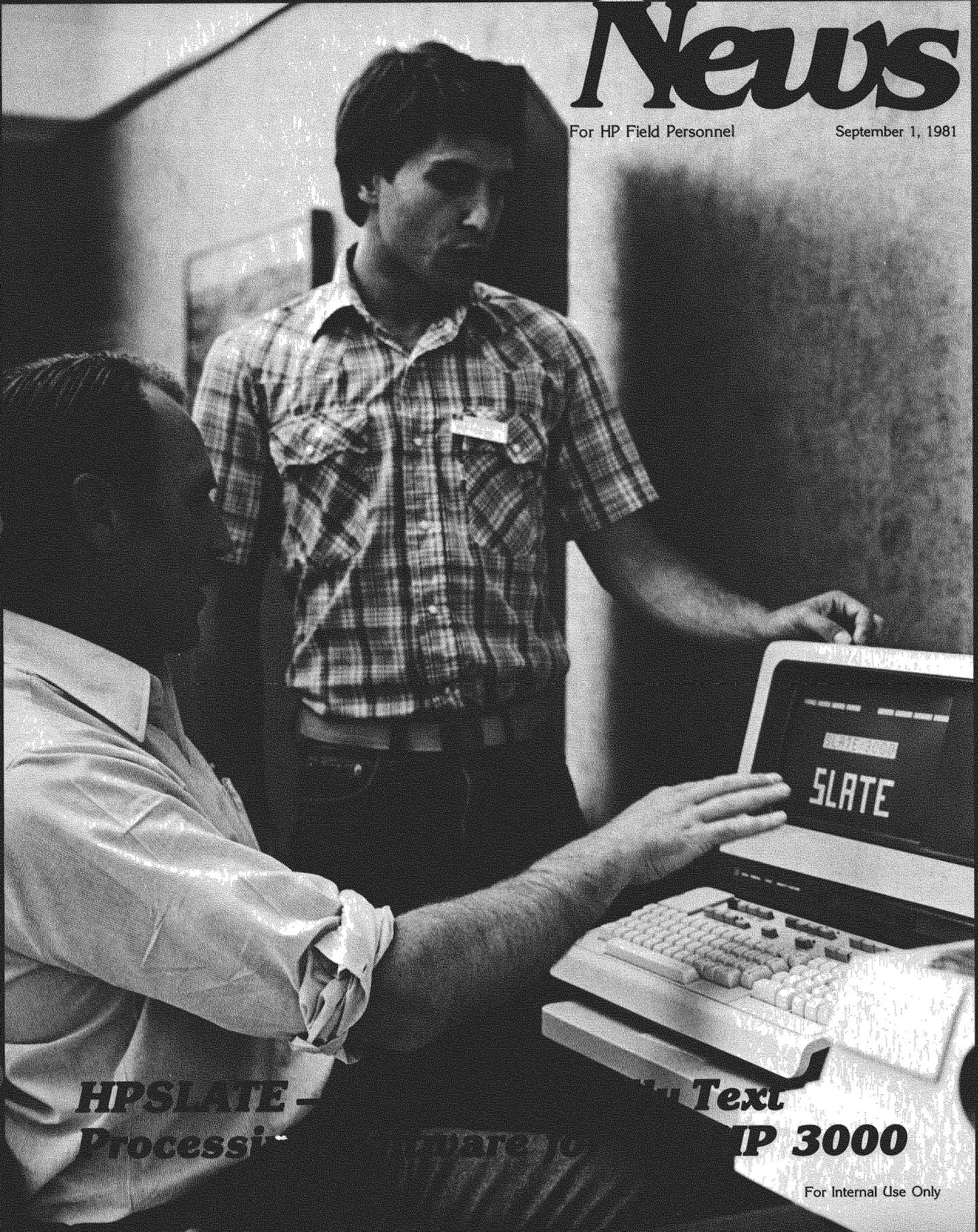


Computer News

For HP Field Personnel

September 1, 1981



HP SLATE — **Text**
Processing — **HP 3000**

For Internal Use Only

Computer News

Vol. 6, No. 20 September 1, 1981

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On the Cover

HP's President and Chief Executive officer John Young examines HPSLATE — new text-processing software for the HP 3000. See articles on page 12.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



CMG

Computer Advances Hits the Newsstands!

By Kerin Henderson/CMG



Tubs of Computer Advances are loaded on to the waiting US Mail Truck.

On August 12 the US Post Office truck pulled up at the printing and mailing house in Santa Clara, California, where the first shipment of *Computer Advances* lay awaiting delivery to US customers.

Some 12,000 copies of the publication, in three US Post Office tubs, were loaded onto the truck. Another 73,000 copies were similarly loaded and delivered to the post office before the week was out.

One week earlier, 17,000 copies of the publication were delivered to HP's Corporate Literature Distribution Center in Palo Alto for boxing and mailing to US sales offices. And an additional 18,000 were distributed to ICON countries, Japan, Canada and Europe.

Your customers should be receiving the first issue of *Computer Advances*, Computer Marketing Groups' new bimonthly customer



Copies of *Computer Advances* are folded and stacked before the area sections are inserted.

publication. Many of you in the US passed on your extra copies to customers not yet on our data base. We have been receiving reply card subscription requests in response to the calculator offer (US only) in the first issue.

Watch for the second issue, featuring the HP 125, scheduled for distribution October 1. And be sure to sign up new customers on the *Computer Advances* subscription form now available in US sales offices. To sign up new customers in Canada, contact Gail Levitt, Mississauga (416) 678-9430 ext. 334; in ICON countries, contact your country Marcom manager.

"New" Exhibits N-1 & N-2

By Joe Rodgers/CMG

Effective July 1 '81 Exhibit N (P/N 5953-2105, R1-81) is obsolete and replaced by two (2) exhibits, namely:

- Exhibit N-1, Local Currency Ordering Points Outside US (P/N 5953-2182, R7-81A). This exhibit is to be used with Computer Products Agreements that have non US based ordering points when any of the products listed in Exhibit A-1 are ordered at HP Local International Currency Price.
- Exhibit N-2, Export Delivery Points (P/N 5953-2183A). This exhibit is to be used with Agreements that have US based ordering points when any of the products listed in Exhibit A-1 are ordered at HP Export Price.
- The new Exhibits only provide the addition 5% discount beyond 100 functional units for Volume End User customers.

Bulk distribution of these exhibits has been completed.

Any purchase agreements with "Exhibit N" in process will be required to include the applicable new exhibit effective July 1 '81.

Computer Marketing

How to Put a Copy of Computer News in Your In-Basket

By Francine Tarmina/CMG

The ROSTER database is a world-wide internal literature distribution system primarily for HP computer groups' personnel. The systems engineering, customer engineering, sales, and division organizations are represented in the database which currently has more than 8,700 people.

Computer News is one of the key publications that uses ROSTER exclusively for its distribution, and everyone listed on the database will receive a copy. You may also receive such divisional literature as *Support Update*, *Keyboard*, service notes, and others depending on your job and product interests. (You'll notice

that you can now choose up to 12 product specialties.)

If you've looked on the back cover of your *Computer News* recently you have noticed that *June Wedding* of Computer Marketing Group is now responsible for circulation of *Computer News*.

If you would like to receive *Computer News*, add your name to the ROSTER database by filling out this card completely. Return it to:

**June Wedding — Bldg. 49B
HP Computer Marketing Group
19320 Pruneridge Ave.
Cupertino, CA 95014
(408) 996-9800 ext. 2278**

"Selling at HP" Videotape

By Chuck Ernst/Corp.

Part two of the videotape, "Selling at HP, The Sales Process," for HP employees enrolled in "Selling at HP" is now available.

This 40 minute videotape is a dramatized sales presentation of the Sales Process which includes *Contact*, *Qualify*, *Investigate*, *Present*, and *Close*.

Extensive role play is used in the "Selling at HP" course. Upon completion, the attendees will be able to demonstrate a mastery of the complete sales process.

To order: Transmit a HEART (COCHISE) I-2 order to Video Products, Palo Alto, Sales Force 09, Product Line 95, Marketing Division 07, Supplying Division 0700. Order 90950Z for a videocassette.

Legal Issues Videotape

By Chuck Ernst/Corp.

A new videotape, "Legal Issues in Field Marketing," is now available to HP Sales and Service personnel enrolled in "Selling at HP" or "Customer Support at HP."

This 41-minute videotape will help participants understand how their statements and conduct affect Hewlett-Packard's legal position. The dramatization covers HP's commitments and obligations to customers, to the competitive process, and to HP itself. Issues of personal ethics also are included. A corporate attorney's comments follow the sales dramatization. He gives answers to the questions most commonly asked about the material in the videotape.

To order: Transmit a HEART (COCHISE) I-2 order to Video Products, Palo Alto, Sales Force 09, Product Line 95, Marketing Division 07, Supplying Division 0700. Order 90949Z for a videocassette.

INFORMATION CHANGE NOTIFICATION

Please update my CMG Distribution and Directory listing as follows:

Type of Change: Add Modify Delete

EMPLOYEE NUMBER (REQUIRED)

Name

Division/Office Name

Division/Office Comsys No. Bldg. No.

Home Telephone Number (optional)

Job Code/Title

Product Specialties (max. 12)

Prod. Type

Mgr. Emp. No./Name (Required)

**Return this card to June Wedding, Bldg 49B
HP Computer Marketing Group**



Customer Support Videotape

By Chuck Ernst/Corp.

A new, color videotape, "Customer Support at HP," for HP personnel attending the "Customer Support at HP" seminar is now available. This videotape will prepare the attendees for the workshop discussions.

Part 1 is a 46-minute videotape with a welcome to Field Marketing by John Young and a discussion on legal issues in Field Marketing.

Part 2 runs for 54 minutes and covers Customer Expectations; The Best You Can Be; a discussion on Behavior by Hal Leavitt; and The Service Process.

To order: Transmit a HEART (COCHISE) I-2 order to Video Products, Palo Alto, Sales Force 09, Product Line 95, Marketing Division 07, Supplying Division 0700. For a 3/4" Umatic videocassette, order 90422RZ for Part 1 and 90423RZ for Part 2. This program is not for sale to customers.

CSD

Systems Support for the New HP 9826A

By Larry Johnson/CSD

Now available for HP's newest desktop computer, the HP 9826A, is CSD's newest Software Support Product.

The 98090K is Systems Information Service (SIS) coverage for the 9826A. SIS provides PICS coverage for both HPL and Basic in both firm and soft configurations. Also, SIS covers all 9826A firmware plus all of the optional I/Os. The only things not covered, as with all of the desktop computers, are the applications

software. (Pascal, when introduced, will have an additional SIS product due to the additional time involved in supporting that product.)

The 9826A is an exciting new computer with potential in the computer aided testing market, both in R&D and production environment. The Phone-In Consulting Service (PICS) can also save them many wasted engineering hours during start-up.

If your customer orders SIS with their new 9826A, they get a full 15 months of coverage for the price of 12.

SIS is particularly important to these customers in ensuring their successful implementation of their new systems.

Available at the same time are two other software support products for the 9826A:

98096A — General Purpose consulting service: this service now covers the 9826A as well as the other desktop computers.

98096A — Desktop computer interfacing consulting service has also had the 9826A added to its coverage.

Customer courses are also being added to cover the 9826A computer: 98510A — 9826A Basic Operating and Programming Course — available January.

98511A — 9826A Basic I/O Course — available March.

HPL Operating and Programming is covered for now in the 9825A HPL Operating and Programming Course (98524A). As with other SIS products, the customers must have taken one of the above courses (or have equivalent programming experience) as a prerequisite.

CSO

New US Fast-Ship Add-on Hardware From CSO

By John Herrgott/CSO

Product availability and fast shipment are often key factors when customers decide — frequently on short notice — to add terminal-related work stations to their HP system. And if the needed hardware is relatively low cost and basic, HP stands a chance of losing the sale to a non-HP solution if HP cannot respond quickly.

The Computer Marketing Group has developed a responsive way to handle these situations for the US via the Direct Phone Order/Fast Ship capabilities of CSO.

Starting in September, the new HP 2382A Office Display Terminal and HP 2671A/G Printers will be available for off-the-shelf delivery from CSO — along with HP 2621A/P Terminals.

This fast-response service is available only via CSO's Direct Phone Order lines, and limited to no more than four units of any model. Full list price is charged to offset HP's inventory costs of being "in stock." Customers wanting more than four units or a discount related to other HP agreements will be referred to their local HP office. CSO splits 100% quota and commission credit to region, area or local branch (varies with region) on all terminal orders.

Of course, warranty and service for add-on hardware products ordered through CSO are the same as when ordered through your sales office. CSO changes the warranty start date tag on all products shipped to reflect the ship date from CSO.

These new product offerings will be announced to US customers in our Autumn '81 catalog, to be released in mid-September. 

Technical Computers

DSD

Products and Support Make The Difference

By John C. Boyle/DSD

HP's XL-series microcomputer was recently chosen by a Fortune 500 company for use in the manufacture of medical instrument supplies.

This particular medical product (which is produced in quantities of over a million per year) is monitored by FDA regulations and, therefore, precise product tracking and information is required. A system was needed that could handle both manual and automatic data acquisition from operators and two of the production machines. Additionally, a communications link with the already automated test facility (which uses various microprocessors and a central E-Series computer) was desired. Once again the primary motivations for automation were productivity (higher throughput) and quality (better tracking and control).

The solution consists of front-ending each of nine production lines with an XL microcomputer and passing the acquired data via DS/1000-IV to an E-Series computer for computation and storage. The production line E-Series and the test facility E-Series are also tied together through another DS link to achieve a complete micro-based control system. HP's networking strength and compatibility with existing equipment were instrumental in the decision to select HP over other vendors (including DEC 11/23). Just as important, though, was the fact that HP's reputation for outstanding service and support was recognized within this manufacturing company. This benefit-reaping reputation has been the result of the continuing efforts of many to develop and maintain a strong, long-term satisfaction with HP.

HP 3054C Monitors Pollutants

By Ben Zarlingo/LID & Neal Kuhn/DSD

The Environmental Protection Agency is now requiring utilities to monitor smokestack pollutants and provide periodic reports. SF01 Sales Rep. Morris Carey of HP Greensboro provides us with another HP 3054C Automatic Data Acquisition/Control System success story from a major power utility in North Carolina.

When the utility called HP for help in setting up an opacity monitoring system, Morris Carey and Van Duncan, the Technical Computer's SR, made a joint visit. HP was the only vendor to show up with two people, ready to answer any question. Morris had a data sheet on the recently announced HP 3054C Automatic Data Acquisition/Control System. The customer realized that this was a system with a multi-user computer and the necessary software to tie it all together, and called back several days later to request a quotation.

In this application, as many as 256 analog inputs from thermocouples and smoke detectors need to be checked every 15 seconds and logged to disc. Real-time response is required to convert analog signals to digital, convert the data to engineering units, and interactively access the information from multiple stations. Required reports can also be generated from the database. One L-Series system can handle data from four smokestacks and, eventually, eight additional sites will be monitored.

The customer especially liked the precision of the data acquisition unit and the features of HP-IB. HP was particularly attractive as a "double barreled" solution — the SF01/02 relationship and support made HP the only vendor to provide everything the customer wanted.

L-Series Honor Roll
These sales representatives call on the customers who bought the most L-Series processors in the months indicated:

MAY 1981

Ken Rossi KING OF PRUSSIA
Toshihiko Etoh OSAKA, JAPAN
John Hughes INDIANAPOLIS
Chuck Klayman KING OF PRUSSIA
Don McKay HOUSTON
Hiro-michi Tomono OSAKA, JAPAN
Bob Severson ST. PAUL

JUNE 1981

Dennis Spanogle ALBUQUERQUE
Fritz Rombach BÖBLINGEN, W. GERMANY
Bernhard Möller BÖBLINGEN, W. GERMANY
Lorenzo Coslovi TURIN, ITALY
Günter Krauss BÖBLINGEN, W. GERMANY
F. Tassi ROME, ITALY
Al Ipson CLEVELAND
Kerry Mullin ROCKVILLE
Tony Hart MANCHESTER, UK
Horst Kanert HAMBURG, W. GERMANY

CONGRATULATIONS!

Literature — Uses, Limitations and Costs

By Dick Loulien/DSD

The following article was published in the spring '81 issue of *Intercon* (HP Intercontinental News) by Sy Corenson, and is reprinted here with his permission.

"We are indeed fortunate to work for a company that provides us with an almost infinite variety of professionally prepared publications so that we can do our work more effectively. A listing of the publication categories alone would fill the pages of this entire issue of *Intercon*. Needless to say, the cost to produce, print and distribute this literature is a major expense for HP each year, certainly running into the millions. In fact, most of us would go broke just paying for the cost of the ink.

While we do not recommend, in light of our concerns for expense, that we immediately reduce or severely restrict the proper use of literature for its intended purpose, we do feel that many of us, rather unconsciously, contribute to the vast and growing cost. Here are a few suggestions relating to literature that can help HP remain a financially healthy company.

- Be realistic about the literature requested via Mails III. Ask yourself, do I really read everything sent to me? Also, has your job changed such that some literature previously requested still makes sense? If not, take the time to have your name removed from the list.
- Share literature with your co-workers whenever possible instead of requesting multiple copies in any one department.
- Each person and even each department does not necessarily need stock quantities. In fact, many publications become obsolete in a relatively short period of time. When stock quantities are stored in multiple locations, many

copies generally end up in the waste basket when revisions are issued.

- Literature distribution lists to customers from headquarters and field offices should be "pruned and cleaned" often to eliminate unqualified or no longer interested recipients. In this case, not only is the literature wasted, but with the ever increasing cost of stamps and bulk shipments, distribution costs frequently exceed publication costs.
- Technical and corporate literature should not be handed out in quantity at trade shows and exhibits. Instead, visitors to our booths should be requested to fill out *bingo cards* so that follow-up sales calls can be made, with appropriate literature if necessary. Also, this procedure can contribute substantially to the growth of customer listings.
- Of particular concern is the wholesale and frequently indiscriminate use of annual reports. This beautifully produced and prestigious document exemplifies everything that's good about HP, and the inclination is to pass out copies to everyone in sight.

There's no question that annual reports are valuable tools, especially in sales, recruitment and public relations situations. The thing to remember is that each time an annual report is given out, it's the same as giving someone \$2 (cost of publication plus shipment). The point we are making is, let's be prudent and selective just as we would be in making a \$2 purchase.

A good guideline, when ordering one or more copies of a publication, is to act as if you or your department had to pay for its cost and shipment. In the final analysis, that's what happens in an indirect sense.

HP 3054C Helps With Space Shuttle Application

By Greg Amorese/LID & Neal Kuhn/DSD

One of the Space Shuttle's applications will be to launch communication satellites. Bell Labs is presently evaluating special batteries to be used in these satellites. The HP 3054C Data Acquisition/Control System is used to simulate charge/discharge cycles (using HP 3497A Data Acquisition/Control Units as actuators), then measure the current flow and voltage for each battery. The results are used to determine useful battery life.

The measurements are not unique, but the system configuration put together by Paul Tuzzolino (SF01 SR) and Greg Weigle (SF02 SR) is. Once the battery test is started, it must continue for many weeks. This requires that there be a fully redundant system. The HP Model 45 computer system with the F-Series CPU was chosen due to the large database and data reduction requirements. In the event of a computer failure, a stripped down HP 1000 is used in a run-only mode to continue gathering data.

The computer controls two separate 3054Cs. The first contains an HP 3456A Digital Voltmeter and an HP 3497A Control Unit. The second contains a 3456A, 3497A, and an HP 3498A Extender. The 3498A is used to continue gathering the data for all of the batteries in the event of an instrument failure.

The system is presently being used for new design evaluation. Once the design has been finalized, the system will be reprogrammed to perform the final test.

Paul Tuzzolino and Greg Weigle are SRs residing in the Piscataway, New Jersey office. Their joint efforts towards selling one of the first 3054C systems and providing the information for this article are greatly appreciated.

Technical Computers

Current Sales Aids

By Amy Yecny/DSD

The current DSD Sales Aids list, dated 8/1/81, was bulk distributed to all field offices August 7. This list includes all current sales promotion literature, application notes, applicable video tapes, and sales aid kits (slide presentations, equipment photos, belt buckles, etc.). If more copies are required, please request from Amy Yecny, DSD, ext. 3148.

DCD

HP 9826A Pascal is Coming!

By Paul Morrison/DCD

As you heard during our June NPT, Pascal will be available on the HP 9826A.

More than just the Pascal language was implemented in the 9826A; the product also includes a new operating environment. Desktop users will now deal directly with editor, compiler and assembler systems programs, the Motorola 68000 assembly language, and some details of the 9826A hardware and systems programming.

The following documentation published in the US is recommended to allow you to get an early start in learning the large volume of information necessary to sell and support our Pascal product:

- **The Pascal Handbook**
by Jacques Tiberghien
Sybex Publishing Co.
2344 Sixth Street
Berkeley, CA 94710
Ph: (415) 848-8233
- **Programming in Pascal**
by Peter Grogono
Addison-Wesley Publishing Co.
Jacob Way
Reading, MA 01867

- **Motorola MC 68000 User's Manual**

Motorola
3515 South Tamarac
Suite 330
Denver, CO 80237
Ph: (303) 773-6800

HP 9826A Data Communications

By Sue Bodoh/DCD

The HP 9826 now has data communications capability, including smart ASYNC and DATA LINK. The smart ASYNC capabilities are similar to those of the 98046B, with software handshaking, full modem control time outs and buffered transfers. The HP DATA LINK allows slave desktop computers to be connected to a master HP 1000 using a multidrop connection scheme having high noise immunity. The maximum distance between the computers is 4 km.

The desktop computer can communicate with the DATA LINK master in two modes:

- In the first mode, a BASIC program communicates data to or receives data or programs (ASCII source code) from the cooperating program on the HP 1000. This can be thought of as program-to-program communications. Using this mode, the customer can develop distributed processing networks tailored to his application.
- In the second mode, the desktop computer emulates an HP 264X-like terminal and acts as a multi-point terminal on the DATA LINK.

The terminal mode allows the user to access all of the HP 1000's FMGR subsystems except those which use forms or graphics. Note that the desktops *do not* require the DATACAP software to communicate

with the HP 1000; in fact, DATACAP cannot be used to communicate with the desktop computers.

To add datacomm capability to the 9826, the following must be ordered:

98268A Data Comm Interface with Opt. 100 Async and DATA LINK personality and one or more of the following cable options.

- Opt. 001 RS-232 male (DTE)
- Opt. 002 RS-232 female (DCE)
- Opt. 099 no cable.

For DATA LINK you also need:

- 13264A Data Link Adapter Pod (does not require a cable)
- 92901A Connector Box

The BASIC upgrade binary package enables the 9826 BASIC language to communicate with the 98268A interface, and *does not* contain an emulator. An emulator is planned for the 9826, but it will not be available immediately.

DATA LINK field training manuals on the 9826 and the 9835/45 versions have been distributed worldwide. For further information, contact me at DCD, Ext. 2265. In Europe, contact Helmut Schaefer at BDD.

HP 9845 Stat Library Withdrawn

By Paul Maybaum/DCD

The HP 9845 Statistics Library (P/N 09845-15250) has been withdrawn from the market and will be removed from the Corporate Price List as soon as possible. The software is not up to HP quality standards, and no additional resources are currently available to improve the package. In this article, I'll try to clear up some serious misunderstandings about the library.

The Stat Library was an attempt to add a "front end" to the existing 9845 stat packages. Objectives were to allow data to be easily passed between the various statistics programs, to correct existing bugs in the

software, and to create a friendlier human interface. It was more than an attempt to bundle the existing stat software and offer a price break to customers.

The project involved rewriting many existing programs, as well as a significant amount of new code. The work was being done by the Statistics Department at Colorado State University (CSU), and during the final QA process it was discovered that the package just did not work. Additional bugs were noticed in older statistical routines which worked fine as stand-alone packages. The students in the original programming team at CSU have moved on to other projects.

The situation is painful for all of us. Our objective now is to alleviate that pain as quickly as possible. Many customers were primarily interested in the library because it bundled the existing stat software together and provided a price break. We are taking immediate steps to set up a new product that does just that — bundle the existing packs and give the customer a price break.

Further, development is underway for a 9826A Statistics Library designed to satisfy the original objectives. There is a good chance of correcting the problems in the 9845 version as part of the 9826 project. However, we cannot make any commitments about future release of either package, and timing is uncertain.

Although this decision is causing considerable hardship for many people, there is no viable alternative. Creating a bundled software product should solve most of the problems. For exceptional cases, call the desktop computer sales support person for your area and we will try to work things out individually.

Spread Sales — Share Success Stories

By Al Sperry/DCD

In the August 15 *Computer News*, we described the benefits to be gained from your sharing customer application ideas as the basis for articles that are placed in trade journals. You can also help yourself, other SRs and HP in another way by passing along information on your sales successes.

Tips on sales techniques leading to your outstanding sales to VEU's or other significant successes can be used by other SRs to prospect for sales where similar opportunities exist in other locations. We would like to share some of your ideas via *Computer News* to help other SRs — and you can profit from the strategies used by other HP computer salespeople.

Although we can't promise you fame and fortune as a result of your passing these sales success ideas along, you will get some recognition, and appreciation for your willingness to share. Not everyone can think of all the ideas. You can help pool all the field selling expertise by giving us your successful techniques now.

HP 9826/9885 Systems Require DMA Controller

By Martin Neilsen/DCD

A customer who buys an HPL version of the HP 9826 (Opt. 004 or Opt. 704), or an HPL add-on language option (98261A Opt. 004 or Opt. 704), can connect an HP 9885 Flexible Disc Drive to it.

The necessary hardware is a 98622A Opt. 002 GPIO card and cable (\$350 US), and a 98620A DMA controller card (\$425 US). The DMA controller is unnecessary for connecting to an HP 9895 Flexible Disc Memory.

GTO

Memory Based System with DS/1000-IV on L-Series

By Gerard Yuraut/GTO

When you are generating a memory based system with DS/1000-IV on an L-Series computer, you will probably encounter some problems with the number of base page links remaining for user programs.

To help you, we can send a copy of the answer file for a system which has the following capacities:

- No system console on the L-Series
- System is down-loaded
- Only HP-IB and DS drivers in this system
- Start up program and DINIT will be overwritten
- Down-load and schedule user program(s)
- Cannot be connected to 3000
- Cannot be connected to system with session monitor

The maximum size of the user program will be 25K octal words with a maximum of 1,200 octal base page links. It must be the master program in DS transactions. The user program has to release its ID segment so that it is possible to down-load another program.

The size of SAM is currently 2,900 decimal words. It can be increased by steps of one page.

If you need any more information about this system don't hesitate to contact me. 

Business Computers

BCG

Berlin HP 3000 International Users Group Meeting

By Carol Scheifele/BCG

The HP 3000 International Users Group Meeting will take place in Berlin, West Germany, October 5-9, '81, at the Technical University.

Members of the HP 3000 Users Group or any HP 3000 customer may attend the meeting, which will consist of speakers, exhibitors and a tour of Berlin.

Registration forms and further information can be obtained from:

- KOGAG Congress Organization
P.O. Box 110530
D-5650 Solingen 11
West-Germany
telephone: (0) 2122 79091
telex: 8514663
- Renaye Lee
HP 3000 IUG
289 South San Antonio Road
Los Altos, CA 94022
USA 415/941-9960
- Field Newsletter (Sept. 15)
- Ludger Gravenkamp
HP Boeblingen
- Carol Scheifele — BCG,
Cupertino
408/257-7000 ext 4836

Please inform your customers of this informative and important meeting. Your help is urgently needed in getting out the word about this exciting meeting.

How to Win With an HP 3000 Series 44

By Marc Burch/BCG

Wayne Diehl of Richmond, Virginia went head to head with an IBM System 38 and came out winning with an HP 44.

The customer was a medium size city government which had an IBM

System 34 installed that was running utility billing, budgeting, accounting, payroll and doing tax assessments.

The IBM proposal was to "upgrade" to the System 38. Wayne, along with excellent support from the system engineers, came in and did the following:

First, he did a professional job of presenting the HP 3000 to management. Second, Wayne asked for a copy of the city government data base, which he then loaded on the HP 3000 and demonstrated the capabilities of QUERY using their own files off the data base.

The customer was also very impressed with the demo of Decision Support Graphics (generated graphs using customer files) and FORTRAN (FORTRAN is not available on the IBM System 38). The customer liked IBM's relational data base, but felt that HP's IMACS would be very competitive.

Third, the customer felt that HP's hardware was impressive in a hands-on environment. Also, ease of use and ease of expansion were strong points in favor of the HP 44. In addition to that, the customer further believed that it would be easier and faster to convert his programs to the HP 44 rather than the IBM System 38.

Again, congratulations to Wayne and his team for winning an important account.

BCG-AS

Manufacturing Executive Forum Scheduled

By Jim Heeger/MSO

The next Executive Forum on Computers in Manufacturing will be held October 5 and 6 in Cupertino. High customer demand has characterized this event that will once again be jointly sponsored by MSO and DSD.

The seminar is targeted at high-level manufacturing executives interested in implementing and managing computerized solutions to meet today's productivity challenges. By providing for a lively exchange of practical information, the forum serves as an effective means for building our business relationship with major accounts and large manufacturing customers. Topics to be covered in the upcoming session include:

- Trends in Factory Automation
- Production and Inventory Management
- Long-range Manufacturing Systems Planning
- Successful Implementation Strategies
- Computers as Decision Support Tools
- Direction of Technological Advances
- HP's Computer Product Strategy for Manufacturers

Companies that wish to participate should be encouraged to send two executives: a division or general manager and a manufacturing executive such as a production, materials, or quality assurance manager. This two-executive approach encourages participants to adopt broader perspectives on those concerns facing their own companies.

A color brochure and a letter detailing the forum have been distributed to all sales offices. Attendance is limited to 35 executives and spaces will fill quickly. For more information about extending invitations, please contact Jim Heeger/MSO (408) 725-8111 ext. 4574.

GSD

An HP 250 Success Story

By David Garcia/GSD

South Africa is currently 150% of HP 250 sales quota for FY'81. (HP in South Africa is roughly the size of a small US sales area with four sales offices throughout the country.) This represents an average of 2.8 HP 250 sales per month and a year-to-date quota in excess of 200%.

How do they do it? I spoke with HP RSA SR Dave Aspinal (one of the top five HP 250 sales reps in the US and ICON for both May and June), and this is what he said:

"I have two OEMs that I look after. One is an engineering shop and the other is a pure commercial OEM. One of the reasons these OEMs are so successful with the HP 250 is our large installed base of desktop computers. The HP 250 provides the natural upgrade path for those desktops used in commercial applications. The software has to be rewritten, but this is not a difficult task and is commonly provided as a service by the OEM. The ability of the HP 250 to share peripherals such as printers and discs used on larger desktops is also attractive to our upgrade customers."

"My OEMs also have good software coupled with a high level of support that does not leave their customers feeling cold. They are prepared to do lots of hand-holding and their credibility is respected."

"We also have a mining group which is trying to standardize on the HP 250 for all their accounting and wage programs. They like the product's ease-of-use, since operator skills are low in some of the outlying areas. The company will also have an HP 250 at their headquarters so that remote stations can dial into the main system in case of trouble. Utilities such as Sort, Report-Writer, IMAGE, and Query are super features. Our users find them a boon."

HP 250 Software Support Table

By Curt Gowan/GSD

The table below summarizes the software support products for the HP 250.

The majority of the software support products are new; they cover Operating System B; provide for multiple languages and dual media; are unbundled RJE/250 from the INP; and support the new DSN/DS 250, TEXT/250, and DSG/250 products.

At the intersection of a product/language (such as 45230F — French version of Op Sys B) with a support service (such as "S" — SSS), you will find a dollars-per-month price if that combination is available; for example 45230FS is a

French-language SSS for Operating System B. It costs \$160 per month.

Things to watch out for:

- Op Sys A Support is not available in multiple languages.
- Sign your customer up for the desired language — but set customer expectations correctly as to when translated versions will be distributed (Check with BGD Sales Development).
- The GSD and BGD source applications, rather than having media options, will be sold and updated by sending both media.
- RJE (45123) has been unbundled from the INP (45122). The INP/RJE CSS (45122T) will be converted to DSN/RJE CSS (45123T) by CSD SE Marketing.

	CSS		CSS+	PICS	SSS		SSS+	MUS	SMS	Notes		
	T	V			S	W					Q	N
	Tape	Floppy			Tape	Floppy						
	Std.	-.022	-.041		Std.	-.022	-.041					
Operating Systems												
Op Sys A	45130x	160		15	75	55		10	20	10	Note 1	
Op Sys B												
U.S.	45230x	160	160			55	55		20	10	Note 2	
German	45230Dx	160	160			55	55		20			
Spanish	45230Ex	160	160			55	55		20			
French	45230Fx	160	160			55	55		20			
Danish	45230Gx	160	160			55	55		20			
Katakana	45230Kx	160	160			55	55		20			
Swedish	45230Sx	160	160			55	55		20			
U.K.	45230Ux	160	160			55	55		20			
Italian	45230Zx	160	160			55	55		20			
Any language	45230x			15	75			10			Note 3	
Data Communications												
DSN/RJE 250	45123x	42	40	10		17	15	5	5		Note 4	
DSN/DS 250	45124x	42	40	10		17	15	5	5		Note 4	
Run-Only Applications												
DSG/250	45150x	37	35	10		17	15	5	5		Note 4	
TEXT/250	45160x	37	35	10		17	15	5	5		Note 4	
GSD Source Applications												
MFG/250, U.S.	45180x					55			10		Note 5	
OM/250	45190x					55			10		Note 5	
APGL/250	45199x					40			10		Note 5	
FIN/250	45200x					55			10		Note 5	
BGD Source Applications												
MFG/250, Dutch	45180Hx					55			10		Note 5	
MFG/250, Swedish	45180Sx					55			10		Note 5	
FBH/250, German	45210x					55			--		Note 5	
GA/250, Dutch	45210Hx					55			--		Note 5	
GA/250, Swedish	45210Sx					55			--		Note 5	
LGA/250, German	45220					55			--		Note 5	

Note 1: Op Sys A services come only in English language and flexible disc media.

Note 2: SMS is available only in English language; it covers all HP 250 software products.

Note 3: Op Sys B CSS+, PICS, and SSS+ are independent of language since no material is sent to customer.

Note 4: PICS and SMS coverage through Operating System.

Note 5: Flexible disc and tape copies included with standard SSS.

Business Computers

IND

CSP Announces HPSLATE — New Software for the HP 3000

By Shirish Hardikar/CSP

HPSLATE is a software package that offers limited text processing capability to the "casual" professional user who does not want (or need) sophisticated word processing, but does want access to limited text processing, preparation of memos, brief reports, occasional letters, etc.

HPSLATE provides this through:

- A wide range of HP terminals.
- Full-screen, page-oriented editing
- Use of softkeys (function keys)
- Menu-driven execution of functions

HPSLATE is simple in concept and in use. Its friendly, push-button approach, based on "what you see is what you get" design, makes learning how to use it easy and the user can quickly master it and enjoy the benefits sooner. You can now offer your customer an easy to use, easy to learn, and inexpensive solution.

HPSLATE can use the HP 2641, 2642, 2645, 2647, 2648, 2624, and 2626 terminals.

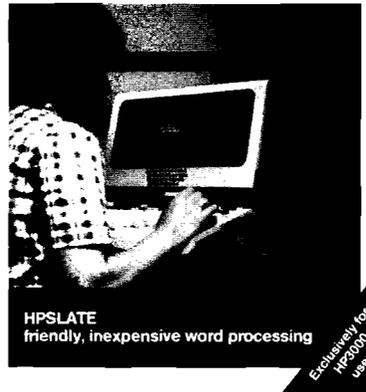
Documents can be printed on the HP 2601 letter-quality printer, system line printers, or the terminal.

HPSLATE supports the HP 2601 as an output device. (Functions for bold, ghost-type and automatic proportional spacing are not supported). The HP 2601 can be connected either to the terminal for exclusive use or connected to the HP 3000 via a terminal port for shared access by several HPSLATE users.

At \$3,000, the HPSLATE (36576A) right-to-use software package can be added to an HP 3000 system at remarkably low cost. The "right-to-copy" (36576R) cost is \$1,800. What's more, once HPSLATE is on

HP3000 Computer Systems
Office systems software

HEWLETT
PACKARD



an HP 3000 system, this cost is spread across multiple uses.

HPSLATE is orderable now. The sales leaflet (P/N 5953-8251) and Data Sheet (P/N 5953-8252) are in your office. The *HPSLATE Reference Manual* (P/N 36576-90001), *Using Guide* (P/N 36576-90002), *Pocket Guide* (P/N 36576-90004) and *Presentation Slides and Script* (P/N 36576-90005) are also available. Self-Paced Training (36575A) will be available October 30 for \$130.

HPSLATE — An In-House Development Success Story

By Shirish Hardikar/CSP

Commercial Systems Pinewood is pleased to announce HPSLATE.

HPSLATE was originally developed for internal use by HP Corporate Information Systems and, since its introduction in '78, considerable effort has been applied to maximize the ease of use and user friendly features of the product. Now more than 80 HP offices worldwide use HPSLATE.



HP's President and CEO John Young examines HPSLATE with Bob Horowitz.

A major factor in the development of HPSLATE has been the commitment of HP Corporate staff — even by John Young; HP's president and chief executive officer.

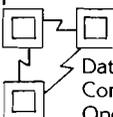
"I am especially pleased to see the announcement of HPSLATE," says John. "HP is committed to expanding the set of application products which can be used by ourselves and our customers. HPSLATE is a good example of software developed for internal use that should find a ready market among our customers.

It is designed for people who are neither computer experts nor text processing experts but who want to easily produce high-quality printed documents. I have been following the development of this product and I believe it makes a valuable contribution in the area of user-friendly management tools."

The product, known internally as Slate/3000, is probably in use at your office now! It will be on your EDP system — being used by managers, supervisors, secretaries, and others in a variety of disciplines — order processing, finance, EDP, etc. Go over and have a look ... you'll see how easy and enjoyable it is to use.

Naming Strategy Unites Product Lines

By Beth Spatz/IND

Data Communications Product Names 			
Application Services/Name	Capability	Abbreviation	Replaces
DSN/Distributed Systems Multipoint Point to Point PDN	HP System to HP System	DSN/DS	DS/1000/3000/250/45
DSN/Interactive Mainframe Facility	HP System to Mainframe	DSN/IMF	IML/3000
DSN/Remote Job Entry		DSN/RJE	RJE/250/1000/3000/45
DSN/Multileaving Remote Job Entry		DSN/MRJE	MRJE/3000
DSN/Interactive Computer Communication	Terminal Emulation	DSN/ICC	Async 35/45; DL 45, 35; LK 250; General Purpose Data Link; Link 3000
DSN/Multipoint Terminal Software	HP System to Device	DSN/MTS	MTS/3000 Multipoint Terminal Subsystem/1000
Link Services/Name	Capability	Abbreviation	Replaces
Data Link	Local Multidrop	DL	Factory Data Link (FDL)
(Controller Name) INP, PSI, Etc.	Async, Sync	INP, PSI, Etc.	
 Peripheral Access Link Data Communications Operation	Point to Point Synchronous Link	PAL	Ganglink

The chart above illustrates the new data communications Naming Strategy for all product lines. These names evolved from the Data Communications Marketing Council, which included representatives from all divisions.

Our objective for this strategy is to present a consistent Hewlett-Packard image to our customers. Tradition-

ally, we have emphasized specific product lines, but the new strategy illustrates our products' common capabilities. This is accomplished by eliminating individual product names (DS/3000) and focusing on similar product features (DSN/DS). We believe that this new direction will achieve a more synergistic approach.

BGD

New European Business System Sales Centre

By Jef Graham/BGD

I am pleased to announce the formation of the new European Business Systems Sales Centre in BGD. The Sales Centre will provide all European business system sales engineers with one point of factory contact for all their sales support, development and consultation needs.

Our objective for the rest of FY'81 is to improve the quality and response of factory support. The first step is the "On-line Support Service." This service will be similar to "PICS" and is now available to all European business system sales engineers every week-day from 8:30 to 5:30 (Central European Time), excluding German bank holidays. Call or COMSYS the on-line support service on

07031/667925 or 07031/667926 or B200

for any general support questions. For specific support, call or COMSYS your country responsible engineer on

07031/667377 or B200

Our objective for FY'82 will be sales development. We are currently hiring sales-experienced engineers and will be announcing more programs and services throughout the year.

We'll be telling you more about the sales centre during the September NPT. 

DTD

The HP 2624B Display Terminal

By Sean Kelly/DTD



- Forms Cache
- Multipoint Data Comm
- Terminal Bypass Mode
- Record Mode
- Advanced Format Mode
- External Printer Port
- User Definable Softkeys
- Enhanced Display
- National Keyboards
- Optional Integral Printer

The HP 2624B is the newest member of the 262X family of Data Terminals. The 2624B replaces the 2624A and is a features superset of the 2624A at the same price.

The 2624B combines Forms Cache and Multipoint Data Communications with the advanced data entry features of the 2624A to provide a

powerful data entry terminal. Additionally, Terminal Bypass Mode and the Record Mode greatly enhance the hardcopy capabilities of the 2624B. The 2624B is also ideally suited for data retrieval and program development.

Forms Cache

Forms cache capability enables the system to store forms locally in the terminal. Rather than transmitting a form to the terminal each time it is needed, forms to be used in a work session can be sent to the terminal at the beginning of the session. Forms can then be transferred locally from forms cache to the screen. Forms cache, coupled with local edit checks, greatly reduces the data-comm overhead needed for data entry applications.

Multipoint Data Communications

The 2624B provides comprehensive multipoint data communications. Both asynchronous and synchronous multipoint are available. The 2624B requires the same 13267A (first terminal) or 13268A (daisy chain) multipoint interfaces that are used with the 2626A. Since multipoint allows many terminals to share the same data communication line, modems, and computer interface, there are cost savings available to users who have extensive terminal networks.

Terminal Bypass Mode

Terminal Bypass Mode allows for separate control of an external printer (or similar device) from the host CPU in a multipoint environment. Data can be sent down the data communications line, thru the terminal and out the external printer port without affecting normal terminal operations. The external printer has its own printer ID and is treated accordingly.

Advanced Format Mode

Local data checking in the form of field, preprocessing, and entry control checks, allows the terminal to detect data entry errors locally and provide instant user feedback. Additionally, the Modify Data Tag allows the user to send only those fields which have been modified. These features can greatly increase user efficiency while at the same time reducing data comm traffic and system overhead.

Ease of Use

The enhanced high resolution display, screen labeled user definable softkeys, four pages of display memory (expandable to nine), typewriter style keyboard (with separate numeric pad), soft configuration, line drawing set, and optional integral thermal printer are just a few more of

the features that make the 2624B easy to use and provide the extra flexibility and friendliness typical of HP display terminals.

Literature

The Data Sheet and Field Training Manual have been distributed to all SRs, SEs, and CEs. The User's Manual (P/N 02624-90007) Reference Manual (P/N 02624-90008) and Service Manual (P/N 02624-90009) can be ordered through CPC.

Ordering Information

The 2624B is on the September 1, '81 Corporate Price List.

2624B	Display Terminal	\$2,890
-001	Finnish/Swedish Char Set/Kybd	\$ 105
-002	Danish/Norwegian Char Set/Kybd	\$ 105
-003	French Char Set/Kybd	\$ 105
-004	German Char Set/Kybd	\$ 105
-005	United Kingdom Char Set/Kybd	\$ 105
-006	Spanish Char Set/Kybd	\$ 105
-013	240V, 50Hz	N/C
-014	100V, 60Hz	N/C
-015	230V, 50Hz	N/C
-016	115V, 50Hz	N/C
-050	Integral Thermal Printer	\$1,210
-160	Add 2-1/2—5 Pages Of Memory	\$ 210
-201	Math and Large Character Sets	\$ 105
13267A	Asynchronous Multipoint I/F	\$ 395
-001	Synchronous	N/C
13268A	Asynchronous Multipoint I/F	\$ 395
-001	Synchronous	N/C

Answers to Some Common HP 2382A Questions

By Peter Moulds/DTD

The HP 2382A Office Display Terminal is a new and unique product that brings new customer questions. The following are four of the more frequently asked customer questions:

Q: Is the 2382A keyboard layout and size the same as the 262X family?

A: Yes. The 2382A features a simple keyboard of the familiar typewriter layout. However, two rarely used keys have been moved. The space between the keys is the same as on the 262X keyboard.

Q: How do the 2382A's display character differ from the 262X terminals?

A: The 2382A uses the same high resolution character generation that the 262X terminals use, only the characters are slightly smaller. The 2382A's character dimensions are within the standards of both the German Central Agency for Accident Prevention and Medical Care and the US Department of Defense, Military Standard.

Q: Is the 2382A compatible with V/3000?

A: Yes. The 2382A is supported by VPLUS/3000 (CMIT release or later). It is software compatible with the 2622A and 2640B terminals.

Q: I don't like shifting for cursor control keys.

A: By default, the cursor control keys are accessed by shifting the softkeys. This can be reversed through soft configuration or the configuration switches. This default was chosen because the 2382A is intended to be used in applications where softkeys are more commonly used than cursor control keys.

HP 2626A Success Story

By Russ McBrien/DTD

A large wholesaler of material and fabric products (we'll call FAB), located in Southern California, has a progressive view of computing. In the fast paced and extremely competitive fabric market, the rapid and efficient flow of information is vital to any company. Fully aware of this, FAB always looks for the newest and highest performance processing equipment — which led it to the HP 2626A display station.

The HP 2626A is used in a variety of applications. The most common program is one which tracks the production output and schedules of FAB's major supplying manufacturers. This is then matched against expected and actual order demand.

The report is commonly in 132 column format. Using the 2626A, configured at 132 columns, the report is easily displayed 80 columns at a time. Quick local hardcopy from the integral thermal printer operating in compressed format is then used as reference or shared with other individuals.

Under VPLUS/3000, FAB is currently preparing view screens to take advantage of the multiple workspaces in the 2626A. This will reduce the time to display a data entry form. The forms can be down-loaded four at a time and accessed immediately without delay. This will increase the productivity of a data entry operator by decreasing wait time.

The combination of 132 column reports and data entry flexibility make the 2626A an important contribution to an advanced computing system.

For Fast Terminal Supplies, Call CSO

By Sarah Jane Militello/DTD

US HP customers can quickly and easily obtain supplies and convenience items for terminals directly by phone from CSO.

Terminals

From all states except California, they can call toll-free (800) 538-8787; in California they can call collect (408) 738-4133 (orders outside the US must go through the local HP office). Customers can order supplies such as data cartridges for the 2645A, 2647A or 2648A; thermal papers for the 2X family; standard cables (including HP-IB) and other items listed in the *Computer Supplies Catalog* (P/N 5053-2450).

The phones are covered from 9 AM to 5 PM in the US and an immediate confirmation of availability can be given.

The HP 2623A Is a Hit!

By Bill Mitchell/DTD

The low cost HP 2623A was shown at two of the largest most prestigious graphics trade shows — SIGGRAPH '81 in Dallas (August 3-7) and the Harvard Graphics Show in late July.

Customers are very impressed with the brightness and speed of this new low-cost graphics entry. A quality display and optional graphics hardcopy for under \$5,000 is really a show stopper!

Consignment orders are currently being accepted. Data sheets (P/N 5953-2070) and Field Training Manuals were mailed in July to all SRs, SEs and CEs in the US, Canada and ICON. Contact your literature center or DTD Sales Development person if they missed you and watch for the 2623A NPT starting August 24th.

Display Terminal Survey

By Peter Taylor/DTD

DTD is currently conducting a survey of all HP 3000 System Managers on the Software Contracts Data Base. The purpose of the survey is to measure how successful we have been in providing the right terminal products for HP 3000 systems and to provide

information so we may better meet your customers' future terminal needs.

Please encourage the HP 3000 System Managers at your accounts to complete the survey. Sending in the survey by September 21, '81 makes them eligible for a drawing for one of five free HP 33C programmable calculators. Their inputs will help us to design products that are easy for you to sell.

HPG

HP 3078A Sales Are Getting Started

By Michel Jourdan/HPG

A large Scandinavian company manufacturing hygiene products ordered the HP 3078A Data Coupler, the latest addition to the Data Capture family. The 3078A will allow the connection of a cluster of 16 automatic machines (manufacturing diapers) to the DSN/Data link.

By querying the data base in the HP 1000, production management will know the amount of run time, stop time, and numbers of breakdowns of these machines, all this data is collected without any human intervention, thanks to the 3078A.

Starting with one 3078A, this company will expand its data capture system by connecting several 3078As on the DSN/Data Link already installed. By selling the solution to customers, the 3078A will help you to sell HP 1000 systems.

First "MERLIN" HP 3078A Sale in Europe

By Denis Maugey/HPG

The Data Capture systems continue to gather momentum with the introduction of the HP 3078A Data Coupler. In Switzerland, the first sale to an international cigarette manufacturer was of an HP 1000 coupled

to 14 data capture terminals and four HP 3078A Data Couplers.

These are to be interfaced to the customer's equipment via the RS-232 current loop for an application of quality assurance and product tracking based on bar code.

We must thank Jean Pierre Bettler for this first sale and expect the 3078A to have a major contribution in data capture system sales.

Generate Bar Codes For Demos

By Denis Maugey/HPG

You do not need a CPU to generate bar codes to be read by datacapture terminals. The only hardware required is a 2631G OPT 200 and a terminal supporting HP-IB interface i.e. 2648A, 2642A or 2647A, OCR paper is also highly advisable.

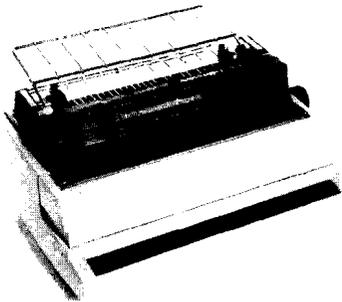
You can get the paper through an OCR paper supplier — MOORE BUSINESS FORM represented in all major countries, and in France by Moore PARAGON — 44 rue Alexandre Dumas — 38100 GRENOBLE — tel: (76) 49.13.33. You may also choose to select adhesive labels.

When the hardware is connected with proper configuration you should type on the display the proper escape sequence as explained in the *Bar Code Mark Sense Printing Guide* of the 2631G provided by VANCOUVER (P/N 02631-90194); for instance: Esc*zov3r1s3tlulq5h100x<BAR CODE EXAMPLE>Z will generate 1/2 inch high alphanumeric code 39 label with a header on top. Then you should initiate the HP-IB transfer from the terminal and the printing starts. If you need many bar codes, you could load your escape sequence in a soft key and the data in a cassette. Large quantities of labels can be easily generated this way. 

BSE

HP 2601A Price Reduction

By Steve Simpson/BSE



HP 2601A Daisywheel Printer. Price reduced to \$3,950.

Effective August 11, in conjunction with the HP 125 announcement, the price of the HP 2601A was reduced from \$4,500 to \$3,950! This reduction makes the printer even more competitive in the marketplace, particularly when HP discounts are applied.

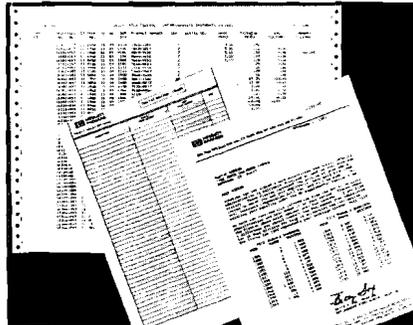
Even though the price was lowered, the features that sell the product were not. The HP 2601A continues to offer:

- Intelligent word processing features which include auto justification, auto centering, and proportional spacing.
- Outstanding reliability; partially due to exhaustive burn-in and inspection procedures.
- The one vendor solution which is so important in the office environment.

The HP 2601A, at \$3,950, is a very cost effective solution for the letter quality printing needs of our customers whether they own an HP 125, an HP 3000/44, or some other HP system!

Handling HP 2680 Objections

By Jim Skog/BSE



The Old and the New: Traditional computer print-out (behind) is contrasted with more-readable text and forms, produced with equal speed yet at lower cost, by HP's Laser Printing System.

How can the HP 2680 Laser Printing System compete with devices that use single sheet paper and print on both sides of the paper?

The HP 2680 uses a set of input and output tractors that move continuous Z-fold or fanfold paper along the printer's paper path. This method is simple compared to the mechanisms required for moving single sheet paper at high speeds, especially in the duplex printing process. Because the HP 2680 uses this simple and reliable method to feed paper, few paper jams occur in the printer.

Paper jams are more common in single sheet printers than in the HP 2680. Because the paper path in the HP Laser Printer is simple, correcting paper jams is easier than in single sheet machines. Printer downtime, caused by operator intervention to correct paper jams, is much lower with the HP 2680 than other printers.

In addition to increasing the probability of paper jams, the duplexing process also decreases a printer's output rate. While the HP 2680 cannot duplex, it does have several other

capabilities that serve the same needs. For example, by using a two to one reduction, the amount of print on a single side of an 8-1/2 x 11 in. sheet of paper is doubled. When the output is reduced, it can be rotated 90 degrees and read like a book.

Another advantage of the HP 2680 fanfold paper is that output is always safely secured. This ensures that no page of a job is ever lost or collated in the wrong sequence. Multiple copies of a job are collated and bound by the printer. No collating bins or staples are required.

The HP 2680 fanfold output can easily be read like a book and does not require post processing. If bursting and trimming the output is desired, most data processing facilities are accustomed to fanfold output and have the necessary machinery available. The HP 2680 Laser Printer has a multitude of capabilities and applications.

HP 2680 Printer Plus: Data Reduction

By Tom Old/BSE

The HP 2680 Laser Printing System reduces at 2:1 and 4:1 ratios. The ability to reduce four computer size pages of data onto a single 8-1/2 x 11 in. sheet is an HP 2680 exclusive. The Xerox 9700 also reduces data, but only at a 2:1 ratio.

Data reduction is achieved on the HP 2680 by using a default environment furnished with the laser printing system. This environment is accessed via a simple file equation. The HP 2680 printers an equivalent of 2900 lines per minute for a 1:1 reduction. The line printing rate increases to 5800 lines per minute for a 2:1 reduction and 11,600 lines per minute for a 4:1 reduction.

HP 2680 data reduction is useful for those customers seeking archival data storage, readable computer output and reduced mailing costs.

Peripherals

DMD

HP 7908: Reliability You Can Depend On

By John Taylor/DMD

Hewlett-Packard's latest contribution toward low-cost/high-reliability peripherals is the HP 7908 Integrated Storage Product. The 16.5Mb 7908 features both "Winchester" sealed, fixed disc technology and removable cartridge tape backup within the same package. Mechanical simplicity eliminates the need for adjustments and alignments; electrical sophistication provides complete internal diagnostic capability. Modular design and board level replacement simplify service procedures.

The 7908 is especially suitable for small business systems operating in office environments, technical systems operating under harsh ambient conditions (laboratory or factory floor applications), or general purpose, low cost systems requiring mass storage at a favorable price. The 7908 is a fully configured mass storage system, ready for operation after simply being "plugged-in" to the host system. Integrated HP-IB controller, power supply, dedicated microprocessor controlled cartridge tape backup system, cabling and packaging are standard.

The disc platters, heads, actuator, and spindle motor are contained within a sealed module which provides operating independence from ambient conditions. The servoing technique eliminates the need for field head alignment, and comprehensive self-test and diagnostic programs contained in integrated controller firmware improve serviceability. The head and media system in the 7908 employs "Winchester" technology. Winchester head assemblies are characterized by their low mass and light loading, exerting almost no "force" on the read/write head as it "flies" over the surface of

the disc. Because Winchester disc media also has a thin film of lubricant deposited on its surface, limited head/media contact can occur during drive operation without damaging heads or media. Head "crashes" are virtually eliminated, which significantly enhances reliability.

A pre-regulating feedback network in the power supply allows direct connection to 88-127Vac source; or 180-253Vac, with simple installation of the included voltage strap. Both configurations permit line frequency variation between 47.5 and 66Hz.

An important facet of the serviceability of the 7908 are disc maintenance tracks — an area of disc memory reserved for internal controller use. Maintenance tracks store the addresses of uncorrectable data errors, log any drive faults which have occurred, and contain an overall error rate figure for each read/write head. The maintenance tracks provide known prewritten patterns which can be read during diagnostics. Furthermore, the disc maintenance tracks stored the addresses of spares (factory and field) tracks which allow them to be permanently mapped out of the logical addressing scheme.

Internal diagnostics and utilities both have a common goal to isolate any failing member in the device. Easy access to the powerful diagnostics and utilities is achieved through an external exerciser program — an interpreter which links the vast set of internal diagnostics and utilities within the 7908 to service-trained personnel.

By incorporating Winchester Technology, with unique features such as dedicated maintenance tracks and advanced diagnostic capabilities, the HP 7908 is one of the most reliable and easily maintained mass storage devices in the industry.

GLD

Marketing Staff Expands

By Renee Gehrig/GLD



From Left to Right: Diane Murphy, D. Dawn Reiche, Jim Jonez

The Greeley Division is rapidly expanding to serve you better.

Dawn Reiche joins our sales support and development group from the American Graduate School of International Management in Arizona. She is a native of Socorro, NM, where she received her B.S. in Mathematics. She speaks Mandarin Chinese and recently returned from the Peoples Republic of China where she studied Foreign trade in Bei-jing.

Diane Murphy and Jim Jonez have recently joined our product marketing team, where they will concentrate on marketing future magnetic memory products.

Diane attended Northern Arizona University where she received her B.S. in Mathematics and her MBA. She comes to HP from Burroughs, where she sold document processing systems to financial institutions.

Jim recently completed his MBA from Carnegie-Mellon University in Pittsburgh, PA. He received his undergraduate degree in Mechanical Engineering and has held a variety of engineering and administrative positions with IBM.

New Utility For Data Interchange

By Renee Gehrig/GLD

We have just completed a new utility that adds the Series 80 Personal Computer to the list of HP computers supported for IBM 3740 formatted data interchange. It's called the *Data Exchange Utility*.

Your Link to Larger, More Powerful Computer Systems

As you know, the IBM 3740 flexible disc recording format is a defacto industry standard for exchanging data. A number of HP computers now read and write this format, including the HP 250, HP 9835, HP 9845, HP 3000 Series 30, 33 and 44 (read only), and HP 125 (read only). And the 3740 format is widely used by other computer manufacturers such as IBM and DEC.

Now the Series 80 can communicate with these larger, more powerful

computers via 8" flexible discs. The *DATA EXCHANGE UTILITY* works with the HP 9895A 8" Flexible Disc Drive to let you reformat character data files from a Series 80 formatted disc to an IBM 3740 formatted disc, and vice versa.

A Realistic "One Vendor Solution"

This new capability means the Series 80 can be easily integrated into existing computer systems in need of a low cost, portable personal computer for data acquisition or analysis. Or, it means upward compatibility and a realistic "one vendor solution." For you it means easier and more numerous sales!

The 9895A/Data Exchange Utility Partnership

The 9895A disc drive and this new utility work together as partners in performing the data transfer. The 9895A was designed to recognize whether a disc is written in IBM's

3740 FM single density format or in HP's M²FM double density format. When a disc is inserted into the drive, the disc controller determines which format is present and interprets the data accordingly. To complete the transfer, software is needed to tell the 9895A where the data is located on the disc (since the directory for IBM discs is different than the directory for HP discs).

Available Now!

This software will be sold as Part No. HP 88095A in disc form for \$95. It can also be ordered with the HP 9895A by specifying option 185.

A sales training manual and a sample of our promotional literature is in the mail to North American SRs. Bulk quantities of the literature is available from your DM.

SDD

HP Guide to Graphics Plotters

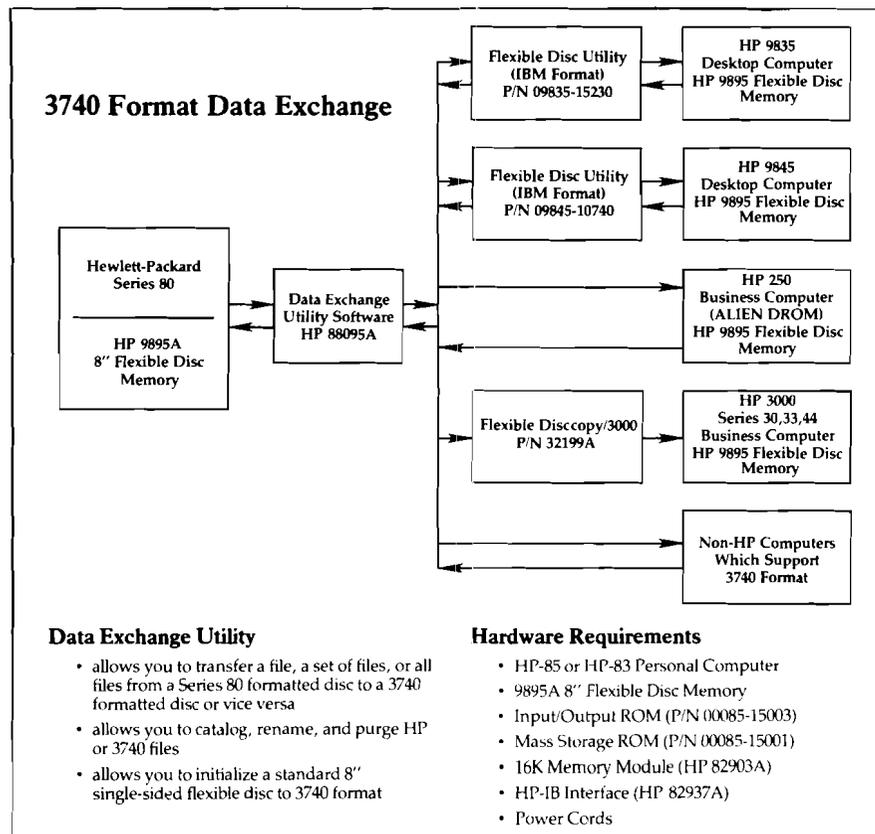
By Peggy Wyman/SDD

For the first time we bring together our full line of graphics plotters in a high-quality, full-color, 12-page brochure that will help you in almost every sales situation — end-user as well as OEM.

The brochure begins by emphasizing the outstanding technology and engineering that have gone into the whole line of HP plotters. It discusses each device in detail:

- The 8-pen, D-size HP 7580A "Bertha" drafting plotter
- The 8-pen, B-size 7220/7221/9872 family
- The thermal 7240/7245 plotter/printer with long-axis capabilities
- The 1-pen, A-size 7225 for low-cost applications

The most important part of the brochure, however, is a section devoted to helping your customer choose the right plotter for his needs.



Peripherals

This is done by first discussing plotter considerations in general — such things as:

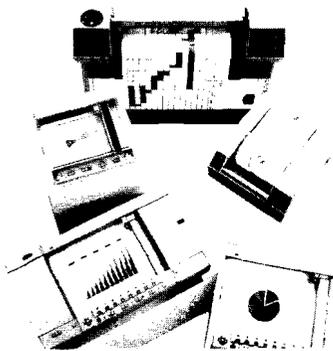
- What size paper does he/she use?
- What types of media are needed?
- How many colors are enough?
- What is resolution and why it is important?
- What is accuracy and why is it important?
- What interfaces does the system require?
- What software support is needed?
- What is a command language?
- What things does an OEM have to consider in choosing a plotter?
- What about service?

Then the brochure helps your customer decide what HP plotter will do the job.

In the US, the brochure (P/N 5953-4097(D)) contains a bound-in reply card. A foreign version with no reply card also exists (P/N 5953-4097). For Canada, New Zealand and Australia, we printed special reply card versions that have been distributed to those countries. We will be sending the brochure out as a response to our 8-pen ads that are running worldwide right now.

The Hewlett-Packard Guide To

GRAPHICS PLOTTERS



San Diego Division's new brochure, Hewlett-Packard Guide to Graphics Plotters.

HP 9826A Correction

There was a typographical error in the July 15 *Computer News*. The title on page 21 should have read "Ordering Plotters with the HP 9826A" — not the 9825A.

VCD

HP 9871A Impact Printer Obsolescence

By Al Grube/VCD



Vancouver Division will remove the HP 9871A from the Corporate Price List effective November 1, '81. After that date, trade customer orders will no longer be accepted. Customers who want a full font daisywheel printer should order the HP 2601A which is available from Boise Division.

Paper Catcher To Be Included with HP 263X Pedestal

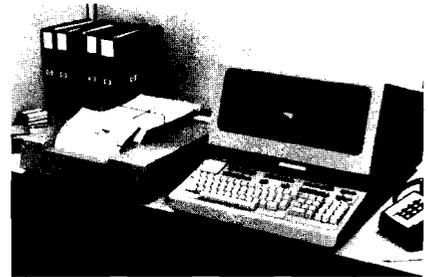
By Al Grube/VCD

Effective for the October price list, a paper catcher will be included with all printer stands for the HP 263X family. The price of the pedestal (HP 26097A) will be increased to \$343 and Option #002, which adds the pedestal, will be dropped from the price list.

Since most orders for the printer stand (about 90%) included requests for the paper catcher option, significant time and money savings will be realized by packaging the stand and paper catcher together in the same carton. In addition, paper handling is much more convenient when the catcher is installed.

59,985 Sales Opportunities Worth \$59.9M

By Gene Morel/VCD



The HP 2671A, 2671G and 2673A are perfect add-ons to your customers' 264X terminals. With an installed base of over 60,000 264X terminals, sales of these printers are fantastic. We had over 500 unit orders in July, yet only 4 orders for the 2640/2645 add-on option (#240).

The new 267X printer stand that fits on top of the 264X box will be available in September to round out the perfect add-on sale. Remember, order #240 for use with the 2640 and 2645. For use with the 2647 and 2648, the standard HP-IB interface is used. 

Price Changes

Computer Groups Price Changes Effective September 1, '81

These prices, effective September 1, '81, will appear on the Corporate Price List on that date, available in your office. Prices are US List unless otherwise noted. Orders at old prices will be honored at the factories for 30 days (or 60 days in the case of government quotes, see exception, Ill. GSA) after the effective date of an increase. All quotations, either verbal or written, shall be made at the new prices upon the effective date of the new price list. The customer should be notified that his order will be honored at the lower price if it is received within the 30-day grace period. Price decreases are effective immediately and in-house orders shipped 5 working days prior to the announced decrease date will be billed at the new lower price.

Note: Shaded area indicates price decrease.

Product No.	Description	Current Price	New Price
Computer Systems Division			
30341A	Starfish	15,230	7,500
General Systems Division			
45003A	Memory Board	1,995	1,500
45004A	Memory Board	2,625	2,000
45160R	Right to Reproduce	200	300
Greeley Division			
2601A	Daisywheel Printer	4,500	3,950
Computer Support Division			
91750S			
Opt. 101	S/W Subs Service-1000 Series	25	5
Opt. 102	S/W Subs Service-1000 Series	50	10
Opt. 104	S/W Subs Service-1000 Series	100	20
Opt. 108	S/W Subs Service-1000 Series	200	40
Opt. 116	S/W Subs Service-1000 Series	400	80
Opt. 201	S/W Subs Service-1000 Series	30	5
Opt. 202	S/W Subs Service-1000 Series	60	10
Opt. 204	S/W Subs Service-1000 Series	120	20
Opt. 208	S/W Subs Service-1000 Series	240	40
Opt. 216	S/W Subs Service-1000 Series	480	80

Product No.	Description	Current Price	New Price
91750T			
Opt. 101	Customer Sup Service-1000	25	5
Opt. 102	Customer Sup Service-1000	50	10
Opt. 104	Customer Sup Service-1000	100	20
Opt. 108	Customer Sup Service-1000	200	40
Opt. 116	Customer Sup Service-1000	400	80
Opt. 201	Customer Sup Service-1000	30	5
Opt. 202	Customer Sup Service-1000	60	10
Opt. 204	Customer Sup Service-1000	120	20
Opt. 208	Customer Sup Service-1000	240	40
Opt. 216	Customer Sup Service-1000	480	80

91750V			
Opt. 101	Control Sys Sup Service-1000	25	5
Opt. 102	Control Sys Sup Service-1000	50	10
Opt. 104	Control Sys Sup Service-1000	100	20
Opt. 108	Control Sys Sup Service-1000	200	40
Opt. 116	Control Sys Sup Service-1000	400	80
Opt. 201	Control Sys Sup Service-1000	30	5
Opt. 202	Control Sys Sup Service-1000	60	10
Opt. 204	Control Sys Sup Service-1000	120	20
Opt. 208	Control Sys Sup Service-1000	240	40
Opt. 480	Control Sys Sup Service-1000	480	80

91750W			
Opt. 101	Right to Copy 91750S Updates	25	5
Opt. 102	Right to Copy 91750S Updates	50	10
Opt. 104	Right to Copy 91750S Updates	100	20
Opt. 108	Right to Copy 91750S Updates	200	40
Opt. 116	Right to Copy 91750S Updates	400	80
Opt. 201	Right to Copy 91750S Updates	30	5
Opt. 202	Right to Copy 91750S Updates	60	10
Opt. 204	Right to Copy 91750S Updates	120	20
Opt. 208	Right to Copy 91750S Updates	240	40
Opt. 216	Right to Copy 91750S Updates	480	80

12823S	F-Series Firmware Service	32	5
12824S	Vector Instruction Set F/W Subscription Service	15	5
13306S	FFP F/W Subscription Service	10	5

Computer Supplies Operation

92160A	Thermal Paper — Blue	105	210
92160B	Thermal Paper — Black	120	240

The Ordering Process Made Simple(r)

By Joe Parks/Corporate

What are the main elements of HP's order processing system and what do they do?

There are three main elements to the order processing system: **COMSYS**, **HEART** and **SODA**. At your office SODA and its QUOTE Subsystem as well as COMSYS (for COMMunications SYStem) reside on an HP 1000, usually called the COMSYS System or just COMSYS.

- **COMSYS** receives and sends messages from one HP location to another.
- **HEART** is used to create HP shipping orders and send them to HP factories. HEART also handles acknowledgement and shipment information and sends out acknowledgements and invoices to customers.
- **SODA** lets you see customer order status, product, and credit information and also helps with preparing quotes on the **SODA QUOTE** subsystem. (The Quote subsystem is US only.)

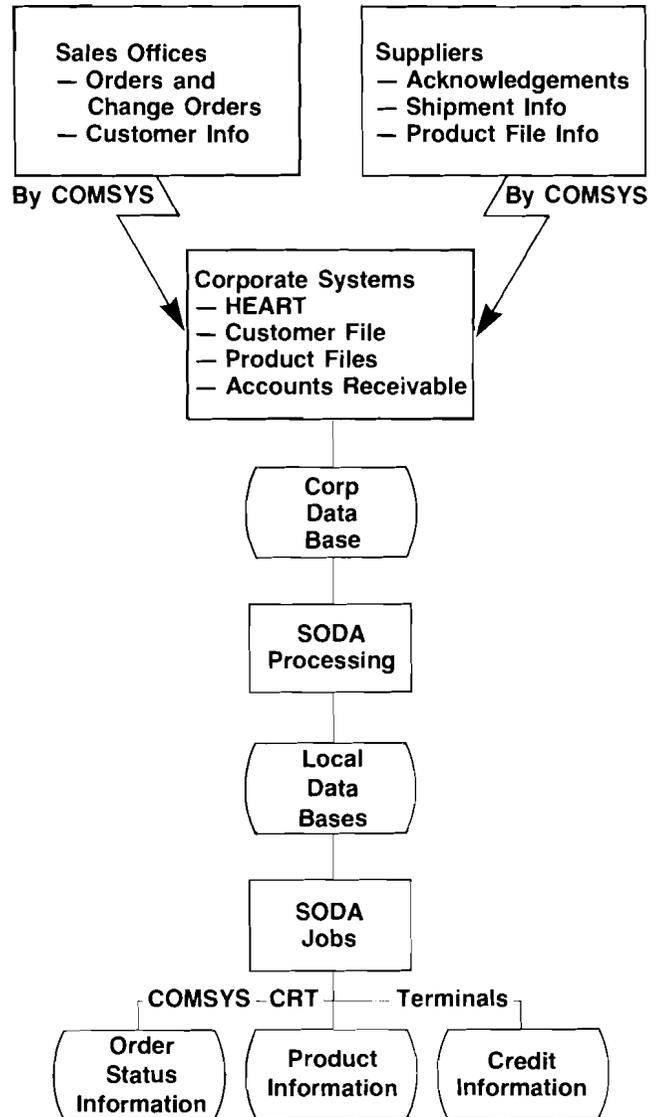
I've been talking to a customer about buying an HP computer system. Now she wants to know how much it will cost. How do I prepare a quote?

To quote a system on US sales regions, you work with your customer to determine all the products he/she wants to purchase. Then you work with the sales department's secretary or quote coordinator to prepare the quote on the SODA QUOTE subsystem using an HP 2645A.

QUOTE helps you to:

- Compose quotes that include systems, replacement parts, and support services.
- Calculate automatically net unit and extended prices, hardware extended-coverage uplifts, and subtotals at user-defined locations.
- Print hardcopies on dedicated character printers such as the HP 2631A.
- Retrieve and revise quotes stored on the system.
- Include prices for monthly maintenance.
- Include free form and standard comment texts.

QUOTE uses the **SODA** product files to get product descriptions and unit prices. This information is com-



binated with comment texts and other locally stored information to prepare a quote and to store it on the QUOTE History File.

A quote can be retrieved from this file and converted to hardcopy at any time. The COMSYS Report Writer Utility can be used to produce administrative reports based on quotes on the History File.

Now the customer has decided to purchase the system. How do I get the order to the right factory or factories right away?

HEART is the tool used to prepare HP sales orders in US and ICON sales regions. (**HEART**'s counterpart in Europe is **COCHISE**, and in YHP, **YAMATO**.) A sales secretary or order coordinator uses a copy of the quote to prepare the **HEART** order — again on the **COMSYS** System using an HP 2645A.

The information on the quote and customer's purchase order is used to fill in the blanks on the **HEART1** screens. *The quote now becomes a HEART order.* **HEART1** puts the order through a local editing procedure to make sure it's correct before it's ready for transmission. Up to four times a day, **COMSYS** picks up waiting messages including orders and change orders and transmits them to Palo Alto for US and ICON, to Geneva for Europe, to Tokyo for Japan.

The **HEART** System resides on an AMDAHL/470 in Palo Alto. In Geneva it's on an IBM/370 and is known as **COCHISE**. In Japan the system is **YAMATO**. These three systems receive the orders and change orders transmitted over **COMSYS**. **HEART** receives its orders and change orders several times each day. It edits them and returns error messages and order validations to the originating sales offices.

When your customer's order gets into **HEART**, the Coordinated Delivery Program is set in motion *if the required date and the earliest accepted delivery (EAD) date are entered correctly. The EAD is the key to a successful coordinated delivery program.**

HEART uses the orders to create and send shipping orders via **COMSYS** to factories and other HP suppliers. These suppliers *receive the shipping orders within a day of their being transmitted from a sales office to Palo Alto.* HP factories send acknowledgement and shipment information to **HEART** using their local **COMSYS** Systems. **HEART** uses this information to create and send reports to sales offices and acknowledgements and invoices to US customers.

How can you see at a glance what's happening to your customer's order?

When you want to know the status of your customer's order, you can use one of the two **SODA** jobs available on your local **COMSYS** System: **1SODA** or **2SODA**. Give these jobs *your customer's purchase order number*, and, if the number was entered correctly on the **HEART** order and on the **SODA** screen, **SODA** will display status information on the order. The display will give you the HP order number and entry date, and if the line items have been acknowledged or shipped, it will show you that, too.

If shipments have resulted in invoices, you can see information on the invoice by using the **10SODA** job. Use your *customer's P.O. number* as the "search key." Other search keys you can use in **SODA** jobs are customer name, customer number, HP sales order number and invoice number.

How do I find out specific product information such as the price of a terminal?

You use **6SODA** to look up product information. Enter the product number such as "2645A" and the system will give you the price and delivery information, which is stored locally on the **SODA** product file.

How are our local systems updated?

HEART not only sends messages via **COMSYS** to sales offices and divisions, but it also supplies data on *daily changes* in customer, order status, product, and credit information to the **SODA** System residing on the AMDAHL/470. **SODA/470** formats these data into messages. **COMSYS/470** picks up these messages and sends them to US, ICON, and Canadian sales offices that have **SODA** software on their local **COMSYS** Systems. At these **SODA** sites, **COMSYS** operators run programs such as **UFILE** which use these messages to update **SODA** data bases. Thus local information on customers, order status, products, and credit is kept up to date.

SODA is not the only system supplied with order information by **HEART**. **HEART/470** also supplies order information to **SOS**, the Sales Office Statistics System. **SOS** is the source for important reports on quota performance and other order-related matters.

Who can I ask for help if I get stuck?

Most sales secretaries and order coordinators in your office can probably give you a good explanation on **HEART** and **SODA**. Your office's **COMSYS** operator can do the same for **COMSYS**. Someone at your regional office is responsible for **SOS** and can tell you about it.

There is much information on quoting, order processing, credit, and quota performance in the manual, *Field Orientation for Sales, Service, Support*. Also, there are manuals on **COMSYS**, **HEART**, **SODA**, and **SOS** in most HP sales offices.

In addition, if you have any further questions on any of these systems, please send them to me via *Computer News* editor Sheri Godshall, **COMSYS 5000**. I'll answer your questions in a future issue of *Computer News*.

*See John Thompson's article "How to Improve Your Customer's Satisfaction" in the June 15, '81 issue of *Computer News* for more on coordinated delivery. 

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