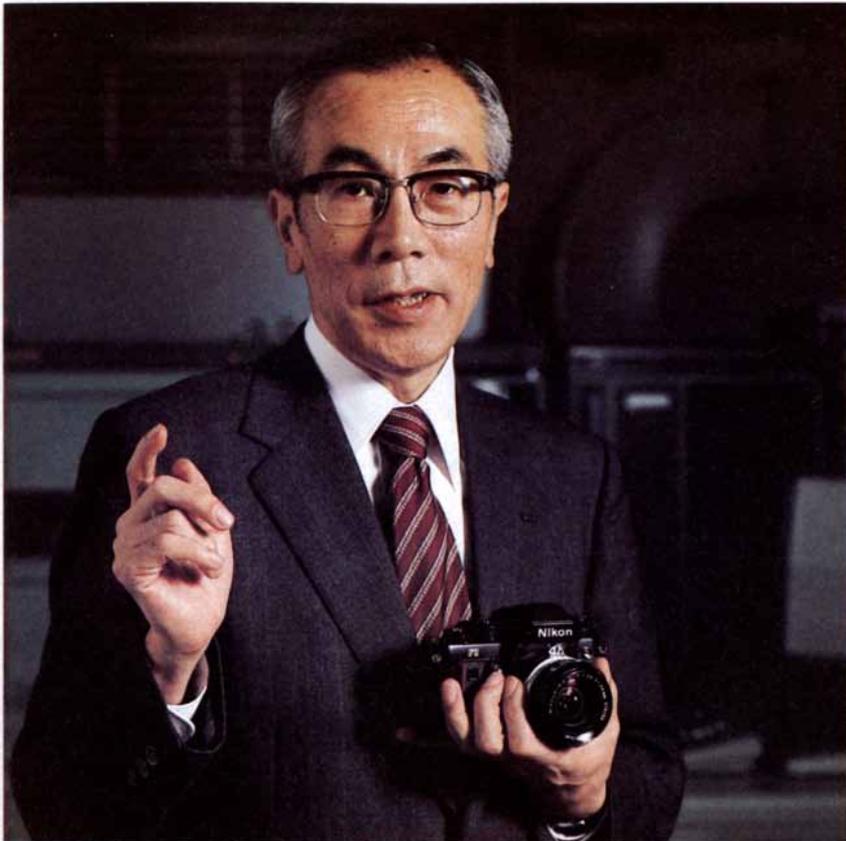


What if you chose as a technical



“At Nikon, HP computers save us \$750,000 annually on our production line alone.”

Nippon Kogaku K.K. (Nikon) is a leading Japanese optical company and maker of world-famous Nikon cameras. Nikon's Camera Division uses 13 HP 1000's in its Computer Aided Manufacturing process.

Shigehide Segawa, General Manager of Camera Production Engineering, says, “The HP 1000 is our capital partner in manufacturing cameras noted for precision and ease of use.

“With integrated circuits automating the camera's operation, our acceptance testing of IC's, adjustment and inspection of circuits during assembly, and final inspection of the end product depend heavily on computer control.

“Our HP 1000's have saved us \$750,000 a year in production. But their total contribution to quality and reliability cannot be expressed by a number.”

HP can be your business computer partner too!

The new, top-of-the-line HP 3000 Series 44 computer—with advanced systems software—makes it easy for novices to enter, process, and retrieve data from up to 96 terminals. Thus, it's a powerful tool for high-volume distributed data processing. And, as a member of the compatible HP 3000 family, the Series 44 uses HP's award winning data base management software, and can be networked for instant



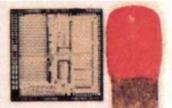
information access and resource sharing. Update kits for smaller 3000's are available.

99-percent uptime service guarantee!

This unprecedented guarantee is available under full-service maintenance plans on Series 44's within 100 miles of any of the 43 HP service centers throughout the U.S.

World's most powerful computer CPU chip.

HP has developed a new proprietary chip containing 450,000 transis-



Hewlett-Packard computer partner?



“At Boeing, HP computers are helping to save \$1 million a year in time and inventory costs.”

Boeing's Manufacturing Research and Development Functional Test Group, in Renton and Everett, Washington, uses several HP 9845 computers to control the mechanical, electrical, and avionics testing of newly manufactured airplanes.

Says Merlin Wiese, Group Manager, “Using HP 9845s, we have developed an automated test system for the Boeing 747, and are now re-designing it for the new Boeing 757 and 767. Before automation, we were spending many days on the manual preflight testing of each new airplane.

“The HP 9845s have enabled us to improve test accuracy, speed test time significantly, and to simulate flight conditions while the airplane is on the ground. This means airplanes spend less time in test and, as a result, labor and inventory costs are reduced substantially.”

tors, more than double the number previously considered the technological limit. Shown here beside a paper match at 2X magnification, this central processor chip is an example of the leading edge technology that keeps HP computers among the world's most advanced.

HP's new Microsystem: modular and low in cost.

The HP 1000 Model 5 is the smallest, lowest-priced complete system in HP's family of real-time computers. It is easy to configure for a wide



range of industrial and lab operations, and uses software packages upwardly compatible throughout the HP 1000 line,

including networking, data base management, and graphics. Prices start at under \$10,000*.

*Domestic U.S. prices only.

**When performance must
be measured by results**

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