

# Computer News

For HP Field Personnel Worldwide  
February 15, 1985

Announcing the HP 2689A Laser Printing System



A Plug-Compatible Printer for IBM Mainframes

For HP Use Only

# Computer News

Vol. 10, No. 8

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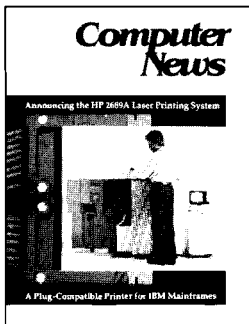
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## On the Cover

Consisting of our industry-proven HP 2680A laser printer and a powerful new subsystem, the HP 2689A offers a direct-channel connection to selected IBM and IBM-compatible mainframe systems. See story on p. 24.

## MARKETING & INTERNATIONAL SECTOR

### US Field Operations

**European Operations**  
Intercontinental Operations  
Major Accounts Marketing  
Corporate Marketing

MIC Marketing Information Center  
FRD Finance and Remarketing Division  
CSD Computer Support Division  
ISD Instrument Support Division  
CSO Computer Supplies Operation  
IPO Instrument Products Operation  
CPC Corporate Parts Center

## 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  
LDO Logic Design Operation  
CCL 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  
SAO Southeast Asia Operation

### Corporate Engineering

## INFORMATION SYSTEMS & NETWORKS SECTOR

### Information Systems Group (ISG)

CSY Computer Systems Division  
CSY-R Computer Systems Roseville  
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  
PSD Personal Software Division  
PCDO Personal Computer Distribution Operation  
PCGO Personal Computer Group Operation  
HIPPR Puerto Rico Operation  
PCS Singapore Operation  
BFC Brazil Operation

### Peripherals Group (PG)

BCI 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  
AMSO 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  
LMSO Lyon Manufacturing Systems Operation

### Analytical Group

ASO Analytical Supplies Operation  
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](http://www.hpmuseum.net)**

**For research and education purposes only.**



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## GENERAL

### **The system rental program: questions and answers**

*Carol Robertson/FRD*

To help clarify the new system rental program, here are a few of the most frequently asked questions.

- Q:** If the list price is lowered during the rental period, does this affect the customer's buy-out price?
- A:** No. The buy-out price is determined at the time the rental contract is signed. Customers can change their contract to reflect the lower list price; however, they will lose all accrued purchase option credits (POCs).
- With the attractive POCs that Finance and Remarketing Division (FRD) offers, it will be to the customers' advantage to keep the existing contract and the accrued POCs. The only time the customers should consider changing the contract is if they buy out the rental equipment before the sixth month and the list price is reduced more than 16%.
- Q:** How does a customer order the Datacom Network Link software packages?
- A:** FRD offers the hardware and software packages separately. Order the INP board (30020B) and order the required software link with Option 490. Option 490 deletes the hardware from the bundled software package.
- Q:** Since software support is supplied with the operating system (FOS), do additional software applications include software support costs?
- A:** No. Customers must order additional software support separately. FRD recommends ordering the highest level of support to ensure customer satisfaction.

## THIRD PARTY

### **Third-party solutions highlighted at Financial Services Conference**

*Debra Miele/ISG*

The vertical markets team for the Financial Services Industry hosted their third annual conference in Manhattan on December 3-4, 1984. HP SRs from more than 25 sales offices in the US, as well as France, Italy, the UK, Canada, Switzerland, and Australia, attended.

The objective of this conference was to provide HP SRs, who have a large number of banks, investment firms, and insurance companies in their territories, with sales tools and software solutions to further penetrate specific financial markets. The two-day workshop focused on industry education, third-party solutions, marketing strategies, and HP success stories.

Comments from the attendees were overwhelmingly positive, and expressed a strong motivation in pursuing more focused sales strategies in their financial districts. One of the most acclaimed sessions involved the participation of six of HP's key third parties, who presented their software solutions and lead-qualification criteria.

The vertical marketing group plans to continue the momentum generated by the conference through their monthly *Vertical Markets Newsletter* and the new national program for value-added suppliers.

For those SRs and managers who could not attend, literature and a videotape from the conference are available by contacting Debra Miele at 408-725-8111, ext. 3395.



## SERIES 80

### Series 80 is alive and well for FY85

*Bill Hodges/PCD*

Despite recent rumors, the Series 80 product line will not be obsoleted in the near future. The HP-85B and the HP-86B personal computers are selling very well and are in demand. These unique Series 80 products are still HP's lowest-priced technical computers and are the choice for technical professionals especially in instrument control and data acquisition applications.

In order to keep Series 80 selling well throughout FY85, Portable Computer Division will be announcing in April 1985 a new extended mass storage plug-in ROM to support new SS-80 disc drives such as the HP 9122D dual disc drive and the HP 9133D Winchester drive. No pre-release EPROM copies of the extended mass storage ROM will be available for either beta testing or early customer needs.

We appreciate all the business that has been generated for the Series 80 product line over the last five years, and we look forward to assisting you in continuing your success.

### Price increases on Series 80 products

*Bill Hodges/PCD*

In order to increase revenues for FY85, Personal Computer Division has implemented the following price increases for certain Series 80 products on the January 1, 1985 Corporate Price List:

P/N	Description	US list price
HP-85B		\$3,495
HP-86B		1,695
82903A	16K byte memory module	225
82908A	64K byte memory module	445
00085-15001	Mass storage ROM	195
00085-15002	Printer/Plotter ROM	195
00087-15002	Plotter ROM	195
00085-15004	Matrix ROM	195
00087-15004	Matrix ROM	195
00085-15005	Advanced program ROM	195
00087-15005	Advanced program ROM	195

## SERIES 100

### No Symphony™ for The Portable

Pat Forbes/PCD

When Hewlett-Packard introduced The Portable in May 1984, we announced that owners of The Portable would be able to upgrade their 1-2-3™ from Lotus™ with the more sophisticated Symphony software.

After several months of development, HP and Lotus Development Corporation decided not to adapt Symphony to The Portable, after all. Technical difficulties associated with the memory requirements of Symphony and the ROM/RAM capacity of The Portable do not allow a reasonable implementation. This decision will prevent dissatisfaction with an application that does not meet customer expectations for either product.

The combined capabilities of The Portable's bundled application software — 1-2-3, MemoMaker, and Data Communications — already provide a powerful set of productivity solutions that make The Portable a potent business computer.

*Symphony™, 1-2-3™, and Lotus™ are US trademarks of Lotus Development Corporation.*

### Introducing Dow Jones Spreadsheet Link for the HP Touchscreen and The Portable personal computers

Carol Luebke/PSD

The Dow Jones Spreadsheet Link™, which allows easy connection between the Dow Jones News/Retrieval® and a Lotus™ 1-2-3™, Multiplan®, or VisiCalc™ spreadsheet, is now available for the HP Touchscreen and The Portable personal computers.

With Dow Jones Spreadsheet Link, a personal investor or business professional can spend more time analyzing financial data and less time searching for it.

Spreadsheet Link provides easy access to detailed corporate information on over 8,700 companies and 170 industries, SEC filings, as well as current and historical stock quotes. After retrieving the desired information, users can load it into a pre-formatted spreadsheet for analysis. This financial tool is useful to individual investors, credit managers, financial analysts, strategic planners, management consultants, money managers, and pension managers.

#### Packaging

Customers will receive a user's manual complete with an extensive tutorial, software on 3½-inch media, a Dow Jones News/Retrieval membership and use agreement, and one hour of free unrestricted usage on the Dow Jones/Retrieval service.

#### Hardware and software requirements

- HP Touchscreen or The Portable personal computers
- HP 45640A (Ventel) modem, Hayes Smartmodem 1200, or built-in modem (for The Portable)
- Lotus 1-2-3, Multiplan, or VisiCalc® spreadsheet

#### Ordering Information

P/N	US List Price
45511D	\$250

*Symphony™, 1-2-3™, and Lotus™ are US trademarks of Lotus Development Corporation.*

*Multiplan® is a US registered trademark of Microsoft Corporation.*

*VisiCalc® is a US registered trademark of VisiCorp.*

## HP LaserJet printer/ Microsoft® Word promotion

Curt Riffle/PSD

*For US only*

The LaserJet printer and Microsoft Word software make a truly stunning document processing system. Typeset-quality documents, from letters to manuals, can be produced quickly and quietly, and at a very reasonable cost. *Starting February 15, 1985 and ending May 15, 1985, the deal gets even better:*

If you purchase the HP LaserJet printer and either the HP version of Microsoft Word or Microsoft's IBM PC version of Microsoft Word between February 15 and May 15, 1985, and submit the necessary proof of purchase materials, you will be sent a free proportional space font cartridge (HP 92286B, \$225 US list price). This promotion applies to both the dealer and direct-sales channels.

The HP LaserJet printer is one of the most popular printers available today. Microsoft Word — now available for the HP Touchscreen, the Touchscreen MAX, and The Portable personal computers — is the most recent addition to HP's full-function word processors. Automatic paragraph reformatting, footnotes, and page numbering; what-you-see-is-what-you-get with on-screen commands; windowing; style sheets; and a WordStar/MemoMaker file-conversion utility are just some of Microsoft Word's outstanding features.

Demonstrations of the HP LaserJet printer/Microsoft Word team can be seen at most dealers who carry the HP LaserJet printer and Microsoft Word. In addition, the HP and Microsoft sales forces have been sent promotion kits that contain copies of HP LaserJet printer/Microsoft Word print samples and other information about both products. Look for the "Set your laser on stun" ads in the *Wall Street Journal*, *Business Week*, *Venture*, *Infoworld*, and *PC Week* in March and April.

Please note: This promotion is only good in the US, and does not include HP or Microsoft employees, their families, or participating dealers.

### Ordering Information:

P/N	Description	US list price
45474D	Microsoft Word	\$ 375
2686A	LaserJet printer	3,495

*Microsoft® is a US registered trademark of Microsoft Corporation.*

## PFS:WRITE receives four-star rating from Software Digest

Chris Walker/PSD

PFS:WRITE, recently introduced for the HP Touchscreen personal computer, received a top four-star rating in an independent evaluation of 30 other top-selling word processing programs. The popular bestseller tied with two other programs for highest overall rating. The test results were compiled and published in the January 1984 issue of the *Ratings Newsletter*, and included such popular word processors as WordStar, Multimate, and Microsoft® Word. These ratings are put together by the publisher, Software Digest, and are based on a series of standardized tests.

PFS:WRITE received the highest ratings in the categories of Performance and Ease of Use. In the Value for Money category, it tied with one other program for the highest rating. Other categories included Ease of Startup, Ease of Learning, Error Handling, and Versatility. PFS:WRITE was one of only four programs to receive Software Digest's high four-star rating.

PFS:WRITE is part of the integrated PFS family of software: PFS:FILE and REPORT (P/N 45488A), PFS:WRITE (P/N 45489A), and PFS:GRAPH (P/N 45490A). These productivity tools have been carefully designed to be exceptionally easy to learn and use, yet powerful and versatile enough for most business applications.

*Microsoft® is a US registered trademark of Microsoft Corporation.*



## Books on PFS software now available

*Chris Walker/PSD*

PFS software products are available for the HP Touchscreen personal computer. Now there are currently two books on PFS software available for your interested customers:

- *The complete PFS Book* from Wordware Publishing offers detailed instruction for PFS:FILE and REPORT, PFS:WRITE, and PFS:GRAPH. The book also demonstrates the integration capabilities of the various programs. For more information call 214-423-0900, or write to Marlene Jowell, Wordware Publishing, Inc., 1104 Summit Ave., Plano, TX 75074.
- *Increasing Productivity with PFS* from TAB Books overviews the complete product line, emphasizing the integration between PFS family members. It also covers advanced uses of form letters. For more information call 800-233-1128 (in Pennsylvania, Alaska, and Hawaii call 717-794-2191), or write TAB Books, P.O. Box 40, Blue Ridge Summit, PA 17214.

## High-quality forms can be created with Diagraph

*Dave Pugmire/PSD*

Now high quality forms can be produced quickly and easily with a little-known feature of Diagraph, the presentation-quality drawing package for the HP Touchscreen personal computer.

To create a form, simply touch "Specify Form" after touching "Change Symbol." You will be prompted for the number of rows and columns to fill the rectangle. By combining rectangles of various sizes, complex forms can be created.

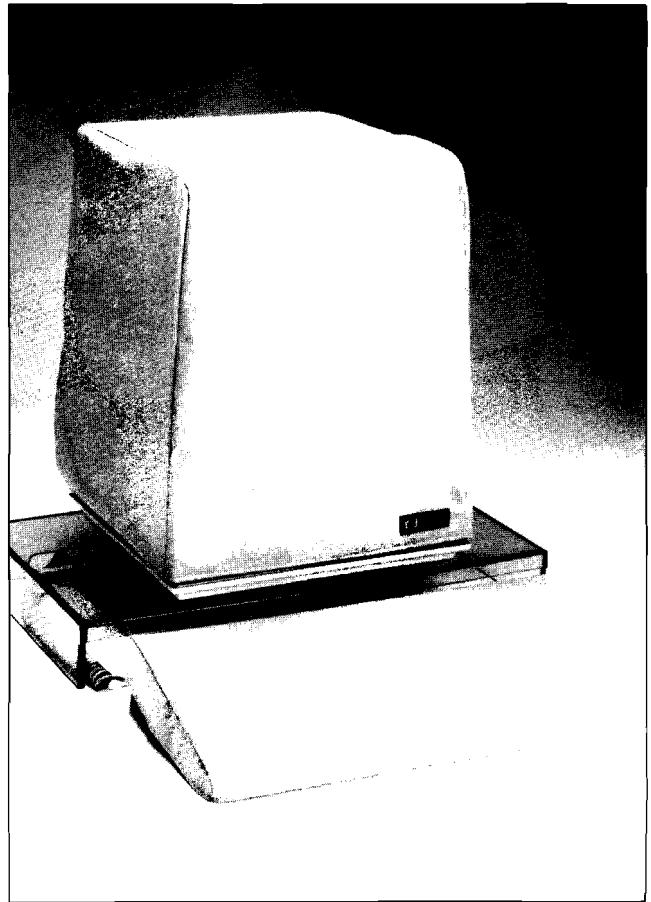
Adding forms to HP Diagraph's 1,500-plus symbols and pictorials makes Diagraph a graphics package that meets your presentation needs to illustrate concepts, flow charts, word charts, and organizational charts.

Diagraph is available on the HP Touchscreen personal computer as P/N 45463A for \$395.

## Dustcover available for the HP Touchscreen personal computer

*Nancy Hittinger/CSO*

Your customers can prevent grime, spilled liquids, and food from affecting the performance of their HP Touchscreen personal computer. Especially vulnerable to these undesirable elements are the computer's internal printer and disc drive.



*A custom-fit, two-piece dustcover for the HP Touchscreen personal computer*

For the ideal solution, get CSO's custom-fit, two-piece, dark gray dustcover. It's made of water-resistant, washable cotton polyblend and slips easily over the

“stacked” Touchscreen system — the display, HP 9121D disc drive or Winchester drive, and tilt/swivel set. The top piece is open in the back, so it will not interfere with the cables. The bottom piece is designed to fit over the keyboard.

P/N	Description	US list price
92251P	Two-piece dustcover (not sold separately)	\$35

## HP 125 software to be obsolete

Marilyn Ruel/PSD

The following HP 125 software products have been obsoleted and will be removed from the March 1985 Corporate Price List:

P/N	Obsolete Product
45585A	Aardvark Professional Tax Plan HP Plus
45586A	Aardvark Personal Tax Plan HP Plus

As of the May 1, 1985 Corporate Price List the following HP 125 products will be obsolete:

P/N	Obsolete Product
45531B	VisiCalc (Opt. 630 and 650)
45531EA	VisiCalc/Spanish (Opt. 630 and 650)
45532B	Series 100 Graphics (Opt. 630, 631, 632, 633, 635, 650, 651, 652, 653, 655)
45532EA	Series 100 Graphics/Spanish (Opt. 630 and 650)
45533B	Word/125 (Opt. 630 and 650)
45534B	DSN/LINK (Opt. 630 and 650)
45535A	BASIC (Opt. 630 and 650)
45536A	Programmer's Package (Opt. 630 and 650)
45550A	Condor 1 (Opt. 630 and 650)
45550H	Condor 3 (Opt. 630 and 650)
45552A	BPI General Accounting (Opt. 630 and 650)

P/N	Obsolete Product
45553A	BPI Payroll (Opt. 630 and 650)
45560A	WordStar (Opt. 630 and 650)
45560EA	WordStar/Spanish (Opt. 630 and 650)
45561A	SpellStar (Opt. 630 and 650)
45562A	MailMerge (Opt. 630 and 650)
45603A	Picture Perfect (Opt. 630 and 650)
45670A	MicroPlan (Opt. 630 and 650)
45671A	MicroPlan Consolidation (Opt. 630 and 650)
45900-13800	OpSys: 125A Upgrade
45900-13810	OpSys: US Exchange Kit
45900-15800	OpSys: 125A Upgrade
45900-15800	OpSys: US Exchange Kit

*Note: All upgrade kits for the above listed packages are also being obsoleted.*

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## HP 1000

### **Interex/HP 1000 users conference scheduled on April 9-12**

*Pam Tower/SMC*

Interex, the International Association of Hewlett-Packard Computer Users, and the European HP 1000 users group are proud to present their biennial computer conference in Europe. The conference, organized by the Belgian users group, will be held at the Conference Center of the University of Antwerp, Belgium, on April 9-12, 1985. You are invited to take part in this unique exchange of technical expertise. Come and share experiences and learn of new products and applications.

The theme of the conference is "Systems and Applications," and paper topics include operating systems, graphics, CAD/CAM, data base management, data communications, and instrumentation. There will also be a vendor exhibit.

Erik Van Ocken, chairman of the Belgian HP 1000 users group and hosting the meeting, notes that the committee has tried to limit the conference fees and attendant costs enabling more people to attend the meeting.

If you would like more information on the conference, including registration material, contact Pam Tower at TELNET 125-4461 or HP Desk 4700/11.

### **HP 1000 E/F-Series hardware price increases**

*Dan Meitus/DSD*

Data Systems Division (DSD) has raised the prices on many of their HP 1000 E/F-Series computers and memory products. Greg Grillen, marketing manager, cited rising manufacturing costs of the more labor-intensive products as the primary reason for the price increase. He added that this action was a necessary part of DSD's ability to achieve profitability targets.

The price increase is reflected in the January 1985 Corporate Price List. The 30-day grace period has expired, so the new prices are now in effect.

For further information on specific product prices, please consult the Corporate Price List or the Technical Sales Center.

## HP 9000

### **MicroTrak™/HP-UX now available for the HP Series 200 and the HP Integral PC**

*John Lumb/PSD*

Project management software is one of the most desired specific applications in a technical environment. To meet this demand, MicroTrak™/HP-UX from SofTrak™ Systems is now available for the HP 9000 Series 200 HP-UX systems and the HP Integral PC. It will not appear in the Corporate Price List until March 1, but the product is now orderable.

MicroTrak/HP-UX is a project management tool that can schedule projects from the simplest to the most complex; a move across town, the design and manufacture of a new product, or the construction of a high-rise office building. It automates scheduling and updates the schedule based on actual progress. MicroTrak can help plan projects, coordinate resources, track accompanying costs, evaluate "what if" scenarios, generate reports, and print time-scaled schedules.

MicroTrak uses critical path method scheduling with three different relationships (finish-to-start, start-to-start, finish-to-finish) to analyze the activities and develop reports to show the critical path and status of a project. There are seven standard reports generated: network, schedule, time-scale or GANTT chart, updates, milestones, activities, and resources. Each can be sorted in various ways to highlight the needed information.

### Key features of MicroTrak include:

- **Updating:** MicroTrak presents an accurate picture of the progress of a report at any point in time.
- **Schedule size:** MicroTrak is disc based, allowing up to 5,000 activities to be included in a schedule.
- **Schedule power:** MicroTrak has the power necessary to easily manage and update schedules for large and complex projects.
- **Ease of use:** MicroTrak is menu driven, making the system as easy to use as filling out a form.

MicroTrak runs on Series 200 computers running HP-UX 2.1 or 2.2, and the HP Integral PC. Consult the Technical Data Sheet (P/N 5953-9527) and the Sales Training Manual for more information about MicroTrak.

MicroTrak is distributed standard on a double-sided microfloppy. It is also available on 1/4-inch tape as Option 022.

P/N	Product	US list price
45524G	MicroTrak/HP-UX (single-user)	\$ 775
	Opt. 022 (1/4" tape)	900
45524H	MicroTrak/HP-UX (multi-user)	1,550
	Opt. 022 (1/4" tape)	1,675

*MicroTrak™ and SofTrak™ are US trademarks of SofTrak Systems*

## HP 9825 desktop computer to be obsolete May 1

*Wolfgang Monauni*

The HP 9825 has been a very long-lived and successful product, opening the door to the world of small desktop computer systems. Now, however, due to newer and faster technology available in our HP 9000 Series 200, HP 9825 sales are falling off. It has reached the point where it is impractical and unprofitable for HP to continue a product line devoted to the HP 9825. *So we are going to obsolete the HP 9825 B/T on May 1, 1985.*

Orders will be accepted until July 31 only. No shipment will be allowed worldwide after September 15, 1985. We will continue supporting the HP 9825 through the availability of ROMs, interfaces, and accessories for one year after the mainframe goes out of production (May 1, 1986). Technical support will be available for 10 years after mainframe discontinuance.

If you have any customers who wish to place an order for the HP 9815 B/T, please inform us as soon as possible.

For further information, call your RSE in the US or your local SMC in Europe.



## HP 250

### HP 250 Model 35 to be obsolete

Lynne Ovington/BGD

The HP 250 Model 35 (SPU HP 45251B) is now obsolete. Sales of the "desk version" of the HP 250 have decreased rapidly following the introduction of the smaller and lower cost HP 250 Model 30. The Model 35 has not been actively manufactured or sold for several years. Its five-year support life has begun on February 1, 1985, and continues until February 1, 1990.

Also in obsolescence is the "A" version of the HP 250 operating system. In late 1981 the "B" version was introduced with the Model 30 system. After the release of the A/3.6 operating system, all future O/S enhancements were for the "B" version (B.04, B.04.02, B.05, B.06.01, and B.07).

Users of the "A" operating system can move to the "B" operating system with the HP 45265D Operating System Upgrade Kit. For more information on moving from the "A" to the "B" operating system, plus a letter to give your "A" O/S customers, refer to the HP 250 Product Training Guide dated April 1984.

### Upgrading HP 250 users to operating system B.07

Lynne Ovington/BGD

HP 250 users will be able to take advantage of many of the new features of the HP 260's B.07 operating system on their HP 250 systems. The B.07 system software is downward compatible with the HP 250's operating system. All HP 250 customers on an HP support contract will receive B.07 and the new user manuals. With B.07, HP 250 systems will be able to support the new disc drives, printers, and plotters offered on the HP 260 system. HP 250 users without an HP support contract can obtain B.07 by ordering the new HP 45265D Upgrade Kit.

This new product has been created to replace the previous HP 250 Upgrade Kit (HP 45265A) and the HP 250 system software release product (HP 45230B). Products HP 45265A and 45230B will be removed from the Corporate Price List on February 1, 1985, and replaced with HP 45265D.

P/N	Description	Factory base price	US list price
HP 45265D	Operating System Upgrade Kit — to upgrade from HP 250 System Software prior to O/S B.07. Includes O/S B.07 system software on tape cartridge, updated manuals, exchange CPU ROMs and installation.	\$1,300	\$1,345
Opt. 043	O/S B.07 system software on 3½" microfloppy discs.	N/C	N/C
Opt. 048	O/S B.07 system software on 8" floppy discs	N/C	N/C
Opt. 050	Delete new CPU ROMs	-150	-155
Opt. 060	Delete O/S B.07 system software and manual updates (receive exchange CPU ROMs and installation only)	-850	-880
Opt. 251	US language version		
Opt. 252	French language version		
Opt. 253	German language version		
Opt. 254	UK language version		
Opt. 255	Swedish language version		
Opt. 256	Spanish language version		
Opt. 257	Italian language version		
Opt. 258	Katakana language version		
Opt. 259	French-Canadian language version		
Opt. 500	Danish language version		

### Who needs the HP 45265D upgrade kit?

- Customers who are not on an HP 250 support contract and wish to receive the new B.07 operating system and/or the new CPU ROMs.
- Customers who have a support contract but need the new CPU ROMs can order HP 45265D with Option 060.
- Customers who want the new O/S B.07 revision but do not need the new CPU ROMs can order HP 45265D with Option 050.

## Why are the new CPU ROMs needed?

ROMs (Read-Only Memory) are integrated circuits that contain special software, or microcode, that functions as an operating system until the system software is loaded. The microcode tells the system to perform self tests and (if everything is working properly) to load the operating system.

On the HP 250 system, the operating system could only be loaded from the integrated flexible disc drives, HP 7906M/H discs, integrated HP 7910K disc, and the HP 7908/11/12P integrated storage units. With these new ROMs, the O/S can be loaded from *any* supported disc or tape on the system. This includes the built-in 5M-byte, 10M-byte and 15M-byte Winchester discs on the HP 250 Models 20, 25, and 26, and the new HP 7941A, 7942A, 7945A, 7946A, 9133D, and 9134D disc drives.

Support of the new HP 7941/42/45/46A discs and the HP 9133/34D discs on any installed HP 250 system requires operating system revision B.07 on that system. The new CPU ROMs are not necessary if you do not load the O/S from these discs.

All HP 260 systems will be shipped with the new ROMs.

## HP 260

## How many devices can you connect to the HP 260?

Lynne Ovington/BGD

On the new HP 260 SPU you are able to connect up to eight HP 45262D personal workstations and a mixture of ten RS-232-C, RS-422, or Current Loop Devices — eighteen ports in all. Plus you can connect two printers and four disc drives on the HP-IB channel.

The HP 260 has 11 memory partitions that interact with the SPU. A partition can be configured as a "primary task," which is controlled by the user and an application program, or as a "secondary task," which

can be controlled by a primary task and has no direct user interaction. A single task, whether primary or secondary, can control multiple devices. For example, an HP 260 user could run a program in one of the 11 partitions that accepts data entry from several data capture terminals and bar code readers. Thus, an HP 260 configuration could be quite large and very versatile.

## New HP 260 data sheets available

Kathy Wipperfeld/BGD

Nine new data sheets for HP 260 software products are now available for customers who would like more technical information on the HP 260 system. These data sheets will complement the management brochure, direct-mail flyer, and other promotional literature currently offered (please refer to the February 1 issue of *Computer News* and *Computer Focus*).

The new data sheets can be ordered under the following part numbers.

P/N	Data Sheets
5953-4363	Network/250
5953-4364	Query/260
5953-4365	Text/250
5953-4366	DSG/250
5953-4367	Report Writer/260
5953-4368	GPL/260
5953-4369	DSN/INP/DS/RJE/260
5953-4370	Image/260
5953-4371	Slide/250

These data sheets can be ordered from the Literature Distribution Center in Palo Alto and from Parts Center Europe in Boeblingen.

## HP 3000

### Support Link II replaces original Support Link

Mike Balma/CSD

The Support Link II modem (HP 35031A) will replace the original Support Link modem (HP 35141A). The new modem was selected because it meets more stringent FCC regulations regarding RFI (FCC B), and its manufacturing cost is 25% less. In addition, its new features reduce costs to customers.

As part of the Tele-Support Program, the Support Link II will continue to be shipped with the HP 3000 Series 39, 4X, and 6X systems. This will begin around the third week of March. In addition, those customers who purchase central site Account Management Support (AMS) or Response Center Support (RCS) for a Series 37 at the time of purchase will also receive the Support Link II. The Support Link II will be used for all these qualifying systems. For these Series 37 customers, work with your Area AEO admin contact who will actually be placing the order for the modem.



*As part of the Tele-Support Program, the Support Link II will be shipped with HP 3000 Series 39, 4X, and 6X systems.*

The Support Link II has a new feature that can reduce phone line costs to your customers. The Support Link II is compatible with most PBXs. Specifically, it can answer on PBXs that use the two-ring signal as long as the modem is connected to an analog line. This means that a dedicated phone line and the associated cost is no longer required to participate in the Tele-Support Program. HP cannot guarantee that the Support Link II will work with all PBXs, so some customers may still need to install a direct dedicated line.

The other Tele-Support requirements are still necessary to ensure effective support. These include the presence of a second phone line for voice communication and the phone line to the system must be "data quality" (capable of carrying data without a significant error rate). The data line must also be able to accept incoming and outgoing calls without being interrupted by an operator. Please inform your customers of the site requirements, so they can take advantage of the new feature in the Support Link II.

Series 37 customers who do not qualify for a free modem can purchase any one of the qualifying modems. These include Racal Vadic's VA-3451s, VA-3451P, and VA-212PA as well as the BELL-212A. Anderson Jacobson's AJ1212-AD1 is identical to the Support Link II and can be used on the Tele-Support Program. It is now being sold through Computer Supplies Operation (CSO) as HP P/N 92205J. Anderson Jacobson can also provide on-site support.

### New HP AdvanceNet overview presentation available

Arie Scope/NMC

Network Marketing Center (NMC) has developed a new presentation aimed at managers who influence key buying decisions for integrated information networks. This presentation will be an important tool for you to use in presenting HP AdvanceNet to your customers and potential customers.

This new presentation was developed as a companion to "HP in the Eighties," which provides a look at HP and HP AdvanceNet handling the evolution of networking, changes in the industry, and how HP AdvanceNet covers all the bases. The two presentations will work well together.



To provide you with an in-depth look at the presentation, a copy of the script, containing reference copies of the slides, was included with the package of materials that was recently mailed to you.

The finished presentation consists of a set of colorful overhead transparencies plus a copy of the script. In late February and early March, presentation materials will be mailed to regional managers, area managers, and field marketing managers. The FMMs will also be receiving a copy of the HP Draw files that were used to generate the slides in case some local customization is required.

Look for your copy of the script and check the finished presentation. I am sure that you will find this presentation to be a valuable tool in selling HP networks.

If your office needs extra copies of the presentation materials, you can order them from Computer Systems Division (CSY) (the P/N for the overhead slides is 30000-90281; the P/N for the script is 30000-90282). Check with CSY for price and delivery information on duplicate sets of slides and/or scripts.

## **HP IBM 3278 Terminal Emulation Accessory helps sell HP 3000s**

*Steve Martin/CNO*

The HP IBM 3278 Terminal Emulation Accessory can now help you sell the HP 3000 as well as the HP Touchscreen personal computer. For Bob Noyes of the Piscataway sales office, the Terminal Emulation Accessory played a major part in the sale of three HP 3000s to the petro-chemical and plastics division of a large pharmaceuticals company.

The customer had made a commitment to automate their plant with the HP 3000 and wanted terminals that would talk to their existing IBM mainframes and to the new HP 3000s. However, because of their intense data-entry requirements, the IMF solution was not fast enough to satisfy their needs. Because of their strong desire to deal with HP, they were willing to work with Bob to find a satisfactory solution.

Bob obtained an HP Touchscreen personal computer demo unit with the IBM Terminal Emulation Accessory and loaned it to the customer. They were so impressed with the emulation capabilities that they went ahead with their plans and placed an order for three HP 3000s. The Touchscreen personal computers will be used as terminals to the IBMs and HP 3000s and as workstations in accounting, bookkeeping, and manufacturing environments. The Touchscreen personal computer is now their approved workstation because of its performance and its ability to talk to both IBM and HP computers.

The IBM 3278 Terminal Emulation Accessory increases your arsenal of tools for selling into accounts with IBM mainframes. Your customers now have two ways to connect their HP Touchscreen personal computers to their IBM mainframes: IMF and the IBM 3278 Terminal Emulation Accessory. The IMF capability is ideal in applications where communication with the IBM mainframes is infrequent, whereas the IBM 3278 Terminal Emulation Accessory is the perfect solution for data-intensive applications.

## **HP 37230A and 30037A to become obsolete**

*Roy Paterson/QTD*

The HP 37230A Short Haul Modem and the HP 30037A Asynchronous Repeater will be removed from the Corporate Price List on April 30, 1985, due to a lack of demand. Both products will have a formal support life of five years.

If you have any customers who wish to place a final order for either of these two products, please have them place their orders soon.



## 1984 DataPro survey results available in HP 3000 sales training manual

Stan Tims/CSY

DataPro, a research firm for the information processing industry, publishes the results of its annual users survey. In past DataPro surveys, the HP 3000 has scored very well, and this year is no exception. To aid you in using the high ratings of the HP 3000 in sales situations, these results have been compiled, organized, and consolidated for the HP 3000 and its primary competitors in a sales training manual, "1984 DataPro Users Survey Results." Copies of this document are now available in your local sales office. See your literature distribution coordinator. Additional copies may be obtained from the Literature Distribution Center by ordering P/N 5954-0443.

### Correction

The 3 of 9, 9MIL barcode for the HP 2687A (P/N 92186T) announced on p. 22 of the January 1 issue of *Computer News* was cancelled. This product is *not* available from CSO at this time.

Also on p. 22, in the article entitled "Math symbols, linedraw, and barcode now available on the HP 2688A," the three new 11.2-point Helvetica and Roman fonts mentioned in the fourth paragraph are available on the HP 2680A printer *not* the HP 2688A as implied.

## FINANCIALS

### HP PCM beta test is a success

Karen Ochoa/FSO

The beta test for HP Production Cost Management (HP PCM) was successfully completed in early January, with high praises for the product from the beta site customer. HP PCM is a new cost-accounting solution available from Financial Systems Operation, and it integrates with HP Materials Management/3000 to provide the link between the shop floor and the general ledger (see the January 1, 1985, issue of *Computer News*).

Implementation at the beta site was extremely smooth — in seven weeks, the customer was using HP PCM to improve inventory and control costs. Everyone at the beta site is very pleased with the product and the factory support they received.

In the words of the vice president of finance/controller: "HP PCM is a very effective cost-control and work-in-process valuation system. It gives you a complete picture of your costs, from raw goods moving into production through conversion to finished goods, and you can use it to accurately analyze your productivity. Variancing is the most powerful part of this tool. With it, you can make sure you are producing to standard. We analyzed HP PCM carefully before we bought it and had very high expectations for this product. It has not disappointed us in any way."

#### Beta site profile

The HP PCM beta site customer is a fast-growing electronics manufacturer in southern California. Current sales are approximately \$10.5 million per year and are expected to increase 40% this year. They process 100 work orders per month with 6,000 active parts, and they print 500 checks a month.

#### Beta site system configuration

The beta site customer recently converted from a Basic Four computer to an HP 3000 Series 44, using Genesis (a Speedware Software programming tool) to convert their internal software. Their current configuration is:

- One HP 3000 Series 44 (4M-bytes memory) with Q-MIT (an upgrade to MPE 5E is planned)
- One HP 7935 disc drive
- Two HP 7925 disc drives.

This site has up to 3 active HP PCM terminals, 4 active HPFA terminals, and 16 active HP MM/3000 terminals at a time.

The HP applications used on the Series 44 are HPFA (General Ledger, Accounts Receivable, and Accounts Payable), Report Facility, Interface Facility, PCM, MM/3000, Inform/3000, and Report/3000. In addition, they use an internal payroll and sales order entry system.

### **The HP PCM beta site is referenceable**

The beta site is pleased with HP PCM's feature set and its functionality and stability and wants to serve as a reference account for this product. In fact, the HP PCM beta site program was so successful that the beta site company wants to do it again — with the next available HP product appropriate for their needs.

For more information, contact Andy Garcia at TELNET 163-5043 or 408-263-7500, ext. 5043.

## MANUFACTURING

### **HP Maintenance Management SR training now available**

*Bob Greenfield/MPD*

Manufacturing Productivity Division (MPD) has just developed and field tested a half-day SR training class on HP Maintenance Management. The class objectives are to enable the SRs to understand the facilities and maintenance environment, why companies/organizations need a maintenance system, understand the major modules and features of HP Maintenance Management and how they will help customers achieve benefits, preliminarily qualify prospects, understand where to sell HP Maintenance Management, and understand how to win. Additionally, we can teach interested SRs how to deliver a high-level product introduction/overview and screen simulator (HP Touchscreen personal computer demo).

The training class can be delivered to the field by HP Maintenance Management trained application engineers or by MPD marketing. For more information contact Bob Greenfield, HP Desk 4700/24 or call 408-725-8111, ext. 3845.

## OFFICE SYSTEMS

### **HP TelexII links HP PPC to the telex world**

*Richard Hull/OPD*

Office Productivity Division (OPD) announces a major office systems enhancement to the Personal Productivity Center with the release of HP TelexII.

HP TelexII consists of a software package which runs on any HP 3000 computer, and a Telex Interface Unit which connects the HP 3000 to the public telex network. The product allows users to prepare and send telex messages from HP TelexII, HP DeskManager III, or a user-written application program. These are then stored and automatically forwarded over the telex network at a time specified by the user.

Incoming telex messages are maintained in MPE files for a configurable time period, from where they can be printed, directed to the in tray of an HP DeskManager user, or processed by an application program.

The HP TelexII solution provides customers with total flexibility and control over their traditional telex traffic.

As a stand-alone package, it optimizes the telex resources within a company by efficiently controlling the flow of telexes in and out of the organization. When used as a fully integrated package within HP DeskManager III as part of the HP PPC, users have available an extremely cost effective worldwide message-switching system and can send and receive telex messages directly from within their in tray. Full programmatic access facilitates automatic transmission and reception of telexes from an organization's own application program.

HP TelexII will be available in the US with release of the Personal Productivity Center MIT on March 1, 1985, at a price of \$5,000 (P/N 36572). Existing users of HP Telex with subscriptions to the relevant support contract will receive a free upgrade. For the availability in other countries, please contact the HP TelexII product manager at OPD.

## New HP PPC product information guide now available

Shelley Harrison/ISG

The HP Personal Productivity Center product information guide, entitled *Building Office Productivity with Proven Hewlett-Packard Products*, is now available for you to distribute to your office prospects. The guide contains, in data sheet format, information on hardware, software, and support products available for the HP Personal Productivity Center (PPC).

The intention of the guide is not to introduce your customer to the HP PPC concept, but rather to describe the features and benefits of the various products that might make up an office solution. Prospects should, therefore, have a good understanding of Hewlett-Packard's Personal Productivity Center before receiving the document.

*Building Office Productivity* is written in a casual style, presenting each product in an easy-to-read narrative, yet it also contains technical product information typically found in data sheets. The 100-page document provides in one neat package most of the information necessary to determine what software and peripherals to include for any particular HP PPC solution.

The target audience for this guide are decision makers who desire information on the individual components of their HP PPC system. So instead of handing your customers a stack of data sheets and software guides, give them one neatly organized document with the latest, up-to-date product information available.

A small quantity of guides is on its way to each sales office. Check your literature stock for samples (P/N 5954-0413). Additional copies can be ordered from the Literature Distribution Center, COMSYS 0070.

## Targeting the Office is now in the field

Lesa Elliott/ISG



Congratulations to those of you who were chosen to attend the *Targeting the Office* workshop. *Targeting the Office* is a two-day workshop developed by Esprit, Ltd., training consultants. *Targeting the Office* will aid commercial sales people in identifying and targeting the office potential in their territories.

Facilitators from Esprit will be delivering the workshop to the US, European, and Intercon sales force. The following is an implementation schedule for *Targeting the Office*. These sessions are being run for SRs and their DMs unless indicated otherwise.

# pfs:news

## *PFS Software And The HP Touchscreen Personal Computer Put Power at Your Fingertips*

Software Publishing Corporation has released versions of their best-selling PFS:FILE, PFS:REPORT, PFS:WRITE, and PFS:GRAPH programs for the Hewlett-Packard Touchscreen personal computer. "PFS products are commonly seen at the top of industry best-seller lists such as the Softsel® HOT LIST™ for Business. Coupled with the convenience of the HP Touchscreen personal computer, they provide an ideal solution for business managers and professionals who need software they can use immediately," says Mike Steep, OEM Product Manager at Software Publishing.

PFS:FILE is an electronic filing program that allows you to store, retrieve, update, and print all kinds of information, from mailing lists to inventories to potential customer files. PFS:REPORT works with PFS:FILE to provide tabular summaries of the information in a file, complete with counts, totals, and averages.

PFS:WRITE is a word-processing program that creates error-free documents quickly and easily. Documents appear on the screen just as they will look when printed, and comprehensive editing capabilities allow

you to perform a broad range of word-processing applications.

PFS:GRAPH is a business graphics tool that allows you to create bar, line, and pie charts of presentation quality in minutes. Bar and line graphs can be mixed and matched, and up to four graphs may be displayed on a single set of axes.

PFS products are best known for their ease of use, making them ideal for the first-time computer user. This quality also makes them very easy to demonstrate and sell to customers.

Another aspect of PFS software that makes it so easy to sell is that each application is sold separately. This way, customers may purchase only the applications they need, but feel confident that additional applications will be easy to add in the future.

PFS:FILE and PFS:REPORT are combined in a single product for the HP Touchscreen personal computer for a suggested retail price of \$265 (P/N 45488A). PFS:WRITE (P/N 45489A) and PFS:GRAPH (P/N 45490A) for the HP Touchscreen personal computer are priced at \$140 each.



## *PFS:WRITE Provides Integrated Word Processing*

PFS:WRITE, the powerful word-processing program from Software Publishing Corporation, is now available for the HP Touchscreen personal computer. PFS:WRITE is designed with comprehensive editing functions to handle a broad range of word-processing applications. It combines the simplicity of a typewriter with the power and versatility of a word processor. The HP Touchscreen version takes full advantage of HP Touch and softkeys.

You can easily move and duplicate blocks of text, change margins, number pages automatically, search for any word or phrase throughout the document, and insert other PFS:WRITE documents into the body of the one you're preparing. As you edit, your text is automatically reformatted within the specified margins.

PFS:WRITE comes with documentation that is clear and easy to understand, like the other PFS products. In addition, help screens are available with just a keystroke to explain main menu selections, printing options, and editing functions.

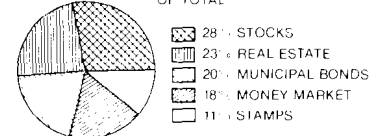
PFS:WRITE is fully integrated with the other members of the PFS family of software. This enables you to print personalized form letters (complete with envelopes) using data created with PFS:FILE. You may also merge bar, line, and pie charts created with PFS:GRAPH into the body of a PFS:WRITE document, and include tables produced by PFS:REPORT, as well as output from other popular software packages such as Lotus™ 1-2-3™ and VisiCalc®.

March 15, 1984  
Mr. Scott D. Cook  
1278 Chestwood Avenue  
Burlingame, CA 94010

Dear Mr. Cook:

We are very pleased to report that we successfully diversified your investment over the past year. We have changed your holdings from 75% real estate and 25% cash to a less risky portfolio, as detailed below:

COOK INVESTMENT PORTFOLIO  
OF TOTAL



Sample PFS:WRITE document

# The Benefits of PFS:REPORT and PFS:GRAPH

PFS:FILE owners are discovering the benefits of PFS:REPORT and PFS:GRAPH – more and better use of information.

PFS:REPORT sorts, calculates, formats, and prints presentation-quality reports from the information in files

created with PFS:FILE. It presents information in multiple columns, including three calculated columns. Totals, subtotals, averages, subaverages, counts, and subcounts can be printed in every column. PFS:REPORT has comprehensive sorting capabilities plus

automatic page numbering, title printing, and centering. Eight predefined report formats can be saved for repeat usage. These advanced capabilities of PFS:REPORT make it the perfect complement to PFS:FILE.

## Employee Reports

EMPLOYEE INFORMATION			
SALARY	NAME	ADDRESS	DEPT
1,400	J. STRIBLING	1801 LAWDALE LOMAS, CA 91075	SALES
1,625	J. M. STONE	33 SPARKS AVE TACOMA, CA 92071	MFG
1,700	I. JONES	45 ELM TIOGA, CA 96832	FINANCE
1,850	M. K. TALENT	202 S. ALMA HALLEN, CA 91001	MKTG

Let's say you want a list of employees and their addresses, sorted by salary. Just use the form you created with PFS:FILE to indicate the information you want. Reports like this are useful for almost any group – companies with employees, professionals with clients, clubs with members, teachers with students.

## Inventory Reports

INVENTORY				
PART #	DESCRIPTION	QTY	PRICE	TOTALS
23	1/4 DRILL	170	29.25	4,972.50
25	3/8 DRILL	125	18.50	2,312.50
83	5" BOXES	100	0.50	50.00
87	8" BOXES	250	1.25	312.50
TOTAL				7,647.50
COUNT	4			

PFS:REPORT is a great way to report on any items in inventory. Using the information you put into PFS:FILE, you could compute the total value of your inventory and get a report sorted by part number, complete with a count of the items listed. Using the same information, you could produce reports sorted other ways. A purchasing manager might want to sort by price, for example, or a materials control manager might sort by quantity.

## Sales Reports

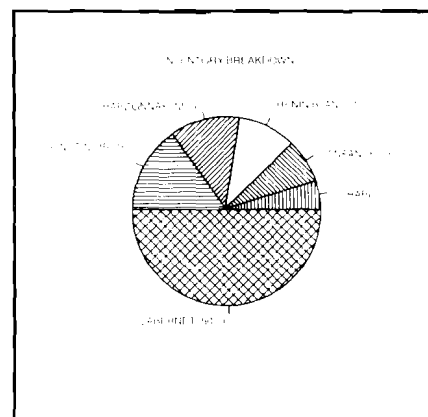
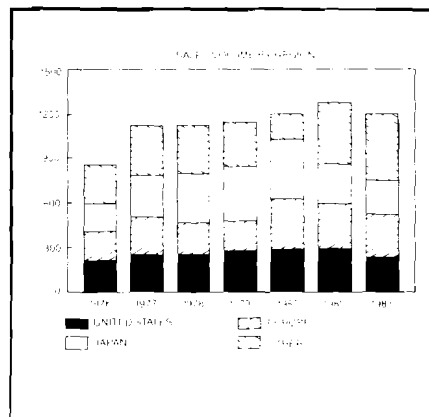
MONTHLY SALES STATUS				
TERRITORY	REP	QUOTA	SOLD	% QUOTA
EAST	BROWN	200	150	0.75
	JONES, A	200	135	0.68
	TAYLOR	175	132	0.75
AVERAGE		191	139	0.72
TOTAL		575	417	
WEST	JONES, J	225	175	0.78
	PARDEE	200	110	0.55
AVERAGE		212	142	0.66
TOTAL		425	285	
AVERAGE		200	140	0.70
TOTAL		1,000	702	
COUNT	2			

To evaluate sales representatives' performance, a sales manager might want to create a monthly sales status report sorted by territory, with averages, totals, and percentages, as in the example. Sorting by percent quota would be useful in analyzing and reassigning quotas. A product manager might want to report the same information sorted by quantity sold, to determine product acceptance in the market.

PFS:GRAPH is the first graphics package that can work alone or directly with PFS:FILE, VisiCalc®, Lotus™ 1-2-3™, or Multiplan® data to produce

bar, line, or pie charts of presentation quality in minutes. Line and bar graphs can be mixed and matched, and up to four graphs can be displayed on a single

set of axes. Bar graphs can be stacked or comparative. Other features include automatic formatting, scaling, legend labeling, and pattern fill. PFS:GRAPH is the perfect way to illustrate your PFS:FILE data files.



Trademarks:  
 PFS® is a registered trademark of Software Publishing Corp.  
 Lotus™ and 1-2-3™ are U.S. trademarks of Lotus Development Corp.  
 VisiCalc® is a U.S. registered trademark of VisiCorp.  
 Multiplan® is a U.S. registered trademark of Microsoft Corp.  
 Softsel® is a registered trademark of Softsel Computer Products, Inc.  
 HOT LIST™ is a trademark of Softsel Computer Products, Inc.

Date	Location
January 24-25	Toronto (DMs)
February 4-5	Cleveland
February 6-7	Chicago Novi
February 11-12	St. Louis Houston
February 14-15	Piscataway Atlanta Englewood
February 19-20	Rockville Valley Forge
February 21-22	Lexington White Plains
February 25-26	Los Angeles Palo Alto
February 27-28	Latin America (Program Mgrs)
February	Europe (Program Mgrs)
March-July	Far East (Program Mgrs)

For those of you who missed the February sessions in the US, a second implementation will be planned by your regional development manager. These sessions will run during the summer.

The long-term implementation of *Targeting the Office* will begin in the learning centers, and in areas that have copies of the workshop's video tapes and worksheets. Esprit designed *Targeting the Office* to be self-paced. New SRs will be able to get the value from the workshop through video tapes, exercises, and coaching from their DMs or senior SRs who have gone through workshop.

## HP AdvanceLink cannot be used with HP ListKeeper

*Rudy W. Batties/ISG*

HP AdvanceLink is an HP Touchscreen personal computer communications and terminal emulation software product that lets the user link and access other computers and their applications. The access procedures (command files) can be installed into the operating system, PAM, combining many of the steps generally required for computer-to-computer communications. With the announcement of the new HP Personal Productivity Center packages (*Computer News*, October 15, 1984) we stated that by using HP AdvanceLink's access capabilities, an HP Touchscreen personal computer user could develop a common HP Touchscreen interface to HP 3000 applications.

Further testing has now shown that HP AdvanceLink cannot be used with the current version of HP ListKeeper. This means that an HP AdvanceLink command file designed for HP Touchscreen access to HP ListKeeper, when executed, will cause an I/O error. A fix to this problem will be included in the next release of HP ListKeeper (The "T-Delta" MIT). Please keep this in mind when setting customer expectations.

## DISTRIBUTION

### 1984 SIGSFD Users Group meeting a success

*Carol McDonell/IRO*

A major selling point for HP SFD/3000 is the fact that it has an international users group composed of very satisfied installed users. SIGSFD (Special Interest Group for System for Distributors), part of the HP 3000 International Users Group, holds a three-day educational conference each year, as well as frequent local meetings.

The 1984 SIGSFD Users Group meeting took place November 6-9, 1984, at the Waverly Hotel in Atlanta. It was the group's biggest meeting ever, with approximately 200 users attending. Many East Coast customers sent representatives for the first time, and there was an excellent showing of new HP SFD/3000 and OM/3000 users.

The meeting was organized by the users, with the emphasis on making the event a valuable educational opportunity. Sessions were structured to facilitate the practical use of data processing and specifically HP SFD/3000 and OM/3000 in the wholesale distribution environment. The conference consisted of formal and informal presentations by HP's Information Resources Operation (IRO), user representatives from different sizes and types of companies, as well as well known speakers from the wholesale distribution industry sponsored by IRO.

The annual meeting gives users a chance to participate in the future evolution of HP's Distribution Management products, and provides a forum for users to share ideas and solutions and to discuss special programs which have resulted in significant savings to the participants. It is a proven and well-understood fact that the best ideas for the use of any system come from the people who work with it each day.

A highlight of the meeting was a tour of the Atlanta HP Response Center. Marc Hoff, HP's North American AEO manager, was also present to talk about the Response Centers and to help our customers learn how to effectively use this valuable resource.

The SFD/OM/3000 users were especially impressed by HP's commitment to them. This commitment was further exemplified by the number of HP field and IRO attendees and by the presence of Dave Sanders, general manager of the newly formed Administrative Productivity Division.

## Call IRO to learn more about HP Distribution Solutions

*Paul Sievers/IRO*

With the recent changes that have taken place in the field sales organization, we've found that there are a great number of SRs that know nothing about what we do at Information Resources Operation (IRO). Many SRs don't even know we exist.

For the past few weeks we've been trying to identify all SRs and field personnel who are doing something with our products or have expressed an interest in learning more. The response has been overwhelming, and we know there are more. If you know of any SRs or field marketing personnel who are interested in finding out more about HP Distribution Solutions, or if you would like to know more yourself, please call IRO Sales Support (303-773-1992) so that we can send information about our program and lists of leads for your area. Thanks.

## New electronics distributors directory available

*Paul Sievers/IRO*

The *1984-85 Buyer's Guide to Electronic Distributors and Sales Representatives in the San Francisco Bay Area* is now available from Information Resources Operation. The directory contains such useful information as a glossary of buzzwords, listings of distributors and manufacturers, and manufacturers' representatives in the Bay Area.

If you're an SR from the Bay Area and interested in selling HP Distribution Solutions to electronics distributors, call IRO Sales Support at 303-773-1992 for your copy.

## VERTICAL MARKETS

### **New banking sales literature folder highlights HP business computers**

*Debra Miele/ISG*

The new vertical markets banking sales literature folder highlights the advantages of using the HP family of business computer systems for solutions to banking problems. For broad spectrum of banking applications, the HP 3000 offers both office automation and data processing in a single system. At the same time, HP's third-party companies can offer proven software packages specifically designed for the financial community.

The folder attempts to inform bankers that HP offers a viable solution to their data processing needs. To obtain copies of these folders, simply send a sales literature order form (SLO) to the Literature Distribution Center in Palo Alto. Order P/N 5953-7661.

### **Also in this issue**

**Third-party solutions highlighted at Financial Services Conference**

4





## NETWORKS

### New version of E/F-Series 8-channel MUX released

David Kuntz/RND

The HP 12792C, the new version of the E/F-Series 8-channel MUX, is now on the Corporate Price List and has a US list price of \$2,700. The product itself is very similar to the HP 12792B and is functionally backward compatible. Therefore, the HP 12792B will be removed from the Corporate Price List in April 1985.

Although the printed circuit assembly is unchanged, several components are different. These components are the RS-232 connection panel, the MUX-to-panel cable, the mounting bracket, and 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 card default setting programmed baud rate generator 0 to 2400 baud and baud rate generator 1 to 9600 baud at card power up.
- **Situation** — Where a device (printer) is connected to a port of the MUX and is printing, chances are the last command it 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 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 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.

Product	P/N	Description	US list price
HP 12792C	5061-3415	PC Assembly	\$2,700
	12792-90021	Manual	
	5061-7228	EPROM	
	28658-60005	RS-232 Panel	
	28658-63002	MUX-Panel Cable	
	5001-5278	Mounting Bracket	
HP 12792C Opt. 002	1252-0508	Cable Extension Kit	-500
		System Modem Cable Delete Panel	
HP 12792C Opt. 003		Delete Panel and Cable	-600

\*The HP 37214A Systems Modem is purchased separately.



### Correction

In the January 1 issue of *Computer News*, in the article entitled "New version of HP Series 500 8-channel MUX released," the pricing information given in the shaded box is not correct. The correct information is as follows:

The HP 27130B consists of the following:

P/N	Description	US list price
HP 27130B:		
5061-4929	MUX Interface Assembly	\$2,060
27130-90003	Installation Manual	
28658-60005	RS-232 Panel	
28658-63001	MUX-to-Panel Cable	
1252-0508	Cable Extender Kit	
Option 019	19" Rack Mounting Bracket Kit	40
Option 540	Mounting Bracket Kit for HP 9040A Systems	40
Option 550	Mounting Bracket for HP 92211R Cabinet	40

### Also in this issue

**New HP AdvanceNet overview presentation available**

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## MASS STORAGE

### Price reduced on remarketed HP 7925

*Liza Lopez/FRD*

Just when prices seem to be going up, Finance and Remarketing Division (FRD) has reduced its HP 7925MR and 7925SR disc drives by 20%. The new prices are listed below.

P/N	US list price	Factory base price
7925MR	\$13,200	\$12,950
Opt. 102	1,000	1,000
7925SR	10,955	10,730

You can also bundle the disc drives with HP 7970ER tape drives for additional savings.

P/N	US list price
HP 7925MR	\$13,200
Opt. 102	1,000
HP 7970ER	5,900
Opt. 426	3,600
Total Price	\$23,700

FRD's peripheral prices are lower than ever. Now is the time to sell remarketed discs and tapes to your new price-sensitive customers along with your installed base accounts.

### **Tape drive cabinet options to be obsolete March 1**

*Jim Jonez/GLD*

Effective March 1, 1985, options deleting the cabinet from HP 7974A and 7978A tapes drives will be obsoleted and removed from the Corporate Price List. Options affected are HP 7974A Option 131 and 7978A Option 132, which delete the cabinet from the product for installation into an existing cabinet of the same type.

These options were placed on the Corporate Price List when the drives were introduced but due to other engineering priorities have never been released for shipment. Outstanding issues are a possible overheating condition with two HP 7974A drives in one rack and the usual list of regulatory approvals for RFI (radio frequency interference), safety, and other concerns that affect these options on both HP 7974A and 7978A drives. Our current assessment of the situation is that an engineering effort to resolve these issues is not justified for the low order volume we have seen.

We will be contacting SRs on all orders we have in backlog to work out an alternate solution on a site-specific basis.

OEM customers who order HP 7978A Option 132 will need to do so on an override basis. This will be handled as a product special.

### **Order additional Mass Storage Sales Reference Manuals from LDC**

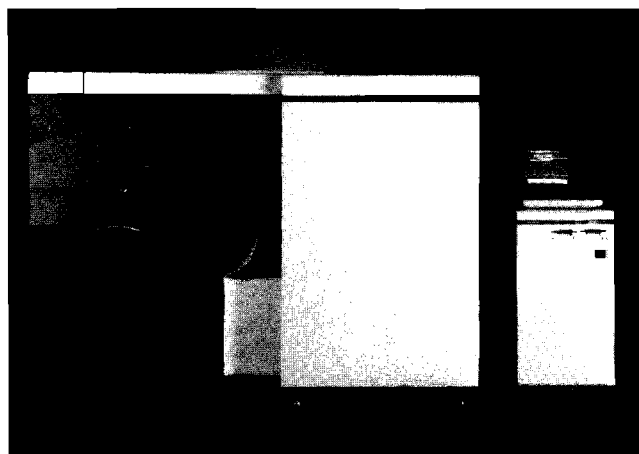
*Jon Schiedel/GLD*

The Mass Storage Sales Reference Manual published in November 1984 is proving to be very popular. We have reprinted the manual and stocked it at the Literature Distribution Center. Request your copies by ordering P/N 5953-6840. Greeley Division is no longer stocking the manual.

### **Announcing HP's IBM plug-compatible laser printing system**

*Matt Cuson/BOI*

Boise Division is pleased to announce the HP 2689A laser printing subsystem. The HP 2689A is designed to be a high-speed line printer replacement for connection to IBM systems. It combines the field-proven HP 2680A laser printer with a separate control unit which allows interfacing to an IBM mainframe.



*The HP 2689A subsystem combines the HP 2680A laser printer with a separate control unit that plugs into an IBM mainframe.*

The HP 2689A is a natural extension to our already broad laser printer product line. From the HP LaserJet printer to the HP 2685 and 2689, HP has the largest and most diverse laser printer offering of any vendor on the market. The HP 2689A will keep HP in the limelight rightly earned by the HP LaserJet printer.

The HP 2689A allows you to sell into major accounts who need laser printers but don't want to use a datacom link. In addition, you will be able to expand the number of sites within the company that has a successful laser printer installation.

## Training

Training kits were sent to the field in January. Included in the kit were a sales training manual, print sample, data sheet, output design service sales information and data sheets, and HP 2689A "Tie One On" buttons and stickers.

## Sales opportunities

A good point for you about the HP 2689A is that the target customer is easy to identify. Anyone using an IBM 43XX, 303X, or 308X mainframe (or compatible) system is a potential prospect. You can use laser printing as a way to get in the door. Once in, you can look for local or remote laser printing applications, as well as office and DP applications for the HP 3000.

To get started on your prospecting, check the Directory of Computer Executives for names of the MIS managers in your territory.

## Sales support

We understand that there may be times when you need a little extra help in selling a laser printer, so we've made sure you have the tools you need to be successful. When you run into a tight spot, try the following sources for information:

- **Sales training manual.** The manual provides information about the features and benefits of laser printers and the HP 2689A; a feature and price comparison against the competition; technical information on how the HP 2689A works with the IBM host; a description of the marketplace; and a list of IBM buzz words. It will help you position HP's products against each other and the competition and will help identify qualifying customers.

Read the manual carefully before you make the first call, and you'll be on top of the sale from the start.

- **HP 2689A audio cassette.** This cassette uses a sales scenario to highlight important points to make at various parts of the sales cycle. Listen to it in your car on the way to a sales call to help you visualize the process.
- **HP 2685 GIM.** This document gives you more information about the capabilities of the HP 2685. Customers will ask about local and remote connections, and you will need this to help you cover the remote applications.

- **HP 2689A sales presentation.** A copy has been distributed to the FMMs. A brief script is also included to make your preparation easy. The print sample included is probably the best way to demonstrate the capabilities of the HP 2689A in an informal one-on-one session.
- **Computerized support.** "Mailcoach," a special mailstop (part of the HP Desk network) has been set up to receive the day-to-day questions on ordering, configurations, pricing, delivery, literature, cables, technical points, and so on. Send your questions to HP Desk Jurnbojet/HP4600/M2. We will answer within 24 hours.

We have taken this approach so that your support person is free to help you with sales consulting, big deal management, marketing program planning (seminars, presentations, mailings, telemarketing, and so on). Please use this service whenever you can. The more you use it, the better we can help you.

- **SMC and Boise Division.** If you can't find what you need in the available documentation, your local support people are out of the office, or your situation is too complex for Mailcoach, then give the SMC or Boise Market Development a call. We'll be glad to help.

## Positioning the HP 2685A and HP 2689A laser printers

*Matt Cuson/BOI*

With the introduction of the HP 2689A laser printing system, you have another good reason for a customer to go with HP for their printing solutions: direct channel connect. The HP 2689A complements the existing HP 2685 product offering by providing a straightforward, high-speed connection for local printing applications on IBM mainframe systems.

### **The HP 2689A: The local system printer replacement**

The HP 2689A was designed to replace impact printers as the primary local system printer. The HP 2689A uses the command set of the popular IBM 3211 line printer (2,000 lpm) and can replace it (or others in the same class) in most applications.

Typical uses would be for system dumps, program listings, financial reports, parts explosions, product listings, order processing, payroll, and personnel reports (in general preprinted forms replacement).

Primary selling points are reduced operator intervention, excellent print quality, forms cost savings (using electronic forms), speed, and paper size.

## The HP 2685: The remote line printer replacement

The HP 2685 allows a user to locate printer capacity where needed without being constrained by cable distance limitations. The HP 2685 supports a variety of communications software (RJE, MRJE, SNA, X.25) to satisfy just about everyone's configuration needs.

The data communications controller of the HP 2685 (an HP 3000 in disguise) can also print graphics (no graphics on the HP 2689). Users connected to the print station can generate their own graphics images or download files from the host for printing.

## The HP 2685: Variations on a theme

The HP 2685 comes with printer and controller options. The customer has a choice of printers (the HP 2680A or the HP 2688A), as well as controllers (HP 3000 Series 37/48/68). In addition, multiple printers can be attached to a single controller. In remote applications where special applications need an impact printer (privacy envelopes, color forms, and odd paper sizes or weights), any one of the high-speed dot-matrix printers from Boise Division can also be connected.

The HP 2685 offers customers the greatest flexibility in terms of hardware configuration and software capability in remote printer applications.

Product/Application Matrix		
	HP 2689	HP 2685
Local line printer (forms, listings, financial reports, etc.)	XXX	X
Remote line printer (as above, remote or long line configuration)	—	XXX
Graphics output (business graphics, drawings)	—	XX
Distributed printer server	—	XXX

XXX: best application  
 XX: good application  
 X: possible application  
 —: no application

## Output Design Service centers help sell laser printer products

Steve Berube/BOI

Two new Output Design Service (ODS) centers are now available to assist in the sale of the HP 2680A, HP 2688A, and HP 2689A laser printer products. Located at Boeblingen General Systems and Boise Divisions, these ODS centers provide logo, signature, image scanning, and electronic form design.

### Presale/postsale successes

As a pre-sale tool, you can offer a custom laser printer demonstration. Bill Lovejoy of the Akron office called upon Boise to scan a complex coat-of-arms image for a customer desiring the ability to print genealogy reports using the HP 2688A, HP 26096A digital camera, and office automation software. Bill approached Boise because his local SEO was unable to do the job.

Bill wanted to prove to the customer that HP could offer the system solution to do the required print job. Boise came through with the sample printout, and the customer signed the order.

The twist to this story is the customer bought an HP 2680A rather than the HP 2688A because the customer needed a higher speed printer to meet the upfront promotional mass mailing announcing the customer's genealogy service. The customer further plans to purchase the HP 2688A and digital camera as higher resolution print requirements dictate. From a post-sale standpoint, this same customer plans to use ODS to generate the logos, letterhead, and signatures needed for the mass mailing.

This sales example highlights the advantages of ODS in closing an HP 2680A or 2688A order.

- A customized demonstration for a particular customer
- Ability to prove that HP has the correct solution
- Pre-sale support
- Post-sale design service
- Excellent pricing and turnaround.

### Some ODS specifics

The ODS centers offer two basic services: Electronic Scanning and Electronic Forms Design. The Electronic Scanning service offers logo, signature, letterhead, and line art graphics generation. The Electronic Forms Design service provides the design

of light, medium, and heavy form composition. Pricing has been structured to compete effectively with competitive laser printer design services (like those offered by Xerox). Details on these new services are being sent to your offices. Data sheets and associated literature are available from Literature Distribution Center. The part numbers for each information piece are listed below.

P/N	Data Sheet
5954-2254	ODS Electronic Scanning
5954-2260	ODS Electronic Forms

P/N	Order Forms
5952-2262	Electronic Scanning
5954-2263	Electronic Forms Design
5954-2261	Letter of Agreement

## HP 2934A offers more features than HP 2932A

*Harold Fast/VCD*

The HP 2934A printer offers four more features than the HP 2932A printer. The 2934A offers bar codes, large characters, near-letter-quality (NLQ) print, and an optional single-bin sheet feeder. That is quite a bargain for the \$400 price difference (\$2,495 versus \$2,895).

When proposing workstation printers, remember that these printers are built to last up to 10 years, depending upon usage, and that your customer may have reason to take advantage of these features at some time in the future. You'd be surprised at how many customers find applications for the NLQ printing capabilities of the HP 2934A. There is not an upgrade kit for the HP 2932A to make it a 2934A. If you think that your customer may have a future need for any of these features, propose the 2934A instead of the 2932A. They will be impressed with the versatility of their new printer.

## New large-character font cartridge for HP 2934A business printer

*Joe Barbera/VCD*

Announcing the introduction of a new plug-in character cartridge available for the HP 2934A business printer. The new type style, Orator, similar to the Orator style for the IBM Selectric typewriter, features characters that utilize the full height of the printer's 9 x 12 dot-matrix character cell.

These are approximately 38% taller than a standard character. They are especially useful in generating text for overhead slides, preparation of speeches, or for use when text must be read at a greater-than-normal distance.

This is one of 16 character-font cartridges available for the HP 2934A business printer.

The Orator cartridge has been available through Computer Supplies Operation since January 1, 1985, as P/N 92188K. US list price is \$100.

## Eliminating HP 293X competitors

*Harold Fast/VCD*

The HP 293X printer family has been a very successful product line. 263X printer orders have doubled. The most popular host is the HP 3000, followed by the HP 1000. From everything we can tell, customer satisfaction is terrific. We can count on the fingers of one hand the number of times that we have been told that the HP 293X family has lost out to a competitive printer.

Vancouver Division (VCD) is constantly striving to measure the HP 293X against the competition. Please let us know of any deals where a competitive printer has won the day. In fact, if you have HP 3000 or HP 1000 customers using competitive printers on their systems we would appreciate hearing about it. We would like to do what we can to help you eliminate competitors from your installations. Please contact Brodie Keast at VCD with any input you have at TELNET 1-254-2585, COMSYS code 5400, or HP Desk HP5400/BU. Direct dial is 206-254-8110.

## IDSFORM supported on HP 262X terminals

Steve Berube/BOI

At long last IDSFORM is supported on the HP 262X family of terminals. Your customers can now design their electronic forms for the HP 2680A and HP 2688A laser printers on a low-cost graphics terminal retaining all the functionality previously offered on the HP 264X terminals.

The official list of graphics terminals supported under the new version of IDSFORM (A.02.00) is: HP 150A, 2623A, 2625A with Option 523, 2627A, 2628A with Option 523, 2647A/F, and 2648A.

Forms previously designed using the HP 264X terminals can be modified without problems using one of the above-mentioned HP 262X graphics terminals.

Additional features available with this new IDSFORM version are:

- Augmentation of function-key templates with two letter commands
- Help screen
- Localizable two-letter commands
- New default font improving HP 2680 and 2688 compatibility
- Miscellaneous bug fixes.

This new version of IDSFORM will be supported on MPE versions Q-Delta and later.

## IBM PC graphics capability for HP LaserJet and ThinkJet printers

Cathy Lyons/BOI

Until now, printing graphics from an IBM PC to the HP LaserJet or ThinkJet printers has been a problem. The solution to this graphics incompatibility is the IBM PC print screen utility, which was distributed to all HP authorized dealers and HP dealer SRs via a Personal Computer Group dealer mailing last month. After your customer installs this utility, they will be able to print alpha and graphics images to their HP LaserJet or ThinkJet printers.

The utility comes handsomely packaged in a diskette folder complete with a 5¼-inch floppy disc and documentation. This initial utility is *free* and is not copy protected. We encourage you to make copies and distribute them to your customers and other SRs. You can also order additional copies (P/N 5954-2266) through Corvallis Literature Center at a cost of \$20.

### Support note

The documentation included in the package clearly states the tested and supported configurations for this utility. It also gives some tested but unsupported configurations. Untested configurations may be tried by the user, but HP can provide no support for these.

HP has no intention of upgrading or modifying this utility. Questions regarding this driver should be referred to 800-HPCOACH.

### Lotus™ PrintGraph driver

Currently, Lotus™ 1-2-3™ does not support the HP LaserJet or ThinkJet printers using the PrintGraph utility. Lotus Development Corporation has promised us a driver to correct this incompatibility. We expect that Lotus will distribute this driver to their dealers in March 1985. Meanwhile, we suggest that you recommend our print screen utility to your customers as an alternative solution.

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

## HP LaserJet printer ISV and third-party support update

*Cathy Lyons/BOI*

During December and January, Boise Division distributed an HP LaserJet printer binder to all HP authorized dealers, HP dealer reps, PCSEs, PWSRs, SEDMs, SRDMs, and HP internal customer response centers (e.g., HPCOACH). This binder contains valuable information such as hardware configuration notes, software application notes, font cartridge schedule, print samples, paper specifications, and independent software vendor (ISV) and third-party software and hardware solutions. Additional guides may be ordered through the Corvallis Literature Center, P/N 5954-0800.

### HP LaserJet printer software support update

The dealer binder contains a third-party software listing dated November 1984. We are pleased to announce additional ISV software support to add to that list. Please make a note of the following.

Package	Description	Company/Phone
SuperCalc III	Spreadsheet	Sorcim IUS 408-942-0522
Perfect Writer	Word processing	Perfect Software 503-344-7638
Office Writer	Word processing	Office Solutions
Diagraph	Presentation graphics	Computer Support Corporation 214-661-8960
Chart-Master Sign-Master	Presentation graphics	Decision Resources 203-222-1974
AutoCAD	Computer aided engineering	Autodesk, Inc. 415-331-0356
Palantir	Word processing	Palantir Software 800-368-3797
Softease	Integrated package	Software Solutions 800-243-5123
Unitext	Scientific word processor and text formatter	Textware International 617-UNI-TEXT

Order your own copy of the third-party software listing (P/N 5954-0799) from Corvallis Literature Center.

### HP LaserJet printer third-party solutions update

The binder also contains a third-party solutions list that describes briefly some software and hardware solutions for specific HP LaserJet printer applications. These solutions address everything from Wang interfaces to WordStar drivers to Macintosh interfaces and more. Call BOI Market Development for the most current listing.

## LaserJet/Wang PC application note available

*Tina Walker/DMD*

An application note entitled "Configuring Your HP LaserJet Printer with the Wang Professional Computer" is now available. The note is being distributed to all HP LaserJet printer dealers, dealer representatives, PCSEs, PCSRs, major account representatives, PCG Dealer Hot-Line, HPCOACH, and will be stocked at Corvallis Literature Center (P/N 5954-0792).

Included in the contents are the cabling requirements to connect the HP LaserJet printer to the Wang PC. Also included are easy-to-follow instructions on creating the printer driver necessary for printing from the word processing application of the Wang PC to the HP LaserJet printer. Lastly, an example that demonstrates the available features of the word processor with this configuration is included. Additional capabilities of the HP LaserJet printer, such as graphics and font selection, may not be accessible without the purchase of a third-party driver such as the driver available from one of the following:

MCS Group, Inc.  
2465 West Chicago  
Rapid City, SD 57701  
605-341-6755

The Computer Group  
1260 Boylston Street  
Boston, MA 02215  
617-536-4242

John Carr & Associates  
P.O. Box 291  
Flossmoor, IL 60422  
312-799-2337



Other applications, such as Lotus™ 1-2-3™, Multiplan®, and BASIC, may not print to the HP LaserJet printer when using one of the above drivers since the printer driver is primarily for configuring the HP LaserJet printer to the word processing application of the Wang PC.

Other application notes currently available for configuring personal computers to the HP LaserJet printer include:

P/N	Application note
5953-0798	Configuring a Non-HP CPU to the HP LaserJet Printer
5954-0797	Configuring Your HP LaserJet Printer With the HP 150 Touchscreen Personal Computer
5954-0794	Configuring the HP LaserJet Printer to the Apple IIe Computer
5954-0795	Configuring the HP LaserJet Printer to the Apple III Computer
5954-0793	Configuring the HP LaserJet Printer to the DEC Rainbow
5954-0796	Configuring Your HP LaserJet Printer with the IBM Personal Computer

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

*Multiplan® is a US registered trademark of Microsoft Corporation.*

## Printer Command Language explained

*Jim Lucas/BOI*

Boise and Vancouver Divisions are teaming up to open new printer markets with large sales potential. Together we offer a strong family of printers positioned to lead the industry in price/performance. The backbone of our printer strategy is Printer Command Language (PCL), which allows all HP printers manufactured after December 1983 to speak the same language.

PCL is an emerging standard that categorizes printer features into four levels. Each higher level is a proper subset of the previous level, and conversely, each level a subset of the next. Its power lies in its ability to bring together Hewlett-Packard printers under a common and consistent control structure — which ensures feature compatibility from printer to printer. This standard provides a structure that standardizes printer features, feature access, and feature implementation.

### The four levels of printer features:

#### LEVEL ONE:

(HP ThinkJet printer)

The print and space feature set is the base level printer definition. Printers implementing this feature set are typically inexpensive and provide a convenient means for the user to obtain hardcopy output. This level is associated with a single-user workstation.

#### LEVEL TWO:

(HP 2563, 2565, 2566, and 293X)

The EDP and transaction printing feature set is a superset of the print and space level. This printer is generally a multi-user hardcopy device that has a wide range of performance. This level is used in an EDP environment or for transaction processing.

## LEVEL THREE:

(HP LaserJet printer)

The document processing feature set is a superset of the EDP and transaction level. This level is tailored toward the office: high-quality output and additional data-formatting capabilities. Document processing printers range from single to multi-user.

## LEVEL FOUR:

(Future Products)

The page formatting feature set is a superset of the document processing level. It gives the user the most flexibility in the formation of hardcopy output. Examples of Level Four capabilities are found in the HP 2680A, 2688A and 2685A printers, yet these are not PCL devices.

PCL is our competitive advantage that benefits our customers by providing:

- Common feature access among several printer models
- Reduced software driver development, increased software utility, and software investment protection
- Smooth upgrade paths
- Increased configuration flexibility.

## Target markets

The three target markets with the highest probability for success are the (1) system integrator, (2) hardware manufacturer, and (3) major account markets. All of these target segments welcome the advantages of PCL printers. Each recognize the value of writing only one driver for all HP printers, reducing spare parts inventory, using industry standard interfaces, leveraging discounts, and the ability to count on worldwide service from HP. Additionally, both Boise and Vancouver are experienced in the OEM business (both as customers and suppliers) and have the expertise to help you find and win business in these markets.

In 1985, these will be viable markets — where you can earn significant commissions and better Hewlett-Packard's position in the growing printer OEM business. Printers can open doors to previously unreachable accounts, which can mean leveraged future business for you with other HP products. Even selling a couple of HP LaserJet printers into an account, has opened doors to much larger sales opportunities. Any way you look at it, selling printers on non-HP systems is already big business, and you can share in the profits.

If you would like to learn more about the printer OEM business, contact Jim Lucas in the market development department, TELNET 1-323-3610.


## TERMINALS

### Bar-coded badges available for the HP 3081A industrial workstation terminal

*Francis Scarella/GPCD*

DataCode Systems has created a special flyer featuring the badge developed for the HP 3081A industrial workstation terminal's bar code slot reader. The flyer features a picture of the badge with the HP logo on one side and a picture of the terminal on the other side.

The badge, intended for applications such as time and attendance or access control, is designed to include the bearer's photograph and to conceal the bar code identification label, which can be read by the infrared slot reader on the HP 3081A (Option 056). Concealing the bar code is done to prevent unauthorized photocopying or duplication. The DataCode badge can be custom designed with the company's logo, for example, and with or without a photo or concealed bar code label.



**The Computer  
Compatible ID badge  
specifically designed for  
the Hewlett-Packard  
HP 3081A Terminal**

**hp** HEWLETT  
PACKARD

To obtain copies of the flyer, send a COMSYS to Francis Scarella in Grenoble (6300) or Gene Lee in Cupertino (6650), or call DataCode Systems directly:

US (in Ohio)	800-336-5300
US (outside of Ohio)	800-345-5300
Spain	2394107
England	546-9826/7 549-6720

## One last chance for HP 2703A terminal customer training

*Mike Hachigian/POD*

Do you have any customers who still need training on the HP 2700 series terminals? This is Personal Office Computer Division's (POD) One Last Chance Sale. Even though the HP 2703A is now obsolete, POD will accept customer training requests until July 1, 1985. After this time, class slides will be the only method available to fulfill customer training requirements.

The training is a three-day course which is customized to fit each customer's needs. The class can include instruction on Autoplot, Paintbrush, Presentation, and terminal functions (including escape sequences). The field cost of the class from the division is time plus expenses. When requesting this class, we would like the following information:

- Customer name
- Number of students in the class
- Location code and account number to charge time and expenses
- A selection of possible dates that the customer would prefer
- Curriculum the customer would like covered
- Level of product experience the student has
- Number of training units the customer has available.

If you have any questions, or would like to schedule this class, please contact Mike Hachigian at 408-720-3315.





# SUPPLIES

## Get organized with CSO's new media and documentation storage cabinets

Jim Kinney/CSO

Computer Supplies Operation (CSO) is replacing its previous line of storage cabinets with a more versatile, preconfigured system. Your customers will save time and better organize their filing and storage needs with these multi-use cabinets. They come assembled in five common configurations so your customers don't have to install the internal components — they arrive ready to use. Unlike other cabinets, the internal components can be moved easily to accommodate any special storage situations.



From left to right: large storage cabinet, workstation storage cabinet, and printout/documentation storage cabinet.

An outstanding feature is the side opening tambour door. No more bending or reaching to open and close cabinet doors. They glide open easily and, when closed, lock to protect stored data and media.

Standard features include:

- All steel construction
- Three cabinet heights to fit your storage needs
- Fixed and roll-out shelves for three-ring binders, disc cartridges, and packs
- Hanger bars for data binders and mag tapes in seals
- Optional oak woodgrain top for small and medium height cabinets
- Extra accessories for special storage situations.

The cabinets' attractive cream gray finish complements HP Design Plus and HP Standard furniture or any other office environment.

P/N	Description	US list price
92272A	Workstation storage cabinet. Comes with one fixed shelf, two roll-out shelves installed. 38½"H x 36½"W x 21"D.	\$825
92272B	Medium storage cabinet. Comes with one fixed shelf, two roll-out shelves, and one hanger bar installed. 60"H x 36½"D x 21"W.	990
92272C	Printout/documentation storage cabinet. Comes with one fixed shelf and two hanger bars installed. Dimensions are the same as the 92272B	825
92272D	Magnetic tape storage cabinet. Comes with five hanger bars installed. 84"H x 36½"D x 21"W.	900
92272E	Large storage cabinet. Comes with one fixed shelf, two roll-shelves, and two hanger bars. Dimensions are the same as the 92272D.	1,125

All hanger bars in the HP 92272-series cabinets require single or center point suspension capability for data binders. HP 92174A-H data binders support this requirement. Mag tapes in seals hang directly on the bars.

More details on these cabinets can be found in *Up & Running, Supplement to the HP Computer Users Catalog*, Vol. 2, No. 1, February, 1985.

For fast service customers should call CSO's Direct Order phone numbers listed in this section.

# Support/Supplies

## CSO DIRECT ORDER

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

<b>Location</b>	<b>Telephone Number</b>
United States	800-538-8787
California	408-738-4133
United Kingdom	0734-697201 0734-792959
France	(6) 928 32 64
Belgium/Luxembourg	(02) 762 32 00
Switzerland	(057) 31 22 54 or 31 22 59
Italy	(02) 92 36 91 (06) 5 48 31
West Germany	07031-142829 07031-223133
The Netherlands	020-470639
South Africa	802-5111 53-7954 28-4178
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
Sweden	08-7502027 08-7502028
Austria/Vienna	222-2500, ext. 615 or 616



# □ Factory Contacts

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**Commercial Sales Center**  
**Phone 408-725-8111**  
**TELNET 125-XXXX**  
**COMSYS 4700**

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Ross Hunt/Mgr ext. 3045  
 Nancy Gordon/Sec ext. 4367  
*Neely Region*  
 Phil Johnson/Mgr ext. 4206  
 Chere Andre/Sec ext. 3089  
 South Bay Area  
 Myra Peterson ext. 4082  
 Central Area  
 Brad Fortier ext. 4084  
 Rocky Mt. Area, 3rd Party Accts  
 Roger LeMay ext. 4419  
 M/A Southwest and LA  
 Art Price ext. 4457  
 M/A Central, South  
 Steve Schield ext. 4998  
 Los Angeles Area  
 Bill Franklin ext. 4020  
 Northwest Area  
 Ed Enos ext. 4219  
 Southwest Area  
 Lou Jeraci ext. 4216  
*Midwest Region*  
 Mary Etta Port/Mgr ext. 3306  
 Katie Barrett/Sec ext. 4997  
 Great Lakes Area  
 Marilee French ext. 4729  
 Major Accounts  
 Vince Maggioro ext. 3053  
 West Area  
 Sandra Jeung ext. 2241  
 Central Area  
 Carl Evans ext. 4467  
 Major Accounts  
 Annette Smith ext. 3452  
 Major Accounts  
 Gary Sharon ext. 4458  
 East Area  
 Pradeep Amladi ext. 4578  
*Southern Region*  
 Willie Austin/Mgr ext. 4083  
 Ella Washington/Sec ext. 5090  
 Raleigh  
 Michelle Ohlrich ext. 5148  
 Atlanta  
 Sid Deshpande ext. 3092  
 West Area  
 Jackie Robinson ext. 4481  
 Gulf Area  
 Ajit Ranadive ext. 4359  
 San Antonio, Oklahoma  
 Reed Hornberger ext. 4187  
*Eastern Region*  
 Dave Butt/Mgr ext. 4088  
 Jill Kunder/Sec ext. 4968  
 New York Horiz.  
 Hal Bader ext. 4872  
 Valley Forge M/A  
 Denny Chandler ext. 4499  
 New England M/A  
 Marilyn Moore ext. 4380

New York M/A  
 Don Williams ext. 3095  
 Valley Forge Horiz.  
 Robert Gressens ext. 4097  
 New England Horiz.  
 Jane Kornfield ext. 4477  
 Rockville  
 Mary Jo Miller ext. 2405  
 Rockville (gov't)  
 Frank McGorman ext. 4972

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**Manufacturing Systems Group**  
**Phone 408-725-8111**  
**TELNET 125-XXXX**  
**COMSYS 4701**

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Dave Yewell/Mgr ext. 3400  
 Ginny Pyle/Sec ext. 3115  
*Neely Region*  
 Dan Grove/Mgr ext. 2534  
 Mary Dalzell/Sec ext. 2670  
 LA, Hughes, Boeing  
 Gary Lemke ext. 2323  
 South Bay,  
 Lockheed, Ford Aerospace  
 Loren Peake ext. 4466  
 Rocky Mt.  
 Pamela Findlay ext. 3366  
 Southwest, General Dynamics  
 Cynthia White ext. 2512  
 Northwest, San Ramon,  
 Sacramento, Brisbane  
 Janet Beyers ext. 2087  
*Midwest Region*  
 TBH  
 TBH  
 AMSO  
 Gina Cassinelli ext. 2151  
 West, Bloomington  
 Janet Gee ext. 5028  
 Central East, Chicago  
 Andy Meyer ext. 2344  
 Major Accounts  
 Eric Isaacson ext. 2316  
 — AT&T  
 — Westinghouse  
 Randy Englund ext. 2885  
 — General Electric  
 Major OEM Program  
 Dana Chamberlain ext. 3689  
 Dan Vivoli ext. 2446  
 Van Jermoluk ext. 4079  
*Eastern Region*  
 TBH  
 Rita Bernal/Sec ext. 2031  
 Baltimore/Wash. DC  
 Alan Falk ext. 2816  
 Philadelphia/Rochester  
 Lucia Mikasa ext. 2211  
 New York  
 Maria Biggs ext. 2212  
 New England  
 Chris Bego ext. 2322  
*Southern Region*  
 Texas  
 Lenny Alugas ext. 2841

GA, ALA, NC, SC, VA, TN  
 Bill Leavy ext. 3686  
 FL, LA, OK  
 Greg Pulliam ext. 4077  
*International*  
 Ralph Okada/Mgr ext. 4995  
 Jean Windler/Sec ext. 2015  
*Far East*  
 Jeff Shen ext. 4821  
*Canada*  
 TBH  
*Europe*  
 Tim Beblo ext. 3665  
*Australasia*  
 George Boudreau ext. 2166  
*Latin America & France*  
 Carlos Torreblanca ext. 3566  
*Japan*  
 Roger Nelson ext. 4871

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**Technical Sales Center/Colorado**  
**Phone 303-226-2800**  
**TELNET 226-XXXX**  
**COMSYS 4000**

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Dennis Vetter/Mgr ext. 3605  
 Carol Martin/Sec ext. 2915  
 Nancy Venturato/COE ext. 3942  
 On-line assistance ext. 3875  
*Neely Sales Region*  
 John Hettrick/Mgr ext. 3290  
 TBH  
 Central Bay, South Bay  
 TBH  
 Northwest, Rocky Mountain  
 Becky Hennig ext. 2990  
 Southwest, LA  
 Dan Taylor ext. 3640  
*Midwest Sales Region*  
 Phil Farley/Mgr ext. 3500  
 Pat Stoffel/Sec ext. 3870  
 East, Central/East  
 Cindy Furst ext. 3325  
 West, Central/West  
 Scott Delp ext. 3295  
*Southern Sales Region*  
 John Hettrick/Mgr ext. 3290  
 TBH  
 Northeast, Southeast  
 Joe Armstrong ext. 3455  
 Northwest, Southwest  
 Jim Haselmaier ext. 3345  
 Staff  
 Danielle Forsythe ext. 2930  
*Eastern Sales Region*  
 Phil Farley/Mgr ext. 3500  
 Pat Stoffel/Sec ext. 3870  
 Rochester, NY, Valley Forge  
 Dave Mack ext. 3820  
 Baltimore, Wash. DC  
 Laurie Miller ext. 3075  
 New England, NJ  
 Lee Reep ext. 3330  
*Intercon*  
 Phil Farley/Mgr ext. 3500  
 Bo Viger ext. 3645

# Factory Contacts

REINHARDT, HELMUT  
GERMAN SALES REGION  
HFCR 8300

**Program Support**  
Dennis Vetter/Mgr (acting) ext. 3605

**Factory Sales**  
Calls Mgt.  
Marcia Lubecki ext. 3280  
Training  
Gary Thomas ext. 3715  
Info. Mgmt.  
Jim Sheppard ext. 3880

**Personal Computer Sales Center  
(National Accounts)**  
Phone: 408-257-7000  
TELNET 157-XXXX  
COMSYS 6650

John Kemper/Mgr ext. 4327  
Cindy Martin/Sec ext. 4325  
Midwest/Eastern Sales  
Lyndell Lewis/Mgr ext. 2976  
Erin Feeley/Sec ext. 2574

**Midwest Region**  
East Area  
Karl Darr ext. 4484

Midwest Area  
Farhang Oshidary ext. 2090  
Central/West  
Mary Ellen Kassatokis ext. 4814

**Eastern Region**  
New York/New England  
Harry Uy ext. 4302

Philadelphia/Rochester  
Tom Offutt ext. 4819  
New Jersey/Balt/Wash  
Betsy Thomas ext. 2171

Neely/Southern Sales  
John Kemper/Mgr ext. 4227  
Cindy Martin/Sec ext. 4325

**Neely Region**  
Los Angeles/Northwest  
Eric Grandjean ext. 2084

Southwest/Rocky Mtn  
Diane Bassett ext. 2090

South Bay/Central  
Andy Gee ext. 5153

**Southern Region**  
West/Raleigh  
Laura Simpson ext. 4488  
Gulf Coast/East  
Jeff Wong ext. 4494

**Domestic Retail Sales Center**  
Phone 408-257-7000  
TELNET 125-XXX  
COMSYS 2200

Dave Goodreau/Mgr ext. 2263  
Cindy Glenn/Sec ext. 2021

**Eastern/Southern**  
Mark Priestley/Mgr ext. 4182  
Louise Hart/Sec ext. 2186

**Eastern**  
Lexington/Valley Forge  
Stan Anderson ext. 2265

Rockville  
Margaret Schroeder ext. 2948  
New York/NJ  
Mary Malneritch ext. 2258

**Southern**  
Gulf/West/East  
Mark Passell ext. 2874  
Raleigh  
Margaret Schroeder ext. 2948

**Midwest/Neely**  
Hal Jones/Mgr ext. 2947  
Cindy Glenn/Sec ext. 2021

**Midwest**  
Central/West  
Jeff Seigal ext. 2306  
East/West  
Jim Carroll ext. 2948

**Neely**  
Central/South Bay/Airport  
Jeff Nagle ext. 2243  
Fullerton/Rocky Mountain/NW  
Liz Aust ext. 2189

**International Sales Center**  
Phone 408-725-8111  
TLENET 125-XXXX  
COMSYS 4701

Rich Phillips/Mgr ext. 3087  
Bonnie Kraber/Sec ext. 4949

**Canada/Europe**  
Ron Lim/Mgr ext. 4976

**Canada**  
Western/Central  
Lisa Geifer ext. 4784

Eastern  
Carl D'Costa ext. 4352

**Europe**  
France, Germany, So. Region  
Kevin Wallace ext. 4445

UK, No. Region  
A.J. O'Brien ext. 4109

**Latin America**  
TBH

**Far East**  
Malaysia, Singapore, Taiwan, China  
Sue Lim ext. 3086

Hong Kong/Asia, Samsung-HP Taiwan,  
India, Indonesia & Philippines, Thailand  
Shamik Mehta ext. 4774

**Australasia**  
David Branscome ext. 2525

**International PC Sales Center**  
Phone 408-725-8111  
TELNET 125-XXXX  
COMSYS 4701

Guy Cohen/Mgr ext. 2053

**Australasia-Far East**  
John Humphreys ext. 2880

**Latin America**  
Frank Lucero ext. 2415

**Canada, Japan, Europe**  
Louise Callot ext. 2384

**Finance & Remarketing Division**  
Phone 408-720-XXXX  
TELNET 720-XXXX  
COMSYS C100

Russ McBrien/Mgr ext. 4157  
Melody Malachowsky ext. 2401

**Neely Region**  
Central & Southbay  
Liza Lopez ext. 4164

Midwest & Canada  
Carol Robertson ext. 4160

Southern, Eastern & Intercon  
Raymond Dean ext. 4158

**Neely Region**  
Southwest, Northwest, Rocky Mtn, LA  
Que Dang ext. 4162

Used Workstation Products  
Rhonda Willens ext. 4165

**Computer Supplies Operation**  
408-738-8858  
TELNET 720-XXXX  
COMSYS A500

Linda Ness/Mgr ext. 2268  
Katheryn Wilson/Sec ext. 2202

Eastern/North  
Richard Byrd ext. 2337

Eastern/South-Intercon  
Margaret Toppel ext. 2424

**Neely/North**  
TBH

Neely/South  
Nancy Hawkes ext. 2509

Midwest/Canada  
Carol McKay ext. 2343

Southern/Europe  
Kevin Lernihan ext. 2490

**HPPR - Puerto Rico**  
Phone 809-891-5235  
COMSYS 5600

Sean Kelly/Mgr ext. 235  
Jeanette Padin/Sec ext. 245

Edwin Morales/Tech Support ext. 342

**Neely**  
Mary Ann Villanueva ext. 241

Midwest  
Denise Mendez ext. 242

Canada/Intercon/Europe  
Mayra Ojeda ext. 243

Southern  
Sarah Rodriguez ext. 323

Eastern  
Miriam Villanueva ext. 244

