

REINHARDT, HELMUT
FRANKFURT (REGION HQ)
HFGK 8300

**Computer
News**

EMBEARCEL
19.10.1982

International/April 1982

edition



hp HEWLETT
PACKARD

Management Topics

Reaching Out	3
Data Collection for New Catalog Continues	4

HP 250 Series

Winchester-Based HP 250 Small Office Computer	5
New Discs Yield Lower Cost per Megabyte for HP 250	5
HP 250 Has Graphics Intrinsic!	6

HP 100 Series

DSN/X.25 for the HP 1000	7
Aid for the OEM	8

HP 3000 Series

HP Introduces New Re-Marketed System	9
Interactive Office Literature	9

Terminals

Revised Terminal Matrix Brochure	10
Introducing the New HP 2389B OEM Terminal	10
Announcing Special Option K24 for the HP 2624B Key Function Definition	10
HP 2626A Extended Character Sets	10
HP 2624A to 2624B Upgrade	11
New Plotter Output for the HP2647A	11
HP 264X Terminals Support HP Modem	11
132 Column Output	11

Peripherals

Price Changes for Thermal Printers	12
Workstation Printers — HP Offers 10 of them	12
Why Invest in an HP 2680 Laser Printer?	12
OEM Chooses 2680 Laser Printer	13
New, More Powerful IBM Format Capability for HP's 8" Disc Drives on the HP 125 Personal Office Computer	13

On the Cover:

The new HP 250/20 Small Office Computer System has a 4.7 Mb sealed drive with a 1.2 Mb flexible disc for personal I/O and backup. For more information, see the articles on page 5.

Reaching Out

The set of skills required to establish and grow a successful OEM organization fall into the three categories shown in Figure 1. Business skills are an absolute requirement for any firm that plans to survive. Technical skills relating to computer systems and applications are needed if the OEM hopes to develop software products that are reliable and answer a need in the marketplace. But without marketing skills nobody will even know the OEM exists!

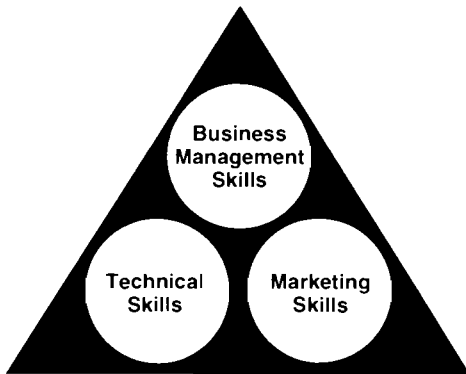


Figure 1.

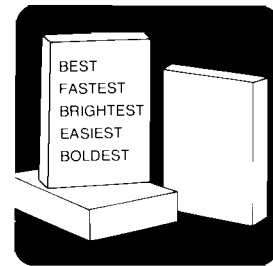
The discussion which follows reviews the marketing communication process as it applies to reaching specific vertical markets which the OEM intends to serve.

The Evolution Of Marketing Communication Theories

Marketing is far more than simply catching people's attention with flashy advertising. Marketing attempts to answer a number of questions long before the advertising campaign begins:

- Are the right people getting the message?
- Are we sending out the right message to the market segments we are trying to address?
- If the message is correct, how do we find more of the right people?
- Should we send the message out in a different format?
- How much can we afford to spend for each response we get?
- Does the incremental sales rate generated justify the advertising expense?

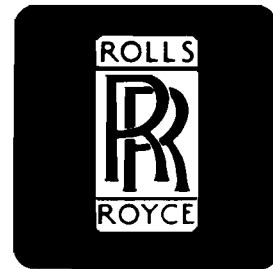
All of these questions need answers. The research effort to get the answers is one of the fundamental activities in marketing. If you can find the answers as they relate to your specific market, the expense will be repaid many times over in terms of efficient communication with the people who will value your services and products.



Unique Selling Proposition

Different communication models have come and gone over the years, and with the rise and fall of each of them further insights have been achieved that give focus to better ways to reach the market place with the products and solutions we have available. In the beginning there was the "Unique Selling Proposition" (USP) which took an inside-out approach. The features of the product (on the inside) were enumerated in a way that underscored the advantages and benefits of the product to potential prospects (on the outside).

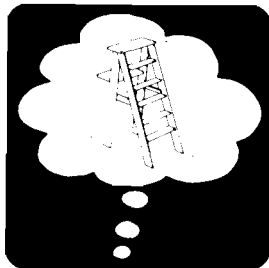
The USP model died hard when, with an avalanche of me-too products, it was found that every competitive vendor was making the same product claims about their products within common target markets. The death knell sounded when product managers were heard to say "Last year we had nothing to say about the product, so we put 'new and improved' on the package. This year the research folks came up with a real improvement, and we don't know what to say."



Imaging Era

Following the USP or "product" era was the *image era*. Companies found that reputation was more important than specific product features when selling products like Hathaway shirts and Rolls-Royce cars. Just like me-too products, the me-too companies killed the image era. When all companies tried to grab the communications buss at the same time to generate an impeccable image, the noise level got so high that only a few really succeeded. Those that did, usually made their mark on the basis of spectacular technical achievements and not great advertising. Polaroid and Xerox are both good examples.

In the over-communicated society we live in today the most important thing to create is a position in the prospect's mind. The position you try to establish takes into account not only your company's strengths and weaknesses, but those of competitors as well.



Positioning

Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. You position your product in the prospect's mind in relation to the attitudes and beliefs the prospect currently holds. The attitudes and beliefs in the market place are like the terrain. It's far easier to establish a position in relation to the hills and valleys than to create a totally new topography in the mind of the marketplace.

Positioning is really an outside-in approach to developing a communications strategy. You go out and walk around in the minds of your prospects surveying the mental terrain. You bring the results of this survey back and use it to create messages that will cut through the noise and fit into the current perspective of the audience.

In the good old days the proponents of the USP model believed it was not always the best thing to be first into a market. Their belief was based on the "ice breaker" model which held that it was far less costly for the freighters which followed the ice breaker since they would not have to expend anywhere near the fuel nor would they have to reinforce the structure of their vessels to the same degree.

Today the positioning model says something different. Even if you aren't the first to physically introduce the product, you should try in every way possible to be first into the mind of all potential prospects.

What was the name of the fifth satellite to orbit the earth? Who was the second person to fly across the Atlantic? This exercise points out that few of us remember the details of the also-run participants. We do however remember Sputnik and Charles Lindbergh, the leaders in each of the above categories. The positioning model says that it is worth every

penny to be first into the minds of your prospects. Once there, it takes a lot less effort and expense to stay there.

The process is like a jet taking off; you jam the throttle forward well beyond the cruising set-point and when you reach your position in the sky you throttle back to cruise at the altitude you have reached. Once you've captured the lead position it's far easier to remain there than it is to joust for the lead from the second or third rung of the ladder.

An excellent discussion of Positioning Theory can be found in *Positioning: The Battle For Your Mind* by Al Ries and Jack Trout (McGraw-Hill Inc., 1981). The book is fascinating because it tells why all the positioning strategies actually work. The book sheds new light on "uncola," "we're number two," and other strategies that can instantly position your products and services in the mental terrain of the marketplace.

CP

Winchester-Based HP 250 Small Office Computer

A new edition of the data-base-oriented, multi-workstation HP 250 Small Office Computer system has been introduced at a price 21 percent below the formerly least-costly HP 250. The new HP 250/20 is designed for easy installation by the user.

In addition to a 4.7-megabyte sealed drive, the new system has a 1.2-megabyte flexible disc for personal I/O and backup and the same CPU as in the HP 250/30, announced in August 1981.

Compact, quiet and mobile, the entire CPU, disc drive and flexible-disc backup are contained in a single 14" x 29" x 28" cabinet that easily can be wheeled from place to place in an office.

Along with the new HP 250/20, which is application-software compatible with all other HP 250 systems, HP also released an updated version of operating software, designated OS-4.02, which includes the software interface for the 4.7-megabyte disc.

Beginning with the new HP 250/20, this small office computer product line-up now offers growth from 4.7

megabytes to 260 megabytes, an expansion of more than 50 times, by use of recently introduced HP 28-million-character and 65-million-character sealed discs.

Concurrent with HP 250/20 introduction, Hewlett-Packard announced that all HP 250 systems using OS-4.02 operating software can interface the just-introduced HP 7470A two-pen plotter. A new version of DSG/250, the system's Decision Support Graphics application software package, is released at this time to support the HP 7470A plotter. MFG/250, an application package for small to medium-size manufacturers, now operates on all HP 250 systems, including the new HP 250/20, the HP 250 Model 30 (16 Mb), Model 40 (28 Mb) and Model 50 (65 Mb).

New Discs Yield Lower Cost per Megabyte for HP 250s

New, larger-capacity Hewlett-Packard disc drives, now supported by HP 250 Small Office Computers, reduce the price of typically configured complete systems as much as 39%. At the same time, maximum disc memory is quadrupled, to 260 megabytes.

HP 250s now support the new HP 7911P (28 Mb) and HP 7912P (65 Mb) integrated mass-storage disc units, in addition to the HP 7908P (16 Mb) announced a few months ago. All are sealed, Winchester drives with integrated, high-speed cartridge tape back-up and I/O device.

As many as four of the larger drives can be attached to an HP 250, in any combination. A maximum HP 250 configuration now includes 260 Mb of mass storage (four HP 7912P drives), compared with the previous maximum of 64 Mb (four HP 79908P drives).

The larger discs also offer faster throughput and enhanced error correction. The HP 7911P and HP 7912P provide 35-millisecond average access time, about 30% faster than the HP 7908P, and offer a more advanced error-correction scheme.

All three units use the same 4" x 6" x 5/8" (105 mm x 150 mm x 17 mm) tape cartridges which are available in two lengths. The shorter length can record 16 Mb in 10 minutes in streaming mode; the longer can record 67 Mb in less than 40 minutes. Using these cartridges, a complete disc back-up can be performed by a few simple keystrokes.

The advantages of the cartridge over conventional flexible disc or magnetic tape, HP asserts, are even more compelling with the new,





larger Winchester disc configurations. To back up the 65-Mb disc, for example, using 1.2-Mb flexible discs would require more than 50 change-of-disc operations, in contrast with the continuous, under-40-minute cartridge tape back-up.

HP 250 Has Graphics Intrinsic!

HP 250 Graphics Plotting Library (GPL/250) is a collection of BASIC/250 subprograms which allows an HP 250 programmer to generate graphs, charts and other graphical output (including overhead slides) on a variety of HP Graphics Plotters. All charts can be annotated with symbols and text.

A subset of (A Graphics Language), AGL GPL/250 provides user application programs with

total flexibility to create, modify, and produce charts. It can enhance a program which periodically generates reports to include customized charts that clarify data or emphasize key points. All capabilities (including chart design and execution) are called from a user-written program in HP 250 BUSINESS BASIC. Over 30 mnemonic intrinsics provide the programmer with an effective means of producing graphic output without having to learn a complex protocol or special language.

For more information, have your HP sales rep order the following:


- Graphics Plotting Library Data Sheet (P/N 5953-3439)
- Graphics Plotting Library Programming Manual (P/N 45260-90064)

Hardware Environment

GPL/250 requires the following HP 250 hardware:

- Any HP 250 Office Computer with 64K user memory partition (GPL/250) uses approximately 32K of user memory — the additional 32K is available for the user program).
 - Asynchronous Serial Interface port.
 - HP supported plotting device (RS-232-C interface).
 - Plotters supported by GPL/250:
 - HP 7220A/C/ST*4- and 8-Pen Graphics Plotter
 - HP 7221A/B/C/ST*4- and 8-Pen Graphics Plotter
 - HP 7225A/B Single Pen Graphics Plotter with RS-232-C Option
- *HP 7220/7221 S/T have automatic chart advance.

Software Environment

GPL/250 is included as part of the HP 250 OS 4 System Software shipped with each HP 250. Customers with an earlier version of the system software can upgrade. 

DSN/X.25 for the HP 1000

HP recently announced DSN/X.25 for the HP 1000 computer family, opening up many new networking opportunities. Here is a quick synopsis of the major features and uses of DSN/X.25.

DSN/X.25 provides access to X.25 Packet Switched Networks (PSNs) such as TELNET in the U.S. and Transpac in France for HP system-to-system communication and system-to-terminal communication. DSN/X.25 also provides an interface standard. X.25 is a recommendation of the CCITT standards committee and is implemented by most computer vendors.

Benefits of Using PSNs

Fewer interface cards and connections are required for a large network (see Figure 1), making this especially suited for large, geographically dispersed networks. There are lower costs for transfer of medium volumes of data due to the volume of proportional tariffs of PSNs, and higher communications reliability as a result of the built-in alternate communication lines within the PSN.

Benefits of X.25 as a Standard

X.25 provides an industry standard for communication to non-HP equipment utilizing the same standard. When used as a low level transport, users can develop their own specific upper level networking for use above DSN/X.25.

As you can see, DSN/X.25 provides two main sets of benefits, one related to PSNs, and the other related to being an interface standard. To provide all these features, DSN/X.25 is an extremely flexible product which can be utilized in two configurations (as shown in Figure 2):

- DSN/X.25 operating with DSN/Distributed Systems (DS/1000-IV)
- Direct user program access to DSN/X.25.

When used with DSN/DS, full networking between HP 1000 and 3000 computers is available over Packet Switched Networks. Now all the powerful DS features are

available over high speed point-to-point, multidrop Data Link and X.25 PSN links.

When DSN/DS is not utilized to provide the upper level networking, user programs can be written to provide the desired services for communication with other devices which implement the X.25 standard.

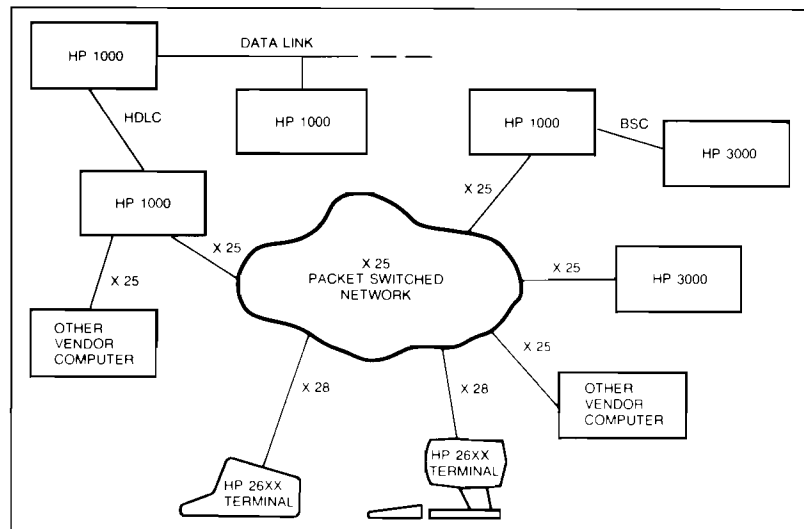


Figure 1

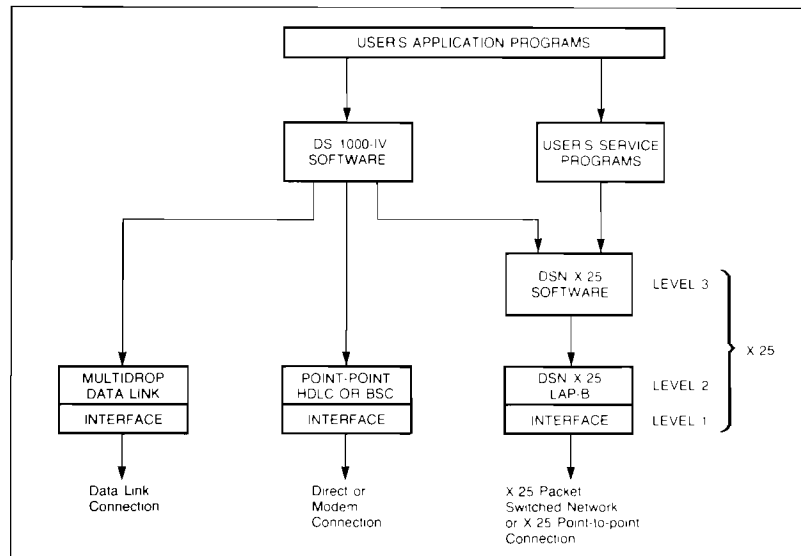


Figure 2

DSN/X.25 Information Resources

To find out more about DSN/X.25, ask for the following material from your sales rep:

- HP 1000 Datacom Data Book Supplement—This contains the DSN/X.25 and DSN/DS Enhancements Data Sheet
- HP 1000 Datacom Sales Training Manual on DSN/X.25 and DS enhancements
- DSN/X.25 Performance Brief.

Most Frequently Asked Questions About DSN/X.25

Is DSN/X.25 supported on RTE-A.1?

The current release of DSN/X.25 is not supported with RTE-A.1. We are currently testing with RTE-A.1 and will fully support RTE-A.1 at the next PCO cycle.

Can I use DSN/X.25 on my RTE-IVB system?

DSN/X.25 is not supported under RTE-IVB. A special is available from DSD Specials Engineering for this requirement.

Is DSN/X.25 part of DSN/DS software?

DSN/X.25 Software is *separate* from DSN/DS software; i.e., both products are required to run DSN/DS over PSNs, however only one interface card is required. This interface must be the X.25 LAP-B interface, not the DS interface card.

Aid For The OEM

In February, Hewlett-Packard added two new processors to the HP 1000 family; the A600 and A700. Both processors add a new dimension of price and performance to the HP 1000 product line.

A new program has been developed specifically for technical OEMs and system designers based on the new product lines. The program is named AID (Assistance in Interfacing and Design). AID's primary goal is to shorten the OEM's product development time via in-depth technical training.

There are currently three AID workshops available today! the A700 Microprogramming workshop, and the Programmable Serial Interface (PSI) workshop. The course schedule is listed below:

Course Schedule

- 700 Microprogramming (22976C)
March 29 (5 days)
- A/L-Series I/O (22977B)
April 5 (4 days)


PSI Programming (22975B)

- May 17 (5 days)
- A/L-Series I/O (22977B)
May 24 (5 days)
- A700 Microprogramming (22976C)
June 7 (5 days)
- A/L Series I/O (22977B)
June 14 (5 days)

Student Prerequisites

- *Working knowledge of HP 1000 assembly language
- *Working knowledge of digital hardware
- *Completion of an Advanced RTE class or equivalent

Ordering and Registration

*The AID workshops are taught exclusively at Data Systems Division in Cupertino, California. To register for a class, contact your local HP Field Sales office. 

HP Introduces New Re-Marketed System

April first, Hewlett-Packard is pushing the price threshold for HP 3000s even lower. With the introduction of the Series 30R; there is now a choice between two Re-Marketed entry level systems.

A familiar and reliable product, the Series 30R offers all the advantages of MPE IV. Transact/3000 and Inform/3000 are just a few of the benefits of MPE compatibility among HP 3000s.

As with the Series 33R, the Series 30R can be ordered with Re-Marketed peripherals and memory. Standard warranty, installation, discounts and service contracts are also available.

Interactive Office Literature

IMPACT was an overwhelming event, during which there were numerous field training manuals, brochures, general information manuals and data sheets printed.

You can use the Interactive Office folder to organize a complete literature package on the Interactive Office. Briefly, here's how you could use The Interactive Office folder. In the left pocket put the overview brochures, for example: The Interactive Office brochure, HP 3000 Information Management Systems brochure and the Distributed Systems Network brochure. In the right pocket put the detailed product information, for example: HPWORD brochure, DSG brochure, HPSLATE, DSG/3000 and the product data sheets.

The Interactive Office folder helps you present HP products in an integrated, organized fashion. Ask your sales rep for the materials you need.

P/N	Description
5953-0659	The Interactive Office Folder
5953-0654	The Interactive Office Brochure
5953-0655	HPWORD Brochure
5953-0683	HPWORD Data Sheet
5953-0682	HP 2626W Data Sheet
5953-2040	HP 2626A Data Sheet
5952-9459	HP 2601A Data Sheet
5953-8251	HSPLATE Brochure
5953-8252	HPSLATE Data Sheet
5953-8250	TDP/3000 Brochure
5953-0599	TDP/3000 Data Sheet
5953-0598	DSG/3000 Brochure
5953-0600	DSG/3000 Data Sheet
5953-0677	Inform/3000 Data Sheet
5953-3476	HP 125 Brochure
5952-9460	HP 2680 Laser Printing Brochure



Announcing Special Option K24 For The HP 2624B Key Function Definition

The HP 2624B option K24 provides the user with the capability to redefine up to thirteen special function keyboard keys. A four-key softkey sequence is allowed for eleven keys on the main keyboard and two keys on the numeric pad. The following keys may be redefined: ESC, BACK SPACE, TAB, BACK TAB, DEL, CAPS, CTRL, RETURN, left SHIFT, right SHIFT, ENTER, and the TAB and BACK TAB keys on the numeric keypad. The user may also define any of these keys to assume the function of any one of the other definable keys.

This option allows the keyboard to better suit the user's particular needs. For example, the BACK TAB key on the numeric keypad can be changed to a comma key, and the TAB key on the numeric keypad can be changed to a RETURN or ENTER function. The functions of the CTRL and CAPS keys may be exchanged; any of the thirteen keys disabled.

The option K24 provides this capability through a soft keyboard definition menu. Each parameter has an associated four-character field where the definition can be entered. An indicator will appear at the bottom of the display when the configuration menu is exited to let the user know when any of the thirteen keys differs from its operation in the standard 2624B terminal. The definition values for the thirteen keys are stored in the non-volatile memory and are saved when the terminal is powered down.

This special option is provided as 2624B opt K24 when ordered with a terminal. The upgrade kit to provide this capability on an existing terminal is 93994B option K24.

Price: Both the standard and the upgrade kit are priced at \$200.

Revised Terminal Matrix Brochure

Data Terminals Division has prepared a colorful and complete Terminal Matrix Brochure. This brochure lists all of the current products and the major features of each.

DTD recently revised the brochure, including a page which shows which software packages support the individual terminals.

This is an item no OEM should be without. Contact your HP sales rep about getting your very own copy today (P/N 5953-2077).

Introducing The New HP 2389B OEM Terminal

The HP 2389B OEM Office Display Terminal will be available April 1, 1982 for purchase by HP terminal OEM customers. Except for a different faceplate, the HP 2389B has the same popular features of the HP 2382A terminal.

Modifications to the 2389B are unsupported. Due to its unique features and low price, the 2389B should be very attractive to software OEMs providing information services or writing office application software.

The 2389B will be offered at a price of \$1785. OEM customers are eligible to receive an additional 10% discount on the A-5 discount schedule. Options are the same price as the 2382A optional features.

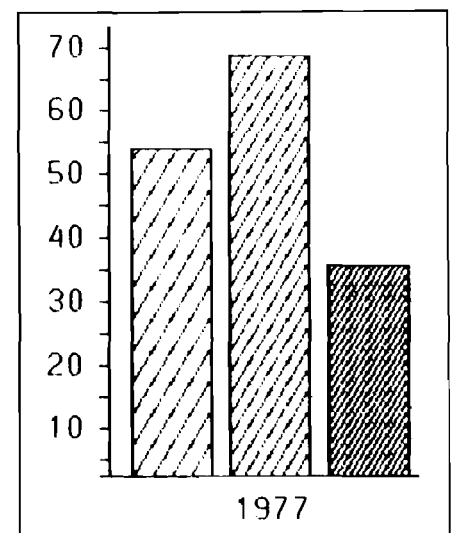
HP 2626A Extended Character Sets

Many OEMs have expressed interest in the differences between the standard large, math, and line drawing characters sets and the extended large, math, and line drawing character sets available only on the HP 2626A. The extended character sets have an additional 32 characters accessible through the shift key giving the 2626A a total of 96 characters in each of these three sets. The capability added by the additional 32 characters in each of these sets as follows:

Large character set provides you with the needed elements to create professional looking lower case large letters.

Math character set gives you several additional characters including: subscripts for 0 to 9, k,n,j,i; a small integration sign; multiplication sign; and superscripts for j,k,n,t,w,-,/,.

Line drawing character set provides several fill characters. The additional characters allow you to create significantly more professional bar charts, as shown in the extended line drawing character set below.



HP 2624A to 2624B Upgrade

Now users can enhance their HP 2624A terminals by upgrading them to 2624Bs. This will add features such as:

- Forms Cache — the ability to design and store forms locally for later retrieval.
- Record Mode — the ability to pass data through the terminal to the internal printer or an external device.

Please order as 9399 Option 001, (to upgrade 2624A terminals with serial number prefixes greater than and equal to 2119) or as 9399B Option 002 for those with serial number prefixes less than 2119.

132 Column Output

No longer will column hardcopy require the user to take the tedious stroll to the line printer. OEMs who prefer computer output in 132 column format can now easily accomplish this task by utilizing the capabilities of the 2624B with the Integral Thermal printer.

By utilizing a unique feature inherent in 2624B, a convenient preview copy can be generated within easy reach of the operator. Best of all, this feature is easy to invoke! The CPU can programmatically enable compressed mode and record mode. Then all that's required is transmission of the pertinent data.

New Plotter Output for the HP 2647A

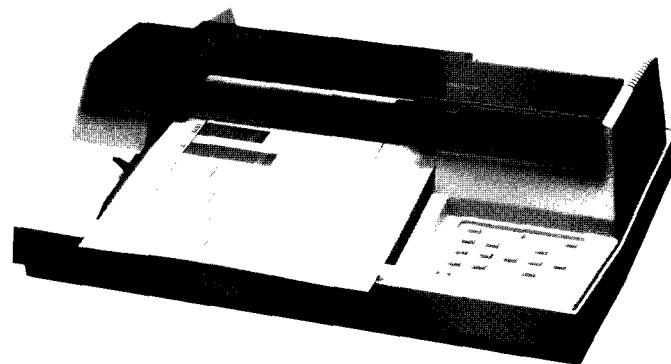
The recently announced 7470A Two Pen Plotter from SDD is a perfect Plotter Output for the 2647A. It can be used to plot AGL applications, as well as "MULTILOT" pie, bar and linear charts. You can use the default P1/P2 of the Plotter, or set your own plot size from the Plotter Control Panel. Or programmatically.

You will discover that the 7470A will not work with "slide" without using a special Plotter Parameter in the slide menu. As a consequence, you cannot use "YES" to plot 7470A slides.


For Paper Plots, simply type the HPIB address of the Plotter, followed by the letter "N" (i.e., 5N).

For Mylar Plots, simply type the HPIB address of the Plotter, followed by the letter "N" and the letter "T" (i.e., 5NT). The parameter "T" will slow down the 7470A to Mylar speed.

The "N" Parameter also allows you to set your own "SLIDE" plot size on any of the San Diego Plotters.



HP 264X Terminals Support HP Modem

Good news for all you OEMs who want to provide more of a total HP solution. The HP 264X terminals now support the HP 13265A opt 001.300 baud modem. This modem is equipped with the 30 pin hooded connectory which is needed to connect the modem to 264X terminals. The only supported configuration requires the terminal be ordered with the standard asynchronous communication card, product number HP 13260A. This card has recently been redesigned to provide power for the 13265A modem pod. Only those 1326A data communication cards with part number 02640-60239 provide this additional capability. 

Price Changes for Thermal Printers

Effective April 1, prices on several thermal printing products will be increasing. These models, with their old and new prices are as follows:

Product Number	Description	Current Price	New Price
2671A	Alphanumeric Printer		
2671G	Graphics Printer		
2673A	Intelligent Graphics Printer		
13287A	Thermal Print Mechanism		

Workstation Printers HP Offers 10 of Them!

You probably haven't run across the term "workstation printers" in Dataquest or Printout. Yet we at HP use the term in everything from data sheets to our latest ads. Is it a new concept or just another buzz word?

Actually, "workstation printers" is simply an expression that suggests a specific capability. A workstation printer is a printer that can be conveniently located where the actual work is accomplished. Convenience is the key because hard copy is accessible where and when it's needed most.

Workstation printers imply still more, however. They imply, in general, affordability and mobility. Again that means convenience when and where your customer wants it. A customer can purchase two or three 267X printers for quick, quiet convenience printing at engineering workstations and a 2601A in the office area for letter quality printing, for example. Their convenient size allows for relocation when the need becomes apparent. In fact, the four different interfaces available on the 267X Series make relocation from one workstation application to another all the handier.

To help you help your customer choose the right workstation printers, a concise and complete comparison of the HP workstation printers is included in the recently updated HP 2631B Printer data sheet, #5953-6262(54). Throughput, print quality, paper handling, printer features, and application examples are summarized for all ten workstation printers: the HP 82905, 2671A, 2671G, 2673A, 2631B, 2631G, 2601A, 2608A, 2635B, and 9876A. Check it out.

Why Invest in a HP 2680 Laser Printer?

Purchasing a HP Laser Printer 2680 may save money for your end users and become a very profitable business tool. Here are some examples taken from actual customer situations of costs that may be eliminated or reduced by using the 2680 laser printer.

Forms Costs

Most computer shops use preprinted forms extensively — spending as much as thirty cents per form. One 2680 customer had budgeted \$120,000 annually for his preprinted forms. This cost can be avoided by using the 2680's capability to generate electronic forms. Using the laser printer can also prevent the waste which occurs when preprinted forms are made obsolete due to government regulations, address changes, or corporate requirements. In addition, forms inventory storage costs and

carrying costs can virtually be eliminated using the 2680 to generate forms on demand.

Paper Costs

Using 8½" by 11" paper instead of the traditional large green bar paper can save \$550 per month (\$6,000 per year) at a volume of only 200,000 pages per month. Using the 2680's 2:1 and 4:1 reduction capabilities, customers can also save on mail distribution costs, archival storage costs, and expensive photoreduction of computer output. This can amount to hundreds of dollars per month.

Printing Service Bureau Costs

Many organizations use outside printing service bureaus for non-impact print output. Laser printer service bureaus charge as much as 3.5 to 4 cents per page of print and space output, with customized output generally costing more. One HP customer saved almost \$30,000 annually by printing a large monthly report on his 2680. The service bureau job turnaround times were typically unacceptable, and critical reports were often delivered late. The 2680 can eliminate costly dependency on outside service bureaus.

Print Shop Costs

Product catalogs, price lists, and manuals are frequently done by outside printing vendors. One 2680 prospect spends \$35,000 quarterly for price books. Due to the high cost of reprinting them, they aren't reprinted as often as prices change. This results in thousands of dollars of lost revenue. Using a 2680, new price books

could be generated on demand, within minutes after pricing changes are entered. Similarly, manuals, parts lists, and spec sheets can be easily updated and printed on the 2680 — ensuring that printed information is completely up to date.

Stand Alone Word Processing Station Costs

Several 2680 prospects plan to use the 2680 as an output device for a 3000 system running HPWORD, TDP, and SLATE. The 2680's throughput is much faster than that of the daisywheel printers, and more flexibility exists in formatting output due to the 2680 design software plus the greater variety of character sets available. Training, maintenance and efficiency of asset utilization are improved via 2680/HP 3000 usage.

These are just a few of the areas where the 2680 laser printer can save you money. Many more exist in other HP 3000 system environments where the 2680 can help solve your end user's printer problems.

OEM Chooses 2680 Laser Printer

One customer who OEMs the HP 3000 recently purchased two 2680 Laser Printers for two of its end user credit unions. This company's president envisions several areas the 2680 can be used within the financial community that he serves.

Laser Applications

System Printer — Credit unions and banks generate significant amounts of general "print and space" applications such as internal reports. These jobs typically have little or no customization of printed output. The 2680 Laser Printer can print this type of output more efficiently and economically than impact printers by using 8½ x 11" paper. Savings result from reduced paper costs and the 2:1 and 4:1 print reduction features of the 2680.

Printing System — Financial institutions also generate periodic statements and forms which are sent to customers — an application which requires excellent print quality and readability. Government agencies frequently require massive updates to these forms and documents. In fact, vast quantities of forms are thrown away when they are obsoleted by regulatory changes. For these applications, the 2680 and its electronic forms capability truly excels. A form which is on the system can be modified in minutes, then printed on demand with the adjusted data. The 2680 can save thousands of dollars monthly on forms alone, not including savings on inventory carrying costs and forms storage costs.

This customer also uses the 2680 to generate customized marketing material using HP WORD. Demographic data can be sorted, output format customized via region, and mailings tailored to meet specific customer requirements. Items such as corporate logos can be digitized and printed as desired on the mailings.

The 2680 Laser Printer can serve the financial community as both system printer and printing system. High print quality, electronic forms capability, and speed are features that make the 2680 a key part of any financial system solution.

New, More Powerful IBM Format Capability for HP's 8" Disc Drives on the HP 125 Personal Office Computer

The HP 9895A will now read a wider variety of IBM 3740 formatted discs. As stated on the HP 9895A Data Sheet:

"Since tolerances on IBM compatible media are not fully specified by vendors, and do vary, HP cannot guarantee that IBM 3740 formatted

media can be read by the 9895A in every case."

This fact is still true today; however, the potential of reading a wider variety of IBM 3740 formatted media from non-HP sources has been greatly improved with a new hardware update. This update is a ROM change on the 9895A that provides a larger timing window for the sync field which is part of every record on a disc.


This increased capability of the 9895A to read a wider variety of IBM 3740 formatted media is now available. You should order this additional capability for existing 9895As in the field from your sales rep.

History

When the 9895A was designed, the only IBM 3740 formatted machine on the market was the IBM 3740 Key-to-Disc.

The 9895A was designed to be able to read discs from that machine (IBM 3740) and it does this very well, using special utility programs.

As time passed, other machines from IBM (such as the 5100 and 5120) and other vendors (such as DEC and Data General) were produced, which were also "3740" compatible. However, their interpretation of that standard was slightly different than the original 3740 standard in that the sync field (approximately 48 bits long) was written in a slightly different manner than the original 3740 format.

The new hardware update on the 9895A is designed to accept a much wider variance in the timing of this sync field. 

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



International Sales Offices:

United States

East:

Hewlett-Packard
4 Choke Cherry Road
Rockville, MD 20850
Tel: (301) 258-2000

Midwest:

Hewlett-Packard
5201 Tollview Drive
Rolling Meadows, IL 60008
Tel: (312) 255-9800

South:

Hewlett-Packard
P.O. Box 105005
Atlanta, GA 30348
Tel: (404) 955-1500

West:

Hewlett-Packard
3939 Lankershim Blvd.
North Hollywood, CA 91604
Tel: (213) 3130
Tel: 877-1282

European Headquarters:

Hewlett-Packard S.A.
7, rue du Bois-du-Lan
P.O. Box
CH-1217 Meyrin 2
Geneva, Switzerland
Tel: 0041/22/83 81 11
Telex: 22486

German Sales Region:

Hewlett-Packard GmbH
Vertriebszentrale
Berner Strasse 117
D-6000 Frankfurt 56
Tel: 0049/611/50 04-1
Telex: 04-13 249

French Sales Region:

Hewlett-Packard France
Avenue des Tropiques
Z.I. de Courtaboeuf
F-91947 Les Ulis Cedex
Tel: 0033/6/907 78 25
Telex: 600048 f

U.K. Sales Region:

Marketing Division
Headquarters
Hewlett-Packard Limited
(Pinewood)
Nine Mile Ride
Easthampstead
Wokingham
Berkshire RG11 3LL
Tel: 0044/3446/3100
Telex: 84 88 05/84 88 14/84 89 12

Northern European Sales Region:

Northern European Region
Headquarters
Hewlett-Packard S.A.
Uilenstede 475
P.O. Box 999
NL-1180 AZ Amstelveen/
The Netherlands
Tel: 0031/20/43 77 71

Southeast Sales Region:

Southeast Region Headquarters
Hewlett-Packard S.A.
% 7, rue du Bois-du-Lan
P.O. Box
CH-1217 Meyrin 2 (Geneva)
Switzerland
Tel: 0041/22/98 96 51
Telex: 27835 hpse

Mediterranean and Middle East:

Hewlett-Packard S.A.
Mediterranean and Middle East
Operations
Atrina Center
32, Kifissias Ave.,
Paradissos-Amarouision
Athens-Greece
Tel: 808 03 37, 808 04 29,
808 03 59, 808 17 41
Telex: (21) 6588 HPAT GR
Cable: HEWPACKSA

Australia/New Zealand

Hewlett-Packard Australia Ltd.
31-41 Joseph Street
Blackburn, Victoria 3130
Tel: 89-6351

Canada

Hewlett-Packard (Canada) Ltd.
6877 Goreway Drive
Mississauga, Ontario L4V 1M8
Tel: (416) 678-9430

Far East Area Headquarters

Hewlett-Packard Asia, Ltd.
G.P.O. Box 795
5th Floor, Sun Hung Kai Centre
30 Harbour Road
Hong Kong
Tel: 5-8323211

Japan

Yokogawa-Hewlett-Packard Ltd.
3-29-21 Takaido-Higashi 3-Chome
Suginami-ku Tokyo 68
Tel: (03) 331-6111

South Africa

Hewlett-Packard
South Africa (Pty.) Ltd.
Private Bag Wendywood
Sandton 2144
Tel: 802-5111, 802-5125

Latin America Headquarters

Hewlett-Packard Co.
3495 Deer Creek Road
Palo Alto, CA 94304
Tel: (415) 857-1501

Other International Areas

Hewlett-Packard Intercontinental
3495 Deer Creek Road
Palo Alto, CA 94304
Tel: (415) 857-1501

April 1982, Volume 1, Issue 5

OEM News is published monthly for Hewlett-Packard OEMs to keep you informed of HP products and services and to provide information to help you be more successful.

If you work for a company that is an OEM for Hewlett-Packard and want to receive your own copy of **OEM News**, call your Hewlett-Packard sales representative.

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

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

If you have any suggestions, comments, or letters about **OEM News**, please send them to:

Editor: Sheri Bebb Godshall
Hewlett-Packard Company
Computer Marketing Group
3000 Hanover Street, BD
Palo Alto, California 94303-0890 USA

