

data systems newsletter

For HP Field Sales Personnel

FRANKFURT

BEINHARDT HELMUT

Volume 2
No. 4

December 15
1974


DIVISION NEWS

9600 TRAINING UNBUNDLED

by Dick Anderson

After reviewing our training policy and evaluating the different alternatives, we have decided to unbundle all 9600 series customer training. Along with this decision, we have decided to reduce the cost of 9600 training courses from \$150/day of training to \$80/day of training. This provides several benefits. One is that it allows us to be consistent across the line for 2000, 3000, as well as the 9600MX. This allows the systems to be priced lower than they would have been with the training course bundled into the price. Not having to buy the course for each system is consistent with our sales strategy to expand volume business. Finally, since the RTE will be serving a broader role in our product line, unbundling allows flexibility in the range of courses we develop and the timing of when the customer takes them.

This change is effective January 1, 1975, and all future quotations should have 9600 customer training quoted as a separate line item. As usual, all outstanding quotations issued prior to December 31, 1974, will be honored for 30 days after the date of the quotations. To prevent field support problems, your customers should understand the importance of proper training and that HP will not give them personal on-site training at no charge. This policy is of benefit to your customers since they can now choose the courses they need without paying a premium system price for those they don't need.

I hope that you will give us your support on this change and manage it to be a benefit to both you and your customers. 

OEM SALES TEAM

by Ed Hayes

(See Organization Chart on page 3)

This is your worldwide OEM sales team. Three OEM

All prices quoted in this Newsletter
are domestic USA prices only

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Design Centers who are producing the new Leader in Technology products that lead the pack in price and performance.

On top of that you have the best OEM Agreement - period! This gives our new combined Computer Systems Group the opportunity we have all waited for to close new OEM's at a record rate.

(Continued on page 2)

OEM SALES TEAM - (Continued from page 1)

Recently at Cupertino your OEM team was strengthened by the addition of three new Product Managers.

TOM MEYER

Came on board October 1. Initially, *Tom* will work with me on OEM customer analysis and component sales ideas. He will eventually join one of the product teams.

Tom's background includes the U.S. Naval Academy, Harvard and 2-1/2 years with HP. His HP experience includes Corporate, Microwave and EPG Group Planning.

BOB BOWDEN

Came on board in June. *Bob* is assigned to the 2640 program and has recently been in the field helping sell 2640's at key accounts and representing Data Systems and the 2640 at the Canadian National Computer Show.

Bob's background includes MIT, Harvard and two years at Honeywell. You'll be seeing more of him on the December NPT.

JIM HERLINGER

Joined us in mid-September from AMD. *Jim* is a member of the new disc program which is allowing us to go after the OEM disc customers for the first time.

Jim's background includes marketing experience at AMD for three years. Before that, *Jim* was one of the original design engineers on the 7900A program which has been such a key part of our OEM and systems programs. Stanford and University of Michigan took up the rest of his time.

HOWARD COLEY

Joined us November 1st. *Howard* is working with the 21MX team and is our microcode man.

Howard's background includes 3-1/2 years with Cupertino and Mountain View development labs where he worked on various system products. *Howard* came to HP with 10 years of computer experience and both attended and taught Programming at the University of Pittsburgh.

BOB DANIEL

Joined us in August from the Cupertino Lab. *Bob* is the third member of your disc team. His initial efforts have been disc pricing, competition, putting together the peripheral portion of the recent Neophyte course receiving the best speaker award at the NEREM Show.

Bob's background includes ten years with IBM and ISS where he worked in both development and marketing of peripheral products.

DAVE CARVER

Came on board in August and joined the 21MX product team. He started out by doing the DMS competitive analysis and is handling your data communication components.

Dave's background with HP has been as a summer hire with Cupertino while doing his thing at Stanford. You'll be seeing *Dave* on future NPT's.

As you can see, we have a strong team to help you sell OEM in 1975. We've got the products, we've got the prices and we've got you -- so let's do it now!! Sell OEM!!



SELLING SYSTEMS MADE EASIER — THE END OF LICENSE AGREEMENTS

by Bill Krause

To make your job of selling as easy as possible, we have decided to eliminate the hassle of getting license agreements signed. Effective January 1, 1975, licensing agreements for HP proprietary software with the exception of Education Application software, will no longer be required. Instead, HP will copyright software operating systems, languages, utilities, and application program. This removes license agreements as being a sales obstacle and still affords HP the protection against indiscriminate copying or misuse of HP software. Also, this is consistent with our sales strategy to further expand our volume business.

Customers will be allowed to purchase this copyrighted software for a charge which may be discounted according to appropriate OEM and end user quantity discount schedule. HP copyrighted software may not be

copied onto any media (i.e., Magnetic Tape, disc cartridge, paper tape, ROM, etc.) except for archive purposes. HP grants to OEM customers the right to duplicate software once for each 2100A, 21MX or 3000 CPU purchased and designated as OEM equipment. It is not necessary to note on quotations that HP software is copyrighted, but upon shipment copyright labels will be on all software in a conspicuous manner.

Hopefully this new policy will allow us to increase our selling efficiency and result in more system orders for you and HP. If there are any questions regarding this policy, contact your friendly Regional Sales Engineer.

HAPPY SELLING!

OEM ACCOUNTS HITS NEW RECORD

by Ed Hayes

OEM accounts reached a new record as of November 1, 1974. Your Computer Systems Group has 166 OEM's worldwide!!!!!!

(Continued on page 4)

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

OEM
MARKETING

BOISE

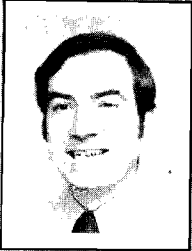
LINE PRINTERS
TAPE

JUDY SULLIVAN



CUPERTINO

CPU
DISC
INTERFACES
TERMINALS



ED HAYES

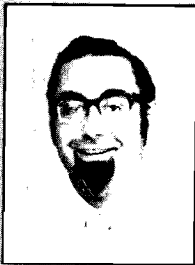
GRENOBLE

OMR
DATA ENTRY

SYLVIA RAUMAKER



21MX



LARRY LOTITO

2640 TERMINAL



BOB KADARAUCH

COMPONENT
MARKETING



TOM MEYER

7905 DISC

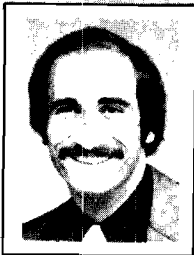


VIJAY KAPOOR

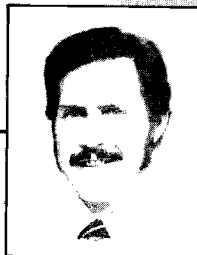
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DAVE HANCOCK



WAYNE GARTIN



LEROY NELSON



TOM ANDERSON



BOB DANIEL



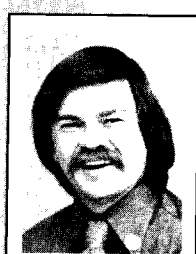
DAVE CARVER



HOWARD COLEY



BOB BOWDEN



JIM HERLINGER

OEM ACCOUNTS HITS NEW RECORD -
(Continued from page 2)

Neely	-	44
Europe	-	40
Eastern	-	34
Southern	-	21
Midwest	-	19
Canada	-	5
Intercon	-	3

and the curve is still climbing. Thanks to your efforts, we raised our goal for 1974 twice from 130 to 150 to 170. With the best products ever in Cupertino's history for you to sell OEM in 1975, we are looking for 275 accounts by November 1, 1975.

Congratulations to all you OEM tigers and thanks again for selling OEM! [hp]

PRODUCT NEWS

21MX PRODUCT STATUS

by Wayne Gartin

Several questions have been asked recently concerning the actual status of the 21MX product line--which pieces are on the coporate price list and the availability schedule. Listed below are the products, their current status or the date that they will appear on the lists.

PRODUCT NUMBER	PRODUCT	ON C.P.L.?	ON AVAIL. SCHED?
2105	M/10	yes	yes
-003	Fast Fortran	yes	Dec. 1
-005	WCS	yes	yes
-014	Disc Loader ROM	yes	yes
-015	230 volts	yes	yes
2108	M/20	yes	yes
-003	FFP	yes	Dec. 1
-004	Dynamic Mapping	yes	March delivery
-005	WCS	yes	yes
-006	DMS+FFP	yes	March delivery
-014	Disc ROM	yes	Dec. 1
-015	230 volts	yes	yes
2101	X/1 Memory	yes	yes

-001	Dual Channel P.C.	yes	yes
-003	Memory Protect	yes	yes
-008	8k module	yes	yes
-016	16k module	yes	yes
2102	X/2 memory	yes	yes
-001	DCPC	yes	yes
-003	Memory Protect	yes	yes
-004	4k module	yes	yes
-008	8k module	yes	yes
2124A	MX/55 (16k X/1)	yes	yes
-003	FFP	yes	yes
-004	DMS	Dec. 1	Dec. 1
-005	WCS	yes	yes
-006	DMS+FFP	Dec. 1	Dec. 1
-008	8k of memory	yes	yes
-014	Disc ROM	yes	yes
-015	230 volt	yes	yes
-108	8k memory module	Dec. 1	Dec. 1
-116	16k memory module	Dec. 1	Dec. 1
2124B	MX/55 (8k X/2)	Dec. 1	Dec. 1
-003	FFP	Dec. 1	Dec. 1
-004	DMS	Dec. 1	Dec. 1
-005	WCS	Dec. 1	Dec. 1
-006	DMS+FFP	Dec. 1	Dec. 1
-014	Disc ROM	Dec. 1	Dec. 1
-015	230 volts	Dec. 1	Dec. 1
-204	4k memory module	Dec. 1	Dec. 1
-208	8k memory module	Dec. 1	Dec. 1
12892	Memory Protect	yes	yes
12897	Dual Channel Port C.	yes	yes
12898	DCPC for extender	yes	Dec. 1
12929	21MX components	yes	Jan. 1
-001	Memory Expansion Mod.	yes	March delivery
-002	Dynamic Mapping Instruc.	yes	March delivery

(Continued on page 5)

21MX PRODUCT STATUS - (Continued from page 4)

PRODUCT NUMBER	PRODUCT	ON C.P.L.?	ON AVAIL. SCHED?
-003	FFP w/software	yes	March delivery
12944	Power Fail Recovery	yes	yes
12945	User control store	yes	Dec. 1
12976	Dynamic Mapping System	yes	March delivery
-003	add Fast FORTRAN	yes	March delivery
12977	FFP for 21MX	yes	Dec. 1
12978	WCS	yes	yes
12979	I/O extender	yes	yes
-010	Second I/O extender	yes	yes
-015	230 volts	yes	yes
12990	Memory Extender	yes	March delivery
-001	PFR	Feb. 1	March delivery
12991	Power Fail Recovery	Feb. 1	March Delivery
12992	Disc ROM loader	yes	Dec. 1
12993	Memory System Cable	yes	yes
12994	4k X/2 memory module	yes	yes
12997	16k X/1 memory module	yes	yes
12998	8k X/2 memory module	yes	yes
12999	8k X/1 memory module	yes	yes

(hp)

NEW 21MX INSTRUCTIONS HELP OEM

by Ed Hayes

One of HP's oldest and largest OEM's in the Eastern Sales Region recently took delivery of a 21MX (2124B). After getting some experience with the MX in the DOS III mode, he installed his system in place of the 2100A. Execution time was equivalent.

Since his application involves handling byte-oriented data, he substituted two 21MX instructions, Byte Store and Byte Load, for his 2100A routines. His system now runs 2% to 10% faster, depending on which of his two

programs are used. He still has three other byte instructions to try, plus microcode!

Remember, you've got price and performance going for you now with the 21MX (and 2640). Close those new OEM's. (hp)

2640A — COMMUNICATIONS PROTOCOL USE ON HP 2000E F 3000 SYSTEMS

by Bob Kadarauch



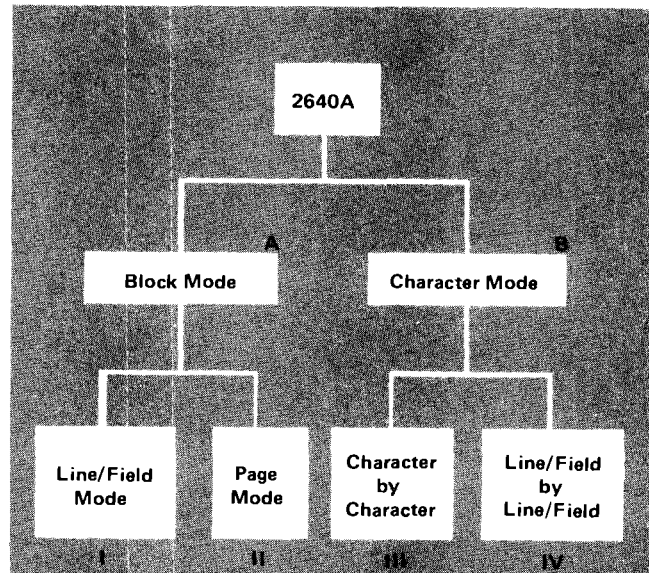
In addition to the normal *character* and *block* mode operation, the 2640A supports '*line*' mode operation. Because of the particular advantages of line mode in conjunction with our 2000F and 3000 systems, almost all of the 2640A features are usable with our '*character mode*' time sharing systems. *By being aware of how this feature operates you will be able to successfully sell 2640's for use on HP 2000/3000 systems against the cheaper 'glass teletypes' available from the competition!*

In order to understand these advantages, let's first review the *four* 'operating modes' of the 2640A:

The 2640A is set to *block* [A] or *character* [B] mode by means of the BLOCK MODE key on the keyboard. When depressed the terminal is set to block mode (A).

Within *block mode* (A), the terminal is defined to be in *line/field* (I) or *page mode* (II) by means of a jumper on the keyboard interface PC card. The terminal is shipped with the jumper installed (line/field mode (I)).

Within *character mode* (B), the terminal operates *character by character* (III) using CRLF keys at end of each line (like the mini-bee) on *line/field by line/field* (IV) when the ENTER key is used instead of the normal CRLF. (hp)




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2640A - COMMUNICATIONS PROTOCOL USE ON HP 2000E/F/3000 SYSTEMS - (Continued from page 5)

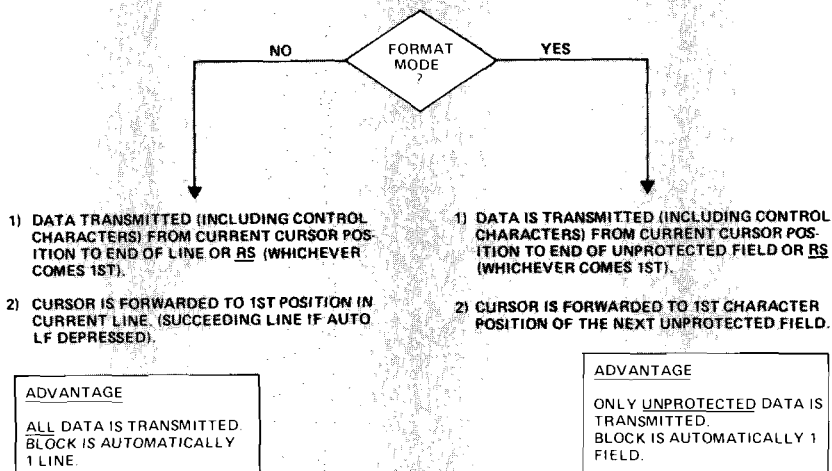
The following diagrams illustrate what happens when using the ENTER key in modes I, II, & IV. The 2640A data sheet describes the communications protocol in more detail:

In summary, HP 2000/3000 users (in 'character mode' (B)) can take full advantage of the 2640's editing capabilities by building the programs/data *off-line* and *then* going on-line (REMOTE key) and transmitting the program/ data to the computer by using the ENTER key

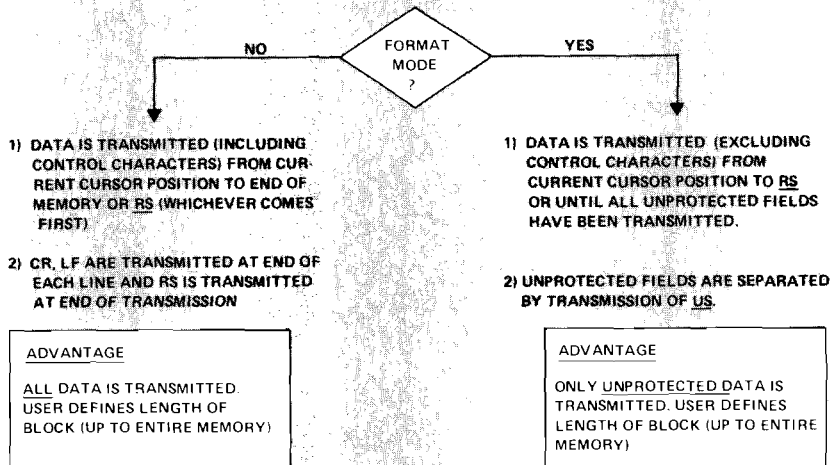
(which repeats if held down). This very powerful feature makes the terminal look like its operating in 'page mode' as far as the user is concerned (although the system software is chewing up characters a line at a time). In other words all the capabilities of the terminal like display enhancements, format mode, editing function keys and alternate character sets are usable in both character (B) or block (A) mode. *Sell your HP 2000/3000 customers on these features; whether the terminal is being operated in block or character mode is incidental.*

SELL THE 2640A 

**COMMUNICATIONS PROTOCOL
(use of ENTER key)
LINE/FIELD MODE (I)**



**COMMUNICATIONS PROTOCOL
(use of ENTER key)
PAGE MODE (II)**

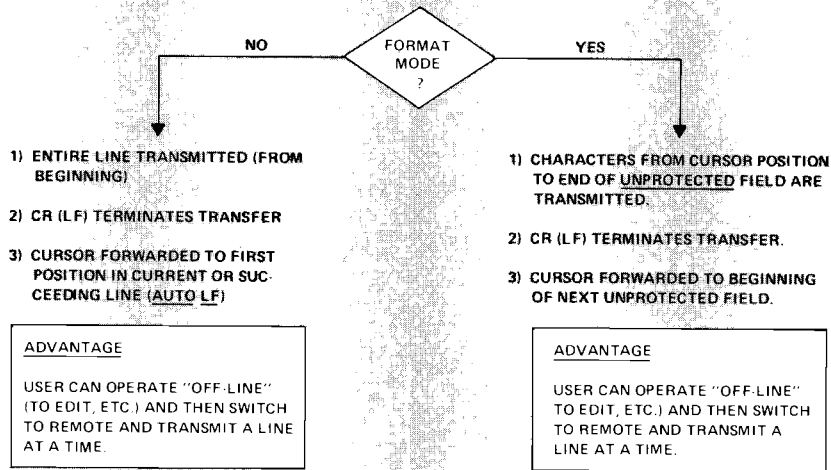


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COMMUNICATIONS PROTOCOL

(use of **ENTER** key)

LINE/FIELD BY LINE/FIELD (IV)



NEW 7261A-DOS-III B DRIVER RELEASED

by *Hugh Amick*

As promised in an earlier NEWSLETTER, we now have a DOS-III-B Driver that supports the select hopper and bell on our 7261A OMR. Order the new DVR-15 via an IOS through Cupertino as follows:

Binary Tape	24307-16017
Source Tape	24307-18073
Listing	24307-19010
Manual	24307-90020

The 7261A is now fully supported under DOS-III-B and RTE so included an Optical Mark Reader in your next systems configuration. They're flexible and cost-effective!

TWO NEW SOFTWARE SUBROUTINES AVAILABLE FOR 7203A GRAPHIC PLOTTER

by *Tom Tremble/San Diego Division*

Two new plotter control subroutines are available from the San Diego Division to handle scaling, pen moves, and timing of the 7203A Graphic Plotter.

The first is written in BASIC/3000 for use on HP3000 Models 100 and 200. A paper tape of the subroutine is available as Option 006 when ordering a 7203A, or

separately as part number 07203-18002. Both are priced at \$20.

A similar subroutine written in GE BASIC for MARK III Timeshare Systems is available as part number 07203-18004, also \$20.

3000CX DECIMAL ARITHMETIC HARDWARE

by *Carl Flock*

Ten new HP 3000 microcode instructions are available with the December price list, as the 30011A option 001. This is the second major instruction set expansion for the 3000 in less than a year. The first, of course, was Extended Precision Floating Point microcode.

Expanded Instruction Set-Decimal features:

- Microcode in bipolar memory for
 - Conversions between packed decimal numbers and external decimal (ASCII) numbers
 - Conversions between packed decimal numbers and multi-word binary numbers
 - Packed decimal add, subtract, compare
 - Packed decimal right shift, left shift, and normalizing left shift
- Provides a 6 to 40-fold increase in instruction performance over simulations
- Requires no software changes

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3000CX DECIMAL ARITHMETIC HARDWARE - (Continued from page 7)

The 30011A-001 Expanded Instruction Set-Decimal, consists of a single plug-in circuit board and is designed to provide the efficiency necessary for commercial programs written in RPG or COBOL.

The price of the 30011A-001 is \$4,250 if purchased alone, but is substantially discounted when purchased in the Commercial options on the HP 3000CX, models 100CX, 200CX, or 300CX. The hardware is a *must* for commercial programs written in RPG OR COBOL.

RPG/3000 MAKES BIG HIT

by Harry Leslie


RPG/3000 is here! Santa Rosa Junior College has been the RPG/3000 test site since September. Their old system, an IBM model 20, couldn't keep up with the load they were putting on it. The use of the HP 3000 has had dramatic effects on both the teaching and administrative side of their work:

- The number of RPG, COBOL and BASIC students has doubled
- The amount of work each student gets done has doubled
- Government allowances have been increased because of added enrollment
- Reports are more timely because access to the machine is faster
- Better service for new administrative reports
- Program conversion has been simple
- Very few compiler problems were found - those were quickly fixed
- Overall improvement of 5-10 times in throughput

Paul Peterson, the Data Processing Manager at Santa Rosa has been elated over the performance of the HP 3000. He finds it has been letting them grow as fast as they want to without a proportionate increase in cost.

The old administrative programs are mostly in RPG. A couple of RPG/3000 bugs were found during the conversion, but they were easy to circumvent and were quickly fixed.

The RPG programming class taught at Santa Rosa has been running exclusively with RPG/3000. They have not found a single bug, and at the halfway point in the class they had already written and debugged as many RPG programs as any previous complete class.

RPG/3000 is a winner! 

12996 PAGE PRINTER INTRODUCTION

by LeRoy Nelson

THE FAST, LOW COST PEGTA PAGE PRINTER HAS BEEN INCORPORATED INTO A SUB-SYSTEM FOR USE WITH 2160 AND 2300X COMPUTER SYSTEMS WITH COMPLETE SYSTEM SOFTWARE.

THE 12996A PAGE PRINTER SUB-SYSTEM OFFERS THE CUSTOMER AN 80 COLUMN PRINTING CAPABILITY AT 240 LINES PER MINUTE ON A SINGLE COPY SHEET. THIS IS A NON-IMPACT DOT MATRIX PRINT ON A SINGLE COPY PAPER. THE THERMAL PRINT MECHANISM IS QUIET AND CAN BE USED IN AREAS WHERE THIS FEATURE IS DESIRED. THE 9866A PAGE PRINTER HAS A 64 ALPHANUMERIC CHARACTER SET IN A 5 X 7 DOT MATRIX FORMAT.

THE LIST PRICE FOR THE SUB-SYSTEM IS:

12996A PAGE PRINTER	40700
12597A-806 INTERFACE	555
9866A PRINTER	3145

THE PRICING HAS BEEN APPROVED AND WILL APPEAR IN THE JAN 1 CORPORATE PRICE LIST. THE DATA SHEET WILL BE AVAILABLE DURING DECEMBER AND UNITS WILL BE READY FOR DELIVERY IN LATE JANUARY OR EARLY FEBRUARY. 

EDUCATIONAL NEWS

LET THE USERS DO SOME SELLING!

by Carol Scheifele

It was an experiment! Could we assemble a significant number and variety of HP educational users together in one place at one time and hold a *worthwhile* meeting.

It was a success! The first All Users Meeting of the HP Educational Users Group attracted 16 speakers and 80 attendees from around the U.S. and Canada. They gathered in Minneapolis, Minn. to share their experiences and their pleasure at having an HP computer to instruct their students and/or administer their academic affairs.

The afternoon was busy with three sessions running concurrently. Topics ranged from pure practical - "The Flexibility and Classroom Applications of the HP 7260A Card Reader", "Standard Fortran IV for the 2000F" to philosophical "How We Got There - Arrival at a Decision to Implement CAI", "Grappling for a Measure of Goodness - The Politics and Priorities of Making Terminals Available to Students". At the end of the

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LET THE USERS DO SOME SELLING!-(Continued from page 8)

meeting an impromptu demonstration of a voice synthesizer (part of a user's initial reading development program) generated so much enthusiasm that the bartender for the cocktail hour was standing behind an empty bar for half of the hour. Users finally left the sessions and shared libations and dinner. A showing of computer generated films stirred the imaginations of all and pleasantly concluded the events of the day.

"When are you going to have the next meeting?", several users questioned. Plans are for another half day meeting April 22, 1975. This is scheduled before the popular annual meeting of the National Council of Teachers of Mathematics in Denver, Colorado. Attendance should be even better.

You will be notified of this meeting. Consider sending your key prospects. Those attending the Minneapolis meeting were thoroughly impressed with the educational community of HP users and our products.

GOVERNMENT GRANT HELPS COMPUTER CENTER

by Paul Myhre

An HP 2000E time-share computer system and its related terminals were purchased for Embry-Riddle Aeronautical University with help from a Matching Funds Grant from the Department of Health, Education and Welfare.

Students in the introductory Computer Technology course will have access to the computer to develop concepts of programming and general computer usage. Future plans include application of modeling techniques to allow better management analysis and control for the university administrative functions.

As of now, the university has a Batch IBM system/3, the 2000E time-share computer and two analog computer systems. Not bad for a growing small university! [42]

ABS0 SHOW

by Paul Myhre

Two field engineers and one SE from the Southern Region, Ed Wilson, Stan Segal and Del Kittendorf, joined by Dennis King and Paul Myhre of Data Systems represented HP at the Annual Association for School Business Officials (ASBO) meeting in Miami last month. With terminals to both a 2000F and 3000, demonstrations were available, permitting the operator to look at instructional and/or administrative software. Due to the type of attendees, most of those who stopped were interested in the administrative software.

The attendance at the 3 day show was about 4,000. HP exhibited with a 10' x 30' booth. It was our first participation in this type of show involving the business officials, administrators, directors and school management personnel, rather than instructors.

Many customers commented that they were glad to see HP exposed to the "decision maker" people, as their exposure to HP and its' products is not as extensive as it is for the instructional personnel.

HP was the only pure minicomputer manufacturer exhibiting at ASBO. IBM showed its EPIC software; Burroughs had a B1700 system and demonstrated administrative software; NCR and McDonnell Douglas had no hardware, but advertised administrative systems.

We gathered about 30 good sales leads mostly from east coast and midwest attendees and managed to distribute almost a thousand "TOADS" buttons and posters. The show was somewhat unique in that few people were interested in just collecting literature. The educators were either very interested in our products or they did not stop by the booth at all. Hence, nearly all the leads were checked "Have salesman call"! [42]

SYSTEMS ENGINEERING NEWS

GROUP FUNCTION — TIME SHARE BCS ASSEMBLER AND 2000 CONTRIBUTED LIBRARY

by Mel Brawn



L—R Brenda Mapp, Sylvia Cohen, Vickie Thompson, Mel Brawn, Larry Smith, Dave Bunch, Gary Koerzendorfer, Virginia Loyola.

The 2000 Contributed Library Group Manager is Ginny Loyola. She handles the Basic Library Brenda Mapp

(Continued on page 10)

GROUP FUNCTION – (Continued from page 9)

handles the non-Basic Library. Brenda joined HP full time this July. She has an MBA degree from the University of California. *Vickie Thompson* is the Contributed Library Secretary. She is responsible for the correspondence and much of the day to day activity. It is our goal to help make the contributed library an effective sales tool. We are now planning the techniques to allow you to exploit it more fully.

The technical group has responsibility for the Time Share systems and BCS, as well as the training support on the 2100 and 21MX Assembler.

Gary Koerzendorfer joined HP in June with a BS in EE and Computer Science from the University of California Davis. Gary developed the course, and has just completed the first implementation of the new 21MX assembler course.

Larry Smith moved up from Fullerton the first of November. He has a significant background in training and programming. Larry's primary activities will be on the time share systems. His talent and experience will certainly help to make the communication capabilities of the 2000G a supportable and sellable product.

Dave Bunch provides our primary support for the time share applications. His field experience in the Midwest was heavily involved in time share activities and training. He supports the BCS and Time Share products.

Sylvia Cohen is our Group Secretary. She not only makes our days more enjoyable, but more productive as well.

We are all committed to helping you sell and support these products. [HP]

INTERNATIONAL NEWS

FIRST 21MX OEM AGREEMENT SOLD IN JAPAN

by Kai Min Wu

YHP Field Engineer, *Kazuo Okada*, landed a first OEM agreement with 21MX computer in Japan.

Customer:	Ono Sokki Works (Ono Measurement Instrument Works)
Quantity:	5
Dollar Value:	\$250K
Application:	Digital Control



From left to right: Mr. Okada, Miss Kurosawa, Miss Murayama -- YHP

Our congratulations to Kazuo! [HP]

POTPOURRI

NOW HERE IS A SUCCESS STORY

by Hugh Field

The following article appeared in the Letters to the Editor section of a recent edition of *COMPUTER-WORLD*.

Rochester, Minn.

THEY DID TWICE THE WORK AT HALF THE COST IN INDIANA

It continues to amaze me that stories like "TP Monitor Separates Student, Administrative Data" [CW, Aug. 21] are written and published.

The case in point is not only rather unremarkable, it is grossly inefficient (by non-IBM standards at least)! Systems have been on the market for 10 years (like the Burroughs 5500) which do multiprogramming without the atrocity of fixed partitioning of main memory.

As a counterexample, we are presently using a 128K Hewlett-Packard 3000. This system is currently averaging three to seven simultaneous multiprogrammed jobs and supporting 12 terminals simultaneously (including seven CRTs).

Students, faculty and administrators all use the system at the same time and no one is in a bind for core space. Administrative applications include payroll, accounts payable, budget accounting, notes payable, alumni records, student loans, admissions records, catalog, class schedules, registration, student schedules and grades and class rosters and scores.

(Continued on page 11)

NOW HERE IS A SUCCESS STORY — (Continued from page 10)

Ninety-five percent of this work is done remotely in the administrative office or classroom.

We are probably doing twice the work at half the cost compared with Lorain Community College. Yet such stories continue to persuade people that teleprocessing out of fixed partitions under DOS (or OS) is a reasonable and cost-effective thing to do.

If you don't have an interest in perpetuating archaic and inefficient modes of operation, please write some stories on the alternatives.

Thomas R. Harborn
Director
Computing Center

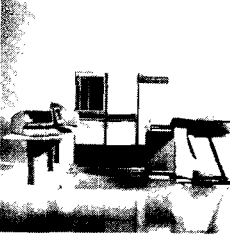
NOTE: Anderson College is Application Brief #19 in the July 1974 edition of the HP 3000 Application Briefs. Not mentioned in the brief is their usage of COBOL, IMAGE, and QUERY. [42]

NEW HP 3000CX MINI DATA CENTERS AD

by Carol Budkowski

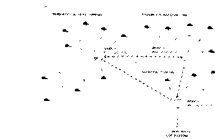
Pictured below is the first in the 3000CX ad campaign starting in December. This ad will appear in COMPUTER DECISIONS, COMPUTERWORLD, DATAMATION, ELECTRONICS and INFOSYSTEMS. Watch for future ads on the 3000CX. [43]

HP 3000CX Mini DataCenters




A big idea doesn't have to be big.

What's the big idea? HP 3000CX Mini DataCenters are the answer. They're the smallest, most powerful minicomputer system available. They're the most flexible, most expandable, and most cost-effective. They're the most reliable, most secure, and most user-friendly. They're the most powerful, most powerful minicomputer system available.



The world's most powerful minicomputer system. The HP 3000CX Mini DataCenter is the smallest, most powerful minicomputer system available. It's the most flexible, most expandable, and most cost-effective. It's the most reliable, most secure, and most user-friendly. It's the most powerful, most powerful minicomputer system available.



**HP minicomputers.
They work for a living.**

HEWLETT hp PACKARD

HEWLETT hp PACKARD

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HP 3000 DESIGN IS RECOGNIZED BY ACM PANEL



by Steve Tritto

On November 12, 1974, HP participated in the international convention of the Association for Computing Machinery, held in San Diego (ACM-74).

Bill Foster, R&D Manager for the HP 3000 presented a technical discussion on the "THE EVOLUTION OF MINI COMPUTERS". The presentation was very well received by the attending audience of sixty. So much enthusiasm was generated that more than 300 people attended our hospitality suite that evening. This, in contrast to five people attending a similar gathering held by DEC, the previous evening.

At one session, the ACM panel stated that "There are no valid reasons for continuing to design and build non-stack architecture systems in the future". The panel recognized only two computer manufacturers as having a true stack architecture at this time - BURROUGHS and HEWLETT-PACKARD, the latter being exclusive in small scale systems (B5500 and HP 3000).

Another technical panel concluded that since we don't code in octal anymore, assembly languages are no longer significant. The HP 3000's algol-like Systems Programming Language is another example of a modern "machine language" at a higher level than traditional assembly languages.


During the evening, Larry Hartge showed off our 2640, the new intelligent terminal from HP. This, too, was very well received by our guests.

All in all, the occasion served to spread the faith of HP's contributions to the computer industry. The ACM's general membership is a highly prestigious one and continued interest in HP Computer Systems can be expected.

Tom Bailey, Deme Clainos, Jerry Allen and all the guys in the Neely Sales Region did a terrific job of pulling everything together, and making the event a great success. We look forward to similar successes in the future. [44]

WATCH THAT FIRST STEP!

by Editor

A Neely salesman became so excited over receiving a large order that he received a little unexpected publicity for Hewlett-Packard. 

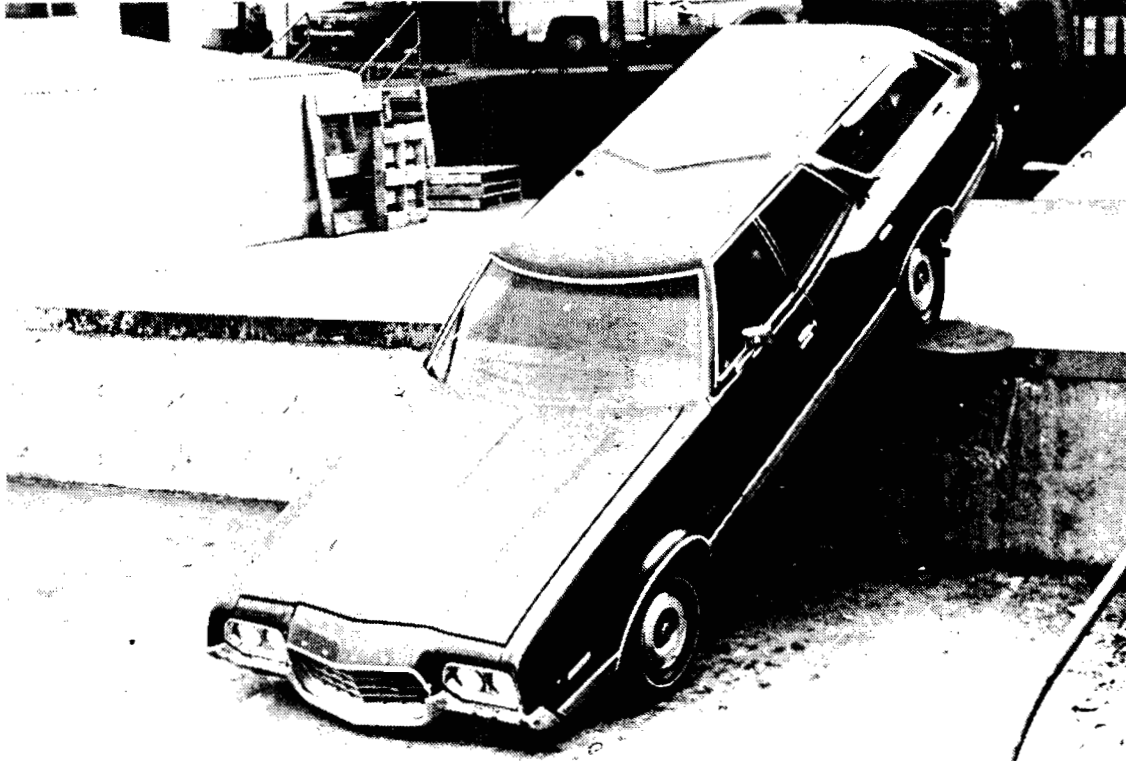


photo by Marshall Winn

GOING DOWN! A salesman from the Hewlett-Packard Co., thinking there was a driveway where none existed, drove his car off a loading ramp in

front of the Engineering building yesterday. No one was hurt

**data
systems
newsletter**
For HP Field Sales Personnel

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