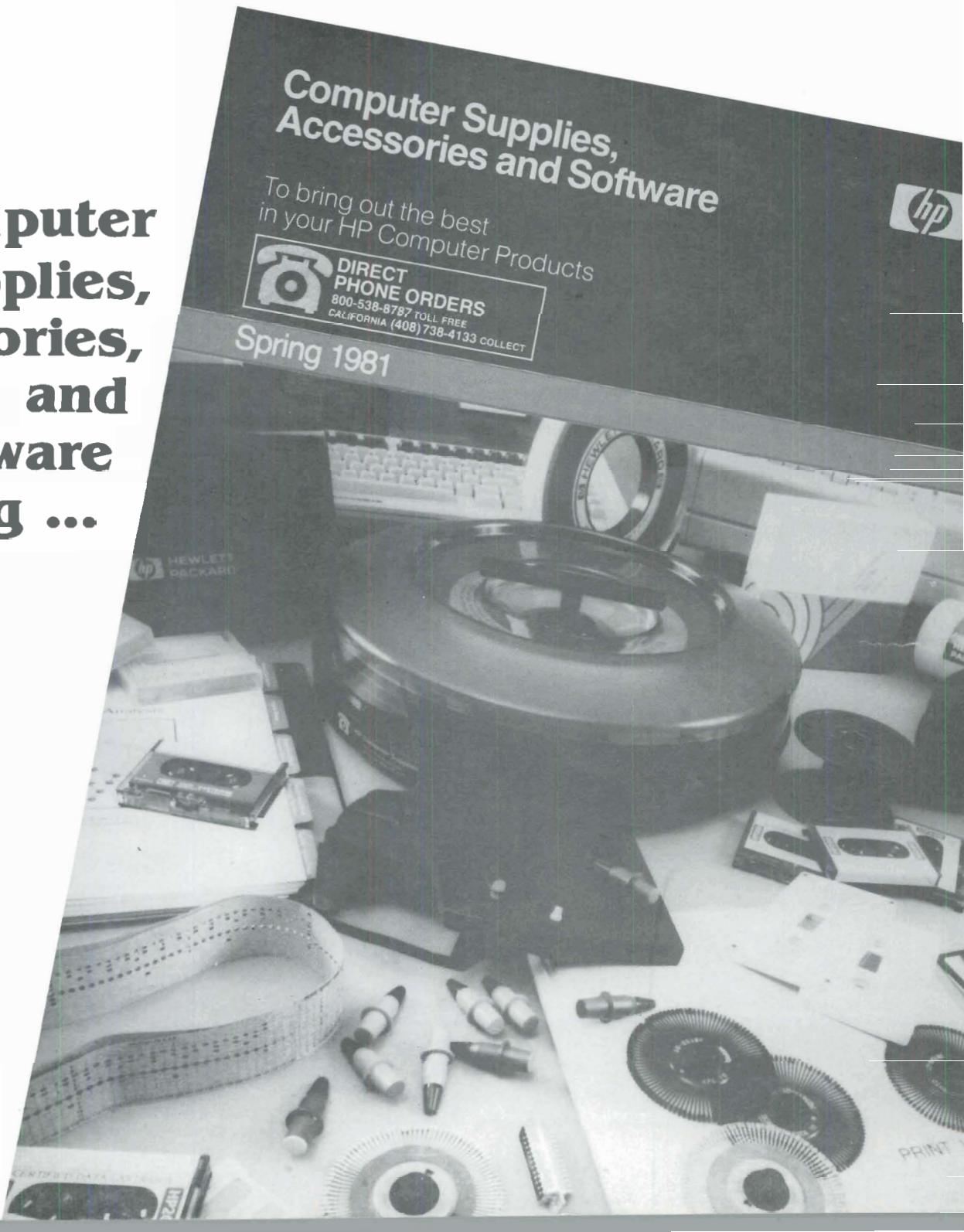


Computer News

New!

Computer
Supplies,
Accessories,
and
Software
Catalog ...



Computer News

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The new supplies catalog includes more than 70 low-cost software packages and more than 50 new supplies and accessories. Article begins on page 3.

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HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

**CSD**

FRC Service Lowers Cost of Ownership

By Doug Kaewert/CSD

On March 1, CSD implemented a 10% decrease in the Monthly Maintenance Charge for products returned to HP Field Repair Centers for service. In addition, the Computer Groups' general 5% price increase applied to all on-site and per-incident maintenance prices.

As a result of these changes, Field Repair Center Monthly Maintenance Charges are, in many cases, one-half the cost of on-site MMCs. If you compare Field Repair Center MMCs to on-site Time and Materials or Standard Repair Price (STREP) service, over a product's life, the cost of Field Repair Center Service is likely to be less than half the cost.

HP Field Repair Centers provide the same high quality service that HP's CEs provide on-site. Only, with Field Repair Center Service, customers return their HP product to one of the Field Repair Centers located throughout the world. The FRC will repair, test, and return ship the unit within a maximum of three days from receipt. HP will pay return shipping charges. Products eligible for FRC service include all desktop and personal computers, terminals, and many other peripherals.

How can you and your customers benefit?

Systems Customers: Systems customers with 20 or more HP terminals or character printers can realize significant cost savings with improved equipment availability by combining Field Repair Center Service with spare units. Consider the cost savings for a customer with 30 HP 2621A terminals. The annual charge for these terminals under a Standard Systems Agreement (4-hour on-site response) is \$7,560. Under a Field Repair Center

Agreement, the annual charge is \$2,880. Allowing for customer shipping costs, the difference is a yearly savings of nearly \$4,600! The savings from the first year alone is enough to enable the customer to purchase two spare terminals. This means that a spare unit is always available for immediate use in the event of failure. In addition, the customer has extra capability for peak workloads or occasional uses for other purposes. And, even with the purchase of spares, the customer can still save money over the cost of on-site maintenance.

The savings over next day on-site response agreements is smaller, but the overall result is the same — lower cost of ownership with increased terminal availability for your systems customers.

Standalone Desktop, Personal Computer, and Terminal Customers: Often customers using these "workstation" type products in standalone environments rely on per-incident service — Time and Materials or the Standard Repair Price Program (STREP) — to meet their support needs. But experience shows that maintenance agreements lead to greater customer satisfaction. With an agreement, all hardware problems resulting from normal product use are covered by HP. Both you and your customers are insured against maintenance "surprises" which can be expensive and time consuming. And now, with the recent pricing changes, HP's Field Repair Center Service becomes a really super option — quality HP support at a low cost. So, consider Field Repair Center Service for your systems customers and for your standalone, "workstation" customers. It's a great way to lower cost of ownership while ensuring continuing customer satisfaction through high quality HP support.

CSO

New Computer Supplies, Accessories & Software Catalog

By Jim Kinney/CSO

That's right! Our new catalog now includes "software" in its title. The Spring 1981 edition lists more than 70 low-cost software packages for use in graphics applications, and with HP personal/desktop computers. And that's not all! You'll find information on more than 50 new supply and accessory items. For example:

- Print wheels and ribbons for the HP 2601A Daisywheel Printer
- Toner and other supplies for the HP 2680A Laser Page Printer
- Supplies for the HP 7580A Drafting Plotter
- New color pens for HP plotters
- Handy storage devices for flexible discs and minicartridges
- Initialized discs for the HP 250
- New storage/security cabinets
- New rugged workstation table
- New cables and connector kits

US customers will appreciate two new services announced in the catalog:

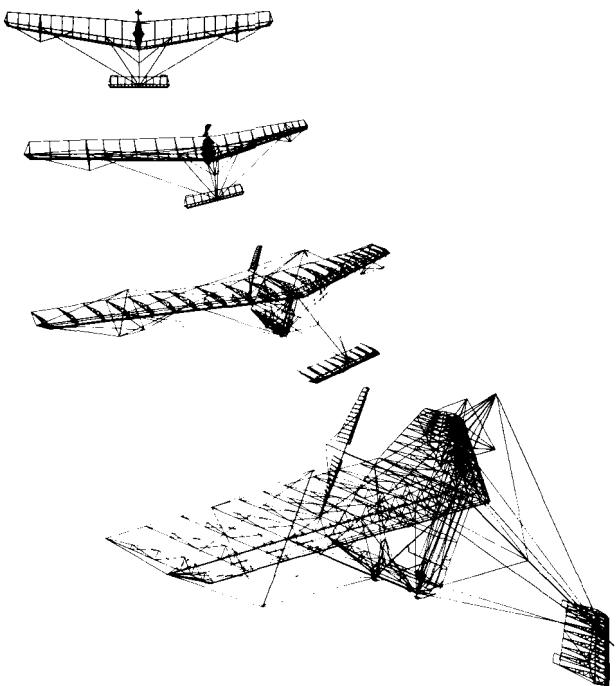
1. **Credit Cards** — Customers placing Direct Toll-Free Phone Orders with CSO may use VISA, MasterCard or American Express cards.

2. **Mail Order/Credit Card** — Customers can bypass HP's \$20 order minimum (imposed by field offices and CSO's Direct Phone service) by using their credit cards and the special mail order form included with the catalog.

CEs and SEs, as well as SRs, will want to distribute this useful, 52-page catalog to their customers to help reinforce HP's commitment to total service and answer customer questions. A customer mailing and distribution to HP field locations, is underway. Ask for 5953-2450D (US) or 5953-2450 (other areas).

Technical Computers

TCG



These images of the "Gossamer Condor," winner of the Kremer Trophy for human powered flight, are displayed by GRAPHICS/1000-II on an HP 1351S Display.

Introducing GRAPHICS/1000-II

By Corley Phillips/Technical Applications Program

On March 1, DSD began accepting orders for two exciting new graphics software packages. These two packages are the first members of the GRAPHICS/1000-II family of software, created to enhance the graphics capability of the entire line of HP 1000 processors.

Our present package, GRAPHICS/1000 Graphics Plotting Software (GPS), has been successfully used in over 2,000 installations to produce graphical output of data from HP 1000s. These customers will be delighted with how much faster and more efficiently our new software serves those Data Display Graphics applications. Moreover, the new software allows you to talk to a new set of customers who need sophisticated programmer tools for developing 2D and 3D, interactive Design Graphics systems.

The two new packages are:

- Device-independent Graphics Library (DGL)
- Advanced Graphics Package (AGP-3)

DGL is a two-dimensional package similar in capability to GPS. The main difference is that DGL is much faster and more efficient. DGL programs run approximately seven times faster than GPS programs, while DGL itself occupies approximately one-third the amount of user code space as GPS. Also, DGL is much more versatile at graphical input than GPS. DGL runs on disc-based RTE-L, RTE-XL, and RTE-IVB.

AGP-3 builds on top of DGL, adding features such as 3D viewing transformations and interactive picking that are so important to design graphics applications. Since it uses

DGL to provide device communication, AGP-3 features the same high-speed, device-independent support for the same set of devices as DGL. AGP-3 also has software text and clipping, two features which are not in DGL, but which are in GPS. AGP-3 runs on RTE-XL and RTE-IVB.

Because these products represent a new technology based on the SIGGRAPH CORE graphics language recommendations, GPS programs are not compatible with GRAPHICS/1000-II. However, there are functional replacements for all the important GPS routines, so programs using GPS could be easily edited to use GRAPHICS/1000-II.

At initial release, GRAPHICS/1000-II supports the HP 2647A, 2648A, 1350A/S, 1351A/S, 9872A/B/C/S/T, 9111A/T, and 7580A. Support for Tektronix terminals is available from DSD's Specials Engineering group. And within one to two months, programmers can use the skeleton handler to add support for any graphics device they choose. Finally, work to support other HP devices is going on feverishly at the factory.

GRAPHICS/1000-II is currently on NPT Tour throughout the US, Canada, and Europe with the HP 7580A Drafting Plotter and 1351S Graphics Display System. A videotape of this Design Graphics NPT is available (P/N 90398R and 90399R) and can be ordered from Corporate through the HEART system.

Ordering information:

92841A DGL	\$2,000
Opt. 002 —	-500 (1)
Upgrade Discount	
92841R Right-to-Copy	800
Opt. 002 —	-100 (2)
Upgrade Discount	
92842A AGP-3	4,000 (3)
92842R Right-to-Copy	1,600
92843X Skeleton Handler	200

(1) For GPS customers on SSS/CSS.

(2) For GPS customers with multiple installation support services.

(3) Prerequisite: Previous or concurrent purchase of DGL.

SIGNAL/1000: It Sells Itself!

By Jim Abrams/Technical Applications Program

Congratulations on your sales of SIGNAL/1000! Since its introduction on December 1 '80, copies of SIGNAL/1000 have been sold to customers worldwide. It's not hard to sell, as a couple of examples illustrate.

During a factory visit by a Japanese customer to get information on a solution to a real-time digital signal processing application, it became evident that SIGNAL/1000 would not be the proper solution for that application. After reviewing the data sheet, the customer realized that SIGNAL/1000 would be very useful in some other signal processing tasks, and purchased a copy of the product upon returning to Japan.

Other sales scenarios we've heard of contained the same basic message: "All I had to do was show the customer the data sheet, and the product sold itself." Be assured that customers with digital signal processing applications will be interested when you mention SIGNAL/1000, and from the information on the data sheet they can best determine if SIGNAL/1000 suits their application.

Don't overlook the education system as a potential marketplace. Almost every university is involved in research, and many do an immense amount of design and testing using signal processing techniques. They expend a lot of money doing these applications on larger mainframes, and could be interested in a mini-computer solution.

One way to generate sales is to canvass your area for customers involved in design or testing, then let them know we have SIGNAL/1000 either by mail or by dropping in and showing them a data sheet. You don't have to be an expert on the product to sell it — I've been personally involved in sales where it sold on its own merit.

But, if you need more information, the IEEE manual included in the product provides an excellent sales tool. It contains extensive explanations on the subroutines used in the package, and provides a more detailed product description if the customer requests it.

To get your very own copy of this manual, ordering the SIGNAL/1000 product on an internal order is the fastest and least expensive way to obtain the complete product with manuals. Having the product in your office would allow you to demo it to your customers. For a copy of the demos, send me a mag tape (600 ft is ok) and I'll return it with the demos on it. A reminder — since the demos require the ROMS in the product to run, the product must be installed to run the demos.

For customers wishing to purchase additional copies of the IEEE manual, it is available at many university and technical bookstores for about \$40 clothbound, and \$25 paperbound. In agreement with the IEEE press, HP does not intend to be a major supplier of this manual, and customers who wish to purchase the manual from HP will do so through Customer Supplies for about \$60.

Lastly, I'd like to emphasize that this product does not require a great amount of understanding for you to be able to effectively sell it. Check your area for research facilities with signal processing applications. Show these potential customers a data sheet (you might take along a copy of the IEEE manual for backup) and let the product sell itself. For assistance, call me at DSD. I'd also like to hear of any sales opportunities or application areas that might benefit other SRs.

DSD



An HP 1000/Wine Making Success Story

By Larry Sanford/DSD

One of the most progressive wineries in California's Napa Valley recently purchased an HP 1000 Model 40 Computer System for its Process Monitoring & Control and Data Management system application. A local third party software consultant will write the application software.

The application required a computer system to interface to an existing front-end system which monitors 100 fermentation tanks. The number of tanks is expected to increase to 500 eventually. Due to the extensive data collection requirements (i.e. fermentation data, tank data, blend number, temperature, etc.) and the desire to maintain flexibility, an IMAGE/1000 Data Base Management System will also be implemented.

The hardware configuration consists of a 2176C Computer System with a 12786B 246Kb Standard Performance Memory package. The system console is a 2645A Display Station while the system disc is a 7906MR 20Mb Disc Drive. A 2624A Display Terminal, with Integral Printer, will be used for remote data entry. Two 12551B Relay Output Register cards, a 12554A 16-Bit Duplex Register card and two 12566B Microcircuit Register cards will be used to interface to the customer's existing Process Control equipment. Software packages include the 92066A Measurement and Control Software and the 92069A IMAGE/1000 Data Base Management System.

The competition was an IBM Series I. The customer already had an IBM System/34 but chose HP's 1000 Model 40 Computer System for these reasons:

- Interfacing flexibility for present and future I/F requirements.
- IMAGE/1000 Data Base Management System.



- HP quality and reliability (especially important during the crush season).
- Future DS/1000-IV Networking requirements to other sites.
- Future GRAPHICS/1000-II requirements.
- Single vendor solution.

The system is expected to be completely on-line by July '81.

Congratulations to the Neely Santa Clara sales team for a great selling job. For further information, contact Carl Schulenburg in the Santa Clara office.

If you have an HP 1000 success story to share, contact your DSD Sales Development Engineer.

New Instruments Standard in ATS/1000

By Dawson Mabey/DSD

Since the last ATS/1000 Configuring Guide was printed (5953-4247D 2/80), there have been a number of new additions to the list of standard instruments for ATS. They are:

Instrument	Racking/Cabling Opt. 003 Mat'l	Service 93285A Eng. units	Config/Test 93285A Eng. units
HP 1980A Oscilloscope	1 ea	6 ea	18 ea
HP 3456A Digital Voltmeter	1 ea	10 ea	4 ea
HP 3497A Data Acquisition/ Control Unit (for option 298 see 3498A below)	1 ea	8 ea	3 ea
HP 3498A Extender	1 ea	8 ea	3 ea
HP 4192A LF Impedance Analyzer	1 ea	10 ea	4 ea
HP 5316A Universal Counter	1 ea	10 ea	4 ea
HP 5335A Universal Counter	1 ea	10 ea	4 ea
HP 8350A Sweep Oscillator select one of the following plug-ins: 83522A 0.01-2.4GHz 83525A 0.01-8.4GHz 83592A 0.01-20Ghz	1 ea	12 ea	8 ea
HP 8620C Sweep Oscillator -011 HP-IB 86290B 0.01-18GHz -or- 86222B 0.01-2.4GHz	1 ea	12 ea	5 ea
HP 8662A Synthesized Signal Generator (10KHz-1.28GHz)	1 ea	10 ea	5 ea

Pascal on the RTE-XL? Not Yet!

By Paul Hansen/DSD

A Pascal compiler for RTE-XL is not yet available. Although Pascal/1000 XL (P/N 92854A) appeared on the CPL November 1, '80, unforeseen problems force us to withhold release until later this spring. We apologize for this situation. We'll advise of an availability date as soon as this information is confirmed. For more information, please contact DSD Sales Development.

RTE FORTRAN IV Update

Videotape

By Chuck Ernst/Corp.

A new, color videotape, "FORTRAN 4X and EDIT/1000 Update Package to the RTE FORTRAN IV Independent Study Course", for engineers, programmers, and others who wish to use FORTRAN 4X and EDIT/1000 on the HP 1000 is now available. This videotape, designed to acquaint the user with the newest FORTRAN Compiler, and with program development using the newest text editor for the HP 1000, includes 90344RX (Module 2) — 25 minutes — program development steps on the HP 1000 using EDIT/1000 FTN4, LOADR, and CLOAD; and 90345RZ (Module 11) — 58 minutes — new statements available in FORTRAN 4X and examples of their use, plus the new FILE I/O capability; and workbook sections (obtainable from Data Systems).

To order: Transmit a HEART (COCHISE) order to Data Systems Division (2200) specifying product number 22958C Option 10 (to receive the update package including workbook sections).

RVD



Microcircuit Interface Obsolescence

By Bob Bessin/RVD

The HP 12566B Microcircuit Interface will be removed from the Corporate Price List on June 1, '81. The 12566B will be replaced by a new product, the 12566C. Changes in the new version allow faster DMA transfers, reduce noise and remove soon-to-be-obsolete components. The 12566C will be available in April.

If you have a customer requiring the 12566B, you may quote them through May 31, '81, and Roseville will accept orders through June 30, '81. If there are problems with this, contact Roseville Division.

12040A L-Series Multiplexer Options

By Bob Bessin/RVD

Some confusion has arisen regarding the ordering of options for the HP 12040A. Multiplexer software and diagnostic software are necessary for the operation of this product. Therefore, two options must be chosen for each 12040A order. One option must come from the following group:

- 041: Multiplexer software on 1.2 Mbyte flexible disc
- 050: Multiplexer software on 800 bpi 9-track mag tape
- 051: Multiplexer software on 1600 bpi 9-track mag tape

And another option must be ordered from either:

- 120: Diagnostic software on 264X minicartridge; or
- 141: Diagnostic software on 1.2 Mbyte flexible disc

To assure a properly functioning system, orders will not be accepted without a pair of options, one from each group. It is also strongly recommended that the 12828A Multiplexer Panel be ordered to easily connect communications lines to the 12040A. The 12828A can be used for both the 12040A and the 12792A M/E/F-Series Multiplexer.

9915 Demo Pack & Program Development Kit

By Tim Mikkelsen/DCD

The Demonstration Pack for the HP 9915A is available under P/N 09915-10020. The demo tape includes programs that use the HP 9111A Data Tablet, the 3437A Voltmeter and 3325 Signal Generator. The part number includes a tape, instruction notes and a 9111A overlay. The demo pack is priced at transfer cost (approximately \$20) and is not customer orderable.

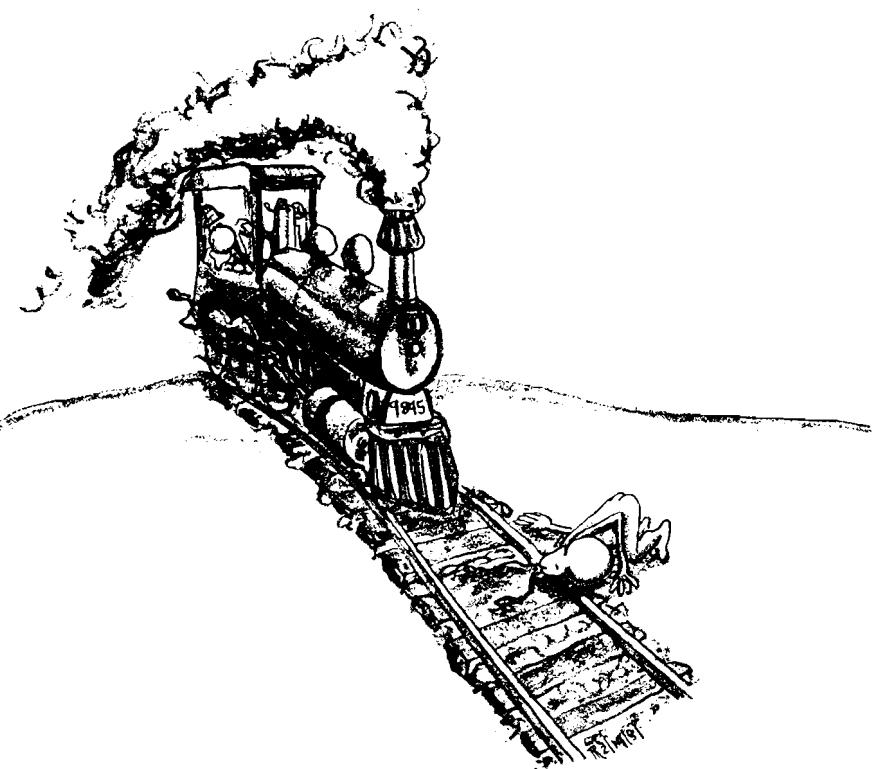
The program development path for the 9915 is the 98150A Program Development Kit. This kit turns the HP-85 into a development station for the 9915A. The 98150A includes:

- 98151A Program Development ROM,
- 09915-90010 HP 9915 System Development Manual,
- 09915-90021 HP 9915 Operator Interface Technical Supplement,
- 09915-90022 HP 9915 Networking Technical Supplement,
- 09915-10010 HP 9915 Tape Duplication and EPROM Programming Software Pack.

The Program Development ROM also requires using the I/O ROM (P/N 00085-15003). Both these ROMs are standard in the 9915A and optional for the HP-85. Thus, if the customer already has an I/O ROM and ROM drawer, the 98150A Program Development Kit gives him everything he needs to use his HP-85 as a development station for the 9915A. The 98151A (which includes the ROM and the System Development Manual only) should only be ordered when the customer wants to use the ROM as a general option ROM for the HP-85.



Come and learn at the DCD District Tour



Listen for Us ...



Sales Handbook Reminder

By Al Sperry/DCD

This is a reminder, in case you missed previous announcements, that the new issue of the Desktop Computer Sales Handbook, P/N 11141-12873, is available through the Software Distribution Center in Sunnyvale, California.

The handbook is a source of all the information you need to sell desktop systems, such as who your DCD contact is, and which ROMs and interfaces are needed to make a particular desktop talk to a particular peripheral. With the handbook, you don't have to review each technical data sheet involved in a proposed system, and you can reduce your number of phone calls to the factory. Because the supply of handbooks is limited, you should get your personal copy now. Place a HEART I2 order with appropriate override information:

Part Number 11141-12873; Supplying entity 5006; Marketing division 40; Price "Please advise"; Sales force 02; Special instructions Subscription Service No. 5955-6077.

The price is approximately \$25. When you order your handbook, this places your name on the list to receive updates automatically. An update is planned for publication in June. Your suggestions for improvements are welcome.

Help Build Quality in *Keyboard's* Mailing List

By Bill Sharp/DCD

Every HP desktop computer owner or user who is not receiving *Keyboard* may be a lost account, because he/she doesn't have a constant reminder of HP, and you don't have time to make frequent visits.

We publish *Keyboard* six times a year at no charge to customers. The mailing list for *Keyboard* serves two purposes: to provide your customers with a regular source of information about desktop computer applications, programming tips and new products; and to provide you with a

useful list of who your customers are, what DCD products they are using, and how those products are being used.

A DM recently ordered a list of all the customers in his area who are receiving *Keyboard*. He found, much to his dismay, that of hundreds of known customers, only 15 were *Keyboard* subscribers. The customers not receiving *Keyboard* were out of touch with what we have to offer them, and could go elsewhere for their next computer. Many customers may have failed to renew their subscriptions to *Keyboard* because they missed the renewal card, or moved their office, or just plain forgot.

If your customers are on the list, you can order, at low cost, a copy of that information for direct mail purposes. You can order a hardcopy list, or a set of adhesive mailing labels. The list may be used only within HP, for HP business. Contact me for information on using the *Keyboard* list.

Each subscription card, when filled out completely, provides the user name, user professional activity, company name and address, type of company, type of application, desktop computer mainframe model numbers and product interests. So you can use this data to gain information about your customers, or just use the names and addresses.

For this data base to be useful to you, it must be complete and correct.

When any staff member visits a customer, he/she should have an issue or two of *Keyboard* and some subscription cards, and should ask each DCD customer whether he/she receives *Keyboard*. If the customer does not, a copy of the magazine and a card should be offered — it's a small investment in time now that can pay off handsomely later on. If your office needs more copies of *Keyboard* or subscription cards for this purpose, contact me.

Please encourage your customers to fill these cards out completely. If information is missing, such as the

desktop computer model number, the card will be rejected by the computer, and we'll have to send the card back to the customer with a form letter requesting that information.

We want all your desktop computer customers to receive *Keyboard*. Those who do, value it highly. Help us make *Keyboard* as effective as possible by keeping non-desktop computer users off the list, and getting the names of all existing users on the list.



Revised HP-85 Operating System

By Bruce Foster/CVD

Some operating limitations exist in HP-85s shipped prior to April '81. These include improper rounding of real numbers to integer precision and short precision in the range $-1 < x < 1$, improper string comparisons when one string is longer than another, and problems with in line comments following statements that include logical operators.

These anomalies in the HP-85's operating system have been corrected and future HP-85s will be shipped with the revised operating system. All HP-83s also contain the new operating system.

Customers can determine which operating system they have by pressing the **[TEST]** key and checking the characters printed at the end of the test. If the last two characters are **EL**, they have the revised operating system; earlier models will print **OL**.

If these anomalies concern a customer, he/she should consider having the revised operating system installed in the HP-85. This can be done by returning the computer to any HP Field Repair Center. Before returning the HP-85, customers should check with the repair center to ensure parts are on hand so there will be no delay. There will be no charge for installing the revised operating system.

Business Computers

DCO



Marketing Survey

By Steve Engstrom/DCO

Is five minutes of your time worth winning an HP-41 calculator? If so, read on! As part of an investigation study for a new serial I/O system, we are conducting a marketing survey to gather field input about future trends and current offerings for serial I/O to mainframe connections.

Here's your chance to tell the lab how it really is and have a direct effect on future DCO products. Every SR, SE and CE should soon receive a copy of the survey. To be eligible for the drawing for the calculator, just fill it out and return it by March 30, '81. For extra copies, call me.

GSD



HP 250 Marketing Program "Phase 2" Launched

By Gerald Klemushin/GSD

The OEM newspaper, *Computer Systems News*, gave front-page coverage to HP's new steps to focus more resources on the small computer marketplace, in its February 16/23 issue. Don't miss this article. (See excerpt opposite.)

A "network" of small computer OEM SRs has been set up in 15 cities in North America; additional hardware discounts of up to 10% are now available to volume OEMs; and OEM "business" meetings are being organized in the regions.

Phase 1 of this focus began with HP setting up a new division — General Systems Division — to focus on the small computer market with products less than \$25,000. This was a major effort that involved setting up R&D, manufacturing, and marketing in Cupertino.

Second, the advertising program for the HP 250 was stepped up in *Business Week*, *Wall Street Journal* and *Inc.* magazine.

Third, a nationwide business meeting of HP 250 OEMs was held in Cupertino December 9-10. This meeting focused on OEMs making money in the small business market, in merchandising techniques, on buying software for the HP 250, and on fine-tuning their business plans for 1981.

With Phase 1 completed and the major steps in Phase 2, GSD feels that the HP 250 will establish itself as one of the premiere products in the small computer market.

COMPUTER SYSTEMS NEWS

059

Circulation 45,000

THE OEM COMPUTER NEWSPAPER

February 16/23, 1981

HP Establishes Dedicated OEM Sales Force For Its 250 System

By Al Perlman

CUPERTINO, CALIF. — Hewlett-Packard has established a dedicated OEM sales force for the HP 250 small business system and set up a new discount schedule for the machine enabling OEMs to obtain additional discounts of up to 10 percent.

The moves are part of an effort to beef up OEM sales and support for the 250 and to lay the foundation for an aggressive push by HP into the small business systems arena.

This aggressive attack on the small business systems market is expected to be further bolstered this spring with a new version of the HP 250, which will break the \$20,000 price barrier and strengthen the firm's position in the low end of the arena.

While the firm declined to discuss details of the new system, Gerald Klemushin, worldwide sales manager of the General Systems Division, said the product will be a member of the 250 family and will be accompanied by new peripherals, terminals and software.

He also said the new products will help to reposition the HP 250 slightly. The 250, which is priced beginning at \$27,000, currently is targeted at users requiring multiple terminals and a data base. The new system, Klemushin said, will position HP in both the single- and multi-terminal markets.

"Our goal is to become a leader in the small business computer marketplace, and we are taking major steps to lay that foundation," Klemushin said. "It's going to be a big market, and we're going to be in it in a big way."

The key to HP's strategy, Klemushin said, is establishing a strong third-party network to reach the massive population of

potential small business systems users.

HP will continue to sell the 250 through its direct Business Computer Group sales force, which also is responsible for selling the HP 300 and 3000, but will rely on OEMs for the bulk of the 250's sales. Until now, however, Klemushin said HP has not paid enough attention to the needs of OEMs selling the 250.

"About 90 percent of our business for the 250 comes from OEMs selling to small businesses," he said. "But it became clear to us that we were not doing enough to support our OEMs, and the OEMs complained about it."

"The 250 has achieved all of its objectives everywhere but in North America, and part of the reason is that we have not had a field organization to focus on it," Klemushin said. "The Business Computer Group's sales force has been so busy chasing HP 3000 business that the 250 has probably suffered."

The dedicated 250 sales force is being launched with one salesman in each of 15 North American cities: Boston, New York, Washington, Philadelphia, Atlanta, Dallas, Houston, Detroit, Chicago, Toronto, Montreal, San Francisco, Denver, Los Angeles and Orange County, Calif. OEM sales reps within the Business Computer Group will continue to support and sell the 250 to OEMs in areas not covered by the dedicated 250 sales force.

Klemushin said HP has not set goals for the eventual size of the dedicated 250 sales force but noted that the program probably will be expanded if it is successful. "We like to start small and, once we get a handle on it, move pretty quickly," he said.

The salesmen, he added, all have been recruited from within HP.

They will work on commission and will strictly handle 250 sales to OEMs. According to Klemushin, the salesmen will have two primary responsibilities—to assist current 250 OEMs in beefing up their businesses and to aggressively recruit new OEMs for the product line.

Klemushin said the General Systems Division, which is responsible for HP's small business computer line and is part of the Business Computer Group, also has not set targets for how many OEMs it hopes to add with the new focused program. The firm presently has about 300 OEMs for the 250, with about half of these located in North America.

"I wouldn't be surprised if we added 70 to 80 OEMs altogether this year," he said. "In 1980, we added about 70 without a focused program."

He did say, however, that the division hopes to have about five OEMs by the end of the year in each of the cities in which a dedicated 250 salesman is based. These cities, he added, currently average about two OEMs each. He also noted that HP will have certain performance expectations for the OEMs and would like each to sell an average of at least one system a month.

Klemushin said the firm expects to recruit new OEMs equally from three sources: service bureaus that already have software for HP systems; software houses that have software written in BASIC, and OEMs currently aligned with other vendors.

HP, he said, has not targeted OEMs currently affiliated with any one particular vendor. . . .



Announcing HP 250 Loamer Program*

By Kim Voots/GSD

*US only

GSD proudly announces the HP 250 loamer program! Now your customer can use an HP 250 system for a week at a charge of \$1,500 (US).

The purpose of the program is to:

- Provide a temporary system that an HP sales office can loan to a large account to help close a sale.
- Make available an HP 250 system so that OEMs are encouraged to participate in trade shows and seminars.

What does the program include?

A standard HP 250 configuration is loaned for a charge of \$1,500 which includes shipping, installation, and de-installation.

1 45251A	HP 250 System
1 012	12Mb Disc
1 2631	180 cps Printer
1 26097A	Printer Stand
1 2649D	Remote 250 Console and sufficient memory for two 64K users.

Can the standard configuration be changed?

No. However, contact the local office to arrange for additional equipment.

Who is the loan available to?

The system loan is available to HP 250 OEMs and large account prospects:

- trial loan to large company
- OEM trade show
- OEM Seminar

How long is the loan period?

The fee of \$1,500 covers a one-week loan at one location.

How can I arrange to extend the loan for a second week at the same location? Other location?

This arrangement must be made in advance. The fee for a loan for the second week in the same location is \$500. The fee for the second week at a second location is \$1,500.

Can my office pay for all or part of the cost involved to my customer?

Can my customer purchase the loaner system?

Yes, contact Kim Voots, GSD, to make these arrangements.

How do I order this service?

1. Contact Kim Voots, GSD, ext. 4388 to schedule system. (We must have 30 days notice).
2. Enter an M41 order into the HEART System, referencing the loamer program in special instructions.
3. Sales development will send you a release form which your customer must sign. It *must* be returned to sales development before the system can be shipped.
4. To help us evaluate the program, be prepared to give sales development a forecast on the number of system orders resulting from the system loan.

What are the support arrangements?

A local CE will install, de-install, and recreate the system. In addition, the local CEO will plan and schedule to assure top priority response for remedial maintenance requests during the show.



HEWLETT-PACKARD GENERAL SYSTEMS USERS GROUP

1981 International Meeting Orlando, Florida April 27-May 1



HP 3000 Users Group Meeting

By Carol Scheifele/ISD

The 1981 International Meeting of the HP 3000 Users Group will take place April 27-May 1 in Orlando, Florida. This major event could attract as many as 1,500 HP 3000 users.

A program of 100 speakers on various topics is planned. The meeting theme, however, is "Distributed Processing." The traditional HP Management Roundtable and Dick Anderson's Keynote Address will be the two major full-audience sessions.

For the first time, HP will be sponsoring several new types of sessions:

- *Customer panels*: describing successes in a particular area, i.e., computers on the manufacturing floor.
- *Engineering feedback sessions*: an HP lab engineer gathers user input on current products and anticipated future needs in a user moderated session.
- *Technical roundtable*: HP engineers and selected customers answer in-depth technical questions from the audience on a specific topic, e.g., IMAGE.
- *Product tutorials*: experienced HP experts train customers on a specific product.

As further evidence of HP's commitment to its user community, a major new product announcement will be made during the full-day Vendor Show on April 29. Two hundred Exhibitor Booths available are rapidly being rented on a first-come, first-served basis.

Advise your customers of this conference. Registration materials are out; the pre-registration fee is \$300. Registrations paid after April 1 will cost \$350. Additional passes for spouses are available, at a cost, for the banquet, luncheons, Sea World visit, and the "Theme Party." A full schedule and further information is available from me (ext. 4836), or the Conference Chairman, HPGSUG 1981 International Meeting, P.O. Box 9727, Daytona Beach, Florida 32020.

To ensure a smooth installation and implementation, a project group consisting of HP and customer personnel was set up, with a customer representative dedicated to the MM/3000 installation. This group developed an implementation schedule that began in March '80, and just ended. It included 40 days of consulting and training on the HP 3000 and MM/3000. The hardware (a Series III) and the US version of MM/3000 were both successfully installed in March '80, and in October '80 the switch to the Finnish version of MM/3000 was made without any problems. The Basic Data was input on-line, and the Inventory and Order Data were transferred using additional programs.

The main reasons for the success of this installation were:

- The customer had a well trained and knowledgeable System Administrator
- The customer used HP consulting
- The customer's employees were as enthusiastic and motivated as the HP team about getting the HP 3000 and MM/3000 running
- The sales and support team helped the company from sale through final implementation, and got the job done on time
- MM/3000 is running exceptionally well
- The schedule allowed about six months for familiarization with MM/3000 before production began

BGD



MM/3000 European Sales Exceed Forecast

By Jochen Leonhardt/BGD

Congratulations to the European sales force. Orders for MM/3000 (Materials Management/3000) from the UK, Switzerland, Finland, and Denmark have exceeded the European unit sales forecast for January by 40%.

These orders are the result of a lot of hard work by many people; the sales force themselves (See a "MM/3000: A Finnish Success Story" in this issue), the BGD Product Management team, and the country SE organizations who, by localizing MM/3000, gave that all important extra sales leverage (See "MM/3000 Introduced in Europe", Computer News, November 15 '80).

With the additional orders expected from Germany and France, we have high hopes that European MM/3000 sales will continue to exceed forecast in the coming months.

Once again, congratulations to all involved for an excellent job, and keep up the good work.

MM/3000: A Finnish Success Story

By Wolfgang Bayer/BGD

Finland, a country better known for its cold climate, has given MM/3000 a warm welcome. The Finnish sales and support team has given an excellent example of how to win an order and keep the customer satisfied.

This team sold MM/3000 to a water pipe manufacturer with annual sales of about \$25 million.

Before buying MM/3000, this company used a batch manufacturing system written by a software house and running on Honeywell equipment. When it decided to go on-line, it considered MM/3000, IBM S34/MAPICS, and packages supplied by software houses. IBM was the main competitor.

Even though MM/3000 was not available at the time of the sale (December '79), according to team member, Matti Hietala, "We won because the customer was impressed by our professional skills, our approach to manufacturing, and the features of the HP 3000."

HPSE: CMG South East Appointment

By Rene Alder/HPSE

Joe Dietzgen began work as Senior SR in the systems group in Geneva in the World Trade Center, January 15. In his new territory (Israel, Portugal, Central and North Africa), Joe will manage distributors to develop and maximize sales of CMG's products and services and to promote customer satisfaction.

Terminals

DTD



1980 Top Terminal SRs: International Regions

By Eric Grandjean/DTD

Following the nomination of North American Region SRs for the DTD sales award, we would like now to recognize the outstanding performance of SRs in the HPSA and ICON Regions.

A personalized gift has been sent to the following people who are either among the top 10 terminal SRs worldwide (two of them) or top terminals SRs in each region. Thanks from DTD.

Here are our 1980 award nominees:

Robert Boissier, France

Les Bunce, UK

Ross Chapman, Australia

Reiner Hampel, Germany

Jack Kollataj, South Africa

Han Langeveld, Netherlands

Miyajima Seiji, Japan

We at DTD are excited about the prospect of record '81 sales in HPSA and ICON. With solid products and a strong marketing emphasis, we can help you exceed sales quota.

2642A Update

Discover The Author's Terminal

By Russ McBrien/DTD

Data Terminals is the first to announce summer ... 'The Summer of '42'! It's a time of discovery ... a time of learning. Discover the HP 2642A — The Author's Terminal. Learn about the variety of benefits your customers can derive from this feature-packed terminal.

It's a time of exploration ... of new thrills. Explore The Author's Terminal's new text preparation mode, the word processing features you need in an alphanumeric terminal. Manual writers, secretaries, anyone dealing with large volumes of text will love the flexibility provided by this timesaving device. (Programmers love it too! A

top of the line terminal for program preparation and text preparation for fast and easy documentation in the same box!)

Thrill to the new prospects created by the addition of flexible mini-disk storage on The Author's Terminal. Now you've got named files, 270

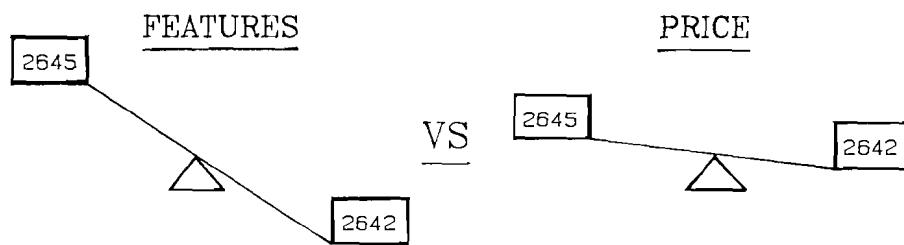
Kbytes, and quick, easy access, all right at your terminal.

There's autodial capability, a real time clock with alarm and the sketch forms mode for easy form creation, all standard! So for an exciting new experience try The Author's Terminal and enjoy 'The Summer of '42'!

Wherever You Use a 2645A — You Can Afford a 2642A!

By Sean Kelly/DTD

The fact is, anywhere you're selling HP 2645s with cartridge tapes, your customer deserves to get more for his money with the HP 2642!



THAT'S RIGHT! THE HP2642A WILL GIVE YOU ALL THE FEATURES OF THE HP2645A, PLUS MUCH MORE, FOR THE NEGLIGIBLE PRICE DIFFERENCE OF \$30.

LET'S SEE....

FEATURES	HP2645A	HP2642A
LIST PRICE	\$3675	\$6750*
CARTRIDGE TAPE UNITS (CTU)	\$1680	\$-525**
DISPLAY ENHANCEMENTS (+MATH, LARGE CHAR. SETS)	\$525	STD
8K DISPLAY MEMORY	\$315	STD
TEXT PREPARATION MODULE	N/A	STD
SIMPLIFIED FORMS DESIGN	N/A	STD
SIMPLIFIED USER INTERFACE (SCRN LABELED SOFTKEYS, COMMAND CHANNEL)	N/A	STD
TOTAL	\$6195	VS \$6225

*FLEXIBLE MINI-DISC (270K) DRIVE STD

**CTU OPTION REPLACES MINI-DISC DRIVE

Don't Overlook the 2642 for Word Processing

By Andy Zaremba/DTD

One of the best kept secrets is that HP can offer its customers substantial text/word processing capability now. Well ... it's okay to tell your customers. Really! The HP 2642A, a word processing terminal introduced at the same time as the 2644A, is a product you may be overlooking as an HP response to word/text processing. It is a terminal with many of the capabilities you have been asking for to address on and off-line word processing.

When the 2642A was introduced, we positioned the product as a floppy disc-based terminal with increased editing capabilities over the 2645A. This conservative attitude has led many to not recognize the power of the terminal and its ability to meet current customer needs. Word wrap-around, search and replace capabilities, paragraph moves, justification with automatic indentation and the other features of the 2642A are available to the user on a totally standalone basis. The features of the 2642A represent, in many ways, the core feature set of any good standalone word processor.

In addition to its standalone capability, the 2642A also shines when used in conjunction with our computer systems. Here we offer the user the ability to utilize the full system resources and power of a computer with HP support via the 2642A's terminal capabilities including local mass storage. This includes the ability to access a data base and use specialized software packages such as TDP/3000, EDIT/1000 or V/3000. Retrieving a text file from the system and storing it locally for future processing off-line is certainly one of the advantages of the 2642A. The terminal, while possessing specialized standalone capability, is a sufficiently general product to allow it to function with excellent results in data entry and program development environments.

Handling Objections

Let's address some of the objections you have forwarded to us.

1. It doesn't look like a "standard" word processor and it has a "different" keyboard.

Right! Since the 2642A is intended to be sold into environments populated by HP computers and terminals, it should fit right in. HP users will appreciate the fact that they only have to learn the enhancements in the 2642A; everything else about the product is an "old friend".

2. It's too complicated.

The operation of the 2642A's word processing features is more involved than normal terminal operation. However, all features are either driven from menus or screen labeled function keys. Again, the principal market for the 2642A is existing HP customers.

3. Screen only displays 24 lines.

Like all the 264X terminals, the display on the 2642A has 80 columns by 24 lines displayable. The terminals memory, though, can hold 88 lines and has the ability to vertically scroll. If the concern is being able to see all before printing, the 13257A Page Formatter could be the answer. See article on the Page Formatter in this issue.

4. Memory is not large enough to accommodate large documents.

The terminal memory is approximately 9 Kbytes. However, it's easy to work with larger text files using the "edit" mode. Here the source and destination files for the text are assigned. After that text may be read in from the source and modified. As the terminals memory overflows, it automatically records it to the destination file.

5. No high quality printer.

This should not be an objection. With the introduction of the HP 2601, HP can offer a letter quality printer. In addition, the 2642A supports a large number of other printers.

The 2642A, coupled with its system support, can address many of your customers word/text processing needs now. If you encounter a situation where the 2642A might help, but are uncertain as to the details, give us a yell.

Confessions of an Executive Secretary (a 2642A Testimonial)

By Pam Tablack/DTD

The text editing capability on the HP 2642A has added so much flexibility to my job. Not only has it reduced repeat typing, it has also facilitated more creative ways to do projects. Let me explain.

The reduction in typing is obvious. Instead of retyping a long project, now all that's required is selective editing ... this can include adding or deleting a sentence, moving or deleting a paragraph, changing a word to create a new meaning, or adding a new name to a distribution list.

My favorite feature is the Page Formatter. This allows me to input many pages of information, and print it single or double spaced, with the additional capability of having pages numbered and run sequentially.

There is also the capability of running only one page of a long project if editing had been done to that page. Another feature which has proved invaluable is the ability to establish a new page in the middle of a text. This has been very helpful in putting together a section of a secretary's manual. In one section, examples and explanations of many forms are presented. With the 2642A I can input all the explanations, with a "newpage" command after each section, allowing the printout to be one paragraph per page, leaving space to attach an example.

Terminals



Creating forms is easy. Boxing in paragraphs, underlining words, justifying right and/or left margins, all add to more flexibility and definition in text preparation. The "word wrap" function makes it easy to add words or sentences to a paragraph.

Basically, I'm amazed at how long I managed without this tool, and why!

2642A Remote Terminal Application

By Linda Lazor/DTD

The enhanced data entry and mass storage features of the HP 2642A make it a perfect choice for remote office environments. An example of this application of the terminal is a water company which is implementing a water utility billing application over the next year.

This customer purchased a Series III last year (which they plan to upgrade to a Series 44) at their Youngstown, Ohio, Data Processing Center. Smaller remote sites in Ohio are purchasing 2642A terminals to locally enter bill payments as they are received. A form can easily be designed locally at the workstation using interactive forms mode. Forms can be accessed from the diskette, completed with the billing information, and then the data can be stored locally. The company plans to batch the data at night — user unattended — by calling up the Series 44 using auto dial, logging on the system by accessing a file stored on the disc, and then batching the data to the host data base. Three locations outside Ohio also plan to buy the HP 3000 Series 30, with mostly 2642As frontending those systems as well.

For further information on this application, contact Larry Pasquale, HP Cleveland.

Off-Line With the 2642

By Chip Norris/DTD

A Florida insurance company has reduced communications costs and increased users' satisfaction by successfully implementing the HP 2642A as a remote workstation for data entry.

Insurance claims are entered by an agent using forms stored on the diskette. While a client is on the phone, the agent calls the form to the display, enters the client's information and stores the data on the diskette.

Diskette mass storage is far superior to tapes for the "off-line" application because files can be assigned meaningful names and user time to access these files is minimized. The forms are formatted to match application programs on the HP 3000, leaving data editing checks transparent to the agent.

The agent takes advantage of text processing features (word wrap-around, search and replace and automatic justification) for all office correspondence, thus a complete terminal package for data entry and quality text output all in one.

Finally, a day's worth of data is batched to the system, during the CPU's non-peak hours using the terminal's auto-dial features.

The company's gains using the 2642A off-line are reduced communication costs and increased CPU productivity. Increased user satisfaction and efficiency are a direct result of text and format editing capabilities.

2642A Page Formatter Free!

By Steve Butler/DTD

An added enhancement to the HP 2642's text processing capabilities is the 13257A Page Formatter software package. Secretaries, technical writers, programmers, and managers find this an extremely useful tool in preparing memos, letters, and lengthy documents.

The Page Formatter's powerful features include automatic page breaks, alternate offsetting, footing/heading text, automatic page numbering, display preview, file merging, automatic centering ... and more! The author simply fills in a menu with parameters that specify how the output is to appear. Then, by just pressing the enter key, the input file from diskette, cartridge tape, or display is output to diskette, cartridge tape, display, or printer in the specified format.

So don't delay, the offer for the free Page Formatter when ordered with a 2642A is only good until April 30, '81.

2640B/N/S Reminder!

By Ed Washington/DTD

Since the HP 2640B/N/S was repriced at \$2,300, sales have been good. But has your customer taken advantage of this offer? Have they been informed? Just tell them this new list price includes display enhancements and a 13232A cable. Previously this would have cost \$3,550! All CSG discounts and agreements apply.



BSE



See 2680/7976 at Productivity '81

By Dave Melin/BSE

Please note that an HP 2680A laser printer and a 7976A 6250/1600 bpi tape drive will be present at Productivity '81. This is your chance to bring those customers who want to see a demo of these products!

Note the locations and dates:

Chicago: March 24, 25 (Holiday Inn, O'Hare/Kennedy)

Baltimore: April 6, 7 (Baltimore Hilton Charles Ctr.)

Boston: April 22, 23 (Colonial Hilton, Wakefield)

Toronto: May 20, 21 (Skyline Hotel)

Detroit: June 1, 2 (Troy Hilton)

Seattle: June 10, 11 (Seattle Center).

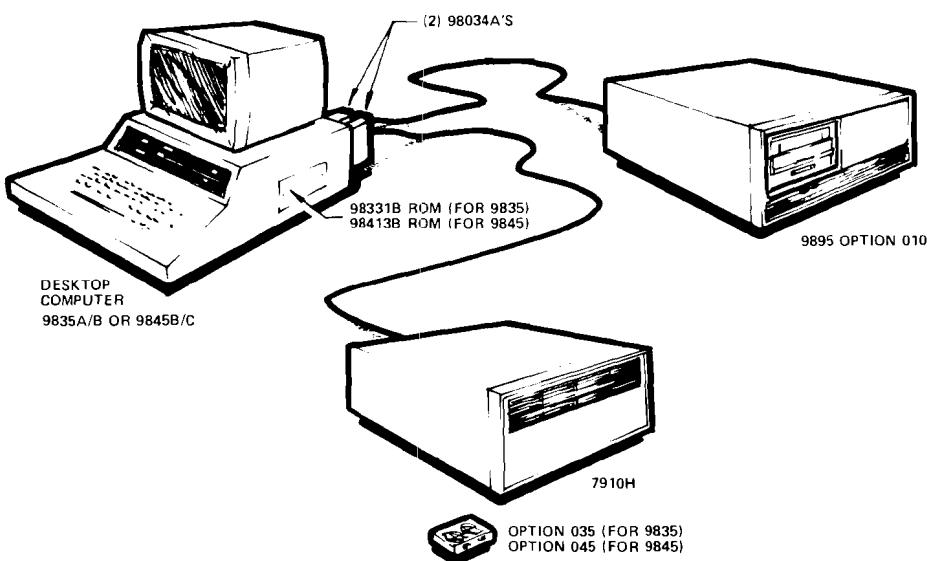
DMD



Entry Level Mass Storage Solution for Desktops

By Mark Minne/DMD

CONFIGURATION INFORMATION



ORDERING INFORMATION

PRODUCT & OPTION NUMBER	DESCRIPTION	SUPPLYING DIVISION	PRICE*
7910H OR OPTION 035 (FOR 9835) OPTION 045 (FOR 9845)	12 MBYTE FIXED WINCHESTER DISC DRIVE HARD DISC UTILITY PROGRAM	DMD DMD	\$8,770 105
9895A/OPTION 010	SINGLE 1.2 MBYTE FLOPPY DISC	GREELEY	4,990
98034A	HP-IB INTERFACE FOR THE 7910	DCD	525
98034A	HP-IB INTERFACE FOR THE 9895	DCD	525
OR 98331B (FOR 9835) 98413B (FOR 9845)	MASS STORAGE ROM	DCD	525
		TOTAL	\$15,440

*U.S.A. LIST PRICES AS OF MARCH 1, 1981. PLEASE CONSULT THE CORPORATE PRICE LIST FOR CURRENT PRICES.

Here is the answer to your entry level storage needs on the HP 9835 and 9845 Desktop Computers — the 7910H, 12 Mbyte disc drive from Disc Memory Division, and the HP 9895A flexible disc memory from Greeley Division. The combination of these two great products offers a low initial cost of \$5,000 less than any previous HP storage solution. In addition, their very low combined BMMC's (\$56-\$20 for the 7910 and \$36 for the 9895A Option 010) contribute to a lower cost of ownership. This storage solution also offers great flexibility for desktops by satisfying three basic storage needs:

- Personal I/O
- Mass storage
- Mass storage back-up

The personal I/O requirement is satisfied by the 9895A Option 010 flexible disc memory. The 1.18 Mbytes of formatted capacity available on each diskette makes this medium an ideal answer for convenient storage and transportability between systems. The 9895A also provides an optional single-sided IBM 3740 flexible diskette recording format.

The desktop mass storage requirement is fulfilled by the 7910H. The 12.09 Mbytes of formatted capacity is an appropriate size for most desktop computer data bases. In addition, the 7910H utilizes dependable Winchester technology; it also exhibits some impressive performance statistics. Consequently, it has the speed and reliability to support a data base which is constantly accessed by the desktop computer. These capabilities show the 7910H to be the logical entry level mass storage solution.

Reliable mass storage back-up is a vital consideration when a customer has a valuable data base to protect. The 9895A Option 010 provides the appropriate back-up device by allowing the customer to copy important files to a flexible diskette for archival storage.

While the capabilities of the 7910H and the 9895A conform nicely to the

Peripherals

desktop requirements of personal I/O, mass storage, and mass storage back-up, there are even other advantages to be considered.

This storage solution offers a convenient future growth path. As your customer's storage needs expand, an additional flexible disc memory can be added to the 9895A Option 010, bringing the total storage capacity to 2.4 Mbytes. Likewise, an additional 7910H can be attached to yield 24.2 Mbytes of total mass storage capacity.

Furthermore, the small size and quiet operation of these products make them ideally suited for office environments. For example, the 7910H has a fixed and sealed media module which is significantly smaller and quieter than any previous mass storage solution.

In summary, the low entry level cost (contributing to a lower cost of ownership), along with the configuration flexibility to address user needs, and the growth path potential, will allow you to offer an attractive storage package for new desktop applications.

Submit Your Sales Order for Prompt Delivery

By Mary Boles/DMD

Occasionally, our Order Processing Department receives sales orders which are incomplete or contain incorrect information. These inaccurate orders lead to delivery delays and customer dissatisfaction. You can take some basic steps to ensure timely order processing and prompt delivery. First, check with the order coordinator at your sales office to ensure the order satisfies these requirements:

1. *Correct Shipping Information* — this includes method of shipment, proper "ship to" address, person and phone number to contact for delivery.

2. *Correct Configurations* — Double-check your order for correct product and power options, interface cards, and cabling.

3. *No Holds* — Be certain your customer has good credit so that the order will not be delayed by pay advances, credit holds, etc.

These steps should facilitate your customers' order and the delivery of his products. If your customer needs delivery earlier than the quoted availability, contact the order coordinator at Disc Memory Division to request a change in the acknowledged ship date. He/she will do everything to accommodate your request to expedite the shipment. Contact the following at (208) 376-6000:

Order Admin. Manager: Beth Olson ext. 2250.

Systems Administrator: Kirk Miller ext. 3141, ORBIT System — Development and Planning.

Order Administrators: Pam Young ext. 2573, 7906 & Related Products, and Sue Claridge ext. 2158, 7925 — International/European/Neely.

Order Coordinators: Beverly Pereyda ext. 2692, 7925 — Domestic/IC Orders; Ruth Tortorella ext. 2416, 7910 & Related Products, and Specials/BTO Products; and Elaine Aldrich ext. 2488, 7920 & Related Products, and Cables & Interfaces.



Free ROM/Software Offer Ends May 15

By Rosemary Kramer/GLD

* Save \$345!

choose the

INFORMATION MANAGEMENT SYSTEM

from Hewlett-Packard

To deal with the challenges of today's economy you need faster analysis of critical information.

- Series 80 Personal Computer (HP-83, HP-85)
- Information Management Software (IMPac)
- Flexible Disc Mass Memory (82901M)

* Free Mass Storage ROM (HP 00085-15001) and Free Information Management Software with purchase of HP Model 82901M dual-drive flexible disc. Offer good from March 9, 1981 to May 15, 1981. U.S. and Canada only.

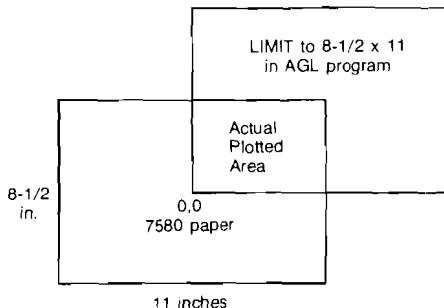
HP HEWLETT PACKARD

**SDD**

AGL Programming — The 7580 vs. the 9872

By Cindi Lund/SDD

Graphics programs written in AGL on the HP 9845, 9835, HP-85 or 2647 for plotting on any size paper on the 9872 will plot full D-size drawings on the 7580, in emulate or normal mode. But, programs like the 9845B Graphics Presentation Pack, which are written for a specific paper size, use the LIMIT statement. Since the parameters for LIMIT are in millimeters, the plots will be the same size on the 7580 as they are on the 9872 — except the lower left corner of the plot will be in the center of the 7580's paper. The LIMIT statement assumes that the 0,0 plotter unit co-ordinate is in the lower left corner of the page. But in the 7580, the origin (0,0) is in the center of the page. So even if you use 8-1/2 x 11 paper for a plot that LIMITS to 8-1/2 x 11, you will not get the full plot — all but the lower left corner will be off the page.



There is a simple solution to this problem. Find the LIMIT statement in your program and comment it out; then you will get plots filling the entire sheet of paper on the 7580.

In a future article we will discuss 9872 programs written in HP-GL and how they can be modified (if necessary) to run on the 7580.

San Diego Marketing Group Europe Changes

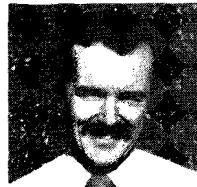
By Terry Adams/BID

The SDD Marketing Group in Europe has undergone several changes.

The group, housed within the Boeblingen Instruments Division (BID) Marketing Group, was managed over the past two years by Myron Hunt, and a solid basis of support was established. This enabled us to grow the Marketing resources and, as a result, will mean expanded support in the European Region.



Werner Preuss



Terry Adams

Product Marketing Engineer, Marilyn Johnson, will concentrate on the Product Management area with specific interest in HP controllers and business graphics.



Marilyn Johnson

Product Marketing Engineer, Werner Preuss, our longest serving SDD member here in BID, will be responsible for supporting the Northern Area of Europe consisting of UK, D, Scand., Benelux, Aus/East and Switzerland. He speaks fluent English and of course, German.



Giovanni Nuzzo

Product Marketing Engineer, Giovanni (Gianni) Nuzzo, will be the primary support engineer for the Southern Region, France, Italy, Spain and the Med. area. He speaks fluent English, French and, of course, Italian.

Norbert Hauser, another German, will be responsible for starting up our SDD product support activities in Europe. This was previously carried out by BDD Service Group.

San Diego Division has some exciting products on the way to help you make quota in a challenging year. Our Division has a real commitment to the European opportunity. Our group here in BID is evidence of that. We are here to support you in meeting our business objectives; please call us any time.

7220C/T or 7221C/T? How to Choose

By Vern Hudson/SDD

Both the HP 7220C/T and the 7221C/T (as well as the A/B/S models) are RS-232C/V.24 plotters. This means that any controller, HP or non-HP, having the RS-232C/V.24 interface will connect to either of these plotter series. Although the capabilities such as speed, internal character generation, arcs, circles, and performance are similar in both the 7220 and 7221, there remains a great difference in the software and language capabilities between these two plotters.

How do you help your customer to select the proper plotter for his system? Some suggestions to help guide him/her in the right direction:

7221

The 7221 is a very unique plotter as far as language and compatibility with other plotters is concerned. Please note that the 7221 uses a language called compacted binary, and that there is no other plotter from SDD that uses this language.



Norbert Hauser

Peripherals

PLOT/21 software available from SDD supports the 7221 only, on two computer systems: HP 3000, or DEC 11 series with RT 11 operating systems. Any other system would require conversions of PLOT/21 ranging from easy to massive, with most conversions being very difficult and time consuming. Conversion of this type is not recommended. Remember, the 7221 is unique, uses compacted binary, is the only plotter to use PLOT/21, and is not software compatible with any other SDD plotter.

7220

The 7220 series is one of a family of HP plotters and printers using HP-GL (Hewlett-Packard Graphics Language). For anyone needing to write their own software for use with our plotters, we highly recommend the 7220. The reason: HP-GL is very easy to understand and use; a novice can quickly learn to write the necessary routines for the 7220. Another reason: There is program compatibility between the 7220, the 7240A printer, the 7225 with 17603A or 17604A personality modules, and our new exciting 7580A option 001 large drafting plotter. Take one look at the HP-GL reference table (located in the appendix of the 7220 Operating and Programming Manual) and compare it with the Compacted Binary commands in the ASCII table of the 7221 manual; it will be immediately evident that HP-GL is the way to go!

Need more guidance? Please read the new application note 229-3, Interfacing/Handshaking Guide. This should help you to qualify your customer as to which plotter is best suited for his computer system. Contact your friendly RSE or SEE for any further assistance.

RS-232 Plotter & HP-85/2647/9845 Compatibility

By Greg Elmassian/SDD

Question: Will an RS-232 plotter from San Diego work with an HP-85/2647/9845, etc.?

Answer: Yes and no. Let me answer this question in two parts.

First, you can physically interface the above controllers to an RS-232 plotter such as the HP 7220 or 7225/17603. For desktop computers, you need the modem interface (the one with the female connector). If your plotter didn't come with a male-to-male interface cable, you need one of those, too. For the 2647, you need a 13250A communications card, properly configured. Using these interfaces properly will allow you to send commands from the controller to the plotter.

But, wait a minute! The second half of this answer is no, you cannot use the built-in graphics language support in these controllers to run the plotter. Even though the HP-GL language is the same as in the 9872, the differences caused by the implementation of the RS-232 interface can and will cause many problems if you try it. You might get a very simple graph to work, and adding one more command will lock up the system. Things like turnaround delay, trigger characters, and echo terminate characters need to be defined in order to handshake data to the plotter correctly. In addition, certain functions are handled completely differently, such as digitizing and error checking.

In short, if an RS-232 plotter is used on one of our controllers, it can be interfaced, but not supported.

7580A Documentation

By Virginia Pollack/SDD

To aid you in promotion, sales, and support of the HP 7580A Drafting Plotter, San Diego Division has planned a wide variety of documentation.

Already available is the full-color data sheet (P/N 5953-4073). Six foreign language versions: Japanese, German, French, Italian, Swedish and Dutch will also be available.

The data sheet for the ISPP software (Industry Standard Plotting Package, P/N 5953-4086) will be in field locations in mid-February.

Your 7580A Field Manual, designed as both a training and reference manual will enable you to better present, explain, and answer questions on the 7580A. Obtain it from your San Diego or Boeblingen Regional Sales Engineer.

The 7580A user will be interested in the manuals designed for and shipped with the plotter. Additional copies of these may be ordered now for shipment in mid-April. The Operating and Programming Manual (P/N 07580-90000) contains detailed descriptions of all HP-GL instructions and information on interfacing the plotter in either an HP-IB or RS-232C environment. The HP 7580A Operator's Manual (P/N 07580-90002) contains information for people who will operate, but not program, the plotter. Included are tips on media and pens which may be used with the plotter. A Reference Card (P/N 07580-90003) summarizing the instruction set, error messages, etc. is the third item in the customer's documentation package.

Service Data Packages will be shipped to service centers this month. These will be replaced by a formal Service Manual at a later date.

We will be developing documentation to further support the 7580A.

Computer Graphics Success Story

By Cheryl Rudolph/SDD

Congratulations to Tom Hughes, Ann Golaris and Tom Smith of the Rolling Meadows office for their sale to a combined research lab which does work in chemistry, biochemistry, solar energy, and integrated circuits.

The customer first showed an interest in the HP 2647 and requested help from the Rolling Hills office. The help came in the form of Tom Smith and a modified version of multiplot. The customer was delighted with this support and soon realized that his staff would also need training for using terminals and plotters. Tom Hughes and Ann Golaris responded by providing a three-day training seminar. Because of this extra effort and continued HP support, the lab now owns a collection of 2647s, 2648s, 9872s, 7221s and other graphics equipment. The customer has attributed its receipt of a \$6 million research grant in part to the quality and colors of the charts and graphs used in their presentation. Hewlett-Packard now has an "inside" salesman at the research lab.

VCD



2635B National Keyboard Options Provide Data Comm Capability

By Ron Forster/VCD

The HP 2635B National Keyboard options provide both 7-bit and 8-bit data communication codes. Thus the 2635B Printing Terminal can be used on systems that support standard 7-bit national language codes or 8-bit Roman Extension code. In 8-bit mode, any USASCII characters that are not part of the selected language can be accessed by using the shift key and the numeric pad. With this capability, users can be assured of having all the characters required for the operating system on which the terminal is used.

Ordering Information:

Opt. 001	Swedish/Finnish	\$100
002	Norwegian/Danish	100
003	French	100
004	German	100
005	UK	100
006	Spanish	100

Using the 2631B as a Remote Spooled Printer

By Bill Becker/VCD

The recently announced remote spooling capability on the HP 3000 Series III, 30, and 33 provides an alternative solution to your customers' printing needs.

For secondary or light duty printing applications, the HP 2631B can be interfaced either directly (up to 50 feet), or via a full duplex modem, to either the ATC or ADCC. The customer can now have a remote printer that is fully supported, and that ensures data integrity by monitoring for error conditions.

As a remote spooled printer, the 2631B operates in a semi-restricted mode. The user has access to most of the print features of the 2631B. To preserve a basic user environment however, the user will not have access to reset, on-line/off-line, self test, page length, identify request, status commands, or programmable VFC. All other print features can be accessed by using the proper escape sequences in the user's program.

This type of printer support contrasts with HP-IB operation of the Series 30 and 33 systems. Use of the 2631B on these systems via HP-IB is fully restricted; i.e., print and space only, with no user access to print features. As many users desire access to the print features which the 2631B offers, the remote spooled operation will be preferable to the HP-IB operation. As a result, the HP-IB system option for the 2631B, namely Option 333, was removed from the CPL in January, '81. The 2631B will be sold only as a remote spooled printer on HP 3000 systems from that time. Existing 2631B option 333 printers may be upgraded to Option 331 using a 26095B plus Option 010 kit. (Installation costs for this kit must be quoted separately by the local service organization.)

To operate as a remote spooled printer, the 2631B must be configured for X-on/X-off protocol, odd parity, full duplex, and semi-restricted operation. All of these parameters can be configured by setting switches either internal or external to the printer. To facilitate configuration, a new option has been established for this application, and will cause the proper switches to be set at the factory. The remote spooled printer option is designated as Option 331 to the 2631B at no additional charges.

For further details, consult the 2630 Family Reference Manual (P/N 02631-90918).

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