data systems newsletter

SHP Field Sales Personnel

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HEWLETT PACKARD
FRANKFURT

REINHARDT HELMUT

Volume I No. 14 September 1 1974

PRODUCT NEWS

SELECTIVE PRICE INCREASES ON 2100A

Larry Lotito

The October Corporate Price List will show price increases of about 10% on the 8 and 12K 2100A computer configurations. HP's normal one month grace period will apply so that the price increase will be effective November 1.

	FROM	TO
2100A	$3865	$3865 no change
Opt. 008	$5150	$6100
Opt. 012	$7725	$8700

Larger core configurations and the 2100S are not effected and the price escalation clause in OEM and End User Components Purchase Agreements will be dropped in October.

Remember, the 21MX is in full production and offers a substantial price advantage.

	M/10	M/20	2100A
8K	$6800	$7100	$ 9965
12K	$8100	$9250	$12,565

Do yourself a favor, Sell MX.

SINGLE PLATTER DISC PRICES SLASHED

Vijay Kapoor

Remember the 7901, the 2.5 M-Byte, single-platter sister to the 7900? The subsystem (12961) currently lists for $11,800; the add-on drive (12961-010) for $6,775. Data Systems is offering a special price for the last 200 units before obsoleting the product. Effective immediately, the 12961 will be only available as a factory special (it's being taken off the Sept. 1 Price List) at the

Sfollowing prices, subject to the given terms and conditions.

12961	$5,500 US Price
7901 and Controller, Cartridge, etc.	
-010	
Add-on 7901	$4,500 US Price

Terms and Conditions

1.   Good only for purchases of 5 or more units, in any combinations of 12961 and 12961 Opt. 010.

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All prices quoted in this Newsletter are domestic USA prices only.

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Company Private

SINGLE PLATTER DISC PRICES SLASHED (Continued)

2.   Prices apply to the next 200 orders, received on or after Aug. 15, 1974.

3.   No OEM or quantity discounts apply.

4.   No IC discounts apply.

5.   We will agree to allocate a number of units to the customer over a period of time provided,

        a.   There are sufficient number of units available at the time the agreement is signed.

        b.   A firm delivery schedule is given; this schedule is to last no later than Aug. 14, 1975.

6.   Except discounts all the normal terms and conditions apply for the OEM and Volume End User.

7.   Commissions will be based on the sales price.

8.   Orders of 12961 in quantities less than 5 will continue to be accepted at the old list price.

Ordering

The product numbers have been removed from the Corporate Price List, therefore order as 12961A at $5,500 or 12961A-Opt. 10 at $4,500 by overriding the HEART system. Appropriate surcharges have to be applied to customers for HPSA and HPIC orders.

Selling the Product

The obvious target is the volume buyer that is price-sensitive, but doesn't need 5 M-Byte disc capacity for his systems. A few price comparisons are given below to show a lower entry system price configured with 7901 instead of 7900.

The ability to intermix 7900's and 7901's on the same system should be used to overcome possible objections about the limited life of the 7901. Point out that the 7900 can be added later on to meet his expanding capacity needs. Also, with the new disc introduction in Nov-Dec (a separate bulletin about that soon), it is reasonable to assume that the 7900 will become even more attractive, both as a subsystem and as an add-on drive. Thus, if the customer finds that his systems sales are above his original projections, he can continue to configure systems around a 7900.

System	Current List with 12960	New Sum of the Boxes with 12961	User Saves	% Saving
2123 with 16K	$19,600	$16,392	$3,208	16.4%
2124 with 16K	$17,200	$14,540	$2,660	15.5%

Hurry, Hurry, while they last . . . .

You can be sure that the 200 units will be gone before long. In fact, we have two customers who are likely to place quantity orders, maybe by the time the Newsletter gets to you. . . .but call anyway.

21MX MICROCODE MAKES REGISTERS AVAILABLE

Larry Lotito

Microcoded routines permit displaying and/or modifying from the front panel the contents of the X- and Y-registers, scratch pad registers S3 through S12, counter register, central interrupt register, overflow register, and extend register in addition to the six working registers A, B, M, T, P, and S. The six working registers which are used most often are accessed using the normal front panel register display mode.

The other less frequently used registers are accessed by entering a special display mode which is fully described in the recently released 21MX Operator's Manual (02108-90004).

The outstanding feature is included in the "stripped machine" at no extra charge.

MULTIPLEXED I/O ON THE 21MX

Wayne Gartin

A user can have multiplexed I/O in the 21MX in the same manner that was available in the 2100. By using the following necessary parts,

	PRICE
Multiplexer Data Card (12595-6001) (Hint: Buy the 12894A Kit for $250 and use the card from it!)	$583
48 Pin Connector Kit (5060-8339)	$ 30
50 Pin Connector (1251-2991)	$ 17
50 Wire Cable for 1251 (8120-1595)	$2.55/foot

with the user's controller, any multiplexed I/O device may be addressed under program control. Compared to the multiplexed I/O of the 2100:

MULTIPLEXED I/O ON THE 21MX (Continued)

1. The signals supplied by the 12595-6001 are exactly the same and no changes should be necessary.

2. The signals that were supplied by the A7 board of the 2100 are now coming from the I/O Extender Port of the 21MX. Six lines are used to provide the device select code (00-77 octal) in binary. The 2100 provides the same select code on 16 lines using 2 out of 16 encoding.

In short, a customer designing a multiplexed I/O controller will find it somewhat easier to work with the direct binary select code used in the 21MX. The customer having a 2100 multiplexed I/O controller requires a different cable and a circuit to translate the 6-bit binary code into the appropriate 16-bit 2100 code.

For those of you who must have 2100 compatible multiplexed I/O, a "special" is currently being designed which will allow a customer's 2100 multiplexed I/O controller to work with the 21MX. As soon as this capability is complete and priced, you will receive full information.

RACK MOUNTING 21MX COMPUTERS

Wayne Gartin

21MX computers may be rack mounted with or without instrument slides because the memory section is accessible from behind the front panel and the I/O section is accessible from the rear. This is a distinct advantage over other computers which require access from the top or from the sides.

To install a 21MX computer into a standard 19" wide enclosure, without slides, attach the computer by its front panel "ears" using bolts inserted behind the removable display panel. The spacing of bolt holes is in accordance with industry standards (EIA, RETMA, MIL, etc.) for each "box" size. Computers mounted in this fashion pass HP Class B requirements, so cross-member support is not required.

Rack slide kits are being designed and will be available for each processor.

Computer	Slide Kit	Price
M/10 (2105)	12903A	$ 75
M/20 (2108)	12903B	$150

These slide mounting kits are a new design which are stronger and more reliable than previous slide kits and will have the added ability to allow the computer to be tilted up or down for extra ease of configuration or service.

21MX ASSEMBLERS

Wayne Gartin

There has been some concern about how to order an assembler to take advantage of the new instructions in the 21MX. The DOS-III Assembler, which accepts all new macros, is part number 24307-16006 and of course is compatible with all DOS-III systems. The DOS-III Assembler can also be used to generate code for BCS systems, but requires an enhanced BCS relocating loader, part number 20018-60001. The new loader is compatible with existing BCS programs.

21MX BCS Assembler — the standard BCS Assembler can also be used on the 21MX to generate the new instructions. The only difference from using DOS-III is that the BCS Assembler (24032-60001) requires that the new macros be replaced by one, two, or three 2100 instructions. Sales Development will have the details.

Both Assemblers are now available and the new BCS relocating loader will be available September 15th.

NEW TCS VERSION "B" NOW AVAILABLE

Dan Jorgenson

Terminal Control System, TCS, (24342B) has been enhanced to make it significantly easier for your customers to write on-line multiterminal applications on DOS-IIIB. This and many more benefits of TCS Version "B" will make it easier for you to sell the new 2000 series Information Management Systems based on TCS and IMAGE/2000.

SOME OF THE KEY FEATURES/BENEFITS OF TCS "B" ARE:

Programming Simplified — With TCS Version "B", on-line application programs utilizing DOS-IIIB can be written as if only one terminal were connected to the system. In effect, multiterminal programs can be written with no more effort than is required to write a batch program. As a result, applications programming is simplified by isolating it from the communications environment.

Terminal Performance — In addition, TCS allows on-line applications to be tailored to meet desired performance criteria. It provides the framework where user tasks can be assigned priorities and coded re-entrantly to offer optimum terminal response times. This is especially important for systems supporting a high level of incoming transactions.

Transaction Logging and Recovery — TCS provides transaction logging to magnetic tape. This feature can be enabled or disabled by the user program on a selective basis, i.e., it'll log only those disc writes desired for a particular task and terminal. In addition a recovery program is provided to update disc files from the data logged on magnetic tape.

NEW TCS VERSION "B" NOW AVAILABLE (Continued)

Ease of Application Expansion — Finally, TCS through its terminal configuration program, TCGEN, allows application tasks to be added or changed without forcing a redesign of your on-line applications programs. The expansion in the number of terminals and tasks may proceed in an orderly fashion to keep pace with the growth of daily operations.

A new data sheet on TCS will be available in September. It will cover the new features and benefits of TCS "B" and expound on the virtues just mentioned.

Primary media for distribution is a single reel of 1600 cpi magnetic tape. In addition, the software is available on 800 cpi magnetic tape or on paper tape under options -001 and -002 respectively. In all cases the customer receives the source. When ordering a "M" Series system the software is distributed on 1600 cpi magnetic tape.

Included at this time are three manuals:

TCS "A" Users Manual	5951-7307
TCS "A" Applications Guide	5951-7310
Preliminary TCS "B" Users Manual	22999-90004

The price of TCS remains at $2250.

TCS has a basic monthly maintenance charge of $35.00, as published in the latest service information guide (Corporate Customer Service, July 1, 1974). A sub-scription service contract in lieu of full system support is available to customers at a rate of $15.00/Month.

Analyst training on TCS "B" is part of the M-Series System Analysis Study Course given in the field by the System Engineering group during the months of July, August, and September.

3000 MODEL 100 AND 200 OPTIONS

Ralph Manies

Here is a summary of the options available for both the HP 3000 Model 100 (32400A) and Model 200 (32401A). Prices are domestic USA only:

HP 3000 32400A	Model 100	List Price	Monthly Maint.
	Model 100	$129,500	$983.00
#002	128 Character Set for 30118A (Tally) LP	500	0
#003	128 K-bytes of	10,000	34.00

#005	MPE Operating System with Edit & Star in place of MPET	5,000	10.00
#009	30108A Line Printer in place of 30118A L.P.	8,245	30.00
#010	30108A #001 Line Printer in place of 30118A L.P.	10,820	30.00
#011	30109A Line Printer in place of 30118A L.P.	26,000	98.00
#015	50 Hz Power Option	0	0
#100	1600 Bpi Tape Unit replaces 800 CPI unit, retain MPE	1,500	30.00
#102	MPE Operating System with Edit and Star in place of MPET & 1600 CPI Tape Unit (replaces 800 BPI unit)	6,500	30.00
#202	Adds 202-type Data Set Control	1,240	8.00
#204	Adds 30011A Extended Instruction Set	2,250	19.00
#401	Delete Card Reader (30106A)	-6,200	-66.00
32401A	**Model 200**	**$185,000**	**$1,228.00**
#001	MPET Operating System in place of MPE, Edit, and Star	0	-10.00
#004	Expands Fixed Head to 4 M-Bytes	7,750	54.00
#006	96 Character Set for 30108A LP	2,575	0
#007	30118A Line Printer in place of 30108A	-7,245	-30.00
#008	30118A #001 Line Printer in place of 30108A	-6,745	-30.00
#012	30109A Line Printer in place of 30108A	19,000	68.00
#015	50 Hz Power Option	0	0
#100	1600 CPI Tape Unit (replaces 800 CPI unit), retain MPE	1,500	30.00
#101	MPET Operating System in place of MPET Edit and Star & 1600 CPI Unit (replaces 800 CPI unit)	1,500	30.00

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

3000 MODEL 100 AND 200 OPTIONS (Continued)

HP 300		List Price	Monthly Maint.
#202	Adds 202-type Data Set	1,240	8.00
#401	Delete Card Read (30106A)	−6,200	−66.00

A software supplied summary follows:

	Model 100 32400A				Model 200 32401A			
	Standard	#005	#100	#102	Standard	#001	#100	#101
MPE		X		X	X		X	
MPET	X		X			X		X
32211A Compiler Library								
32212A Utilities								
32222A Trace								
32100A SPL	X	X	X	X	X	X	X	X
32214A Sort								
32101A BASIC								
32102A Fortran								
32205A Scientific Library								
32201A Edit		X		X	X		X	
32204A Star		X		X	X		X	
Tape Unit 800 CPI	X	X			X	X		
Tape Unit 1600 CPI			X	X			X	X

ADDITIONAL DISC PACKS FOR HP-3000

Ralph Manies

When ordering additional disc packs for HP 3000 systems, order under the 30333A or 30334A numbers. The 30333A provides a 3000 formatted disc pack for the 30102A 47 M-Byte discs; the 30334A provides a 3000 formatted disc cartridge for the 30110A (i.e., 7900A) discs. Please do not use the 12869A number for additional disc cartridges for 7900's in 3000 systems, as these do not have proper 3000 formatting.

COLOR OPTIONS ON HP-3000 SYSTEMS

Ralph Manies

On the 1 September price list, the Woodgrain and Marine Blue accent color options for 30000B will be deleted. Thus 3000 systems will be accented either in Legend Red or Sun Gold.

Note: The supplied accent color for the 3000 Model 100 (32400A) is Legend Red; the supplied accent color for the 3000 Model 200 (32401A) is Sun Gold.

RECENT CLOSES

3000 SALE TO ESU-3

Bob Ingols

In September we're shipping a 3000 system to what could be a key educational account in the midwest. We won against competition from CDC, Burroughs, and Univac and were able to close the sale within a month, start to finish. FANTASTIC!

Educational Services Unit #3 (ESU-3), Omaha, serves the elementary and secondary needs of 114 member schools (approximately 45,000 students), and is the foremost computing group in the state. Purchase of the 3000 was heavily justified on the capabilities of our Student Information System (SIS): Our ability to demonstrate it today and deliver it this fall. In fact, one of the people at ESU-3 read about SIS in the HP Educational User's Group Newsletter and called to inquire about this package, all of which got *Denis Ferland* into an immediate sales situation. SIS/3000 is "head and shoulders above the competition" according to *Jerry Ray*, the Computer Center Director.

ESU-3 also intends to implement payroll and accounting applications on their system. The HP 3000 will be their only computer.

The system price is about $200K and includes all 3000 software. Congratulations to *Denis Ferland* whose efforts made us all winners! *Denis* feels that this breakthrough in Nebraska will enable him to explore many more sales opportunities there.

AGREEMENTS SIGNED IN JULY

Penny Matlock

The following OEM agreements were signed during the month of July.

Customer	Field Engineer	Equipment
*North Electric Co.	Dar Weir	10 Systems
Stromberg Carlson	Jack Ferguson	25 Tapes
*Traffic Data Sys. Inc.	Ron Johnson	5 Systems
NCR Cambridge	Roger Long	100 Tapes
*Univ. of Iowa	Bill Burger	10 Systems
*Eastman Kodak	Mel Hauck	75 Tapes
*G.E. Pittsfield	John Arserio	10 Systems
Scan Optics	John Kupiec	50 Systems
*Systems Consultants	Ange Colucci	5 Systems
Trodyne	Ange Colucci	5 Systems
*Seismograph Sys.	Neil Fisk	10 Systems
*Planning Research	Lou Castagnola	10 Systems
DEC	John Lands	10 Tapes
American Tote	Dale Sutton	50 Tapes
*Sys. Dimension Ltd.	Ron Rhodes	25 Systems

*New Account

OEM-AGREEMENT WITH SAMEFA AB, SWEDEN

Bjorn Hagstrom

SAMEFA AB is a wholly-owned subsidiary of the Swedish National Development Co. (SU). They develop, manufacture, and market new systems and products used within the data processing, electronics and mechanical fields. SAMEFA AB was bought by SU in 1967 and their first activity was the development and planning of a computerized production system for the manufacture and distribution of six million new license plates for Swedish cars. The computer is an HP 2114B!

This OEM-agreement consists of the purchase of 21MX series computers to be used in an automatic weighing machine for lorries. This machine has digital output and the data is transferred into the computer. Our M/55 DOS-system gives the customer the administrative information he wants. To give the customers, who are forwarding agencies, greater administrative possibilities HP will go out together with SAMEFA and offer our HP M230 transaction system.

The contract with SAMEFA is on 5-9 units during the first year and we were able to get it after hard struggle with DEC PDP 11/05, NOVA 2/10 and Computer Automation Alpha LSI. SAMEFA also had two independent consultant companies working for them to look at the different products. HP 21MX came out NUMBER ONE although we were 20% more expensive than Alpha LSI!

SAMEFA's, and of course HP's, intentions are to get an international market for their new computerized weighing machine.

SALES AIDS

SELLING HP 21MX MICROPROGRAMMING

Han Park

To help you understand the microprogramming features of the 21MX and also to assist you selling the microprogramming features and facilities of the 21MX we are disseminating "Product Information on Microprogramming" to every FE and SE. It contains such information as "What accessories are required to implement microprograms?", "Where do customers fuse PROM chips?", etc. The information will answer many questions on microprogramming. Also we enclosed a brief summary on the differences between the 2100 and the 21MX on microprogramming.

If you have any further questions on microprogramming please call me or write a letter.

NEW OEM PRICE LIST

LeRoy Nelson

The new OEM Price List is complete and will be distributed during the next week. Pictured are *Mike Halaburka* (center), District Manager, Lexington and *Ralph Mele* (2nd from left), District Manager, Rockville receiving advance copies of the long awaited OEM Price List from *LeRoy Nelson* (right). This price list is designed to make the OEM sale easier by listing the list price and OEM price for all items in our product line. It also easily differentiates between discounted and non-discounted items.

The presentation was under the watchful eyes of *Jim Elliott* (left) and *Lucienne Jackson* of the Eastern Region Sales Development team.

2000 CONTRIBUTED LIBRARY ADDITION

Brenda Mapp

A recently released contributed program is the DOS-III Activity Profile Generator (ACP), HP 22681-12002, priced at $20.

This set of subroutines is used to generate an activity profile of a section of code, useful for locating those groups of instructions which are heavy users of CPU time and thus candidates for optimization. ACP uses a specified device (TBG, photoreader reading an "endless" loop of tape, punch, etc.) to generate a sequence of interrupts, which are handled by an ACP interrupt routine outside of DOS-III. As each interrupt occurs, the interrupt routine uses the point-of-interruption to build a table of instruction activity.

The user is required to modify a program of interest by inserting two subroutine calls to bracket the sampling interval: the first to interactively initialize the parameters and initiate the interrupts, and the second to terminate the sampling, restore the device to DOS-III control, and output the statistical information gathered.

2000 CONTRIBUTED LIBRARY ADDITION (Continued)

ACP queries the user to specify the minimum instruction address of interest (PMIN), the resolution (i.e., the size of each range within the table), and the select code of the device to be used for the interrupts. The total range of the table is PMIN + 128*RESOLUTION words.

Equipment requirements for ACP include a time-base generator, photoreader, or punch plus the minimum DOS-III hardware (with EAU).

This program is written in relocatable assembly language.

EDUCATIONAL NEWS

CURRICULUM PROJECT NEWS

Jean Danver

What you have all been waiting for — COBOL/2000: a Primer (5951-5664, $8.98) by *Wes Fasnacht* and *Orland Larson* is here. This book acts as a student workbook and Users Manual to the HP COBOL Simulator (36845) in Volume IV of the HP 2000 Series Contributed Library. This package enables a school to teach COBOL programming using the 2000C or 2000F.

The third of the three books in *University Physics* series is also here. This is *Quantum Mechanics* (5951-5665, $6.50) by *John Merrill*. The Curriculum Project is quite excited about this book. Quantum is one of those courses which almost every undergraduate engineer and physicist is forced to take, often without much success. Using the computer to demonstrate Quantum Mechanics concepts greatly aids in student understanding. This book could have a major impact on teaching this subject.

You can get a desk copy of these two books by returning the attached coupon to *Jean Danver*.

Name _____

Office _____

Please send me a desk copy of:

COBOL/2000: A Primer

Quantum Mechanics

PR COVERAGE: A CASE HISTORY

Pat Danzer

HP has a new product. Our customers are informed by Field Engineers, but how does the public at large learn about this new product?

The Public Relations function exists for just this purpose (among others including literature and personnel releases, news media interface, application and technical articles, etc.). It is their job to write a Press Release on the new product and channel it to the most appropriate publications.

Let's take the new product, Course Writing Facility (CWF) and see what steps are involved.

First, a team of three works closely together to write the Press Release. In this case, it was *Mike Fournell* of Corporate Public Relations, *Ronnie Covington*, Data Systems Public Relations, and *John Price*, Product Manager for CWF, (and *Peter Palm*, the initial Product Manager). Next they determine a mailing plan. For CWF, mailings included those publications centered around education, medicine, electronics and computers. Corporate then mails the Press Releases. Some of these publications picked up the news item and printed it (as illustrated and listed below).

Feedback is received from a clipping service which cuts the article, sends it to Corporate, where it is logged in and routed to the proper Division.

Thus far, the following publications have given coverage to CWF:

Publication	Month
INSTRUCTIONAL TECHNOLOGY	January
SOFTWARE DIGEST	February
EDP DAILY	February
COMPUTERWORLD	February
ELECTRONIC DESIGN	April
OFFICE PRODUCT NEWS	April
JOURNAL OF SYSTEMS MANAGEMENT	April
EDUCATIONAL DIGEST	April
ELECTRONIC ENGINEERING TIMES	May
THE JOURNAL	May
MODERN DATA	May
TRAINING	May
THE ADCIS NEWS	May
ELECTRONICS & COMMUNICATIONS	June
INFOSYSTEMS	June
COLLEGE AND UNIVERSITY BUSINESS	June

Inquiries from these new items are routed to the Inquiries Manager. It is the Product Manager's responsibility to indicate what information (brochures, data sheets, etc.) to respond with.

PR COVERAGE: A Case History (Continued)

Over 250 inquiries have stemmed from the CWF press coverage. Qualified leads are routed to the field, and all inquiry data may be saved for a future mailing.

These are the steps that help customer prospects learn about Hewlett-Packard and to help HP and the Field Engineer to learn who is ready to place an order for this new product!

BUSINESS SCHOOL USER S GROUP MEETING

Charles Dixon

The second annual Business School Meeting was held at the Ecole des Hautes Etudes Commerciales (HEC) located in Montreal, Canada, on June 17th to the 21st. Thirty-three people, representing 19 user schools were present for all or part of the week. Several topic areas were covered during the session with major emphasis being placed on instructional program development and applications in the instructional area of statistics and management science. Facilities Management, Instructional Basic, Product Development and Communication with HP were the topics that were addressed during the week long session.

All the attendees were dedicated to the furtherance of quality business education and viewed computer-assisted problem solving and logic evaluation as an integral part of the instructional process.

The Business School Users Group was formed over a year ago to provide an environment for information exchange among these specialized users, and to provide Hewlett-Packard with additional insight in the computing applications, requirements, and problems of our business school customers. The first meeting of this users group was held the week of June 17th, 1973, at the European Institute of Management (INSEAD), located in Fontainebleau, France.

User Group Organizational Structure

It was decided at the HEC meeting that a more formal organization was necessary. Accordingly, an Executive Committee was formed, Interest Area Coordinators were selected, and representative was appointed for each institution attending the meeting. (Those institutions which were not represented at the meeting will inform the Executive Committee of their designated representative.)

The Executive Committee will be responsible for formal interactions with Hewlett-Packard, arranging meetings, and general coordination. Interest Area Coordinators

will direct the exchange of information pertaining to their areas among interested parties. They will also produce irregular, but reasonably frequent, area newsletters to be sent to the Institution Representative at each school. Institution Representatives will be responsible for communicating with the Executive Committee and the Interest Area Coordinators, and for disseminating information within their schools.

EXECUTIVE COMMITTEE

Chairman	William Sharpe	(Stanford)
	William Carroll	(Rutgers)
	Andrew Cunningham	(Manchester)
	Gary Curtis	(Chicago)
	Donald Estavan	(Stanford)
	Harry Roberts	(Chicago)

INTEREST AREA COORDINATORS

Accounting	Brandt Allen	(Virginia)
Facilities Management	Donald Estavan	(Stanford)
Finance	Steven Archer	(Willamette)
Management Science/ Operations Research	Gary Wicklund	(Iowa)
Marketing	Charles Weinberg	(Stanford)
Production	Robert Lander	(Virginia)
Statistics	Harry Roberts	(Chicago)
Systems	Andrew Cunningham	(Manchester)

MEMBERS OF THE
HP BUSINESS SCHOOLS USER GROUP

	School	Location
1.	University of Virginia	Charlottesville, VA
2.	University of Iowa	Iowa City, IA
3.	Babson College	Babson Park, MA
4.	HEC	Montreal, Canada
5.	Manchester Business School	Manchester, England
6.	London Business School	London, England
7.	Stanford University	Palo Alto, CA
8.	University of Western Ontario	London, Ontario
9.	AIX	Aix-En Provence, France
10.	INSEAD	Fountainebleu, France
11.	University of Southern Calif.	Los Angeles, CA
12.	Boumerdes	Algiers, Algeria
13.	Kauppakorkeakoulu	Helsinki, Finland
14.	University of Chicago	Chicago, IL
15.	DePaul University	Chicago, IL
16.	Oslo Institute	Oslo, Norway
17.	Indian Institute of Management	Amebad, India
18.	Wake Forest	North Carolina
19.	Auburn University	Auburn, AL
20.	New York University	New York City, NY
21.	Macquarie University	North Ryde, Australia
22.	Providence College	Providence, RI
23.	Rutgers University	Newark, NJ
24.	University of Houston	Houston, TX
25.	McMaster University	Ontario Canada
26.	University of Rochester	New York
27.	University of Louisville	Louisville, KY
28.	Willamette University	Salem, Oregon
29.	Universidad Nacional de Mexico	Mexico City, Mexico

IOWA'S CWF VALIDATION REPORT

John Price

During the spring and early summer the CAI Research Lab of the University of Iowa conducted a validation of HP's new instructional software, Course Writing Facility (CWF). The Director of the Research Lab, Dr. *Bobby Brown*, has submitted to us a detailed and *highly complimentary* report of the University's experience in using CWF.

His remarks are especially valuable for HP, as the University of Iowa and its' faculty are well known and highly regarded in the academic field.

In his cover letter to HP, Dr. *Brown* states:

> "At the time we discussed the possibility of a CWF validation I can truthfully say that we did not attach terrible great importance to your agreement to supply us with CWF free of charge. *Now that the validation is formally completed we place a far higher value on this, another excellent HP product.*"

Having had the opportunity to work with CWF, Dr. *Brown* notes, *"In all probability CWF will be the prime language for the CAI Lab at the University of Iowa."* This is a tremendous endorsement of the product.

Using our factory-based product, *CWIII,V3** to *CWF Courseware Conversion* (24383B), we have converted some of Iowa's existing lessons to operate on the 2000F. Dr. *Brown* comments on the Lab's experience with these courses.
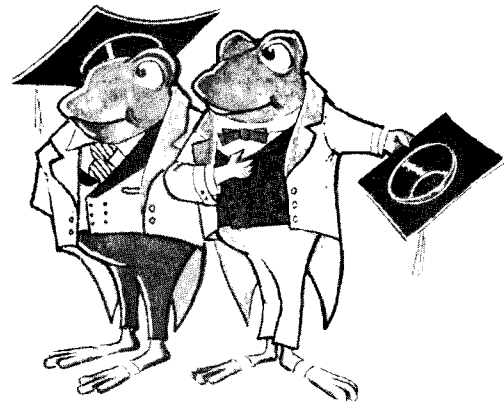
> "*The CWIII to CWF translation works remarkably well*; better than any of us had anticipated... For all practical purposes the translation of CWIII materials to CWF is a complete machine translation. *Hewlett-Packard is to be commended for a job well done and for a significant contribution toward the easy transfer of instructional materials across systems and languages.*"

In summary, the Iowa Validation Report is very favorable testimony in behalf of CWF and adds a great deal of validity to our promotional claims for this product.

Reprints of the general summary can be ordered from *John Price*.

*CWIII,V3 IBM's Course Writer Program, Version 3

TOADS MANUALS AVAILABLE

Dave Sanders

A whole array of new literature about the TOADS products is now available. Single copies of each item are being sent to FE's and SE's with Educational responsibility.

Items now available:

1. TOADS Sales Manual — This piece of literature was carefully structured to give you a complete set of facts and details on the TOADS products. It includes market areas, and most importantly, answers to questions your prospects may ask. The Sales Manual also compares competitive products to TOADS, listing the strengths and weakness of each.

2. Article Reprint — June 74 issue of College and University Business — describes the 2000F installation of the University of the South.

3. System Overview Manuals — Complete descriptions of each system intended to allow customers to thoroughly evaluate the product.

EPS/2000 (Payroll)	20353-90001 $ 8.00
EBA/2000 (Accounting)	20352-90001 $10.00
CIS/2000 (College Information)	24384-90001 $ 8.00

Prices shown are list prices. If ordered from Data Systems (not CSC) on an IOS (internal order) for pre-sale, you pay standard cost, not list.

More TOADS literature is coming soon. . . .watch for the next release!

Contact Sales Development for additional copies of the above.

THE HOTLINE

Bob Green

The Cupertino SYSTEMS ENGINEERING Group has recently opened a user HOTLINE for urgent, technical questions on "how-to-use" the HP 3000 Computer System. As the number of 3000 installations and sales efforts has increased, our limited number of 3000 Systems Engineers (SE's) have not always been able to respond to user calls for help. The HOTLINE is designed to back up the Systems Engineer and maintain HP's reputation for customer service. The SE's are now in the process of notifying all their accounts about the existence of the HOTLINE.

Here are the guidelines for the HOTLINE:

WHO?   All Hewlett-Packard 3000 installations.

WHAT?   Urgent technical questions on how to apply the HP 3000 to solve user problems.

WHEN?   After checking the standard publications for an answer and seeking help from your local Systems Engineer.

WHERE?   (408) 996-7587
11:00 AM to 3:00 PM EASTERN TIME
8:00 AM to 12:00 Noon PACIFIC TIME

QUICK and ACCURATE answers to questions about "HOW-TO-USE" the HP 3000!

Guidelines for HOTLINE Users:

1.   Select *one* technical person at your installation to screen and place all calls. The HOTLINE does not eliminate the need for most users to have a well-trained and qualified systems analyst on their staff.

2.   Call the HOTLINE only after you have formulated your questions carefully. The HOTLINE is a limited *resource, designed to give suggestions and clarifications* to urgent problems, not to perform training or systems design.

3.   The HOTLINE will be available to current 3000 users for 6 months (until February 1975) and to new users for 6 months after installation.

4.   Refer fix-it questions to your Customer Engineer and sales questions to your Field Engineer.

5.   The HOTLINE number is *not* toll-free.

SOFTWARE LICENSE AGREEMENT

Rich Ferguson

A new part number has been assigned to the software license agreement for Data Systems. The number is 5951-9115(22) revision 7/74. Please remember that instructional software products such as IDF, IMF, and Math Drill and Practice do require this software license agreement. I will shortly have a small supply of these agreements if you are in need of one.

DE-CENTRALIZING COMPUTING

John Whitesell

More and more people are realizing how easy it can be for a reasonably intelligent, dedicated individual to "crack" into the data base of a computer system, using a remote dial-up terminal.

As an article ("Waiting for the Great Computer Rip-off") in the July issue of FORTUNE magazine illustrates, the largest, most sophisticated, most safe-guarded computer systems in the world have had their data compromised by individuals illegally gaining access through remote terminals. So the wise manager will be looking more and more at decentralizing his computer systems to protect against improper access and alteration of sensitive data.

There are a number of good reasons why a *user* would want his own computer system:

a.   He can control normal turn-around time for his jobs.

b.   He can control functions (like PM time, priority job interruptions, etc.) that impact his ability to get his job done.

c.   He can control the updating of operating systems, the addition of more peripherals, the replacement of one system with another.

d.   His smaller system will be less complex, hence more dependable.

These are reasons why a lab manager would want an in-house time-sharing system just for his lab, or why an administrator would want an in-house system for maintaining financial records, personnel files, or forecasts, rather than using terminals to dial-up a distant, centralized EDP center system.

But *privacy of data* is a reason for a progressive *EDP center manager* to agree to let someone else in the organization have his own computer system. (Even the most dedicated empire-builder can get very nervous about *guaranteeing* privacy of the EDP center data base!)

So, if you're proposing an in-house computer system with hard-wired terminals vs. remote terminal-hookup to a centralized system, you might want to remind your prospect: No matter how hard everybody tries, a centralized system with remote terminals can *never* be 100% secure.   But HP has the solution: A high-performance in-house system!

NEW FORMAT FOR MANUALS

Ed Smith

The recently published 21MX Computer Series operator's manual is the first to fully utilize our new look in user manuals. As time goes on you will see additional products documented in the same way.

The objectives we will be trying to meet are:

1.   Talk to the User and Fixer in separate documents. They are seldom the same person.

2.   Talk to HP's typical user. In many cases he's different than the computer industry's typical user, and we should talk to him in more humanistic terms.

3.   Make the User's documents simpler to use. Consolidate the information into a more predictable format with easier access.

4.   Promote HP as a computer company with the User Documentation.

5.   Reduce costs by reducing page count of documents supplied with each system.

Some of the changes you will see in the manual are:

1.   Separate user and fixer manuals.

2.   Two-column format.

3.   Hardware and software information mixed in the same manual (when appropriate).

4.   Standard cover design for all user manuals.

5.   Subsystem manual primary user document for I/O subsystem.

6.   Manual Type names and Section Title names defined and standardized.

7.   Increased (and more convenient) availability to user of software installation procedures.

8.   Unique driver characteristics documented in subsystem manual, not separately or in operating system manual.

9.   User is encouraged to run diagnostics (in simplified procedure as a performance check).

10.   "Operator" type preventive maintenance procedures for user.

11.   Reduce number and eventually eliminate "Small Programs Manuals" and "Front Panel Procedures" manuals.

These changes will mostly be seen as new products are documented. However, some of our present products that have a projected long-life will be redone in the new style as time permits. We'd appreciate your feedback as you see the new manuals.

2022B MTRS OEM CONTRACT

Bob Ingols

We are in final negotiations for an OEM contract with 3M, St. Paul. 3M is advertising their new Laser Beam Recorder COM device and the computer capability mentioned does not refer to HP. If potential 3M customers or 3M authorized dealers call you for product information or prices, it's a mistake. Please suggest they call their 3M salesman for any presale information.