

HP Major Ad
Campaign Kicked Off
See page 6

Computer News

For HP Field Personnel Worldwide
December 1, 1985

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HP DesignCenter
Productive CAE/CAD/CAM solutions
for electronic, mechanical, and
software engineers

For HP Use Only

Computer News

Vol. 11, No. 3

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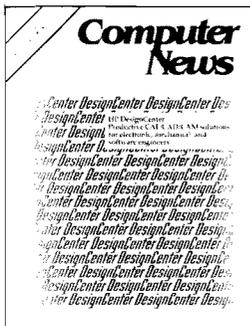
Computer News is published biweekly for Hewlett-Packard field personnel to help you sell HP computers, computer-related products, and computer-based systems by *organizing, summarizing, and highlighting* marketing information about new and existing system solutions.

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On the Cover

The HP DesignCenter is an integrated design environment for electrical, mechanical, and software engineers. It encompasses an entire family of software and hardware products, based on the HP 9000, for the computer-aided-engineering (CAE), -design (CAD), and -manufacturing (CAM) markets. See the articles beginning on page 20.



On the Back Cover

The new HP DesignCenter series of products includes eight new technical office automation software packages for the HP 9000. Foremost among the technical office software is Alis™/HP-UX, which performs a variety of integrated office productivity functions for engineers using HP 9000 workstations. See the articles beginning on page 25.

MARKETING & INTERNATIONAL SECTOR

US Field Operations

European Operations

Intercontinental Operations

Major Accounts Marketing

Corporate Marketing

MIC Marketing Information Center
 FRD Finance and Remarketing Division
 PRSD Product Support Division
 ASD Application Support Division
 DMK Direct Marketing Division
 DMO Direct Marketing Operation
 CPC Corporate Parts Center
 TFM Third Party Marketing
 FMO Federal Marketing Operations

COMPONENTS, MEASUREMENT & DESIGN SYSTEMS SECTOR

Microwave & Communications Group (MCG)

SPD Stanford Park Division
 NMD Network Measurements Division
 SAD Signal Analysis Division
 SPK Spokane Division
 CTD Colorado Telecom Division
 QTD Queensferry Telecom Division
 MWTD Microwave Technology Division
 QMCO Queensferry Microwave Operation

Electronic Instruments Group (EIG)

NJD New Jersey Division
 SCD Santa Clara Division
 BID Boeblingen Instrument Division
 YID YHP Instrument Division
 YCD YHP Computer Operation

Design Systems Group (DSG)

FSD Fort Collins Systems Division
 FEO Fort Collins Engineering Operation
 LSD Logic Systems Division
 LDO Logic Design Operation
 CCL Colorado Springs Division
 BCD Boeblingen Computer Division
 LSID Lake Stevens Instrument Division
 BEC Boeblingen Engineering Operation
 TSC DSG Technical Software Center
 CWO Corvallis Workstation Operation

Component Group

MSD Microwave Semiconductor Division
 OED Optoelectronics Division
 OCD Optical Communication Division
 SAO Southeast Asia Operation

Corporate Engineering

INFORMATION SYSTEMS & NETWORKS SECTOR

Information Systems Group (ISG)

ISM Information Systems Marketing
 CSY Computer Systems Division
 OSD Office Systems Division
 PSD Personal Software Division
 OPD Office Productivity Division
 BGD Boeblingen General Systems Division
 GCO Guadalajara Computer Operation
 APD Administrative Productivity Division
 IRO Information Resources Operation
 APO Administrative Productivity Operation
 FSO Financial Systems Operation

Information Networks Group (ING)

RND Roseville Networks Division
 IND Information Networks Division
 GND Grenoble Networks Division
 CNO Colorado Networks Operation

Information Technology Group (ITG)

FID Fort Collins IC Division
 IHO Information Hardware Operation
 ISO Information Software Operation

Integrated Circuit Group (ICG)

NID Northwest IC Division
 CID Cupertino IC Division
 SIO Singapore IC Operation
 ICD Integrated Circuits Division

Personal Computer Group (PCG)

RTD Roseville Terminals Division
 HCCO Handheld Computer & Calculator Operation
 PCD Portable Computer Division
 GPCD Grenoble Personal Computer Division
 POD Personal Office Computer Division
 PCDO Personal Computer Distribution Operation
 PCGO Personal Computer Group Operation
 HPPR Puerto Rico Operation
 PCS Singapore Operation
 BPC Brazil Operation

Peripherals Group (PG)

BOI Boise Division
 DMD Disc Memory Division
 GLD Greeley Division
 CPB Computer Peripherals Bristol Division
 SDD San Diego Division
 VCD Vancouver Division

MANUFACTURING, MEDICAL & ANALYTICAL SYSTEMS SECTOR

Manufacturing Systems Group (MSG)

DSD Data Systems Division
 AMSO Advanced Manufacturing Systems Operation
 MPD Manufacturing Productivity Division
 SPNO Semiconductor Productivity Network Operation
 LID Loveland Instrument Division
 PACO Panacom Automation Operation
 MTD Manufacturing Test Division
 LMSO Lyon Manufacturing Systems Operation

Analytical Group

AVD Avondale Division
 LASO Laboratory Automation Systems Operation
 SID Scientific Instruments Division
 WAD Waldbronn Division

Medical Group (MED)

AND Andover Division
 BMD Boeblingen Medical Division
 MCM McMinnville Division
 WAL Waltham Division
 HCP Health Care Productivity Operation
 MSC Medical Supplies Center

Corporate Manufacturing

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



Dick Alberding
Executive Vice President
Marketing and International

Applying quality control to sales, service, and support

When quality assurance goes beyond the manufacturing process to include sales, service, and support, the result is a "total product" with increased value to our customers

by Dick Alberding

The following article is reprinted from the November/December 1985 issue of HP *Computer Advances* — a bimonthly publication for HP customers and prospects.

During the past few years, we at Hewlett-Packard have been constantly reappraising the kinds of value we provide you —our customers. We've come to the conclusion that quality provides an excellent yardstick by which to measure that value. HP's commitment to quality stems from two forces that are shaping the future of our industry. First, your needs and expectations are changing — the standards by which you judge our products have risen over the years. Second, we're facing increasingly strong competitive pressures from around the world —the quality of our competitors' products has dramatically improved. In fact, at HP we believe a corporate strategy that focuses on quality (because it reduces costs and raises productivity) is the best way for American industry to respond to growing competitive pressures we face around the world.

"Soft" products: sales, service, and support

We have a very simple definition of quality at HP: A quality product is one that meets our customer's expectations. But we're finding that the old definitions of product quality — reliability, durability, and conformance to standards — don't really tell the whole story. Products must fulfill expectations based on these definitions; but to be competitive, our customers need more than good products, narrowly defined. At HP we have always stressed the concept of complete solution or "total product" — combinations of hardware, software, networking products, service, and support.

We recognize that HP's total product is a complex set of value satisfactions that often, and increasingly, have as much to do with what's provided in the field as what's manufactured in our factories. You expect the same high level of quality from our sales, service, and support products as you do from our instruments and computers. We call these sales and support products our "soft products"—and in many cases, they are what set us apart in our total product offering.

Total Quality Control

Because the horizons of quality don't stop with the manufacturing function, we apply the same principles of sound quality assurance to measure the quality of our service and support products. We call this process "Total Quality Control" (TQC) and this is how it works: First, we view each business activity as a process, not a series of separate activities; second, we define a few key measures to judge how well the process is working; third, we analyze the process carefully—using statistical measures to identify areas of improvement; and finally, we study the results for ways to make further refinements.

Higher quality means lower costs

By applying these concepts to all aspects of our field business, we have experienced substantial internal savings in dollars and people, but the savings to our customers are also significant.

For example, field failure rates, as measured by warranty reports, have declined more than 20 percent annually since the beginning of this decade —and we expect a ten-fold improvement in the reliability of products by 1990. This reduction of HP's costs in the pursuit of better quality results in a direct price reduction to our customers, who also benefit from increased system uptime.

We've substantially reduced the time it takes us to respond to and correct problems that customers are having with HP equipment. Using TQC methods, repair centers around the world have begun to systematically analyze the repair process. The results have been encouraging: 36 percent faster response to customer calls, a 50 percent decrease in the time it takes to reach customer sites, and 30 percent improvement in the time it takes to fix the problem.

In recognition of the substantial savings to both HP and our customers through the application of TQC to our field operations, we have recently appointed quality assurance managers in our sales regions. They have different products, but the same goals and objectives as our factory quality assurance managers.



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GENERAL

Major HP ad campaign kicked off

Carolyn McDonnell/ISM

For the US only

"What if... Through an all-new "What if. . ." advertising campaign, Hewlett-Packard plans to reach millions of business people who influence and decide on the purchases of business computing systems. The campaign kicked off on NFL Football broadcasts on Sunday, November 24 and in *The Wall Street Journal* on Monday, November 25. The ads highlight the commitment HP people have to asking questions in order to provide the right solutions to customers' problems.

The TV ads will run throughout the year on numerous nationally broadcast sports programs, including weekend NFL games on through the championship games, NBA Basketball, Golf, Tennis, and Major League Baseball. Later the ads are planned to appear on network news broadcasts.

The overall effort, the most coordinated and consistent ad campaign ever staged by HP, is expected to reach 90 percent of the target audience an average of over twelve times during its first three months alone.

The aim is to increase awareness and develop an image of HP in the minds of potential customers of business computing systems. For effective marketing, building awareness is a necessary element. Despite the current industry slump, HP acknowledges the campaign as a critical effort to help establish the company's competitive edge and enhance the selling process.

The TV ads are backed by a parallel effort in major print media, including *The Wall Street Journal*, *Business Week*, *Time*, *Fortune*, and the *Smithsonian*. Another print campaign, utilizing the same theme is focused on computer oriented publications including *ComputerWorld*, *MIS Week*, *Datamation*, and *Computer Decisions*. The print ads will focus on the specific benefits and features of the full range of products which make up an HP solution.

HP grants equipment and software to major US universities for AI research

Seth Fearey/HP Labs

HP recently announced the selection of 13 US universities that will receive grants of up to \$5 million each in equipment and software for research and instruction in artificial intelligence (AI) technologies.

The \$50 million program announced earlier this year provides each school with engineering workstations, prototype AI software created at HP Laboratories, and one year of maintenance. Deliveries will be spread over a three-year period, with shipments scheduled to begin immediately. Nearly 90 schools with established AI programs made inquiries about the program, and more than 50 submitted proposals.

The schools selected for grants are Brown University; California Institute of Technology; Carnegie-Mellon University; Columbia University; Cornell University; Stanford University; University of California, Berkeley; University of California, Los Angeles; University of Colorado; University of Pennsylvania; University of Texas; University of Southern California; and Yale University. Grants to the Massachusetts Institute of Technology and the University of Utah already have been announced.

Some schools will use the grants to develop new techniques for instruction of computer science and electrical engineering. Other schools are conducting research in robotics, natural language, computer-aided design, programmer-productivity tools, expert-systems technology and the application of multimedia to make computers easier to use.

This year each school will receive 10 to 20 workstations, each consisting of an HP 9000 model 320 system based on the Motorola MC 68020 microprocessor with seven megabytes of random-access memory (RAM), a high-resolution color monitor, HP-UX (derived from a UNIX™ operating system), a 110-megabyte hard disc, HP LaserJet printer, and local-area networking.

The AI software has been developed during the last four years at HP Labs and includes a Common Lisp compiler and interpreter, a software-development environment, and an AI language for the development of knowledge-based applications.

HP also announced it is providing 20 workstations, AI software and one year of maintenance to a consortium of three schools involved in a special "Exploring System Earth" program. The schools (University of Massachusetts at Amherst, San Francisco State University, and San Jose State University) are developing a prototype computer-



based intelligent tutor to help high school seniors and college freshmen learn basic sciences more rapidly and effectively.

UNIX™ is a trademark of AT&T Bell Laboratories.

Guidelines for HP's "On Schedule GSA" financing plan can be obtained from the Sales Finance specialist in your sales office, and will soon be available in catalog form. Please work with the Sales Finance staff in your office to present and execute any leases; they are ready to assist you in reaching new customers with this excellent new program.

MAJOR ACCOUNTS PROGRAM

HP now approved for "On Schedule GSA" financing

Phil Rosenzweig/FRD

HP has received approval to offer "On Schedule GSA" financing for federal government customers. All HP computer equipment that is listed on the GSA schedule — except for "stand-alone microcomputers" — can now be financed directly by HP without going through competitive bids or negotiations.

Here are the specifics of HP's new "On Schedule GSA" plan:

- Full payout over a 48-month term.
- Interest rates to match the Prime Installment Contract, not to exceed 11.25 percent APR during the GSA contract year.
- Monthly billings in arrears.
- Casualty insurance included in the rates, but maintenance not included.

This new plan gives you several powerful advantages in marketing to the Federal Government: 1) It will let you reach customers who need financing but are restricted to GSA-approved plans; 2) There is no longer a need to advertise and evaluate competitive bids for financing; 3) Since our program has fixed terms and conditions, there is nothing for you to negotiate — all you need is a purchase order from the customer; 4) You now have a way to compete with Wang, IBM, and other vendors that have similar "On Schedule GSA" financing plans.

CUSTOMER SUPPORT

Installed base training for data center managers

Diana Loreda/ASD

Do your customers ask for help fine-tuning their data center management skills? HP can help with a seminar designed specifically for data center managers. Customer enthusiasm with this seminar has been great. Some customers who have attended the seminar had the following comments: "I would like to see more management, not just technical, seminars. I have been looking for this type of seminar for two years." "The best course I have taken." "Stimulated thought and helped me generate goals for my activity at work." "The material covered was very good and thought provoking."

Who should attend

- Data center managers in a growing DP environment.
- System managers who perform the function of a data center manager.
- Directors of DP/MIS.
- Managers who want to gain a perspective on the scope, potential, and direction of data center services in the corporate environment.

How will customers benefit

Managing Your Data Center furnishes customers with the unique opportunity to fine-tune their skills in data center planning, organizing, evaluating, and implementation. Customers leave the seminar with new ideas, new insights and a comprehensive course workbook which serves as a learning and analysis tool during the seminar and back at the office. Customers work on case studies drawn from real-life experiences, they are encouraged to exchange ideas with peers, and actually practice some of the skills they are learning.

continued on next page

How will customers learn about the seminar

You can tell them about it. Each office that is teaching the seminar has Registration Brochures with detailed content and registration information. Check with the area education center manager in your office or call Diana Loreda at 408-864-5690. These brochures were also mailed-out on October 1, to all HP 3000 customers who receive the Software Status Bulletin.

How should customers register

To register, customers need to contact the Registrar at the locations listed below. The price for this three-day seminar is \$725.

Location	Date of seminar	Phone
Atlanta, Ga.	March 10, 11, 12	404-955-1500
Bellevue, Wash.	March 24, 25, 26	206-643-4000
Dallas, Tx.	January 27, 28, 29	214-869-3377
Englewood, Colo.	March 24, 25, 26	303-649-5000
Fullerton, Calif.	February 18, 19, 20	714-999-6700
New York, N.Y.	January 27, 28, 29 March 24, 25, 26	201-265-5000
Tampa, Fla.	January 22, 23, 24	813-884-3282
Houston, Tex.	December 2, 3, 4 March 31, April 1, 2	713-776-6400
Brisbane, Calif.	December 2, 3, 4	415-330-2500

Customized tapes for software updates

Mark Walden/PRSD

Customized tapes are available for additional HP 3000's that are supported through a central HP 3000. Your customers can receive these tapes by ordering Additional System Coverage (ASC) or Extended Software Materials Subscription (Ext SMS) on the additional HP 3000's operating systems. Customized tapes are valuable to any customer who wants HP to provide copies of the central system software and manual updates directly to the additional systems; has software on the additional systems that is not found on the central system; has additional systems that are a different series than the central system.

Your customers will receive the following benefits when their additional systems receive customized tapes directly from HP:

- Software and manual updates will be received for the additional systems without delay, resulting in more productive and more efficient systems operations.
- Your customers can assign their systems personnel to business opportunities rather than to copying, replication, and distribution chores.
- Additional systems that require software and manual updates will be assured of receiving them.
- Software support can be purchased for additional systems with different software than the central system at a substantial savings.

To order customized media tapes for your HP 3000 additional system customers, two line items must be ordered for each additional system: 1) operating system software support (ASC — "V" — or Ext SMS — "W") and 2) operating system software support PLUS media option (tape cartridge — Option 22 — or 1600 BPI magnetic tape — Option 51).

For example, a customer supporting an additional HP 3000 Series 68 FOS V/E through a central HP 3000 Series 68 would order the following operating system software support: 1) 32468B + V00 and 2) 32468B + V51. This additional system would have ASC provided through the central site, but would receive the media updates (on 1600 BPI mag tape) and manuals directly from HP.

New PC Assistance gives you the competitive edge

Dana Reimholz/NARC

With recent changes to the PC Assistance Program, HP now offers the best personal computer support in the industry. To help you use the new program and gain a major competitive advantage over companies like IBM, DEC, and Compaq, read this and future articles describing the expanded service of the North American Response Centers.

For starters, PC Assistance targeted response time is two hours. Actual performance has proven that PC Assistance is performing far above this expectation. The statistics speak for themselves — 50 percent of incoming customer calls are responded to within only 30 minutes and 93 percent of all calls are responded to within the two-hour time frame.

Choose from a variety of support options. The versatility of PC Assistance's support offering addresses the needs of different personal computer work environments. Whether the personal computer is used in a system environment, a personal computer workgroup, or by an independent user, customers have the flexibility to customize their personal computer support.

Moving PC Assistance to the North American Response Center provides customers with an integrated support team for all their office automation needs. Access to state-of-the-art service tools and a complete line of personal computers and peripherals allow teams to quickly simulate and resolve customer inquiries.

And, extended hours of telephone coverage from 7:00 am to 9:00 pm Eastern Standard Time now give customers a direct line into complete HP product coverage 14 hours a day. Ninety nine percent of our customers reach the North American Response Center with their first call, eliminating the frustrating problem of accessibility found in most other support line services.

Look for the next PC Assistance article outlining our customized product offering and a complete industry analysis focusing on our competitor's support.

SALES SUCCESSES

Sales Successes reports on successful sales strategies and HP solution installations. Computer News welcomes contributions for this column from the field and divisions alike. Articles should be brief, informative, and contain the following information: (1) A description of the customer and the problem, (2) the competition's answer to the problem, (3) HP's solution and why the customer chose HP, and (4) who to call for more information about the sale. Also welcome would be some information about the amount of the sale and the solution's implementation date.

ARA Services chooses HP EGS over IBM offering

Joe Armstrong/FEO

Thanks to the persistent efforts of the Valley Forge, Pennsylvania, support team of Gene Colalongo, Nina Lerman, Robert Rafetto, and technical sales rep Eric Gimbal, yet another large HP EGS sale has become history.

The Customer — ARA Services, Inc. is the world's largest service organization with 116,000 employees in over 40 divisions in 9 countries worldwide. ARA Services has been recognized as the food supplier for the Olympics since 1968.

The Competition — IBM with a 4361 mainframe and distributed 5081 terminals running CADAM software. HP won over IBM primarily through the sustained efforts of the sales team. Their efforts included demos, benchmarks, and an excellent support plan. The support included systems-engineer-generated code to integrate Lotus® 1-2-3® data files into HP EGS. The one critical item that pulled the sale together was the distributed networking made possible by an SRM.

The Reward — A total of nine HP 9000 Series 300 workstations running HP EGS and interconnected by an SRM. The purchase and installation of the systems will occur over four phases.

The Future — ARA can develop into a strategic reference site for CAD and SRM sales on the US East Coast as well as a springboard for follow-on HP EGS sales to some of the 250-plus equipment suppliers and over 200 architect firms that fight for ARA's business. Selling them to these suppliers will provide them the edge they need to get ARA's business by having a database compatible to that of ARA.

For more information about this sale, contact the Valley Forge, Pennsylvania, Sales Office.

SPECIAL OFFERS

Promotion programs and special offers announced in Computer News may not be valid outside of the US. Before promotions are valid in other countries, they must be announced by the Country Marketing Organization.

Direct mail promotion for HP 7976A to 7978B trade-in program

Connie Doster/GLD

Current HP 7976A trade-in program expires January 31, 1986

Some customers have already taken advantage of the all new HP 7976 to HP 7978 trade-in, one of the "Movin' on Up" programs in the Megabytes Plus campaign. This promotion allows them to return their HP 7976A tape drive to Greeley Division and receive a \$7,500 credit toward the purchase of a new HP 7978B (order 7978B Option 676). This program ends on January 31, 1986.

HP 7976 customers to receive direct mailing

In order to create more awareness of the program before it expires, Greeley Tape Operation has sent a personalized cover letter and information flyer to all US installed HP 7976A accounts where the tape drive is on an HP service contract. For major account customers, the flyer will be sent to the major account sales team for distribution where appropriate. A copy of the cover letter and flyer will also be sent to all US district managers so that you can see what is being sent to your customers. For extra copies of the mailing, you can send an HP Desk message to Marguerite Edland at HP5800/01.

Do you have customers who would benefit from this program? Make sure your HP 7976A customers know that they can save \$5,820 per year in standard monthly maintenance costs alone. Using the trade-in credit, the HP 7978B pays for itself in just over 2½ years. With a Purchase Agreement Discount, the break-even point comes even sooner.

Trade-in made permanent at \$6,800 effective February 1, 1986

In addition to publicizing the current program, this mailing will also announce that effective February 1, 1986, the 7976A-to-7978B promotion becomes a permanent program

with a trade-in credit of \$6,800. The price change for 7978B Option 676 from \$7,500 to \$6,800 will be made January 1, 1986, but because of the 30-day grace period for price increases, will not take effect until February 1.

Customers ordering the trade-in credit before February 1, get the largest dollar return for their HP 7976. However, if budgeting restrictions or lengthy approval cycles have prevented your customers from participating during the initial six-month promotion, the permanent program gives them the opportunity to plan to take advantage of this trade-in in the future.

Now with the new HP 7978B — which performs as well as or better than the HP 7976 in all applications, including "start/stop" jobs and fast backup* — there are even fewer reasons for holding on to the older drive. If the absence of auto-load is an issue, point out the simple tape threading path of the HP 7978B. It's a fact that experienced operators can rewind and change a reel on the HP 7978B faster than they can rewind and auto-load a tape on the HP 7976A (2 minutes 30 seconds versus 2 minutes 42 seconds.)

Encourage your customers to stop draining their maintenance budget and start saving money by movin' on up to the HP 7978B.

**provided "immediate response" feature is not disabled*



GENERAL

HP 45260A obsolescence delayed

Lynne Ovington/BGD

The HP 250 SPU, HP 45260A, will *not* be obsoleted and removed from the Corporate Price List on January 1, 1986, as previously announced. Although the HP 250 has been superceded by the new HP 260 system, it will remain active and eligible for future SPU upgrade products. Please contact Boeblingen General Systems Division Order Processing prior to quoting or ordering the HP 45260A, HP 250 SPU.

Also in this issue

Customized tapes for software updates 8

SMALL BUSINESS
COMPUTING

Obsolescence of old HP 250/260 products

Lynne Ovington/BGD

The following HP 250 and HP 260 products will be discontinued and removed from the Corporate Price List on January 1, 1986.

Product	Description	Comments
45110A	3m HP-IB cable	Replaced by cable #8120-4458
45290A	Model 15 Package	Replaced by 45290B Model 20 Package
45180A	MFG/250 Software	US application software*
45190A	OM/250 Software	US application software*
45190U	OM/250 Upgrade	US application software*
45199A	APGL/250 Software	US application software*
45200A	FIN/250 Software	US application software*

**Sold with source code rights, the application software has been modified and enhanced by US value-added resellers (VAR) and is usually available for cross-licensing.*

HP 260 works with third-party eight-inch floppy disc drive

Peter Zimmer/BGD

Are you looking for an eight-inch floppy disc drive for your HP 260? The Bering 3800 offers a solution. This eight-inch floppy disc drive has the following characteristics: HP 9895A compatible, 1.2 Mbytes formatted capacity, single-drive system (no dual drive version), media exchange with IBM through 3740 protocol, US list price is \$2,780.

The Bering 3800 has been tested for compatibility with the HP 260 and is a low-cost replacement for the HP 9895A disc drive. The 3800 can be purchased from Bering or distributors of Bering products. Because the Bering 3800 is not supported by HP, technical support and product service will be provided by the organization supplying the drive.

Please contact the following companies for more information: Bering Industries, Inc., 1400 Fulton Place, Fremont, CA 94539; phone 415-651-3300. In Germany and Austria, contact Meilhaus Electronic GmbH, Fischerstrasse 2, 8039 Puchheim (Muenchen); phone 089-807081.

Note: We are in the process of locating more Bering distributors. Please contact the Boeblingen General Systems Division marketing department for distributors in countries not listed above.

New HP 260 configuration guide

Kathy Wipperfeld/BGD

A new edition of the *HP 260 Configuration Guide* is now available from the Literature Distribution Center (LDC) in Palo Alto, California, for North American and Intercon countries. Parts Center Europe (PCE) in Boeblingen, Germany, supplies the European countries.

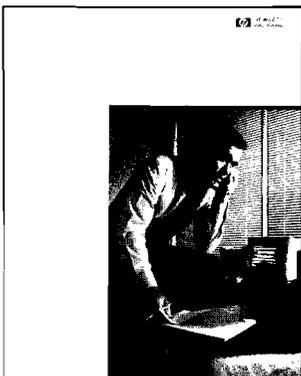
The configuration guide uses a step-by-step method to lead you through the entire configuration process: from selecting the basis of your system to data communication hardware to training courses and consulting services. The new layout provides several easy-to-read charts regarding supported-peripheral features, interfaces, and cables, including new cabling diagrams. Hardware and software support services are discussed in detail. There are also sections for adding to an existing system and for upgrading HP 250 systems. Fill-in-the-blank boxes make configuring an HP 260 system almost foolproof.

LDC and PCE are distributing 10 copies of the *HP 260 Configuration Guide* to each sales office. If you require additional copies, order P/N 5954-6209.

COMMERCIAL EDP

Executive brochure available for Silhouette/3000

Stan Tims/CSY



You can now introduce Silhouette/3000 to your customers with a new brochure designed for your executive customers. You should use the Silhouette/3000 Executive Brochure (P/N 5954-0483) and the complementary Silhouette/3000 Data Sheet (P/N 5954-0482) to present HP's most complete high-availability solution for the HP 3000 to

customers in any company where data access and application availability are of paramount importance.

The Silhouette/3000 Executive Brochure extols the virtues of a system that can provide critical information to a busy executive up to 24 hours a day. The brochure also describes how Silhouette/3000 can boost productivity for system

users. Specifically, the brochure highlights the following benefits:

- Improved user productivity by providing a means for users to switch to an alternate HP 3000 system if the main HP 3000 goes down.
- Improved user response time by allowing "read-only" users to be permanently transferred to an alternate HP 3000 system.
- Wide configuration flexibility by allowing users to connect multiple HP 3000 systems of different configurations in a Silhouette/3000 network.

You may now obtain the Silhouette/3000 Executive Brochure from your literature distribution coordinator. Additional copies may be ordered from the HP Literature Distribution Center in Palo Alto, California.

Also in this issue

Installed base training for data center managers

7

OFFICE SYSTEMS

New organization for HP office marketing and product divisions

Sue Mills/COM

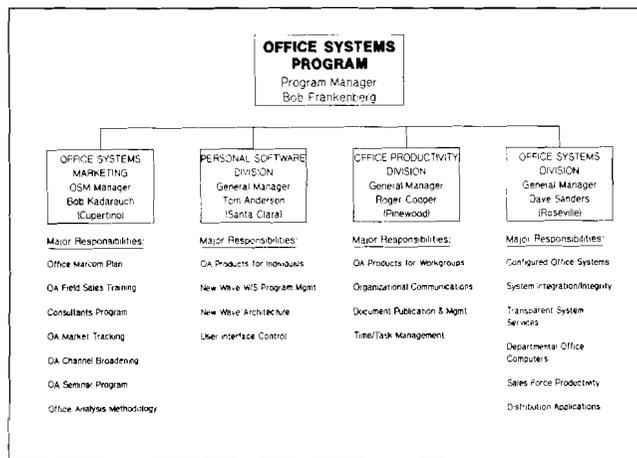
There is a new organization that encompasses HP's office marketing and product divisions under one operation. Headed by Program Manager Bob Frankenberg, this new organization is called the Office Systems Program (OSP).

The Office Systems Program consists of Office Systems Marketing under Bob Kadarauch. Office Systems Marketing includes John Metcalfe's Central Office Marketing (COM) organization in Cupertino, Calif.

Also in the Office Systems Program are the Personal Software Division (PSD) in Santa Clara, Calif., under General Manager Tom Anderson; the Office Productivity Division (OPD) in Pinewood, England under General Manager Roger Cooper; and the Office Systems Division (OSD) — formerly Computer Systems Division-Roseville (CSY-R) — in Roseville, Calif., under newly-appointed General Manager Dave Sanders.

Designed as a team of divisions that addresses the office market, the term "program" distinguishes OSP's position between that of a "division" and a "group." The creation of the OSP organization emphasizes the importance of HP's office business within the Information System Group under Doug Chance.

The following organization chart explains the major responsibilities of divisions in the new Office Systems Program.



- Training users on how the new system is flexible and can match their workstyles.
- Implementing the system in phases.

This report also summarizes corporate decision-maker's attitudes toward OA and OA vendors.

For a reprint of this report please contact Paula Santos in Cupertino, Calif. via HP Desk 5050/07 or telephone 408-865-6455. Materials from the Targeting the Office sales training program provide the tools to address the above success factors. These materials can be used with your customers. The Targeting the Office materials are available through your field marketing manager, or through the Corporate Parts Center (CPC) via HEART. Please utilize your expenditure authorization guidelines and use your local internal ordering procedures for acquiring these products.

P/N	Description
5958-3951	Workshop kit; 10 videotapes, session notebook, exercise notebook
5958-3971	Videotape kit (VHS format): 10 videotapes
5958-3968	Student pack; Exercise notebook, reminder cards, pre-study
5958-3970	Reminder card notebook
5958-3965	HP story videotape

Consultant reports on critical success factors in office automation

Sue Mills/OSP

Results of corporate focus group research for InfoCorp indicate critical ingredients for success in office automation (OA). Those factors that will make an OA vendor more successful with prospects are:

- Getting the prospect to accept the concept of decentralized (versus centralized) information services.
- Communicating the benefits associated with connecting people with information, rather than talking about terms like "office automation" and the "office of the future."
- Getting a powerful, corporate "champion" to sponsor OA efforts.
- Getting the participation of people at every level in the company.
- Getting a "critical mass" of people using OA.

Personal Productivity Center demo kit available

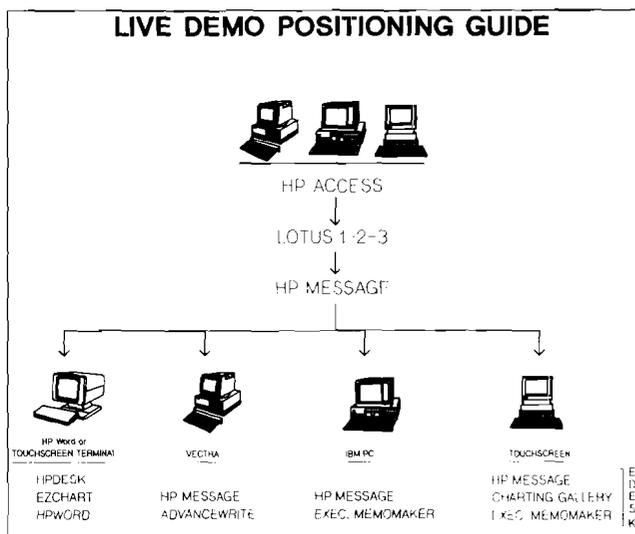
Royce Murphy/OSD

The Office Systems Program announces the availability of the Personal Productivity Center Demo Kit. This demo kit has been designed to help you pull together integrated demonstrations that involve a number of software and hardware products. The demo kit will greatly reduce the amount of time required for you to set up the high quality solution demonstrations necessary to close sales. The kit will help you demonstrate HP solutions in real business scenarios; focus on how HP meets the basic workgroup computing needs (Information Access, Integrated Applications, Communications and Shared Resources); demonstrate solutions which involve key products working together, not just the features of individual products; highlight areas where HP holds competitive advantage; and integrate new products in office solutions demonstrations.

Modular and customizable

The kit is modular, and the demonstrations are customizable to meet the specific needs of your customer. You can

choose the combination of workstations (HP Touchscreen, HP Vectra, IBM PC personal computers, and/or terminals) and software which is appropriate. The core demonstration scenario covers a manager accessing data, performing an analysis on the data, and mailing the results of the analysis to a secretary. The secretary merges the data into a memo and, optionally, graphs the relevant data for an overhead slide. She then electronically mails the final document to a distribution list.



In addition to this core scenario, the following modules can be added to your demonstration: Portable Plus Module, OfficeShare Module, Graphics Gallery Module, Print Central Module, and Lotus® 1-2-3® Guide.

Complete demonstration and presentation materials are provided

We supply the files used in the live demonstrations and samples of the final documents which are generated. Each of the demonstration modules is covered by a keystroke-by-keystroke script including set-up and clean-up instructions. In addition, we supply an overhead slide presentation describing the office market's needs, HP's strategy, the demonstration business scenario, and a summary of the HP solution's benefits.

A special tool for prospecting

For prospecting, the kit contains screen-based overview demonstrations. These demonstrations require no set-up and no software. The flexible or floppy discs contain, screen-by-screen, HP and key third party applications being used in a business scenario. Since the complete demo is contained on the disc, you can take it with you to the customer site; no software is required. These screen-based demonstrations are provided for the HP Touchscreen, HP

Vectra, and IBM PC personal computers and basically cover the same products used in the core scenario for the "live" demonstrations.

Ordering information

Order P/N 5061-8404 through HEART to receive the demo kit from Software Distribution Center (SDC). Your contact at SDC is Renee Mendez, 408-496-5624.

P/N	Description	Cost
5061-8404	Personal Productivity Center Demo Kit	\$100

You can also order a videotape which shows one of the demonstration scenarios acted out at a mock customer site. See the following article for more information.

Lotus® and 1-2-3® are US registered trademarks of Lotus Development Corp.

New HP PPC videotape demonstration available

Lauren Wilkins/COM

A new 5½-minute videotape demonstration of the HP Personal Productivity Center (PPC), including products just announced in September 1985, is now available.

This video is intended to give your customers a taste of the capability provided by PPC with emphasis on integration and the ease with which members of a workgroup can access, analyze, manipulate, and communicate information.

PPC products highlighted include the HP Vectra PC with HP Access, Lotus® 1-2-3®, and HP Message; the Vectra Office with AdvanceWrite; the HP Touchscreen personal computer with ExecuDesk and Graphics Gallery; the HP LaserJet printer and 7550 plotter; and the HP 3000 Series 37.

The video includes a series of graphics to describe the concepts of shared resources, information access, and network services providing company-wide electronic mail.

This video is ideal for seminar use. It could be used as an opening piece followed by a more detailed presentation of PPC solutions or as a summary piece to bring it all together. The demo scenario used in the video is taken directly from the new PPC Demo Kit which will be available in early December. If your seminar includes time for live demonstrations, you can invite your customers to take a more in-depth look at the same demo they saw briefly in the video.

A copy of the videotape has been sent to all US field marketing managers, Information Systems Group and Personal Computer Group market development managers, and

office focus group leaders. Additional copies may be ordered through MailMart by sending an HP Desk message to Rhonda Rick HP3900/20 with the following information: Title: Personal Productivity Center Demo, Sept. 85; P/N S470Z for 3/4", S470V for VHS, S470W for Beta; your account number and location code; quantity needed; and date needed. The cost of the videotape is \$50.

Lotus® and 1-2-3® are US registered trademarks of Lotus Development Corp.

New office automation brochure published

Shelley Harrison/OSP

We've built the next generation of office automation around the two things every company values the most.

Distributed data processing. File transfer capabilities. Data communications. Document converters. The upper-level managers of a company investigating the purchase of an office system may not understand all these concepts. What they *do* understand, however, is broken promises, system incompatibilities, and delayed deliveries. So how do you instill confidence in these

prospective customers that Hewlett-Packard is a contender in the office marketplace *and* that we are solidly in the business to stay?

One way is the newest office automation brochure. Designed to talk to executives and decision makers, the brochure presents a straight-forward, non-technical discussion of selecting the right computer vendor. The piece confronts the realities facing today's office automation buyer — the uncertain business climate, incompatible systems, and the inexperience of many vendors in implementing an office solution. We start with a teasing opener — one that entices the reader to read on. And throughout the literature we state facts not promises.

The brochure (P/N 5954-0495) replaces the piece entitled "Hewlett-Packard's solution for unifying your company" (P/N 5953-7669). We've sent a copy to each commercial sales rep and systems engineer. Your literature stocks should have additional copies for you to pass along to your customers.

Selling HP PPC into the IBM office environment

Kathleen Archambeau/OSD

More and more customers are demanding that HP's Personal Productivity Center (PPC) interfaces with the IBM systems they are currently using. We have a sound strategy for implementing PPC in the IBM office environment. However, it can seem overwhelming to sell HP's PPC strategy if you don't understand all the specific aspects of the IBM office. So, we have developed a new IBM Office Products Primer and a Selling Against DISOSS audiocassette that are designed to emphasize HP's strengths when selling against the IBM office.

The IBM Office Products Primer (P/N 5957-8310) describes the structure of an IBM office and explains how different components (e.g. DISOSS and PROFS) fit into the overall IBM office strategy. After describing IBM's strategy, the primer explains how HP can sell its office products against IBM's product offerings.

The audiocassette, Selling Against DISOSS (P/N 5954-6749), follows a conversation between an IBM customer and an HP sales rep. They discuss some of the issues involved in adapting DISOSS and what HP has to offer with its Personal Productivity Center. A script accompanies the audiocassette.

Both the primer and the audiocassette are designed to help you sell into the IBM office.

These training materials were sent to Sales Force 15 in late November. And, you can order copies through the Literature Distribution Center (LDC), by giving LDC the publication numbers listed above.

Outstanding PPC sales reps and systems engineers to be rewarded

Shelley Harrison/OSP

All your hard work learning, demonstrating, and presenting the HP Personal Productivity Center (PPC) strategy and products is paying off — consultants and customers alike are recognizing us as an emerging leader in the office automation marketplace. We would like to extend our wholehearted thanks to you in the field for meeting this challenge.

In response to your heroic achievements, the Office Systems Program has asked your managers to forward to us the names of sales reps and systems engineers with outstanding contributions in the area of selling and supporting office systems. We'll recognize a number of these nominees throughout the world for superior efforts promoting PPC. Although it's not a big reward, the recognition is our way of saying thanks for a job well done.

Announcing the third issue of *Solutions Quarterly*

Rudy Batties/OSP

The October issue of *Solutions Quarterly* is being sent to literature distribution personnel in field offices. This issue follows the successful March and June issues with four new Hewlett-Packard office application stories in the legal, manufacturing, market research, and local government markets.

The four stories include testimonials from key individuals within each organization. The real-world applications given in *Solutions Quarterly* make it a perfect tool for introducing your customer to HP office solutions. New and valued regular customers will find the application stories given in *Solutions Quarterly* informative and beneficial.

The October issue of *Solutions Quarterly* can be ordered from the Literature Distribution Center as P/N 5954-6747.

Also in this issue

National trade show for local government

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VERTICAL MARKETS

National trade show for local government

Jack Sweeney/ISG



The National League of Cities' annual Congress of Cities will be held in Seattle, Washington, December 8-12. Hewlett-Packard will provide demonstrations of office automation solutions as well as third party solutions for local government. This is the largest show available to municipal government officials with over 7,000 decision makers expected to attend.

The current issue of *American City and County* magazine carries an ad inviting prospects to our booth.

Please encourage your local government prospects to visit our booth in Seattle (booths 228, 230). For more information contact Jack Sweeney at 408-865-6379.



PORTABLE

New HP-71 literature helps you sell to industrial customers

Pete Lawson/HCCO



Do your customers need low-cost instrument controllers? Do they have production process monitoring requirements to fill on small budgets? To help you show them how to improve productivity and quality, a new folder packed with literature focusing on production process monitoring and low-cost testing is now being distributed by the

Handheld Computer and Calculator Operation. The "HP-71 Handheld Computer Systems In Manufacturing" package contains information and program code you'll find useful in demonstrating the HP-71.

Brochures

- *The HP-71 In: Production Process Monitoring and Low-cost Test* (P/N 5954-1313). This application-oriented brochure illustrates typical settings in which the HP-71 improves productivity by controlling test instruments, compiling data and networking to a supervisory computer.
- *HP-71 Data Book* (P/N 5954-1320D). The data book includes HP-71 specifications and information on peripherals, instruments, and custom products.

Application notes

These application notes provide HP-71 program code to illustrate the kinds of solutions the HP-71 provides in production process monitoring, low-cost test and networking environments:

- *Using the HP-71 for Production Process Monitoring* (P/N 5954-1316)
- *Low-cost Production Testing and Instrument Control* (P/N 5954-1317)
- *Networking HP-71s to a Supervisory Computer* (P/N 5954-1312)

Customers typically use personal computers in networks for consolidating data, processing data, printing and/or plotting. Application note, *HP-71/75 to HP 150/IBM PC/XT/AT File Transfers* (P/N 5954-1318), describes in detail how to transfer files between the HP-71 or HP-75 and the frequently used HP 150 or IBM PC/XT/AT. It includes step-by-step instructions with program code so your customers won't have to write their own.

Data sheets

- *Dual HP-IL Adapter* (P/N 5954-1311). This data sheet describes how the HP 82402A Dual HP-IL Adapter allows two HP 82401A HP-IL modules to be plugged simultaneously into the HP-71.
- *HP-71 Data Acquisition Pac* (P/N 5954-1310) tells how the HP 82479A Data Acquisition Pac is used with the HP-71 and HP 3421A Data Acquisition/Control Unit to control instruments, gather data and monitor equipment status.

All this literature comes to you in a bold, heavy-duty three-fold packet (P/N 5954-1315) that includes a place for your business card. Each piece is designed to give your customers a quality first impression of Hewlett-Packard.

In addition to the HP-71 folder and literature, you'll get *HP-71 In Manufacturing — A Guide to Selling and Demonstrating the HP-71B* (P/N 5954-1308) and *The HP-71 Control Price List* (P/N 5954-1319D).

Contact your literature coordinator and follow your local internal ordering procedures to order extra packets or individual pieces of these materials.

DESKTOP

HP 150/Touchscreen personal computer owners can upgrade to HP Vectra PC

Nancy Chou/FRD

For US and Canada only

Effective December 1, 1985, through May 31, 1986, current owners of HP 150A and 150B may upgrade to the new HP Vectra PC line of computers (HP 72425A, 72435A, or 72445A). Customers may return the CPU alone for a trade-in credit of \$600, or if an HP 9121D/9122D floppy disc drive is returned in addition to the CPU, they will receive a total credit of \$900.

The trade-in credit includes the return of CPU, keyboard, power cord, HP-IB cable, and disc drive. No additional return credit will be given for accessory boards such as memory.

Why should your customer upgrade to Vectra?

- Increased computing power to meet your customer's growing computing needs.
- Upgrade kit not available to convert the HP 150 to Vectra.
- Savings of up to 19 percent when purchasing the Vectra.

Ordering procedures

There are two methods for ordering the trade-in credit:

- 1) Customers who buy directly from HP need to order P/N 45709AN, to receive \$600 for upgrading the CPU. Option 100, for an additional credit of \$300, may be ordered when accompanied by the return of an HP 9121D/9122D disc drive. (Customers must provide a contact name and telephone number under Special Instructions, so that Finance and Remarketing Division (FRD) may directly mail to the customers a Notice of Return (NOR) packet, which will provide detailed packaging and equipment return instructions.)

- 2) End-users who buy from HP authorized dealers will return their equipment to FRD after they have received their new product and submitted a rebate form, along with a proof of purchase such as a photocopy of the invoice. (FRD will mail a rebate check within four to six weeks. Rebate forms and detailed return instructions will soon be distributed to all HP dealers.) Customers will pay return freight to HP.

If you have any questions on the trade-in program, please call your FRD Market Development contact at 408-720-4156.

Also in this issue

New PC Assistance gives you the competitive edge

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MANUFACTURING APPLICATIONS

Two MPD customer success stories now available

Bob Greenfield/MPD

The Faultless Division of AXIA, Inc., is an excellent HP customer. They have HP Materials Management/3000 and HP Production Management/3000 running on an HP 3000 Series 68.

Faultless published an article in the July 1985 edition of *Production Engineering* magazine explaining the benefits they achieved using Materials Management/3000 and Production Management/3000. Benefits realized included on-time customer delivery improvement of over 40 percent, significantly improved stockroom inventory accuracy, and a \$700,000 inventory reduction. The article in *Production Engineering* is similar to the article that appeared in the July/August issue of *Computer Advances*.

McDonnell Douglas Astronautics Company (MDAC) was the first customer for HP Maintenance Management. Manufacturing Productivity Division (MPD) has just published an HP Manufacturing Application Success Note describing: why MDAC needed a maintenance solution, why they selected HP, and how they are using HP Maintenance Management to improve productivity. We have already distributed this note to all North American district sales managers and other sales and support managers worldwide.

Both success stories are suitable for giving to customers/prospects. If you want copies of either of these success stories, contact Bob Greenfield at MPD (HP Desk C700/20, or 408-559-7300, ext. 5599).

FACTORY AUTOMATION

HP Graphics Interface System for PMC/1000 introduced

Dilip Modi/AMSO

HP Graphics Interface System (GIS/1000) was introduced in November 1985. GIS/1000 is a software package that allows the development and use of sophisticated real-time process graphics displays with HP Process Monitoring and Control/1000 (PMC/1000) applications. PMC/1000 is a

prerequisite for using GIS/1000. GIS/1000 has an existing link to the PMC/1000 software and adds the following significant capabilities to PMC:

- Quick and easy development of custom graphics.
- Static and dynamic displays.
- Use of fast, large screen color monitor.

GIS/1000 will allow the user to develop displays which represent the user's process application with schematic "pictures" of the process. Menu-driven configuration, use of graphics tablet for creation of graphical displays, and function key access to the displays make IGS/1000 very easy to use by plant operators and non-programmers.

GIS/1000 is powerful graphics software your PMC/1000 prospects have been asking for. GIS/1000 data sheet (P/N 5954-0321) and the updated PMC/1000 data sheet (P/N 5954-0324) will be mailed to the HP field offices in December 1985. Additional copies can be ordered from the Palo Alto, California, Literature Distribution Center.

GIS/1000 appears on the Corporate Parts List on December 1, 1985. GIS/1000 software price is as follows:

Options \ P/N	92122A	92122R (right to copy)
Option 890 (for use on 900)	\$14,000	\$9,800
Option 700 (for use on 700)	10,000	7,000
Option 600 (for use on 600)	6,000	4,200

Datasafe and Datashare for the HP 1000 removed from CPL

Monique Gulick/DSD

On December 1, 1985, two products for the HP 1000 E- and F-Series computers: Datasafe, P/N 91745A, and Datashare, P/N 91747A, will be removed from the Corporate Price List.

Customers who have designed applications with these products can continue to purchase the right-to-copy versions of these products, P/N 91745R and P/N 91747R. However, the "A" copy versions of these products will no longer be sold.

In early 1986, customers can look forward to a new mirrored disc product for the HP 1000 A-Series which provides capabilities similar to Datasafe. In addition, Data System Division's Custom Engineering group can supply a "standard special" product for the A-Series which has capabilities similar to Datashare.



Introducing HP DesignCenter for electrical and mechanical engineering design

In November, HP announced the HP DesignCenter at the Autofact '85 exposition and conference in Detroit, Michigan. HP DesignCenter is an integrated design environment for electrical, mechanical, and software engineers that consists of systems, software, and support in computer-aided engineering, design, and manufacturing (CAE/CAD/CAM).

The foundation of HP DesignCenter solutions is the networked family of HP 9000 technical workstations, offering your customers a choice of 16/32 or 32-bit microprocessors running industry-standard operating systems, such as HP-UX (HP's enhancement of the AT&T UNIX™ operating systems).

Current HP DesignCenter offerings

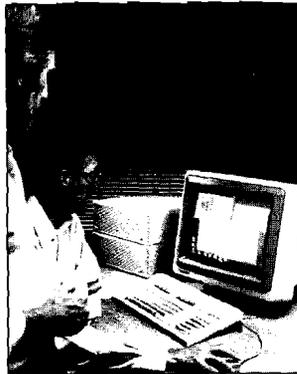
The broad range of HP DesignCenter applications software and hardware tools include:

- **Electronic CAE** — used for front-end product development, offering schematic capture, simulation, and outstanding documentation, with links to physical design systems. (See "New CAE systems for electrical engineering design" and "Logic DesignStations 310/320 and Personal Logic DesignStations" for more information.)
- **Engineering graphics** — includes tools for schematic drawings, PC-board layouts, mechanical engineering artwork, and technical writing.
- **Mechanical CAE** — offers 2-D, 3-D, and solids modeling, finite element and plastic modeling analysis, and test analysis, with links to numerically controlled machine tools. (See "Advanced CAD capabilities with ME Series 10" and "HP DesignCenter ME Series 50 for mechanical-engineering design" for more information.)
- **Microprocessor software development** — for rapid design of microprocessor-based products, with powerful emulation, hardware debug, and high-level analysis tools that link the processes of hardware and code development for greater productivity.
- **Electronic test instruments** — provide fast, accurate measurements ranging from dc to the highest-speed logic families available.
- **Technical office automation** — tools for word processing, graphics, documentation, spreadsheets, project scheduling, and more, to boost productivity in office-related tasks. (See "Increase your workstation sales with technical office automation" and related articles for more information.)

UNIX™ is a trademark of AT&T Bell Laboratories.

New CAE systems for electrical engineering design

Phil Rueppel/LSD



Two computer-aided engineering (CAE) systems — the HP Logic DesignStation and HP Personal DesignStation — perform logic design capture and design verification in electrical engineering applications. They are part of the HP DesignCenter series of mechanical and electrical CAE products and include design automation software

as well as tools for data management, documentation, and communication.

Design capture system

A common user interface provides easy access to the design capture and design verification environment. Design entry and testing are simplified with the use of icons, a mouse, pop-up menus, and multiple window management. The system supports "top-down," "bottom-up," and flat design in addition to on-line electrical rule checks that discover potential design errors prior to simulation. Changes in a design are automatically reflected in documentation where text and graphics can be combined on the same page.

An HP Design Database Language provides access to the captured-design data with the ability to reformat data for use with external tools.

Design verification

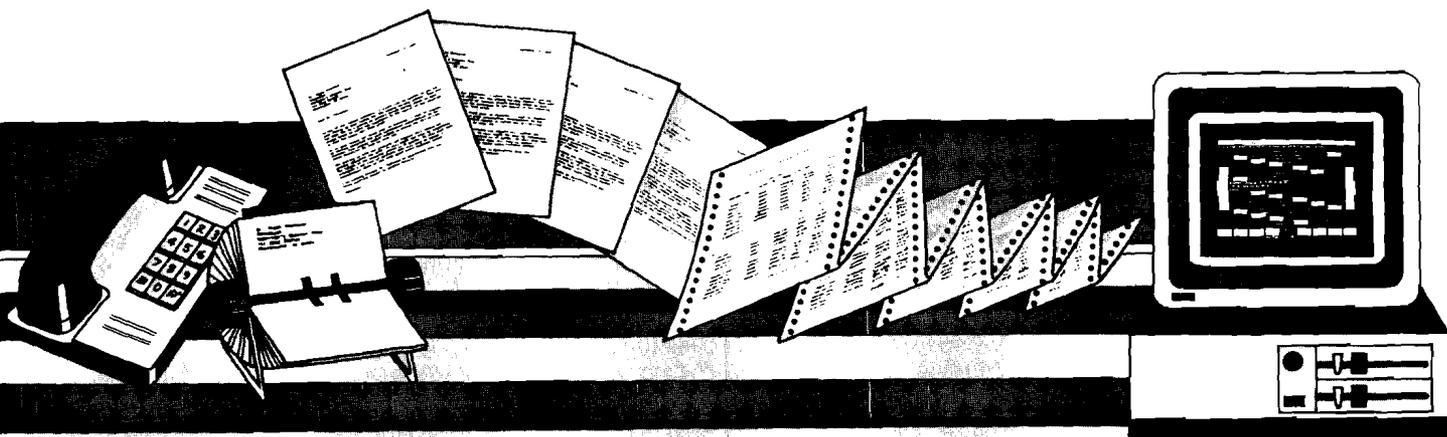
Based on the popular HILO®-3 system from GenRad, Inc., the verification tools support a wide range of digital technologies including MOS, TTL, ECL, and microprocessors.

The logic simulator features a five-state, 15 logic-value algorithm for accurate modeling of MOS bidirectional gates, ANDs, wired ORs, and tri-state pullups and pulldowns. HILO-3 also performs accurate, nominal, and worst case timing analysis during logic simulation.

For evaluating test-data effectiveness, HILO-3 uses the speed of concurrent fault simulation and optimized memory requirements of parallel-fault simulation in a combination technique called parallel value list.

Also available is the HILO-3 library containing more than 2,400 simulation models for standard off-the-shelf parts. Designers can also create their own library components using the HILO-3 Hardware Description Language.

For initializing memory contents in the captured design, the Design Verification Interface provides a parser facility



**Information management tailored to the business professional
For HP Touchscreen, Vectra and IBM PC/XT/AT PC's**

Executive Card Manager and Executive Card Manager: Templates

SALES GUIDE

Contents

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What is Executive Card Manager?

Executive Card Manager provides busy professionals and managers with just the type of data management they need and ask for. By making use of the familiar Rolodex® card file, Executive Card Manager is extremely easy to understand, to learn, and to use. And by combining simplicity with powerful data storage and retrieval capabilities optimized for their information management needs, Executive Card Manager helps professionals and managers get their job done better and much faster.

- Card files with a capacity of up to 64,000 records.
- Records contain up to 5 pages of information and can be date-and-time stamped.
- A built-in report writer with extensive formatting and arithmetic capabilities.
- A mailing system that lets you create simple form letters and mailing labels.
- Powerful sort and search features.
- Cardfiles that can be merged or appended.
- Complete autodialing capabilities with pre-definable telephone macros for access codes.
- Runs with HP Access.
- Runs under Execudesk (Touchscreen PC's only)
- Includes conversion utility for PCF card files.
- Data can be exported and imported in DIF and ASCII formats.
- Color interface that makes attractive use of color monitors.

What is Executive Card Manager: Templates?

Used in conjunction with Executive Card Manager, the Templates package offers your customers over 40 ready-made modifiable form and report formats for instant productivity. Prepared by experts in various fields, ECM:Templates covers 21 business environments particularly well suited to the capabilities of Executive Card Manager.

Templates provides solutions for General Business, Sales, Finance, Accounting, Management as well as for specialized businesses such as Real Estate, Law, Medical and Education.

When used to demo the Executive Card Manager solution, the Templates package allows you to simply pull out the Template that matches your customer's application most closely, then build your demo around it.

Where to Sell

For most of your accounts with professionals and managers using HP Vectra, Touchscreen or IBM personal computers, you will find that Executive Card Manager and ECM:Templates are the right products to sell. Some facts:

- Personal Card File enjoys a well established reputation among more than 40,000 Touchscreen and IBM PC users. The goodwill generated by PCF will make the much enhanced functionality of Executive Card Manager particularly appreciated by those users who may have "grown out" of PCF and by those who may be familiar with PCF but have not yet purchased a file manager.
- Accounts with a mix of HP Touchscreen, Vectra, and IBM personal computers will like having the

same information management application run on all of their personal computers.

- Learning to use Executive Card Manager's main functions takes only one hour, and ECM: Templates allows your customers to tailor Executive Card Manager to their jobs in minutes. Executive Card Manager will best fit accounts with professionals seeking this kind of rapid productivity and simplicity as well as the complete set of features the product offers.

Sell Executive Card Manager in the following situations:

Situation 1a:

Customer wants to easily download information residing on an HP 3000 to a Touchscreen, Vectra, or IBM PC without having to create the form necessary to receive the data.

Answer:

Using Executive Card Manager with HP Access will allow data to be extracted from the HP 3000 and downloaded to the PC. Executive Card Manager is the only application for which HP Access automatically creates a default data base format. All the user has to do is to select the tables and name the ECM destination card file.

Situation 1b:

Same situation as above. This time, the user also wants to use the now PC-resident data to produce a polished columnar report with statistics.

Answer:

Executive Card Manager lets you produce sophisticated reports with a great deal of formatting flexibility and calculating power. The user can easily select the desired information and produce all the necessary sub-totals, counts, averages and groupings presented in a way that makes analysis easy and useful.

Situation 1c:

Customer also wants to merge the report with text of a memo to strengthen the recommendation made in the document.

Answer:

Executive Card Manager allows you to either print your columnar report or save it as a standard ASCII file. In turn, the file can be read into any word processor that lets you merge ASCII data with text,

such as Executive MemoMaker (also targetted at business professionals).

Situation 2a:

Customer wants a complete telemarketing department solution that easily stores and retrieves lots of business contact data such as current demographic information, past sales history and financial information.

Answer:

Executive Card Manager is the perfect solution. Each record can contain up to 5 pages (11 screens) of information.

Situation 2b:

Customer wants solution to automate telephone dialing and to be compatible with Company's recommended brand of modems.

Answer:

Executive Card Manager offers powerful autodialing capabilities and lets your customers hook their PC's to a wide variety of modems. Also, telephone macros even save you the pain of entering access codes for each of your records.

Situation 2c:

Customer wants solution to take care of department's mailing needs.

Answer:

Executive Card Manager provides a total solution for simple mailings. Executive Card Manager is the only product available that embodies a screen editor (similar to HP Desk's) that lets you type a form letter and insert card file information anywhere you want, even in the body of the letter! Then, at a touch of a key, professional-quality letters can be generated at great speed with the HP LaserJet printer. And, Executive Card Manager also lets you produce mailing labels, even three across!

How to Sell Against Competition

Until recently, business professionals who wanted an easy but flexible way to manage their personal information had to choose between either easy-to-use file managers too limited in functionality, or complex data bases where expert programming was a prerequisite. Executive Card Manager (ECM) is a real breakthrough. It combines an intuitive, familiar Rolodex® card file interface with powerful features carefully designed for the business professional.

While the file management software marketplace remains extremely competitive, there are several areas — key to our target market — in which ECM differentiates itself from competition, including such well known products as PFS®:FILE and PFS®:REPORT.

Unparalleled Ease of Use

The menu-driven PFS®:FILE was perceived as a big improvement over other command-driven databases. ECM goes one step beyond by providing the intuitiveness of three natural interfaces: the Rolodex, the index card and the report sheet. Interfacing with ECM reinforces this notion of intuitiveness: Simply paint the fields on the card to create a card file, pick the fields on the card and place them as columns on the report sheet, or as form fields on your form letters. The ease of use that ECM provides is unparalleled in the industry.

Superior Integrated Functionality

Each feature that ECM offers has been carefully selected to match the information management needs of the business professional. Market research shows that they want powerful data management capabilities as well as full-fledged auto-dialing, report writing and mailing functions, all integrated into one product. In contrast, PFS®:FILE and REPORT are two separate products with no auto-dial or mailing capabilities, and with rigid report writing formatting structures.

Direct compatibility with other packages

Unlike PRF®:FILE, ECM was designed to work in concert with other application programs. With ECM, you can easily transfer your information (straight data or complete reports) to and from the most popular spreadsheet and database packages including Lotus 1-2-3™, Executive Spreadsheet on Vectra, Deluxe VisiCalc on Touchscreen PC's, dBASE II® and III®, R:BASE 5000™, and Condor. ECM also helps you handle complex mailings using AdvanceWrite or WordStar™ and MailMerge™.

Instant Productivity

HP created ECM:Templates so that your customers don't have to constantly reinvent the wheel! With ECM:Templates, a unique offering in the industry, you just select the pre-made card file or report format (among 21 different business environments) that best fits your needs and start entering data right away. The time saved by doing so — instead of trying to figure out the optimal layout and content of the form — is a source of immediate satisfaction and pay-off.

Superior Versatility

Executive Card Manager's comprehensive feature set offers one of a kind versatility. More than any other information manager, Executive Card Manager addresses a variety of uses, ranging from telemarketing to inventory management, from salary administration to mailing management. Executive Card Manager applies as much to large accounts as it does to vertical businesses such as Real Estate, Medicine and Dentistry, CPA firms, Education and many more. Use ECM:Templates to demonstrate the great versatility of the product.

Information Access Solution

Executive Card Manager and HP Access team up to offer the easiest and most flexible way to extract and manage information contained in an HP 3000 database. HP Access provides the simple interface to extract the selected data and automatically transfers it into an ECM card file. HP Access spares you the time of designing the ECM card file layout. The information is then at your fingertips to be managed and printed in summary reports.

Ordering Information

Executive Card Manager and ECM:Templates are available for the HP Touchscreen, Vectra and IBM personal computers.

For HP Vectra, IBM PC/XT/AT's:

Executive Card Manager	#68331F	\$295
Executive Card Manager: Templates	#68335F	\$125

For Touchscreen PC's:

Executive Card Manager	#45421A	\$295
Executive Card Manager: Templates	#45441D	\$125

Data sheets for Executive Card Manager and ECM:Templates are available from the Literature Distribution Center in Palo Alto or Corvallis, part # 5954-2564D.

Your customer may also be interested in purchasing the HP mouse.

For HP Touchscreen and Vectra PC's:

HP Mouse	#46060A	\$148
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For HP150A's and HP150B's only:

HP-HIL Accessory Board	#459143	\$155
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Questions and Answers

Q: If Executive Card Manager is that easy-to-use, why do I need ECM:Templates?

A: No matter how easy an information management application is, the most difficult task for your customers resides in defining the type of information they need to build their card files. ECM:Templates enhances the instant usability of Executive Card Manager by providing over 40 ready-to-use card file and report layouts. With ECM:Templates your customers can start entering their personal information right away or they can further tailor the templates to their specific needs.

Executive Card Manager and ECM:Templates work together to offer business professionals the unmatched capability of managing information in a simple, flexible and powerful way.

Q: Since Executive Card Manager is self-sufficient to generate form letters, why should my customers buy Executive MemoMaker?

A: Executive Card Manager is by no means a word processor. While Executive Card Manager includes a screen editor that's very handy to write simple form letters, Executive MemoMaker remains the word processing solution of choice for business professionals and managers.

Q: Does Executive Card Manager support the Mouse?

A: Yes. Although not necessary, the Mouse considerably enhances the interaction with Executive Card Manager. With a mouse, moving a field on a card or a report column becomes as easy as "clicking" the mouse and moving the field or the column to its final position. You gain speed and accuracy.

Q: Will Executive Card Manager run on The Portable Plus?

A: Yes. A ROM-based version of Executive Card Manager will be available soon for The Portable Plus.

Q: How fast is Executive Card Manager?

A: In most situations Executive Card Manager is faster than its main competitor, PFS®:FILE and REPORT, as well as dBASE II®.

Q: When performance is a key factor, what product should I recommend?

A: While Executive Card Manager's performance is very good for small (1,000 records or less) to medium-sized (10,000 records or less) card files, sorting on large card files (10,000 to 64,000 records) may require several hours. For large card files, and when frequent sorting is needed, it might be best recommending R:BASE 5000™.

Q: Is Executive Card Manager faster on the Vectra PC than on the Touchscreen PC?

A: Yes, significantly. Similar functions on hard disk-based Vectra PC's are performed twice to 4 times faster than on a similarly configured Touchscreen PC.

Q: Are PCF and ECM card files compatible?

A: No. The Executive Card Manager package includes a conversion utility that allows PCF card files to easily be converted to an ECM format.

Q: Can I modify the format of an existing Executive Card Manager card file?

A: Yes. With Executive Card Manager your customers can add, delete and move fields around, even when the card file contains data.

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1-2-3, Symphony and Lotus are registered trademarks of Lotus Development Corp.

Microrim is a registered trademark of Microrim, Inc.

R:BASE is a trademark of Microrim, Inc.

PFS®:FILE and PFS®:REPORT are registered trademarks of Software Publishing, Inc.

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

by which simple memory patterns (binal, octal, hexadecimal) can be entered into a standard ROM/RAM content file and converted into memory data using a parser facility. Or, for more extensive memory programming, the HP 64000 microprocessor software development tools can be used to write source code and assemble and compile this code. The code is passed to the design verification tools through the HP Software Link included in the Design Verification Interface. HP Software Link supports all the HP 64000 assemblers and compilers.

Design interfaces to physical layout systems

HP Logic DesignStations provide physical links between the logic design environment and industry standard, printed circuit board layout systems. Interfaces to SCICARDS and Calay are available for physical-design implementation.

US prices

HP Logic DesignStation 310, 320, and Personal Logic DesignStation, equipped with Design Capture including Database Language software, are approximately \$39,000 (\$38,845), \$46,000 (\$45,817), and \$19,000 (\$18,924), respectively.* Additional parts libraries are priced at \$2,000 (\$1,990) for TTL, \$1,500 (\$1,490) for microprocessors, and \$1,000 (\$995) each for ECL, MOS, and PLD.

HP Design Verification Subsystem, optional on the Logic DesignStation, includes the Design Verification Interface HILO[®]-3 Logic Simulator, and HILO-3 Simulation Libraries and is priced at \$18,000 (\$17,928).

Design Interfaces to SCICARDS[®] and Calay printed-circuit board layout systems are \$3,000 (\$2,988) each.

**Prices in parentheses are factory based.*

SCICARDS is a US registered trademark of Scientific Calculations Inc.

HILO[®] is a US registered trademark of GenRad, Inc.

Logic DesignStations 310/320 and Personal Logic DesignStations

*Pamela Crane/LDO and
Bob Broady/LSD*

The Logic DesignStations 310 and 320 are the medium- and high-performance members of the Logic DesignStation family. These HP-UX* engineering workstations provide full-function design capture and verification capability to automate logic design of electronic systems.

Logic DesignStations 310 and 320 can operate standalone or can be networked as design capture and verification stations. In a networked environment, the computational

power of the DesignStation 320 makes it effective as a shared verification node.

The Logic DesignStations 310 and 320 are based on the HP 9000 Series 300 workstation. Both come equipped with a 32-bit virtual memory architecture, built-in HP-IB (IEEE 488) and RS-232 interfaces, and a 17-inch, bit-mapped display (1024 x 768 resolution).

The Logic DesignStation 310 uses a 10 MHz Motorola 68010 processor and provides medium performance at a lower price than the 320. The DesignStation 310 can be upgraded easily to a DesignStation 320.

The Logic DesignStation 320 is the highest performance member of the family. Taking advantage of a 16.6 MHz Motorola 68020 processor, an on-board MC68881 floating point coprocessor, and 16 Kbytes of high-speed, on-board cache, the DesignStation 320 operates at approximately twice the performance level of the DesignStation 310.

Configuration flexibility

Both Logic DesignStations 310 and 320 support a variety of common accessory cards to use in any of the remaining 11 card slots. Printers, plotters, instruments, and disc drives from a selection of many HP products can be added without requiring an expensive node server.

Personal Logic DesignStation

The Personal Logic DesignStation is the low-cost, entry-level member of the Logic DesignStation family. This versatile personal-computer-based workstation runs HP Design Capture System software that automates logic design. The Personal Logic DesignStation can operate stand-alone or access simulation resources and peripherals over a network.

Using an Intel 80286, the HP Vectra PC is the foundation of the Personal Logic DesignStation. The Personal Logic DesignStation provides an MS[™]-DOS environment for numerous off-the-shelf software applications.

HP Design Capture System software also runs on the IBM PC AT. A 32-bit coprocessor is added to provide the computational power needed for full performance CAE.

Upward data compatibility

Designs created on the Personal Logic DesignStation can be transferred to a Logic DesignStation 310 or 320 without modifications. When combining portions of a large design created by many engineers, no conversions need be made to assemble the design portions on a Logic DesignStation 310 or 320.

Optimizing resources with an integrated network.

The HP AdvanceNet network, supporting the IEEE 802.3 protocol, provides the means for communication among the Logic DesignStations and other members of the logic design environment. A large design may be partitioned among a variety of stations and later combined on a DesignStation 310 or 320 network node. These individual design portions

from other stations are transferred over the network to a Logic DesignStation and assembled into the complete hierarchical design. HILO[®]-3 simulation is then performed on the complete design, either locally, or remotely on a shared simulation node.

Project management is simplified with a networked environment. Files can be archived and managed centrally to prevent duplication and unauthorized access. The progress of each team member can be reviewed easily by remotely accessing files on DesignStations 310 and 320 or, for the Personal Logic DesignStation, transferring them over the network.

**HP-UX is Hewlett-Packard's enhancement of the AT&T UNIX[™] operating systems. UNIX[™] a trademark of AT&T Bell Labs. HILO[®] is a US registered trademark of GenRad, Inc.*

New Logic DesignStation product line literature

Clelia deMoraes/LSD

There is already an extensive amount of literature available for the Logic DesignStations 310 and 320, Personal Logic DesignStation, and software for electrical CAE designs. The following lists the literature and their publication numbers. All are available at the Literature Distribution Center in Palo Alto, California.

P/N	Literature
<i>Datasheets</i>	
5954-6603	Design Capture System
5954-6604	Design Verification System
5954-6605	Parts Libraries
5954-6609	Logic DesignStation 310
5954-6610	Logic DesignStation 320
5954-6611	Personal Logic DesignStation
5954-6608	Logic DesignStation Family
5954-6607	Design Interface for Calay
5954-6606	Design Interface for SCICARDS
<i>Brochure</i>	
5954-6612	The HP Logic Design System — A New Generation in Computer-aided Engineering

HP DesignCenter ME Series 50 for mechanical-engineering design

Larry Lytle/DSG

The new HP DesignCenter ME Series 50, a comprehensive system of mechanical computer-aided-engineering (ME-CAE) products was introduced on November 4 at Autofact '85 in Detroit, Michigan.

ME Series 50 provides design solutions through the entire product-development process, and is a complete system of high-level applications software, engineering workstations and related peripherals configured for a user-specific environment.

Broad functionality

ME Series 50 is a fully-integrated, flexible system, allowing the user to select interactive solid or 3-D geometric modeling as the base for design.

Geometric Design System (GDS)

For 3-D design, GDS features a broad library of geometric constructs, which can be positioned and edited through coordinates, geometric relationships, or specified screen positions.

There are more than 20 analytic and sculptured-surface techniques including: planes, surfaces of revolution, tabulated cylinders, ruled surfaces, B-spline and Bezier surface, and blended surfaces. A fully associative 3-D database allows easy movement among, and integration with, all applications software including numerical control (NC) and finite-element analysis.

GDS also contains extensive drafting capabilities and computer-graphics language, which allow easy design for families of parts. Available options include symbols, shading, flat-pattern layout, and graphics-language compiler.

Solid Modeling Design (SMD)

SMD has all the features of GDS, with the accuracy of advanced solid-model-based design. It uses a boundary representation modeler, which supports solid primitives (e.g. cube, block, cylinder, cone, sphere) and edge-based construction. It has extensive functionality including: mass property calculations, Boolean operations, spatial-interference detection, sectioning, center of gravity and moment of inertia, shading, hidden-line removal, and fillet/chamfer of edges.

Common data structure allows easy movement from solid design to other applications, such as drafting, NC, and finite-element modeling.

NC Tool Path Development

The ME Series 50 NC Tool Path Development package provides strong links to manufacturing. Parts are modeled with



any combination of 3-D wireframe, surface, or solid primitives. These geometric designs are accessed from a common database to create NC tool paths, which can be displayed dynamically and edited interactively.

The tool path can be in APT III, CLFILE, APT SOURCE, or COMPACT II format. ME Series 50 post processors produce either paper tape or direct output for 2-to-5 axis machine tools.

Single-vendor source and support

A distinct advantage of the HP DesignCenter ME Series 50 is that the user can purchase an entire solution from HP. All of the software and system hardware, including peripherals and instrumentation, are supplied and supported by HP.

HP's customer support, training, and service cover all of these products. In addition, HP field engineers and applications specialists are trained to assist in needs analysis, implementation, and on-going consultation and support.

Advanced CAD capabilities with the ME Series 10

Angela Suthurst/BEO



Hewlett-Packard's DesignCenter ME Series 10 is an advanced 2-D design and drafting system for mechanical engineering applications. The ME Series 10 here operates on a HP 9000 Model 320 32-bit engineering workstation and a high-resolution (1024 x 768) color monitor.

The new HP DesignCenter ME Series 10 is an advanced workstation-based 2-D design and drafting system for mechanical engineering applications. It provides a configurable family of design solutions that allow the user to combine powerful mechanical design and drafting software with HP's newest engineering workstations, through a convenient user interface.

Design functionality is optimized through a model-oriented data structure, which allows the user to define fully an object's geometry, dimensions, and other attributes. Design variations include stretching, adaptive design (similar, scale, and move), and parametric variations (using macros). Nesting and sharing parts simplifies complex assembly designs and allows parts list generation. The ME Series 10 features user-definable viewports, detailing capabilities, and measurement and calculation functions.

To provide an open communication system with other applications, a documented model data interface has been incorporated. The system has direct links to HP-FE for finite element analysis, and the design geometry is compatible to numerical control (NC) systems, such as APT and COMPACT II. Links to HP TechWriter and HP Draw are also available.

The ME Series 10 runs on the HP 9000 Series 300 engineering workstations. The modular architecture of the Series 300 allows the user to configure a system to satisfy present needs, and to expand the hardware as performance requirements increase.

In addition, an entry level system called the ME Series 5 is available. It includes the basic features of the ME Series 10 but has only limited macro capabilities and no links to FE and NC. It can easily be upgraded to the full-featured Series 10 as user needs expand.

The following sales tools are now available:

P/N*	Sales tool
5953-4385	ME Series 10 Brochure
5953-4384	Configuration Guide
5953-4386	Function Reference
5953-4383	Series 5 Product Summary
	Field Training Manual
	Competition Analysis
	Slide Presentation Kit

**Items with publication numbers can be ordered from your literature distribution center. Other items should be ordered from either Astrid Wulf, Boeblingen Engineering Operation (in Europe), or Gene Morel, Lake Stevens Instrument Division (in the US).*

For the end user, a comprehensive set of user documentation, including step-by-step examples, has been provided:

P/N	Documentation
98365-90010	Workbook
98365-90020	User Manual
98365-90000	System Manual

continued on next page

Ordering information for ME Series 5 or 10

P/N	Description	US list price
98363A	ME Series 5 CAD software	\$ 5,500
98365A	ME Series 10 CAD software	10,000
Opt. 300	LIF format	
Opt. 350	SDF format	
98365R	Right to copy HP 98365A/U ME Series 10 CAD software	7,000
98365U	ME Series 5 to ME Series 10 upgrade package	5,000
Opt. 300	LIF format	
Opt. 350	SDF format	
98366A	ME Series 10 CAD software	10,000
98366B	PASCAL to HP-UX upgrade	1,000
98366R	Right to copy HP 98366A/B/U ME Series 10 CAD software	7,000
98366U	ME Series 5 to ME Series 10 upgrade package	5,000
98361A	HP-DRAFT to ME Series 10 software conversion package.	2,500
Opt. 200	LIF format	
Opt. 250	SDF format	
98361R	Right to copy HP 98361A (HP-DRAFT Series 10 conversion package).	1,750

HP announces new ME CAD training

Anne Leung/ASD

In a recent survey, most ME CAD customers have repeatedly emphasized the importance of formal training to ensure satisfaction with new CAD systems. Boeblingen Engineering Operations (BEO) has developed two lab intensive customer training courses for the HP DesignCenter ME CAD products. The two courses are especially designed to reflect the application capability and customer training needs for the HP DesignCenter ME Series 5 and ME Series 10 systems.

The ME Series 10 users course is divided into two instructional modules (A&B). Module A is identical to the ME Series 5 users course. The objective is to familiarize customers with the concepts and operations of the ME CAD system. Module B covers some of the ME Series 10 advanced features, such as macro development and high level customization language.

The two training courses are on the November 1 Corporate Price List. They will be available at HP training centers, or can be taken directly to your customers' site. The class size will be kept to a maximum of 12 students to ensure close interaction between students and the instructor. The course is designed to maximize student hands-on experience, and students will be encouraged to implement their own solution to each of the lab exercises. Each designer workstation will be shared by only two students; there will be no crowding around *watch only* demonstrations.

The training courses, their course numbers, course length, and prices are as follows:

Course title	Course number	Length (days)	US list price
MW Series 10 Users Course (On-site version)	HP 98365A+24D	five	\$1,400/student
	HP 98365A+24A	five	9,000/course
ME Series 5 Users Course (On-site version)	HP 98363A+24D	three	840/student
	HP 98363A+24A	three	6,000/course

The user interface for both the ME Series 5 and ME Series 10 is friendly even for first time ME CAD users. But training can help customers immediately learn the most efficient and effective way to utilize the system. This will save valuable designing and drafting time in the long run. Please refer to the field training manual for additional course and completion information.

Course data sheets will be available to help promote the customer courses, and set student expectations. The course material will be available for ordering from the Software Distribution Center (SDC) by the end of January.

If you have further questions regarding the courses, please contact Anne Leung at Application Support Division or Christian Joye at BEO.

Increase your workstation sales with technical office automation

Stacy Plemmons/TSC

You've asked for HP-UX based applications you can sell. Well, effective with the November Corporate Price List, we've introduced eight new applications for the HP 9000 Series 300 covering the top requested software areas on engineering workstations. Four of these are also now available on the HP 9000 Series 500, and three on the HP Integral PC. All are sold and supported by HP.

Other articles in this issue of *Computer News* highlight those eight packs, including Alis/HP-UX, an application that *pulls it all together*. But in case you're not familiar with the term "technical office automation," read on for some background.



HP now offers eight new technical office automation software products.

For years, we in the technical marketplace have cited studies and our own "next-benches" showing that engineers and scientists spend over 50 percent of their time (some studies show up to 80 percent) doing "other" work not typically considered "engineering." These other things, the documenting, analyzing, planning, and communicating, were previously called CAW or computer aided work.



Recently, a multi-client study by Williamson and York defined the software needs of our workstation customers. According to this study, many customers said they wouldn't buy a workstation without certain applications we traditionally think of as office automation. The bar chart (at left) shows percentages of technical customers requiring certain applications. We now collectively define

these applications as "technical office automation." (From the chart, you can see that 41 percent wouldn't buy our workstations without a text/word processor and 27 percent require charts, graphs.) Looking further at the chart, you can see that "technical" office automation is different from "commercial" office automation in three ways: deletions, enhancements, and extensions.

Deletions — You won't find HP distributing some of the traditional "office automation" applications on our technical workstations. These include such applications as purchasing, materials, and accounting. (They are available in our HP PLUS "listed" program.)

Enhancements — Our technical workstation customers expect enhancements to common office applications, such as Greek and Math symbols in word processing, special spreadsheet functions, and log plots in graphics. (You'll see more of this in the future.)

Extensions — The third difference between technical and commercial office automation are the extensions expected by our workstation customers. These extensions include horizontal applications like project management, statistics, and math.

Other articles in this edition of *Computer News* show the applications we're introducing to solve your customers' technical office automation needs. Please take time to familiarize yourself with these applications both here and from the literature we sent you in the November 15 *Momentum* mailing. And sell technical office automation to increase your workstation sales by 41 percent *or more*.

For ordering and configuration of the technical office automation products introduced in the following articles, see "Technical office automation pricing and ordering information" and "Technical office automation configuration" on pages 28-29.

Alis/HP-UX: office automation for HP 9000 workstations

John Lumb/TSC

While CAD/CAM software has given engineers a tremendous boost in technical productivity, engineers can spend over 50 percent of their time in support-related activities such as documentation, analysis of data, team communication, and presentations to various audiences.

Because of this, on November 1, Design Systems Group's (DSG) Technical Software Center introduced Alis™/HP-UX. Alis/HP-UX is an integrated office automation package that fits right in with the needs of the technical environment. Using the HP-UX Applications Execution Environment, Alis/HP-UX runs on the same systems that support the technical CAD/CAM packages. This means that your customers only need one system to pull all their job-related tasks together — the HP 9000 Technical Workstation.

With Alis/HP-UX, your customers have:

- *Alis/HP-UX Document Composer* is more than a text editor; the Document Composer pulls together text, graphics, spreadsheet, and database information into a single document. Alis/HP-UX easily edits these various pieces of information, even after they have been integrated into a document.
- *Alis/HP-UX Spreadsheet* pulls together the functionality found in Lotus® 1-2-3® and simple equation-solving to provide excellent analysis capabilities.
- *Alis/HP-UX Graphics Editor* creates both business/data graphics from Alis/HP-UX Spreadsheet data, as well as provides freestyle drawing capability from simple logos to complex engineering diagrams.
- *Alis/HP-UX Personal Database* pulls together the vast amounts of information that exist in technical environments, from project team lists to assembly material lists.
- *Alis/HP-UX Calendar/Time Management* improves efficiency through scheduling and prioritizing.
- *Alis/HP-UX Electronic Mail* pulls your customer's team together to efficiently share ideas and information.
- *Alis/HP-UX Data Exchange* pulls in information from other HP-UX products such as MicroTrak™/HP-UX for schedules and TK!Solver®/HP-UX for advanced equation solving. (See the following articles for more information about TK!Solver/HP-UX and MicroTrak/HP-UX.)

Alis™ is a US trademark of APPLiX, Inc.

Lotus® and 1-2-3® are US registered trademarks of Lotus Development Corp.

MicroTrak™ is a US trademark of SofTrak™ Systems.

TK!Solver® is a US registered trademark of Software Arts, Inc.

Alis/HP-UX supports HP LaserJet PLUS printer

Linda Lewis/BOI

Alis™/HP-UX, a technical office automation package for the HP 9000 Series 300 and 500, now supports the HP LaserJet PLUS printer.

Alis allows users to combine text with graphics, database, and spreadsheet information to accommodate the complex document requirements of the technical environment. One of its features is the ability to see documents on the screen, as they will appear in hard copy, complete with font compatibility and bit-mapped display of graphic images. This provides end users with "what-you-see-is-what-you-get" terminal displays, eliminating the guesswork as to what the final output will look like.

Other supported printer features are multiple fonts per line; superscript, subscript; justification; overstrike; fill patterns; scale and rotate drawings; drawings up to 32 square inches; user selectable graphic resolutions (75, 150, or 300 dpi); and line, bar, stacked bar, pie, and strata charts.

Currently, Alis supports the F (92286F), and J (92286J) font cartridges. In addition, printer sharing is supported via the Local Area Network. For more information, refer to the HP Local Area Network data sheet, P/N 5953-9564.

The standard LaserJet printer will only be supported in text mode. For more information on how Alis works with the HP LaserJet PLUS printer, contact Workstation Sales Development at Fort Collins Systems Division, TELNET 226-2600 or 303-226-3800, ext. 2600.

Alis™ is a US trademark of APPLiX, Inc.

Announcing MicroTrak/HP-UX and PlotTrak/HP-UX for HP 9000 Series 300 and 500

Perry Wells/TSC

MicroTrak™ project management software, already introduced on the HP 9000 Series 200 and Integral PC computers is now available on the Series 300 and 500 computers. This latest port of MicroTrak has an extended feature set allowing unlimited resources within an activity, shell escapes to HP-UX, on-line help screens, and increased data interchange with other HP-UX application software.

These features are in addition to the standard scheduling, real-time project updating, 5000 activities per project, easy-to-learn user interface, and excellent report set.

Plotter output now available

Also available for the first time on the HP 9000 computers is PlotTrak™, the plotting companion program to MicroTrak. This program allows your customers to plot their MicroTrak schedules to HP 74XX/75XX plotters, providing a graphic representation of the linking and timing of the project tasks. Automatic plotting of schedule networks eliminates laborious hand drawing of these charts. This allows the project manager to maintain current up-to-date schedule information.

The MicroTrak/PlotTrak project management software represents a powerful solution for your customers' project management problems.

MicroTrak™ and PlotTrak™ are US trademarks of SofTrak™ Systems.

Announcing TK!Solver/HP-UX for HP 9000 Series 300 and 500

Sharron Viger/TSC

TK!Solver® is the best selling math package on the market today, and now you have it on the Series 300 and Series 500 HP-UX computers. This is the same TK!/SolverHP-UX that is also available on the HP Integral PC and the HP 9000 Series 200 computers.

TK!Solver/HP-UX is an equation-solving package that allows your customer to solve complex mathematical models that cannot be easily done with programming languages, spreadsheets, or calculators. It deals not only with single variables, but with entire equations and sets of simultaneous equations.

How to qualify a potential customer

Knowing how to qualify a potential TK!Solver customer will help improve your ability to sell the package. Ask your customers this question to qualify them for TK!Solver: Do you work with equations on a regular basis? If the answer is "yes," you should sell them TK!. People are faced with a lot more situations that call for mathematics than they realize.

Key features and benefits include:

- *Natural format formulas* — easy to input formulas, no need to reformat or reorder.
- *Iterative and back solving* — you can put formulas in any order; if TK!Solver can't solve the problem directly, it will "guestimate" the final answer.
- *Table and graphical output* — flexible, choose the format for best communication of the results.

- *Built-in unit conversion* — no need to convert elements by hand.

To make the most effective use of this program, four TK!SolverPacks — sophisticated templates for use with TK!Solver — are available. These include Mechanical Engineering, Financial Management, Building Design and Construction, and Introductory Science.

TK!Solver® is a US registered trademark of Software Arts, Inc.

Introducing Picture Perfect for HP 9000 Series 300 and HP Integral PC

Sharron Viger/TSC

Picture Perfect™, the popular HP Touchscreen personal computer graphics software, is now available for the HP 9000 Series 300 HP-UX computers and the HP 9000 Series 300 HP-UX computers and the HP Integral PC. This is the same Picture Perfect that is also available on the HP 9000 Series 200 workstations. Picture Perfect is a data-driven presentation graphics package that produces professional-quality charts.

Key features and benefits

- *Bar, line, pie, and combined bar/line charts* — offers wide choice of formats to effectively display data.
- *Full control of positioning and size of chart elements* — allows you to dress up charts to match a desired style or emphasize a particular point.
- *Multiple charts on one page* — allows combination of interrelated charts.
- *Wide variety of fonts and formats* — allow freedom of style or emphasis of a particular point.
- *Context-sensitive HELP facilities* — never any doubt where you are or what you need to do.
- *Professional output* — management quality for presentation anywhere.

Picture Perfect is a US trademark of Computer Support Corporation.

Diagraph now available for the HP 9000 Series 300 and the HP Integral PC

Sharron Viger/TSC

Diagraph™, the popular presentation graphics software package on the HP Touchscreen personal computer, is now available for the HP 9000 Series 300 HP-UX computers and the HP Integral PC. This is the same Diagraph that is also available on the HP 9000 Series 200 workstations.

Your customers can enhance any presentation using Diagraph to illustrate their ideas and concepts with a wide selection of clip-art drawings. Diagraph is a powerful, easy-to-use program that is ideal for the preparation of organizational charts, forms, signs, word charts, flow charts, and presentation aids.

Key features and benefits

- Over 1,600 symbols organized into categories including graphic aids, geometrics, signs, icons, and pictorials — express yourself in a multitude of ways.
- Free-form line drawing allows you to easily combine the symbols in new and different ways.
- Wide variety of shading and fonts allows you to match a specific style or emphasize a particular point.
- Softkey-driven interface makes it simple to use.

Diagraph™ is a US trademark of Computer Support Corporation.

MemoMaker/HP-UX now on HP 9000 Series 300

Sharron Viger/TSC

MemoMaker, the easy-to-use word processing package that has been so successful on the HP Touchscreen personal computer, is now available to your HP 9000 Series 300 HP-UX customers. This is the same MemoMaker/HP-UX that is also available on the Integral PC and the HP 9000 Series 200 computers.

It is the most widely-used word processor among HP customers today. Designed for people who need occasional word processing, MemoMaker allows your customers to create and revise documents without learning complicated commands. It is the ideal tool for writing memos, business letters or reports.

Key features and benefits

- Optimized for short documents — no in-depth or cryptic commands to learn.

- What you see is what you get — the screen displays exactly what final result will look like.
- Single-screen editing allows ease of use.
- Standard interface across HP family provides commonality between systems.

Introducing Multiplan/HP-UX for HP 9000 Series 300

Sharron Viger/TSC

Multiplan®, the most popular stand-alone spreadsheet on the market today, is now available for the HP 9000 Series 300 HP-UX computers. This is the same Multiplan/HP-UX that is also available on the Integral PC and the HP 9000 Series 200 computers.

Multiplan/HP-UX can help your customers process and manage information quickly and easily. It uses simple commands, has powerful built-in functions to make setting up the model easier, employs overwrite protection of files, and has multiple windows to allow viewing of several parts of the model at the same time. This package will shine for financial and statistical modeling, forecasting, and planning.

Key features and benefits

- Full-word commands and softkeys — Multiplan is easy to learn.
- Powerful built-in functions — trigonometric, statistical, logical, arithmetic, and financial.
- Multiple windows — eight windows allow viewing several parts of the model at the same time.
- Eight different “linked” spreadsheets — allows building large models.
- Extensive context-sensitive on-line HELP.

Multiplan® is a registered trademark of Microsoft Corporation.

Technical office automation configuration

Computer	Operating system	Alia	Micro Trak	Plot Trak	TK Solver	Picture Perfect	Diagraph	Multi Plan	Memo-Maker	Management Solutions*
Integra-PC	HP-UX 2.1 HP-UX 5.0		X	X	X	X	X	X	X	X
Series 200	HP-UX 2.0 or 2.1 HP-UX 5.1		X	X	X			X	X	X
Series 300	HP-UX 5.0 HP-UX 5.1	X	X	X	X	X	X	X	X	X
Series 500	HP-UX 5.0	X	X	X	X					

**The Management Solution includes MemoMaker, Multiplan, and MicroTrak at a 15 percent savings over the combined list prices of the individual products.*

Technical office automation pricing and ordering information

Product number	Product name	Description	US list price
98801U	Alis/HP-UX	Series 500 one to four users Alis/HP-UX license	\$4,000
98802U		Series 500 one to eight users Alis/HP-UX license	6,000
Opt. U04		Upgrade from four to eight users Alis/HP-UX license (user receives \$3,500 credit for purchasing 98801U)	2,500
98801V		Series 200/300, single-user	2,500
98801W		Series 200/300, one to four users Alis/HP-UX license	4,000
45524V	Micro Trak/HP-UX	Series 200/300, single-user	775
45524W		Series 200/300, multiuser	1,550
45524U		Series 500, multiuser	2,500
98800J	Plot Trak/HP-LX	Integral PC	500
98800V		Series 200/300, single-user	500
98800W		Series 200/300, multiuser	1,000
98800U		Series 500, multiuser	1,500
45515V	TK!Solver/HP-UX	Series 200/300, single-user	499
45515W		Series 200/300, multiuser	999
45515U		Series 500, multiuser	1,495
45516V	TK!SolverPacks*	Financial management	225
45517V		Mechanical engineering	225
45518V		Building design and construction	225
45519V		Introductory science	225
45462J	Picture Perfect/HP-UX	Integral PC	595
45462V		Series 200/300, single-user	595
45463J	Diagraph/HP-UX	Integral PC	695
45463V		Series 200/300, single-user	695
45473V	Multiplan/HP-UX	Series 200/300, single-user	395
45473W		Series 200/300, multiuser	695
45420V	MemoMaker/HP-UX	Series 200/300, single-user	245
45420W		Series 200/300, multiuser	495

All of the above HP Integral PC products are available on 3½-inch discs; Series 200/300 products are available on 3½-inch disc or 1¼-inch tape; Series 500 products are available on ¼-inch tape. Order Option 045 for 3½-inch disc and Option 022 for ¼-inch tape.

*TK!Solver is required to operate a TK!SolverPack.

New sales tools available for technical office

Ann Sudduth/TSC

There are a number of new sales tools available to help you sell Alis/HP-UX and other new technical office automation (TOA) software in both the design automation and measurement automation markets.

Technical office automation (TOA) sales tools

P/N	Tools	Description
5953-9595	Alis/HP-UX brochure	Four-color brochure containing an overview of Alis.
5953-9596	Alis/HP-UX technical data sheet	Complete technical specifications for Alis.
5953-9597	TOA software summary	Combines all TOA technical data sheets and configuration information.
5953-7024	TOA software flyer	Lists all TOA products. Targeted for shipments and direct mail.
90581H*	Alis/HP-UX video	Demonstrates all Alis's major capabilities.
5953-9599	HP 9000 software price guide	Pricing information for all TOA software.
(Mailed in 11/15 Momentum)	TOA sales training manual	Complete sales info for Alis and other new TOA software products.

*All videos with a HEART number can be ordered only through the HEART System — Corporate Training Development. Please specify format with: Z for ¾-inch U-matic, V for ½-inch VHS, W for ½-inch Beta.

How to get Alis/HP-UX and other technical office automation support

Steven Kauder/TSC

Technical Software Center's (TSC) technical office automation is pleased to announce that Alis™/HP-UX contractual support has been established as part of new HP 9000 Series 200/300 and Series 500 office tools family support services. These really can benefit your customers by providing them with ongoing support after your initial sales. Your customers will receive the latest product revisions and newest features and they will have Response Center Support to assist them with their questions and problem resolution. Please refer to the Alis data sheet (P/N 5953-9596) for particulars on ordering Alis contractual support. Also remind your customers that HP's support is ranked number one in customer surveys. Alis contractual support should be another winner which increases customer satisfaction.

HP Helpline remains the primary customer contact for technical office automation products for the HP 9000 Series 200 computers and the HP Integral PC. These applications are MemoMaker/HP-UX, Text Editor, Diagraph™, Picture Perfect™, Data Grapher, Graphics Editor, Multiplan®/HP-UX, MicroTrak™/HP-UX, PlotTrak™/HP-UX, TK!Solver®/HP-UX, Calculator/HP-UX, Context MBA™, and The Management Solution.

HP Helpline charges your customers for these products on a per-incident basis. The HP Helpline phone number is 800-858-8867. By January 1, 1986, we will have contractual Response Center Support available for these products on the Series 200 and Series 300 as well as for those products which are ported to the Series 500.

Four products new to TSC technical office automation — 98820A/B/C Statistics Library, 98821A Numerical Analysis, 98815A Graphics Presentation, and 98817A Project Management — are currently supported on a time-and-materials basis from local offices.

All products listed above, for sales rep pre-sales questions, are supported by the Workstation Sales Center in Ft. Collins, Colorado. The sales center phone number is 303-229-2600.

Diagraph™ and Picture Perfect™ are US trademarks of Computer Support Corporation.

Multiplan® is a US registered trademark of Microsoft Corporation.

MicroTrak™ and PlotTrak™ are US trademarks of SofTrak Systems, Inc.

TK!Solver® is a US registered trademark of Software Arts Products Corporation.

Context MBA™ is a US trademark of Context Management Systems, Inc.

New 3278 emulator for HP 9000 Series 200 and 300

Rita Wigglesworth/CNO

Colorado Networks Operation (CNO) has revised the IBM 3278 Display Station Emulator (P/N 98695A and 98795A) to run on the new HP 9000 Series 300 modular computers. The Pascal 3.1-based version (P/N 50955A) provides the same functions as the previous emulation product — bidirectional file-transfer capability for IBM TSO and CMS operating systems and emulation of an IBM 3278 display station.

The emulator operates with bit-mapped and alpha/graphics displays, HP-HIL and 9816/9836 keyboards (US English only), and printers and mass storage devices supported by Pascal 3.1. Your customers can execute the emulator from Pascal 3.1 or boot from the environment disc included in the product. All current Series 200 and Series 300 models, except the 226, are supported. To permit the product to be localized for non-US workstation keyboards and IBM control units, the keyboard and display tables are configurable by an HP systems engineer.

The new emulator replaces both the HP 98695A 3270 coax interface card and the HP 98795A 3278 emulator software.

Obsolescence schedule

<i>HP 98695A, Coax Interface Card</i>			
Removal from CPL:	complete		
Domestic orders:	Accepted until December 31, 1985		
International orders:	Accepted until March 31, 1986		
<i>HP 98795A, 3278 Emulator Software</i>			
Upgrade to Pascal 3.1:	February 1, 1986		
Removal from CPL:	May 1, 1986		
Domestic orders:	Accepted until May 31, 1986		
International orders:	Accepted until August 31, 1986		

Ordering information

P/N	Description	US list price	Availability
50955A	New 3278 Emulator (Pascal 3.1-based version)	\$1,500	8 weeks
Opt. 042	Software on 5½" media		
Opt. 044	Software on 3½" media		

Customers may upgrade their software by purchasing by January 31, 1986, Software Material Subscription (SMS) P/N 98795A+S00 for \$5 per month. Customers ordering SMS during January must include a note in the contract's

special instructions requesting the 98795A Rev. 2.0 distribution. No upgrade kits for the 98695/98795 will be available.

National Instruments offerings for HP Vectra PC

Donna Kimble/ISL

The concept of inserting an IEEE-488 interface card in the IBM PC to control HP-IB instruments is not a new one. Hewlett-Packard has had such a product since April 1985. (That's the HP 61062AA.) And in fact, IBM has been selling such a product since September 1984. They OEM their card and software from National Instruments.

We have now tested the National Instruments GP-IB card for the IBM PC AT and it is fully compatible with the HP Vectra PC. When the National GP-IB card is slotted in the Vectra PC motherboard, its software recognizes the mainframe as an IBM PC AT. In the upper right portion of the screen, the software indicates an IBM PC AT is installed.

Although we believe HP offers an excellent competitive product, we also recognize the installed base of the National Instruments card. An estimated 20,000 units have been sold through IBM and through National's rep organization. You will want to keep informed of coming enhancements to the HP 61062AA, HP-IB Command Library for MS™-DOS, like Compiled BASIC and Lattice C.

Feedback from our customers on the HP-IB Command Library has been excellent. We have seen that even in installations where the National Instruments card is more readily available, users choose the HP solution. They claim our commands and implementation are easier to understand.

Here is a competitive summary of features, which of course doesn't include subjective measures like ease of use. Benchmarks were run in Interpreted BASIC and are for comparison purposes only. Note that National has recently lowered their price to be more competitive with our products. We still look great.

	HP 61062AA	National GP-IB PCIIA
Price	\$400	\$395
Vectra PC performance		
Nelson Benchmark	230.0 ms.	500.0 ms.
Output 1 Character	4.3 ms.	9.9 ms.
Output 255 Characters	6.0 ms.	11.8 ms.
Enter -12.34	6.6 ms.	14.9 ms.
Enter -1.234567E-06	8.2 ms.	19.0 ms.
IBM PC AT performance:		
Nelson Benchmark	315.0 ms	740.0 ms
Output 1 Character	5.8 ms.	13.7 ms.
Output 255 Characters	9.9 ms.	26.0 ms.
Enter -12.34	9.1 ms.	27.8 ms.
Enter -1.234567E-06	11.2 ms.	30.7 ms.
Languages		
IBM/Microsoft BASICA	yes	yes
IBM/Microsoft Pascal	yes	yes
IBM/Microsoft Compiled BASIC	coming soon	yes
Lattice C	coming soon	yes
IBM/Microsoft FORTRAN	application note	yes
Computer Innovations C86	no	yes
Supersoft FORTRAN	no	yes
Microsoft FORTRAN 3.2	no	yes
IBM Professional FORTRAN	no	yes
TURBO Pascal	no	yes
IBM 8086 Assembler	no	yes
Card size	half-height	half-height
Training:	yes	yes
Phone-in support	\$45/hr.	\$60/hr.

Keep in mind that we have another HP-IB Command Library for the HP Touchscreen personal computer family (HP 14857AA). This means we offer language compatibility across the HP personal computer product line.

If you have questions about current support for the HP 61062AA or HP 14857AA, contact New Jersey Division for more information. If your customer has decided to buy the National Instruments GP-IB card, at least you can be assured that it works with the HP Vectra PC. If you need to contact a National Instruments rep, call one of these numbers: 800-531-5066 (National Instruments Sales and Service) or 800-531-4742 (GPIB) (National Instruments Technical Support).

HP Vectra PC runs architectural CADD software faster than IBM PC AT

Conrad Weiss/TSC

The Vectra Running Start Program is pleased to announce that three top performing Architectural CADD software packages now running on the IBM PC AT are 100 percent compatible with the HP Vectra PC. The really good news is that they are all running 30 to 50 percent faster on the Vectra PC.

Autocad[®], by Autodesk[™], Inc. with an installed base approaching 35,000 units and monthly sales nearing 3,000 units, ran at speeds ranging from 32 to 55 percent faster on the HP Vectra PC than on the IBM PC AT. Autocad is the dominant micro package in the AEC CADD market with many software houses using it as a "kernel" for their own applications and utilities to run on. Its rather generic nature makes it an attractive package to write to, and its "household word" marketing image makes it a safe buy in the IBM PC AT software market. Autocad will be a distributed HP product for Vectra. For your local Autocad rep call: 1-800-443-0100, ext. 406.

Cadvance[®], by Calcomp[™], is a high performance architecture-specific CADD package originally developed by P-CAD[®], and recently purchased by Calcomp. It has been highly acclaimed in the architectural trade media and includes many unique end-user features. Speed is one of its major advantages with some end-users reporting speed increases of six times faster than Autocad. Cadvance is available internationally through select regional dealers. Cadvance is a listed HP software product. For your local Cadvance rep call: 1-800-CALCOMP.

Microtecture[®], Inc. is only eight months old in the marketplace, but is moving their Microtecture software at the rate of 100 units per month. Microtecture has earned high praise in the architectural trade media by reportedly "out-shooting" Cadvance. A full-house software bundle costs \$5,000 and performs 2-D, 3-D wireframe, and full office management with library capabilities. Currently, efforts are under way to port Microtecture to the HP Series 300 HP-UX 5.1. Graphics speed on the Model 320 should be very impressive. Microtecture will OEM the HP Vectra PC and will be a listed HP software vendor for the Series 300. Microtecture will sell software for either machine to HP customers. For your local Microtecture[™] rep call: 1-804-295-2600.

The future looks good for these CADD solutions as predicted by International Data Corporation this year. Over the

next two years, 1986 and 1987, the market for micro CADD systems will double each year. Number one will be EE CAD, which will sell 51,000 systems. Number two will be architectural CADD, which will sell 31,000 systems. Number three will be ME CAD selling 17,000 systems. Total CADD sales over the next two years just in these three markets will exceed 100,000 systems.

Autocad[®] is a US registered trademark of Autodesk, Inc.

Cadvance[®] is a US registered trademark of Calcomp, Inc., a Sanders Co.

Microtecture[®] is a US registered trademark of Microtecture, Inc.

P-CAD[®] is a US registered trademark of Personal CAD Systems, Inc.

P-CAD's EE CAD solutions run faster on HP Vectra PC

Conrad Weiss/TSC

P-CAD[®] (Personal CAD Systems, Inc.) offers a powerful and continually evolving series of solutions in the EE CAD arena. They are in a head-to-head battle with FutureNet Corp.[™] for the lead in the EE micro CAD marketplace.

The Vectra Running Start Program is pleased to pronounce P-CAD software 100 percent compatible. And, there's more good news: P-CAD[®] has graphics drivers for both the HP 35741A color monitor and several third party 640 X 480 resolution graphics cards and monitors. This is IBM's Professional Graphics Adapter[™] (PGA) product.

HP is currently evaluating several third party vendors which will allow us to OEM an IBM PGA graphics solution in the near future.

All of the P-CAD software packages are running between 30 to 50 percent faster on the HP Vectra PC than on the IBM PC AT. Run speed is really a good selling point when positioning the HP Vectra against the IBM PC AT on P-CAD's auto-routing package PC-ROUTE[™]. The end user will realize faster board routes, greater productivity, and a shorter payback for his purchase versus the IBM PC AT.

P-CAD offers a host of solutions and libraries including: PC-CAPS, a hierarchical logic design system; PC-CARDS, an interactive PC board layout design system; PC-LOGS, an interactive logic simulator; PC-DRC/NLC, design rules checking and net list comparison program; PC-ROUTE, automatic PC board routing program; CMOS family components library; TTL family components library; Discrete device components library; Motorola[®] CMOS macrocell array library; Microprocessor components library; Motorola ALS-TTL macrocell array library; P-CAD, ASCII I/O interchange format; PDIF, P-CAD database interchange

format; NX-SPICE™, NX-SCICARDS interface package; NX-SPICE™, SPICE™ interface package; NX-TEGAS™, TEGAS™ interface package; NX-MLCP, P-CAD to Motorola CAD system interface; NX-HILO, P-CAD to HILO® simulator interface; NX-CBDS™, P-CAD to IBM CBDS™ interface; NX-CV™, P-CAD to CV™ CADDs III/IV interface; LINEAR, symbols and parts library; Motorola ECL array library; GE® semiconductor arrays and standard cells; TI® standard cells library; LSI CMOS gate array library; and WaferScale Integration gate array library.

P-CAD is an HP listed software vendor. For your local P-CAD software rep, call 408-354-7193. All of these software products are supported on the HP Vectra PC right now. HP has the better personal computer and P-CAD has world class software. They make a great combination.

P-CAD® is a US registered trademark of Personal CAD Systems, Inc.

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Also in this issue

ARA Services chooses HP EGS over IBM offering.

9



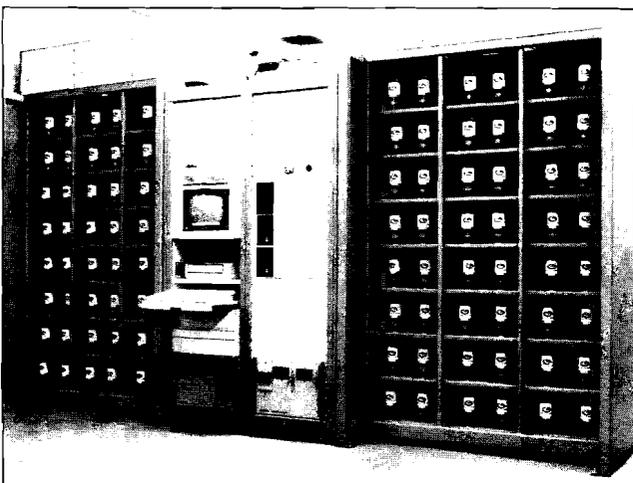
Gates Energy uses HP 3497A for battery testing

Terry DeKalb and Vic Petrosky/LID

Gates Energy, in Denver, Colorado, manufactures a line of sealed lead acid rechargeable batteries. These batteries have high-performance, long-life characteristics over a wide range of temperatures. They are used in both the HP 110 Portable computer and the HP 3421A Data Acquisition/Control Unit.

The Quality Assurance Department of Gates Energy, with the assistance of HP sales rep, Dave Fonda (Englewood, Colorado, Sales Office), has chosen the HP 3497A and a Series 200 controller as the basis for a test system to evaluate the quality and life cycle characteristics of battery production lots. The test system subjects the batteries to a series of 24-hour charge/discharge cycles during which voltage, current, and time of day are monitored by the HP 3497A. The test system then uses these parameters to control the test process. The system runs both short 20-day tests on random samples from each production lot of batteries, as well as long, 300-to-500-day tests on each type of battery in the product line to determine deep discharge cycle life characteristics. Obviously, long term reliability and stability of the test system and its components are critical.

The test stand is pictured below. The HP 3497A configuration consists of one HP 3497A, two HP 3498A extenders, eight 20-channel relay multiplexer assemblies, eight 16-channel digital output assemblies, and five dual output voltage D/A converters. An HP 9920 controller, HP 9133 Winchester disc drive and an HP 2225A ThinkJet printer complete the HP hardware content of the system. One HP-IB interface connects the HP 9920 to the HP 3497A, while a second links the HP 9920 to the disc drive and printer.



Ninety-six batteries at a time are tested, each in an isolated position. Six voltage controlled (0-10V) load cells are at the top of the test stand. Each load cell provides a current sink (0-35A) to 16 batteries in series during the discharge cycle. The batteries are discharged at a constant current. A mercury-wetted relay, devoted to each battery, removes the battery from the discharge cycle when the voltage dropped across it falls below some minimum value. During the charge cycle, batteries are connected in parallel and are charged in sets of 16 at a constant voltage. As a full voltage capacity of each battery is reached, it is removed from the charge circuit.

The HP 3497A scans the batteries every 30 seconds, measuring voltage (during discharge), current (during charge), and time. Power and watt-hours are calculated and stored together with the scanned data for later analysis, graphing and statistical quality control. Relay switching, and power supply and load cell voltage are also controlled by the HP 3497A.

Maximum resolution of 4½ digits, together with a required speed of two scans per second, were easily handled by the HP 3497A. The test stand design, with the HP 3497A, was substantially less money than the originally proposed in-house solution. The system software, written in BASIC, is custom. The ease of use of the Series 200 computer and the power of "Rocky Mountain" BASIC were welcomed by the development team, who have invested around one-half man-year of programming in the system. Ease of interfacing the HP 9920 to the HP 3497A as well as the control card options available for the HP 3497A were also mentioned by Gates Energy as selling points. System engineer George Tyrell's assistance in solving an EMI-related relay problem reinforced HP's reputation for good, responsive, technical support.

Gates is very pleased with the system, which eliminates man-years of painstaking manual data collection. It also allows them to more accurately characterize and test their batteries through larger statistical samples and the reliable and automatic long-term test setups. Their future plans are to build 20 to 30 more test systems over the next 10 years and install them in Gates Energy facilities around the world. They have purchased an HP 1000 A900 computer to be used as the system host, providing archiving, test scheduling, and monitoring functions. Gates Energy Marketing will use one of the next two test systems built for special customer applications testing.

Gates is now in the process of evaluating the HP 3497A and the HP 3421A for use in some of its production test applications.



GENERAL

31389A/B/C HP-IB cables discontinued

Paul Amthauer/DMK

The following HP-IB cable products will be removed from the Corporate Price List on February 1, 1986. The 31389A, 31389B, and the 31389C will no longer be available, but will be replaced by the 10833A, 10833B, and the 10833C. These products are directly interchangeable.

Discontinued P/N	Description	Replacement P/N	US list price
31389A	1.0 meter HP-IB cable	10833A	\$ 80
31389B	2.0 meter HP-IB cable	10833B	90
31389C	4.0 meter HP-IB cable	10833C	100

Customers may order via HEART, or for fast service and quick delivery, via Direct Marketing Division's direct order phone numbers listed in the November 15 issue of *Computer News*.

NETWORKS

SNA 1000 software links HP 1000s to IBM mainframes

Erik Segers/Brussels Sales

Colruyt is one of the major distribution companies in Belgium. They have 250 outlets and are a major IBM user. All outlets are now equipped with an HP 1000 computer for real-time inventory control. In order to link all those HP 1000s to the IBM mainframes, the Belgian project center developed the SNA 1000 software.

SNA 1000 is a Network Gateway software program that allows HP 1000 processors to integrate into IBM's SNA networks, permitting HP terminals or application programs to appear to an IBM host as 3270 terminals. SNA 1000 offers multiple levels of integration into the SNA network:

- It can be configured as a Single Processor Gateway. In this case, it will provide access to the SNA network for only one HP 1000 system. Multiple systems can be configured, each having the gateway software loaded and having a link to an IBM host.

- It can be configured as an Integrated Internetwork Gateway. In this case, it will provide access to the SNA network for all HP 1000 systems configured in an HP 1000 Distributed Systems Network.
- Multiple network interconnections can be configured to the same or multiple IBM hosts. Doing so will allow a single HP terminal to be used as a 3270 terminal on multiple IBM hosts.
- The gateway software can be configured to run concurrently with other applications in a processor, or in extreme cases to run in a Dedicated Processor.

The interconnections of SNA 1000 with IBM use X.25 datacommunications. This communication's method is very flexible, and allows point-to-point connections over leased or private lines, as well as X.25 network connections (such as DCS and Transpac). This means that the interconnected processors can be geographically spread.

How to order HP 2334A stat mux for optimal operation with an HP 3000

Alic Rakhmanoff/GND

The following hardware is *strongly recommended* for proper operation of HP 2334A in "stat mux" configuration with an HP 3000 computer:

- HP 3000 hardware interface: ATP Modem or ADCC
- HP 3000 to HP 2334A cable:
 - HP 40221A for each HP 3000 port associated with one remote terminal.
 - HP 40220A for each HP 3000 port associated with one remote printer.
- "Local" HP 2334A: Modem control interface (Option 123)
- "Remote" HP 2334A: Modem control interface (Option 123)
- Terminal/printer cable: Use standard terminal/printer modem cable.

With this implementation there is total flexibility to switch between leased line connection and packet switching network connection, and between "switching connection methods" (using switched virtual circuits) and permanent connection method (using permanent virtual circuits). It also gives different ways of using remote printers according to data integrity and performance. It also provides better data security and performance.

continued on next page

However, for leased line connection only, HP 3000 ATP Direct Connect and HP 2334A with Option 122 can be used, if no "switching connection methods" are required. But in this case, a high speed remote printer (like HP 2563A) cannot be used with high performance (using HP 3000 terminal-type 18). Remember to always use HP 3000 system software MPE-VE or later version with HP 2334A in "stat mux" configuration.

MASS STORAGE

Trade-in on HP 7935 disc packs

Margo Clausen/DMD

Do you have accounts with HP 7935s that use Copycat or private volumes and do not have their disc packs covered on a service contract? Are these accounts wondering where they can recycle their defective disc packs? Support Materials Roseville provides this service at a cost of \$1,000 per disc pack under P/N 97935-69000, supplying division C200.

Customer orders must be placed through your local sales office. Foreign orders may be handled through Grenoble, France, supplying division 6350. The defective disc pack to be traded in must be received at Support Materials Roseville within 30 days of the order, or the account will be billed for a new disc pack. If additional disc packs are desired, they should be ordered for \$1,530 from Direct Marketing Division by calling 800-538-8787. For additional information on trade in of defective disc packs, customers should contact the nearest HP sales office. Sales offices may contact Jorge Arreygue (ext. 7423) or Sandy Woodward (ext. 7126) in Support Materials Roseville for further information.

HP 7907A disc drive support news

Lil Blankenship/DMD

It is no secret the HP 7907A 41-Mbyte fixed/removable disc drive is targeted for military and security applications that are dependent on the removable disc feature. This allows customers to remove disc cartridges containing sensitive data and store them in locked cabinets, vaults, or other secured storage locations. Many do not realize, however, that similar considerations exist for the fixed disc.

The fixed disc cannot be removed from the mechanism; but with the Media Retention option (RO1) on the service contract, customers can keep their fixed disc and mechanism if

the equipment should fail without having to pay full list price for the replacement. This means that for just \$8 per month, sensitive data stays in customers' possession *and* they can still use HP's Exchange Program to their advantage in replacing the hardware.

Customers who are interested in the HP 7907A, and are concerned about the security of sensitive data on the fixed disc, should be made aware that this option to the service contract exists and that it was developed especially for them. For specific details on this option, refer to the HP CSG Service Price Book (microfiche) under the product heading "7907A."

How to order the HP 7914CT

Paul Eaton/CPB

For the US and Intercon only

The HP 7914CT is a 132-Mbyte disc drive with an HP 9144A cartridge tape drive in a Raven cabinet. In the past, US and Intercon have experienced some difficulties in ordering the HP 7914CT. This has been due to regulatory restrictions regarding shipment of the HP 9144A to these areas and subsequently required Greeley Division (GLD) to ship the HP 9144A as a coordinated delivery.

We at Computer Peripherals Bristol (CPB) now have FCC approval for shipment of the HP 9144A unit to the US and Intercon. This, therefore, alleviates the cumbersome method of ordering the combination of products from two separate divisions. CPB will ship the complete HP 7914CT worldwide beginning December 1, 1985.

Order the 7914CT worldwide as follows:

Product	Description	Factory base price
HP 7914CT	132-Mbyte disc/tape	\$17,000
Options		
015	220v/50 Hz	N/C
140	Delete cart dev	-3,455

The ordering method in Europe has not changed.

CPB also becomes the worldwide supplier of the HP 9144A beginning December 1, 1985.

Also in this issue

Direct mail promotion for HP 7976A to HP 7978B trade-in program

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HP 9142A loan units lead to sales in major accounts

Nancy Matela/GLD

Take the new personal computer tape backup (HP 9142A) loan units into your major account and leave them for evaluation. During the past two months, major account sales reps have seen excellent results. By mid-October, eleven of the sixteen accounts which had completed their evaluation gave the HP 9142A their stamp of approval, and we expect to see significant sales from these accounts.

Ray Rose of the Lawndale, California, office followed what has become a successful procedure for many sales reps. He connected the loan unit with the interface card to an IBM host. By demonstrating the key features and total IBM compatibility and then leaving it for several weeks with the information systems' evaluators, Ray sold the unit. All that work for one unit? Not at all. He is acutely aware of the thousands of IBM personal computers in the account and is sending a mailer produced by Greeley Division to the names on a list he has developed of personal computer users in the account. "Official" acceptance and the pull of the mailer should add up to a very good year for Ray and the HP 9142A.

If you are interested in placing a loan unit in a major account for use on either HP Touchscreen, Vectra, or IBM PC personal computers, call Greeley Division at 303-350-4658. We not only have the new tape backup but also 10-Mbyte, 20-Mbyte, and the new 40-Mbyte high-performance disc drives available for loan. The HP 9142A direct mail piece can be obtained by calling the same number.

PLOTTERS

HP plotters on gurney make the sale

Stuart Schaffer/SDD

IBM Component Technology Division, in Austin, Texas, recently purchased several data display plotters, including the HP 7550A, the HP 7475A, and the HP 7470A. The plotters are now being used as output devices in IBM's laboratory. The most fascinating item associated with the sale was one of the sales tools used: a gurney.



Mike Deeny, Southern Region sales rep, demonstrating the HP 7550A and his gurney.

The IBM division currently uses HP laboratory equipment; however, they had no plotters. A demonstration was arranged to show the HP 3562A Dynamic System Analyzer, and an HP 7550A was connected to offer the customer a complete solution. The gurney was wheeled in and, in the words of Mike Deeny (Southern Sales Region's "free-wheeling" sales rep), "The customer was really excited about the speed and the idea of bringing the plotter along for the demonstration. The plotter quickly became the center of attention and stole the demonstration." As a result, several HP plotters were purchased, and the HP 3562A will be purchased subsequently.

While Mike admits the HP 7550A's high performance actually made the sale, his gurney certainly helped facilitate the demonstration. The San Diego Division (SDD) commends him for his innovative sales techniques. As Mike says, "More sales reps should include a plotter in the field demo. . . with every order include a plotter. . . sometimes the only sale is the plotter." We at SDD couldn't have said it better ourselves.

Congratulations to Mike Deeny, Southern Sales Region, for being the first recipient of a free SDD flight/gym bag. SDD continues to look for customer success stories for small format plotters. If your story is chosen for publication in Computer News or Instrument News, we'll send you a flight/gym bag with the HP logo on one side and the SDD logo on the other.

CalComp increases plotter competition

Jane Kelly/SDD

CalComp, one of HP's tough competitors for the pen plotter market in the US, recently introduced upgrades to their 1040 series drafting plotters. These plotters, called the 1040GT series, feature new firmware called Plot Manager. In addition, CalComp has increased the speed of the CalComp 1042 from 6 inches per second (ips) to 14 ips, which is the same speed as the CalComp 1043 and 1044.

CalComp claims the Plot Manager firmware is capable of increasing throughput *up to 60 percent* compared to earlier versions. This increase is due to pen and vector sorting, which minimizes both pen changes and pen movements.

When competing against the improved CalComp 1040GT series for a drafting plotter sale, remember the following:

HP has a superior reputation for reliability.

The HP 758X family of drafting plotters continues to generate high praise and loyalty from its customers for its superior reliability. What good is a plotter if it is standing idle while awaiting a service representative?

Three independent research studies commissioned by HP San Diego revealed that HP's drafting plotters have a superior reputation for reliability. And for the majority of persons surveyed, reliability was the most important feature they looked for in a drafting plotter.

The speed of the HP 758X is still competitive.

The HP 758X plotters have faster acceleration (4 g versus 1 g) and higher velocity (24 ips versus 14 ips) than the CalComp 104X.

When HP San Diego conducted benchmark tests comparing the HP 7585 with the CalComp 1043 without Plot Manager, the HP plotter was found to be 40 to 80 percent faster. (The benchmark drawings were constructed as a draftsman would; no effort was made to optimize plot time. See the CalComp competitive brief, P/N 5953-9847.)

Thus, if the new Plot Manager firmware program in the CalComp 1040 series does increase throughput by up to 60 percent, this will, at best, only allow CalComp to achieve parity in terms of speed with the HP 758X.

Although we have not yet verified that CalComp has indeed improved the speed of the 1040 series as much as they have claimed, it is safe to assume that the CalComp 1040 is at least somewhat faster. The positioning of the HP 758X family, however, has not changed. The HP 758X family offers an unmatched combination of *high performance* and *high reliability*.

HP 7470A still available

Al Fitzgerald/SDD

The HP 7470A plotter is still available and will be manufactured as long as significant customer demand continues. We expect some of our OEM customers who focus on the scientific measurement market, to continue to order the HP 7470A. Over the next year, the new HP ColorPro plotter should evolve into the preferred choice for most A/A4-size applications.

A new two-page black-and-white data sheet (P/N 5954-7076) for the HP 7470A has been prepared to replace the old data sheet which covered both the HP 7470A and HP 7475A plotters. This data sheet should be in stock in your sales office soon.

Graphics software support for the HP 7550A plotter

Stuart Schaffer/SDD

One of the primary benefits of the HP 7550 is its ability to plot many graphs without supervision from the operator. Because the HP 7550 is a high-performance plotter, it provides the perfect solution for customers needing high-quality graphics, fast throughput, multiple plots, and unattended operation. However, while many software packages support the HP 7550, not all of these packages utilize each of the plotter's advanced features.

Software that supports the HP 7550's automatic sheet-feed function allows the plotter to draw multiple plots while the customer performs other operations at the terminal. Software utilizing a batch process gives the user the option of creating multiple charts and storing them in a batch file. The number of copies of each chart is variable. Spooling software allows the operator to create another graph, or do another task, while the current graph(s) is plotting.

Listed on the facing page are software packages that support the HP 7550's automatic sheet-feed function through either a batch (B) or a spooled (S) process. This list is current as of the date of publication; however, HP 7550 software support is growing so rapidly that it is impossible to supply you with a complete matrix. This list does not constitute an endorsement by Hewlett-Packard of any of the software listed.

TERMINALS

PC BASED SOFTWARE

INTEGRATED	Vectra	HP 150	HP 200	AT&T 6300	DEC Rainbow	IBM PC/XT	IBM AT	TI DPO	Meng PC	B	S
Encore, Ferro Microsystems				X		X				X	

PRESENTATIONS

Chart-Master, Decision Resources	X			X	X	X	X	X	X	X	
Diagraph Ver. 3.2, Computer Support Corp.	X	X	X			X	X				X
Diagram-Master, Decision Resources	X			X		X	X				X
Graphwriter, Graphic Communications	X	X			X	X	X				X
Picture Perfect Ver. 3.2 (see Diagraph)	X	X	X			X	X				X
Sign-Master, Decision Resources	X			X		X	X				X

LARGE SYSTEMS

	HP 3000	HP 9000	Data General	DEC VAX	DEC 40/50	Honeywell	IBM	Pr-Line	B	S
QUEMART, ISSCO Graphics							X		X	X
DISPLA, ISSCO Graphics		X		X	X	X	X	X	X	X
IVISS Manager, ISSCO Graphics							X		X	X
MD-PLOT/Meersk Data (with 600M)							X			X
Presentation Graphics, Arma Applied Electromagnetics	X								X	X
SAS/Graph, SAS Institute			X	X			X		X	X
TELL-A-GRAF, ISSCO Graphics		X		X			X	X	X	X
TELLAPLAN, ISSCO Graphics		X		X			X	X	X	X

HP 2627A terminal discontinued

Cesar Negrette/HPPR

The HP 2627A color graphics terminal will be removed from the Corporate Price List March 1, 1986. The product is being discontinued because the HP 2397A color graphics terminal replaces it functionally at a much lower price (\$3,095 versus \$5,975).

HP's Finance and Remarketing Division (FRD) will offer refurbished HP 2627A's through March 31, 1990. These terminals will be priced at the attractive rate of \$2,650 (US list). Please contact Rhonda Willen (FRD Market Development) at TELNET 720-4165 for ordering and availability information.

The normal five-year support life will apply on the product. Last shipments will occur on May 31, 1986.

PRINTERS

International HP 2603 products now on Corporate Price List

Duane Schulz/VCD

To make it easier to distinguish European and Intercon orders for the new HP 2603A office printer, we have added several "international" HP 2603A product numbers to the Corporate Price List effective December 1. Since the HP 2603A features user-selectable international voltages, these units differ only in the power cord included in the carton. All current HP 2603A product numbers are listed below.

P/N	Nationality/Version	HP power cord number
HP 2603A	US/Standard version	903
HP 2603AB	European version	902
HP 2603AG	International version for Australia, Argentina, New Zealand, Uruguay	901
HP 2603AK	Intercon version	NONE
HP 2603AQ	Swiss version	906
HP 2603AU	United Kingdom version	900
HP 2603AY	Danish version	912

If you have questions regarding any of these versions, please contact HP Vancouver Business Development.

HP 2628A terminal off Corporate Price List

Cesar Negrette/HPPR

The HP 2628A word processing display terminal will be removed from the Corporate Price List March 1, 1986.

Many of the terminal's features (with the exception of HP Word capability) are found on the new HP 2390-series terminals.

HP Word capability is available on the HP 150B/Touchscreen and Touchscreen II personal computers. Refer to the October 15, 1984, and May 1, 1985, issues of *Computer News* for further information.

HP's Finance and Remarketing Division will offer refurbished HP 2628As through March 31, 1990. The units will be priced at \$2,300 (US list). For availability and ordering information, please contact Rhonda Willen at FRD (TELNET 720-4165).

The HP 2628A will carry a five-year support life extending through March 31, 1991. Last shipments from Hewlett-Packard Puerto Rico will take place on May 31, 1986.



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