





Computer downtime could cost this user his share of a multi-billion dollar market.

That's why he depends on Gerber Scientific and Hewlett-Packard.

In the automotive market, being second with a hot new body design just doesn't make it. That's why car manufacturers are turning to computerized drafting systems, like those made by The Gerber Scientific Instrument Company, South Windsor, Connecticut.

The auto industry knows that computers can mean the margin of difference—when they're working. But when they're not, you just might be "last under the checkered flag." That's why trouble-free performance was a key factor in Gerber Scientific's computer selection for its Series 1200 and 700 controls. These drafting systems make it possible to bring fresh new auto design concepts to market in record time. Gerber's systems are also slashing design time and costs in electronics, aircraft, garments, maps and other detailed work that used to take weeks of manual effort.

Sure Gerber Scientific chose our 2114 computer because they knew it could do the job. And was priced right. But more important, they knew they could count on superb reliability—and depend on world-wide HP service and support back-up—if and when needed. We have 141 service centers in the United States and around the world. For an OEM, this can be a very reassuring fact.

There are other reassuring facts about our small computers. Like Direct Memory Access, a feature now available with the new HP 2114B. The DMA option gives you the flexibility to use high-speed peripherals. And it makes possible the acquisition of very high-speed data. Yet this computer's base price is only \$8500. If you're looking for something a bit more powerful, try the HP 2116B. It's the heart of our popular time-share, real-time executive and disc operating systems. Cost: \$24,000.

Get the full story on computers you can depend on. Call your nearest HP sales office or write to Hewlett-Packard, Palo Alto, California 94304; Europe: 1217 Meyrin-Geneva, Switzerland.

HEWLETT  PACKARD

DIGITAL COMPUTERS