HEWLETT hp PACKARD

data systems newsletter

For HP Field Sales Personnel

Vol 2
No. 25
Oct. 10
1975

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DIVISION NEWS

WHAT'S NEW

by Ted Doyle

Just about everything seems new at this point. Yes, I did go sailing, on a 40-foot ketch to Southern California, where my trip was cut short by the good news of a three-way Division split. It was an offer I couldn't refuse.

Splitting the Division in three is unquestionably adding an extra workload on all those involved, as we attempt to carry on business as usual while also setting up the three new organizations. When the dust settles, the net result will be a more dynamic organization that's better focused on providing you with the products and support you want.

This sharper focus is already apparent in the new Data Systems Division. Our charter is clear. We re the 21MX Division, and the attractiveness of this product line to your customers, and the ease of selling MX-based products and systems to End Users and OEM's alike is our sole concern.

The benefits of having an MX division should become visible to you within a few short months.

Manufacturing: *Dick Love's* people can place full attention on the 21MX and related products. Changes are already underway to streamline the production process to shorten the cycle and create more flexibility in systems integration. An improved reliability program has been given top priority, and we'll keep you informed of progress.

Engineering: The new D.S.D. Lab has been strengthened, and key development project schedules have been pulled up. An impressive number of new products and systems will be announced in FY76.

Marketing: Our focus on the MX product line will mean better support, more expertise, more innovative sales aids, and totally more aggressive Marketing team thrashing the bushes to drive those critters into your nets.

Our sales goal for FY76 is over $0.1 Billion. The MX TIGER is alive and snarling. Let's get rid of the decimal point.

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SALES DEVELOPMENT DIVISIONAL CORRECTION

by Editor

Please make correction to your last DSD Newsletter — Vol 2, No. 24. *Jim Eckford* is Sales Development Manager for the Eastern, Midwest-East, and Canadian sales regions. *Bob Hoke* is Sales Development Manager of the Neely and Midwest-West sales regions.

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Company Private

DIVISION REVIEW

by Joe Schoendorf

Thursday, September 25, was Division Review for "Old DSD" or new DSD, TPD and GSD, whichever you prefer. The format was much more engineering-oriented than past years with concentration on technical directions for the three new divisions.

Bill Hewlett

Judging by the picture, the boss was very pleased with what he had seen (or at least with what he was looking at). Never since the inception of the computer business have I seen so many truly major contributions under development. Leapfrog is going to be a very popular sport around here shortly.

I saw major advances both in much higher performance and much lower price in our CPU (21XX and 3000) disc and terminal businesses. Products from the Advanced System Group are simply phenominal - you wouldn't believe it if I told you! The products we have today are setting all-time sales records — the 500th 7905, the 2000th terminal, the Nth 3000, over 10,000 21MX's. . . . and it's only going to get better.

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PRODUCT MARKETING ORGANIZATION

by Bob Brannon

The new DSD's Product Management Group has organized around key product areas, putting the unique expertise of individuals where it's needed the most.

1. **INDUSTRIAL PRODUCTS, *John Drakeford*, Product Manager**
   This area of responsibility includes all measurement subsystems and systems for either industrial or laboratory applications. Examples are 2313, 9611, 9603, 9604, 2402, 91000A. It also includes measurement related products, e.g., HP-IB card, TV Monitor card.

2. **DISC PRODUCTS, *Vijay Kapoor*, Product Manager**
   This area will be responsible for the HP DISCU as well as the disc subsystems.

3. **COMPUTATIONAL/COMMUNICATIONS SYSTEMS, *Dave Borton*, Product Manager**
   This area of responsibility includes the computer systems oriented primarily toward computational or communications applications. Examples are 9640A RTE, 19657B C DOS-III and 9700A D.S Central Systems. Communication products such as I/O subsystems, Distributed (DS/1) Systems Kits, and RDTS (IBM RJE) are included in this area.

   Also included in this area are all software products, e.g., RTE, BCS, DOS languages, etc.

4. **COMPUTER COMPONENTS, *Bill Senske*, Product Manager**
   This area of responsibility includes the 21XX mainframe products and associated options, e.g., memory, DMA, WCS, etc. Also included are the DISComputers. Associated with this responsibility is coordination of the OEM marketing program of all OEM products.

We are all very enthusiastic about our new organization and responsibilities and look forward to getting 1976 off to a roaring start. *Ted Doyle* says that our internal goal is 120% of quota plus the best product marketing program in HP. I think we can do both.

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BOB BRANNON
PRODUCT MARKETING MANAGER
DSD, COMPUTER PRODUCTS

Sylvia Cohen
Secretary

Pat Kooyer
Secretary

INDUSTRIAL PRODUCTS	DISC PRODUCTS	COMPUTATIONAL/ COMMUNICATIONS SYSTEMS	COMPUTER COMPONENTS
John Drakeford Product Manager	**Vijay Kapoor** Product Manager	**Dave Borton** Product Manager	**Bill Senske** Product Manager
Charles Dixon	**Bob Daniel**	**Van Diehl**	**David Carver**
Peter Palm		**Jerry Kleinberg**	**Wayne Gartin**
		Fred Gibbons	**LeRoy Nelson**

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

SALES ENGINEERS' CORNER

GROWTH IN MEXICO

by Gabino Perez

I am glad to inform you that the first four HP 3000's (GAME-SA's — included) and one HP 2000/Access have been sold here in Monterrey, N.L. Mexico.

"The three HP 3000 and one HP 2000/ACCESS had been sold to the Institutto Tecnologico y de Estudios Superiores de Monterrey, the most prestigious Technological — Institute in Latin America."

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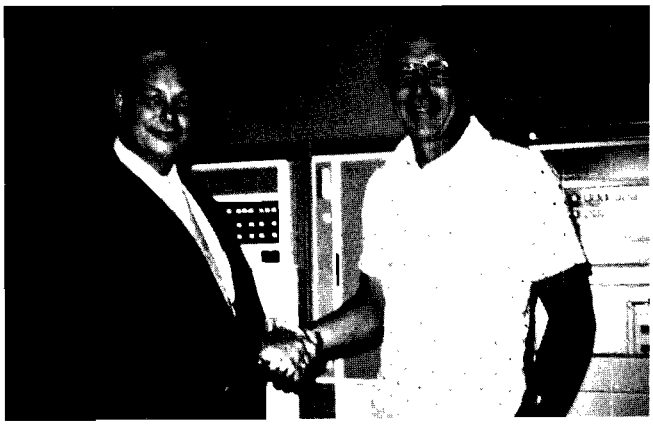
CINCINNATI PUBLIC SCHOOLS INSTALLS THIRD HP SYSTEM

by Dick Peake



Bob Moore, Computer Applications Specialist, of Cincinnati Public Schools, and *Roger Long*, HP salesman, shake hands on the occasion of final acceptance of an HP 2000/Access system.

This represents Cincinnati's third system in as many years. The first installation was a 32-terminal 2000C based on the HP/2116 computer, followed by a 32-terminal 2000F using the HP/2100 computer, and now a 32-terminal 2000/Access system based on the 21MX processor. All three systems have large ISS Disc files and are utilized to support terminals throughout the School districts for Computer Assisted Instruction, Student Achievement Monitoring, Problem Solving, and some administrative applications such as scheduling, attendance, and guidance information.

It is interesting to track the price trend of this impressive array of HP systems. Cincinnati's initial investment for the 2000C was in the area of $200,000. Three years later a much more powerful version, with twice the mass storage, was just installed at a cost a little over $118,000.

Cincinnati plans to use the new Access capabilities to link to the large 370 located at the State of Ohio Data Center in Columbus, Ohio. This will be the beginning of a network of HP Access systems located throughout the state.

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THE 2000/ACCESS IS SHIPPING!

Computer Museum

by Stu Kagan

With a flurry of activity, shipments of the 2000/Access have started moving out the door. Pictures are included for you to catch a glimpse of the folks responsible from Marketing, Development and Production.

Marketing [Top] Dave Bunch, Anna Holland, Dave Sanders, John Wynbeek, Carolyn Morris. [Bottom] Dan Jorgenson, George Moore and Bruce Templeton.

Development [Top] Rich Pearson, Ken Klingman, Jim Candlin. [Bottom] Alex Petrancola, Dan Lee, John Alderette.

Production [Top] Bill Johnson, Donna Combie, Steve DePaoli, Bob Hoshi [Bottom] Alan Kirby, Toby Huff, Jim Correa and Vic Hanson

(Continued on page 4)

THE 2000/ACCESS IS SHIPPING - (Continued from page 3)

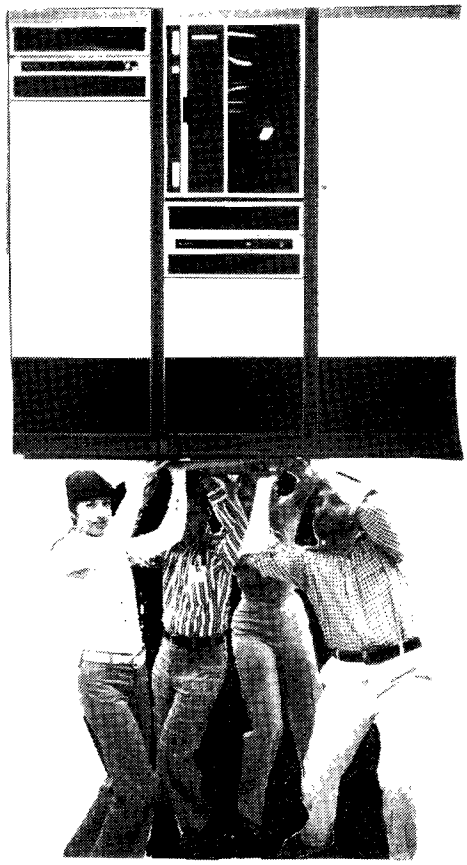
The first system was slated for the University of Tennessee in Chattanooga with Field Engineers *Tom Roberts* and *Jack Clarke*, Atlanta Sales Office, having responsibility for this sale. Naturally, they were assisted by one *Tom Ballew* — Systems Engineer Extraordinaire.

Use of the system will be strictly on the academic side of the University with full utilization of the 2000/Access capabilities. These include CAI, problem solving, and the use of the system as a Remote Job Entry station into their network of large IBM mainframes located on the Knoxville campus.

DEC was easily defeated in this situation because of our ability to do concurrent multi-terminal RJE with time share and the accessibility of peripherals on-line.

But the story doesn't end here! *Jack Clarke* is capitalizing on this first installation over in the business side of the school; he has a good shot at replacing a 360/30 with the 3000CX. That's the way to follow-up on an account.

Keep up the good work *Jack*!



Support
[Left-to-Right] Anna Holland, Bruce Templeton, Carolyn Morris and George Moore.

The Support Team is *READY!*

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STORK NECESSITATES LAST MINUTE SUBSTITUTION

by Don Lund

Jim VanSlambrook, Pittsburgh, was assisted in the final 3000 presentation to the Executive Director and Computer Selection Committee of the Instrument Society of America by *Gary Davis*, Systems Engineer, Farmington. *Gary* was called on at the last minute because of one slightly late delivery by one STORK (even he [or she] has problems). *Al Ipson*, who prepared an IMAGE demo using ISA's data base didn't want to miss the delivery of his first daughter, so *Gary* was called to the rescue.

The demonstration, held in Pittsburgh using two 2640's connected to the HP 3000 in Dayton, Ohio, was a smashing success. The 3000 has been ordered.

The primary requirement of the Instrument Society of America was a good data base management (DBM) system to help with their membership files, inventory, and in-house accounting. They had to have a terminal-oriented system that was card independent.

Eight vendors were evaluated over a four month period. DEC, DG, Burroughs, and HP made the first cut. A demo, weighted rather heavily in the decision making process, was the next step. DEC was not asked to demo the 11/40 because they had no real data base management. Data General's DBM was really more of a file management system and the demo was not carried out according to specifications. Burrough's demo was also not satisfactory.

According to *Bob Smith*, System Analyst for ISA, HP was the only vendor with a sophisticated, easy to learn, easy to use DBM (IMAGE) and the *only one* with an inquiry language (QUERY).

Congratulations again *Jim*, *Al*, and *Gary*. Great teamwork.

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THE FASTEST 3000 SALE IN EUROPE

An interview with *Pitt Schulthoff*, HP Hamburg

by Fritz Jörn

Fritz Jörn

[Left-to-Right] Pitt Schulthoff and Klaus Stamer, S.E. Supporting Sale

Fritz Jörn: "*Pitt*, you sold one of the three systems which we got yesterday (August 14) in Europe. How long have you been working on this deal?"

Pitt Schulthoff: "The customer had a contract with XDS for a model 530 since the Hannover Fair in April. I heard about it and had the first customer contact on July 30. We visited the customer on August 4, had a demo in Böblingen on August 13, and got the order a day after that."

Fritz: "This is a 'very commercial' application."

Pitt: "The customer's batch-oriented IBM 3/10 is currently used for payroll, inventory control and bill of material processor. All this will be done on the new machine in a terminal oriented manner. A new philosophy! The competition was Univac 90/30, UNIDATA 7/720, and IBM's 3/15. The 3/15 has very weak terminal capabilities and the 370/125 which has comparable capabilities to the HP 3000 was twice as expensive. Only our 2640 can be programmed directly from a high level language without Assembly routines. So the customer's RPG programs can easily be modified towards terminal orientation."

Fritz: "How did you like our demo?"

Pitt: "It first looked like a disaster. On the one side we knew a lot about our operating system and about IMAGE, but the application oriented commercial questions of the customer were very difficult to answer. It was clear that we do not know much about RPG but when the customer asked about program and data bank structures, we sometimes seemed not to understand each other. He had to find out himself that the 3000 was the right machine for his application."

Fritz: "How did he like it?"

Pitt: "He saw the multiprogramming and time sharing capabilities as five other terminals were concurrently used. He liked the speed of RPG compilations compared to his 3/10. We have some problems with ISAM.

The machine was important but, again, more important are application oriented local language analysts."

Fritz: "Your systems analyst was *Klaus Stamer* and this was his first 3000 sales call. How did *he* like it?"

Pitt: "After the demo, like myself, he could not sleep all night. As we had misused him for RPG and 2640 programming, he felt he had not been too successful."

Fritz: "How do you think our classical scientific analyst will adapt to the business world?"

Pitt: "RPG seems easy to understand. The sales talk is less technical, less S.E.-oriented but requires able use of the commercial terminology by the salesman. We sales engineers have to learn commercial terminology and we have to see what the customer sees in the machine: How easy it is to program the terminal."

Fritz: "How did *you* like this sale?"

Pitt: "This was probably a very fast sale, even in the commercial area.

The competition in the scientific area are different machines like DEC's 11/70; the scientists want to know all about bits, about the operating system, memory management, etc. The commercial user thinks of his application only and the machine is a tool not an area of curiosity. In general, commercial sales look easier to me: We typically have to know the price and colour of the machine, a lot about justifying it financially. We must know what a bill of material processor is and which structure it has and if the parts inventory can access it."

Fritz: "Thank you Pitt - Thoughts like these help us approach new situations better. We'll try to have the training program implemented in two weeks when you come back with the *next* order."

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21MX MICROPROGRAMMED FOR COMMUNICATIONS

by Fred Gibbons

Barry Pehoski

Barry Pehoski, F.E. from Farmington, *Rick Walsh & Gary Davis*, S.E.'s in Farmington, sold two 21MX's to Systems Research Inc. of Lansing, Michigan. SRI is programming an instant billing system for use in hospital emergency rooms. SRI's system is designed to reduce the 40-50% bad debt ratio for emergency service by billing patients before they leave. The problem of mailing bills to names and addresses taken incorrectly at the time of admission is eliminated. Only a small improvement in "dead beat" collection is necessary to cost justify the system.

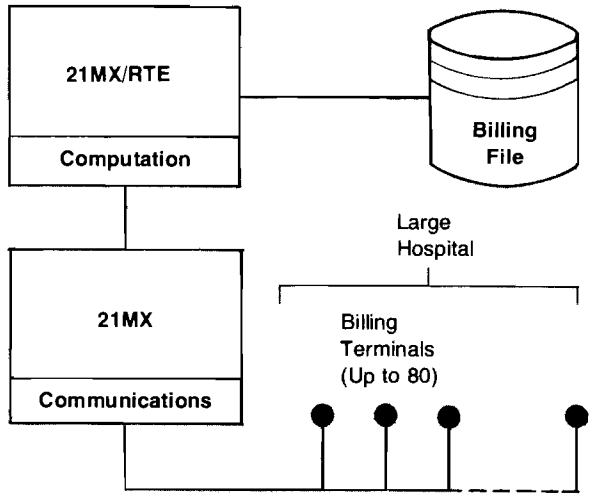
The first 21MX will be microprogrammed exclusively for multiple terminal communications. SRI feels that the communications software will run fast enough to accommodate up to 80 terminals via multi-drop and polling! The second 21MX, running RTE, will perform billing calculations and file management. Future SRI plans call for using 21MX as a concentrator to the 3000.

Barry, Gary & Rick have been developing SRI as an account for over a year. They sold the 21MX on the basis of fast communications capabilities and availability of a complete set of data communications hardware. Future SRI purchase plans call for several duplex 21MX systems and possibly a 3000.

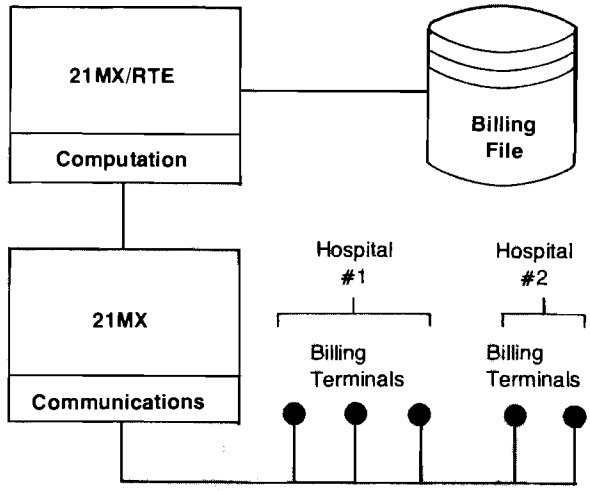
The data communications product management team is working on future plans too. We like to hear about customers using HP equipment for data communications.

Two System Configuration Planned:

Single Large Hospital



Multiple Hospital/Clinics



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DATA COMMUNICATIONS BROCHURE

by Hugh Amick

Just a reminder that the HEWLETT-PACKARD DATA COMMUNICATIONS data sheet brochure (5952-5529) is available as a sales resource and reference. This brochure simplifies comparisons and analysis of data communications alternatives.

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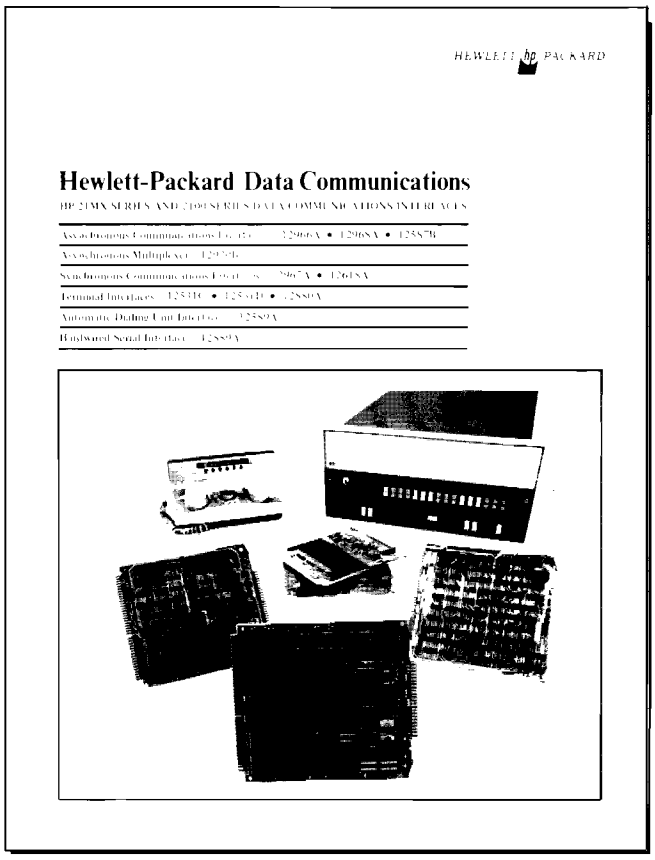
NOTE: All interfaces included are released and shipped with the exception of the 12968A which should be released in the next 3-4 weeks.



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Hewlett-Packard Data Communications

HP 21MX SERIES AND 2100 SERIES DATA COMMUNICATIONS INTERFACES

Asynchronous Communications Interface	12966A • 12968A • 12587B
Asynchronous Multiplexer	12920A
Synchronous Communications Interface	12967A • 12618A
Terminal Interfaces	12531C • 12532C • 12880A
Automatic Dialing Unit Interface	12589A
Hardwired Serial Interface	12589A

CLAINOS SIGNS 96XX OEM

by Hugh Amick

Bob Hoke, Neely Sales Development Manager, congratulates *Deme Clainos* (F.E. — San Diego) on signing the Straza Div. of Ametek to an OEM agreement. Straza is located in El Cajon and markets aerospace components, electro-acoustic and cryogenic systems.

The OEM agreement calls out three (3) 9600MX Systems and the first order for a 9640A ($51K) was received the end of August.

Straza will be using the 9640A's in a complex remote-control undersea cable repair system that promises to be one of our most exciting applications. The system consists of an undersea repair module and a ship-board module containing the 9640A and assorted instrumentation.

Major competition was DEC, but the HP-IB instrumentation handling capability and our new asyncronous data communications interfaces provide advantages over the DEC proposal of 11/40's w/multiplexors.

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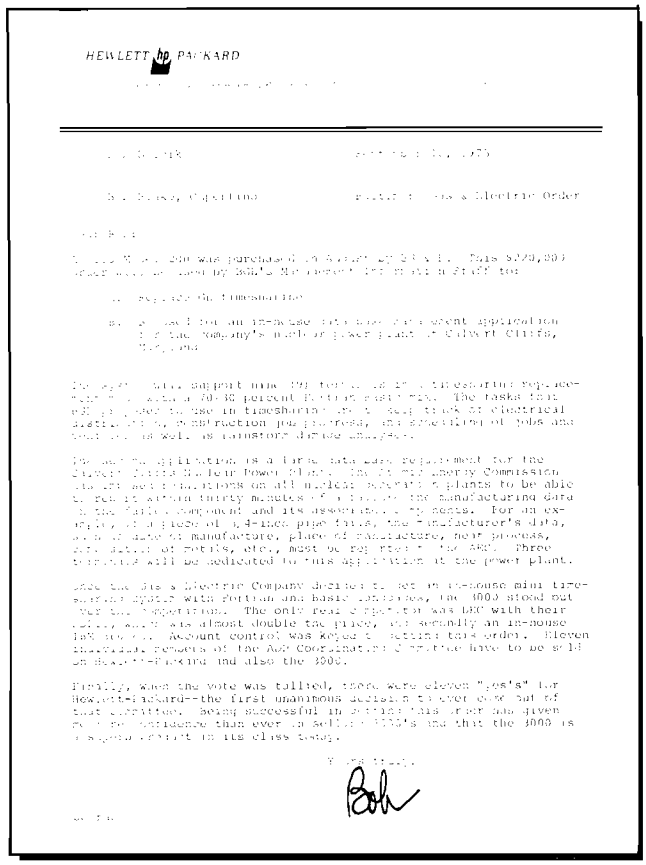
HATS OFF TO DEME FOR ANOTHER 96XX OEM.

BALTIMORE GAS & ELECTRIC

by Bob Blake

Bob Bolcik closed his second 3000CX this year with a superb sales job. This letter doesn't hint of the daily ups and downs of the sales situation or the *winning second effort* which turned around a last-minute cancellation but the enthusiasm and winning outlook is clearly visible:



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PRODUCT NEWS

DISC UPDATES

by Vijay Kapoor/Bob Daniel

PRODUCT STATUS

October will give us two important milestones for the 7905. First, we are getting the 500th order, second, we are implementing the complete product release, including software support for 3000, 2000 ACCESS and 9600. Also, October is the first month for large volume production (about 100). We should begin the new year with a determined and effective assault on the large backlog you've given us.

RACKING AND OTHER CONSIDERATIONS

Putting multiple 7905's in our different cabinets has posed quite a challenge for us. The issues have been the more stringent U.L. and CSA stability requirements, and controlling temperature rise within the enclosure to assure complete interchangeability of disc cartridges. We are happy to report that we now have solutions available for putting up to three 7905's or 7905's with a selected combination of other HP equipment *in one bay*. These solutions are not without compensating restrictions, however. For one thing, it means some changes in cabinet configurations, such us fans, dividing strips between bays, etc. The new racking configurations should be available to you by the end of October.

(Continued on page 8)

DISC UPDATES – (Continued from page 7)

The other restriction is the cartridge warm-up time to assure worst-case interchangeability. As of now, we have put in a 4-minute timer to delay drive ready until the newly inserted cartridge is up to the internal temperature of the drive. A temperature-compensating circuitry which will make this 4-minute delay unnecessary is being worked on and looks very promising, but we did not want to hold up release until this solution is fully tested and operational.

7905A OEM PRICES DO NOT INCLUDE INTEGRATION

If you order disc add-ons as pieces (7905A and cartridge and the rack slides etc., instead of 13180A), do not expect installation. Ordering as a 7905A was meant for OEM's that want to attach our disc to non-HP processors and don't want installation. If you order 7905A and pieces therefore, they will be shipped as such and the customer has to pay for installation.

MULTI-CPU INTERFACE

Copies of the revised 12962A subsystem data sheets should be in field offices by now. Please note that the controller can attach up to 8 disc drives to 1 or 2 CPU's. To attach up to 8 CPU's requires modifications that are lower in priority. We will, at a later date, look at expanding the number of CPU's beyond two.

CABLE FACTS

The October 1 price list includes a new 13213A Data Cable for the 7905A disc drive. Each drive requires a 13013A Multi-Unit Cable which is daisy-chained between drives, and a 13213A Data Cable that goes directly from the Storage Control Unit to each drive. All cables are included in the 12962A Subsystem and 13180A add-on drive at no increase in price. If you're buying cables separately, the 13213A price is $70 for the standard 10 ft. length. The standard 12 ft. Multi-Unit Cable (13013A) is $310. Incidentally, the cable length between the I/F card (CPU) and Storage Control Unit on the 12962A subsystem is 10 ft.

ALTERNATE SOURCE FOR 12940A DISC CARTRIDGE

We are currently evaluating several sources of cartridges in addition to 3M, our initial supplier. It is expected that 3M will shortly offer the cartridge, formatted, as a second source. Some of our larger OEM's may then want to buy directly from 3M.

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2000/E GETS FACE LIFT

by John Wynbeek

Effective immediately, all 21MX based 2000 E (19661C) timeshare systems will be supplied in two-bay 29404B cabinets. The cabinet comes complete with doors at no increase in list price. So the little 2000/E now looks just like a 2000 Access system.

The change was made for two reasons. First, the two bay cabinet adds stability to maintain the UL listing on the system. Second, since the 2000 E is often sold as a "starter" system, the two-bay cabinet makes upgrade to a 2000 Access or addition of a mag tape unit easy and economical.

To keep the space requirements at a minimum, the 1009A system table has been deleted and the 2762A console is now supplied on a pedestal.

The 2100 based 2000/E (19661B) will be removed from the Corporate Price List on November 1. However, the software (20856A) will continue to be supported for 2100 based systems.

Coincident with these changes a new release of the software is available to all 2000/E owners that remedies all known bugs, adds support of HP 2640, (in character mode only), GE TermiNet 30 and HP 2762A user terminals, and provides a new scheduling algorithm which improves performance.

A new data sheet 5952-5567 will be available in December. Updated versions of the Price Information sheet (5952-4649) and Configuration Guide (5952-4623) will follow shortly after.

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2000 ACCESS UPDATE

by John Wynbeek

- Price Changes
- Hardware Substitution
- 600 LPM Printer Supported
- GE TermiNet-30 Terminal Supported

Price Changes

On November 1 the base price of the 2000 Access system goes up 5% from $59,900 to $62,900. Model 40 (option 040) adds $7700 (unchanged) the the base price resulting in a total price of $70,600. Prices will also change on the following options:

Option	Description	Orig. Price	New Price	Diff
004	Replace 800 with 1600 bpi mag tape.	$ 2000	**$ 1400**	$–600
221	Single-Bay Cabinet	$ 2250	**$ 1990**	–260
224	Add (2) 7905's + Cabinet	$19400	**$19950**	+550
230	Add on 800 bpi mag tape	$ 6850	**$ 7450**	+600

Hardware Substitution

All 2000 Access systems (19700A) will be shipped with a 2108A and a 12979A I/O Extender in place of the 2112A Communications Processor. This change should be pointed out to your customers as a benefit since it supplies a total of 25 I/O slots instead of 14. The number of remaining slots in Model 30 is 19 and in Model 40 is 16 providing plenty of room for peripherals now or in the future.

(Continued on page 9)

2000 ACCESS UPDATE – (Continued from page 8)

Remember to order DMA extender (12898A) if your customer will have one or more card readers in the I/O Extender. Line Printers don't require DMA.

600 LPM Printer Supported

Boise's latest offering, the 2617A 600 LPM printer is available and supported for use on 2000 Access systems. Order subsystem 13053A. Cost is $16,350 with options available for 96 character set and 240V/50Hz operation. Basic monthly maintenance is $150.

GE TermiNet-30 Terminal Supported

2762

The TermiNet-30 terminal is a moderate cost 30 cps hard copy terminal. It uses a 5X7 dot matrix with half-step to provide print quality equivalent to 7X9 matrix. It also will compress 132 columns onto 8 1/2" paper.

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3000 Price Adjustments

by Dave Sanders

On November 1 the prices for two Boise line printers (2613 & 2618) will increase slightly. This impacts the 3000 product line equivalent products and the 3000CX Model 300 system as shown below.

Product	Description	Orig. Price	New Price	Diff.
30128A	1250 LPM Printer	$ 36,000	**$ 37,500**	+1500
30127A	300 LPM Printer	13,500	**14,000**	+ 500
32402C	Model 300	203,500	**205,000**	+1500
32402C-405	Del. Printer	-28,000	**-29,500**	- 1500

The adjustment in the price of the Model 300 merely reflects the increased cost of the line printer as does Option 405.

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WHEN TO USE THE M/20 FOR A 40K WORD SYSTEM

by Wayne Gartin

Do you have a current or potential customer that has a requirement for 40K words of memory but because of size restrictions cannot use the new M/30? There is a good chance you can answer his need with the M/20. Even though the processor is specified to have a capacity of four memory modules, it can handle five if your I/O power load is not too great.

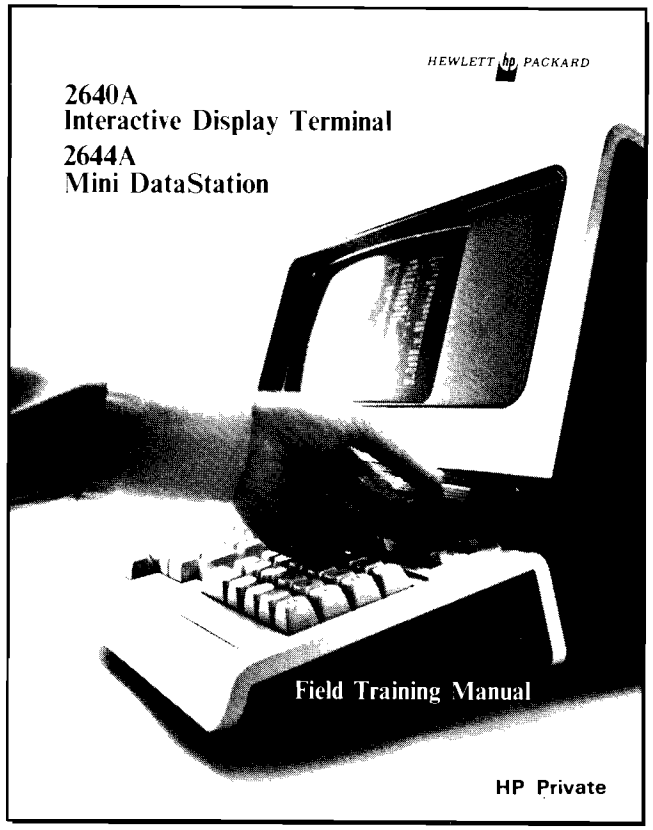
Here's how you can determine the answer for your customer: Add up the total I/O power requirement of your customer's configuration. An M/20 with DCPC, Dynamic Mapping, and 40K of memory still leaves more than 8.2A at 5V for I/O. That means that if your customer's configuration requires less than 8.2A at 5V, he can add a fifth 8K memory module and not overload the power supply. Instant memory expansion! Now, the only thing you need is a memory cable. You can get that by ordering the 12993A Memory System Cable. Remember--the 21MX Sells!

HEWLETT hp PACKARD

SELL DMS — SELL OEM!

NEW 2640A/2644A FIELD TRAINING MANUAL

by Bob Bowden



The outstanding success of the 2640A Interactive Display Terminal in a wide variety of applications has made HP a major competitor in the CRT terminal market. The second member of this family of HP terminals, the 2644A, starts with the same basic characteristics and adds two Mini Cartridge tape units with up to 220,000 bytes of local, fully integrated mass storage. The result is a terminal with powerful stand-alone capabilities - the 2644A Mini DataStation.

Now a Field Training Manual is available which covers both the 2640A and the recently announced 2644A Mini DataStation. The manual begins with a one page Sales Overview followed by sections containing:

- **Product Features/ Benefits Summary**
- **Details of Features**
- **Ordering/Option Information**
- **Handling Objections/ Qualifiers**
- **Demonstrating the 2640A/2644A**
- **Major Applications Areas**
- **Terminal Market and Competition**
- **Summary of Key Competitors**
- **Frequently Used Terms**
- **Interfacing/Support Information**

If you have not already received your copy of the 2640A/ 2644A Field Training Manual, copies are available as literature number 5952-5565.

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DEMONSTRATING THE CAPABILITIES OF THE 2644A MINI DATASTATION

by Bob Bowden

A demo tape has been designed to help you in learning and demonstrating the basic features and capabilities of the new 2644A Mini DataStation. One Mini Cartridge containing this demo has been shipped with each consignment 2644A, and can be used with the terminal totally off-line. Just insert the demonstration tape in the left tape slot and press the READ key. As it procedes through its 16 display frames, the tape will:

- — outline the key features and benefits of the 2644A
- — use the line drawing set to display a protected field form and simulate data entry, editing and tape storage operations
- — perform an off-line program preparation example
- — demonstrate the 2644A's powerful stand-alone capabilities
- — and, detail the unique characteristics of the HP family of data terminals.

You'll find the demo tape a useful sales tool for this important new product - the 2644A Mini DataStation!

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SALES AIDS

9600 USER GROUP PLANS CANCELLED

by Joe Schoendorf

For some months, discussions have gone on between Data Systems and various Field people and a few customers regarding the possibility of HP supporting a 9600 National Users Group.

This whole program was recently reviewed and found to be impractical for a number of reasons, not the least being that it failed the cost/benefit test. The people who have been directly involved in discussions should have all been notified of this decision by this time.

The purpose of this article is to spread the word to those of you who may have heard through informal channels that such a group was in the process of being formed.

Several local users groups are now established and we see no reason why this format should not continue.

HEWLETT PACKARD

ACCESS A SUCCESS

by John Wynbeek

Orders for 2000 Access systems are off to a good start with 24 firm trade orders in house at the end of August. Counting 29 upgrade kits, 53 customers have committed to Access Systems.

Here's a list of the system orders received to the end of August.

	CUSTOMER	MODEL	FIELD ENGINEER
1	Auburn University	30*	Frank Bowden/ Huntsville
2.	Boeing Computer Services	30*	Don Thomson/ Vancouver
3.	Bois De Boulogne College	30*	Michel Girard/ Montreal
4.	Brigham Young University (Hawaii)	30*	Alan Nonnenberg/ Fullerton
5.	Cincinnatti Public Schools	30	Roger Long/ Dayton
6.	De Anza Jr. College	30	Bill Hilliard/ Santa Clara
7.	De Sherbrooke, University	30*	Michel Girard/ Montreal
8.	Educational Service Center Region XI	40	Paul Lambert/ Richardson
9.	Foothill Jr. College	30	Bill Hilliard/ Santa Clara
10.	John Abbott College	40	Michel Girard/ Montreal
11.	Lenawee Intermediate School District	40	Barry Pehoski/ Farmington
12.	Macomb County I.E.D.	40	Barry Pehoski/ Farmington
13.	Michael J. Owens Tech. College	40	Don Thomson/ Vancouver
14.	Michigan State University	30	Bill Payne/ Farmington
15.	Price George's County Schools	40	Jim Banisch/ Rockville
16.	San Mateo Unified School Dist.	30	Dick Burkhart/ Santa Clara
17.	St. Laurent College	30*	Michel Girard/ Montreal
18.	Tenn., University of (Chattanooga)	40	Tom Roberts/ Atlanta
19.	Texas Tech.	40	Dave Head/ Richardson
20.	Union University	30*	Stan Segal/ Atlanta
21.	Wisconsin, University of (La Crosse)	30	Ron Tarkowski/ Milwaukee
22.	Wisonsin, University of (Parkside)	30	Ron Tarkowski/ Milwaukee
23.	Wisconsin, University of (Whitewater)	30*	Ron Tarkowski/ Milwaukee

*7905 Disc

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CAMAC INTERFACE TO 9600 SYSTEMS

by Peter Palm

Recently we have been receiving several requests for interfaces to the CAMAC (Computer Automated Measurement and Control) general purpose instrument crate developed originally in Switzerland at the CERNE nuclear research facility. CAMAC is a modular card cage (crate) with a standardized backplane bus much like the 2313B, the DEC UNIBUS, or HPIB. Users Plug in standard NIM (Nuclear Instrumentation Module) modules into the CAMAC crate backplane. Another plug-in module regulates traffic on the bus, and communicates to other CAMAC crates and to computers. CAMAC has been adopted as a standard by ESONE (European Standards On Nuclear Electronics), is recognized by U.S. Bureau of Standards and has become a standard by some U.S. Companies like ALCOA. CAMAC is an alternative to HPIB for the IEC (International Electrotechnical Commission) standard and was an alternative to HPIB prior to HPIB becoming the International IEEE Standard. Rumor has it that CAMAC may be adopted by NASA as its standard. DEC & MODCOMP now both offer CAMAC interfaces and Data General uses an outside systems house. BORER, an instrument house in Solothurn, Switzerland has developed an HP 2100 interface to CAMAC. In addition, Standard Engineering in Fremont, California will quote an HP 2100 interface to CAMAC. Standard Engineering already has a DEC RT-II & DG interface module for $1500-3000. The DEC & DG interfaces include one "crate controller module" which controls the CAMAC bus and contains logic & cable interface to a CPU. CPU plug-in cards are extra. For more CAMAC details, consult *Doug Abbott.* Standard Engineering, Fremont, California, 44800 Industrial Drive, 94538. (415-675-7555).

	Bus Configuration	Speed/ Sec	Bus Length	IC Technology	Comments
HPIB	16 Wires of Flexible cable	8 MBits 1 M/byte	20 meters	TTL	Good for lab, low noise immunity
CAMAC	86 Wires in backplane of fixed crate	5 MBits	Parallel-to Serial Conversion between crates	ECL	High noise immunity, but Expensive modules, (each one enclosed) EMI metal plate.

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EDUCATIONAL NEWS

BACK TO SCHOOL

by Pat Danzer-Ramirez

It seems that summer brought *many* orders for new computers or upgrades so that students could start out this new school year better equipped. The listing below represents the sales for June and July only. August has not been evaluated yet. Even at that, this list is incomplete--I was not able to contact all Field Engineers to verify my listing. My thanks to those who took the time to talk on the phone and fill me in on the interesting details. Those that are not included will be listed next month. Our congratulations to all the Field and Systems Engineers. From the fantastic number of sales it is obvious that they weren't vacationing much this summer.

Customer	Field Engineer	Systems Engineer	System
Educ. Serv. Center, Region 10 Richardson, TX	Paul Lambert	Rick Griffin	ACCESS Upgrade
Univ. of Calgary Alberta, Canada	Conway Reimer		RTE
Rochester Univ. Rochester, NY	Bill Doan	Bill Groves	RTE 3000
San Diego State U. San Diego, CA	Jerry Allen	Bill Sasser	RTE
U.C. of San Diego La Jolla CA	Deme Clainos	Bill Sasser	2-2108A
Philadelphia School Dist. Philadelphia, PA	Crane Hertz		7-2640's
Colorado U. Colorado Springs, CO	Mike Casey	Terry Ana	2120B
De Anza/Foothill Comm. Colleges .Cupertino/Los Altos, CA	Bill Hilliard	Chuck O'Daniel Stu Kagan Jim Hooper	2-2000 Access 1-RTE 17-2640's
VA Hospital, Stanford, CA	Dick Burkhart		2108A
Michigan State U. East Lansing, MI	Barry Pehoski	Gary Davis Rick Walsh	2000 ACCESS
Institute for Educational Research Downers Grove, IL	Jack Lazenga		2000F Conversion rental to purchase and upgrade
College of Desert Palm Desert, CA	Al Nonnenberg	Allen De Fever	3000
Diagnostic and Rehabilitation Center, Philadelphia, PA	Crane Hertz	Don Kavulic	M210/DOS Upgrade and IMAGE
Indian Hill Board of Education Cincinnati, OH	Roger Long	Paul Grazulis	2000F
University of Sherbrook Quebec, Canada	Michele Girard	Richard Noble	2000 Access
University of Wisconsin River Falls, WI	Tom Rappath	Bruce Gustafson	3000
College of St. Lawrence Quebec, Canada	Michel Girard	Richard Noble	2000 Access
College Bois-de-Boulogne Quebec, Canada	Michel Girard	Richard Noble	2000 Access
John Abbott College Quebec, Canada	Michel Girard	Richard Noble	2000 Access CIS
College of Cape Breton Nova Scotia, Canada	Sherif Alaily	Bob Mutch	3000
Protestant School Board Quebec, Canada	Michel Girard	Richard Noble	Access Upgrade
Detroit Institute of Technology Detroit, MI	Barry Pehoski	Rick Walsh Gary Davis	2108
Lenawee Intermediate School Dist., Adrian, MI	Barry Pehoski	Rick Walsh Gary Davis	2000 Access
Education Service Center/ Region XI Ft., Worth, TX	Paul Lambert	Rick Griffin	2000 Access
Yosemite Jr. College Dist. (Modesto Community College) Modesto, CA	Ron Marquart		Access Upgrade
University of Tennessee Chattanoga, TN	Tom Roberts Jack Clarke	Tom Ballew	2000 Access
Westminister College Salt Lake City, UT	Gary Cole		Access Upgrade
Cincinnati City School Dist. Cincinnati, OH	Roger Long	Paul Grazulius	Access Upgrade
LA City School Dist Los Angeles, CA	Bob Ulery	Frank Vaickus	Access Upgrade
Luther College Decorah, Iowa	*Bill Burger*	*Paul Wittman*	*Access Upgrade*
University of Wisconsin Parkside/Whitewater, WI	Ron Tarkowski	Paul Wittman	2-2000 Access & Access Upgrade at LaCrosse
San Mateo H.S. Dist. San Mateo, CA	Dick Burkhart	Don Lund	2000 Access
Michail J. Owens Technical College, Perrysburg, OH	Barry Pehoski	Rick Walsh Gary Davis	2000 Access
Joint County School Dist. Cedar Rapids, IA	Bill Burger	Paul Wittman	Access Upgrade
Capilano College BC, Canada	Don Thomson	Rick Schwartz	3000 7-2640
McMaster University Ontario, Canada	Sherif Alaily		Access Upgrade

SUMMARY OF EDUCATION PRODUCTS

by Paul Myhre

Instruction

Product	2000/F	2000 Access	3000	License Fee	Maintenance BMMC: $/Mo.
IMF	20308A	22690A	—	$2000	$ 5
IDF	20309A	22691A	—	1000	5
MATH	20310A	22693A	—	1000	5
Graphics	20311A	—	—	500	10
*CWF	24383A	22692A[1]	—	2500	10
IMF, IDF	20004A	22697A	—	2500	10
IMF, CWF	20004B	22695A[1]	—	3000	15
IMF, MATH	20004C	22696A	—	2500	10
IMF, IDF CWF, GRAPHICS	20004D	—	—	4000	30
IMF, IDF, MATH	—	22699	—	3000	15
IMF, IDF, MATh, GRAPHICS	20004E	—	—	3000	25
IMF, IDF, CWF	—	22698A[1]	—	3500	20

Administration

Product	2000/F	2000 Access	3000	[2]License Fee	Maintenance
CIS	24384A	22694A	—	$8000	$10
EBA	20352A	22689A	—	8000	10
EPS	20353A[1]	22688A[1]	—	8000	10
SIS	—	—	32900A	9500	35
SAS	—	—	32901A	9500	35

QUIZ — HOW MANY OF THESE ACRONYMS CAN YOU NAME FULLY?

**CWF's companion product, the CWIII to CWF Courseware Conversion Service (24383B) is a service only (no license fee or BMMC apply) and has a variable price, as described in the data sheet (5952-4595) and the Corporate Price List.*

[1]*Projected availability is early FY '76*
[2]*Includes 10 days of on-site training*

Listed above is a summary of all HP Education Products. These are fully supported HP products and should be handled through regular channels as other products are. Bugs and other problems on installed products should be reported to the support staff in Cupertino as follows:

Name	Product
Marilyn Branthwaite	2000 Instructional Products
Anna Holland	2000 Administrative Products
Linda Chonle	3000 Administrative Products

Any other information may be obtained from Sales Development.

Please also note that the ARIES packages POBAS (*P*rogram *O*riented *B*udgeting and *A*ccounting *S*ystem) and PERPAS (*PER*sonnel *PA*yroll *S*ystem) are now available on the 3000. Contact ARIES directly for specific prices and details:

ARIES Information System
4930 W. 77th Street
Minneapolis, MN 55435
(612) 835-2366

Answers to Quiz:

*I*nstructional *M*anagement *F*acility
*I*nstructional *D*ialogue *F*acility
*C*ourse *W*riting *F*acility
*C*ollege *I*nformation *S*ystem
*E*ducational *B*udgeting and *A*ccounting
*E*ducational *P*ayroll *S*ystem
*S*tudent *I*nformation *S*ystem
*S*tudent *A*ssignment *S*ystem

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COMMITMENT THROUGH COMMUNICATION

by Pat Danzer-Ramirez

Did you know that there is a group of people in Cupertino that exists to make your educational sales easier? This group is called Educational User Services which fulfills a "commitment through communication" by providing the following for your prospects and customers:

1) **Educational Users Group Newsletter - a communication vehicle for timely and pertinent information.** It provides information on new products, applications, customer uses of their computers, reference material, and any other information pertinent to the educational computing community.

2) **User Group meetings - meetings held in conjunction with conferences to bring together users of HP equipment.** Keep track of these meetings through the calendar in the Newsletter, and invite your prospects to attend. They will be impressed by the enthusiasm of these users.

3) **Curriculum Project - books that bring instruction and computers closer together.** Designed to update and enrich curriculum, these materials cover secondary through graduate level education.

4) **HP Clearinghouse Catalog - for applications of computers to education.** The catalog is a vehicle for collecting and disseminating information about applications to education that would be of potential interest to users of Hewlett-Packard computer systems.

When a prospect asks you "HOW COMMITTED IS HP TO EDUCATION?" you can answer: "Let me tell you about the Educational User Services group. . . . . "

HEWLETT PACKARD

data systems newsletter
For HP Field Sales Personnel

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