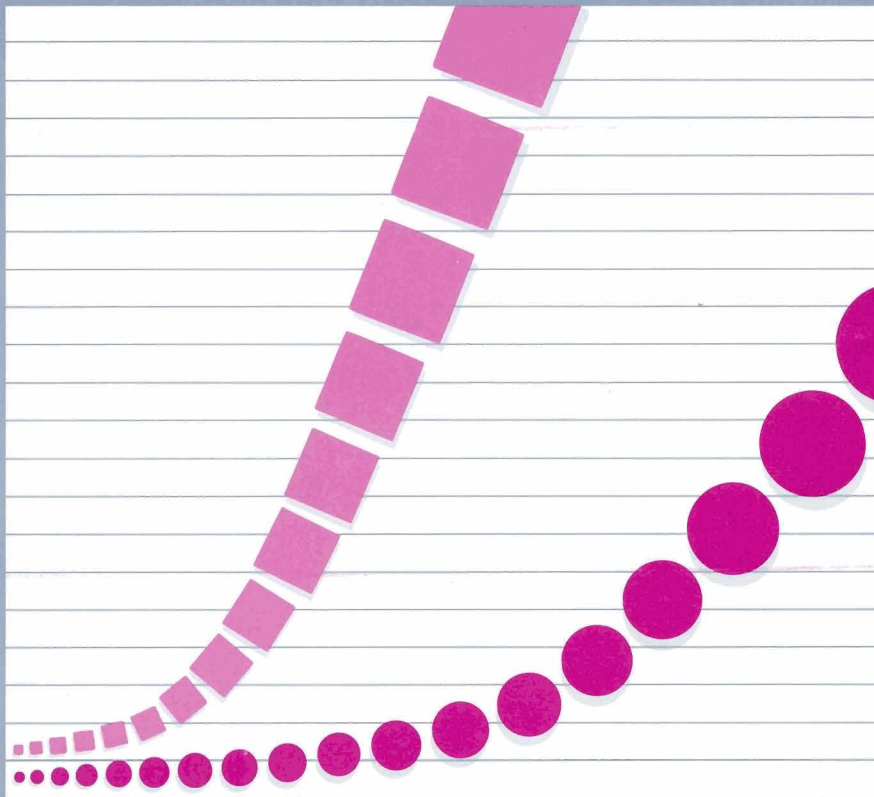


Computer News

For HP Field Personnel Worldwide
April 1, 1985

New HP 3000 Capacity Planning & Performance Consulting



To help your customers plan for system growth

For HP Use Only

Computer News

Vol. 10, No. 11

Editor

Roman Kichorowsky

Copy Editor

Tracy Wester

Production Editor

Darleen Brettes

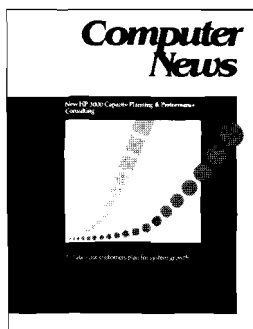
Circulation

Roster Administrator

Computer News is published biweekly for Hewlett-Packard field personnel to help you sell HP computers, computer-related products, and computer-based systems by *organizing, summarizing, and highlighting* marketing information about new and existing system solutions.

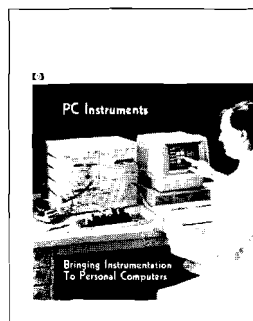
Please send address changes and subscription requests to Roster Administrator, 49B2, 19320 Pruneridge Ave., Cupertino, CA 95014. Phone 408-864-5621, or TELNET 1-864-5621.

Address editorial correspondence to *Computer News*, Hewlett-Packard Company, Building 20BV, 3000 Hanover Street, Palo Alto, CA 94304-0890 USA, COMSYS 0000. Phone 415-857-8972.



On the Cover

Now your customers can maximize current HP 3000 performance while effectively planning for future system growth. A new line of performance analysis and capacity planning consulting services provide a choice of methods for achieving their goals. See the articles on pages 19-22.



On the Back Cover

HP introduces PC Instruments — a practical and versatile solution for the automated-test-and-measurement requirements of a wide range of technical professionals. See articles beginning on page 6.

MARKETING & INTERNATIONAL SECTOR

US Field Operations

European Operations

Intercontinental Operations

Major Accounts Marketing

Corporate Marketing

MIC Marketing Information Center
FRD Finance and Remarketing Division
PSD Product Support Division
ASD Application Support Division
DMK Direct Marketing Division
CPC Corporate Parts Center
TPM Third Party Marketing

COMPONENTS, MEASUREMENT & DESIGN SYSTEMS SECTOR

Microwave & Communications Group (MCG)

SPD Stanford Park Division
NMD Network Measurements Division
SAD Signal Analysis Division
SPK Spokane Division
CTD Colorado Telecom Division
QTD Queensferry Telecom Division
MTD Microwave Technology Division
QMO Queensferry Microwave Operation

Electronic Instruments Group (EIG)

NJD New Jersey Division
SCD Santa Clara Division
BD Boeblingen Instrument Division
YID YHP Instrument Division
YCD YHP Computer Operation
ICD Integrated Circuits Division

Design Systems Group (DSG)

FSD Fort Collins Systems Division
FEO Fort Collins Engineering Operation
LSD Logic Systems Division
LECO Logic Design Operation
COL Colorado Springs Division
BCD Boeblingen Computer Division
LSD Lake Stevens Instrument Division
BEO Boeblingen Engineering Operation
TSC DSG Technical Software Center

Component Group

MSD Microwave Semiconductor Division
OED Optoelectronics Division
OCD Optical Communication Division
SAC Southeast Asia Operation

Corporate Engineering

INFORMATION SYSTEMS & NETWORKS SECTOR

Information Systems Group (ISG)

CSY Computer Systems Division
CSY-R CSY Roseville Operation
BGD Boeblingen General Systems Division
OPD Office Productivity Division
GCO Guadalajara Computer Operation
APD Administrative Productivity Division
IRO Information Resources Operation
APO Administrative Productivity Operation
FSO Financial Systems Operation

Information Networks Group (ING)

RND Roseville Networks Division
IND Information Networks Division
GND Grenoble Networks Division
CNO Colorado Networks Operation

Information Technology Group (ITG)

CID Cupertino IC Division
FID Fort Collins IC Division
NID Northwest IC Division
IHO Information Hardware Operation
ISO Information Software Operation

Personal Computer Group (PCG)

RTD Roseville Terminals Division
PCD Portable Computer Division
HCCO Handheld Computer & Calculator Operation
GPCD Grenoble Personal Computer Division
POD Personal Office Computer Division
PCSD Personal Software Division
PCDC Personal Computer Distribution Operation
PCGC Personal Computer Group Operation
HPRP Puerto Rico Operation
PCS Singapore Operation
BPC Brazil Operation

Peripherals Group (PG)

BOI Boise Division
DMD Disc Memory Division
GLD Greeley Division
CPB Computer Peripherals Bristol Division
SDD San Diego Division
VCO Vancouver Division

MANUFACTURING, MEDICAL & ANALYTICAL SYSTEMS SECTOR

Manufacturing Systems Group (MSG)

DSD Data Systems Division
AMSC Advanced Manufacturing Systems Operation
MPD Manufacturing Productivity Division
SPNO Semiconductor Productivity Network Operation
LID Loveland Instrument Division
PAO Panacom Automation Operation
MTD Manufacturing Test Division
LMSC Lyon Manufacturing Systems Operation

Analytical Group

AVD Avondale Division
LAS Laboratory Automation Systems Operation
SID Scientific Instruments Division
WAD Waldbronn Division

Medical Group (MED)

AND Andover Division
BMD Boeblingen Medical Division
MCM McMinnville Division
WAL Waltham Division
HCP Health Care Productivity Operation
MSC Medical Supplies Center

Corporate Manufacturing

HP Computer Museum

www.hpmuseum.net

For research and education purposes only.



MARKETING

4 General

Rental program highlights
Quality brochure on refurbished equipment now available

5 Third Party

Corporate Third Party Program to survey software suppliers

PERSONAL COMPUTERS

6 General

PCDO moves to San Jose

6 Series 100

Introducing HP's new PC Instruments
Data acquisition software for PC Instruments
HP-IB I/O Library turns personal computers into instrument controllers
PC Instruments use HP-Plus software program and sales
Tune in to NPT teleconference on April 18 for PC Instruments
PC Instruments demands innovative marketing and sales
Customer literature available for PC Instruments
Announcing personal-computer-based data acquisition system
New version of CONDOR available
New educational software for the HP Touchscreen personal computer
Get in shape with HEALTH-AIDE™ on The Portable
The Portable software update

TECHNICAL COMPUTERS

15 HP 1000

New version of HP 1000 A-Series 8-channel MUX released
New version of HP 1000 A-Series downloadable MUX released
VC+ not supplied with 2196C/D SPU for HP 1000 Model 26
How to pace the HP 2250

17 HP 9000

Announcing TK!Solver®/HP-UX for HP 9000 Series 200 and HP Integral PC
Introducing Picture Perfect for HP 9000 Series 200 workstations
HP 3054A system software for Series 200 controllers
HP 9000 Data Communications Supplement correction

BUSINESS COMPUTERS

19 HP 3000

New Capacity Planning and Performance Analysis products help sell HP 3000s
HP Caplan: new capacity planning for the HP 3000
HP Trend: high-level resource planning and load balancing
HP Snapshot: to maximize current system performance
Custom Performance Consulting: a personalized performance solution

The difference between AEO and ISMC services
T-Delta-1: HP 3000's next integrated release
New HP Menu for HP 3000
INP cables for HP 3000 Series 37 now on CPL
HP 3000 Commercial Sales Rep Training Course now available
How to connect HP 2392A terminal to HP 3000 Series 37

25 Financials

HPFA customization wins a \$440,000 deal

25 Manufacturing

PL-10 helps managers weather downturns
How to qualify customers for division JIT tours

26 Office Systems

HP PPC products shipped on time as promised
New HP PPC demonstration pack available
Demonstration pack for HP Convert/WPS available
Demonstration pack for HP Word available

28 Distribution

Software Distribution Center to distribute IRO product updates
Distribution management support product numbers and pricing

29 Vertical Markets

HP CompuTrac legal seminar a big success

NETWORKS/PERIPHERALS

30 General

The Smartmodem 2400: quick link to minis and mainframes

31 Networks

X.25: The PSN Connection booklet available

32 Mass Storage

Mass storage product price increases
HP 7976AR removed from the CPL

32 Plotters

HP 7550A penetrates large DEC account
Plotter family flyer positions five products
New plotter sales literature
SDD needs information about CalComp plotters
Publicize your customer's plotter applications

35 Printers

HP bar code printing solutions
HP 2689A IBM operating system support
HP 2685 print station availability constraints
System Printer Reference Guide now available

37 Terminals

Customizing terminals is a job for Specials

SUPPORT/SUPPLIES

38 Support

HP product support life extended to 10 years
New HP Documentation Index available

39 Supplies

CSO becomes Direct Marketing Division

GENERAL

Rental program highlights

Que Fooor/FRD

The rental program product list and price list have been revised. Below is a summary for your easy reference:

Products

- To complement the existing systems, peripherals, and terminals, some new products have been added along with their major options (HP 2680A and 2689A laser printing systems, HP 7580B drafting plotter, HP 9000 Model 520 and 520 bundled, and HP 9807A Integral Personal Computer).
- All products from the Computer Systems Price List have a two-to-four week availability and are subject to the standard six-week lead time if coordinated with the office automation products.
- Other options, cables, accessories, and software are also available for rental. With the exception of the indicated peripherals (HP 7925 and 7970ER), accessories, printers, and terminals on the Computer Systems Price List can only be rented with an HP 3000 system.

Support

- Software support on the HP 3000 rental systems include FOS (AMS level). Support for additional software applications must be ordered separately.
- Rental rates include hardware maintenance, insurance, personal property taxes, standard installation, and bundled freight.
- Laser printer rental rates do not include maintenance since charges are variable and based on the number of drum rotations in a month. Customers who rent these printers must purchase their own maintenance contracts.

Terms and conditions

- All customers with a current purchase agreement can now apply their discount to the buy-out price.
- Major accounts with 25 functional units or \$2.5 million are entitled to a discount on both the 12- and 24-month rental terms.
- Prepayment on a 12- or 24-month contract entitles customers a 7 percent discount.

Quota and commission

- Quota and commission are based on the list price less an average discount (20 percent), or the major account discount.

12- and 24-month rental:

100 percent quota and commission

3-month rental:

100 percent quota and 75 percent commission

We hope the above information recap will help you understand and sell the rental program more easily. Please direct any questions to your sales finance representative or market development contact at Finance and Remarketing Division.

Quality brochure on refurbished equipment now available

Carol Robertson/FRD

Finance and Remarketing Division (FRD) has updated and revised our quality brochure. The new brochure exemplifies HP's high standards of performance and reliability for refurbished products. This brochure assures customers of HP's commitment to refurbishment by informing them of FRD's quality and reconditioning process. Part of this commitment includes a "Certificate of Quality" that accompanies every refurbished product shipped from FRD.

This new brochure (P/N 5954-0178) is now available from the Literature Distribution Center.



For more information on FRD's refurbishment process, call your FRD market development contact.

THIRD PARTY

Corporate Third Party Program to survey software suppliers

Julie Parrish/Corporate Marketing

Hewlett-Packard's newly formed Corporate Third Party Program (Don Andrews, manager) will be sending out a questionnaire to all software suppliers currently listed on our TRIAD data base. The purpose of this survey will be to gather much needed information on sales leveraged from our software suppliers, and to find out what some of their perceptions about our program are. The survey will be sent out in April, and the answers should be based on the first half of FY85 (November 1, 1984, to May 1, 1985). We will continue to send out these surveys on a semiannual basis so that we can better measure our software supplier program and continue to develop it to meet both our needs and those of our software suppliers.

Please encourage the software suppliers that you represent to fill out their questionnaires and send them to: Julie Parrish, c/o Hewlett-Packard Company, 3000 Hanover Street, 20BN, Palo Alto, CA 94304-0890.

Those who turn in their surveys will have a chance to win The Portable.



GENERAL

PCDO moves to San Jose

Gary Traynor/PCDO

Personal Computer Distribution Operation (PCDO), which distributes over 600 different personal computer products to HP dealers, has moved to a new facility in San Jose, California.

The new site remains convenient to PCDO's San Francisco Bay Area suppliers, Personal Office Computer Division, and Personal Software Division, as well as the major airports and the Port of Oakland where an increasing number of products from the Orient arrive. The address of the new site is:

Hewlett-Packard Company
PCDO/Building 85
935 McLaughlin Avenue
San Jose, CA 95122

New phone numbers are in effect at the new location. The main number is 408-293-2444. Individuals can be reached through their new TELNET number listed in the new directory. Please stop by to visit the new PCDO distribution facility if you're in the San Jose, California, area.

SERIES 100

Introducing HP's new PC Instruments

Mary Nee/NJD

A new concept in instrumentation was announced by Hewlett-Packard with the introduction of PC Instruments to the worldwide markets on March 26, 1985.

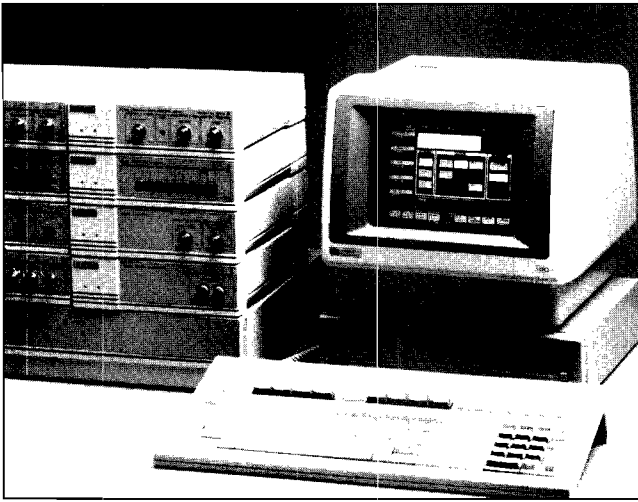
PC Instruments, a fully-integrated system of hardware and software, is HP's new line of personal-computer instrumentation products designed to work with the HP Touchscreen personal computer and the IBM PC, PC XT, and PC AT. PC Instruments initial product line includes eight modules:

P/N	Description	US list price
HP 61010AA	16-bit digital I/O	\$ 650
HP 61011AA	8-channel relay MUX	650
HP 61012AA	12-bit dual voltage D/A converter	800
HP 61013AA	4½-digit digital multimeter	650
HP 61014AA	5MHz function generator	1,500
HP 61015AA	100MHz universal counter	900
HP 61016AA	50MHz digitizing oscilloscope	1,500
HP 61017AA	8-channel relay actuator	650

PC Instruments' key benefits

- Test, measurement, computation, spreadsheet analysis, and word processing can be performed using the same personal computer.
- Easy-to-use BASIC I/O Library makes customer programming simple and fast. (See article on pp. 8-9.)
- Soft Front Panel makes manual mode operation simple. Parameters can easily be "touched-in" rather than entered through cumbersome key strokes.
- Multiple instruments can be monitored and controlled through a single personal computer screen.
- Optional Data Acquisition Software makes the PC Instruments' solution complete; data can be collected and displayed instantly without having to write a program. (See article on p. 8.)
- The same personal computer can also control HP-IB instruments. (See articles on pp. 8-9.)
- More precise measurements can be obtained since the instruments are housed outside the personal computer, where signal noise and interference are lower.
- New level of affordability.

Traditional instruments have many of the same features as those found in personal computers, such as displays, human interface, and internal microprocessors. PC Instruments were designed to take advantage of these attributes of the personal computer by eliminating the redundancies from the instrument modules. This enables a single user interface (the personal computer) to control instruments of simpler designs, which translates to lower cost and higher reliability.



The components of the personal-computer-based PC Instruments system include up to eight technical instruments, offered in modular, stackable cases.

The personal computer communicates with PC Instruments via the Personal Computer Instruments Bus (PC-IB). For each PC-IB interface card plugged inside the personal computer, the computer can control up to eight PC Instruments modules. The system can be expanded to include more instruments with additional PC-IB interface cards.

P/N	Description	US list price
61060AA	PC-IB Interface for HP Touchscreen personal computer	\$500
61061AA	PC-IB Interface for IBM PC	500

Software — the heart of PC Instruments

Software is the key to PC Instruments' power and flexibility. The system software consists of programs for both manual and programmatic control of instruments and data conversion to commonly used formats. In the manual mode, the Soft Front Panel program provides instrument-control panels displayed on the CRT screen. Through the Soft Front Panel, users can operate any of the instruments connected to the PC-IB using an HP Touchscreen personal computer, mouse (IBM only), or cursor keys.

The BASIC I/O Library offers a rich collection of easy-to-use commands for programmatic control of instruments. These high-level commands allow users to create application programs tailored to their specific needs.

Data Conversion Utilities format data acquired from PC Instruments into a form compatible with popular application packages such as 1-2-3™ from Lotus™, NWA STATPAK™, VisiCalc®, and WordStar®. The following three commonly used formats are supported: BASIC, Stripped ASCII, and Data Interchange Format (DIF).

Modularity — key to PC Instruments system hardware

Each of the PC Instruments is contained in a separate stackable plastic enclosure housed outside the personal computer. This distinctive hardware design reduces bench clutter, conserves valuable expansion slots, and saves work space.

A separate mainframe or power supply is not needed for PC Instruments. Each instrument module is equipped with its own power pack that provides isolated power.

An optional system power unit is available, which provides convenient and space-effective storage for up to eight power packs. The unit serves as an ideal base for PC Instruments on the bench and is also rack mountable.

A separate rack shelf is available for mounting up to four PC Instruments in a standard 19-inch rack.

P/N	Description	US list price
61001A	System power unit	\$400
14801A	Rack shelf	200
14802A	Terminal block	150

A versatile system designed for a wide range of technical professionals

The new PC Instruments are designed for use in a variety of technical environments. These include areas in manufacturing, R&D, and other scientific and engineering environments.

Some of the typical applications consist of production test, subassembly test, incoming inspection, component evaluation, prototype testing, process monitoring, data logging, and experimental control.

1-2-3™ and Lotus™ are US trademarks of Lotus Development Corp.

NWA STATPAK™ is a US trademark of Northwest Analytical, Inc.

VisiCalc® is a US registered trademark of VisiCorp.

WordStar® is a US registered trademark of MicroPro International Corporation.

Data acquisition software for PC Instruments

Bruno Codispoti/NJD

PC Instruments can be operated in the manual mode (Soft Front Panel) or in the programmatic mode through a BASIC program. This capability is provided through the system software shipped with the PC Instruments Interface. However, users with general-purpose data-logging and data-presentation requirements can purchase the Data Acquisition Software package to simplify their programming tasks.

The key benefit of the Data Acquisition Software package is that it provides a method by which the user can collect and display data from PC Instruments without having to write a program.

The Data Acquisition Software package (HP 14855A for the HP Touchscreen personal computer, HP 14856A for the IBM PC) contains BASIC programs which will perform common engineering workbench test applications. This package includes the following programs:

- *The Voltage Scanner* program links the PC Instruments digital multimeter (DMM) with up to two relay multiplexers to form a general-purpose 16-channel voltage scanner. The data from the 16 channels can be presented in two output formats — graphical or tabular.
- *The Thermocouple Scanner* program is similar to the Voltage Scanner but the thermocouple compensation and linearization are built-in. The program supports K, J, R, E, S, and T-type thermocouples. A temperature reference (in the relay multiplexer) is read on one of the multiplexer channels, thus reducing the available input channels to seven per relay multiplexer.
- *The Analog Recorder* program links up to three PC Instruments digital multimeters to perform the function of a traditional, three-channel, X-Y or Y-T recorder. With this package, data is acquired and output on a user-configured graph. Data can also be sent directly to disc for later analysis.
- *The Engineering Graphics* program is used by the three application programs. This general-purpose line-chart graphics can also be incorporated into user-written BASIC application programs. The graphics utility allows up to two Y axes and supports linear, semi-log, and log-log plots. Built-in scaling allows for automatic data conversion to engineering units.

All these programs are configured through menus so the user does not have to do any programming at all. The user simply types the run parameters into a configuration menu, sets up an output template for data presentation, and then hits a softkey to start running the test. It's that simple.

The Data Acquisition Software package also fully supports both the HP 7470 and 7475 plotters for hard copy output. Also, hard copy outputs can be obtained from the primary printer for the personal computer.

The Data Acquisition Software can be customized to better fit a user's specific application. Portions of the program can be modified, in BASIC, to add new program lines for data conversion or scaling. Also, other PC Instruments or HP-IB instruments can be added to the programs for providing stimulus or monitoring other types of signals.

Model No.	Description	US list price
14855AA	Data acquisition software for HP Touchscreen personal computer	\$400
14856AA	Data acquisition software for IBM PC	400

HP-IB I/O Library turns personal computers into instrument controllers

Van J. Walther/ISL

The HP-IB I/O Library for MS™-DOS adds another computer to the spectrum of instrument controllers. With this library, the HP Touchscreen personal computer, IBM PC, PC XT, PC AT, and other MS-DOS compatible computers join the HP 9000 Series 200 and the Series 80 computers as HP-IB instrumentation controllers.

In the past, the HP Touchscreen personal computer and other MS-DOS computers were unable to communicate with instruments over HP-IB. Our customers needed to have an instrument controller as well as a computer to work for them in the office.

Now, with the HP-IB I/O Library, the HP Touchscreen personal computer and the IBM PC move into a new realm. Not only can the personal computer work in the office but it can now move into the laboratory as well.

The HP-IB I/O Library gives the HP Touchscreen personal computer and the IBM PC all of the capabilities essential for most instrumentation applications. If the system design requires portability or higher performance, those options still remain available. But a designer no longer needs to buy one computer for office work and another for the laboratory.

The software provides over 20 different commands which can be used in either GW™ BASIC (BASICA on the IBM) or MS™-PASCAL. These commands are similar to the high-level commands already implemented on the Series 80 and the HP 9000 Series 200 computers, so customers experienced with those computers should feel very comfortable with the HP-IB I/O Library.

P/N	Description	US list price
14857AA	HP-IB I/O Library for HP Touchscreen personal computer	\$300
61062AA	HP-IB Interface and I/O Library for IBM PC	400

The HP-IB I/O Library for the HP Touchscreen personal computer provides software on 3½-inch discs. The HP-IB Interface and I/O Library for the IBM PC provides software on 5¼-inch discs and an HP-designed HP-IB interface card to plug into the IBM PC. A manual is included that contains instructions on installing the HP-IB card and the I/O Library files, and programming with the Library in BASIC and Pascal. In addition, complete syntax references are provided for both languages, as well as programming examples.

PC Instruments use HP-Plus software program and sales

Rick Van Ness/NJD

New Jersey Division is committed to increasing the availability of software that supports our PC Instruments in order to present a total instrumentation solution to our customers.

To achieve this, we offer an incentives program that encourages developers of software for HP PC Instruments to become official listed or referenced suppliers under the HP-Plus third-party software program.

To encourage participation in our third-party software program, HP offers qualified software vendors:

- A 40 percent discount on the purchase of an instrument system to assist them in the development and demonstration of their software.
- Technical support on PC Instruments during the software development period.
- Eligibility for free merchandising exposure through our marketing programs.
- Closer working relationship with HP's PC Instruments divisions.

The independent software vendors retain all revenues, proprietary rights to the software, and responsibility for its marketing, distribution, and support.

If you have customers who would like to participate in this program, please contact your regional support engineer.

Tune in to NPT teleconference on April 18 for PC Instruments

Mary Nee/NJD

A major portion of the April 18 NPT teleconference has been dedicated to PC Instruments. We have designed an exciting program to help you successfully sell this new product line.

The PC Instruments team will be telling you all about the exciting new products, the competition, marketing plans, distribution, and support programs. In addition, live field demos will be set up and running at many of the downlink sites to give you first-hand experience with New Jersey Division's new PC Instruments.

PC Instruments demands innovative marketing and sales

Rick Cavanaugh/NJD

The easy-to-program PC Instruments series of products is the result of technological innovation and demands innovation in marketing and sales. We need your help to make the program a success for all of us.

PC Instruments is a different kind of sale. Traditional one-on-one selling is appropriate in our major

accounts, but it cannot reach the rest of the potential market cost effectively. Therefore, we are introducing the Leveraged Selling Program, an innovative marketing program to help you sell into these accounts. This program consists of:

Factory market programs

- Public relations articles (cover photo and feature article in April 4th issue of *Electronic Design News*)
- 12-page concept brochure (inserted in June issues of *Electronic Design*, *Electronic Design News* and *Electronic Test*)
- Demo-disc (promotional tool available on HP Touchscreen personal computer and IBM PC floppy discs)
- Data sheet and configuration guide.

Field marketing and selling tools

- Direct-mail flyers to recruit customer seminar attendees
- Customer seminar: two-hour, 35mm slide/videotape presentation at field offices
- Field demo: Active filter CAD/CAT demonstration, which will give customers hands-on experience.

Local field office implementation

- Field marketing organization responsible for coordinating customer seminars and mailing out flyers
- Local product champions trained via April 12 teleclass to present customer seminar and field demos
- Sales reps to pursue major accounts with traditional selling techniques and horizontal customers with leveraged selling techniques.

PC Instruments is part of the April 18 teleconference, however, PC Instruments will be announced to the press on March 26. The NPT Tour, scheduled to commence on April 23, will clarify local implementation of the leveraged selling program and be the forum for the first customer seminar in each area.

PC Instruments represents a new concept in instrumentation. Customers will have to become aware of the concept, educated to understand its benefits, and convinced that HP provides the best solution. So product demonstrations are important for early acceptance of PC Instruments.

Customer literature available for PC Instruments

Tom DiCorcia/NJD

The PC Instruments data sheet (P/N 5952-4124) is a 20-page, four-color brochure that describes the PC Instruments offering and provides detailed instruments specifications. It is suitable for both domestic and international distribution.

A separate four-page, two-color ordering and configuration guide (P/N 5952-4125D) is a perfect companion piece for the data sheet. It provides detailed information on required computer configurations and supported hardware. It guides customers through the ordering process. The domestic version contains US list prices and an English international version without prices is also available (P/N 5952-4125).

A promotional demo disc contains free-running software for the HP Touchscreen personal computer or IBM PC. It describes system set up, the PC Instruments, the software, and accessories. The HP Touchscreen version (P/N 14850-10001) requires an HP Touchscreen or Touchscreen MAX personal computer. The IBM PC version (P/N 14851-10001) will run on the IBM PC, PC XT, and PC AT. A color graphics card, 128K bytes of RAM, and DOS 2.0 are required.

The Concept Brochure (P/N 5952-4126D) is a twelve-page, four-color document which introduces the customer to the PC Instruments concept and provides major instruments specifications. The domestic version includes US list prices and contains a customer response coupon (the customer can use it to obtain the data sheet, the ordering configuration guide, and the demo disc). An English international version (P/N 5952-4126) is available without prices. It mentions the availability of data sheets, and provides regional addresses for Canada, Europe, and Intercon. Localized versions in French, German, Italian, and Spanish will be available soon.

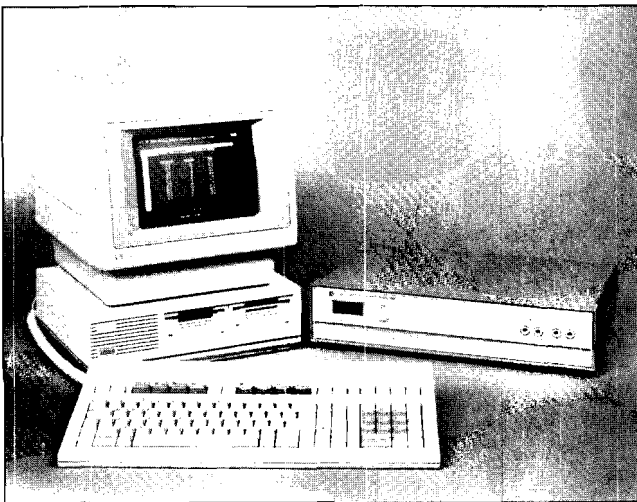
A one-page four-color direct mail flyer (P/N 5952-4133) introduces customers to PC Instruments. It is designed as an envelope stuffer for sales offices — perfect for mailing to your local customer base.

Contact your literature coordinator to obtain any of these materials. Demo discs will be supplied at a small charge through Corporate Parts Center.

Announcing personal-computer-based data acquisition system

Brian Sippy/LID

The new HP 3055S Data Acquisition System brings HP's measurement expertise to the personal-computer-based data acquisition market. This family of products includes two popular HP data acquisition instruments and two new software packages for several different models of personal computers.



The HP 3055S: lab-quality, personal-computer-based data acquisition for the HP Touchscreen and IBM PC personal computers.

The HP 3055S is a complete data acquisition system that will run on the HP Touchscreen, Touchscreen MAX, IBM PC, IBM PC XT, and the IBM PC AT personal computers. The system provides accurate analog and digital I/O, data storage, graphics, and analysis.

The HP 3055S software package turns the personal computer into a powerful, lab-quality data acquisition system, regardless of the user's programming experience. A menu-driven application program permits the user to quickly set up an experiment, acquire data, and store and analyze the results with minimal effort. For the more experienced programmer, the software also has user-callable subroutines for maximum flexibility.

The HP 3055S enables users to gather data on up to 100 channels, check limits, activate alarms, store, print, and analyze the data — all by pressing softkeys or entering alphanumeric responses.

Users can call subroutines from a BASIC mainline program and add additional instruments to the system via the industry standard HP-IB (IEEE-488). They can expand the system up to 1,000 analog and 1,360 digital channels by adding an extender chassis and writing a custom BASIC program.

Analysis routines like channel versus channel, channel versus time, histogram, and statistics are available for analyzing the data gathered with the HP 3055S.

Included in the HP 3055S software is a utility program to convert the data gathered with the HP 3055S to 1-2-3™ from Lotus™ format for further analysis and graphics.

A choice of using either two HP 3421As or one HP 3497A data acquisition front end with the HP 3055S software gives you the optimum solution for a specific application. Each HP 3421A can have up to 30 analog channels, and each HP 3497A can have up to 100 analog channels for voltage, resistance, or thermocouple measurements.

Both HP 3055S front ends feature 5½-digit integrating A/Ds, 1-microvolt sensitivity, low thermal relays, autoranging, autozero, and floating differential inputs. These features allow low level measurements despite common mode and normal mode noise.

P/N	Description	US list price
3421A	Data acquisition unit	Starts at \$1,700
3497A	Data acquisition unit	Starts at 4,650
44451A/B	HP 3055S software for the HP 3421A	400
44457A/B	HP 3055S software for the HP 3497A	500

Delivery for these products is four weeks ARO.

1-2-3™ and LOTUS™ are US trademarks of Lotus Development Corporation.

New version of CONDOR available

Randy Kahle/PSD

HP is now shipping a new version of the CONDOR data-base management system for the Touchscreen and the Touchscreen MAX personal computers.

The new version, 2.11B, replaces version 2.11. Version 2.11B has the same functionality as version 2.11, with an increased level of reliability.

HP is offering a free update disc for owners of version 2.11. If your customers have version 2.11 and would like version 2.11B, please have them send their master disc plus their name and address to Condor Product Manager, Hewlett-Packard Company, 3410 Central Expressway, Santa Clara, CA 95014, and the new disc will be sent to them.

CONDOR is a US trademark of Condor Computer Corporation.

New educational software for the HP Touchscreen personal computer

Craig Artherholt/PSD

Nightsky/150 is a new software product that educates the user about astronomy, one of the most popular natural sciences. The program realistically simulates the appearance of the night sky on screen to educate the user about the location and visual size of the stars, planets, and constellations. You choose the time of day for any calendar date and from any viewing location on the earth's surface and a view of the heavens is presented on the display. This view can then be printed out for use as a star map. Included in the simulation are:

- 511 of the brightest stars
- Sun, Moon, and the major planets
- 18 constellations, ecliptic, and celestial equators.

In addition, Nightsky/150 comes with a user's guide that is designed to teach basic observational astronomy. This product sells for \$69.95 and is available direct from the vendor: Cosmographics International, 5309 Kaywood Court, Fairfax, VA 22032; 703-978-7812.

Flash-Card is a new math tutorial program that makes extensive use of the touch capability. It is aimed at children who are learning the basic math tables for addition, subtraction, multiplication, and division. A single problem is presented at one of the three levels of difficulty with five possible solutions displayed. The student touches his choice and is told if it is correct or to try again. A score is provided after each session. This product sells for \$24.95 and is available direct from the vendor: Demand Systems Inc., 6279 Variel Ave., Suite D, Woodland Hills, CA 91307; 818-710-8851.

Get in shape with HEALTH-AIDE™ on The Portable

Nancy Timbers/CSO

For US only

With the introduction of the HEALTH-AIDE software program, HP Portable users can shape up while using their personal computer.

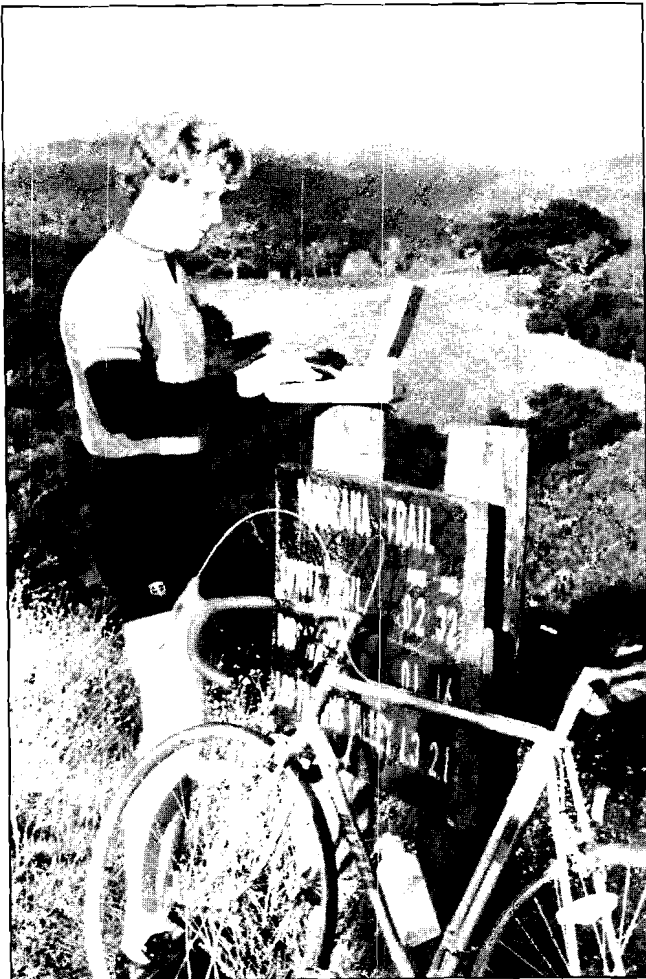
HEALTH-AIDE is a nutrition and exercise program for dieticians, physicians, fitness centers, and any individual concerned with fitness. Anyone using HEALTH-AIDE can sensibly manage their weight loss/exercise program.

Office/Field version

HEALTH-AIDE runs on The Portable as an office version and a field version.

Field: Away from the office, users working with a data base of 750 foods, can enter food and exercise data without a disc drive. When users return to their office, they can save their data on the HP 9114 disc drive and print out results on an HP ThinkJet printer.

Office: This has a data base of 3,700 foods and requires an HP 9114 disc drive.



Using the field version of HEALTH-AIDE on his HP Portable, a cyclist calculates his energy expenditure.

Other features

- Allows users to add their own foods to the dictionary.
- Tracks the personal requirements for up to 40 users.
- Tracks the daily values of 10 individually selected items per person, such as blood pressure, pulse and running mileage.
- Calculates the energy expenditure of 150 activities. Users may select 26 activities for each analysis.
- Performs analysis of meals and exercise activities which can be printed out on an HP ThinkJet printer.

How to order

The office-and-field version of HEALTH-AIDE may be purchased through an authorized HP dealer or via DMK's Direct Order phone numbers listed in the Support/Supplies section. HEALTH-AIDE is supported directly by Program Technology Corp. in the US only.

P/N	Product	US list price
35158C	HEALTH-AIDE	\$79.95

HEALTH-AIDE™ is a US trademark of Program Technology Corp.

The Portable software update

Jim Martin/PSD

In addition to the built-in applications of The Portable, there are nearly 100 software products available that support a wide range of applications from financial planning to computer languages and tools.

Summarized below is the software that Hewlett-Packard currently distributes for The Portable.

Product	P/N	US list price	RAM required	Electronic disc required
WordStar™	45400D	\$350.00	96K byte	128K byte
WordStar Professional	45427D	550.00		
WordStar			96K byte	128K byte
MailMerge™			96K byte	12K byte
CorrectStar™			196K byte	External disc only
StarIndex™			96K byte	45K byte
WordStar options	45429D	350.00		
MailMerge			96K byte	12K byte
CorrectStar			196K byte	External disc only
StarIndex			96K byte	45K byte
Dow Jones Spreadsheet Link™	45511D	250.00	96K byte	112K byte
Rags to Riches™ Accounting				
Accounts payable	45523C	99.00	96K byte	56K byte
Sales	45521C	99.00	96K byte	56K byte
General ledger	45520C	99.00	96K byte	56K byte
Accounts receivables	45522C	99.00	96K byte	56K byte
Microsoft® Word	45474D	375.00	196K byte	External disc only
dBASEII™	45468D	500.00	96K byte	160K byte
DataFax™	45408C	299.00	96K byte	142K byte
Multiplan™	45473D	195.00	96K byte	120K byte
Hayden Personal Productivity				
The Writer	35153D	49.95	96K byte	104K byte
The Speller	35154D	49.95	96K byte	148K byte
List Manager	35152D	49.95	96K byte	External disc only
The Planner	35155D	49.95	96K byte	152K byte
The Calendar	35151D	49.95	96K byte	176K byte
Languages				
BASIC by Microsoft	45445D	300.00	96K byte	32K byte
Compiled BASIC by Microsoft	45446D	395.00	96K byte	External disc drive
GW™ BASIC by Microsoft	45450D	395.00	96K byte	70K byte
Pascal by Microsoft	45447D	350.00	140K byte	External disc drive
Lattice™ C Compiler	45452D	495.00	96K byte	External disc drive
Programmer's Tools	45419C	325.00	128K byte	External disc drive

Adventure Games

Adventure: The Original by Crowther and Woods	92243D	39.95	96K byte	128K byte
Zork™ I	92243CA	39.95	96K byte	128K byte
Zork™ II	92243RA	44.95	96K byte	128K byte
Zork™ III	92243TA	44.95	96K byte	128K byte
Enchanter™	92243UA	44.95	96K byte	128K byte
Infidel™	92243WA	44.95	96K byte	128K byte
Deadline™	92243VA	44.95	96K byte	128K byte
Planetfall™	92243PA	39.95	96K byte	128K byte
Witness™	92243QA	39.95	96K byte	128K byte
Starcross™	92243DA	49.95	96K byte	128K byte
Suspended™	92243FA	49.95	96K byte	128K byte
Seastalker™	92243ZA	39.95	96K byte	128K byte
Sorcerer™	92243YA	44.95	96K byte	128K byte
CUTTHROATS™	92244AA	39.95	96K byte	128K byte
SUSPECT™	92244CA	44.94	96K byte	128K byte
The Hitchhiker's Guide to the Galaxy™	92244BA	39.95	96K byte	128K byte

These products have been customized to take full advantage of the power and portability of The Portable. The electronic disc (E-Disc) requirement listed above allows for program files only. Demo, tutor, and data files are not included. In addition to the above, a wide offering of products is available directly from third-party software vendors. Consult the latest Series 100 software list for current price and availability information.

WordStar™, MailMerge™, CorrectStar™, and StarIndex™ are US registered trademarks of MicroPro International Corporation.

Dow Jones Spreadsheet Link™ is a US trademark of Link Systems, Inc.

Rags to Riches™ is a US trademark of Chang Laboratories, Inc.

dBASEII™ is a US trademark of Ashton-Tate.

DataFax™ is a US trademark of Link Systems, Inc.

Lattice™ is a US registered trademark of Lattice, Inc.

Zork™ is a US registered trademark of Infocom, Inc.

Enchanter™, Infidel™, Deadline™, Planetfall™, Witness™, Starcross™, Suspended™, Seastalker™, Sorcerer™, Suspended™, CUTTHROATS™, and SUSPECT™ are US trademarks of Infocom, Inc.

The Hitchhiker's Guide to the Galaxy™ is a US trademark of Douglas Adams.



HP 1000

New version of HP 1000 A-Series 8-channel MUX released

David Kuntz/RND

The HP 12040C is now on the Corporate Price List and has a US list price of \$2,130. The product itself is very similar to the old HP 12040B and is functionally backward compatible. Therefore, the HP 12040B will be removed from the Corporate Price List in June 1985.

Although the HP 12040C product has the same features as its predecessor, the parts which comprise the product are different. The MUX printed circuit assembly has a new part number (P/N 12040-60004). The RS-232 connection panel is different along with the MUX-to-panel cable and the 19-inch mounting bracket. There is also a new version of the firmware (EPROM, P/N 5180-7228).

The new firmware incorporates the following changes:

Change — Both baud rate generators on the card will have a default setting of 9600 baud. The old interface default setting programmed baud rate generator "zero" to 2400 baud and baud rate generator "one" to 9600 baud at card power up.

- **Situation** — Where device (printer) is connected to a port of the MUX and is printing, the last command received was an X-off (DC3). If this receive-only device is turned off (to clear a buffer), the port of the MUX will be left in a state requiring an X-on (DC1) and no way to send it.

Change — The new firmware will allow an X-on to be sent to a port via a different port using a command (CN,LU,34B,3). This will force an X-on on the specified port.

- **Situation** — During the MUX initialization, if the devices attached to the ports are powered off, and odd/even parity is used, there is a chance that the port could end up in a confused state. The typical cause has been that a parity error interrupts the on-card Z-80 CPU at the same time the Z-80 is trying to initialize the port.

Change — The new firmware disables interrupts while initializing the ports.

- **Situation** — If a break key is hit while the MUX is transmitting to an odd parity terminal, the port may hang. The noise on the receive line while an odd parity terminal is powered off may also cause the same problem. This is because the old firmware (P/N 5180-1970) did not correctly handle the rare occurrence of simultaneous parity error and break when configured for odd parity.

Change — The new firmware ignores the parity error when the error occurs because of the use of the break key on odd parity-configured ports.

- **Situation** — If the length of the receive data is greater than the read request length and the character set is Katakana, the MUX may hang.

Change — The new firmware corrects this situation.

Ordering information

Product/ Option	P/N	Description	US list price
12040C			\$2,130
	12040-60004	PC assembly	
	12040-90022	Manual	
	28658-60005	RS-232 panel	
	28658-63002	MUX-panel cable	
	5001-5278	Mounting bracket	
	1252-0508	Cable ext. kit	
*12040C Opt. 002		System modem cable	-400
		Delete RS-232 panel	
12040C Opt 003		Delete panel and cable	-500

*The 37214A system modem is purchased separately.

New version of HP 1000 A-Series downloadable MUX released

David Kuntz/RND

The HP 12041B Downloadable MUX used with the PCIF/1000 Programmable Controller Interface software package is now on the Corporate Price List. The product itself is very similar to the old HP 12041A and is functionally backward compatible with the HP 12041A. Therefore, the HP 12041A will be obsolete and removed from the Corporate Price List in June 1985.

The HP 12401B has a new hardware interface (P/N 12041-60002) and comes bundled with the

RS-232 connection panel (P/N 28658-60005) and cable (P/N 28658-63002). So it will no longer be necessary to order the HP 12828A connection panel product. The HP 12828A will be obsoleted and removed from the Corporate Price List in June as well.

The price of this bundled MUX and connection panel product is \$2,675. A delete panel option, Option 003, will also be offered — it reduces the US list price by \$500.

Ordering Information

Product/ Option	P/N	Description	US list price
12041B*	12041-60002	PC assembly	\$2,675
	12041-90001	Manual	
	28658-60005	RS-232 panel	
	28658-63002	MUX-panel cable	
	5001-5278	Mounting bracket	
	1252-0508	Cable ext. kit	
12041B Opt. 003		Delete panel and cable	-500

*The 12041B is used solely with the 94200A HP Programmable Controller Interface/1000 product.

VC+ not supplied with 2196C/D SPU for HP 1000 Model 26

Ted Proske/DSD

The recently-published *HP 1000 A-Series Technical Data Book* (P/N 5953-8761) and the *HP 1000 Ordering Guide Update* (P/N 5953-8763) mistakenly show that VC+ is included in 2196C/D SPUs for the HP 1000 Model 26 system. VC+ is included in the 2197C/D and 2199C/D SPUs for HP 1000 Model 27 and 29 systems. Please cross out VC+ on your reference copies of the HP 1000 A-Series data book and the ordering guide update to reflect what is actually being supplied.

How to pace the HP 2250

Grant Drenkow/LID

The HP 2250 is designed to take analog readings at 50,000 readings per second. In most applications, you will probably need to know exactly when these readings occurred. However, without pacing the readings (using the CPACE command) the HP 2250 does *not* take the readings at exactly 20 microsecond intervals. If 100 readings are taken, the average reading rate is 50,000 readings/second, but the intervals between readings may vary from 18 to 22 microseconds.

The HP 2250 is run by a 25 KHz switching power supply and that AC power is run along the backplane to each of the function cards in the instrument. This creates a lot of 25 KHz noise and consequently some 50 KHz harmonics. These harmonics create noise that peaks at exactly 20 microsecond intervals. If the noise is consistent on every reading, even averaging will not eliminate it. So you do not want to pace the readings on the HP 2250 at 20 microsecond intervals.

What do you do?

Pace your HP 2250 to take readings every 22 microseconds and average your readings. Any noise generated by the power supply will disappear proportional to the square root of the number of readings averaged. For example, if you average 100 readings, any 50 KHz noise will be reduced by a factor of 10. You will only reduce your reading rate from 50 KHz to 45 KHz. You will also be assured that your readings will be taken exactly 22 microseconds apart.

How do you do this? Use the CPACE command and the AAV command when making single precision readings. A simple example is shown below.

- DIM (10,1,200) — Dimension 10 variables and one 200 element buffer
- CPACE (0,0,22) — Set up pacing for 22 microsecond intervals
- IN(B1) — Establish readings to be put in Buffer 1
- WPACE — Analog board waits for pace pulse before taking reading
- BLOCK — Take a block of readings on one channel
- AI (1,1,100) — Take an analog reading on board in slot 1, channel 1, 100 times
- AAV (B1,100,V1) — Average the 100 readings from Buffer 1 and put the result in Variable 1

HP 9000

Announcing TK!Solver®/HP-UX for HP 9000 Series 200 and HP Integral PC

Sharron Viger/PSD

TK!Solver, an equation solving software package, is now available on HP 9000 Series 200 HP-UX computers and the HP Integral PC. TK!Solver allows your customer to solve complex mathematical models that cannot be easily done with programming languages, spreadsheets, or calculators. They define the model with equations written in their usual form, then TK!Solver uses direct or iterative techniques to solve the model.

All the tools needed for problem-solving are built into the program, including mathematical functions, facilities for converting units of measurement, and the ability to produce graphics and tables.

Key features of TK!Solver include:

- **Backsolving:** TK!Solver lets user enter their problems once and then solves for the unknowns, no matter where they are in the equations.
- **Iterative Solving:** TK!Solver lets your customer use a "guesstimate" for the answer, and then performs repeated approximations to converge on the actual answer.
- **List Solving:** TK!Solver allows your customer to input values in list form, then calculates the answer for every value in the list.
- **Unit Conversions:** TK!Solver allows your customers to define the numerical relationship between two types of units of measure and then uses those definitions so they don't have to modify their equations.
- **Tables and Plots:** TK!Solver can plot or print the answers to the screen or a printer. No special output devices are required.

To make the most effective use of this program, four TK!SolverPacks* (sophisticated templates for use with TK!Solver) are available:

- **Mechanical Engineering:** Analyzes topics like elastic beam bending, springs, area moment of inertia, Mohr's circle, rotational systems, heat transfer, fluid flow, and hydraulics.

- **Financial Management:** Topics include compound interest, net present value, debt service, cost of equity capital, financial statement analysis, stock option pricing, bond swaps, convertible debt, and bond refunding decisions.
- **Building Design and Construction:** Topics include beam and column design, mortgages, payment on energy-saving investments, heating costs and solar heat gain, construction cost estimation, and calculations for rafters and stairs.
- **Introductory Science:** Covers topics in chemistry, biology, physics, thermodynamics, and population studies.

TK!Solver runs on HP 9000 Series 200 computers running HP-UX 2.1 or 2.2, and the HP Integral PC. Consult the technical data sheet (P/N 5953-9538) and the sales training manual for more information about TK!Solver.

TK!Solver is distributed standard on a double-sided microfloppy and is also available on ¼-inch tape as Option 022.

P/N	Product	US list price
45515G	TK!Solver/HP-UX (single-user)	\$499
45515H	TK!Solver/HP-UX (multiuser)	999
TK!SolverPacks: (Note: TK!SolverPacks are not single-user or multiuser specific since they are data files only.)		
45516G	Financial Management	\$100
45517G	Mechanical Engineering	100
45518G	Building Design and Construction	100
45519G	Introductory Science	100

Add \$125 per application to listed price when ordering Option 022 for ¼-inch cartridge tape.

*TK!Solver is required to operate a TK!SolverPack template program.

TK!Solver® is a US registered trademark of Software Arts, Inc.

Introducing Picture Perfect for HP 9000 Series 200 workstations

Dave Pugmire/PSD

Picture Perfect, the popular HP Touchscreen personal computer graphics software, is now available for the HP 9000 Series 200 workstations. This new release brings all of the ease, flexibility, and power of the Touchscreen version, with the addition of an advanced bar/line chart type.

Picture Perfect is a data-driven presentation graphics package that produces professional-quality charts. Its modules provide the capability to produce high-quality pie charts, vertical or horizontal bar charts, line charts, and combined line and bar charts.

The user can place data values in many different locations on a chart with Picture Perfect. Legends, footnotes, titles, and annotations may be moved to where they work and look best. Single or multiple charts on one page allow for easy inclusion in a report or review. An independent Y axis allows for charting of different data types for comparison purposes.

A tutorial is provided with Picture Perfect that lets the user get started easily and quickly. Extensive on-line, context-sensitive HELP screens answer questions promptly, eliminating the need to search through a manual.

Series 200 Picture Perfect provides its own Pascal operating environment so no particular language environment or installation is required. It runs on HP 9000 Models 216, 217, 220, 236A/C with 512K bytes memory, and supports a wide range of peripherals. Picture Perfect is available worldwide; however, it will work with the keyboard in US mode only.

P/N	US list price
45462B	\$595
Opt. 630 3½"	
Opt. 655 5¼"	

HP 3054A system software for Series 200 controllers

Vic Petrosky/LID

As of March 1, 1985, the system software for the HP 3054A will be available for the HP 9000 Series 200 controllers, Models 217 and 237. The software package is supplied on 3½-inch flexible disc and may be ordered as 3054A Opt. 802 and 44453A Opt. 802.

All orders on hold for this software will be shipped by April 1. Software for the other Series 200 controllers (HP 9816, 9826, 9836) is still available on Options 800 and 801. If you think your order is being held or you need more information about this software package, please contact your regional support engineer.

HP 9000 Data Communications Supplement correction

Rita Wigglesworth/CNO

The February 1985 version of the *HP 9000 Data Communications Supplement* (P/N 5953-9535) contains an error. On page 4, the diagram for the figure "IBM 3270 Display Station Emulator" was inadvertently switched with the diagram on page 5 for the figure "RJE emulator." This document will not be distributed in bulk to each sales office. Instead, a gray data sheet for the new "HP 2392A and VT100 Terminal Emulator" will be distributed in March. The *Data Communication Tech Supplement* will be updated later this spring.



HP 3000

New Capacity Planning and Performance Analysis products help sell HP 3000s

Phil Palmintere/CSD

For North America and Europe only

Computer Support Division announces a new line of HP 3000 Capacity Planning and Performance Analysis services. These service products provide the sales rep with powerful new tools to sell both upgrades and additional systems to the installed base of HP 3000 customers. These systems are ideal for fostering an ongoing business partnership with your customers by placing Hewlett-Packard as the clear leader in customer support. Your customers benefit as follows:

- Customers can now *plan and therefore budget* for systems to support their anticipated business needs through HP Caplan System Capacity Planning.
- Customers can now *track historical growth trends* in the use of their system so that they can better manage current system resources over time and perform base level resource planning with HP Trend System Performance Analysis.
- Customers can now *maximize the performance of their current configuration* to ensure that their system and users are most productive with HP Snapshot System Performance Analysis.
- Customers can have HP experts evaluate and recommend solutions that are beyond the scope of the above standard services with Custom Performance Consulting.

HP Specialist expertise

These new products are services. While HP Trend is designed for stand-alone interpretation, the other services are delivered by specially trained HP Performance and System Specialists. When delivering these services, the HP Specialist makes use of HP-developed, proprietary software tools. It is the combination of HP expertise and state-of-the-art software technology that ensures that your customers receive the best capacity planning and performance analysis available in the industry.

This introduction is for the US, Canada, and Europe. The rest of Intercon will follow on a country by country basis.

Watch for the mailing containing the sales training manual and the AEO (Applications Engineering Operation) training manual on these products. Pricing information will be in a future *Computer News* article.

These products will appear on the May 1 Corporate Price List and will be available to customers as follows:

P/N	Product	Availability date
35136A	HP Trend	June 1
35137A	HP Snapshot	July 1
35138A	Custom Performance Consulting	July 1
35139A	HP Caplan	August 1

Read the following articles for more information on these new products.

HP Caplan: new capacity planning for the HP 3000

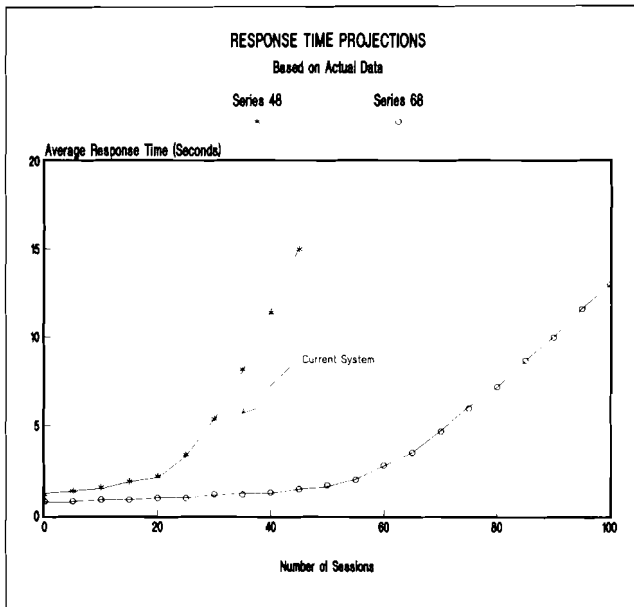
Phil Palmintere/CSD

For North America and Europe only

Now, your customers can plan and therefore budget for system expansion to support future business needs. HP Caplan (P/N 35139A) is a valuable aid in predicting when processing requirements will fill current system capacity and hence when your customers should plan for additional computing resources. HP Caplan is available to customers beginning August 1, 1985.

This service addresses three key customer concerns:

- What performance to expect as users or transactions are added.
- What performance to expect from an upgrade.
- What performance to expect when certain standard HP software packages are added to their current system.



This graph represents HP Caplan's performance predictions for a customer upgrading from an HP 3000 Series 48 to a Series 68.

An HP system specialist who has received special training uses proprietary software tools to measure the workload on your customer's system. At the Area Technical Center (ATC), or in Europe at a designated Country Response Center, the workloads are extracted and used to create a model of the customer's system. This model is the basis for what-if scenario analysis (e.g., "what if I add an additional 15 terminals running MM/3000 and then upgrade the CPU?" and "what if I only add 10 terminals and don't upgrade the CPU?"). These scenario analyses are similar in concept to financial what-if analyses performed with the aid of an electronic spreadsheet (this capacity planning is extremely complex and requires the time and expertise of a specialist). The system specialist gives a presentation of the conclusions and performance forecasts to the customer.

Please contact your ATC manager (in Europe, your Country AEO manager) for scheduling information. For ordering information, check the sales training manual.

HP Trend: high-level resource planning and load balancing

Phil Palminiere/CSD

For North America and Europe only

HP Trend (P/N 35136A) is a new feature of HP's Software Support Services. It is a proactive, annual subscription service that provides the customer with periodic reports on system usage over time. These HP Trend reports track historical, long-term trends in system use. Long-term trends are valuable in many ways, allowing customers to:

- Perform high-level resource planning.
- Balance loads across machines, days in the month, and hours in the day.
- See who is using their machine, how much, and at which times, giving them greater control.
- Spot and react to potential problems before they become serious.

HP Trend is available to customers beginning June 1, 1985.

The customer runs the data collections software all year (this has a negligible impact on system performance). At specific, predetermined times, the Santa Clara Response Center (in Europe, the European Response Center) will call into the customer's system (or vice versa) to transmit the performance data. At the response center, the HP Trend reports are produced and mailed to the customer and the account rep.

HP Trend reports are free to customers whose systems have Account Management Support (AMS) software support contracts on FOS in the frequency with which they receive Support Management Reviews. For an added charge, they can receive the reports on a monthly basis. Response Center Support (RCS) customers or Additional System Coverage customers also may receive HP Trend reports either once per quarter, or once per month, for a fee. For ordering information, see the sales training manual.

We want a quote and we want it now!

We're taking bids on a complete system—the whole works. We want quotes for three different support options, and we can't spend more than \$500,000. We need a printed quote in time for the board meeting this afternoon. And our policy is to consider only formal quotations.

HP might have just the right package for us. . . .

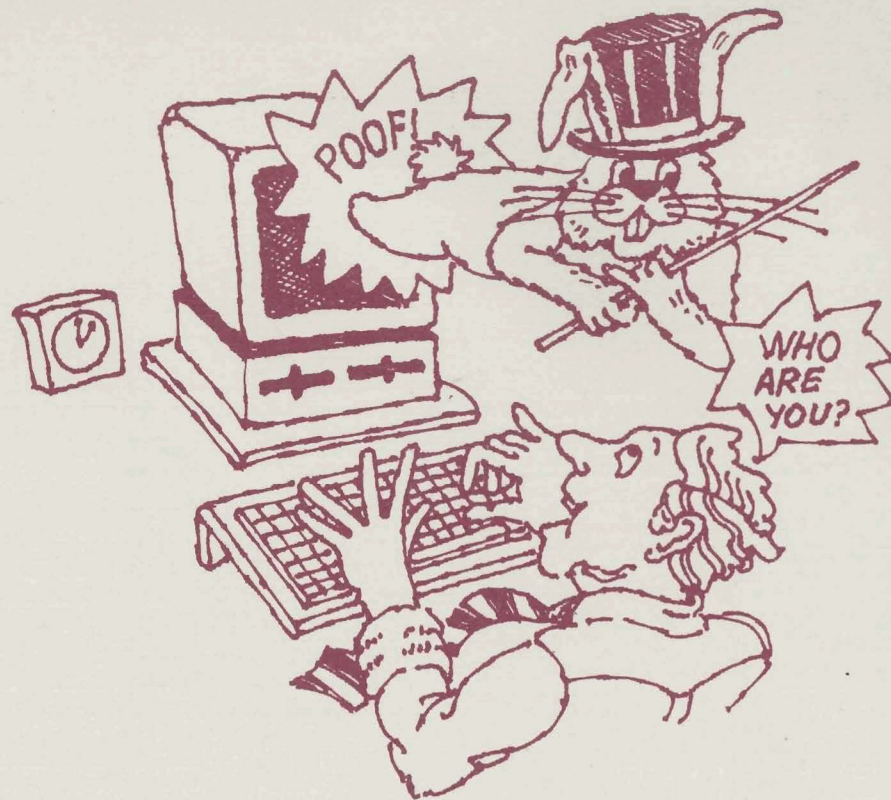


Quick Quoter to the rescue!

You say you need . . .

- a quote for a complex system?
- costs for three different support options?
- totals tallied as you work?
- a quality printed quote for your presentation?
- formal review and approval?
- to get back to your customer in an hour and a half or lose your chance to compete?

Not to worry! Try Quick Quoter, HP's Integrated Quote System.



Here's what you do:

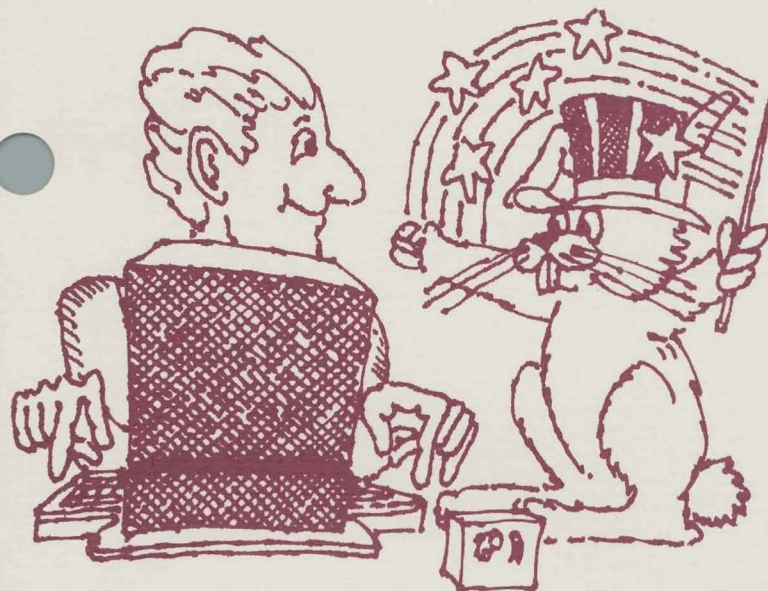
Enter the information on the quick quote screen. Try out several combinations of products—then decide on the best strategy.

Choose various support plans and let Quick Quoter calculate all the details for you.

Add standard paragraphs by name.

Get authorization on-line—no need to take the papers to your manager for a signature.

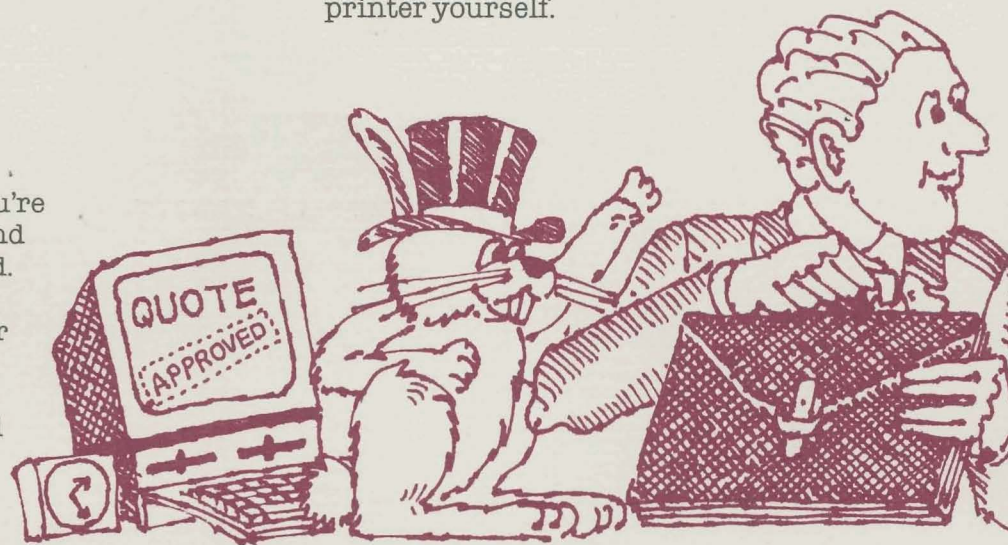
Don't wait for your admin staff to print the quote—just send it to the printer yourself.



Wait till Giant Acme sees this!

In only an hour and a half, you're on your way, with a printed and fully authorized quote in hand. (There's an automatically generated summary and cover sheet, too).

Our competition is left behind again!



With Quick Quoter, HP's Integrated Quote System (IQS), you don't need a magic rabbit. You can compete more effectively by producing detailed quotes quickly and accurately. IQS also streamlines sales office administration by reducing paperwork, automating recordkeeping, and ensuring accuracy.

The scenario you just read shows a sales rep with a rush order, but it doesn't always work this way. A sales rep can enter information on the Quick Quote screen, and rely on quote coordinators (including sales secretaries or other admin people) to add the details and print the quotes. You adapt the system to the way your office works.

The Quick Quoter was designed to respond to your needs:

- **Simplicity** It's easy to learn and easy to use. There's a "find" screen in case you forget a quote number, for example—and HELP screens for every step.

- **Turnaround Time** Ask the rabbit! You need to get back to a customer while his interest is still keen. Some features that help you speed up the process are automatic resequencing of the items in a quote, running totals kept up as you work, and on-line quote authorization by secret code.

- **Up-to-Date Prices** A link to the corporate product file ensures that a price change isn't going to make your quote obsolete. GSA prices are included, too.

- **High-Quality Printed Quotes** The final product is impressive, and you have enough print options that you can tailor each quote to the customer's special needs.

- **Administrative Benefits** You can print seven management reports from a menu, and design your own if you need others. You can condense your files (purging expired quotes) using the IQS menu, without having to burden your EDP staff.

This is just the beginning! In the future, IQS will link to the ordering system to convert your quote to an order after the sale. Other enhancements are slated for IQS—The Portable capability, unbundling, links to HP DESK, and the configuration checker, for starters.

Field Support Systems at CSD has brought you Quick Quoter—to find out when it will be available in your office, call your regional admin staff.



HP Snapshot: to maximize current system performance

Phil Palmintere/CSD

For North America and Europe only

HP Snapshot (P/N 35137A) is a service that provides a detailed analysis of a customer's HP 3000 system performance together with HP's specific tuning recommendations to achieve improved performance for an application mix. HP performance and system specialists use proprietary software tools to extract an intensive measurement of system performance over a narrow time frame. After in-depth specialist analysis, the customer receives a written report pinpointing system bottlenecks. HP Snapshot provides customers with an understanding of performance issues and tradeoffs involved in implementing various solutions. HP Snapshot is available to customers July 1, 1985.

HP Snapshot is a more in-depth performance analysis service than HP Trend. Whereas HP Trend provides high-level information on resource use over time that is suitable for a customer's stand-alone interpretation, HP Snapshot provides an HP specialist to deliver intensive findings and recommendations based on a specific measurement window (typically several hours).

The specialist arranges to send to the customer a tape containing the proprietary HP Snapshot collection software. After the collection interval, the tape is returned with data to the specialist for analysis. He then uses proprietary reduction and reporting software to aid in the production of a detailed report of system performance. After extensive specialist analysis, conclusions and recommendations are delivered to the customer in an on-site presentation. There is a specially-priced "repeat" product for the customer wishing to assess the affects of implementing the HP Snapshot tuning recommendations.

Contact your Area Technical Center manager or District AE manager (in Europe, contact your Country AE Manager) for scheduling of HP Snapshot for your customers. For ordering information, please see the sales training manual.

Custom Performance Consulting: a personalized performance solution

Phil Palmintere/CSD

For North America and Europe only

Custom Performance Consulting (P/N 35138A) provides personalized assistance to address the specific, individual concerns of each customer. It can be application or system specific. This service is targeted at customers who have performance concerns and issues that are not addressed by the other standard performance products described in this issue. Custom Performance Consulting is available to customers beginning July 1, 1985.

Custom Performance Consulting is available for a wide variety of performance concerns. HP performance and system specialists fill individual requirements of customers -- be they large or small. Examples may include analyzing the system directory, data files and their placement, file naming conventions, use of the segmentor, system architecture, and the structure of data bases and in-house software, all from the view of improving system performance. Note that HP does not evaluate third-party systems and software.

Custom Performance Consulting is similar to Time and Materials consulting in that it is available on an hourly basis, but it is specific to performance related concerns. For ordering information, please see the sales training manual.

The difference between AEO and ISMC services

Phil Palmintere/CSD and Mark Muntean/ISMC

This issue of *Computer News* announces four new AEO (Applications Engineering Operation) service products: HP Caplan, HP Trend, HP Snapshot, and Custom Performance Consulting. You may have heard about similar services available from the Information Systems Marketing Center (ISMC) Performance Center. Specifically, a recent *Performance News Notes* article explained two new ISMC Performance Center services: HP Trend and HP Model.

The AEO products described in this issue are positioned as general performance and capacity planning services available to our customers for planning and management purposes. In contrast, the ISMC Performance Center's charter is, among other things, the support of specific, major pre-sales situations where performance is an important issue. ISMC provides benchmarking and modeling services to help close these pre-sales situations. ISMC *does not* provide general performance and capacity planning services to the field or to our customers; only specific qualifying pre-sales situations are handled by ISMC.

The AEO HP Trend service is an annual service providing periodic reports to aid customers in the ongoing management of overall system resources. The HP Trend service identified by ISMC uses the same software technology as the new AEO annual subscription service. However, ISMC uses HP Trend as a tool to aid in the pre-sales situation; ISMC does not provide these performance reports to customers to aid in ongoing management of resources. ISMC will discontinue its HP Trend service once customers have had a chance to sign up for the AEO service.

The HP Caplan AEO product provides general capacity planning services to our customers. ISMC's HP Model uses software technology similar to that of HP Caplan, but it is used to support specific, qualifying pre-sales situations. It is not available as a general consulting service to the field or to our customers.

The ISMC Performance Center uses other techniques besides long-term trend analysis and modeling in support of pre-sales situations. For example, they also provide benchmarking services. For more information, please contact the ISMC Performance Center at 408-725-8111, ext. 4956, or 1-125-4956.

T-Delta-1: HP 3000's next integrated release

Ingrid Duser/SDC

The next integrated release of HP 3000 software, T-Delta-1, is on the way.

T-Delta-1, v.uu.01 of G.01.01 and datecode of 2510, is following an aggressive schedule, which targets release for March. It is the first Delta MIT based on T-MIT. It supports the latest versions of subsystems supported on all previous MITs, and introduces some new subsystems as well. T-Delta-1 is supported on HP 3000 Series 37, 39, 4x, and 6x. It is not supported on Series III, 30, or 33.

Who will be interested in this MIT? For your customers who have purchased FORTRAN 77, HP Copycat, or one of the new bundled products for the HP Personal Productivity Center (PPC), T-Delta-1 is the vehicle to provide them with these products. Additionally, many subsystem products have been updated, including HP DeskManager (A.03.00) and HP Word (A.04.00).

A media product for T-Delta-1 appears on the April 1, 1985, Corporate Price List. When placing an order, you must specify version Option 102. For example, if you were ordering T-Delta-1 for the HP 3000 Series 48, using 1600 bpi magnetic tape, you would specify the following.

P/N	Description
32548Z	Series 48 media product
Media Option: Opt. 051	1600 bpi mag tape
Version Option: Opt. 102	T-Delta-1

These HEART ordering procedures are for North America and Intercon only.

To receive an update via direct distribution from SDC (North America and Intercon only), customers must have the following items specified on their IBS support contract:

(1) MPE V/E FOS Support, (2) a release-phase classification code of 1A, 1B, or 1C, and (3) a media option.

This is the most timely manner of updating your customers to a new MIT, as they are the first to ship following shipments to the field. If you need more information on order processing, contact the SDC Order Processing Department at 408-496-5623. For general information related to the release of T-Delta-1, contact Ingrid Duser at 408-496-5630. European orders must be generated through SDE in Grenoble.

New HP Menu for HP 3000

Mona Matsumoto/PSD

The new version of HP Menu (coming your way on T-Delta-MIT) is vastly improved. The key feature is speed. This product will start up to 75 percent faster than the original version.

HP Menu has been steadily shipping to office and MIS accounts since its introduction in November 1983. When end-users log on to their account, a personalized set of applications are available as menu selections. With HP Menu, users never have to remember commands or use the MPE operating system. MIS and programming professionals have enjoyed using HP Menu as a front-end to their own applications.

Those of you who used HP Menu know that once the original version came up, it worked very well. However, on loaded systems, the initial loading period would sometimes take several moments. You will like the impressive speed of the new version.

HP Menu can provide up to a hundred selections which can access other menus, MPE commands, HP application software, third-party software, and in-house developed applications.

The only known applications that won't work with HP Menu are MM/3000, PM/3000, HPFA, and Product Cost Management/3000. Other applications that have the same kind of master/slave terminal setup will not work either.

Features include:

- A utility to copy User Defined Command files into menus makes installation easier.
- The ability to use the syntactic keyboard keys, such as Insert Line.

- Access to MPE and/or the privilege to change the menus can be turned off.
- Powerful HP Menu intrinsics give programmers additional control over applications.
- The new version of VPLUS/3000 (also on T-Delta-MIT) enables HP Touch on the Touchscreen personal computer. HP Menu takes advantage of this feature, so customers can now touch their menu choice.

Any HP 3000 system that is being accessed by non-programmers will benefit with the new HP Menu.

INP cables for HP 3000 Series 37 now on CPL

Karen Dudley/RND

INP cables for the HP 3000 Series 37 are now on the Corporate Price List. These cables provide flexibility for customers who wish to change the type of connection for their Network Link. For example, if customers wish to change from a synchronous modem connection to an auto-call connection, they can buy the new 30244G cable.

P/N	Description	US list price
30244A	Synchronous modem cable	\$375
30244B	Asynchronous cable	375
30244D	High-speed synchronous modem cable	475
30244F	Series 37 to HP 1000 direct-connect cable	275
30244G	Auto-call cables	500
30224C	INP-to-INP direct-connect cable	200
30225C	INP-to-SSLC direct-connect cable	335

HP 3000 Commercial Sales Rep Training Course now available

Rick Galliani/ISG

The new HP 3000 Fundamentals Sales Rep Training Course (SR-236) has been completed and is now available for ordering.

HP 3000 Fundamentals is a 3½-day instructor-dependent product training course based on courses developed in the four US sales regions.

As a prerequisite to the Commercial Product Training Course (CPT), SR-236 was developed to ensure that new sales reps receive a fundamental base level of product knowledge on the following topics:

- HP 3000 Series history and overview
- HP 3000 hardware organization
- HP 3000 system architecture
- MPE
- Data base models
- FOS (Fundamental Operating Software)
- Rapid products
- HP 3000 system comparison.

HP 3000 Fundamentals has been specifically designed to meet the needs of both the instructor and student. The course follows a modular approach, based on specific learning objectives. To reinforce learning and group activities, actual hands-on labs are included. The modular course design enables the instructor to quickly prepare for that first day of class.

SR-236 is orderable as a kit (P/N 5958-3942) which contains the materials necessary to conduct the course. The kit includes an instructor guide, student workbooks, and hands-on labs. Student workbooks can be ordered separately from the kit.

For additional ordering details, please contact Joanne Fitzpatrick at 408-496-5624. If you have any questions regarding the content of the course, please contact Rick Galliani at TELNET 125-4603 or 408-725-8111, ext. 4603.

How to connect HP 2392A terminal to HP 3000 Series 37

Janie Chintala/RTD

If you want your HP 2392A display terminal to talk to an HP 3000 Series 37 computer system, you have to have the right datacom connection.

The kind of cable your customer needs for this datacom connection depends on the peripheral interface with which the Series 37 is equipped:

- if the interface is an RS-232-C (3-pin socket), use an HP 40242X cable (Option 304)
- if the datacom connection is remote (via modem lines), use an HP 40242M cable (Option 301 in US and Option 302 in Europe).

Each of these cables has a 25-pin male connector on the terminal end, as well as a radio frequency filter that reduces RFI emissions (in compliance with RFI standards). The connector on the system end of each cable is male.

Here's a quick summary of the choices for a direct connect, hardwired configuration:

Series 37 interface	Datcom cable	Connector on system end of cable
(ATP) * RS-232-C	40242X	3-pin (male)
Modem	40242M	25-pin (male)

**(ATP) Advanced Terminal Processor — HP 3000 Series 64, 68, and 37 systems.*

Remember, the preferred choice for most of your customers' alphanumeric terminal needs will be the low-cost, space-saving HP 2392A.

Correction

In the March 1 issue of *Computer News*, in the article entitled "Ordering the new HP 3000 Series 37 System Package" on p. 32, two M09B price adjustment figures are incorrect. The correct M09B price adjustment for the 7945A 55m-byte disc drive is \$1,575. The correct M09B price adjustment for the 9144A 67M-byte cartridge tape drive is \$425.

FINANCIALS

HPFA customization wins a \$440,000 deal

Steve Calderwood/APO

Container Corporation of America (CCA) needed a financial accounting system. They took a look at HP Financial Accounting (HPFA) and decided they liked it so much that they purchased over 50 copies for installation across the country with a value of \$440,000 for software alone.

CCA is one of the largest manufacturers of paper-board in the US with over 50 plants spread across America. Five years ago, they made a commitment to HP and since then have installed approximately 50 HP 3000s. Last year, they started analyzing HPFA and placed an order in January for 48 copies in addition to the 3 they purchased for testing.

Ron Tarkowsky, the CCA sales rep from the Chicago office, states that the reason HPFA won was customization. Paul Zander, the HPFA support engineer who worked with CCA agrees and adds that HP Report Facility was the icing on the cake.

Customization was important for several reasons. First of all, the two people working on the project were not programmers and their being able to modify the software without making source-code changes was appealing, especially when HP would continue to support them after the changes. Equally important was the knowledge that if they needed to make changes after the software was running, customization would allow it.

The full value of this was shown when they had some performance problems and needed the A.02.01 patch. After spending several months customizing, they were still able to install the patch in half an hour and enjoy performance improvements of up to 80 percent.

Shortening of implementation time was another benefit CCA derived from customization. Throughout the project, two people worked on HPFA and it has been live at the two test sites for seven months. At the same time, CCA started two other projects: customizing a third-party manufacturing system and writing an order-entry system. Both projects have 9 to 12 professionals working on them and they are still behind schedule. HPFA with customization wins again.

MANUFACTURING

PL-10 helps managers weather downturns

Julie Schoenfeld/MPD

Semiconductor Productivity Network Operation (SPNO) has just released a software product that will provide semiconductor managers visibility to help them control backlog and inventory: PL-10, the planning solution for semiconductor manufacturers.

In a recent publication of *SEMI OUTLOOK*, a trade letter for the semiconductor industry, Kenneth Levy, President of KLA Instruments Corporation, wrote about managing in the event of a downturn. In his article he discusses long backlogs and lean inventory as important items in weathering downturns.

PL-10 provides high-level planning information on an 18-month horizon. Managers are able to convert a business plan into a production plan and perform what-if analysis. The system is menu driven, easy to use, and flexible. The software can be set up to work with personal computers.

SPNO provides the most complete set of manufacturing and business software solutions to the semiconductor industry, and PL-10 is the latest addition.

How to qualify customers for division JIT tours

Mark Wong/MPD

Currently, three of our manufacturing divisions, Vancouver, Greely, and Fort Collins sponsor JIT tours of their facilities once a month. The subject matter of these tours consists of JIT concepts review, why HP is moving to a JIT philosophy, and JIT implementation strategy. These tours have been immensely successful in attracting customers. Unfortunately, these tours are now getting more difficult for our divisions to attend and manage due to the increased demand.

To optimize our marketing efforts, we need to prioritize and qualify our requests for these tours more effectively. Mark Wong is responsible for this activity for the Vancouver Division and Fort Collins tours. Jane Hallock is responsible for coordinating the Greely tours. The qualifying criteria are listed below:

- Major Account or current HP customer
- Strong prospect for our MPN solutions
- JIT prospect who needs implementation advice.

Due to increased demand, we may have to start prioritizing tour requests based upon the qualifying criteria.

Please contact me on TELNET 125-3094 or 408-725-8111, ext. 3094 if you have any questions regarding these tours.

OFFICE SYSTEMS

HP PPC products shipped on time as promised

Sue Mills/ISG

The first shipments to customers of HP Personal Productivity Center software took place on March 1. This software was fully integrated with the T-MIT.

As promised to the field sales force in the PPC Field Training Manual last November, Personal Productivity Center products began shipping on March 1, 1985. A policy was established of adhering to announced shipment dates with each phase of the Personal Productivity Center. This policy meets customer demands that our office products be released within a reasonable time after product introductions. It also puts HP another step in front of our integrated office system competitors who announce products that are sometimes not deliverable for over 12 months.

Products introduced with PPC that began shipping March 1 are HP DeskIII (version A.03.00), HP WordIV (version A.04.00), HP Message for the HP Touchscreen personal computer, HP Message for the IBM PC, and Deluxe VisiCalc[®]/3000.

VisiCalc[®] is a US registered trademark of VisiCorp.

New HP PPC demonstration pack available

Jo Naylor/OPD

The new version of the HP Personal Productivity Center demonstration pack is now available and contains demonstration documentation for installation and presentation, an illustrated handbook (to take your audience through the demonstration scenarios), posters, badges, a video, two new customer handbooks (*Introducing the Personal Productivity Center* and *The Personal Productivity Center Administration Guide*), an HP Message user manual for the HP Touchscreen personal computer, HP Word keyboard overlays for the HP Touchscreen personal computer, one magnetic tape with the demo software, a demo version of HP Message for the HP Touchscreen personal computer and a demo version of HP Message for the IBM PC.

The demonstration pack will enable your customers to appreciate some of the practical applications of the Personal Productivity Center by providing an understanding of how Hewlett-Packard's office automation products work together to give the customer an integrated office solution.

The Personal Productivity Center demonstration pack (P/N 36574-60100) costs \$200. Send your order to Nigel Upton via HP Desk 1600/00 or COMSYS 1600. Please include your location code along with your name and address.

Demonstration pack for HP Convert/WPS available

Jo Naylor/OPD

To convince your prospects that they can convert Wang OIS documents to HP Word documents, there is a demo pack available for the HP Convert/WPS (Wang to HP Word Converter) product. It costs \$40 and does not need a Wang system to demonstrate the product.

This demo pack contains a magnetic tape with Wang OIS documents and a demo version of HP Convert/WPS, sample printouts, and an installation/demonstration guide.

Orders for the demo pack (P/N 27500-61000) can be placed to Nigel Upton on HP Desk HP 1600/00 or COMSYS 1600. Please include your name, shipping address, and location code.

Demonstration pack for HP Word available

Jo Naylor/OPD

As word processing is an important part of every office automation deal, customers often require in-depth demonstrations.

To complement the Personal Productivity Center demonstration pack, you can also order the HP Word demonstration pack. This contains a magnetic tape of demonstration files, sample print outs, an illustrated card set to enable the audience to follow the product features demonstrated, and before and after print samples, on which the demo is based.

The HP Word demo pack (P/N 32120-90109) costs \$150 and can be ordered through Nigel Upton at HP Desk 1600/00 or COMSYS 1600. Please include your location code, name, and shipping address.

DISTRIBUTION

Software Distribution Center to distribute IRO product updates

Carol McDonnell/IRO

Beginning with our next release targeted for April, updates to SFD/3000, OM/3000, and HP Invision (both software and manuals) will be distributed directly to customers from the HP Software Distribution Center (SDC).

In the past, software update tapes were mailed from Information Resource Operation (IRO) to the local HP offices where each office created tapes for their customers. This made quality and content difficult to control and created an extra administrative chore for our already busy SFD/3000 support engineers.

With SDC making and shipping tapes, the support engineers do more productive work, guarantee consistency in what our customers receive on their update tapes, and now IRO products are distributed in the same way as our customers receive their other HP products.

We will no longer be using the IRO mailing list, but will be shipping updates to customers who are signed up for the appropriate level of support and are in the IBAS data base. Customers on IRO's mailing list have been informed of this, and have been told to contact their local sales office to sign up for support or to verify that they are on the data base.

In our continuing effort to produce a quality product, SDC will arrange for field reviews and Beta tests of each new release.

Distributing our software and manual updates through SDC promises to help our field support engineers and also increase our customers' satisfaction with our products.

For more information about signing your customers up for distribution family support, contact your local admin group (SEA).

Distribution management support product numbers and pricing

Jane Pedrick/CSD

Here is product number and pricing information for HP Distribution Management support products, which many of you have been asking about:

Software P/N	Name	A*	US list price M*
36401	SFD/3000	—	—
Opt. 039		\$25,000	\$17,500 (2-5 copies) 12,500 (6-15) 6,250 (16+)
Opt. 044		37,200	26,040 (2-5) 18,600 (6-15) 9,300 (16+)
36415	OM/3000	24,200	16,940 (2-5) 12,100 (6-15) 6,050 (16+)
36414	HP Invision	25,000	17,500 (2-5) 12,500 (6-15) 6,250 (16+)

*A — Right-to-use

*M — Right-to-copy without sublicense

Software P/N	HP-Assist P/N	Name	Price	Contractual support US list price/Month +S00+W00+Q00		
36401A	36401A+61A	CAA	\$ 5,500	\$20	\$10	\$5
	36401A+63A	ITT	3,000			
	36401A+65A	PIA	31,500			
	36401A+65Z	Add'l PIA	1,000			
36415A	36415A+61A	CAA	3,500	15	5	3
	36415A+63A	ITT	2,000			
	36415A+65A	PIA	19,500			
	36415A+65Z	Add'l PIA	1,000			
36414A	N/A*			12	2	3

*Contact Jane Pedrick at Computer Support Division (408-864-5597) for HP Invision Assist product number and pricing.

CAA: Customer Application Analysis

ITT: Implementation Team Training

PIA: Project Implementation Assistance

+S00: Software Materials Subscription (SMS)

+W00: Extended SMS

+Q00: Manual Update Service

Family support: distribution

Name	P/N	US list price/ Month
AMS (Account Management Support)	99103B+T00	\$360
RCS (Response Center Support)	99103B+H00	200
Ext. (Extended Support)	99103B+V00	75

Customer training

P/N	Name	No. of days	US list price
36404A	SFD/3000 Customer Training	10	\$ 2,000
36404X	SFD/3000 Customer Training On-Site (6 Students)	10	12,000
36420A	OM/3000 Customer Training	7	1,400
36420X	OM/3000 Customer Training On-Site (6 Students)	7	3,500
36402A	HP Invision Customer Course	2	400
36402X	HP Invision Customer Course On-Site (6 Students)	2	3,500
35108A	SFD/3000 and OM/3000 Management Seminar	2	400

VERTICAL MARKETS

HP CompuTrac legal seminar a big success

Chris Eckhardt/ISG

CompuTrac, an HP 3000 OEM specializing in the legal market, and HP's vertical markets group recently hosted a sales seminar on the legal market. The primary objective of the seminar was to educate HP sales reps on specific opportunities for generating leads within the legal market and to focus sales reps on how to identify the opportunity, qualify prospects, and involve CompuTrac to close the business. In addition, the attendees left the seminar with marketing tools, which included a legal market industry guide, prospect list, and information necessary to put together an action plan for penetrating the legal market in their territory.

If you have an interest in the legal market and would like to put together a marketing strategy for your district or area, please contact Chris Eckhardt, Vertical Market Development at 408-725-8111, ext. 3022 or TELNET 125-3022.

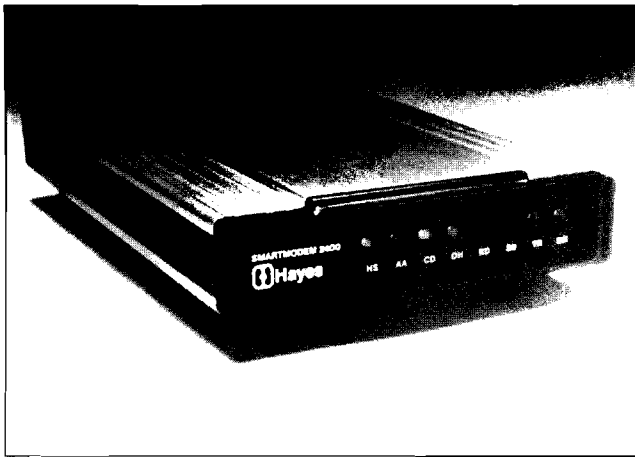


GENERAL

The Smartmodem 2400: quick link to minis and mainframes

Paul Jurata/DMK

The new Hayes Smartmodem 2400™ will allow your customers to reduce the time and cost of their data transmissions while communicating with more capability. It's twice as fast as the Smartmodem 1200 and makes micro, mini, and mainframe computer communications possible.



Testing is underway to fully certify the Smartmodem 2400 for operation with the HP 3000.

With the versatile Smartmodem 2400, your customer can download from the mainframe at the office in synchronous mode or send data to the mini at another location in asynchronous mode. It also can connect with any of the information services in asynchronous mode.

Capable of operating at several speeds, the Smartmodem 2400 offers more modem compatibility. It can transmit at 2400 bps for economical high-volume communications, as well as automatically adjust to 300, 600, 1200, and 1800 bps to accommodate modems with varying speeds.

Features

- Synchronous and asynchronous mode operation at 2400 bps
- Automatic adjustment to 1800, 1200, 600 and 300 bps
- Speaker volume control via keyboard
- Voice/data capabilities
- High speed indicator
- Fully compatible with Hayes Smartmodem 1200
- Call progress monitoring
- Programmable non-volatile memory
- Meets Bell 212A and Bell 103 requirements

Complete on-line support is available through Hayes Microcomputer Products, Inc. Testing is underway to fully certify the Smartmodem 2400 for operation with the HP 3000. Twice as effective and efficient, the Smartmodem 2400 may be purchased in the US only from Direct Marketing Division (DMK), formerly Computer Supplies Operation, or through the HP sales force. DMK's direct order phone numbers are listed in this issue's Support/Supplies section.

P/N	Product	US list price	
92205B	Smartmodem 2400	(1 unit)	\$899
		(2-4)	869
		(5 or more)	839

Sales reps will receive quota and commission on the Smartmodem 2400. The product is purchase-agreement-discountable on the A-1 exhibit.

Smartmodem 2400™ is a US trademark of Hayes Microcomputer Products, Inc.

NETWORKS

X.25: The PSN Connection **booklet available**

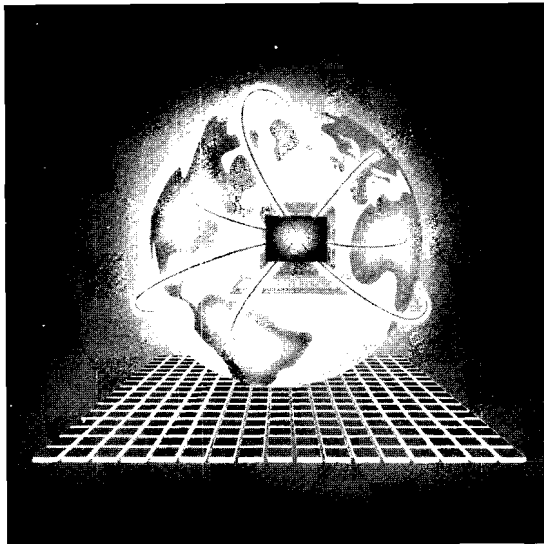
Gerald Cussen/GND

Grenoble Networks Division announces the availability of *X.25: The PSN Connection*, an attractively presented, a 150-page booklet that will be a useful marketing aid for HP's X.25 related products.

X.25: THE PSN CONNECTION

An explanation of Recommendation X.25

hp HEWLETT
PACKARD



The aim of this booklet is to provide an explanation of and a reference to the CCITT's Recommendation X.25, that can be read by HP customers, all levels of HP engineers and even novices to X.25. The idea is to present a technical overview of X.25 and to show how it provides a standard connection to a packet switching network (PSN). There are no references to any particular X.25 product, allowing *X.25: The PSN Connection* to be used for pre-study that is common to all of HP's X.25 product courses.

The literary style of the book is pitched between a primer and a reference manual and is written to three levels of complexity.

At the first level, the content is aimed at novices who need to understand the terminology and the reasons why X.25 is so important to the data communication industry. There is an explanation of packet switching concepts followed by an introduction to the basic principles of X.25.

The next level is more technical and will be found in the introductions and summaries of the main areas of X.25 technology, namely the frame (X.25 at Level 2) and packet (X.25 at Level 3) protocols, X.25 user facilities, and packet assemblers/disassemblers (PADs). The introductions and summaries of these topics will provide a global perspective of the X.25 Recommendation before the detail of frame and packet encoding is explained.

Finally, the most complex information in *X.25: The PSN Connection* should satisfy the technical requirements for an X.25 course pre-study, as well as providing a quick reference for frame formats, packet types, plus Level 2 and Level 3 procedures.

X.25: The PSN Connection can be obtained from Direct Marketing Division. Order P/N 5958-3402.

MASS STORAGE

Mass storage product price increases

Barbara Bennett-Brown/GLD

Effective April 1, 1985, the following mass storage prices will be increased.

P/N	Description	US list price	
		Old	New
9121D	Dual 3½" single-sided flexible disc	\$ 965	\$1,190
9121S	Single 3½" single-sided flexible disc	710	940
9122D	Dual 3½" double-sided microfloppy	1,270	1,390
9122S	Single 3½" double-sided microfloppy	965	1,090

HP 7976AR removed from the CPL

Diane Leeds/FRD

Due to limited supplies, the HP 7976AR tape drive will be removed from the Corporate Price List effective April 1, 1985. The HP 7976AR can still be ordered on a HEART override basis until our supply is depleted, but you must first get a quote from your Finance and Remarketing Division Market Development contact. If you have any questions, just give us a call.

PLOTTERS

HP 7550A penetrates large DEC account

Bill Higley/SDD

This sales situation illustrates how plotters can help you penetrate large and profitable accounts.

Company: Equitec.

Business: Financial services.

Graphics application: Monthly and quarterly financials. Quality hardcopy graphics output from a DEC VAX.

Computer graphics system: Four DEC VAX 11/780s, one PDP-11, and over 150 IBM PCs

Competition: Tektronix plotter. Tektronix strengths: Large DEC peripheral supplier. Tektronix weaknesses: Clarity of area-fill, reliability, and service.

Equitec's reasons for selecting the HP 7550A:

- Software support — HP sales rep contacted San Diego Division's sales development and quickly found out that software was readily available. In addition, a list of other third-party graphics software appropriate for the proposed configuration was provided.
- Quality of output.
- Reliability and support.

Sales rep: Jody Coel, Brisbane Sales Office, Brisbane, Calif.

Additional comments: The sale was made because of HP 7550A support. Several Portables, LaserJet printers, and other plotters have now been sold to this account. The sale also offered long-term potential for HP to penetrate a large DEC account — all because of the sale of a single HP 7550A plotter.

Plotter family flyer positions five products

Jan Craven/SDD

Now that the HP 7475 and HP 7550 have joined the HP 7580, 7585, and 7586 as plotters suited for drafting and design applications, we have created a concise family flyer to position each plotter.

Titled *Drafting Plotters for the Design Professional*, this two-page, black-and-white design shows the five plotters and gives a brief description of each plotter's unique contribution to a designer's needs. The back of the flyer has a matrix comparing media sizes, number of pens, pen and media combinations, media loading methods, interface, and selected specifications and special features.

The flyer was shipped to all sales offices. Additional copies can be ordered from the Literature Distribution Center (P/N 5953-9863). Try it as a trade show handout or mailer.

New plotter sales literature

Melissa Gerberich/SDD

P/N	Literature
5953-9863	<i>Drafting Plotters for the Design Professional</i>
5953-9819	<i>Set-up Instructions for the HP 7580/7585/7586 and the HP Integral</i>
5953-9816	<i>Set-up Instructions for the HP 7580/7585/7586 and the HP 9000, Series 200, Computer Model 216, 226, and 236</i>
5953-9818	<i>Set-up Instructions for the HP 7580/7585/7586 and the IBM AT</i>
5953-9817	<i>Set-up Instructions for the HP 7580/7585/7586 and the IBM PC or PC XT</i>
5953-9859	<i>Graphics Software for HP Graphics Plotters</i>
5953-9822(D)	<i>Design Graphics Software for HP Drafting Plotters</i>

This literature has been distributed to most sales offices and is also available through the Literature Distribution Center in Palo Alto.

SDD needs information about CalComp plotters

Guillermo Montes/SDD

San Diego Division is currently comparing the performance and capabilities of CalComp's new 1040 plotters to our HP 7580, 7585, and 7586 plotters. Soon we will be able to provide you with performance benchmarks.

In addition to our testing, we want to know more about CalComp's customer satisfaction. Any comments you've heard from end-users or OEMs about CalComp's performance, throughput, reliability, maintenance costs, and customer service and support would be appreciated.

CalComp 1040 plotters are priced less than HP plotters and we want to provide you with facts and figures to show your customers that they get what they pay for.

If you have any information, please contact your SDD or SDD-Europe regional support engineer. Thank you for your participation.

Publicize your customer's plotter applications

Jan Craven/SDD

We are looking for a few excellent examples of the role played by HP drafting plotters in solving customer design problems. For example, sales rep Laurent Gharda (Brisbane, Calif.) has a customer with a small personal computer board design company whose trademark is quick turnaround. They sometimes accept and fill a design order in two days. Their HP drafting plotter, which is part of an HP EGS system, has helped them shave precious time and money off the alternative processes for creating board masks, and has never let them down.

What will we do with your information? We might write an application story for a major trade publication, such as *Electronic Design* or *Computer Aided Engineering*. Your customer would have final approval on the article before it's published.

This is an excellent opportunity to give free publicity to a customer, as well as attract new customers with similar problems to solve. Please contact Jan Craven at San Diego Division (COMSYS 1100, HP Desk mailnode 02 or telephone 619-487-4100, ext. 4522).

PRINTERS

HP bar code printing solutions

Jim Lucas/BOI

Hewlett-Packard now offers a complete line of bar code printers. This is important when you realize the amount of success HP has had selling bar code readers and that it sets up a leveraged sales situation for you.

Until now, we have been forced to pass many impact bar code printer sales on to our competitors. Boise and Vancouver Divisions have recognized your needs to better cover this growing market, which is driven largely by the Department of Defense's LOGMAR and the Automotive Industry's AIAG standards. No longer will you be forced to pass up easy sales because you do not have printers to meet the application.

Below is a matrix of HP barcode printers and the cpi and mil rates of the barcodes they produce (a blank square indicates that the printer does not produce that type of bar code):

Printer Bar Code	HP 2563A (cpi)	HP 2565A (cpi)	HP 2566A (cpi)	HP 2934A (cpi)	HP 2687A (mil)	HP 2688A (mil)	HP 2680A (mil)
Code 3 of 9	3.44	3.13	3.13	N/A	9	9 & 12	14, 19, & 25
Industrial 2 of 5	4.23	3.85	3.85	3.46-5.81			
Interleaved 2 of 5	3.44	3.13	3.13	5.62-9.73			
UPC A	7.86	7.14	7.14				10, 25, & 35
UPC E	7.86	7.14	7.14				20, 25, & 35
EAN 8	7.86	7.14	7.14				
EAN 13	7.86	7.14	7.14				
InterMec Code 39 tm				3.10-5.29			
Matrix 2 of 5				5.00-8.57			

OCR A and OCR B are featured on all models.

If you think you can profit from the availability of these products, or would simply like to learn more about them, take a moment to glance at the data sheets. If you need help understanding configurations on HP systems, call the Systems Marketing Center. If you need special help with sales situations that are driven by bar code printing solutions, feel free to contact Jim Lucas in Boise, Idaho, or Brodie Keast in Vancouver, Washington.

HP 2689A IBM operating system support

Chris Privon/BOI

There is a change in the IBM operating systems that Boise Division will support on the HP 2689A. The HP 2689A sales training manual specifies that we will support DOS/VS and SVS. With IBM's obsolescence of these operating systems and the larger market shares of the operating systems listed below, Boise Division will not support DOS/VS and SVS. However, the operating systems you will see most often will be supported.

The first HP 2689A shipments will be to customers who use MVS/SP operating systems with JES2 spoolers. Shipments to the other supported systems will occur in the following timeframes.

Operating system	Schedule date
MVS/SP	March 18, 1985
VM MVS/SP	May 1, 1985
DOS/VSE	June 1, 1985
VM MVS/XA	June 1, 1985
VM DOS/VSE	July 1, 1985
OS/VS1	August 1, 1985

Updates to this schedule will be published monthly in *Computer News*.

HP 2685 print station availability constraints

Steve Berube/BOI

The HP 2685 laser print station is a very popular product, but as many of you have found out there is only one hitch to an otherwise excellent product — availability.

Since the HP 2685's introduction over two years ago, its availability hasn't changed from the original 14 weeks. Understanding how the HP 2685 is prepared for shipment will allow you to explain the long and inflexible availability to your customer.

When Boise Division receives an order for an HP 2685, our order processing coordinator places individual internal orders to all divisions that supply the HP 2685 components. If Boise asks for a pull up on your HP 2685 order, it could impact your other product orders at those same divisions.

As all the HP 2685 components become available from the separate divisions, they are shipped to a freight forwarder in San Francisco, Calif., where they are coordinated for shipment to the customer. Shipments will not occur until all HP 2685 components arrive at the forwarder. A production hold at any supplying division will delay the customer shipment.

Experience has shown that order coordination, production holds, and shipment delays add up to a 14-week availability in the worst case.

Explain the HP 2685 ordering process to your customer, and then try to work within the standard availability.

System Printer Reference Guide now available

Rick Wakeman/BOI

How many times have you wanted to know a product-related detail *now*, yet could not find any resource with the answer? To help you do your job more efficiently and with the confidence that you have accurate product information, we have written a Printer Reference Guide (PRG). This guide contains configuration, ordering, market, and product related details that will answer 90 percent of your questions on system printers. The PRG is an expanded version of the Peripheral Configuration Guide. The Peripheral Configuration Guide is an excellent reference document for new system sales. The PRG can best be used for questions concerning obsolete products or other product details. This information cannot be included in the configuration guide without adding information on all other peripherals.

An initial mailing was done in March to all US and Canadian sales reps and application engineers. The objective of this mailing is to give those people who use this information an alternative to using the phone for obtaining answers. The Systems Marketing Center, response centers, and information centers use this document and now you can too. So, next time you have a product-related question, look in your Peripheral Configuration Guide *and* your PRG.

TERMINALS

Customizing terminals is a job for Specials

Gary Borders/RTD

Do your customers have specialized requirements that can't be met by current HP terminal offerings? The Specials section of Roseville Terminals Division (RTD) can come to the rescue, offering custom firmware and hardware engineering to meet your customers' specific contractual requirements.

Here are some examples of recent Specials projects:

- When a car-rental company needed a customized input device to use the HP 2392A terminal at their reservation desks, Specials made a magnetic stripe reader that facilitates their car rental check-ins.
- To help Middle Eastern and African countries utilize our terminals more effectively, we made our terminals speak Arabic, Greek, and Turkish.
- Virginia Polytechnic Institute's library software required some terminal modifications to run on HP equipment, so Specials created the American Library Association special for our terminals.
- To allow HP terminals to run on systems made by Digital Equipment Corporation, Specials developed the DEC VT100 terminal emulator.

If your terminal customers have special needs, call your contact at Systems Marketing Center in Cupertino. Your request will be forwarded to RTD Specials — and we'll give you feedback within 10 working days. Any quotations generated from your request will contain information regarding the minimum number of units, incremental unit price, prototype delivery dates, and the date for first production shipments.

RTD Specials is here to help you. We have an excellent track record in working directly with the systems engineer organization and customers to provide the right solution when a special need arises.



SUPPORT

HP product support life extended to 10 years

Alan DeFever/CSD

Over 200 HP instrument and computer products have been selected for an increased support life of 10 years. While all HP products are supported for five years beyond manufacturing discontinuance, many of them have been supported even longer through special arrangements.

Now we have formally identified products which are automatically eligible for 10 years of support after obsolescence. Government customers, major accounts, and other users in the aerospace and telecommunications industries can count on HP support for the long term without special arrangements. This new policy should help you get business from customers who require corporate commitment to long-term support in order to maximize use of their HP solutions.

A customer brochure (P/N 5953-5221) listing the products with 10 year minimum support life should reach you soon. You can order more copies as needed from the Literature Distribution Center (0070).

New HP Documentation Index available

Russ Gordon/DMK

Answer computer documentation inquiries and questions with the new *HP Documentation Index*. The index provides quick reference to computer manuals using either an equipment reference or part number approach. Manuals introduced since the last index are flagged for user convenience. Once your customers find the manuals they need, ordering is fast and easy by calling DMK's Direct Phone Order Service (listed in the Support/Supplies section).

Organization

The index speeds documentation referencing by providing two ways of locating HP computer or peripheral manuals:

- If the manual part number is not known, the first two sections, computer/system type and peripheral type, list manuals by computer or peripheral product. The reader may also browse through all manuals available for their equipment.
- The third section lists all manuals in numerical order (by part number) for quick referencing.

Listings for each manual include part number, title, print date, and latest update (if any). The US edition lists US prices current at the index publication date.

Ordering the Documentation Index

The index is available from the Corporate Literature Distribution Center. Reference P/N 5953-2460(D) when ordering the US edition and P/N 5953-2460 when ordering the international edition.

SUPPLIES

CSO becomes Direct Marketing Division

Will Carleton/DMK

Computer Supplies Operation (CSO) has a new name — Direct Marketing Division (DMK) — which more clearly identifies its role as a complementary channel of low-ticket product distribution.

Over the years, CSO has developed an effective and responsive off-the-shelf service which makes it easy for customers to order supplies and accessories, as well as selected low-cost software and hardware products.

Your HP customers benefit, of course. But equally important, CSO's services of (1) making products catalog-visible, (2) providing an easy-order service, and (3) shipping immediately from stock, have saved you and other HP field personnel a substantial amount of field time which otherwise would have been spent on low-ticket products. This leaves more time for field sales, service, and O/P personnel to concentrate on their primary tasks.

In addition, the start-up Instrument Products Operation (IPO) has merged with Direct Marketing Division. IPO will focus on the direct marketing and distribution of instrument products and accessories. So the new DMK organization will serve computer users *and* traditional instrument buyers. We'll be exploring with various sales/marketing management teams how we might use the leverage of non-personal direct marketing to further complement direct selling efforts.

While we may be changing our name, we're not changing the can-do spirit and responsiveness that has built CSO's positive reputation. We're still here to help you and your customers. Give DMK a call — or better yet, have your customers call *direct*.

DMK DIRECT ORDER

DMK Fast Phones — the easy, direct way for customers to order supplies, accessories, media, furniture, and software.

Location	Telephone Number
Austria	(0222) 2500615 (0222) 2500616
Belgium/Luxembourg	(02) 762 32 00
Canada	
Toronto Local	416-671-8383
Ontario	1-800-387-3417
Quebec	1-800-387-3417
British Columbia	112-800-387-3154
Other Provinces	1-800-387-3154
Denmark	(02) 816640, ext. 258
Finland	(90) 4550211
France	(6) 928 32 64
Greece	(01) 6473360-1
Italy	(02) 92 36 91 (06) 5 48 31
Middle East	
Athens	(01) 808-0359
Norway	(02) 171180
South Africa	
Johannesburg	(011) 8025111
Cape Town	(021) 537954
Durban	(031) 284178
Spain	(01) 6384013
Sweden	08-7502028
Switzerland	(057) 31 22 54 (057) 31 22 59
The Netherlands	(020) 470639
United Kingdom	(0734) 697201
United States	800-538-8787
California	408-738-4133



REINHARDT, HELMUT
GERMAN SALES REGION
HPGR 8300



PC Instruments



Bringing Instrumentation To Personal Computers