

● COMPUTER FOCUS

Computer News for HP OEMs and Independent Software Vendors

September 1984

The HP 3000 Office Computer

Announcing the
HP 3000 Series 37

 HEWLETT
PACKARD

International Only

COMPUTER FOCUS

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On the cover:

The new low-end HP 3000 Series 37 expands the HP 3000 family. The HP 3000 Series 37 Office Computer provides the low cost solution for your branch office or departmental computing needs. The HP 3000 Series 37 is one more reason why Hewlett-Packard can offer the total integrated solution that meets all your computing needs. See stories beginning on page 13.



Marketing Exchange

Looking for some tips on how to market your products? Need to know how to launch an advertising campaign? Becoming a regular reader of *Marketing Exchange* can help you find the answers to these and other questions. Each month, in this new column, our guest authors will tackle a marketing issue of concern to our readers. We invite you to send in your questions, ideas, etc. Perhaps you even have a valuable tip to share with our readers. Send all of your inputs/questions to:

Marilyn Rauchle
Hewlett-Packard
Third Party Merchandising
19447 Pruneridge Ave.
Cupertino, CA 95014

We're anxious to hear from you!

Extra, extra, read all about it! or How to get your story into the press

by Marilee French/HP Marketing Engineer
Value Added Supplier Program

Why should you want to make news? First, because an appearance in the press could give you some leads. In addition, making the news will generate greater target market awareness (or greater "share of mind") of your products and services, and this greater awareness will enable you to sell your products easier and faster.

For example, you might want to write a press release announcing that your software product is now listed or referenced in the HP PLUS Program, or that you are a participant in HP's Value-Added System Supplier Program. This will draw attention to your product as one of the solutions which run on Hewlett-Packard systems. Press releases can also be used to announce local seminars and trade shows hosted by

you, highlights of speeches made at professional or public forums, new product introductions, new office openings or important personnel changes.

HP can help you in your effort to get publicity for your products. We can act as consultants to help you set PR objectives and develop introduction plans. In addition, we can supply you with a media distribution list of the publications which are apt to be interested in your story. Call your HP sales representative as the first step in working with HP on publicity.

Here are some tips on writing good releases for your company:

- Keep in mind that if your target market matches the readership of the newspaper or magazine you send the release to, and if your story is truly of interest to that readership, the editor will greatly appreciate having your article! The main reasons that editors do not publish releases is that the material is not appropriate for their audience, or that they do not judge your topic to be as newsworthy as the other articles they are planning to publish in that issue.
- Write objectively, as if the release is being written by an outsider. The final article may be edited again by a news reporter before it appears in print, but try to write it the way the magazine would — that means factually, without superlatives.
- The headline should generally be no more than two lines. It should tell the editor the one or two most salient features of your story. This title will probably be changed in the editing phase, so it is designed to inform the editor rather than the final reader. Place this headline about halfway down the first page, to allow room for editorial comments and changes.
- Know your target market and say in the first paragraph why this market is interested in what you have to say. This is the reason you are writing the article to begin with. Try to answer Who, What, When, Why, Where, and How. If it's a product announcement, briefly but clearly spell out what the product is, what it does, why prospective buyers should want it, its price, and when it will be available for delivery.
- Give all of the most important information in the first two or three paragraphs. When editors edit your article, they often start at the end and cut until the article fits in the space they have available. Give a contact name so that the editor can get more details from you if he/she needs them.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

- Write in as easy to read and interesting a way as possible — keep paragraphs short, vary sentence structure, use active verbs rather than passive ones, use a few relevant, colorful quotes, etc.
- Avoid use of abbreviations, jargon, and buzz words unless you are absolutely certain that all of your readers share an understanding of them.
- Double space the copy for easier reading and editing.
- Close the release with a general statement about your company, stating what the products are, what markets they are targeted for, your company's size (sales or number of employees), where you are located, etc. to familiarize the reader with who you are, and to provide "proof" that your company is a credible source for what the release is talking about.
- Using your own letterhead is actually more effective than submitting the release to HP and asking that HP release the news. Editors get a large volume of releases from HP already, and since most editors prefer to use a wide variety of sources, your release may stand a better chance of getting published if you print it on your own letterhead.

Writing and submitting a press release is a standard and commonly-used method for obtaining publicity. Reporters can't be everywhere, and press releases are the industry medium for getting news to the public — they are quite effective. Remember, whether or not you use the press to publicize your products, your competitors probably will. Therefore, if you choose not to publicize, you will be losing "share of mind" in your target customers. Publicity helps you ensure that when your target customers think of your type of product, they think of you.

Cross-Licensing Classifieds

Software Packages Available

Industry: *A/E Consulting Firm*

Abstract: G/C CUE is an interactive project control system designed for easy application to any project. It is a full range system supporting all project control functions including planning and scheduling, estimating, data management, cost and performance measurement, and accounting.

Company Name: Gilbert Associates, Inc.

Address: P.O. Box 1498
Reading, PA 19603
USA

Phone Number: 215-775-2600

Contact Person: Paul J. DeMeo

Geographic Coverage: US and International
(Europe, Far East,
Canada, Mexico,
Australia)

Industry: *Buildings Design — Piping (ASME Code)*

Company Name: Cortis & Lentini SpA

Address: Via Della Moscova 16
Italy
20100 Milano

Contact Person: Antonio Brogio

Type of Distributor Wanted: HP 1000/
HP 9000/HP 200 Senese

Geographic Coverage: Worldwide

Industry: *Engine Testing*

Abstract: Large scale 150 channel data acquisition software package available for HP 1000. Smaller system available for HP-85.

Company Name: Environmental Dynamics, Inc.

Address: P.O. Box 7209
Ann Arbor, MI 48107
USA

Phone Number: 313-995-2544

Contact Person: T. J. Rhoades

Type of Distributor Wanted: Open

Geographic Coverage: Worldwide

Industry: *General Management Applications*

Abstract: PROBE/3000 is an interactive data analysis tool which permits managers to analyze corporate data with no programming. PROBE creates statistical tables, report-quality output.

Company Name: Columbia Research Center, Inc.

Address: 530 S.W. Harrison
Portland, OR 97201
USA

Phone Number: 503-225-0112

Contact Person: Glenn Keto

Type of Distributor Wanted: Any inquiries welcome

Geographic Coverage: North America

Industry: *Mechanical Engineering*

Abstract: Aids in design of mechanical cams. Synthesis of follower motion, geometry of cam, dynamic forces and stresses are computed. Output can be printed or plotted. Drawing of the cam and output of cutter coordinates are available.

Company Name: Delta Engineering Corporation

Address: 2024 W. 7th Street
Muncie, IN 47302
USA

Phone Number: 317-286-5601

Contact Person: Alan Jordan

Type of Distributor Wanted: Open

Geographic Coverage: United States

Industry: *Offshore Engineering and Operations*

Abstract: "Vessel Loading Calculator" program. Performs complicated stability calculations and data base management for ships, semisubmersibles and other floating structures.

Company Name: Offshore Technology Corp.

Address: 578 Enterprise St.
Escondido, CA 92025
USA

Phone Number: 619-746-5511

Contact Person: Rod Edwards

Type of Distributor Wanted: Technical/Engineering

Geographic Coverage: Worldwide

Industry: *Process and Manufacturing using Programmable Controllers (PC)*

Abstract: STARNET: Provides comprehensive applications for supervision of networks of PCs by HP 1000 A-Series using PCIF. Widely used in food, chemical, electronic assembly, robotics, pharmaceuticals, water treatment.

Company Name: Denniston & Denniston, Inc.

Address: 3436 N. Kennicott Ave.
Arlington Heights, IL 60004
USA

Phone Number: 312-398-8500

Contact Person: Wm. B. Denniston Jr.

Type of Distributor Wanted: International Technical OEM familiar with process control/factory automation, programmable controllers.

Geographic Coverage: Worldwide

Industry: *Shipbuilding, Ship Repair and Commercial Production*

Abstract: An interactive system designed to provide management with the tool to better control production costs and schedules.

Company Name: SPAR Associates, Inc.

Address: 927 West Street
Annapolis, MD 21401
USA

Phone Number: 301-263-8593

Contact Person: Laurent Deschamps

Type of Distributor Wanted: Reputable, knowledgeable persons experienced with production cost/schedule control.

Geographic Coverage: International

Industry: *Surveying/Civil Engineering*

Abstract: Complete surveying package, start to finish. Final plans, contours, base sheet. Archival quality plans, design commands, adjustments, intersections, etc.

Company Name: Coffin Advanced Technologies

Address: Box 916 Cony Road
Augusta, ME 04330
USA

Phone Number: 207-623-9475

Contact Person: Kerry Coffin

Type of Distributor Wanted: HP-86, HP 9816 dealers

Geographic Coverage: Worldwide

Industry: *Funding agencies like World Bank, United Nations, etc.*

Abstract: Project information, management and accounting for funding projects. Package runs on HP 3000 using IMAGE and VPLUS. Has interface with HP's word processor and graphic software.

Industry: *Insurance*

Abstract: On-line menu driven for life and health insurance, using IMAGE, VPLUS and COBOL II. A comprehensive package for requirements of life and health insurance companies of medium size. Runs on HP 3000.

Industry: *Cross Industry*

Abstract: File management system for creation and maintenance of test and production files. This is an on-line utility for IMAGE, KSAM and MPE files.

Company Name: Blue Star Limited

Address: 74, SDF III, SEEPZ,
Andheri East, Bombay 400 096
India

Phone Number: 632 8669

Contact Person: Vasant R. Shroff

Type of Distributor Wanted: OEM or Software Supplier

Geographic Coverage: Worldwide

Industry: *Cross-Industry — emphasis on construction, electronics*

Abstract: VUE is an on-line project management system using the critical path method to help managers establish and manage realistic project schedules.

Company Name: National Information Systems

Address: 20370 Town Center Lane
Cupertino, CA 95014
USA

Phone Number: 408-257-7700

Contact Person: John Enyedy

Type of Distributor Wanted: Any HP 3000 OEM or third party supplier with a market for this type of software

Geographic Coverage: Worldwide

Industry: *Cross-Industry — marketing departments*

Abstract: Marketing Management System (MMS/3000) is a menu-driven package for processing and tracking advertising and sales leads, producing form letters, aiding in telemarketing follow-up, producing advertising and product analyses, and providing office automation features. In addition, MMS can be integrated with some of the more popular word processing and data base systems at the micro level. HP 3000 uses MPE/V and HP 150 uses MS DOS.

Company Name: JEB Systems, Inc.

Address: 57 Main Street, P.O. Box 70
Franconia, NH 03580
USA

Phone Number: 603-823-5587

Contact Person: James E. Brock

Type of Distributor Wanted: HP 3000 OEM or software supplier

Industry: *Cross-Industry — emphasis factory automation, process control, data acquisition, real time applications*

Abstract: Multi-FORTH™ is a real-time 32-bit language/operating system for HP 9000 Series 200 computers. Runs in under 64K. Assembler, editor and other utilities included.

Company Name: Creative Solutions, Inc.

Address: 4701 Randolph Rd., Suite #12
Rockville, MD 20852
USA

Phone Number: 301-984-0262

Contact Person: Christine W. Colburn

Type of Distributor Wanted: All OEMs — specifically familiar with the HP 9000 Series 200 line

Geographic Coverage: US primarily, possibly International

Industry: *Cross-Industry*

Abstract: Financial model processor on HP 3000, HP 1000, HP 150 consisting of modeling processor (FMP), file processor (FP) (consolidations, currency problems) and an automatic pilot (to execute repetitive series of FMP and FP). Available in English, French, German and Dutch.

Company Name: Beyers and Partners

Address: Michielssendreef 26/40
Brasschaat, Belgium
2130

Phone Number: (432) 3/652.03.03

Type of Distributor Wanted: Companies with knowledge of the local software market and an in-house financial expertise

Industry: *Cross-Industry*

Abstract: SYDAID software instrument, provides the means for interactive application generation and maintenance. Consists of a compiler translating source file, code files and an interpreter to run the code.

Company Name: Sydes

Address: Brusselpoortstraat 8, Bus 4
Mechelen, Belgium
2800

Phone Number: (32) 15/42 22 72

Contact Person: Mr. Jacques Van Damme

Type of Distributor Wanted: Expertise with HP 3000

Geographic Coverage: Belgium

Industry: *Cross-Industry*

Abstract: Series of MISTRESS products:

MISTRESS — fully relational data base management system, written in C, for UNIX operating systems.

MISTRESS PLUS — combines powerful MISTRESS RDBMS with M-VISION, a dynamic data display, and M-WRITER for flexible report architecture.

MISTRESS/32 — advanced relational data base management system for extended addressing UNIX products.

Company Name: Rhodnius Incorporated
10 St. Mary Street, Suite 602
Toronto, Ontario
M4Y 1P9

Phone Number: 416-922-1743

Contact Person: Mr. Doran R. Foeller

Type of Distributor Wanted: OEMs

Geographic Coverage: International

Industry: *Cross-Industry*

Abstract: Data-Model Financial Modeling. Interfaces with IMAGE, extensive data protection, virtually unlimited model size and consolidation.

Company Name: Computer Modeling, Inc.

Address: P.O. Box 19595
Seattle, WA 98109
USA

Phone Number: 206-282-9777

Contact Person: Thomas L. Hanks

Type of Distributor Wanted: Open

Geographic Coverage: Worldwide

Industry: *Cross-Industry*

- Abstract:**
- CPERT — Project management program for HP-86/87. Does not require CP/M module.
 - PLOT IT — A general plotting program for CRT and/or plotter. Curve fitting as well. For HP-86/87.
 - FILE IT — A comprehensive data file management system. Merge, copy, sort, search, etc. with flexible format output. Runs in native BASIC. For HP-86/87.
 - LC DATA — Learning curve program for HP-86/87. Calculates and plots data on CRT and plotter.

Company Name: Collins & Associates, Inc.

Address: 187 Flying Mist Isle
Foster City, CA 94404
USA

Phone Number: 415-571-6991

Contact Person: R.K. Collins

Type of Distributor Wanted: Dealer or OEM

Geographic Coverage: Worldwide

Software Packages Wanted

Type of Package Needed: CAD 3-D on HP 9000

Industry Application: Industrial Automation,
Robotics, Mechanical
Design, Civil Engineering
Design for HP 1000/HP
98XX

Needed by: Cortis & Lentini SpA

Address: Via Della Moscova 16
20100 Milano, Italy

Geographic Coverage: Worldwide

Contact Person: Antonio Brogio

Type of Package Needed: Mapping -
cartography

Industry Application: General purpose utility

Needed by: Columbia Research Center, Inc.

Address: 530 S.W. Harrison
Portland, Oregon 97201
USA

Geographic Coverage: North America

Contact Person: Glenn Keto

Phone Number: 503-225-0112

Type of Package Needed: HP 3000 — Manufac-
turing Control System

Industry Application: Production Material
Management

Needed by: Merit Systems, Inc.

Address: 5700 Crooks Road, Suite 219
Troy, MI 48098
USA

Geographic Coverage: Michigan, New Jersey,
Texas

Contact Person: John Silvi

Phone Number: 313-879-7600

Type of Package Needed:

- Personnel/Employee Management
- Tumor Registry Reporting
- Laboratory Supply/Material Management
- Clinical Microbiology
- CAP/RVU Package
- Surgical Pathology
- Blood Bank

Industry Application: Medical Laboratory

Needed by: DATALAB, Inc.

Address: 16800 Imperial Valley Drive, Suite 400
Houston, TX 77060
USA

Geographic Coverage: North America

Contact Person: Virginia Fiely/Harrell Blacklock

Phone Number: 1-800-231-6351

Type of Package Needed: Process Control,
Operator Interface,
Process Graphics,
Maintenance

Industry Application: For HP 9000 Series 200,
HP 1000

Needed by: United Electric Company

Address: 1011 Washington Ave. South
Minneapolis, MN 55415
USA



Contact Person: James Boulware
Phone Number: 612-338-1915

Type of Package Needed: Finite Element
Modeling

Industry Application: Aerospace

Type of Package Needed: Structural Modeling

Industry Application: Dynamic Mechanical
Assemblies

Type of Package Needed: Circuit Simulation

Industry Application: VLSI/Board/Systems
Design

Type of Package Needed: Finite Element
Analysis

Industry Application: Architectural Structures

Type of Package Needed: Flight Simulation

Industry Application: Aerospace

Type of Package Needed: Vibration Analysis

Industry Application: Aerospace/
Transportation

Type of Package Needed: Scientific
Computation

Industry Application: Research Laboratories
(Physics, Electronics,
Sonar, Audio, Radar)

Type of Package Needed: Financial Modeling

Industry Application: Economic Forecasting

Type of Package Needed: Signal Processing

Industry Application: • Audio Systems
• General
• Automatic Test
Equipment

Type of Package Needed: Biomedical Signal
Processing

Industry Application: Medical Imaging/
Diagnostics

Needed by: ANALOGIC CORPORATION

Address: 1 Audubon Road
Wakefield, MA 01880
USA

Geographic Coverage: Worldwide

Contact Person: Bruce R. Mackie

Phone Number: 617-246-0300, ext. 2093

Type of Package Needed: Image Processing

Industry Application: • Robot Vision
• Visual Inspection
• Geophysical
• LANDSAT
• General

Needed by: ANALOGIC CORPORATION

Address: 1 Audubon Road
Wakefield, MA 01880
USA

Geographic Coverage: Worldwide

Contact Person: Bruce R. Mackie

Phone Number: 617-246-0300, ext. 2093

You can list your company in the **Cross-Licensing Classifieds** (either Software Packages Available or Software Packages Wanted) by sending the information in the format used here to:

Hewlett-Packard Company
Third Party Marketing
Attn: Lynn Gardner
19447 Pruneridge Avenue
Cupertino, CA 95014
USA

Entries will run for two months. The most recent additions are shaded. Be sure to send the information in at least one month before you wish it to appear.



HP 150 name changes in the US

Beginning September 1, 1984, only in the United States, HP will be removing the HP 150 designation from all literature and advertising.

The HP 150 was renamed the "Hewlett-Packard Touchscreen Personal Computer" or "Touchscreen," for short. The name is easy to remember and recognize and provides a friendly image of the product.

This action is consistent with the naming of other PC products such as The Portable, HP ThinkJet printer, and the HP LaserJet printer.

CSO DIRECT ORDER

CSO Fast Phones — the easy, direct way for you to order supplies, accessories, media, furniture and software.

Location	Telephone Number
United States	800-538-8787
California	408-738-4133
United Kingdom	0734-792868 0734-792959
France	(6) 928 32 64
Belgium/Luxembourg	(02) 762 32 00
Switzerland	(057) 31 22 54 or 31 22 59
Italy	(02) 92 36 91 (06) 5 48 31
West Germany	07031-142829 07031-223133
The Netherlands	020-470639
South Africa	802-5111 53-7954 28-4178
Canada	
Toronto Local	416-671-8383
Ontario	1-800-268-6982
Quebec	1-800-387-3417
British Columbia	112-800-387-3154
Other Provinces	1-800-387-3154
Sweden	08-7502027 08-7502028



Real-time color video for the HP 1000 A-Series



Introducing the exciting new HP 12065A color video interface for the HP 1000 A-Series computer family. This product has been designed to meet the needs of the Computer Aided Manufacturing marketplace. Within this market segment, a clear and persistent demand has been demonstrated for a moderate-resolution, high-speed, aggressively-priced color video monitor interface. The HP 12065A color video interface delivers on all these requirements.

HP 12065A color video highlights:

- HP Graphics/1000-II compatible
- Delivers Red-Green-Blue (RGB) RS-343 video output
- 512 x 512 pixel resolution for 1 x 1 aspect ratio displays
- 576 x 455 pixel resolution for 4 x 3 aspect ratio displays
- 16 colors selected from a palette of 4096 or 8 colors selected from a palette of 4096 with character overlay
- Real-time video output
- High speed polygon area fill
- Independent blink control of each color
- Scrolling capability
- Two accessory RS-232C ports for keyboards, touchscreens, joysticks, and mice.

The advantage of the color video interface is that it is a window into your application. Typical applications include process control, computer-aided test, and computer-aided manufacturing. Using color video with one or more types of operator input devices, such as touchscreen, can provide a high degree of user friendliness and flexibility for less money than traditional custom consoles. When coupled with an output accessory like the HP 27201A speech output module, color video displays can dramatically increase your productivity.

It is easy to get you started or upgraded to the HP 12065A to take advantage of its speed and flexibility. The HP Graphics/1000-II package contains generic commands that are used by many graphics peripherals for more efficient software development.

The HP 12065A color video interface will support five monitors per interface. This gives you the advantage of driving the same picture to five different locations. The benefit is that this capability is performed with one HP 12065A, saving you money and I/O slots in the HP 1000 A-Series computer.

HP will also support the monitor 250 feet away from the host with RG59/U cable or even up to 500 feet away from the host with RG11/U cable. The advantage is that the monitor is placed strategically where it is required by the application. The benefit will be increased productivity.

Contact your HP sales rep for more information.

Last chance for the HP 1000 Technical Computer Conference

Don't miss the HP 1000 Technical Computer Conference at the Hyatt San Jose, September 9-13.

Interex, the International Association of Hewlett-Packard Computer Users, the conference sponsor, invites you to take advantage of the following:

- Vendor show
- Keynote address by Barney Oliver, "Search for Extraterrestrial Intelligence"
- 44 technical papers
- 6 tutorials
- Swap tape
- Tape-recorded sessions
- Round Tables — Management and Technical
- HP's Data Systems Division and Response Center tours
- Barbecue and wine tasting.

For more information, call the conference department at Interex 415-941-9960.



Only Hewlett-Packard offers a complete, integrated office solution

Hewlett-Packard has proven itself the leader in integrated and cost-effective distributed data processing solutions. Now, HP is establishing the next phase in the evolution of business computing by integrating portable, personal, departmental, and mainframe computers. Only HP delivers solutions that completely address all distributed processing, office automation, and personal computing needs.

HP lowers your initial investment and protects it over time

As the pioneer of distributed data processing, HP offers you a broad line of compatible, easily upgradeable systems. Your investment in hardware is protected by the modular upgradeability of components, return credits, and long support lives. Your application software is protected by our proven commitment to maintain, over time, the forward compatibility of MPE. Our history of complete compatibility across the full product line further insures your software investment.

The introduction of the HP 3000 Series 37 rounds out the HP 3000 family with a cost-effective, entry level system that expands the HP 3000's price/performance range — already the broadest in the industry. The simultaneous introduction of small, cost effective, and attractively packaged peripherals helps to significantly reduce the cost of the total entry level system. The unique HP 3000 Series 37 has all the software functionality of the largest HP 3000, yet is so compact that it fits under a table! You can buy a small HP 3000 and feel perfectly confident that your system can grow without costly, disruptive conversions and expensive staff retraining.

The next phase of business distributed processing

HP has combined the functionality and the established strengths of the HP 3000 line and its office software with its new personal computing products to achieve a level of integration and ease-of-use unmatched in the industry.

Everyone benefits with this strategy. General managers' concerns about the costly proliferation of incompatible minicomputers, word processors, PCs, software applications, and data bases throughout their companies are relieved with the HP solution. With HP, users have more control over their work. For the users, shared data is easier to access and update with the integrated solutions. Since the MIS department does not have to waste time and resources compensating for system incompatibilities, the users get faster responses and more effective solutions for their application development concerns. The MIS department can devote more of its resources towards further improving business productivity.

Increase your company's productivity

For the first time, companies have a simple, consistent, and integrated solution to meet their distributed processing, office automation, and personal computing needs. With the Hewlett-Packard business computer solution, both personal and multi-user computers can be used in a controlled and productive manner throughout the organization.

HP's products are currently helping many companies to boost their organizational productivity. A common application uses the HP Touchscreen and the Portable personal computers. The personal computers function as stand-alone computers or connect to a host HP 3000 in a terminal mode. Managers have become more productive at home and on the road. Once the document has been reviewed, it can then be distributed around the world to any other user linked by HP's state-of-the-art AdvanceNet data communications products.

No other company can offer such an easy-to-use, integrated, and flexible solution to your organization's distributed processing, office automation, and personal computing requirements. These are just a few more reasons why HP consistently delivers "Productivity, Not Promises."

The HP 3000 Series 37 — Increase your office productivity at a low price

With all the power of the top-of-the-line model of four years ago, and approximately half the cost of the most recent entry-level HP 3000, the HP 3000 Series 37 Office Computer brings a cost-effective solution to your office productivity needs.

The HP 3000 Series 37, a new, low-cost member of the HP 3000 computer family runs the same software as the largest HP 3000 yet it fits under a table and is much quieter than a typewriter. Furthermore, the HP 3000 Series 37 is customer installable for entry-level configurations. It operates in carpeted rooms over a wide temperature range without special air conditioning and it plugs into an ordinary wall socket, allowing the HP 3000 Series 37 to be easily installed in almost every office environment.

Versatility and power in a compact design

The entry level HP 3000 Series 37 has 512K bytes of main memory, a 55M-byte disc and cartridge tape backup all of which fits in a compact office cabinet. The system can be expanded to the larger HP 3000 Series 37XE supporting as many as 28 terminals, 2M bytes of main memory and 2,400M bytes of disc storage. With standard upgrades, you can grow into larger HP 3000 models, the largest of which can support as many as 400 terminals. With HP's state-of-the-art data communications, the HP 3000 Series 37 can connect to other HP 3000s and IBM mainframes.

Protected software investment

The HP 3000 Series 37 protects your software investment. As part of the total package, you receive all the systems software that is included on other HP 3000

systems. This fundamental operating software includes MPE, IMAGE data base software, QUERY 3000, VPLUS 3000 and HP utilities.

The HP 3000 Series 37 and other HP 3000s give you the widest range of price-performance choices in the industry. The HP 3000 Series 37 product line compatibility allows you to upgrade your system without the need for costly software conversions, regardless of the range of upgrade. Many competitor system upgrades require conversion and still can't match the HP 3000's superior on-line, interactive abilities, software productivity tools, networking and multi-vendor data communications facilities.

Ease of use

A key feature of the HP 3000 Series 37 is its ease of use. The costly and time consuming use of floppy discs to back up large volumes of vital data has now been eliminated on the HP 3000 Series 37. On the HP 3000 Series 37, backup for an entire 55M-byte disc is done on a specially designed tape cartridge. This innovation simplifies the backup and removes the problems inherent in managing large libraries of floppy discs.

You no longer need highly skilled professionals to perform the system backup. The HP 3000 Series 37 hardware features allows the MPE operating system to take automatic control of the system backup and to check for data integrity. This means that the system backup requires no supervision and can be performed during non-peak hours with confidence.

Another ease-of-use feature automatically delivers the appropriate application screen to each user at the start of the day's operations. This significantly reduces the training needs of your users while allowing them to be productive quickly.

Thus, most system operations are simple enough to be performed by a secretary or a clerk during the normal day or can even be accomplished automatically during off-work hours.

Low cost of ownership

In addition to the reduced need for an in-house system operator, the HP 3000 Series 37 is also less expensive to maintain. With remote support capability, HP engineers can diagnose your system over the telephone in minutes, providing fast response to improve your system uptime, and reduce the number of more costly on-site visits.

Included with the HP 3000 Series 37 is a battery backup capability that maintains the system memory during a power failure. If the power returns anytime within 15 minutes, your application resumes from exactly where it left off. This promotes smoother, more reliable operation of your applications.

Furthermore, the HP 3000 Series 37 VLSI technology radically reduces part counts, power consumption and size. This accounts for significant improvements in reliability and in lower support costs.

Increase your office productivity

The HP 3000 Series 37 computer system is orderable today. To find out more, call your HP sales representative.

Use the HP 3000 Series 37 to solve your branch office, departmental processing and small business systems problems

Do you have processing problems in your departments or branch offices because of the constraints imposed by the main office computer? Or, in the past, have adequate small business computers just cost too much to justify expansion of their distributed processing?

Now HP has the perfect solution for you with its low cost entry level HP 3000 Series 37. You can purchase a compact high performance HP 3000 entry level system that is fully compatible with the larger HP 3000s. The HP 3000 Series 37 runs under MPE, is easy to use and is customer installable. For more information about the revolutionary HP 3000 Series 37, see the other articles in this section or call your HP representative.

New MPE features significantly increase HP 3000 ease of use

Recent enhancements to MPE make the HP 3000 family easier than ever to use. The new enhancements significantly simplify system operations, automate backup, and increase the systems' user friendliness.

The new ease of use features are supported across the entire HP 3000 product family. They are particularly well-suited for the smaller, low-end versions of the product line because they reduce the need for operator support.

These new features are supported on the second base-MIT release of MPE-V/E, which is known internally as "T-MIT." T-MIT is also the first release of MPE-V/E which supports the HP 3000 Series 37 office computer and assorted low-cost peripherals. T-MIT is supported on the HP 3000 Series 37, 39, 40, 42, 44, 48, 64 and 68. Disc caching is supported only on the high-performance HP 3000 Series 39, 42, 48 and 68.

Simple operations

These new features included in T-MIT make daily/periodic operations tasks easier and faster to perform:

- Job scheduling allows you to specify a particular time and date at which your jobs should be run. Special system reserved job control words have been created to reflect the system time and date. This allows the system to automatically run the jobs according to the system date. This feature gives you the flexibility to totally automate many of the normal, operational routines performed on a daily basis.
- New, simpler backup commands allow the operator to request a partial backup or a full backup with just one command. Used in conjunction with the job scheduling feature, backups can be regularly scheduled with ease. Progress messages have also been included in the new backup programs informing the operator/user of backup progress.
- The new system startup state configurator allows the system manager to specify a series of commands to be executed each time the system is restarted before the console is logged on. This simplifies system start-up and allows the system to become production-ready quickly. For turnkey application suppliers, this feature provides new, more efficient customization flexibility.
- The programmatic creation of sessions feature eliminates the need for you to interact with MPE to bring up a session on terminal. Programmers with the proper capabilities can create sessions on terminals other than their own, simplifying procedures and making the system more user-friendly. When used in conjunction with the system start-up state configurator, sessions can be logged on automatically.

Easier system configuration

Additional improvements to MPE have made HP 3000 systems easy to configure by providing handy on-line references that eliminate the need to manually search for configuration information.

- Table Lookup provides the ability to supply device-specific information for HP supported peripherals on line (ie, type subtype, record width, driver name and class).
- I/O mapping provides the system manager or operator with information about the devices that are physically connected to the system during the initiator dialogue. This is particularly useful for the initial configuration of devices on the system.
- The new System Tables Dialogue enhances the friendliness of the system. MPE automatically prompts the person configuring the system with maximum and minimum values allowed for the system tables.

MPE and special HP 3000 Series 37 features

Unique to the HP 3000 Series 37 is a battery-powered time of century clock and four position keyswitch. The keyswitch allows for easy system start-up. An HP 3000 Series 37 user can start the system by simply turning the key on and MPE will automatically initiate a warmstart. The time of century clock ensures accurate and reliable system time. Even if there is a power failure, you can be assured that the jobs regularly scheduled will remain in queue and run on time when the power returns.





Large-quantity packages of RAM boards now available

The RAM boards for the HP 9000 Series 200 computers are now available in large-quantity packages. The new 1M-byte board is available in a 50-count package (Product Number 98257P) and the ¼M-byte board is available in a 100-count package (Product Number 98256Q).

Contact your HP sales rep for ordering information.

HP 9000 Model 216 BASIC Operating Manual not for BASIC 3.0

HP 9000 Model 216 users who order BASIC 3.0 should refer to the new BASIC 3.0 User's Guide for an introduction to BASIC, rather than to Part II of the HP 9000 Model 216 BASIC Operating Manual, which covers BASIC 2.0.

BASIC 3.0 customers should still read the first eight chapters of the HP 9000 Model 216 BASIC Operating Manual for installation instructions. Then they should turn directly to the BASIC 3.0 User's Guide. BASIC 2.0 customers will continue to use the entire Model 216 BASIC Operating Manual for both installation information and an introduction to BASIC.

The new Model 216 unpacking instructions will advise users which manual(s) to use depending on their revision of BASIC.

The BASIC 3.0 User's Guide, P/N 98613-90040, can be ordered through CSO (see page 9 for CSO ordering information).

Announcing Context MBA version 2.4

The very popular Context MBA software for the HP 9000 Series 200 computers has just been revised. Version 2.4 (product number 45481B) retains the same five functions (spreadsheet modeling, graphics, data base, word processing, and telecommunications) in one integrated piece of software, but now it supports the new HP 9000 Models 217 and 237. On the HP 9000 Model 237, each of the four MBA windows is the size of the HP 9000 Model 216 screen. The new version, which replaces version 2.3 (product number 97038JA), offers complete support on the HP 9000 Models 216, 217, 220, 236A/C, and 237, at the same price.

In addition to the new HP 9000 Series 200 support, version 2.4 contains some minor enhancements, bug fixes, and improvements in documentation. Enhancements include the ability to enable local screen echo when using telecomm, plus improved error handling for disc operations. The number of supported peripherals has been expanded to include the new HP 9122D double-sided 3½" disc drive, the HP LaserJet and the HP ThinkJet printers, and the HP 7550A 8-pen plotter, among others.

The new version is fully compatible with the existing version and yields the same user workspace size when used in a system with 512K bytes RAM. Part numbers are:

Product Number	Option	Description
45481-63002	630	3½" external drives
45481-65002	650	5¼" external drives
45481-65003	655	5¼" internal drives

Context MBA is a US trademark of Context Management Systems.

Changes in Softool status

Effective September 1, 1984, Softool Corporation will become an HP PLUS Referenced Software Supplier, and all their products will be removed from the HP Price List. Softool will assume all responsibility for their products, which run on the HP 9000 Series 500. This change will allow Softool to more aggressively price and market their products.

Inquiries should be directed to Softool Sales Department, 805-964-0560.

Multi-FORTH™ now joins HP PLUS Referenced Software

Multi-FORTH Version 1.03 (product number 97030JA), the programming software from Creative Solutions, Inc. for the HP 9000 Series 200 Models 226 and 236, has been distributed by HP for several years. Creative Solutions has come out with Version 2.00, a 32-bit implementation for the entire HP 9000 Series 200, which will be HP referenced and *not HP distributed*.

Because Version 1.03 is limited in system coverage, Creative Solutions has asked that HP discontinue distributing it. Therefore, HP 97030JA was removed from the HP price list August 1. Creative Solutions will continue to support 1.03. Multi-FORTH inquiries should be sent to:

Creative Solutions, Inc.
4701 Randolph Road #12
Rockville, MD 20852
Phone 301-984-0262.

Multi-FORTH™ is a trademark of Creative Systems, Inc.

ID PROM upgrade available

HP is offering an upgrade package for customers with older HP 9816A/S computers who need an ID PROM for software protection. If you are using the 09816-66510 and 09816-66512 processor boards, you can buy this upgrade instead of an 09816-66513/14 processor board. This ID PROM will allow you to run popular software packages such as HP TechWriter and HP EGS/200 on the HP 9816.

The product number for the ID PROM upgrade is 98143P.

Contact your local HP sales rep for more information.



Who needs an HP 9144A?

The new HP 9144A ¼" tape cartridge fits a niche that previously has been unfilled. In particular, customers with 10/15M-byte Winchester on technical workstations have not had a product specifically matched to the disc and have had to use multiple floppies for backup. As a result, valuable data often went unprotected for lack of a convenient, low-cost solution. Now, the stand-alone HP 9144A satisfies the need. Using just one 16.8M-byte cartridge and a special tape utility, you can back up an entire system in eight minutes.

The HP 9144A is currently supported on the HP 9000 Series 200 (BASIC, Pascal, and HP-UX) and Series 500 (HP-UX) and the HP 1000 A-Series (with the A.84 operating system). For more information, contact your local HP sales rep.

New HP-GL Programmer's Reference Manual available

HP has just updated the HP-GL Programmer's Reference Manual to include all the plotters introduced in the last year: the HP 7090A, 7475A, 7550A, 7580B, 7585B, and 7586B.

This book is a complete comparative guide to HP-GL, the standard instruction set used by all HP plotters (except the HP 7221 series). The slight differences that exist in each plotter's HP-GL set are important to programmers. The book also covers the coordinate system boundaries, power-up default conditions, HP-GL syntax, and character set definitions for each plotter.

Who needs the manual?

Any plotter OEM or third-party software supplier should have this manual. It will help you write or adapt software for different plotter models.

The new manual completely replaces the old manual and should be available by October 1. Request copies (P/N 5953-9765) from your HP sales rep.



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For further information on any of the products and services discussed in **Computer Focus**, please contact your HP sales rep.

Note: Not all HP computer products are sold and supported in all countries. Please check with your local HP Sales Office.

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