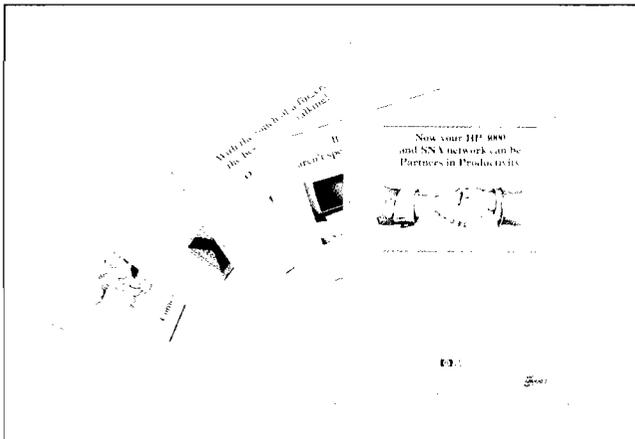


## NETWORKS

### HP AdvanceNet ad series scheduled

C. E. Whiteleather/IPG

To promote HP AdvanceNet products to the installed base, a series of ads has been scheduled for publication in user magazines. Information Products Group in Boise has coordinated the series, which began in April and will continue through the rest of the year.



The schedule follows:

- *Interface* (HP 1000 users magazine)  
April/May — LAN 9000  
June/July — X.25
- *Interact* (HP 3000 users magazine)  
April — SNA Link/NRJE  
May — SNA Link/NRJE  
June — X.25  
July — Dictionary/3000
- *Professional Computing* (PCs)  
April/May — IBM 3278-2 Terminal Emulation (HP 150)

Plans are in place for ads on IMF and future HP AdvanceNet products as they are announced.

### Multi-vendor communication available

Rosemarie Chiovari/IND

IND frequently receives inquiries on datacomm connections to vendors other than IBM. Officially, HP only supports connections to IBM or plug-compatible machines. However, IND does have an extensive list of reference accounts who are communicating to non-IBM machines from HP computers.

Most of the references are using RJE on the HP 3000 to allow batch file transfer communication with a non-IBM machine (for example, cash registers, word processors or any other device which supports 2780/3780 protocol).

If you need a reference account for communication to a non-IBM vendor, contact the sales center or IND on-line support. Also please call Rosemarie Chiovari, 408-725-8111, ext. 3355, if you can contribute a reference account to add to the list.

## The X.25 network — DuPont's competitive advantage

Doug McLean/IND

The E. I. DuPont de Nemours Company is implementing one of the world's most extensive X.25 packet switching networks. When completed, the network will link DuPont facilities in ten countries in the Pacific basin and twenty sites in Europe. DuPont is connecting their HP 3000s to the Public Data Networks (PDN) in the Pacific basin countries and is building a private X.25 network in Europe. The goal of this effort is to create an order processing and communication system that will give DuPont an advantage over its competition.

The network, named DUNET, is to be an integral part of the chemical giant's strategy to minimize production costs and delivery times of its products. In addition, DuPont believes the network will help it achieve the following tactical goals:

- Provide a *reliable* and cost effective communication network linking DuPont facilities worldwide
- Allow managers to interact with their counterparts in other locations without the time difference or "phone tag" problems
- Allow movement and evaluation of software without the delays imposed by customs or the cost of international travel.

To show how the network allows DuPont to serve its customers better, Bill Williams, DuPont's International Department-Business Systems Manager, cites a typical example:

"If Japan needs 200 tons of product A in 60 days, it transmits the order to Wilmington, DE (DuPont headquarters). Upon receiving the order, Wilmington determines that only 60 tons are available from the US warehouse. The order processor, however, knows that DuPont's plant in Brazil produces product A and is running at less than 100% capacity. He consequently sends notification to Brazil, again over DUNET, to increase product A production by 40 tons. Brazil is also instructed to ship the extra production *directly* to Japan. Finally, Japan receives an order acknowledgment and shipping information from Wilmington and confirms the order with the customer.

"While we are pleased with the speed at which we can now effect such transactions, speed was not the major reason we implemented DUNET. We were looking for a reliable and cost-effective method of linking all of our factories and sales offices. After studying the alternatives, we decided an X.25 network was the way to go."

The reason all of this is possible is that HP's X.25 communication product (HP 32191A) has been certified in 12 countries. This allowed DuPont to implement DUNET with the assurance that their HP 3000s would communicate with the Public Data Networks in each country.

Public Data Network charges are usually usage-dependent. Thus, unless a great deal of data is being transmitted, PDNs are generally *much* more cost-effective than leased lines.

Besides saving money, DuPont was also quite impressed by the diagnostic capabilities of HP's X.25 product. Thus, whether your customer wants to implement a single country network using a public data network or a private, worldwide X.25 network, HP's X.25 Network Connection product can provide a cost-effective, highly reliable interface to the HP 3000.

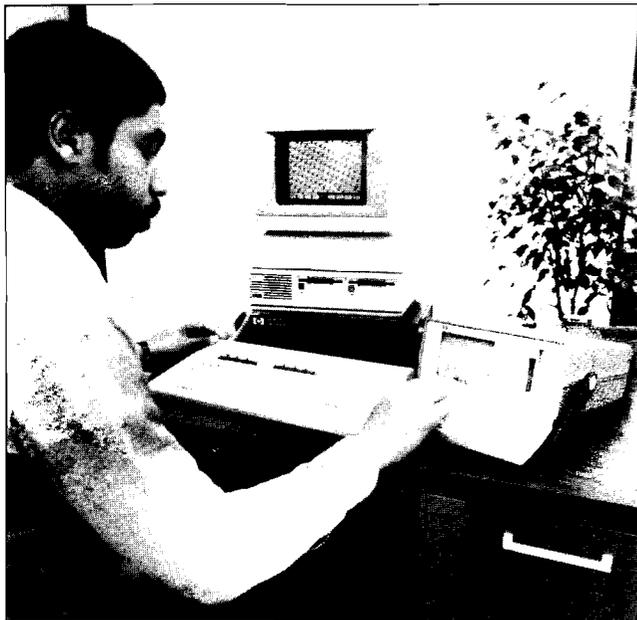
For further information, refer to the August 1983 *Data Communication Products-Field Training Manual* and the *HP 2334A X.25 Terminal Cluster Controller Field Training Manual* (July 1983).

## Identify and eliminate network problems with protocol analysis

DiAne Juarez/CTD

The HP 4951A protocol analyzer is a high-performance, low-cost protocol analyzer that will help not only HP SEs and CEs in datacomm installation and troubleshooting, but also HP computer customers who want to optimize their own network performance.

A user can monitor data transmission, simulate a CPU, modem, terminal or group of terminals for complete interactive testing, perform bit error tests to pinpoint problems down to the network component level, and remotely transfer data and programs between another HP 4951A or a central higher-performance HP 4955A protocol analyzer. Problems associated with multi-vendor fingerprinting can be taken care of to minimize network downtime.



*The HP 4951A protocol analyzer correctly diagnoses system operating problems and assists the user in correcting them.*

Let's look at some of the best features:

- One-button autoconfiguration: once a user connects to a network, the push of a single softkey automatically determines line protocol, data code, speed, parity, error checking, etc. Then softkeys guide you through your measurements for quick and easy analysis.
- Sixty-three triggers are simultaneously active to 19.2 kbps real time. In post-processing mode, you can do detailed repetitive analysis for hard-to-track errors. Trap on characters, error conditions, and lead transitions.
- Non-volatile memory remembers all monitor and simulate programs, setups, and captured data. The HP 4951A contains an intelligent 32K-byte buffer memory (i.e., it eliminates line idles to effectively increase real storage space), plus an optional 256K-byte integral mass storage tape unit.
- Supports most major protocols: X.25, BSC, HDLC, SDLC, some IPARS, and user-definable asynchronous and synchronous protocols.

- Price — it's the highest price/performance value on the market today — only \$3,595 plus \$400 for an RS-232C or RS-449 interface pod. Or, there's a combined RS-232C/RS-449 interface pod for \$800. The optional integral tape drive is \$800.

The HP 4951A data sheet (P/N 5952-5018) is in your sales office or can be ordered from Corporate Literature Distribution.

## Also in this issue

**Announcing a new version of HP  
DSN/X.25/1000**

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## MASS STORAGE

### Prices reduced on disc products

*Sadie Torrez/GLD*

Effective June 1, Greeley Division reduced the prices of our most popular disc products in stand-alone configurations as follows:

HP Product	Old FBP	New FBP	New US list price
9121S (Single drive microfloppy)	\$ 895	\$ 700	\$ 710
9121D (Dual drive microfloppy)	\$1,250	\$ 950	\$ 965
9133XV (15Mb Winchester with microfloppy)	\$3,600	\$3,300	\$3,345
9134XV (15Mb Winchester)	\$3,300	\$3,000	\$3,040

Normal HP price protection will apply; that is, products shipped within the last five working days of May will automatically receive the reduced price. This price reduction applies only to stand-alone orders, not to bundled systems such as the HP 150 (45650A, 45655A, 45660A).

For Europe and ICON, standard dealer price protection will apply effective June 1 on stand-alone units only.

## Prices reduced on HP 9133A/B and 9134A/B

*Barb Bennett/GLD*

We're having a sale on our older model HP 9133A, 9133B, 9134A and 9134B Winchesters (obsoleted last January). Your customer can save 60-65% on any one of these at a price of \$1,250 each (discounts do not apply at this price). There's full warranty and immediate availability. These are supported on the HP 86A/B, 87, 85B, 120/125, Series 200, 9845 and 1000 A- and L-Series computers. Place your order directly to GLD Order Processing (Div. 5800) or call 303-356-3075 for information. Place your order soon — we only have 50 of each model left.

## Answers to questions about HP 7978A start/stop operation

*Sandy Hansen/GLD*

**Q:** Will the HP 7978A work in the start/stop mode?

**A:** Yes! Performance tests indicate that the HP 7978A can perform the same operations for which start/stop drives are traditionally used. Note that the HP 7978A takes roughly 780 milliseconds for a complete stop and start reposition cycle, while the HP 7976A, which is a true vacuum column start/stop drive, takes about 8 milliseconds. This makes it clear that the number of times the HP 7978A has to start and stop should be minimized.

Several enhancements have been made to host routines as well as to the HP 7978A to reduce the effects of a longer start/stop time. For instance, an improved MPE STORE routine employs data buffering in the CPU's memory to overlap disc accesses with tape accesses. In addition, the HP 7978A itself uses a cache memory buffer and electronic start/stop techniques to smooth data flow from the host. The net result of these techniques gives the 7978A roughly the same overall performance as the HP 7976A during STORE operations.

**Q:** How do I describe this electronic start/stop capability to my customer?

**A:** The HP 7978A uses a streaming mechanism in which we implement electronic start/stop capability through:

- Immediate Response (when writing data)
- Read Ahead (when reading data)
- A 32K-byte FIFO (first in, first out) cache memory buffer.

**Q:** How does Immediate Response work when writing data?

**A:** When the computer sends a command and data block to the tape drive, the drive accepts them into its cache memory and responds immediately, telling the computer to get the next block of data. The computer does not have to wait for the data to be written to tape, and is thus free to read the next record from the disc. Meanwhile the tape drive handles the data flow to the tape. The system's throughput is improved because the tape and disc can be operating concurrently.

**Q:** What is the advantage of Read Ahead?

**A:** Read Ahead speeds the read operation for the HP 7978A. Customers will find this particularly beneficial when performing a reload. This performance technique allows the system to pay the 200 millisecond start-up time only once, and read many records. The computer commands the tape drive to read one record. The tape drive starts up (200 milliseconds), reads a record, and sends it to the computer. While the tape drive is still in motion (streaming), it continues to read ahead and reads up to 20 more records (maximum of 32K bytes) into the cache memory (anticipating that the computer is likely to want more data). When the computer asks for the next record, it receives it immediately from the electronic start/stop cache memory, independent of the physical motion of the reels. If the computer demands data often enough, the drive is able to stream constantly during read operations. If the computer requests data less often, the drive will fall out of streaming mode, but will have a 32K-byte reserve of data available to feed the computer while it ramps back up to its forward read speed.

For more details call the Cupertino Sales Center team at 408-725-8111.

## Also in this issue

**Firmware update for cold load with  
HP 7974A/78A**

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## TERMINALS

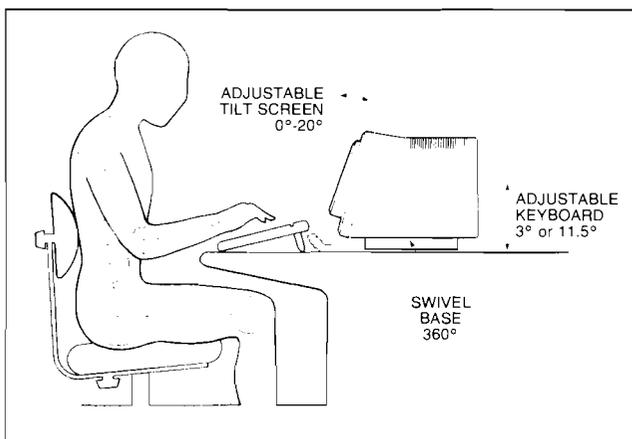
### Introducing the HP 2392A display terminal

*Steve Butler/RTD and Jean-Charles Dubuis/GPCD*

If you've been selling the HP 2622A, 2621B or 2382A, you'll find that your job just became easier. Now you can offer your customer one terminal — the HP 2392A display terminal. At \$1,295 US list, a 40% reduction in price over the 2622A, the 2392A will enable you to sell more terminals and more systems.

But what is so special about the 2392A?

- The 2392A has a new ergonomic design. The 2392A's contemporary packaging takes up just over a cubic foot of space while the integrated tilt and swivel mechanism allows the user to position the terminal at an optimum viewing angle. For easy access, the power and brightness controls are located in the front. And, the keyboard, which is the same as the one used on the 150, has a low profile design and is adjustable. These ergonomic features will give your customer a more comfortable terminal to use.



*Integral tilt and swivel allows the HP 2392A to be positioned effortlessly to the best viewing angle.*

- But that's not all. Inside, the 2392A has a completely new design. Using state-of-the-art VLSI technology, the 2392A has a dramatically reduced component count — only 370 parts compared to the 700 parts needed for the 2622A. The complexity and size of the printed circuit boards has also been reduced. What does this mean for your customer? It means you can offer your customer a low cost, more compact, and reliable product than ever before.
- And the 2392A has a combination of user-oriented features that can't be beat. Here are just a few of the exciting new features:
  - Up to four pages of memory standard and up to eight as an option — enough to satisfy the most demanding programmer's needs
  - Data transmission at up to 19,200 bps — save time and computer overhead with lightning-fast datacomm speeds
  - Optional serial or parallel printer port — handy for on-the-spot hardcopy output
  - Seventeen national keyboard layouts with screen labels, error messages and status information displayed in ten languages
  - Smooth scrolling — now you can easily view the contents of display memory while scrolling
  - ANSI\* compatibility — you can use the 2392A on DEC<sup>®</sup> and other ANSI-speaking systems at no extra charge.

Combining the 2392A's state-of-the-art technology, ergonomic design and user-oriented features gives you a competitive product to sell and an outstanding value for your customers to buy.

*\*American National Standards Institute*

*DEC<sup>®</sup> is a registered trademark of Digital Equipment Corporation.*

## HP 2392A sales literature available

Steve Butler/RTD

Here is a list of HP 2392A publications available:

Publication	P/N
Datasheet (English)	5953-8612
(French)	5953-5952(FR)
(German)	5953-5952(GE)
(Italian)	5953-5952(IT)
(Dutch)	5953-5952(DU)
(Danish)	5953-5952(D)
(Norwegian)	5953-5952(NO)
(Swedish)	5953-5952(SW)
(Finnish)	5953-5952(FI)
(Spanish)	5953-5952(SP)
<i>The numeric portion of the datasheet part number is the same for all languages (except English). The two character code at the end identifies the language.</i>	
Sales Training Manual	5953-8613
US Direct Mail Brochure (English)	5953-8614
European Brochure (French)	5953-5951(FR)

For additional product information, contact your System Marketing Center.

## Order HP 2392A consignments now

Steve Butler/RTD

Don't forget, HP 2392A consignment units are available for order — every sales office should have one. We recommend the fully configured terminal which includes extended memory, RS-232C printer interface, Centronics printer interface, modem cable and printer cables. Of course, order the appropriate keyboard option for your country. The standard 2392A operates on 115V (+10%, -25%). If you require 230V (+10%, -15%), order Option 015. European orders are handled through GPCD while US, ICON and Canadian orders are handled through RTD. For complete ordering information, contact your demo coordinator.

## Terminals survey shows customers care

Ron Sandretti/RTD

In March, RTD sent out a survey to our US HP 3000 Software Support Subscribers. We asked them how they presently use terminals and PCs and what capabilities they would like to see in future products.

The survey was a whopping success. A 39% response rate — that's a customer base that cares! Over the next few months these inputs will be analyzed to help direct RTD's product developments.

### Winners

In appreciation for our customers' feedback, we randomly selected respondents to receive an HP-12C calculator. If one of the following customers is your customer, enjoy the opportunity to thank them for being a helpful HP customer.

Walter Weintz — Lockheed Missile & Space Co., CA  
 Donald Bruns — Clorox Technical Center, CA  
 G. J. Kopecky — Ill. Criminal Justice Authority, IL  
 G. F. Smith — Celanese Fibers Operation, NC  
 Jerry Harbaugh — Northern Telecom, TX  
 Kathi Keller — Dept. of M.A.S.D., VA  
 Paul Hughes — Bristol Laboratories, NY  
 C. W. Dyson — R&B Enterprises, CA  
 W. H. Hill — Eimont U.S.A., LA  
 Donald Armstrong — Computer Vision, MA

## Changes to specials for HP 264X terminals

Bob Bebb/POD

Due to low order volumes, a number of 264X specials have been discontinued. In addition, effective July 1, 1984, prices on the remaining specials will be increased. A list of discontinued specials along with a list of currently active specials and new prices is provided below. (For other recent changes to 264X specials, refer to "Changes to HP 264X terminals" in the January 15, 1984 issue of *Computer News*.)

## Discontinued specials

Product	Option Description	Alternative
HP 13296A	E76 Rotate printer driver	Order 13296A standard plus special 93983G
HP 264X	D99 DC1/DC3 handshake	Order terminal plus special 93983J
HP 264X	S92 220V 60 Hz	Order Option 15 plus appropriate power cord; Change Hz switch on the 02640-60267 PCA
HP 2645A, HP 2648A	S98 Delete monitor	Must be ordered with monitor
HP 2648A	E76 Rotate printer driver	Order 2648A plus special 93983G
HP 2649A	H10 Add Keyboard I/F	Order 2649A Option 200 (includes keyboard)
HP 2649A	R99 Reconfig and diagnostic test	None
HP 93984C	8 Bit diff. I/O	None
HP 93984M	Printer multiplexer	None
HP 93989A	001 30 pin connector	Order from CSO as 5061-1340
	002 Datacomm test hood	Order from CPC as 02645-60002
	003 Current loop hood	Order from CPC as 02645-60035
	005 HP 2645A User & Reference manuals	Order from CSO as 02645-90001, -90005
	006 Graphics PCAs	Order from CPC as 02640-60125, -60126, -60194

## Active specials

Product	Option Description	Old Price (US list)	New Price (US list)
HP 2645A	E36 CRT shield	\$300	\$400
	S90 AKDB terminal	1150 CR	1150 CR
HP 2647F	S89 Datacomm buffer	N/C	N/C
HP 2648A	E36 CRT shield	300	400
	E55 Datacomm clock	225	440
	E65 Chinese char. driver	75	105
HP 2649A	E36 CRT shield	300	400
	S91 Graphics memory	2,500	2,500
	S98 Delete monitor	800 CR	800 CR
HP 2649X	E36 CRT shield	300	400
	S91 Graphics memory	2,500	2,500
	S95 Delete display timing	100 CR	100 CR
	S98 Delete monitor	800 CR	800 CR
HP 93983G	Rotate printer driver	100	160
HP 93983J	001 HP 2645A DC1/DC3	150	200
	002 HP 2648A DC1/DC3	150	200
	003 HP 2647A DC1/DC3	150	200
HP 93983L	Chinese char. driver	75	105
HP 93984A	Keyboard simul.	150	315
HP 93984B	RS-422 datacomm	185	250
	001 HP 2645A RS-422	100	150
	002 HP 2648A RS-422	100	150
	003 HP 2647A RS-422	100	150
HP 93984D	Auto-dialer	200	400
HP 93987F	47A/F upgrade	5,950	5,950
	032 Async datacomm	205	205
	035 RS-422	125	125
	072 Add 2nd disc	1,050	1,050
HP 93988A	E55 Datacomm clock	440	440
HP 93989A	S91 Graphics memory	2,500	2,500

## HP 264X price increases

Bob Bebb/POD

Due to increased manufacturing costs, prices on HP 264X terminals will be increased beginning July 1, 1984. Old and new US prices are shown below:

Product	Old Price (US list)	New Price (US list)
HP 2645A	\$ 5,100	\$ 6,100
HP 2647F	10,500	11,500
HP 2648A	7,650	8,650
HP 2649A	3,715	4,915

Accessory prices will be increased by 15%. Option prices will not change. These changes will be reflected in the July 1 Corporate Price List. Normal pricing policies apply.

## HP 2626W word processing station to be discontinued August 1

Ron Sandretti/RTD

Due to the overwhelming success of the HP 2628A Word Processing Terminal, demand for the HP 2626W has been eliminated. With no further order activity, we will be removing the 2626W from the CPL on August 1.

We do not anticipate any customer impact by no longer offering the 2626W but should any unique situations arise, please place your final orders prior to August 1 or contact Sean Kelly at HP Puerto Rico.

## HP 2625A/2628A graphics upgrade kits

Sean Kelly/HPPR

Because some customers were asked to delete the graphics option from the HP 2625A/2628A earlier this year in order to get a quicker delivery, any customer that wants a graphics upgrade kit can now order it at the same list price as the graphics option — \$640\*. This price includes 45 minutes of CE installation time and the associated travel time. Availability should be quoted at four weeks.

Here's the ordering information:

*A HEART override is required\**

Product Number	— 94020A -- Opt. 523
Product Description	— 2625A/2628A Graphics Upgrade Kit
Product Line	— 67
Supplying Division	— 5600
Marketing Division	— D300
Sales Force	— 02
US List Price	— \$640
Availability	— Four weeks

*\*This offer is good until August 1, 1984, at which time the graphics upgrade kit will go on the CPL at a US list price of \$750 and will not include CE installation time or travel.*

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

## ANSI compatibility for the HP 2382A, 2622A, 2623A and 2627A terminals

Dale Mack and Joe Wihnyk/RTD

Now you can get ANSI compatibility on the HP 2382A, 2622A, 2623A *and* 2627A display terminals, allowing them to run many standard applications programs available on computers manufactured by Digital Equipment Corporation.

### What is ANSI?

ANSI is the abbreviation for the American National Standards Institute. The Institute, in an effort to standardize software communications between computing devices, defined a set of escape sequences known as the ANSI X3.64 1979 Standard. These escape sequences control specific operating features of a terminal such as cursor movement, tab setting, turning display enhancements on and off, and several other terminal features. An ANSI-compatible terminal is one that recognizes and executes the escape sequences defined in this ANSI standard.

### Why do we want our terminals to be ANSI-compatible?

HP terminals use our own "HP" escape sequences rather than the ANSI sequences for operational control. The DEC® VT100® terminal, on the other hand, *does* use ANSI standard escape sequences. Many software application programs on DEC computers are written around the VT100. Obviously, to penetrate DEC accounts, HP terminals have to learn to "speak" ANSI. Thus the special ANSI options were developed by HP to allow our terminals to run with software programs on DEC computers.

### What ANSI options are available and what do they do?

Two options — F07 and F17 — are available that add ANSI capability to our terminals. These options provide certain ANSI operating features *in addition to* the standard HP functions of the terminal.

Special Option F07 — available only on the 2382A — adds the following features to the terminal:

- HP Mode — the terminal processes HP standard escape sequences
- ANSI Mode — the terminal recognizes and executes a subset of ANSI escape sequences

- Optional extended keyboard has two key pad modes — numeric and application mode; program function keys (PF1 - PF4) above the keypad
- Line drawing and Roman Extension character sets
- User-definable Answerback capability
- Mode of operation can be changed programmatically or via the Terminal Configuration Menu.

Special Option F17, available on the 2622A, 2623A and 2627A terminals, provides all the features that F07 does, plus the following:

- EM52 Mode — the terminal emulates a DEC VT52<sup>®</sup> terminal, recognizing and executing VT52 escape sequences and allowing the HP terminal to run programs written for the VT52
- Three keypad modes in ANSI Mode — Numeric, Graphics (on graphics terminals only) and Application Mode — which are used by DEC software
- Program function keys (PF1 - PF4) above the keypad
- Mode of operation — HP, ANSI or EM52 — can be changed by a program or via the Terminal Configuration Menu, and saved in nonvolatile memory
- Tab settings saved in nonvolatile memory
- Tektronix<sup>®</sup> Compatibility Mode accessible from both HP Mode and ANSI Mode (2623A and 2627A graphics terminals only).

A detailed summary of the ANSI features outlined in this article can be found in the F07 Data Sheet (P/N 5953-8600) and the F17 Data Sheet (P/N 5953-8616). Copies of these data sheets have been sent to field sales offices, but additional copies can be obtained from:

Literature Distribution Center (LDC)  
1820 Embarcadero Road  
Palo Alto, CA 94303  
(TELENET 857-8503)

A list of DEC software packages that run on HP terminals equipped with an ANSI option, as well as other pertinent facts, can be found in the F07 (P/N 5957-3439) or F17 (P/N 5957-8615) Field Training Note on ANSI Compatible Terminals, also available from the Literature Distribution Center.

### Ordering Special Options F07 and F17

Either F07 or F17 provides the HP terminal with ANSI compatibility, enabling DEC users to experience the renowned features and quality of HP terminals while running DEC software. F07 is available on the 2382A terminal only. F17 can be ordered for the

2622A, 2623A and 2627A. Remember — ANSI compatibility gives our terminals an edge on the DEC market.

The following table shows what option is available for each terminal.

Terminal Model	ANSI Option	Cost	Order: HEART override*			
			PL	SF	Mktg Div	Supp Div
2382A	F07	N/C	67	02	D3	D3
2622A	F17	N/C	67	02	D3	D3
93992A Upgrade Kit (F17 for 2622A)		\$200**	67	02	D3	D3
2623A	F17	N/C	67	02	D3	56
93993A Upgrade Kit (F17 for 2623A)		\$200**	67	02	D3	56
2627A	F17	N/C	67	02	D3	56

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

\*\*NOTE: The cost of installation is not included in the price of the upgrade kit. Customers should contact their local HP sales office for installation costs and services.

DEC<sup>®</sup>, VT100<sup>®</sup>, and VT52<sup>®</sup> are registered trademarks of Digital Equipment Corporation.

Tektronix<sup>®</sup> is a registered trademark of Tektronix, Inc.

## HP 2700 to be removed from CPL on August 1

Judi Sakowski/POD

The HP 2700 will be removed from the Corporate Price List (CPL) as of August 1, 1984. Orders will be accepted through July 31, 1984. This action affects all models, options, and accessories associated with the 2700.

Customers should be notified as soon as possible. A list of customers in your area should have arrived at your office during the week of May 28.

All customers with GSA contracts should be informed that the 2700 will be taken off the GSA schedule on August 1, 1984. If your customer requires that the product be left on the schedule through October, contact me immediately.

The 2700 is being obsoleted due to lack of customer demand. There is no direct replacement for the product from POD.

The product will be supported for the normal 5 years after obsolescence.

Contact Judi Sakowski at COMSYS 4200 or telephone 408-720-3035 if you have any questions.



## COMPUTER SUPPLIES

### Special savings on HP ergonomic chairs

*Jim Kinney/CSO*

*For US only*

New HP chair customers tell us they wish they hadn't waited so long to discover just how much better they feel after sitting in one of our adjustable ergonomic chairs during their work day. Not only do they feel better but their productivity improves as well.

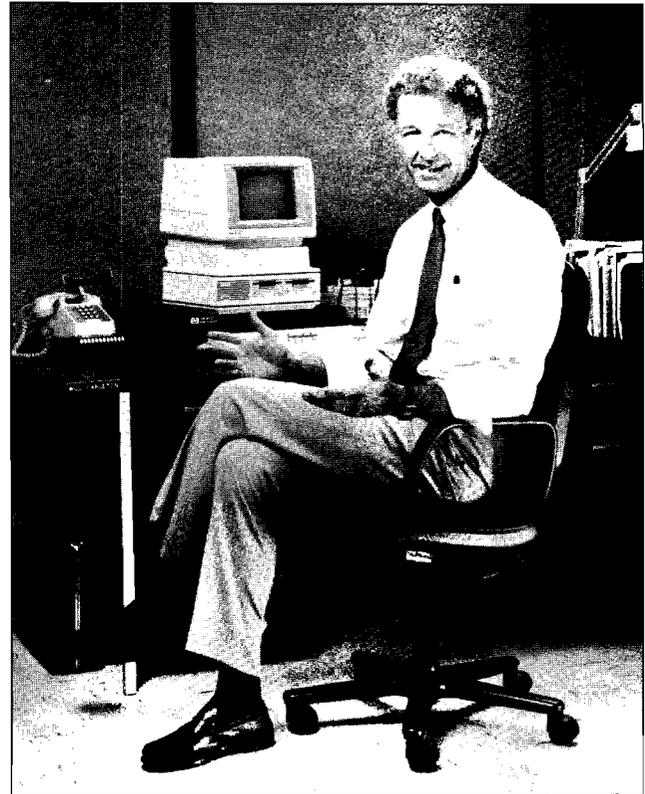
That's why CSO is making a limited-time "Try One" offer to our US customers — to get more of them to try our chairs and actually experience the benefits. Plus, they'll save \$100 in the process.

Here's the deal:

- Buy any style HP chair (armless, with arms or workbench) at \$100 off list price.
- Limit is one chair of each style. Your customer chooses the color.
- US direct phone orders only; this offer not available through HP sales offices.
- Offer expires August 1, 1984. Limited one order per customer.
- Satisfaction guaranteed!

Description	Regular Price US list	"Try One" Price US list
92209A/B/C Armless Ergo Chair	\$390 each	\$290 each
92209M/N/P Ergo Chair with Arms	545 each	445 each
92209S Ergo Workbench Chair	425 each	325 each

We're convinced that your US customers will be totally satisfied. If for any reason they wish to return their chair within 30 days after receiving it, we'll refund their money or credit their account, and thank them for trying our chair. For complete information about the three styles of chairs we offer, including available colors, please see the new Summer '84 *Computer Users Catalog*, pages 64 and 65.



*"The HP Ergonomic Chair is the best value in terms of quality construction and adjustable comfort."*

*Will Carleton — General Manager,  
HP Computer Supplies Operation*

## Gender converters available from CSO

*Meg Weaver/CSO*

Sometimes a very simple invention can greatly simplify one's life. If you ever have found yourself trying to connect two male RS-232C cables to each other, or two females to each other, you will appreciate CSO's new Gender Converters.

Normally, you must take connectors apart, unsolder and resolder pins, and then reassemble all these components. Now with the Gender Converters, just put one between the two cables you are trying to mate, and the problem is solved.

The male Gender Converter, 92222M, has a 25-pin male RS-232C connector on each end, so that cables with female connectors can be connected.

The female Gender Converter, 92222F, features two 25-pin female RS-232C connectors, for cables with male connectors.

All 25 pins are connected pin for pin. This assures you that whatever wiring configuration your cables have, inserting the Gender Converter will be transparent.

Both Gender Converters feature metal connectors, metal hood inside the plastic mold, and both braid and foil shields to maintain full EMI/RFI protection.

Product	US list price
92222M Gender Changer Male Connectors	\$40
92222F Gender Changer Female Connectors	40

These handy devices are not listed in the Summer '84 *Computer User's Catalog*, so if you have customers who are involved in RS-232C cabling, give them the model numbers listed above.



## Computer groups price changes effective June 1, 1984

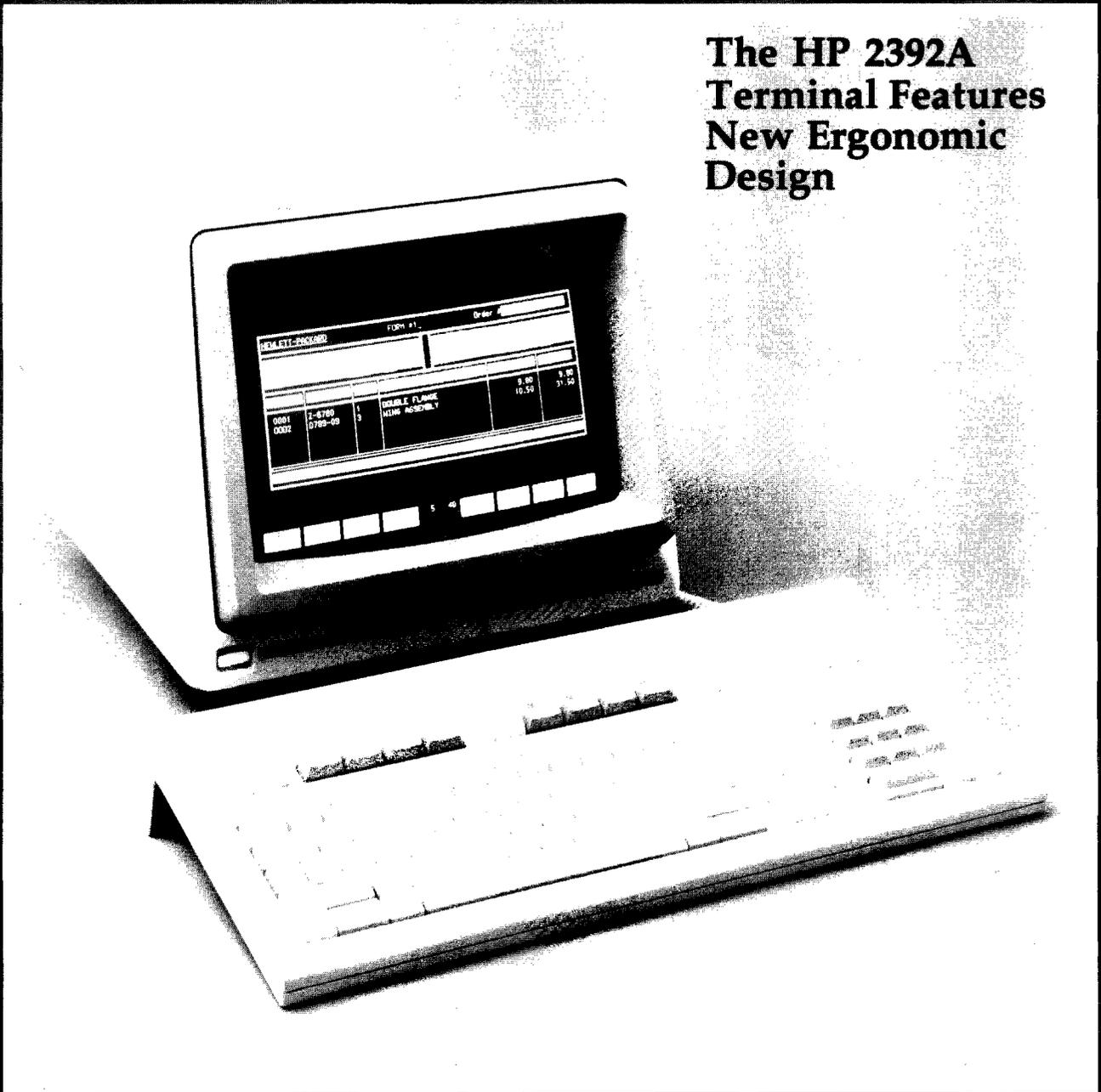
These prices, effective June 1, 1984, appear on the Corporate Price List on that date, available in your office. Prices are US List unless otherwise noted. Orders at old prices will be honored at the factories for 30 days (or 60 days in the case of government quotes, see exception, III. GSA) after the effective date of an increase. All quotations, either verbal or written, shall be made at the new prices upon the effective date of the new price list. The customer should be notified that his order will be honored at the lower price if it is received within the 30-day grace period. Price decreases are effective immediately and in-house orders shipped 5 working days prior to the announced decrease date will be billed at the new lower price.

Product No.	Description	Current Price	New Price
32114A+61A	CAA OFFICE SYS.	-0-	2,700
33402A+S00	SMS-HPTEX	15	10
45125R	RIGHT-TO-COPY	500	350
9121S	3½" FLEX DISC	900	710
9133XV	15MB DISC 3½" FL	3,650	3,345
9134XV	15MB DISC	3,345	3,040
92190A	MINI FLEX DISCS	65	58
92190L	5.25" FLEXFILE	300	265
92191A	MICRO FLEX DISCS	59	54
92194L	VINYL INSERT PGS	26	22
92194M	VINYL INSERT PGS	26	22
92194P	VINYL FILES	26	22
92194Q	VINYL FILES	26	22
92194R	DISC MAILERS	52	39
92194S	DISC MAILERS	67	50
92195L	8" FLEXFILE 50	400	400
92205C	HAYES 1200 MODEM	660	660
99082E+C00	PROD. TOOL HP 9000 SERIES 500	735	200
99082E+V00	EX. PROD. TOOL/500	150	40
99085F+V00	EX. DTCMA HP 9000 SERIES 200	5	3



HEWLETT, PACKARD  
19320 PRUNERIDGE AVENUE  
CUPERTINO, CALIF. 95014

## The HP 2392A Terminal Features New Ergonomic Design



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