Computer News

"Opportunity '82"

Member EGS/45 Increases Engineering Productivity

Computer News

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Technical Computers

Business Computers

HP Computer Museum
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On the Cover:

*The EGS/45 Engineering Graphics System, one of
the TCG "Opportunity '82" products, helps the EE
design PC boards like the one in this landscape.*
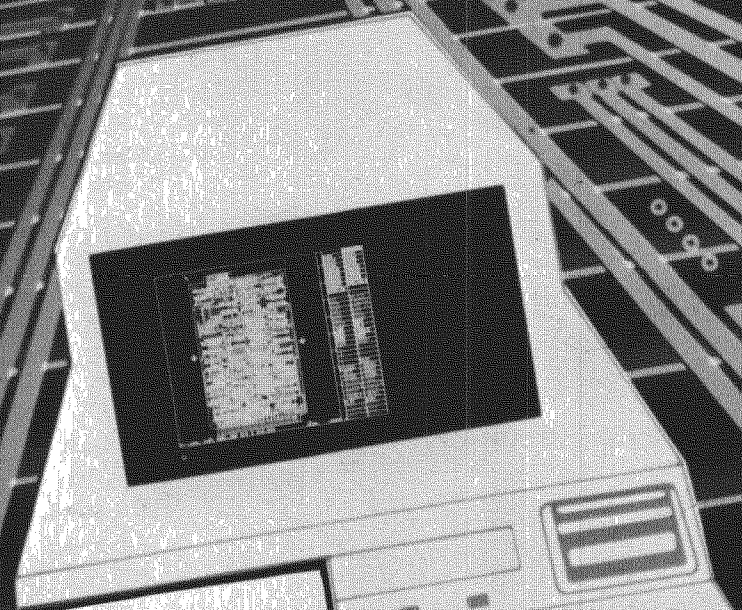
Computer
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CMG

HP 125 Sales Contest Off and Running

By Bill Richion/CMG

The six month HP 125 Sales Contest is now underway! The measurement criteria is the total number of units sold between November 1981 and April 1982. Winners of the contest, which includes all of North America, will be the top 35 sales people and the top five DMs. These 40 people will be invited to a special dinner hosted by John Young and Paul Ely in California in June. In addition, the top district in each area in North America will receive a 125 Work Station for their secretary. In case of a tie, the earliest order date on the last system will prevail.

G. Schmid of CSR tops the November list with 25 units sold. P. Harnak of NSR sold 14 units to place second, and MSR's S. Olson ranks third with nine units sold.

The following table lists the top 30 sales leaders for November. Many SRs each sold one unit, resulting in a huge tie for places 31 through 35. We'll continue posting the top sales leaders for each month, so let's break that tie and give the current leaders additional incentive to stay on top!

November Top 30 HP Sales Reps in North America

Name	Units sold	SR code	Region
G. Schmid	25	W2	CSR
P. Harnak	14	H6	NSR
S. Olson	9	WX	MSR
D. Leicht	6	N2	SSR
J. Sharp	6	JS	CSR
E. Johnson	5	UQ	NSR
S. Majerick	5	Z2	MSR
B. Biegler	4	T3	NSR
M. Schmidt	3	EU	MSR
L. Suaraz	3	JW	SSR
D. Simenauer	3	C5	ESR
R. Dodd	3	RB	ESR
C. Dingman	3	WH	ESR
R. Roe	3	RR	ESR
F. Lemay	3	FL	CSR
B. Johnson	3	TT	NSR
L. Thomson	3	ST	NSR
S. Linnen	3	LY	NSR
G. Bachlund (Sales Force 12)	3	WL	NSR
D. McDonnell	2	1M	NSR
R. Duncan	2	YY	NSR
H. Potts	2	V6	MSR
B. Dietzen	2	AG	MSR
D. Walberg	2	2K	MSR
J. McLellan	2	2K	SSR
M. James	2	R2	SSR
P. Hupp	2	XH	ESR
G. Podbielski	2	NB	ESR
J. Smith	2	SJ	CSR
D. Boyer	2	B6	CSR

BCG Teleconference

By Robin Leigh/CMG

Please reserve Tuesday, February 23 for Business Computer Group's New Product Teleconference. This four and a half hour teleconference will provide valuable information to all of you on the HP 125, HP 250, HP 3000, software and peripherals. Topics will include:

● Systems Re-marketing Operation

● Update on current systems and discs

● New Products

● Success Stories

So mark your calendars for this date and watch for more information about this teleconference in *Computer News*. Teleconference starts at 9:00 a.m. West Coast time.

"Productivity '82" Opens in San Francisco

By Karen Campbell/CMG

The first of HP's "Productivity '82" computer shows drew approximately 2500 people to San Francisco on January 5 and 6.

Set up and registration went very smoothly. All equipment was staged at Giltspur Exhibition a week prior to the show. Set up took only 11 hours thanks to the sales force who coded their equipment and the CEs who had electrical boxes made up ahead of time. Registration was all on-line, so those who had pre-registered and brought their cards with them (about

60% of the total attendance) had only to pick up a badge holder to gain entrance to the show. Those who had pre-registered but arrived without their card gave only their name at the registration desk and a new card was printed out immediately. There was virtually no waiting in line.

The show proved successful on all counts. In only two days there were over 700 requests for literature, 40 requests for an SR to call, and even two sales off the floor — a terminal and a fiber optics link!

How to Put a Copy of *Computer News* in Your In-Basket
By June Wedding/CMG

If you would like to receive *Computer News*, add your name to the ROS-TER data base by filling out this card completely. Return it to:

June Wedding — Bldg. 20BD
HP Computer Marketing Group
3000 Hanover Street
Palo Alto, CA 94304
(415) 857-7234

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         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) |__|__|__|__|__|__|__|__|
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     Return this card to June Wedding, Bldg 20BD
     HP Computer Marketing Group
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Third Party News
How to Handle OEM Brokering
By Bob Kresek/CMG

Occasionally, an HP SR will encounter a situation where he or she feels an HP OEM is selling a system, add-on, or upgrade, without significant added value. Our OEM contract requires that OEMs add significant value before reselling our products (OEM Certification Clause). In addition, we have developed "Value Added Guidelines for Software OEMs" to ensure consistent interpretation by HP on a world-wide basis.

If you encounter a situation in which you feel an OEM is "brokering" HP equipment, the proper procedure is to contact the SR or sales management responsible for that OEM. You should *not* tell the OEM or end-user customer what the OEM can or cannot do. Any correspondence to the OEM should come from the HP SR or management responsible for that OEM, not the SR or management responsible for the end-user.

Because of the sensitive nature of contract enforcement, the OEM should be getting his information from the sales team which supports him, not from every HP sales group around the world. If the HP sales team supporting the OEM feels that we might have a problem with an OEM, it should request the help of Corporate Legal so that we may handle the contract enforcement in a legal manner.

If the HP end-user sales team does not feel they are getting cooperation from the HP OEM sales team, it should escalate the problem up through field sales management. Once again, it's up to the HP OEM sales team to take any action against an OEM, not the end-user sales teams.

Computer Marketing

Software OEM Credit Program Update

By Art Monk/CMG

A revised edition of the Software OEM Credit Program Administration Guide has just been printed and can now be ordered through Corporate Literature Distribution under P/N 5957-2140. Minor changes have been made to the original text along with the addition of a completely new section on Letters of Credit.

The six month plan for implementing the program for BCG OEMs in the US will be complete on February 1, 1982. The program offers software OEMs with one of the best vendor-supported unsecured credit programs in the industry for funding the equipment OEM's purchase for resale to their customers.

A brief description of the program that is suitable for OEMs is given in the Software OEM Credit Program data sheet, P/N 5953-2189 (50) D.

CSD

New Support Service for HP 3000 Customers

By Judy Hayner/CSD

Beginning February 1, 1982 a new software support service will be available to our HP 3000 CSS customers. Off-Hours Software Update Installation will enable customers to schedule a software update installation on one central-site system outside of normal working hours. This service will be very beneficial to customers who do not want an interruption in their normal system operation during business hours. Now they can schedule installation assistance several weeks in advance and request a time between 6 a.m. and 8 a.m. or 5 p.m. and 9 p.m. on weekdays (excluding HP holidays).

Off-Hours Software Update Installation will be available to all HP 3000 CSS (T) customers for a fixed price of $200, which includes travel through Zone 3. As an optional extension to CSS, this service is described in the revised CSS data sheet and Exhibit 2T, both of which are being distributed to field offices this month. The Operations Support Plan for this service has already been sent to Regional, Area, and Country SE Managers; and a Field Training Memo will be distributed shortly. If you have any questions regarding Off-Hours Software Update Installation after receiving this material, please contact CSD's Sales Development Group. This service should prove to be a valuable addition to our support offerings for HP 3000 customers.

New Data Sheets for Contractual Software Support Services

By Judy Hayner/CSD

During February 1982, watch for the updated versions of these data sheets:

- Customer Support Service (CSS) P/N 5953-7178 Rev. 2/82
- Software Subscription Service (SSS) P/N 5953-7179 Rev. 2/82
- Software Notification Service and Manual Update Service (SNS/MUS) P/N 5953-7180 Rev. 2/82

These data sheets have been rewritten to incorporate recent changes and additions to the services, as well as to clarify some of the existing descriptions. They are being distributed to field offices during February and can be ordered from the Literature Distribution Center by the end of the month.

After February, these software support data sheets should replace those in *HP Computer Systems Support Services Data Book*. It will now be possible to give customers one appropriate data sheet, depending on their needs, instead of the whole data book.

A few of the significant changes and/or additions to the CSS data sheet relate to these topics:

- Off-Hours Software Update Installation (HP 3000 only)
- Remote Support Program (HP 3000 only)
- Off-Hours Emergency Assistance (HP 3000 only, available 5/82)
- "Typical PICS response time" (1 to 2 hours, and same day for calls received by 4 p.m.)
- Additional PICS caller (may be located at central or additional site)
- Limitations of CSS on source code products
- Enhancements (no longer included)
- Media options on Extended CSS (HP 3000 FOS only)
- Extended CSS (available within country boundaries only)

Please read the new data sheets carefully to become familiar with these changes. You will find that they set customer expectations clearly and present increased benefits to your customers through the new features.

Remote Support is Valuable

By Jay Friedman/CSD

Your customers will see the advantages of the Remote Support Program when its objectives are outlined, along with our overall support philosophy. CSD's 1981 Support Services Customer Survey shows that 84% of current HP 3000 users are interested in the benefits remote access provides in supporting their systems. This overwhelmingly high percentage demonstrates their desire to receive the highest level of service, without increasing the cost of support.

Your customers are telling us that they are concerned about their systems' security and a loss of personal contact. HP has an answer for both of these issues. Access to the system can be controlled by modem lock-out, remote key switch, passwords, and even removal of storage media. HP's commitment to providing support locally extends to this program as well. All trouble calls will be monitored and followed up by the account CE. In many cases, this will normally be the person to respond on-site.

Remote support is a valuable field tool by all counts. Overall system availability is increased by reducing the time needed to resolve problems. At the same time, this costs your customers less because they will receive service credits. We need your help in communicating the benefits of remote support. As the number of sites utilizing this program increases, so will customer satisfaction.

You can find more information on this program in the Data Sheet (P/N 5953-7174) and the Field Sales Training Manual.

Source Code Support For General Accounting/3000

By Judy Hayner/CSD

In addition to the object code, the source code for General Accounting/3000 is available for customer purchase. For the first time, we are offering CSS to these source code customers. This will provide them with the same benefits of personalized SE assistance and access to PICS that all our other CSS customers enjoy. However, it is important that these customers understand the limitations to this SE assistance. Customers may ask PICS questions about the internals of the product, but the problem solving services included in CSS for source code apply only to those problems which can be duplicated on the standard current version of the GA/3000 object code. If the cus-

tomer's System Manager cannot duplicate the problem on the un-modified version of the software, then any SE assistance required will be charged at T&M or consulting rates. (Please refer to the November 10, 1981 issue of *Support Update* for a more detailed description of the services included in CSS or source code products.)

The support services on GA/3000 source code are structured the same way as the services on the object code, with a Base CSS and Functional CSS products. The important point to remember when ordering support is that, just as the customer must purchase the object code of GA/3000 before purchasing the source code, the customer must purchase CSS on the object code before purchasing CSS on the source code. The prices of the source code support services cover the incremental time and materials required in supporting source code customers over those customers with the object code only. The GA/3000 source code CSS product numbers are as follows:

P/N	Description	Price
32295T	Base CSS for Accounting Applications for source code. (prerequisite for first source code Functional CSS)	$40/ month
32292T	Functional CSS for General Ledger/3000 source code	45/ month
32293T	Functional CSS for Accounts Payable/3000 source code	45/ month
32294T	Functional CSS for Accounts Receivable/3000 source code	45/ month

As an example, if a customer purchases the *object and source* code

for only one module, General Ledger, the following product numbers would need to be ordered for CSS on this software:

P/N	Description	Price
32291T	Base CSS for Accounting Applications	$140/ month
32285T	Functional CSS for General Ledger/3000	70/ month
32295T	Base CSS for Accounting Applications for source code	40/ month
32292T	Functional CSS for General Ledger/3000 source code	45/ month
	Total	$295/ month

If this same customer also purchased the *object and source* code for Accounts Payable and planned to use it at the same site to be supported under the same System Manager and System Administrator, then the following CSS product numbers would also need to be ordered:

P/N	Description	Price
32286T	Functional CSS for Accounts Payable/3000	$70/ month
32293T	Functional CSS for Accounts Payable/3000 source code	45/ month
	From above	295
	Total	$410/ month

The two Base CSS products would not need to be ordered for the second module, resulting in a savings of $180/month ($140 + $40).

For SSS, V and MUS, the same prerequisite rule applies: a customer must purchase the support service on the object code in order to purchase the same service on the source code. The following example
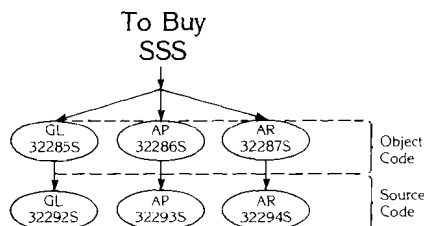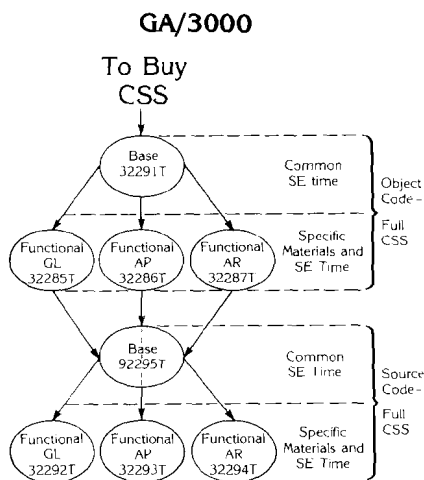
Computer Marketing

shows the product numbers to be ordered for SSS if a customer purchases the object and source code of Accounts Payable and Accounts Receivable:

P/N	Description	Price
32286S	SSS for Accounts Payable/3000	$50/ month
32287S	SSS for Accounts Receivable/3000	50/ month
32293S	SSS for Accounts Payable/3000 source code	20/ month
32294S	SSS for Accounts Receivable/3000 source code	20/ month
	Total	$140/ month

These support services on GA/3000 source code, particularly CSS, should prove to be beneficial to your customers. The offerings allow them to choose the most appropriate level of support for their needs, instead of having only SSS available.

To aid you in ordering these services for your customers, the diagram below summarizes the GA/3000 support structure and prerequisites. If you have any question on this structure, or regarding CSS on source code, please call CSD Sales Development.

GA/3000

To Buy CSS

To Buy SSS

CSO

HP 2621A Terminals Available in US at Old List Price From CSO

By John Herrgott/CSO

For a limited time, US customers can save 10% when they order HP 2621A terminals directly from Computer Supplies Operation at the old list price of $1595 (no contractual discounts will apply) and get fast, off-the-shelf delivery — an unbeatable combination! The 2621A terminal close-out sale is in progress at CSO to make room for the 2621B. The offer applies only to stock on hand and expires when the last 2621A is sold from CSO's inventory.

To order a 2621A from CSO, have your customer call toll free 800-538-8787; within California, Alaska and Hawaii, call collect 408-738-4133. Act fast, quantities are limited and terminals in stock will be sold strictly on a first come, first served basis. Remember, quota and commission credit is sent 100% to the field on this and all add-on hardware sold directly by CSO.

Your customers can also get fast delivery on the HP 2621P and 2382A terminals by ordering from CSO. These terminals are available and can be ordered at full list price by calling the CSO toll free numbers.

New Carrying Case for HP 2382A

By John Herrgott/CSO

Now your customers can buy carrying cases for their HP 2382A terminals that make them truly portable. The 13269B Carrying Case is designed to provide portability and scuff protection for the 2382A Office Display Terminal. It's great for handcarrying. (It is not designed as a shipping container.)

The soft-sided vinyl case has a hard "floor", and a detachable shoulder strap is provided in addition to the handle. The terminal keyboard can be slipped into an internal pocket to protect it from rattling against the display monitor. Also, space is provided to slip a 13265A Modem pod inside next to the display monitor.

The 13269B Carrying Case gives your customer good value at a list price of $99 each. (Three or more can be ordered for $90 each.) CSO will have them in stock and can ship off-the-shelf after February 15.

Have US customers call toll free 800-538-8787. California, Alaska, and Hawaii call collect 408-738-4133. In Germany call (07031) 667-829. Elsewhere, have customers place orders at their local sales office.

DSD

Next DSD Teleconference Scheduled

By Davis Fields/DSD

The largest new product introduction in DSD's history is coming your way on Thursday, February 25, 1982 in a teleconference being beamed to all US sales offices. Please put this date on your calendar.

Plans are already underway for these products to be introduced in Europe, Japan, and ICON in the weeks following the teleconference.

The HP 1000 Meets the Engineering Productivity Challenge with HPSPICE

By Rosanne Wyleczuk/ESO

Hewlett-Packard has spent well over 40 years building a reputation in the electrical engineering community as a supplier of state-of-the-art instrumentation. Now, this engineering community is being introduced to the Hewlett-Packard commitment to computer solutions for some of the same engineering problems.

HPSPICE is a circuit simulation program that serves as a computer aid for use in the analysis and verification of electronics circuits. The simulation program is based upon the circuit simulator known as SPICE2 (version 2G.5), developed at the University of California at Berkeley. An interactive user interface with graphical output, defined by HP, has been added to improve engineering productivity in the design and test of analog circuits, or analog and digital ICs. HPSPICE is currently offered through Data Systems Division for HP 1000 F-Series Computer Systems. Running RTE-6/VM, electrical engineers are being offered circuit simulation capabilities that are otherwise available only on larger systems, e.g., Univac, DEC/VAX, CDC, IBM, and Amdahl.

741 OPAMP (9/28/81 16:03:16)
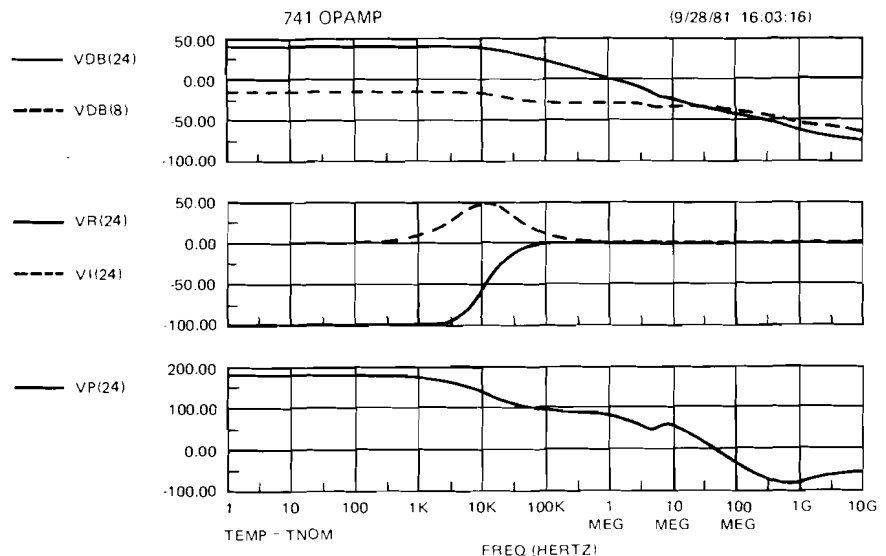
An example of HPSPICE Graphical Output

With use of HPSPICE in the Computer Aided Engineering environment, an engineering lab can realize an increase in productivity by reducing design cycle turnaround time. Greater effort may be extended in creative tasks, and less time in design evaluation and verification, where electrical engineers usually spend the largest amount of project time. The HPSPICE user will realize many benefits:

- The accuracy and precision with which design specifications are met is improved.

- The number of necessary breadboard constructions is reduced.

- More finely engineered, reliable, and quality end-products are possible.

- Final, high-quality analysis results exist for incorporation into engineering documentation.

Price and Availability

A typical HPSPICE system may begin with either the HP 1000 Model 65 or Value 65 System. Any F-Series system, running RTE-6/VM and supporting Graphics/1000-II DGL software (92841A) with 768K bytes of memory will support HPSPICE software.

HP 92091A HPSPICE $15,000

HP 92091R Right to reproduce
$10,500

HP 92091M Right to reproduce
without sublicense $10,500

Note that the "R" product is directed toward OEM customers and that the "M" product is directed toward End-Users. Both right-to-reproduce products are priced at 70% of the "A" product price.

HPSPICE is ready to ship.

SE Champions for HPSPICE

By Jim Bridges/ESO

The SE champion is an HP 1000 SE knowledgeable on RTE-6/VM and also a circuit designer who has trained himself/herself in the use of HPSPICE (92091A).

You need an SE champion if the office is to supply full support to the customer. Only the SE champion can talk knowledgeably with the customer about how to apply the product to his circuit simulation problems.

Pre-sales support for HPSPICE by SE champions will include giving demos, discussing product features with customers and qualifying customers for a sale. Demos and qualification are easy; we have a softkey demo to support you. And any HP

Technical Computers

1000 SE can determine if the customer has the proper operating system and expertise to use HPSPICE.

Post-sales activity for the typical SE will be limited to handling service request forms. The factory will handle the form in the same way as for any other software product from DSD.

But if you have a customer that wants to talk circuits, then you need an SE champion. To get one, you must make your own arrangements with an office that has one.

Here is a list of established HPSPICE SE champions in the US:

Alan Tibbetts	Neely Santa Clara, CA
Kelly Joyce	Greensboro, NC
Mike Rex	Phoenix, AZ
Keith Kunz	Salt Lake City, UT
Bob Karasek	Cincinnati, OH
Rick Walsh	Farmington Hills, MI
Ron Williams	Pittsburgh, PA
Karen Dode	Rolling Meadows, IL
Mike Porras	Kansas City, MO
Jack Farley	Rockville, MD
Dan Laskowski	Indianapolis, IN
Jeff Mason	San Antonio, TX
Rob Alexander	Richardson, TX
Bill Chidester	Orlando, FL
Jim Capparell	Piscataway, NJ
Dave Highley	Bellevue, WA
Jim Hunt	Lexington, MA
Rick Butterworth	Wallingford, CT
Bob French	Fullerton, CA
Terry Creamer	Lawndale, CA
Joe Bailey	Palo Alto, CA

HPSPICE SE Champions outside the US:

Patrick Lelorieux	Grenoble, France
Yasuki Kurosawa	Tokyo (YHP), Japan
Gees Lanting	Amsterdam, The Netherlands
Olaf Meyer	Copenhagen, Denmark
Ian Higgins	Winnersh, England
Peter Brooks	London Coloney, England
Nicola Fiore	Rome, Italy
Piero Brambilla	Milano, Italy
Fernando Marseglia	Milano, Italy
Alberto Lacchia	Torino, Italy
Peter Porzer	Vienna, Austria
Karl Heinze Van Husen	Frankfort, Germany
Eugen Haegi	Zurich, Switzerland
Alain Drusne	Evry, France
Laurent Besbrugge	Brussels, Belgium
Rob Porter	Toronto, Canada
Basil Payne	Johannesburg, South Africa
Norberto Bozzo	Caracus, Venezuela
David Lee	Taipei, Taiwan

Demo and Videotape for HPSPICE

By Jim Bridges/ESO

You don't need to be a circuit designer to sell HPSPICE (92091A) if you have our demo tape. The demo, driven by softkeys, gives a sales pitch and shows some of the capabilities of the product. It can be operated by anyone who can push a button. The demo runs on the same system with HPSPICE and includes a copy of the HPSPICE product. Additionally, the demo uses an HP 2648 Graphics Terminal and an HP 9872 Plotter.

If you want a more interactive demo, then you need an SE champion to design one for you. See the article on SE champions beginning on page 9.

The demo is available in WRITT format on magnetic tape. To get your copy, specify:

24998-13510 HPSPICE Demo 800 bpi, or
24998-13511 HPSPICE Demo 1600 bpi
HEART Override
12 type order
Supplying Div: 22
Product Line: 65
Price: "Please advise"

You might want copies of the HPSPICE documentation to support your sales pitch. Here are the part numbers to order:

P/N	Documentation
92091-90001	HPSPICE Reference Manual
92091-90002	"SPICE2: A Computer Program to Simulate Semiconductor Circuits" by Laurence W. Nagel UCB/ERL-M520, May 1975
92091-90003	"The Simulation of MOS Integrated Circuits Using SPICE2" by Andrei Vladimeiescu and Sally Liu, UCB/ERL-M80/7, Feb. 1980 (revised Oct. 1980)

As you might guess, the last two manuals were written at the University of California at Berkeley and may also be ordered from UC Berkeley.

HPSPICE Videotape

If your customer wants more detailed product knowledge, videotape on HPSPICE (92091A) is available. The tape runs about 30 minutes. Its intended audience is an engineer with a background in circuit design. However, it is advisable that an SE be present during the showing to answer questions about the product.

To order your copy, transmit a HEART I-2 order to:

P/N 90492RZ
Video Products (07), Palo Alto
Sales Force PL 95
Marketing Division 07
Supplying Division 07

and specify the HPSPICE Product Training Videotape. Cost of each copy is $50.

"M" No Longer Means Just Manuals

By Dave Evans/ESO

The HPSPICE software products include 92091A, 92091R, and 92091M. Do not get confused about the structure of the 92091M product. This product represents the right to reproduce the software supplied with the 92091A product *without* the right to sublicense the copy to other parties.

The structure of this "M" product is very different from the other "M" products supplied by product line 65. These other "M" products represent Manual sets that are associated with software products; this is not what 92091M represents. The HPSPICE product structure is in accordance with new Computer Group Marketing policies and procedures.

HP 92840A GRAPHICS/1000 Price Increased

By Phil Walden/ESO

In order to conform with the policy to charge for minicartridge media options on software, the price for the HP 92840A GRAPHICS/1000 GPS minicartridge has been raised to $125. Since GPS is only offered on minicartridges, the effective price of 92840A GPS is now $650.

Reactions To RTE-6/VM

By Randy Englund/DSD

Recently a number of us in Sales Development hit the road to do customer seminars on DSD's new products. After talking with many customers about the RTE-6/VM operating system, I realized there are more than a few features, many of them subtle, that excite customer "hot buttons." I would like to review some of the application areas of interest and share with you the more subtle features that deserve attention.

By now you are probably quite aware of key new features of RTE-6/VM — Virtual Memory for Data, Shareable EMAs, and Extended Code Space, among others — that allows HP 1000s to address new or expanded applications in markets we were previously unable to penetrate. Increased capabilities in factory automation include:

● Automation Control — More data acquisition stations, and larger statistics and control algorithms.

● Process Monitoring and Control — Larger memory resident process tables, and faster reaction to out-of-limit conditions.

● Computer Aided Testing — More complex testing programs, and simple large data handling capability.

● Data Analysis — Faster access to large data areas.

It is important to reiterate that RTE-6/VM has introduced these new capabilities at no performance penalty. Reactions to enhanced performance features indicate they provide significant benefits; for you that translates to valuable sales tools!

Large Data Transfers To/From EMA and VMA Areas

Large data transfers to/from EMA and VMA areas are accomplished with new commands VMAIO, VREAD, VWRITE, and EIOSZ. Unlike RTE-IVB which moves data indirectly into Extended Memory Areas, RTE-6/VM allows the programmer to determine the maximum guaranteed buffer length available with the return from EIOSZ and then do a read or write between EMA/VMA and files or I/O devices using that buffer length. It is possible for the buffer to equal all of available physical memory!

Automatic Track Switching

Automatic track switching allows multiple-track disc I/O transfers whereas RTE-IVB transfers one track at a time. Along with a *new swap algorithm* which transfers 31 pages

at a time, this means compilers execute faster, system overhead is less, and programs load and swap faster. Programmers need fewer RTE EXEC calls in their programs and can accomplish large (31K word) READ requests in one statement. The operating system has less EXEC processing, interrupt processing, and driver execution to perform. Implementation of these features is transparent to the programmer!

Faster and Smarter D.RTR Directory Track Manager

The D.RTR directory track manager is faster and smarter, providing improved file access speed. Its buffer size is increased from 6K to 8K words which is especially helpful when accessing the directory track on HP 7925 disc drives. An improved algorithm keeps the cartridge list in memory and has at least half the number of disc accesses. These enhancements mean a user at a terminal, or programs, will see dramatic increases (as much as 48%) in the speed of return from accessing files.

Many other features — such as using a full 32-page extended background partition for user code, on-line driver replacement for installing custom drivers, indexes for libraries to speed up program loads, and a new command to provide interactive definition of command parameters — brought out smiles of approval and sighs of satisfaction from customers. RTE-6/VM is also eliciting unanimous approval and hearty endorsement from SEs as they attend training courses — some of the most enthusiastic reactions to a new product that I've ever seen. To quote one of our customers, who also happens to use "Brand D" 32 bit computers, "With the FORTRAN 77 and RTE-6/VM combination, HP is an extremely strong competitive situation with its operating system and languages."

The time is now to upgrade existing customers and sell new customers on the fabulous complement of fea-

tures available in RTE-6/VM — the most powerful RTE operating system ever. We have tested the water and find it ready to jump in!
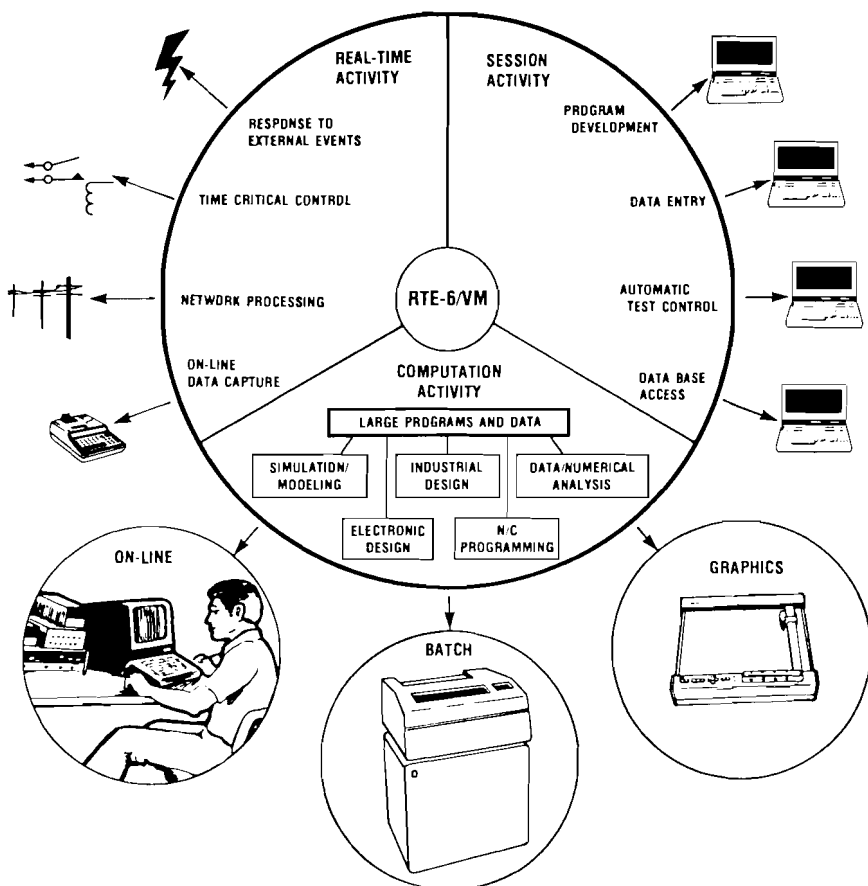
Support of New Greeley Discs on the L-Series

By Davis Fields/DSD

The recently-announced HP 9134A Disc from Greeley Division is now a supporting L-Series peripheral device.

Please note that since the 9134A does not have a software input device, a supportable L-Series system must have some other such device, such as floppies, minifloppies, or magnetic tape.

Specifically, this means that the 9134A Disc cannot be used as a system disc for a Model 5 without minifloppies (a 2142B or 2122B). A Model 5 with minifloppies, together with the 9134A Disc, makes a very

attractive combination. All the necessary instructions for use of the 9134A with the L-Series may be found in the 9134A User's Manual.

By the way, the HP 9135A Winchester/minifloppy combination is incompatible with the L-Series and we have no plans to support this combination on the L-Series in the future.

MIL-STD 1553B Card Now Available on the HP 1000

By Dave Kline/DSD

You can now offer an M, E, and F computer plug-in card and driver for the new military airborne communication bus called "MIL-STD 1553B." The new card is a 93788A and is

available from the DSD specials group. The cost is $12,000 each, with minimum initial quantity of six. (DSD will attempt to combine orders from more than one customer.) Delivery is approximately 26 weeks.

The 1553B bus is the standard for airborne avionic communication for US and some foreign military airplanes, so your military/aerospace customers worldwide could use this capability for testing avionics, or for airborne software preparation.

The MIL-STD 1553B bus is a one megabit/second serial communication protocol developed by the US Air Force in the late 1970s to standardize interfaces between airborne avionics such as computers, navigation equipment, and radars. It has been widely specified by the US Air Force on new airplanes and its use has been increasing among other services and countries. There is a growing need to use 1553B communication.

DEC reportedly has had a 1553A (an earlier version) card-set available for several years from SCI (an OEM), of Huntsville, AL. A new "B" card-set from DEC will be available shortly. The new DEC card-set is expected to sell for $11,000 with discounts to 40% or more, for quantities in the dozens. Our new MIL-STD 1553B card is slightly more expensive, but is supported directly by HP.

In discussing 1553B with customers you need to distinguish between 1553B communication, as performed by the 93788A card, and bus testing, which our card does not do. Bus testers can also communicate, but they are expensive ($9,000 to $40,000 each), limited (the low priced ones can only talk to terminals, not controllers or monitors), and big (nearly a foot of rack height). Where bus communication is needed, the 93788A is a good solution. Where bus testing is needed, the above testers can be interfaced to the HP 1000 via the HP-IB.

Cubes Are Gone!

By Cindy Martinez/DSD

SA-309 Rubik's Cubes have proved to be extremely popular and are presently out-of-stock. We are investigating the purchase of additional cubes but, if purchased, it will be at least two months before they are available. Watch for availability information in this section of *Computer News.*

RVD

HP 2250 Customer Training

By John Streeter/RVD

Do you have an HP 2250 sale pending or a customer evaluating the 2250? A way to reduce uncertainty (and development cost estimates) is through training.

The 2250 User's Course (HP Model 28601A) is scheduled to be taught in Roseville. This one week, hands-on, intensive training can help get a 2250 purchaser up-to-speed quickly, or answer some "How would I do it?" questions for potential customers.

The cost is $1200 per student and space is currently available in the February 8, March 8, and April 19 classes. Please contact Jean Graham at TELNET 786-4737 for pre-registration or additional information.

Equipment Status Monitoring with the HP 2250

By Dave Harris/RVD

Monitoring status of production machines and process equipment is an excellent fit of HP 2250 capabilities. In most cases the equipment monitoring needs are separate from the customer's production or process control requirements because of the specialized nature of most production facilities. The customer requirement is to automate previous manual operations

such as logging of recorders and indicators, and the generation and distribution of reports and schedules. To solve this application the customer usually uses his production engineering group or a local small system OEM.

The monitoring tasks are similar whether the customer equipment is located in a process plant, in an automobile plant, or on a missile launch pad. Below are listed important equipment monitoring tasks that are common to many HP industrial customers.

Equipment Malfunction Prevention

Equipment malfunction prevention requires the monitoring of a large number of digital inputs. The 2250 must monitor the status of various pumps, valves, motors, compressors, switches, and interlocks using a wide variety of digital Signal Conditioning Modules. The customer can thus *guard* against forbidden combinations of valve settings, motor conditions, and so forth. This type of monitoring is to prevent occasional mistakes which result in injuries, severe equipment damage, or material losses of many tens of thousands of dollars.

Equipment Condition Monitoring

Equipment condition monitoring can prevent equipment malfunctions from occurring. For example, flow and temperature measurements around a heat-exchanger unit will often disclose the condition of the exchange surfaces and indicate fouling. In general, tar and scale build up and other similar phenomena can be followed in boilers, condensers, and columns so that an up-to-date picture of equipment condition is always available. The wearing of mechanical components, overheating of bearings and motor housings, and excessive vibration can be determined. Also, the sharpness of metal-cutting tools can be measured by monitoring the electrical current of each machine.

Power Consumption Monitoring

Power consumption monitoring records the power used by blowers, motors, furnaces, and other power consuming equipment in a factory plant. The power consumption information is used for controlling peak power load demand of the factory and for determining the energy efficiency of production units. Electrical power utilities in the US sets the customer's charge rate on his monthly bill by the customer's peak power usage. Scheduling plant-wide equipment operations to minimize peak power consumption gives immediate payback to the customer. This requirement is always found in the metal refining industries because of their large power usages.

Leak Detection

Leak detection is a monitoring task associated with process equipment. The detecting of leaks can be done by monitoring flow levels, flow rates or air quality, and observing characteristic discrepancies such as:

- Steam leaks in evaporators may be disclosed by flow measurements and material balance.
- Cooling-water leaks in a blast furnace by a hydrogen balance.
- Air leaks in a cement kiln by an oxygen balance.
- Pinhole leaks by fuel cartridges in a nuclear reactor by measuring radiation levels of gas samples.

The Equipment Status Monitoring applications have a wide variety of tasks that are uniquely satisfied by the breadth of HP data acquisition products from LID, NJ, and Roseville Divisions. Please call Roseville Sales Development for more information on these 2250 Equipment Monitoring Applications.

Examples of the 2250 M&C Processors used for equipment monitoring are shown at the top of the next page.

Technical Computers

Company	Monitored Equipment
US Steel	Furnace-Power Consumption
Mitsubishi	Nuclear Reactor
General Foods Subsidiary of Germany	Programmable Controllers
Movet Sur Loig, France	Power Generator Turbine Shaft
Martin Aerospace	Missile Launch Pad
Westinghouse	Nuclear Reactor

Roseville Has Regionalized

By Duncan Campbell/RVD

The Roseville Division has taken a major step forward in recently regionalizing its factory sales organization. In this manner we are structuring ourselves to develop closer ties with our regions and to give better overall support. Roseville Marketing has as one of its goals in FY'82 to give excellent response and support to the HP Field Sales Force. We have put together a strong team with a diverse background ranging from R&D to previous Sales Support experience. Together we are looking forward to helping you!

ISA Show Generates HP 2250 Leads

By Paul Accampo/RVD

On October 6-8, 1981, a team composed of SRs from Roseville and Los Angeles area manned the HP booths at the Instrument Society of America (ISA) Show and Conference.

This was the first time the HP 2250 Measurement and Control Processor had been exposed to ISA members, who form the largest industry group of potential customers. Customers saw the 2250 in its industrial Nema cabinet, demos of multi-tasking operation plus closed loop control, and our mobile measurement and control hardware. The response was excellent, and we picked up over 100 leads.

We are greatly encouraged by the response to the 2250. Customers indicated that we are on the right track with our product line and were impressed with the performance of our hardware.

All leads will be placed in an application database maintained by RVD Sales Development. We are looking forward to working with you to turn them into orders.

Two New Manuals Available

By Hal Goodwin/RVD

Two manuals, covering two new Roseville Division products, are available from Computer Supplies Operation, Division A568. The two manuals are HP 12042A L-Series Programmable Serial Interface (PSI) Installation and Reference Manual, P/N 12042-90001, and HP 12826A M/E/F-Series Programmable Serial Interface (PSI) Installation and Reference Manual, P/N 12826-90001.

DCD

Increased HP 9845 Sales Through DBM

By Jim Borchert/DCD

Data base management systems are easily cost justifiable in many applications. But did you know that HP DBM software consistently gets the highest marks in industry surveys, that DBM is included in 7% of your HP 9845 orders, and that the 9845 is the only current desktop to support DBM?

We have made two DBM-related changes to help you meet your FY'82 quotas. They appear on the February 1, 1982 CPL. We've introduced a DBM system for the 9845 and we expect this strategy will lead to *incremental* 9845 sales. We've also reduced the price of the DBM products as follows:

Product	Description	Price
HP 98428A	QUERY/45 Software	$(US)400
HP 98428R	QUERY/45 Right to Reproduce	200
HP 98429A	IMAGE/45 ROM	600
HP 98430A	DBM System (ROM & Software)	1,000

At these prices, most prospects should seriously consider this important product. Additionally, there are thousands of 9845s in the field without DBM. A short letter to each of these accounts could bring in some "effortless" sales.

Fourteen New Desktop HP PLUS Packages

By Al Corbett/DCD

This month DCD is introducing ten "referenced" and four "listed" software packages from eight suppliers. These packages are important to you because they will all help you sell desktop computers to engineers.

The ten referenced packages have sales training manuals and data sheets coming. All 14 packages are listed in your TCG catalog, so watch your mailbox or check your catalog for more details. Here are the highlights.

OSLO-45G (Optical Design)

The desktop computer has proven a powerful computational tool in the optical design field. OSLO-45G carries out optical design tasks that were available to only those optical designers having access to a large mainframe computer. Third party supplier: Sinclair Optics, Inc., Pittsford, New York, phone (716) 381-9100.

DP-1 (2-D Drafting)

This 2-D drafting package is an exciting tool in the mechanical drafting market, as well as for universities and technical institutes. DP-1 is extremely flexible in offering the user many optical features. This one should sell many desktops — watch for details. Third party supplier: Com-Code, Ann Arbor, Michigan, phone (313) 665-8811.

AIMS (Acoustic Intensity Measurement System)

The AIMS software provides a complete environment for performing acoustic modeling of arbitrary noise sources. AIMS identifies and ranks various noise-radiating components of a complex mechanical system. This package will help you sell to manufacturers of internal combustion engines, pumps, compressors, transmissions, and other noisy products. Third party supplier for this and the following package: Anatrol Corporation, Cincinnati, Ohio, phone (513) 984-5800.

SMAP (Spectrum Mapping System)

SMAP is used to show the variation of measured or analytical functions (time-, frequency-, or other-domain) as a function of other parameters, such as operating speed, temperature, flow, etc., on a single, three-dimensional plot. Our target here is noise and vibration problems in the aerospace, automotive, and machine tool industries. Third party supplier: see above.

FESDEC (Finite Element Analysis)

FESDEC is a software application that will permit the analysis of a variety of structural problems by the finite element method. The program has been written for the HP 9800 series in extended BASIC. FESDEC is a great aid for structural, stress or dynamics engineers. It is aimed at the mechancial engineering discipline. Third party supplier: H.G. Engineering, Inc., Toronto, Canada, phone (416) 447-5535.

MICRO-COMPACT (Microwave CAD)

Here is the microwave engineer's tool. Until MICRO-COMPACT, no single commercially available desktop program could be used to analyze circuits having several interconnected components. It's the first program product useful to all microwave designers. Third party supplier for this and the three following packages: Compact Engineering, Palo Alto, California, phone (415) 966-8440.

MICRO-AMPSYN (Microwave CAD)

This package is designed specifically for high-frequency and microwave matching networks. MICRO-AMPSYN uses a direct synthesis approach to active circuit design. Third party supplier: see above.

COMTRAN (Electrical Engineering CAD)

COMTRAN is aimed at low-frequency circuit designers. The calculated frequency-domain results include voltage gain, nodal impedances, time delay and tolerance effects. Third party supplier: see above.

SDM (Vibration Analysis-ME-CAD)

This is a unique package that uses MODAL DATA and allows the user to determine changes in the dynamic characteristics of a mechanical structure. SDM can use MODAL DATA obtained either from experimental testing or from analytical models. Third party supplier: Structural Measurement Systems, Inc., Santa Clara, California, phone (408) 727-1430.

Those are the ten referenced packages. The other four new packages listed in your catalog are:

- THETA — Thermal network analysis software from H.G. Engineering.
- VUFAC — Thermal radiation view factors software from H.G. Engineering.

- CEADS — Civil engineering, drafting and job cost accounting software from Holguin and Associates.
- The Automated Office, Pac 1 — A word processing and mailing list package from L.W. James and Associates.

And that makes fourteen! Watch for more packages soon from your DCD HP PLUS team.

HP 9845 Memory: Less Than One Cent Per Byte!

By Jim Borchert/DCD

A 512Kb memory board for the HP 9845 Desktop Computer (98407A) was introduced January 13, 1982 during the "Opportunity '82"-oriented teleconference. It is priced at less than one cent per byte — $5,000 (US) for a 512Kb RAM. Our primary plug-compatible memory competition prices their 512Kb board at $6,500.

The existing 128Kb RAM boards limited your customers to 448 bytes per 9845. One 512Kb board costs 37% less than three 128Kb RAMs.

Up to three of these new boards can be used in a 9845. This means your customers now can have over 1.5Mb available for their applications.

The new memory is compatible with existing machines. It can be mixed with 128Kb memory boards. However, we had to change the system ROMs to address the new memory. These new system ROMs are included in all Option 175, 275, and 280 machines. For other models, order upgrade kit 98408A for $100 (US) plus installation. It is safest to order this upgrade if you are about to install your first 512Kb board in a machine. If in doubt, your SE can determine whether the required system ROM is already installed with his ROM REV program.

Technical Computers

HP 7908 Support on HP 9845B/C

By Phil Farley/DCD

On the January 1, 1982 CPL are two new products related to the HP 9845B/C and mass storage. The first is the HP 98413C Mass Storage ROM, which provides support for the HP 7908P Disc/Tape Drive. Second is a mass storage utility that allows the customer to use the integrated tape drive on the HP 7908.

The 98413C ROM maintains all the supported discs of the HP 98413B Mass Storage ROM, i.e., HP 9885, HP 9895, HP 7906M/S, HP 7920M/S, and the HP 7910, but adds support for the 7908P.

Up to two 7908s can be connected to the same HP 98034B HP-IB card, providing 33Mb of storage with integrated backup. In this case only one of the 7908s would need an integrated backup, since one tape can be used to back up both discs. If desired, a 7908P could be added to an existing HP 7910H or a 9895, as long as the total number of discs on the same HP-IB line did not exceed two. No other non-mass storage device can be connected on the same HP-IB line.

A customer does not need to buy the expensive HP 98041A Disc Interface card to drive this new disc. In fact, the 7908P will not work with the 98041A.

To help your customers see how this disc and others perform, we have replaced the performance charts in the Mass Storage ROM manual with a new set of data, along with the programs used to generate that data.

This provides the information necessary for customers to estimate the throughput they can expect, based on which disc, which desktop, directory size, mass storage command and data type are used. In the case of the floppy discs, interleave factors are also discussed.

These charts show the 7908P as much faster than the 9895, and thus much faster than the 7910H. In fact, the 7908P compares very favorably with the HP 7925, except where FPRINT and FREAD commands are used. There the 7908P transfer speed approaches 33Kb/sec, about the limit of the 98034B card.

The ROM sells for $525 (US), the same as the 98413B. If customers want the 7908P capability, they need to buy a 98413C Mass Storage ROM even if they already have another mass storage ROM.

All 9845B/Cs ordered with Option 313 include a 98413C ROM, effective January 1, 1982. The ROM ordered alone will have eight-week availability.

Note: To use the integrated backup, a customer must order the HP 7908-9845B/C Backup Utilities, P/N 09845-10840. This package provides media backup and restore with verify, archival storage and retrieval of individual files, tape verify and tape certify. The package must be ordered separately; it sells for $100 (US).

The following table shows throughput speeds for several different discs connected to the 9845B/C.

Disc Speed Comparison (Kb/sec)

Disc	Load	Store	READ#	PRINT#	FREAD	FPRINT
7906	6.6	13.3	5.0	7.5	307.7	301.9
7925	9.5	10.7	5.4	5.7	457.1	297.3
7908	6.8	7.2	3.9	5.1	31.3	33.2
9885	5.6	5.5	6.4	6.3	6.4	6.4
9895	5.0	4.9	1.2	4.5	5.7	5.7

Servicing Successful Sales

By Al Sperry/DCD

When you've succeeded in landing a large contract for HP products, it makes sense to service it so it produces the expected profit without undue problems. The Bruning OEM contract signed in January 1981, thanks to the efforts of Roger Nielsen, SR in Tulsa, Oklahoma, and mentioned in the May 15, 1981 *Computer News,* is staying alive and well.

Administration of this contract, which includes more than 200 units of the HP 9845, was transferred to the HP sales office in Downer's Grove, Illinois, in Bruning's home area. Barry Humphrey, technical SR in Downer's Grove, has organized contract servicing so as to preclude or minimize any predictable problems.

The desktop systems include HP 9895 Flexible Disc Drives, HP 9111 Graphics Tablets, and HP 7580 Drafting Plotters. Bruning's salesmen sell the system, called the EasyDraft, in all US locations, with the contract calling for delivery at Itasca, Illinois until the actual sale is made and the destination specified. If you have dealt with orders calling for simultaneous delivery of multisource equipment, and each order requiring a destination change, you know the potential problems involved!

Barry's method of dealing with these problems, plus any technical problems that may arise, involves two main tools. One of these is a large binder with all the status information on open orders, plus any unanswered technical and logistic questions. The other tool is a regular weekly meeting with some of Bruning's key people, sometimes including the vice president of marketing, a technical advisor, the director of electronic product development, the manager of computer-aided drafting marketing, and a marketing coor-

dinator who receives Bruning's salespeople's questions and is the liaison with HP.

Barry also works with the factories involved to coordinate shipments of the system components, which the customer has agreed may arrive at their destination within fourteen days of one another.

The customer is more than happy with the way the contract and orders are being handled. Bruning's drafting system will be modified to call for the HP 9845C instead of the HP 9845B for some systems, and because of the way the administration is carried out, our chances for future business are definitely increased. Our thanks go to you folks who accomplish sales successes and then ensure ongoing success!

Opportunity '82 New Product Tour

By Chris Stumbough/DCD

As part of the Opportunity '82 campaign, DCD and the Colorado Springs Division made a whirlwind new-product tour to Boston, Chicago, Cleveland, Cupertino, and Los Angeles during the weeks of November 16 and 23, 1981. This was to introduce the HP 9836A Desktop Computer (DCD), the HP Engineering Graphics System/45 (EGS/45) from DCD, and the HP 1360S Interactive Graphics System (Colorado Springs) to 20 various computer publications geared to the computer-aided engineering market.

Each product presentation included a description of the product, followed by a demonstration. The product descriptions addressed product capabilities, benefits, target markets, and applications. Also announced on the tour were the planned 9845 price reductions and accompanying new system options, effective February 1, 1982.

These offerings were well received, and overall reaction to our products was excellent. All the editors were impressed with our products, par-

ticularly the EGS/45. They were equally impressed to learn that Hewlett-Packard will be offering customers a complete solution — hardware and software.

I will be tracking the specific press tour results starting in January for the 9836A and 1360S, and in February for the EGS/45 and 9845 price reductions related to articles, photos, magazine covers, and other mentions. These items, as well as the enthusiasm and interest generated on the tour, will help make your selling job easier!

BDD

Pascal Founder Visits BDD

By Angela Suthurst/BDD

Professor Niklaus Wirth, the world-famous founder of the Pascal programming language, visited BDD on December 8, 1981.

During his two-hour presentation, which was enthusiastically received, he talked about the development of Pascal from the early sixties until now. Professor Wirth's visit was planned as part of the European SE and SR training in Boeblingen.

Many of the enhancements Professor Wirth is planning to implement in his Modula 2 language are already included in HP Pascal, which has just been introduced on the HP 9826/9836 computers.
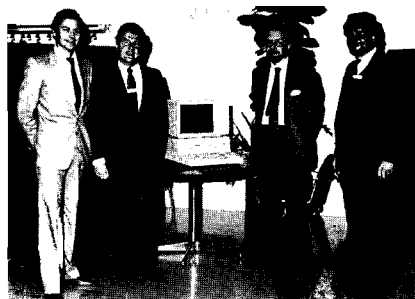
Seen here from left to right are: Sigurd Schilling, SR, Zurich; Karl Grund, BDD Division Manager; Professor Wirth; and Andreas Hajagos, DSM, Zurich.

PCD

New Series 80 Software Catalog

By Nancy Ullman/PCD

An all-new version of the Series 80 Software Catalog will be distributed soon. All Technical SRs should receive their copies in the mail by early February. The Catalog is a bound volume rather than loose-leaf and has the familiar Series 80 artwork on the cover. There are now two sections in the catalog, one for user-contributed software and the other for HP Application Pacs. For convenience, both types are indexed together by application.

Please take a few minutes to look through your copy when you receive it. You'll find there are a number of useful Application Pacs covering both business and technical areas, as well as some excellent contributed programs.

Whether your customers need inexpensive programs to solve specific problems, or want total software solutions, the Series 80 Software Catalog can be your guide to helping them find the right software.

HP-85 New Low Price!

By Kermit Yensen/PCD

Effective January 1, 1982 the list price of the HP-85A Personal Computer is $2,750. Two years of manufacturing experience has lowered our production costs, so we can lower our prices and make your selling job easier.

Also effective January 1, 1982 the list price of the HP-85F is reduced $500 to $3,485 and the 82903A Memory Module is reduced to $195.

The success of the HP-85 in 1981 enabled PCD to grow more than 250%. In 1981, customer demand exceeded our manufacturing capacity. Now we have the capacity to meet our aggressive growth plans for 1982.

Business Computers

BCG

Toll Free Telephone Ad Response Program

By Jerry Epps/BCG

During January and February, we're running ads on the HP Series 40 and Series 64 computer systems in several publications, as listed below. The ads will carry a toll free 800 telephone number with an invitation for the reader to call the BCG Sales Center in Cupertino for additional information.

Each day throughout the ad campaign, the telephones will be covered by two Sales Center Engineers from 7 a.m. to 5 p.m. (Pacific time). At other times, a recorded message will invite the caller to telephone again during the hours of coverage.

After a call is received, appropriate literature will be mailed from Cupertino within 48 hours, at the latest. These leads will then be sent to the District Managers (again within 48 hours of the call) to pass along to the appropriate SR. For special cases where it appears the caller may be a "hot" prospect, the BCG Sales Center will telephone the SR immediately with the information.

These call-ins will be high-quality sales leads, so SRs should contact the prospect as soon as possible.

The ad schedule is as follows:

HP Series 40 System
Computerworld — Jan. 11, Feb. 15
Small Systems World — Jan., Feb.

HP Series 64 System
Computerworld — Jan. 18, Feb. 22
Datamation — Jan., Feb.

CSY

Beware of Too Many MPE Files

By Audrey Dickey/CSY

In an HP 3000 installation with many small files, it is possible to run out of disc directory space before running out of space on the disc. In an extreme case, this could happen on systems with as little as two 7925 discs. With the introduction of the HP 7935, it could be even more likely that this will happen.

However, relief is in sight. The code to increase the maximum size of the directory to 64K is in the development process and should be released in the second quarter of 1982. In the meantime, be aware of the possibility of this happening when evaluating a customer's application.

FSO

General Accounting/3000 Shipments Begun

By Rich Stearns/FSO

General Accounting/3000 products were released to manufacturing on December 11, 1981. The first shipment to a customer was made in December and volume shipments began in January to selected customers. Availability of General Accounting/3000 products is about three weeks.

IND

QUERY/3000 New Release Means Free Enhancements

By Ed Ahrens/IND

A new release of QUERY adds the following significant enhancements to the database inquiry facility:

- Multi database access and update
- Multi data set access and update
- Hierarchical FIND command
- Ability to create a Self Describing data file
- Subitem access and reporting
- Generic search with pattern matching
- Security beyond IMAGE
- Editing of fixed and floating point numbers
- Up to 10 levels of sorting for report generation.

All of these new features and more are included in the latest release of QUERY. Look for it soon from your field Software Coordinators.

New RPG Utility — Extra Function Sort (XSORT)

By Dick Wong/IND

Bundled into RPG/3000 you will find XSORT, an "Extra Function Sort for RPG/3000." XSORT is now a fully supported version of the previously unsupported RPG utility, SORT3, which for years has been available through the field organization. XSORT provides all the capabilities of SORT/3000 including the following additional three functions which are required by RPG users in particular:

- Selection by "Include" and "Omit" specifications of subsets of the input records prior to sorting
- Use of different sort keys for each subset of input records
- Reformatting of data records on output after sorting.

The primary purpose of XSORT is to facilitate conversion of sort procedures from System/3 $DSORT and from System/32 and System/34 #GSORT. For more details about XSORT see the RPG/3000 Utilities Reference Manual (P/N 32104-90006) as well as pages 32-33 of issue number 26 of the *Communicator*.

HP RAPID/3000 Run Only Processor

By Wendi Brubaker/IND

You asked for it and you got it! With the HP 32249A you can offer your customer an inexpensive run only environment for Transact/3000 and Report/3000 programs. The development and modifications must take place on another system where A/M/R products have been purchased.

In addition to copying programs from the development system, the dictionary data base must also be copied. Inform/3000 users must still buy one of the HP 32246 A/R/M products.

The HP 32249A Execute only processor sells for $3500 and is discountable. It will save money for companies with centralized development centers as well as OEMs who sell packages written with the RAPID products.

A Rapid Update

By Wendi Brubaker/IND

We have started shipping Dictionary/3000 and Transact/3000. The final manuals and customer training material was back from the printer January 15, 1982. Report/3000 and Inform/3000 should be shipping by March.

Programmer Productivity Packs HP 32248A will not be available until Report is released. Please order the products individually to ensure fast delivery to our customers. A special M60 discount is available so that the Package's cost savings can still be realized. Here is a sample order:

HP 32244A	Dictionary	$	5000
HP 32247A	Transact		6000
HP 32245A	Report		5000
M60	minus (-)		3000
			$13,000

Include RAPID on all of your quotations! Everyone will be pleased. The Data Base Administrator will have control and standardization. Programmers will turn out more work with Transact. End Users will have better access to their data.

Self-Paced Learning Update

By Marguerite Hebert/IND

In addition to the three existing self-paced courses — HP 3000: A Guided Tour (22835A, $185), Learning COBOL II (22832A, $475), and Using DSG/3000 Interactively (22833A, $275) — IND now has three new courses available for ordering:

● Using HPWORD — an introduction to the HPWORD word processing system. It teaches the features of HPWORD to anyone who will be using word processing as a regular part of their job (secretarial, clerical, administrative personnel). (22839A, $250.)

● Using Dictionary/3000 — an introduction to the HP data dictionary facility. It teaches how to define entries in the dictionary and how to create and maintain IMAGE/3000 data bases using Dictionary/3000. (22843A, $500.)

● Programming in Transact/3000 — an introduction to the HP Transact/3000 Programming Language for experienced programmers. It teaches how to program in Transact/3000 and effective programming techniques. (22842A, $750.)

Data sheets are available for all courses. If your office has not received them yet, make inquiries. Your customer can order these courses through HEART or CO-CHISE. US customers can also order them by phone, toll free, from Computer Supplies Operation: (800) 538-8787, or in California: (408) 738-4133 collect.

We are excited about these courses. Address your comments and inquiries to Marguerite Hebert, Product Marketing for Self-Paced Learning Courses, at IND.

Are You the Lucky Winner?

By Marc Burch/BCG

BCG customer reference data base is up and running! We are now able to provide you with over 350 up-to-date customer references.

Congratulations to the five lucky winners who each won an HP 12C 'Slim Line' financial calculator.

Midwest:	Kevin Harr/St. Louis
Canada:	Dave Beaton/Vancouver
Neely:	Bob Johnson/Santa Clara
South:	Dave Coffman/ Ft. Lauderdale
East:	Sam Winkfield/ Woodbury

However, to make the customer reference data base a valuable and useful sales tool for you we need 100% field participation. Please send back to BCG any customer references that you would like entered into BCG's data base.

Please feel free to contact your local sales development representative if you need any references.

Business Computers

1981 "Top Ten" Office System Vendors

By Alma Rodoni/IND

Open Systems is a private consulting firm based in Stamford, Connecticut. The September issue of *Managing Office Technology*, a monthly newsletter, featured a special report — *Office Automation "Top Ten."* The report discussed each of the "Top Ten" Vendors' strengths, weaknesses and, in general, recapped the last year for each. Guess who was number seven? Hewlett-Packard (see ranking below).

The Second Annual Open Systems Office Automation "Top Ten"

Ranking/Vendor	Ranking Last Year
1. Wang Laboratories	4
2. IBM	1
3. Xerox	6
4. Datapoint	3
5. Burroughs	2
6. Prime Computer	8
7. Hewlett-Packard	NR
8. Philips/Micom	NR
9. Exxon	5
10. Tie Betweeen: NEC	NR
Northern Telecom	NR

Note: "NR" means not ranked in 1980.

As a matter of fact, to quote Open Systems, " . . . with their strong scientific/engineering bias, it has been hard to picture them as an office systems leader. On closer examination it becomes pretty obvious that the only real deficiency they had was the desire . . . they certainly have all the technical resources needed in computer and communicating systems." Open Systems goes on to discuss the HP 125, HP 250, HP 3000 and the HP 2680 Laser Printing System. " . . . HP is a recognized leader in the hottest new OA (Office Automation) area — computer generated graphics . . . the word is that some very important additions to their OA line will debut in November. We're looking forward to them."

Of even greater significance is the fact that this report was published *prior* to IMPACT (September 1981). Where would Open Systems rank HP now?

MSO

Enhanced Materials Management/3000

By Beth Eikenbary/MSO

Materials Management/3000 now includes many of your customer's top-requested enhancements! The new version of Materials Management/3000, A.00.05, is now available for customer installation. Not only does Version A.00.05 include 18 feature enhancements, it also includes a large number of corrections which lower our backlog of known problems to under 30, significantly enhancing the reliability and quality of the software.

Materials Management/3000 has been continually enhanced and improved since introduction in January 1980. We think this is an excellent example of HP responsiveness to customer needs, and a restating of HP's commitment to provide products of quality and reliability. Your installed customers appreciate the frequent delivery of enhancements while your potential customers appreciate products with lasting value.

Examples of some of the enhancements are:

Performance Improvements — MPS has been restructured to improve its on-line performance. A "quick" MPS feature has also been added for customers who do not use the "what if" simulation capability; this can improve MPS performance even more.

New Features — On-line indented bill of material allows specific levels of the bills of material to be viewed quickly. Password security for customization to prevent unauthorized access to these capabilities. MRP reports have been enhanced to include all necessary data as requested by the Landvater Manufacturing Software Systems evaluation report on Materials Management/3000.

Enhanced Batch Capabilities — Non-exclusive run of MMSBATCH, MPSBATCH, and IOS batch jobs. These jobs can now be run without having to shut the application down.

New Terminal Capabilities — The HP 2626 terminal is now supported with its dual port/screen configuration by the Automated Operator Interface. This allows one terminal to support both Materials Management/3000 and Production Management/3000 System Administrator functions.

Interfaces to Other Application Software — Materials Management/3000, non-HP financial systems, and Production Management/3000.

Reduced CST Entries — The number of CST entries has been reduced when multiple copies of Materials Management/3000 are run on the same machine. In fact, since all installations on the same CPU share application code, the CST cost for adding additional copies is only 15. As a reminder, customers can run Materials Management/3000 and General Accounting/3000 on the same HP 3000 computer without exceeding available CST entries.

A document detailing all of the enhancements and software corrections included in this new release was sent to you in early January. This document is designed to be given to your current customers to inform them of Version A.00.05, and encourage them to upgrade to Version A.00.05. This document can also be a sales tool for potential customers to illustrate our responsiveness to end-user needs, HP products of lasting value, and our commitment to HP MPN. If you didn't receive a copy, or would like more, let your MSO Sales Development representative know.

BGD

European Field Advisory Council

By Roy Hardcastle/European Sales Center

The first meeting of the European Business Computer FAC was held at BGD December 8-9, 1981. Delegates were drawn from District Sales Management and represented all European Regions.

The objective of the FAC meetings is to receive input from Field Sales Personnel and transmit this to European and US management in order that policy decisions may be made at the earliest opportunity, ensuring that HP products and services address current and future market requirements. Topics discussed included:

- HP products and marketing strategies
- Application software
- Localization of hardware and software products
- Effect of current economic situation on FY'82 prospects
- Internal procedures.

Conclusions reached by the FAC on each topic were put to a senior management team which included Jim Arthur, Ed Hayes, Bill Murphy, David Rose, Heiner Blaesser and Klaus-Dieter Laidig.

The conclusion reached by all attendees was that FAC meetings provide an invaluable information interface between senior management and the field sales force, and will result in a strengthening of HP's position in the world market. Enthusiasm for the project was marked and future meetings will be held biannually. Delegates will be rotated to ensure that input is broad and representative of all regions and market areas. Our thanks are due to Phil Sampson who chaired the meeting.

HP 3000 Series 64 Makes Impact on European Market

By Jef Graham/European Sales Center

The first results of the European IMPACT campaign are already coming in. The initial announcement of the new products was made in Europe at a press conference in Boeblingen on October 19, 1981 and consolidated by various PR activities and conferences in most European countries. The HP 3000/64 is already proving its worth on the European market. Five systems were sold in November 1981.

Congratulations go to Raphael Lemarie (Bordeaux/France) who sold two, Louis Van Esch (Capella/Netherlands), Richard Lapins (Vienna/Austria), and Roger Dejaeghere (Brussels/Belgium).

Two of the systems sold were upgrades and three were to new customers. Many thanks — keep them rolling.

European Sales Center HP 3000 Series 64 and Series 40SX Benchmarks

By Herve Sergent/European Sales Center

The ESC is Boeblingen, the first location in Europe to have an HP 3000 Series 64 and an HP 3000 Series 40SX, has been offering benchmark facilities since the beginning of December 1981. Each session consists of a set-up day when the area SE/FE prepares the test, and a run day when the customer/potential customer is also present. Tried and tested programs are used to compare the performance of the new models with existing ones.

Five benchmarks were run in December, all of them comparing performance of the S/64 with the S/III. All results so far have lived up to our expectations and have reconfirmed the efficiency of our new systems. If you are interested in the benchmarks

please contact the ESC coordinator for the program, Herve Sergent, on ext. 365, COMSYS B200.

Local Language Software Center Established in Boeblingen

By Jochen Leonhardt/BGD

We are pleased to announce the opening of the new German Software Center on November 1, 1981 under the leadership of Heiner Schroeder. Along with its counterparts in Grenoble, France, and Pinewood, UK, the new Software Center in Boeblingen heralds the start of a new trend towards local language software centers.

Boeblingen has been involved in the localization of software for some time and will continue to expand this function under the auspices of the new Software Center, whose objective is to provide local language software for the German-speaking market.

The Software Center will continue to provide ongoing support and updates for German MM/3000, the first major product to be localized in Boeblingen, and is at present working on the localization and introduction of PM/3000 in German. Other current projects include German versions of HPWORD and software for the HP 125. The production of software for the HP 125 not only includes the localization of HP products such as VisiCalc™ and Graph, but will also involve the acquisition and marketing of various other software products for the local market.

We look forward to working in close cooperation with our sales forces in Austria, Switzerland and Germany. Please contact us in Boeblingen, COMSYS B200, if you have any comments/questions in connection with the new Software Center. ⏎

DTD

The HP 2623A — A Winner!

By Gene Lee/DTD

One of the HP 2623A's first customers was the internal computer division of a large west coast manufacturer. The division's charter is to fill the company's present and future computer requirements, as well as to market its services to outside users. It develops systems for various users and provides computer expertise to the rest of the corporation. It even leases computer equipment to users within the company.

One of the division's responsibilities is to test and approve new equipment from computer vendors prior to its use internally. Recently, the HP 2623A was tested and it passed with highly favorable comments. The 2623A is now approved for use on all graphics software used in the corporation. This software includes packages to perform PERT Chart analyses, computer simulations and modeling, and project management functions. The 2623A is approved for use on DISSPLA, TELAGRAF, an executive information system, and Tektronix graphics software.

The SR selling the 2623 to the division, reports that it was extremely important that "the 2623A's compatibility mode comply fully to Tektronix terminals." The company wants to replace Tektronix terminals with the 2623A, especially the Tek 4014 where its large screen was not absolutely critical, as it turned out not to be in many applications. They like the low price of the 2623A with its internal printer compared to the price of a 4014 plus a printer or even a 4010 plus a printer.

Without a doubt, the 2623A is a sure winner. It passed the test and graduated with top honors!

Picture This: Free 35mm Slides From DTD

By Robert Mendesdacosta/DTD

2382A OFFICE DISPLAY TERMINAL

2623A GRAPHICS TERMINAL

Enhance your 35mm slide presentation with *free* slides of DTD's latest product introduction. While the supply lasts, Data Terminals Division will be offering ten free 35mm slides of the HP 2623A Graphics Terminal and the HP 2382A Office Display Terminal. These high quality slides include dramatic photos and feature highlights summarizing the capabilities of these terminals. They should be ideally suited for your customer presentations.

A picture is worth a thousand words! Don't pass up this effective sales aid. Order today by filling out the attached coupon. Mail it to:

HEWLETT-PACKARD COMPANY
DATA TERMINALS DIVISION
974 East Arques Ave.
Sunnyvale, CA 94086
Attention: Irene Alcaraz

Please Send Me a FREE Copy of DTD's Exciting New 35mm Slides.

Name: _____

Office: _____

Address: _____

_____

HP 2623A Demo Units

By Bill Mitchell/DTD

Do you need an HP 2623A demo unit to close a deal or to generate customer interest? Please contact your area sales manager. Data Terminals Division has made arrangements to supply a limited number of standard units to each area.

So help your customers draw the right conclusion — the 2623A, with integral graphics hard copy, is the ideal graphics solution for under $5,000.

Effective December 1, 1981, the 2623A has been available from Puerto Rico (Div 5600). Delivery for the standard unit is 8 weeks and delivery for Option 050 (integral graphics printers) is 12 weeks. Availability for the OEM version of the 2623A (the HP 2629G) is the same as the 2623A.

Another HP 2382A Success Story

By Kevin Wandryk/DTD

With its compact size and office styling, the HP 2382A provides a unique solution to office automation applications. As such, the 2382A offers a tremendous opportunity for SRs that have OEMs selling office systems. One recent success story deals with such an opportunity and how the 2382A met a customer's needs.

Interactive Systems of West Caldwell, New Jersey is an OEM that builds systems providing electronic mail capabilities based on Tandem Computers. The system designer saw DTD's "Try It on for Size" ad in one of the computer publications that was accompanied by a life-sized picture of the 2382A. By standing the picture up on his desk he was able to see that the 2382A would take up little more room than a typical telephone.

The SR handling the account, Keith Wilson of the Paramus Office, brought in a unit for a demonstration. Keith pointed out that despite the compact packaging, the 2382 offered many capabilities conducive to office applications, such as the 8-user definable softkeys, block mode and a full 24 by 80 character display. The OEM was particularly impressed by the high quality of the display itself, as well as by HP's reputation for reliable terminal products.

Since the beginning of the year, Interactive Systems has purchased 100 HP 2382A terminals and plans to buy 100 more in the next couple of months. Keith feels that as Interactive Systems continues to expand their offering in the office automation field in the near future, the 2382A will continue to be their number one choice for an Interactive Office Display Terminal.

Improved HP 264X Data Comm

By Ed Washington/DTD

The HP 264X standard data communications PCA is changing from P/N 02640-60086 to P/N 02640-60239. Many of you will recognize the new board. It is the data comm board of the HP 2642A and adds to 264X capability:

- Supports the 13265A modem pod.
- Supports hardware handshaking on the HP 1000.
- Supports 9600 baud with Handshaking (due to 1 character buffer). All 264X (except the HP 2649A) are presently shipping with new board. The 13206A began shipment with the new board December 1, 1981. The 2649A (when ordered with the 13206A) began shipment with the new board January 1, 1982.

European Sales Note: The new board (P/N 02649-60239) is not yet approved for modem connection in Europe. Submittals are in process. The results should be known by the third quarter 1982. The 13206B, C and D are presently licensed for Europe.

GSD

HP 125 Split Personality

By Marc Peterson/GSD

The new HP 125 Personal Office Computer is really two valuable computer tools integrated into the same physical package: It is an intelligent editing terminal, which is ready for use in popular computer networks like The Source, and it is a powerful stand-alone personal business computer.

No other personal computer on the market today offers this unique dual personality. The dual personality is an advantage not only because it extends the 125's usefulness to network and remote computing applications, but because it contributes to the friendliness of the 125 as a stand-alone computer.

The 125 is equipped with two Z-80A microprocessors. One performs program processing, and the other is dedicated to the supervision of friendly terminal features like screen editing and scrolling, and flexible I/O handling. This architecture differs from systems in which a microprocessor-based terminal is connected to a micro-computer, because the 125 is designed to permit extremely rapid block transfers between processors via a special hardware 'mailbox.' The architecture also differs from memory mapped systems which typically rely on a single processor and offer no terminal personality without cumbersome emulation software.

> Personal Computer
> + Intelligent Terminal
> ------------------------------
> = HP 125

Computer Terminals

The HP 125 — Some Discoveries

By Tom Kent/GSD

The HP 125 is regarded as a powerful contribution to the microcomputer market. Two of its attributes are its compatibility with off-the-shelf CP/M software packages and its ability to read and write IBM formatted disks. However, there are a couple of points which may be of interest:

- Some off-the-shelf CP/M applications may require modifications before installation on the HP 125.
- A difficulty has been discovered in writing IBM format to discs.

Modifications may be required on some off-the-shelf CP/M application packages since screen addressing escape sequences have been developed on microcomputers which require 8 bytes or less to define all screen addressing sequences. Thus, a maximum 8 byte string may be allocated in the code. The 125, on the other hand, has a screen addressing sequence which requires up to 10 bytes. For instance, to place the cursor at row 110 and column 55, the following escape sequence is used on the 125: "(esc)&a55c110R", a 10-byte message. If more than 8 bytes are needed to perform some screen addressing, the application code may have to be changed to allocate a bigger string.

Memory requirements may vary between microcomputers also. With its range of peripherals, the 125 operating system requires 13.25K of memory. Some other micros require 8K. Since the 125 contains 64K of processor memory, if the program to be run uses greater than 50.75K, trimming of the code will be required.

It has come to our attention that in some cases, a difficulty occurs while writing to an IBM format disc. The last sector of a file is sometimes lost when writing to an existing file name on the disc. A solution will be found,

but until it is, here are two workaround possibilities. Instruct the customer to either write to a different file name, or purge the file name just previous to writing to it.

As we come up with more new discoveries, we'll make them known. In the meantime, the HP 125 will continue to grow as a powerful figure in the microcomputer market.

A Word From Here to There

By Tom Kent/GSD

A question frequently asked by customers who use both the HP 125 and the HP 3000 is: "Is there compatibility between the Word/125 and HPWORD?" In other words, can a file be used by both word processors? The answer is *Yes*. The two word processors were designed such that files can be used and transferred between them.

Keep the following points in mind:

- Word/125 stores and reads ASCII format files. HPWORD has the ability to read and store ASCII format.
- Word/125 uses output control commands (i.e., ".e", ".y"). HPWORD doesn't.
- HPWORD stores files with an explicit carriage return designator at the end of lines. Word/125 has the ability to do the same.
- Link/125 is used to transfer files between HP 125 and HP 3000. (See the Link/125 manual for details about transferring files.)

To share files between the two word processors, the following steps should be taken:

Word/125 to HPWORD — Using Word/125, strip the Word/125 file of all output command and all imbedded display enhancements. Then, store the file with the "/1" option to add a carriage return at the end of lines.

Example: WRITE FILENAME⟩ filename.ext/1

Now, transfer the file from the HP 125 to the HP 3000 using Link/125.

HPWORD to Word/125 — Using HPWORD, convert the file to ASCII format. Next, transfer the file from the HP 3000 to the HP 125 using Link/125. Then use Word/125 to insert any necessary output control commands.

The compatibility between Word/125 and HPWORD is another important step toward bringing the office together, and another step forward for HP.

HP 250 Models 30 And 35 Orders Exceed Target For Third Month

By Hal Elgie/GSD

The HP 250 Models 30 and 35 received Manufacturing Release on December 7 after 900 hours of testing. This was one of the most intense test cycles given to an HP computer product ever! Engineers from GSD, DTD, and DMD all agree that the system is solid.

The order level has been above quota since announcement in August. November closed out at 130% above quota! The high demand for the new systems is attributed to:

- Lower system price
- Support of new 16Mb HP 7908P disc with fast streaming tape cartridge backup
- New lower cost HP 2622D Personal Workstation
- New compact package for HP 250 Model 30.

The products have been enthusiastically received by Major Accounts and OEMs alike. The product is here, the data is clear — sell the new HP 250 with confidence. ⌊ɦⁿ⌉

BSE

HP Laser Printer Smokes Competition

By Ed Pavlinik/BSE

A major tobacco company has installed an HP 2680 in their sophisticated cybernetics shop. They will also be replacing their IBM 4331 with a new HP 3000 S/64 in the future.

The corporation wanted to replace their current line printers with a more flexible printing solution. They also wanted to use laser printers for applications that were impossible to do with impact line printers.

Laser Printer Applications

The printer will be implemented in two stages. Phase one will allow the 2680 to perform as a line printer replacement printing manufacturing reports, material lists, MRP runs, production schedules, and bar codes. Phase two will enable the 2680 to act as a printing system for internal documentation, medical and pension information for mailing to employees, market research, and word processing.

How the 2680 Was Sold

The main buyer for the 2680 was the director of information systems; however, the purchase needed to be approved by the company president. Sales activity included a factory visit and IDS/IFS design software demo. In addition, the HP 2619 which had been previously ordered was sent back to the factory since the laser printer would displace it.

In considering their alternatives, the buyers investigated the Xerox 9700 and IBM 3800, as well as impact printers. The large laser printers were considered too expensive for their company's needs. The 2680's price/performance and excellent print quality, coupled with HP's reputation, were major sales factors. The company plans to purchase another 2680 when they order their HP Series 64.

Boise Division Conducts Printer Survey

By Steve Berube/BSE

In June 1981, Boise Division Product Sales distributed 1600 questionnaires to commercial and technical SRs worldwide. The survey requested each SR to rate our system printers against the competition along five criteria: speed, reliability, print quality, application, and price. The SRs were asked to use a grade point rating scale to position HP's system printers among the competition: A grade point of 4.0 was defined as a clear competitive advantage; a 3.0 as competitive, but no advantage; a 2.0 as acceptable; and a 1.0 as a clear disadvantage. Thus a low rating on price would mean a product is priced higher than the competition.

Of those polled, 56 commercial and 32 technical SRs responded. The results of the survey are presented here in commercial and technical SR bar graphics. It should be noted that this data does not reflect the recent HP 2601 and HP 2680 price reductions, or the obsoletion of the HP 2613 in November 1981.
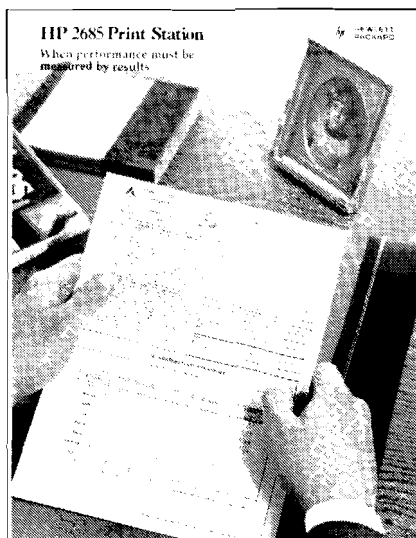
Boise Division thanks those of you who participated in the survey.
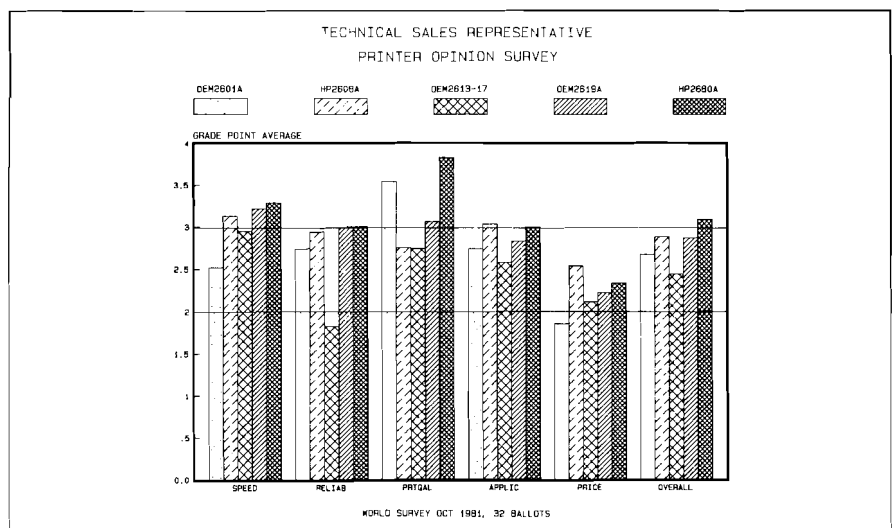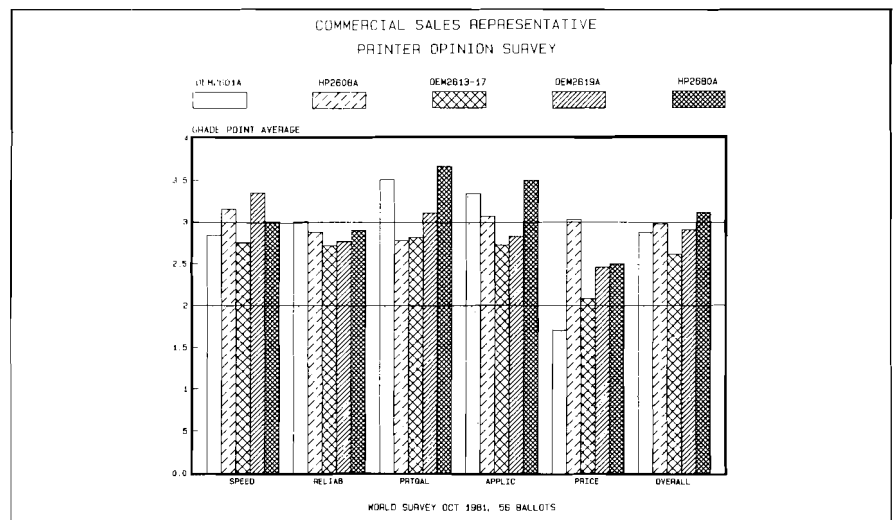
Computer Peripherals

HP 2685 Print Station Brochure Available

By DeLona Bell/BSE

HP 2685 Print Station
When performance must be measured by results

A new four-color sales brochure on the HP 2685 Print Station is now available.

The brochure, aimed at DP managers and other top managers, is designed to introduce the 2685 Print Station to HP and non-HP users. The brochure is benefits-oriented and describes how the Print Station can be an affordable solution to many printer-related problems that companies face. In addition, a 2685 data sheet which provides technical information on the Print Station is now available.

Ten copies of the 2685 sales literature have been sent to district managers for distribution to their SRs — in addition to the bulk shipments which have been sent to the field. Additional copies of the brochure (P/N 5953-7106) and data sheet (P/N 5953-7107) may be ordered from literature distribution.

Teamwork in Toronto

By Bill McGlynn/BSE

The Canadian Computer Show in Toronto was an example of how teamwork contributes to the success of such a show.

As part of the Manufacturer's Productivity Network theme, the HP 2680 Laser Printer was on display as a system printer on an HP 3000 Series 44. Systems Engineers Denis Gilbert, Ken Oliver, Steve Racz, Wendy Matheson, and Technical Support Engineer Bill Parker provided excellent support for the Toronto SRs and Boise Division personnel. As a result of this teamwork, an impressive number of qualified leads were generated — several of which could be converted to orders in the near future.

HP 2601A Daisywheel Printer and 13242G Cable

By Debbie Herrud/BSE

The HP 2601A Daisywheel Printer is interfaced to the HP 262X terminals and the HP 125 using the 13242G (P/N 13242-60010) cable. Data Terminal's Cabling Manual (P/N 5902-2047(42)) shows the pin outs for the 13242G cable (P/N 13242-60008). According to Data Terminals Division, the 13242-60008 cable was modified and the part number was changed to 13242-60010 before the 13242G cable was released.

Problems result when the customer uses the Data Terminal's Cabling Manual (P/N 5902-2047 (42)) and wires up the 13242-60008 cable which will not work with the 2601A. To convert the 13242-60008 cable to the 13242-60010 cable which works with the 2601A, tie pins 5 and 6 together on either end of the printer end of the cable. Also, tie pins 11 and 19 to pin 12 on both ends of the cable.

Seminar Planning Kit Introduced

By DeLona Bell/BSE

To assist you in planning HP 2680/2685 seminars, Boise Division has produced a Seminar Planning Kit.

The kit includes the following worksheets and checklists to help you plan the details of a seminar:

- Presentation planning worksheet
- Equipment checklist
- Logistics worksheet
- Demo planning sheet
- Cost worksheet
- Promotional planning material
- Seminar evaluation form
- Guest registration form
- Product literature.

The contents of the kit are printed on the 2680 and illustrate its versatility.

A copy of the Seminar Planning Kit will be sent to each Field Marketing Manager. A limited supply is available and the portfolio jacket which holds the kit (P/N 5953-7109) as well as the contents of the kit (P/N 5953-7104) may be ordered from literature distribution. Kits will be sent on a first-come, first-served basis.

Boise Division Releases New Manuals

By Dennis Swift/BSE

The following new manuals are now available from Boise Division:

- HP 2680A Site Preparation Guide (P/N 02682-90906)
- HP 2680A Operator's/Preventive Maintenance Manual (P/N 02682-90912)
- 7976A Magnetic Tape Subsystem Diagnostic Manual (P/N 07976-90906)
- HP 7976A Magnetic Tape Sybsystem Interface Controller Unit Service Manual (P/N 07976-90903).

These manuals may be ordered directly from Computer Supplies Operation.

COL

New Features via New Z-Axis Circuit

By Jerry Murphy/COL

Starting in November, the HP 1310B and HP 1311B Graphics Displays were shipped with a new improved Z-axis circuit. This circuit was incorporated into the HP 1317B in December 1981 and the new HP 1321B in January 1982.

This new circuit adds the Binary Z-input capability and several other options that previously required a P.C. board change.

The WX command of an HP 1351A will drive the Binary-Z input to produce intensities ranging from full-on to blanked in eight steps. Blinking may also be selected in each intensity level.

The configuration of the Z-axis input is now a floating differential input. This will remove the need for several special handling options and greatly improve the Z-axis performance in the presence of common mode noise.

In addition, the component count of the Z-axis has been reduced through the use of three integrated circuits.

A summary of the new Z-axis features is:

- Either contrast or Option 003 brightness intensity control mode
- Either positive or negative TTL blanking
- Binary Z-axis input is standard
- Floating differential Z-axis input
- Either 50Ω or 10KΩ input Z
- Either positive or negative Z-axis polarity
- Reduced components count.

The standard factory shipping configuration has the Z-axis set as follows:

- Contrast mode intensity control
- Positive TTL blanking
- Binary Z-axis input
- Positive Z-axis polarity.

This new Z-axis (P/N 01311-66505) can be retrofitted into older versions of these displays. Contact your RSE for details on the retrofit kit.

DMD

New Disc Marketing Programs from DMD

By Mike Waite/DMD

Do your customers have immediate mass storage requirements? Do they need a disc drive right now? Well, read on! The purpose of this article is to increase your awareness of three programs sponsored by DMD to aid you in selling systems and/or discs. The need for these programs is a direct result of the tremendous support our new products have received from the field. Orders are well ahead of production, and delivery dates have been stretched out. These programs, therefore, take advantage of the fact that the newly introduced discs supplement our product offering rather than replace it. The programs are called the HP 7925 "Quickie" Program, Upgrade Program, and Short-Term Lease Program and are described below:

HP 7925 "Quickie" Program

- Provides for special two-week availability of 7925 S, M, and T discs
- DMD Order Processing will have at least ten units per week available on a first ordered-first shipped basis
- A special phone number (TELNET 376-3444, or (208) 376-6000, ext. 3444) will put you in touch with either Elaine Maffet or Dennis Altenstadter of Order Processing who will process your order.

Upgrade Program

- Provides your customer with an opportunity to purchase an HP 7920 or 7925 disc now, and then upgrade to an HP 7935H at a later date
- Administered through Systems Remarketing Operation (SRO). Contact Mary Chin, Product Marketing Manager, at (408) 738-8858.
- Up to two 7920 M or S discs, or 7925 M or S discs may be returned for credit against the purchase of a 7935H.

Short Term Lease Program

- Provides for your customers' immediate mass storage needs until they take delivery of a 7935H
- Administered through Sales Finance Division. Contact Steve Pavlovich at TELNET 857-3950, or (415) 857-1501, ext. 3950.

Terms for the Short Term Lease Program are as follows:

- Normal lease length is 12 months, extended thereafter on a monthly basis
- The lease may be terminated at any time between 6 and 12 months upon payment of a graduated lease-termination fee
- This lease program includes 7925M, 7925S, and 7925T discs
- The lease will be non equity-building (i.e., you cannot apply lease payments to the purchase price of a 7935H)
- This program is available to US sales regions only
- The monthly cost is 4.5% of the discounted list price, which includes installation and maintenance.

We at DMD hope you find the above programs useful. They are subject to change, so we will keep you posted!

Computer Peripherals

Upgrading Your Mac Family Disc Drives

By Kim Chournos/DMD

If your customer wants to upgrade his/her HP 7906/7920/7925 MAC (Multi-access Controller) disc drives, then Disc Memory Division has the answer.

The 13037U will appear on the Corporate Price List effective February 1, 1982. Before upgrading any disc drive, please consult your SE/CE organizations.

Slave Drive (79XX S) to a Master Drive (79XX M)

P/N	Description	List Price
13037U	Disc Controller (13037C), Mounting Kit, Power Cords, and Installation Manual	$5,000*
Opt. 102	HP-IB Controller Upgrade (if required)	$1,175
Opt. 015	240 volt power (if required)	N/C

Non HP-IB Master (79XX M) to HP-IB Master (79XX M Option 102)

P/N	Description	List Price
12745A	HP-IB Adapter Kit for existing 13037B/C Disc Controller, includes 2m HP-IB Cable and Installation Manual	$1,130*

*13037U and 12745A are discountable on Exhibit A-1.

"Free" Starfish for HP 3000 Series III

By Greg Hite/DMD

Item	List Price	+ Option	= Net Price
HP 7935H Disc Drive (Option S03)	$27,500	−$2,600	$24,900
HP 7976A Tape Drive (Option S03)	52,250	−4,900	47,350
HP 30341A Interface Adapter	7,500	-0-	7,500
		Package Total	$79,750*

*Customer discounts apply

Add an HP 7935H 404-megabyte disc drive and an HP 7976A high speed tape drive to any HP 3000 Series III and get the HP 30341A interface adapter (also known as "Starfish") essentially free! Here's how it works:

When all three components are included on the same order, a special option, which reduces the price, can be applied to the 7935H and the 7976A. This price reduction is equal to the cost of the interface adapter.

Series III owners who only want a 7935H with the interface adapter can take advantage of the $2,600 discount on a coordinated order. Similarly, if only the tape drive is coordinated with the interface adapter, the $4,900 discount may be applied. However, to receive the *total* discount, all three components must be included on the same order. You may assign a separate section for the 7935H, to allow earlier delivery of the tape drive and interface adapter. In this case, the 30341A interface adapter must be coordinated with the 7976A tape drive.

This deal will be available only through October 31, 1982, so take advantage of it while you can!

VCD

The HP 2670 Series Printers

By Gene Morel/VCD

Since their introduction in June 1981, the HP 2670 Series Printers have sold very well. The combination of a fast, convenient printer at a low cost has provided HP customers flexibility in their output requirements. At introduction, Vancouver Division emphasized the compatibility of these printers with the new HP 9826A desktop. With like industrial design elements, the units look and function well together. This compatibility continues to the recently introduced HP 9836A desktop. The benefits of the 2670 Series also extends to numerous other HP computer devices. This fact has not been promoted by Vancouver Division because of production capacity constraints. Now that our production capacity has grown and availability has come down, we want to make you aware of the numerous places available to you for selling the 2670 Series Printers.

The matrix on the next page shows all 2670 Series supported configurations with necessary interface options. A couple of points should be emphasized:

- Once purchased, these printers are easily moved, reconfigured, and shared between workstations. This is an important point when

you consider that the same HP 2671G may be used as a graphics output device for an HP 2647A terminal and then moved to become an alpha-numeric output from an HP 2645A or 2626A.

- The 2670 series printers work with most all HP computer pro-

ducts. These printers may be directly connected to all devices that support a printer except for the HP 1000 or HP 3000. Connection to these devices must be through a terminal. This wide range of support gives your customer good value for his printer investment.

HP 2624/2626	HP 2671A Alphanumeric Printer	HP 2671G Graphics Printer	HP 2673A Intelligent Graphics Printer
HP 2623 Gr. Term	2671A will not print graphics	#040 and 13242G Cable	#040 and 13242G Cable
HP 2624/2626 Alpha Term	#040 and 13242G Cable	#040 and 13242G Cable	#040 and 13242G Cable
HP 2640/2645 Alpha Term	#240 (includes duplex reg and cable)	#044	#240 (includes duplex reg and cable)
HP 2647/2648 Gr. Term	2671A will not print graphics	Std HP-IB	Std HP-IB
HP 9826/9836 Desktop	Std HP-IB	Std HP-IB	Std HP-IB
HP 83/85	Std HP-IB	Std HP-IB	Std HP-IB
HP 9825/9835	Std HP-IB	Std HP-IB	Std HP-IB
HP 1000-L	Std HP-IB or #040	Raster graphics not supported on L-Series	Std HP-IB or #040

Bar Codes Are Up and Running

By Erin Greene/VCD

This year judges at the recent Fifth Annual Marine Corps Marathon were smiling in less time than it normally takes a contestant to recover. Thanks to an HP 1000 system utilizing the HP 2631G Option 200 bar code printer, the HP 3075A data capture terminal, and a custom software program, the nearly 10,000 runners were able to find out their standings in record time.

Instead of printing labels for the runners with their names, addresses, and numbers, an industrial two-out-of-five bar code was used. The bar codes were printed using the 2631G Option 200 Printer interfaced directly to the HP 1000 computer where the runner data was compiled. The labels were coated with waterproof spray to keep the bar codes from smearing. As a test, some labels were run under warm water and rubbed. Once dried, the 3075A wand read the labels with few retries!

As each runner crossed the finish line, the timekeeper pressed the real time clock to capture the runner's finish time. The runners were then channeled into chutes where their bar codes were read into the HP 1000 system and matched with the appropriate finish times.

After the finish line closed, 26 miles, 385 yards, and six hours later, the data base was unloaded and put on a magnetic tape for the Marine Corps. Final reports for the nation's second largest marathon were generated on an HP 2608 line printer and arrived at the local papers in time for the next editions.

Special congratulations are in order to the HP 1000 SEs in the Rockville Sales Office for a tremendous job well done!

Computer Peripherals

Why a Printing Terminal?

By Al Grube/VCD
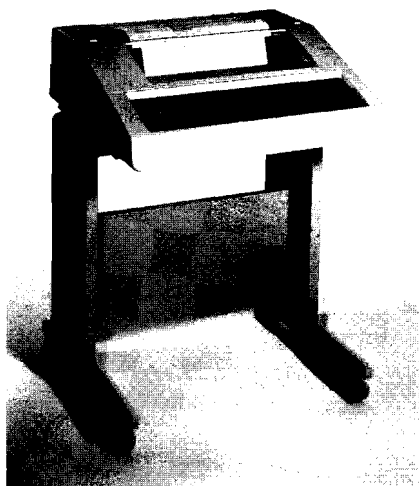
HP 2635B Printing Terminal

Most of you know at least one common application for the HP 2635B Printing Terminal, that of an HP 3000 Series system console. But did you also know:

- The 2635B provides a cost-effective solution for applications that require a small amount of data entry and lots of printing, especially multi-part forms. A typical example is using the 2635B to produce receiving papers in a manufacturing environment. The alternative, a CRT terminal and slave printer, far exceeds the 2635B price of $4,300.

- Every 2635B comes standard with multi-lingual character sets, an option that costs $150 on the HP 2631B printer. This makes the effective price difference between the 2631B and its keyboard version, the 2635B, only $250! Quite a bargain for data entry capability.

- The HP 264X interface kit for the 2631B, 26095B #240, can also be installed in the 2635B, allowing the printing terminals to be slaved directly off 264X terminals. Back-up data entry capability is then

available should a problem develop with the CRT terminal.

- Above all else, the 2635B incorporates the entire feature set and reliability of the HP 263XB printer family.

The HP 2631B Is Still a Winner

By Harold Fast/VCD

The HP 2631B dot matrix impact printer continues to be the printer specified with HP systems more often than any other printer.

Designed for low-volume business and technical applications, the 2631B is the ideal HP printer where speed (180 CPS), reliability (2500 MTBF), and price ($3,900) are important. The 2631B offers many salient features to assist your sales process, including:

- Full HP service and software support
- Field-proven product
- Full forms handling features
- Six-part forms capability
- Ability to operate as a Remote-Spooled Printer on HP 3000 systems
- Easy-to-read text, including a high Density Option
- A variety of interfaces: RS-232C (standard), HP-IB, 8-bit parallel and differential parallel
- Field-changeable interfaces (in the event that the user changes to a different HP system in the future).

There are many other technical features as well. The 2631B is supported across the entire line of the HP systems, including Desktop and Personal Computers, and is one of the most successful peripheral products ever introduced by HP.

New HP 2631B Data Sheet to Clarify Position of All Workstation Printers

By Al Grube/VCD

HP 2631B Printer

The recently published rewrite of the new HP 2631B data sheet (5953-6262) not only updates technical information but also provides a survey of all "workstation" printers offered by HP. Now the question, "Which printer is best for me?" will be easier to answer.

The eight page data sheet, released in January, includes sections on choosing the right printer, system configurations, and typical applications. In addition to new technical data, there are new photos of print samples, user conveniences, and HP's entire printer offering from the HP 82905 up to and including the HP 2608.

If you haven't seen the new data sheet yet (we're tempted to call it a promotional piece), take a look. We hope it makes your job a little easier.

HP Comes to the Rescue in Computer Room Flood

By Gary Sharon/BCG

On October 1, 1981, over five inches of rain fell in Southeastern Michigan in about two and a half hours. At 4 a.m., the computer room in which an HP account housed their HP Series 44 began to take on water; within a matter of hours, the water level reached 18 inches. At 8:30 a.m. they notified the Sales, the CEO, and the SEO. HP arrived at the site in one half hour and at 9:15 a.m. the CE put on hip boots and waded in to dismantle the disc drives and remove three disc packs.

HP provided the account with a private volume and four modem ports for a Series III and by 5:00 that evening they were able to resume processing via phone lines from their main office. The total processing time lost that day was less than six hours. This was critical to the account as they were in the process of closing their books for the quarter.

It took two days to remove the water from the building. The Series 44 was deemed a total loss.

Shortly thereafter a replacement quote and purchase order were completed and the order was transmitted. The order was received and a system already in production was selected and reconfigured. The system was shipped within five days. The equipment arrived October 14 and was installed by the next day. On October 19, only 12 working days after the flood damage, all work was transferred back to the accounts' Series 44 in their central office. This is a fine example of the extraordinary service which HP supplies through the interworkings of Sales, the CEO, the SEO, and the Factory. *(hp)*

Computer Groups Price Changes Effective February 1, '82

These prices, effective February 1, '82, 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.

Desktop Computer Division

Product No.	Description	Current Price	New Price
98428A	DBM Software for 9845B/C Requires IMAGE/45 ROM	2,100	400
98428R	RTC 1 ea. 98428A/98439A Prereq. is Purchase of Either 98428A/98430A	840	200
98428A	IMAGE/45 DBM ROMS for 9845B/C	600	2,550
98430A	Database Mgmt. Pkg. for 9845B/C	5,250	1,000

Data Systems Division

12718H	E-Series Base Set	370	200

Greeley Division

9895A	8-inch Flexible Disc Dual-Drive	6,830	5,830
Opt. 010	8-inch Flexible Disc Single-Drive	−1,840	−1,330

Information Networks Division

91750R	Right to Copy DS/2000-IV	1,680	2,100
Opt. 001	Upgrade Discount for Prev. 91750R Customer	−670	−840

(hp)

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