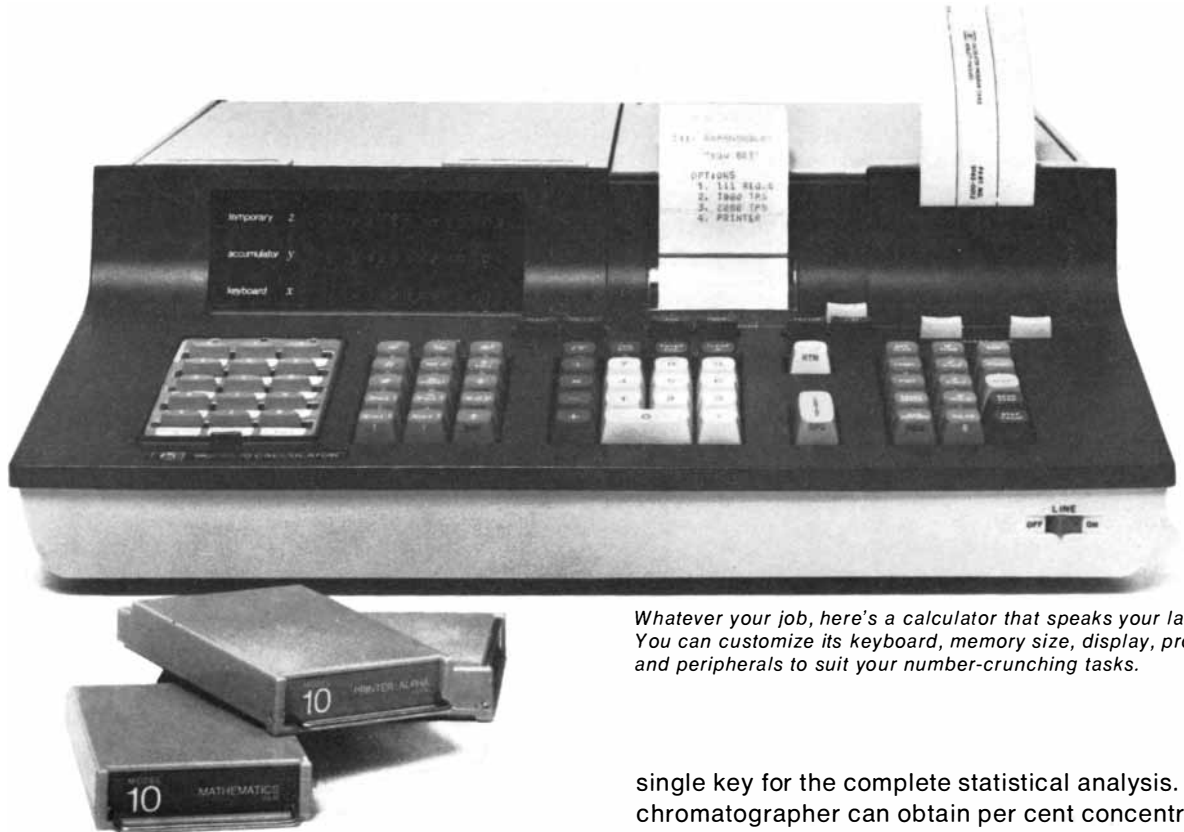


# Some things are changing for the better..



*Whatever your job, here's a calculator that speaks your language. You can customize its keyboard, memory size, display, programs and peripherals to suit your number-crunching tasks.*

Many people know us as an instrument manufacturer: we make more than 2,000 products for measurement, test and analysis. Others know us as a computer company: more than 10,000 own our programmable calculators and computers. We prefer to think that our business is to serve measurement, analysis and computation needs . . . in science, industry, medicine and education. This is the rationale behind every new instrument, computer or system that we tell you about in these ads. This month:

## **For picky people with particular problems: A design-your-own calculator**

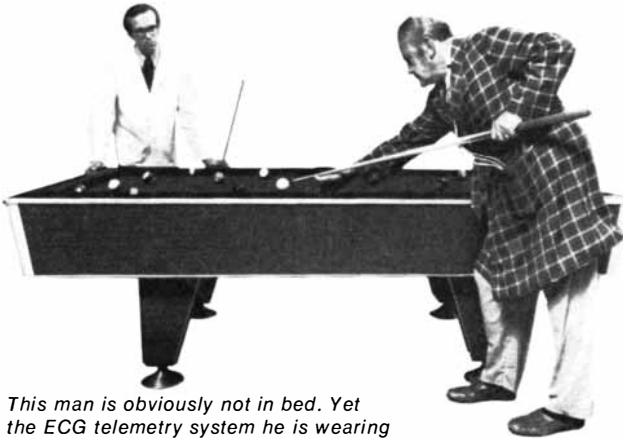
A user in virtually any discipline now can customize a powerful new programmable calculator to his specific computational needs.

An agronomist, for example, may want to examine the characteristics of a large plant population and determine the mean, standard deviation and standard error of their distribution. With the Model 10, he simply enters the raw data and hits a

single key for the complete statistical analysis. A chromatographer can obtain per cent concentration and relative retention time of each component on his chromatogram . . . at a single keystroke. A physicist completes a sequence of acceleration, velocity, force and work . . . and a clinical pathologist computes a full blood gas analysis . . . at a single keystroke. Et cetera.

This is possible because the new Model 10 calculator has interchangeable function blocks which can define its keyboard to meet varying needs. One standard plug-in block emphasizes powerful statistical computations, another gives higher mathematics capability, and the third is completely user-definable. This block provides single keystroke solutions to multiple-step calculations commonly encountered by the user. Once programmed each key performs its customized function whenever he strikes it.

For more on tailoring the \$2,975 Model 10 to your particular profession (full alphanumeric printing capability, expandable memory, a wide line of peripherals, etc.) write for our brochure.

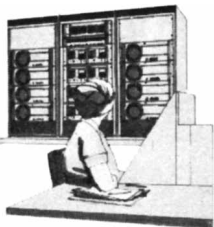


*This man is obviously not in bed. Yet the ECG telemetry system he is wearing enables nurses at a central monitoring station to keep close watch on his heart action.*

### **Freedom with protection for the post-coronary patient**

Once the coronary patient is released from the intensive care unit, his recovery can often be aided by freedom to move about and mild exercise . . . provided his ECG can be continuously monitored.

With the new HP ECG Telemetry System, the post-coronary patient can be ambulatory. Wherever he goes, his heart action is transmitted to a receiver at the nursing station where it can be continuously observed. The transmitter is small enough to be carried comfortably in a bathrobe pocket, has a strong enough signal to reach the nursing station from 200 feet even through several masonry walls, and is rugged enough to operate reliably even if dropped.



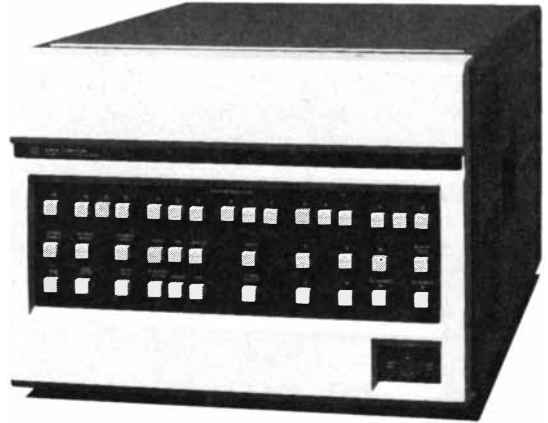
At the nursing station, the patient's ECG signal is monitored by a receiver that operates automatically, never requires tuning and accepts only valid signals, minimizing artifacts from patient motion. An automatic warning light

alerts the nurse of such inoperative conditions as: patient out of range, dislodged electrode, low battery power. It is completely compatible with HP patient monitoring systems. Because it doesn't require new wiring, the ECG Telemetry System is easily introduced into existing facilities. Price is \$1,800 for each patient unit. Write for our new illustrated brochure.

### **Want to wield more power? Use a computer that has connections**

Adding the power of a computer to the laboratory can change the role of a technologist for the better. That's especially true with HP's new 2100, a small computer that grows with your needs.

Once it rolls through your door, the 2100 resists replacement by expanding as your needs increase. Starting with its smallest configuration for only \$6,900, you get a powerful computer that understands your instruments. Fourteen input/output devices and peripherals, and dozens of instruments, can be plugged directly into the 2100. HP has a big advantage here because we probably made many of your instruments in the first place.



*The 2100 is more than just a pretty face. But if work, rather than beauty, turns you on, our box is simply gorgeous. Just imagine it plugged into the important tools of your trade—space doesn't permit showing them.*

When you need more capability, you merely plug in additional memory and hook on peripherals. Smaller and nearly twice as fast as preceding models, the 2100 can expand from 4K to 32K of core memory, all within its 12-inch high mainframe. The same 2100 you start with can be upgraded to a time-sharing, batch processing or automated measurement, test or analysis systems.

The 2100 also gives you a wider choice of operating software packages than any other small computer. One other point: our 2100, as its predecessors, brings HP "instrumentation reliability" to computers. More information is yours for the asking.

For more complete information, write Hewlett-Packard, 1501 Page Mill Road, Palo Alto, California 94304. In Europe: 1217 Meyrin-Geneva, Switzerland.

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