Neasure For the men and women of Hewlett-Packard/JANUARY 1980

- Products go adventuring (pages 2-5)
- HP Spain—impressions (pages 6-9)
- Focus on technicians (pages 10-13)
- Corporate identity change (page 13)
- Concern for privacy (page 15)





Koala to koala...

"Both of us are called 'koalas' because we're looked on as kind of small, neat and friendly. I know that's what they think about me. But I'm not sure what to think about this square looking version. Looks too hard to be a real koala. No fur at all!

"They tell me it's really a new computer, an HP 3000 Series 30 code-named 'Koala.' This fellow who manages their sales in Australia, Tony Cookes, brought one over to my place here in Sydney's Taronga Park Zoo so we could meet. It was nice of him to leave some money and donate some computer time for koala research, too.

"The best part, though, was getting our pictures in all the newspapers and magazines. That was smart. I'll say that about these new koalas: they're not big but they're very smart."

(For further adventures of HP products, see pages 2-5.)

Measure

EDITOR Gordon Brown

ASSOCIATE EDITORS Dennis Cresswell Betty Gerard

ART DIRECTOR Tom Martin

GRAPHIC ASSISTANT Sue Perez



1501 Page Mill Road, Palo Alto, California 94304 MEASURE Correspondents — ANDOVER, Frank
Orlandella * AUSTRALASIA, Geoff Windsor *
AVONDALE, Peter Ward * BOISE, Mark McDonagh
* BRAZIL, Campinas, Jose Lacerda * COLORADO
SPRINGS, Betty Lofton * COMPUTER SUPPORT,
George Lewis * CORVALLIS, Dick Anderson *
DATA SYSTEMS, Steve Strain * DATA TERMINALS, Polly Johnson * DELCON/CSC, Ed ligen *
DISC MEMORY, Don Harris * EASTERN SALES,
Vince Macrina * FORT COLLINS, Pete Peterson *
GENERAL SYSTEMS, Ken Coleman * HP CANADA, Brian Wright * HP FRANCE, Jacques Marquizeau * HP GmbH, Ernst von Glasow * HP ITALY,
Alice Pantera * HP SINGAPORE, Charlie Marshall
* HPSA, Bob Dosey * INTERCON, Judy Hansen *
LOVELAND, Jackie Peake * MALAYSIA, Maria
Malik * MANUFACTURING, Shirley Gilbert *
McMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * NIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, Jessica Tollman * MSD, Shirley Gilbert *
MCMINNYLLE, Chuck Walker * MIDWEST
SALES, MSSE * MSD, MSD, MSD, MSD, M

HEWLETT-PACKARD COMPANY 1501 Page Mill Road Palo Alto, California 94304