HEWLETT hp PACKARD

Computer systems newsletter

For HP Field Sales Personnel

FRANKFURT

REINHARDT HELMUT

Vol 3
No. 1
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1975

DIVISION NEWS

NEW DATA TERMINALS MARKETING TEAM

by Ed Hayes – DTD

Your new Data Terminals Marketing team is in place and ready to help you sell our 2640/2644 CRT's.

We have 19 experienced people who know the product and know their job.

Sales Development is here to support your day-to-day needs in meeting quota. *Dick, Carl, Eric,* and *Rich* are all trained on the 2640 line. They can help you at shows, seminars and tours in your territory too.

Order Administration knows the products too. With *Fran, Dianne,* and *Ralph* on board order hassles at DTD should be minimal.

Product Support is responsible for the service kits, documentation and user manuals that you have found so useful in selling the 2640. *Jim, Ed, Dwayne, Martin,* and *Mike* are working to help keep the 2640 series warranty the lowest in CSG.

Product Management is responsible for the 2640 sales tools you have found useful and introducing new products to the marketplace. *Bob, Jim, Tom* and myself are looking forward to helping you meet quota too and bringing you our new terminals in FY'76.

Advertising and Sales Promotion is responsible for the very successful 2640 ad. In 1976 *Bill* and *I* will be helping to give you a number of new, high impact ads and display the 2640 series at national shows.

Remember the 2640 and 2644 are winners so sell terminals and beat quota!

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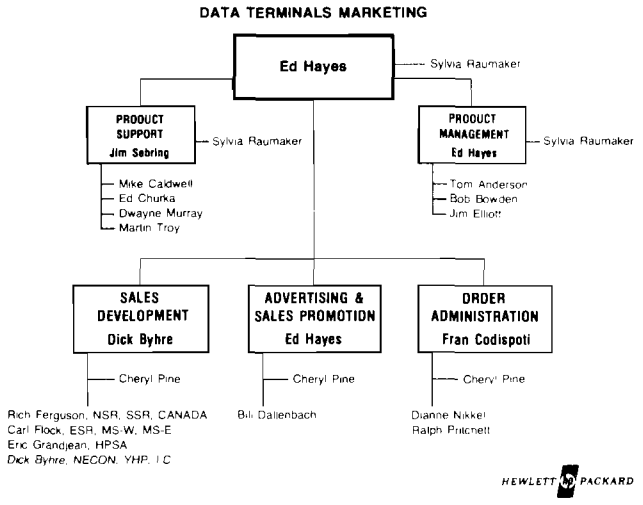

SALES ENGINEERS' CORNER

NASA/GODDARD DISTRIBUTED NETWORK

by Bob Blake – DSD

Dr. Tom Clark has ordered the first two of a planned worldwide distributed network of 8 to 10 HP 9603A's operating under RTE II. The initial order for over $100,000 calls for installation this month at NASA/Goddard and MIT for applications software development.

Dale Sutton, Rockville, says *Dr. Clark* plans extensive use of the HP-IB to interface the instrumentation required for precise measurements of continental drift. *Dale* says the accuracy involved in these measurements require the use of quasar noise as a reference.

I don't think I can tell you how excited *Dale* is by the challenge presented by this application and the opportunities opened by our first real time installation at NASA/Goddard. Good work *Dale.*

HEWLETT PACKARD

3000 SALES TO ROCKY MOUNTAIN BANK NOTE COMPANY

by Jean Toth Kelley – GSD

Ron Johnson, Englewood FE, recently sold two 3000 Systems to Rocky Mountain Bank Note Company — one for installation in Denver at their main corporate headquarters and one in Salt Lake City. This company prints personal and business checks, along with stock certificates and installment loan coupons. They have the major share of this business in the Rocky Mountain Area.

I. Competition during the last 6 months was DEC with an 11/70 and IBM with System/7 Front Ends to System/3's.

II. Application Language under the current System/3, Model 10 is RPG II. They will be using RPG, Cobol, and SPL when adding terminals. Terminals will be used for order entry of individual check orders, check order verification, on-line customer service, installment loan coupon printing, and general business applications. Eventually, they should have over 20 terminals connected to the 3000.

III. They are currently using an IBM System/3, Model 10 to perform their business functions in a batch mode with no on-line capability. In order to save money in the billing department (a major labor expense area) they will capture billing information in the order entry/check writing area and use the computer to bill the respective banks.

IV. HP worked with them for 11 months in defining their application areas and showing them how a 3000 would fit in these new areas. *Ron* and his S.E.'s demonstrated the running of current programs and showed how multiple terminals would help other operations in their plant.

The DEC solution (which was the first to be thrown out) was with 11/70's. DEC had an advantage in that they had printing-industry type terminals with different keyboard layouts than Hewlett-Packard. However, their RPG was a paper tiger and could not be shown to work. IBM and Hewlett-Packard were the final competitors and IBM's solution was to attach System/7 front ends to a current System/3, Model 12. The cost was about $1500 a month more than Hewlett-Packard and response time at another company doing the same thing using their machines was very slow.

Ron had to convince them to sign a long-term lease with Hewlett-Packard rather than a short-term rental with IBM. Of the decision makers, three out of four were sold, but one stuck to his guns with IBM until he visited a 3000 Customer in Salt Lake City. After that visit he changed his mind and made it unanimous for Hewlett-Packard.

The Denver System will be installed in January, the Salt Lake City System in March.

Two S.E.'s were involved and *Ron* couldn't have closed the sale without them. *Terry Anna* helped a great deal in the early stages defining what IMAGE could do and in helping solve some particular hardware interfacing problems. *Norm Alexander* was outstanding in his conversion of programs and in determining how the 3000 would solve their problems. The biggest obstacle to overcome was the lack of in-depth support in the Denver Area and the fact that they would have the first system in Denver, with no back-up. These were minimized when they talked to existing 3000 Customers.

Congratulations Ron, Terry, and Norm!

HEWLETT PACKARD

CONGRATULATIONS TO DICK BURKHART

by John Streeter – DSD

Dick Burkhart of Neely-Santa Clara, sold 5 RTE systems to Hermann Associates this month. The total value of the systems was over a quarter million dollars.

Hermann Associates was a *software consulting* firm. They were contracted to recommend a computerized solution for a large import/export firm. The importer-exporter wanted to improve inventory control and their accounts receivable position. Hermann Associates, after viewing a system demonst-

(Continued on page 3)

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Congratulations to Dick Burkhart (con't)

ration by *Jack Caffey*, SE-Neely, and *John Trudeau*, SE-DSD, decided RTE and multi-user BASIC were best. Distributed systems capability was also a factor in their decision. Our attractive OEM contract encouraged them to buy the hardware, and then provide a total solution for their customer.

The sale was outstanding from several standpoints. DSD now has a new OEM with reference/third-party-supplier potential. This is a major example of a non-measurement-oriented use of the RTE operating system.

Congratulations to *Dick*.

REMEMBER — measurement or not, the RTE is a winner *and a money maker*.

HEWLETT PACKARD

PRODUCT NEWS

IT'S EASY TO PUT IT ALL TOGETHER WITH RTE-III

by Van Diehl – DSD

Did you get your RTE-III poster? If not, write or phone me and I'll send you copies. We now have available several new manuals for RTE:

1. RTE-II/III Pocket Guide — 92060-90010
2. RTE-III: A Guide for New Users — 92060-90012
3. RTE Interactive Editor Reference Manual — 92060-90014
4. Multi-User BASIC Reference Manual — 92060-90016

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CUSTOM CHARACTER SET GENERATION FOR 2640/2644 TERMINALS

by Tom Anderson – DTD

The 13245A Character Set Generation Kit has been designed to allow a user to generate special characters related to specific applications. The steps involved are:

1. Design the character font.
2. Convert the design to machine readable form.
3. Buy a PROM from a suggested vendor.
4. Plug the PROM into the 13245A printed-circuit board (which plugs into a 2640A or 2644A).

An excellent application note has been written by *Jean-Claude Roy* which describes this process in detail and is included with the 13245A Character Set Generation Kit. Copies of this application note can be ordered as part number 13245-90001. The display quality and flexibility of the 2640A/2644A Terminals are unique features that are now accessable to your prospects.

GOOD SELLING

HEWLETT PACKARD

MTRS REVISITED

Computer Museum

by Dave Hancock – DSD

By now you are aware that the MTRS-2022B is no longer a valid system number. All MTRS systems are to be ordered by the pieces. Below is an updated recap of how to order an MTRS system. Note, that all software is being supplied by the COM manufacturer — not HP. Therefore, OPT E05 is no longer in existence. Also, OPT E03, the card reader, is obsolete and out of stock. Therefore, a teleprinter is required for data entry.

MTRS Computer	2108 Processor	$ 5300
	12897A DCPC	750
	12903B Rack Slides	140
Memory	2102A Controller	500
	-004 Adds 4K	900
	-008 Adds 8K	1500
Mag Tape-Basic	12973A multiformat tape (includes 13184A controller)	12250
Mag Tape-Optional	12973A-005 2nd master	-2325
	12973A-010 add slave	-4130
	13184A Controller	3500
Cabinets	2860B Single Bay	1875
	-001 60 Hz PC	1050
	-002 50 Hz PC	1050
	28600 Double Bay	4200
	-001 50 Hz Charge	35
Teleprinter	2752A Teleprinter	2000
	12531C I/F	350
COM Interface	13185A KOM I/F	1200
	-001 ERB I/F	600
	-002 LBR I/F	N/C
MTRS Special Options (Non-discountable)	2022B-E01 MT Loader ROM	100
	2022B-E02 Diagnostic Tape	50
	2022B-E04 Racking, cabling & test	800

Be sure to order a complete set of components. Anything short will throw the integration folk into a tizzy as they will be using the old 2022B racking procedures. MTRS is still a good money maker for the field force and HP — keep those orders coming.

HEWLETT PACKARD

7905A IS RELEASED!

by Vijay Kapoor – DSD

On October 14th the 7905A, both as 12962A subsystem and 13180A add-on drive, was declared ready for volume production, otherwise known as Manufacturing Release. We started shipping the released drive the same week. It has also been released as a 3000 subsystem.

Even though the first 7905 was shipped in a 3000 on-time in July, the first customer ship of the released subsystem took place 3-1/2 months after it was planned at announcement. While we are not excited by this slippage, let's not look back.

(Continued on page 4)

7905A is Released! (con't)

We are shipping! And working on the backlog. Delivery will be long for a few — about 90 days — but we are building capacity rapidly.

We can now pay full attention to getting our next disc products, to you. We know what you want, and have carefully chosen our current slogan — 'BIGGER DISCS IN '76'.

HEWLETT hp PACKARD

MX/65 DISCOMPUTER SHIPPING!

by Wayne Gartin – DSD

The MX/65 DISComputer has been released to manufacturing and first volume shipments were made this month. Congratulations on your MX/65 sales efforts. As you have heard, the customer acceptance of the new DISComputer has been extremely good. Now, the pressure is on the factory to cut down that backlog, and we are going to do it!

The MX/65 sets performance standards your competitors can't touch, and at the best price available. It has the highest throughput of any DISComputer System.

Do yourself — and your customer — a favor, sell the MX/65 DISComputer.

— Sell OEM —

TECH. ED. NOTE:

At HP we talk contribution. This CPU/DISC combo is a major contribution. It leads it's class in price/performance any way you measure it. Sales for this "bread-and-butter" item have skyrocketed this past year. Keep it up!

HEWLETT hp PACKARD

DON'T ORDER A 12587B I/O CARD TO INTERFACE WITH A HARDWIRED 2640 TERMINAL

by Fred Gibbons – DSD

The 12587B asynchronous communications card should not be ordered as an I/O interface for a *hardwired* (non-modem) 2640 terminal. The new 12968A card, with the option 001 cable for the 2640, should be ordered instead. The 12968A is a newer and more efficient design. It is priced only $50 more than the old 12587B.

For those customers who's systems have a 12587B card and wish to add a hardwired 2640 terminal, a special cable must be fabricated. Contact *Ed Churka* in Cupertino for the details.

For those customers who want the 2640 connected over telephone line modems, both the 12587B and 12968A will do the job. Software support for both cards and the 2640 is available with DOS. Presently, RTE communicates with the 2640 via the 12880A (local hardwired connections) and the 12531D-002 (modem connections).

HEWLETT hp PACKARD

WHAT'S HAPPENING WITH THE 2644 ON RTE

by Fred Gibbons – DSD

A new RTE driver for the 2644 terminal is in the works for early in 1976. Initially it supports the 2644 as a hardwired additional (i.e., second, third, . . .) terminal. System console and remote support will be available later. Block mode I/O is supported on both the CRT and the cartridge. Data and programs can be entered and saved on both the terminal and the cartridge.

The 2644 will interface to a 12966A-001 buffered asynchronous communications card. Option 20 is required on the 2644. Further ordering and operation information on the driver will be available during new product training in late November and early December.

HEWLETT hp PACKARD

7905 FLYING HIGH

by Bob Daniel – DSD

Tests have just been completed which establish the 7905 Operating Altitude Spec. at 0 to 15,000 feet. The 7905 joins the 7900 as one of the few drives in the industry with that capability. The 7905 Data Sheet states a conservative 0 to 10,000 feet. The non-operating altitude spec which is stated as −1000 to 15,000 feet should now read 0 to 50,000 feet. Don't overlook those unusual application situations. The 7905 has the edge!

HEWLETT hp PACKARD

MULTI-USER REAL TIME BASIC

by Van Diehl – DSD

The Multi-User Real Time BASIC option of RTE-II and RTE-III is now released and we are now shipping the first orders.

Do not forget that the Batch-Spool Monitor is a prerequisite and a minimum 8K background or memory partition is required.

HEWLETT hp PACKARD

MAKING DISTRIBUTED SYSTEMS WORK BETTER

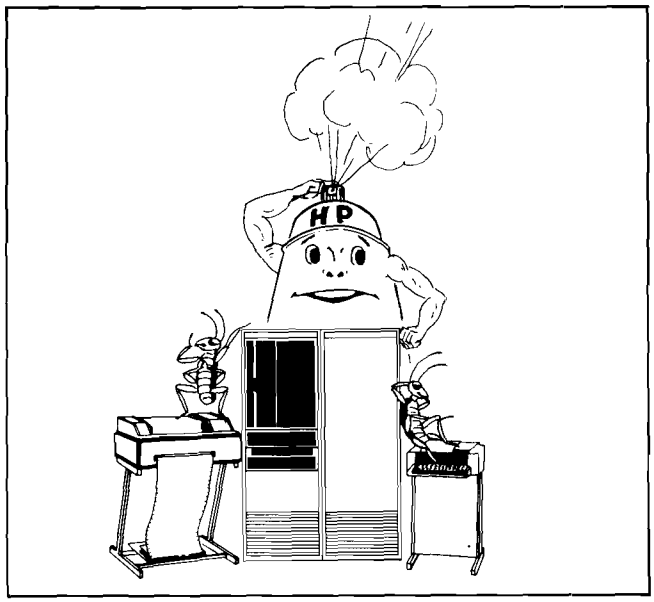
by Dave Borton – DSD

We are correcting a number of Bugs with the RTE-II release of Distributed Systems. During this debug period, thanks are due to the capable System Engineers and Product Specialists who continue to keep their customers up and running. Without their efforts many customers would have even more problems. The most difficult situations are those RTE-I Distributed Systems customers that had developed considerable applications software and then upgraded to RTE-II. If you have any customers who have not upgraded at this time, encourage them to wait until the debug process is completed. A lab team is working on this full time. We expect to have the new released code distributed to you and your

(Continued on page 5)

Making Distributed Systems Work Better (con't)

customers by late January. Meanwhile, keep up your excellent sales efforts. This is difficult software to work and our several year head-start will enable us to stay ahead of the pack.



HEWLETT PACKARD

2644 TAPE CARTRIDGE TRANSFERS WITH A 3000

by Carl Flock – DTD

As everyone may have heard by now, the official position is that the 3000 does not "support" the 2640/44 in any block transfer mode.

UNOFFICIALLY HERE IS WHAT WE CAN DO:

Contrary to what you may have heard, more than one 2640/44 terminal can be allowed to do 2400 baud short block transfers to a 3000 at one time.

Having the 2640/44 in character mode (i.e. — the block mode key up) does not preclude block transfers from the terminal. Block transfers may still be initiated by the 3000 (i.e. — status requests, cursor sense or line block transfer).

With 2644's all transfers from the cartridge tape units are block transfers.

I have had success in using short block (≤ 80 characters) transfers to a 3000 from a 2640/44. Actual usage has shown that when more than four 2400 baud transfers to a 3000 are in progress other transfers are effectively held off, thus data is not lost as some have predicted. In other words, the 3000 does exactly what you would like it to do. When the 3000 is on the verge of getting too much data, too fast, it holds off sending X-on's (DC-1) until the load is reduced.

It works — use it — sell it.

HEWLETT PACKARD

RACKING 7905'S

by Vijay Kapoor – DSD

Multiple 7905's can now be racked in a 56" HP cabinet. The standard 56" bay has been modified for 7905A intallation — it is called the Disc Bay, product number 29413A. The exact modifications and other more detailed information is being sent out to you as a separate letter.

The 29413A Disc Bay is being defined as shown below. Price approval is expected shortly — we hope to make the January price list. In the interim, orders involving 7905 in HP cabinets that are already on the books or will be received before January would be treated in a special way. We will make appropriate changes to the cabinetry without extra charge to the customer. The 29413A detail is being given out now, so that you can choose the options that apply and send these in as racking instructions.

29413A DISC BAY

Standard:	Single-Bay 56" Cabinet Solid Top Cover Removable Side Covers Rear Door Pull-Out Anti-Tip Feet 3½" Rear Panel with Cable Access Hole 4-Pair Instrument Support Rails Front Panel Trim Strips Lift Fixture 40017A Stabilizer
Opt. 040	Barrier Panel on Right Side in Place of Vinyl-Clad Side Cover
Opt. 041	Delete Cabinet Stabilizer
Opt. 042	Add Cabinet Field Tie-together Hardware (external top plates, interior lower plates)
Opt. 100	Add 120 Type PDU on 5¼" Panel Assembly, Bay-to-Bay Power Connect Cord, Top Fan Assembly on 10½" Panel
Opt. 101	Same as 100 except 230V/50 Hz
Opt. 111	Add 120 Type PCU on 5¼" Panel Assembly, Top Fan Assembly on 10½" Panel, CEE Power Strip, 230V/50 Hz Operation
Opt. 120	Add 120 Type PCU on 5¼" Panel Assembly, Top Fan Assembly on 10½" Panel, NEMA Power Strip, 120/220/208V/60 Hz Operation
Opt. 280	Add 2860 Type PDU on 5¼" Panel Assembly, Bay-to-Bay Power Connect Cord, Top Fan Assembly on 10½" Panel, NEMA Power Strip, 120/220/208V/60 Hz Operation
Opt. 281	Same as 280 except 230V/50 Hz and CEE Power Strip
Opt. 300	Add NEMA Power Strip
Opt. 310	Add CEE Power Strip

(Continued on page 6)

Racking 7905's (con't.)

Please note the following:

1. Anytime one or more 7905's is to be installed, by itself or with other equipment, it must be done in the Disc Bay only.

2. Disc Bay is only defined as a single-bay configuration. For multiple-bays, order two or more 29413A's and/or 294XXA's and have them tied together.

3. Pull-out, anti-tip legs are standard. The Disc Bay is not defined with the extended base cabinets.

4. The stabilizer is a delete option. Two or more bays tied together are generally stable without the stabilizer unit. However, to be absolutely sure order stabilizers — expected to be $150 to $200. If you must save $200, give us (through your Sales Development contact) your exact racking configurations and have us check it for stability.

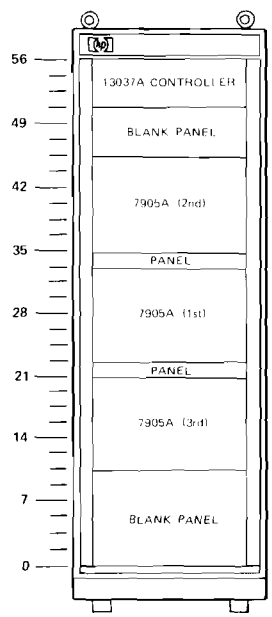
5. Field modifications to convert existing 50" 294XX cabinets to Disc Bays are possible; however these are time-consuming, expensive and should be done as a last resort.

6. These modifications would not normally be made on the 2860A, 70" cabinets or any 294XX option 001 — extended base cabinets. If absolutely needed, contact *Ivan Henkle's* group for a special quote.

Acceptable Configurations

One configuration that works is shown. Other configurations are: (1) 7970A tape with up to two 7905's; (2) 2108A with up to two 7905's, 13037A Controller and 2748B; (3) 2112A, one 7905A 13037A controller and 2748B. (These are detailed in the letter being sent to you.)

These should cover most of your application requirements. Configurations different from these should be sent to *Ivan Henkle's* group for a special quote.



We hope this provides you with enough information for you to order one or more 7905(s) in HP cabinets. System disc options for RTE, DOS, 2000 Access and 3000 systems are being separately communicated to you. We will keep you informed on the progress of the Disc Bay, when to order it, what options to order for various add-on situations etc. In the meantime, if you have any questions, please contact *Wayne Gartin*, 2125 Product Manager, *Jerry Kleinberg*, the Cabinet Product Manager, or myself, Disc Product Manager. We at Data Systems Division would like to start the new year by making it easier for you to sell.

HEWLETT PACKARD

SALES AIDS

QUALIFYING THE IBM HOST FOR 2000 ACCESS

by John Wynbeek – GSD

One of the most powerful new capabilities offered by the 2000 Access System is its ability to communicate with an IBM computer by emulating a HASP Workstation. However, not all IBM computers can support RJE to a remote HASP Workstation.

This article presents a brief summary of IBM computers and operating systems which will support communications with a 2000 Access System. See System Engineering Quicknotes 219, 220, and 221 for more detailed information.

IBM Operating Systems

The key to qualifying an IBM system's potential for communicating with an Access System is its operating system.

The operating system must be able to support the binary synchronous communications protocol with multi-leaving of data streams, data compression, conversational acknowledge and spooling. The table below lists those operating systems, the communications subsystems supported, and the computer system model numbers on which they run.

IBM SYSTEMS WHICH SUPPORT MULTI-LEAVING WORKSTATIONS

OPERATING SYSTEMS	BINARY SYNCH. COMM. RJE MULTI-LEAVING CAPABILITY	CPU MODELS
OS/MFT	HASP II	360/40,50,65,67,75,85,195 370/155,165
OS/MVT	HASP II	360/40,50,65,67,75,85,195 370/155,165,195
OS/MVT	ASP	Support Proc 360/40 or larger Main proc(s) 360/50(s), 65(s), 75(s)
OS/VS1	JES1/RES	370/135,145
OS/VS2 Version 1	HASP II Version 4	370/155-II,158,165-II,168
OS/VS2 Version 2	JES 2	370/158MP, 168MP, 158, 168
OS/VS2 Version 3	JES 3	370/158MP, 168MP

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Qualifying the IBM Host for 2000 Access (con't.)

HASP, ASP, JES/RES

HASP stands for Houston Automatic Spooling Priority System and was developed by IBM's Houston office in conjunction with NASA to manage remote job entry from sophisticated workstations employing multiple peripherals.

ASP formerly stood for Attached Support Processor but has been revised to mean Asymmetric Multiprocessing System. Either way it is a multiprocessor system in which one processor handles the interface to all I/O devices and RJE stations. An ASP configuration typically uses multiple 360 systems. Its equivalent using 370 hardware is JES 3.

JES is a communications software subsystem (Job Entry System) which provides many of the most important functions of HASP-II and includes the RES (Remote Entry Services) subsystem. It supercedes HASP under VS operating systems.

Communications Controllers

Once it has been established that the customer's operating system will do the job, the communications controller must be qualified.

There are primarily four IBM controllers in use: 2701, 2703, 3704 and 3705. Equivalent non-IBM units are also available.

The 2701 and 2703 controllers are usually found on 360 systems while the 3704 and 3705 controllers typically are found on 370 systems. Although the 3704 and 3705 are more sophisticated, they must be operated in 270X emulation mode to communicate with a 2000 Access System. In addition, the controller must be equipped with a Synchronous Line Set which has options for support of specific modems. The installation should support some type of RS232-C modem like a Bell System 201 or 208.

HASP Capability Proven

Over the past few months, HASP communications have been successfully performed from Cupertino with a number of different IBM configurations. Among them was HP's own 370/158 in Palo Alto; Boeing Computer Services' IBM installations in McLean, Virginia; and an ASP system in Seattle, Washington. In addition, successful daily HASP RJE operations are being performed on 2000 Access Systems at University of Iowa, State Department of Public Instruction in Des Moines, Iowa, Mason City Community Schools, Mason City, Iowa, and others.

HEWLETT PACKARD

RTE POCKET GUIDE

by John Streeter /Van Diehl – DSD

A new piece of 9600 literature is now available from Data Systems software distribution. A pocket guide to RTE II/III and BSM can be ordered under part number 92060-90010. The pocket guide summarizes RTE and FMGR operator commands, spool operator commands, various error codes/messages, and some RTE table information. The pocket guide should prove useful in demonstrating the friendly operator interface available with our file handling and batch/spool software.

John Streeter (Lft.) is delighted and Van Diehl (Rt.) enthused with the new RTE Pocket Guide just off the press.

HEWLETT PACKARD

SYSTEM/3 CUSTOMER CONVERSION COURSE

by Jean Toth Kelley – GSD

These conversion classes have been set up with two prerequisites (numbers 1. and 2.):

1. Commercial Utilization Course (#22962A) - 1 week
2. System Management Course (#22964A) - 3 days
3. Conversion Course (#22975A) - 2 days

DATE	PLACE
Nov 20 - 21	Cupertino, Calif.
Dec 11 - 12	Rockville, Md.
Jan 15 - 16	Cupertino, Calif.
Mar 4 - 5	Cupertino, Calif.
Apr 29 - 30	Cupertino, Calif.

Customers should bring their programs and can expect S.E. aid and machine time to do their conversions while they are here. The objective is on-line conversion aid.

HEWLETT PACKARD

SYSTEM/3 CUSTOMER SEMINARS

by Jean Toth Kelley – GSD

The first two System/3 Replacement Market Seminars were held in Northern & Southern California last week. The Bay Area drew 35 prospects while L.A. drew a whopping 80 people. Questionnaires completed at the end of the 1/2 day seminars ranged from "informative," to "interesting," to one

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System/3 Customer Seminars (con't.)

which said "misleading — I thought I was attending a seminar about terminals on the System/3!"

The real measure of success will be how many sales will be closed in this marketplace. Of particular interest was the video testimonial by *Bruce Bauman* of Signal Insurance who converted from a Model 10 to the HP 3000.

HEWLETT PACKARD

FREE — FREE — FREE — FREE — FREE

by Ed Hayes – DTD

Spec sheets, brochures and most other sales literature on CSG division's products are free to your field office.

There has been some question as to who pays for literature with the 5952-XXXX prefix — the division does. This is important with the increased use of direct mail by the field.

Direct mail works for selling the 2640/44. We've got plenty of excellent literature and various regions have had good results using Datamation or Modern Data's lists for their region or district sorted by zip. The RSM or DM buys the list directly from the magazine.

Contact *Rich Ferguson, Carl Flock, Eric Grandjean* or *Dick Byhre* if you need more info on direct mail lists.

HEWLETT PACKARD

2644 FILE COPY IS A SNAP

by Rich Ferguson – DTD

Most all terminal functions are implemented by using escape sequences, thus it is easy to control the operation of the mini-cartridges. Such things as rewinding tape, specifying which tape is the source, finding certain files and appending new files to a tape all can be done either from the keyboard or from program control.

As an example, the following 10-statement basic program reads a file from the left cartridge into a file in either an Access system or a system 3000.

```
 10  Files XXX
 20  DIM A$[80]
 30  Print '27 "&p1S"
 40  Print '27 "&pR";
 50  Linput A$
 60  IF A$ = '30 then 90
 70  Print #1; A$
 80  Go to 40
 90  Print "Transfer is complete"
100  End
```

As you can see, it is a simple matter to use the mini-cartridges under program control. For a complete discussion of all the things you can do, refer to the 2644 operators manual or call Sales Development.

HEWLETT PACKARD

IMMEDIATE SUCCESS FOR 2644

by Ed Hayes – DTD

A star is born! With initial orders in, the 2644 is setting new sales records. Response has been overwhelming to Data Terminals Division's latest product.

Even more satisfying than the success of this new winner is the continued success of the new terminal's sister, the 2640. Orders pour in, continuing to put the pressure on our ability to expand our manufacturing operations.

Thank you for your enthusiastic sales effort. We hope to show our appreciation by continuing to provide the best sales aids, highest visibility advertising, and most solid support available.

Remember, there is no such thing as an easy sale ... except the 2640/44.

HEWLETT PACKARD

SOUTH AMERICAN NEW PRODUCT TOUR

by Van Diehl – DSD

Did you know that HP sold more computers than IBM in Guatemala? And the best lies ahead there and in many South American countries. I just returned from a NPT in Central South America where we went to spread the RTE gospel and talk about new products. I visited six countries, gave 27 customer and six office seminars. I also had the opportunity to present a paper at a conference organized by the Instrument Society of America in Mexico City. The computer market in South America is heavily commercial and computational. I found some interesting applications of RTE in this area, such as:

- Savings and Loan application using RTE II with four terminals;
- Sales analysis for a tobacco distributor, using RTE II with 2 terminals;

(Continued on page 9)

South American New Product Tour (con't.)

- Reading long distance toll call records, sorting and producing telephone bills with RTE II and 5 terminals;
- Accounting and scientific use in universities with RTE II and 4 terminals;
- Statistics and planning in a bank, RTE II with 6 terminals;
- University application with RTE II and 5 terminals.

It is clear that the multi-terminal capability of RTE is being put to good use!

I also saw several installations of 3000's in banks and universities. We are getting a large number of new 3000 orders from Mexico and Guatemala. HP is being considered as an alternative for System 3's or 370/115's. The Image DBM capability coupled with multi-terminal and multi-language (especially RPG and COBOL) are a winning combination against the competition there.

In Brazil, all data entry for the country's Income Tax Processing is done via 2100 systems. They have systems all over the country.

And in the extreme South of Argentina, we have a 9600 distributed system being installed for pot-line control in an aluminum company near the Straits of Magellan!

HP is indeed becoming one of the top names in the computer business in South America.

Keep going with the good work!

HEWLETT hp PACKARD

DAYS TO MINUTES WITH HP DOS/IMAGE

by Jerry Kleinberg – DSD

The September 24 issue of COMPUTERWORLD contained an article about the Denver City and County Manpower Administrations' use of an HP Disc System with IMAGE/Query. The system provides information in minutes, instead of days or some times weeks later. The HP System replaced a card-oriented IBM 1130.

The Manpower Administration finds jobs, arranges on-the-job training, and provides vocational education for disadvantaged and low-income individuals. The Administration's data bases include information on more than 12,000 people who deal with the agency. The system is operated by a programmer and a Systems Analyst, both of whom spent their time putting out programming fires with the IBM system. Now, the programmer can easily handle the system, while the system analyst devotes his time to manage the system and plan for future requirements of the system.

The HP system was selected over other alternatives such as outside timesharing because it was more desirable to have an in-house system. The 32K system with four 20M byte discs costs the agency approximately $1400/month. This is less than the total monthly rental of the previous system including the keypunch and sorter it required.

HEWLETT hp PACKARD

GSD'S SYSTEM/3 UPGRADE PROGRAM

by Bob Lewin – GSD

Product Marketing and Sales Development have put together an excellent seminar presentation on HP 3000 CX for current System/3 customers. Preceding each seminar is a training session for the field to become familiar with the System/3 customers and how to sell them the HP 3000. The seminar is scheduled for 16 cities.

The response to the first two seminar presentations in Neely Santa Clara and Fullerton have generated a lot of customer interest and good qualified leads. Every customer attending these seminars to data has been impressed with the superior capabilities of the HP 3000.

At Neely Santa Clara, 35 potential customers stated that they felt the presentation was excellent and wanted to know more about the HP 3000. At Fullerton, over 85 attendees expressed their delight over the HP 3000's potential.

There is no question that the HP 3000 is an excellent computer to sell to the qualified commercial customer. Just ask the field force attending the first two seminars!!

To find out more about the seminars call your Sales Development contact.

HEWLETT hp PACKARD

EDUCATIONAL NEWS

2000F TO 2000 ACCESS UPGRADES FOR EDUCATION PRODUCTS

by Jean Danver – GSD

Current customers who are upgrading from a 2000F to a 2000 Access System and are using Hewlett-Packard's supported instructional products will have their software upgraded at cost. The following procedure must be used:

1. Contact *Jean Danver* who will verify that the customer has a license agreement and will TWX you the price authorization.
2. Have the customer order the 2000 Access part number. Tell your order processing people to order it with "discount as per *Jean Danver* in General Systems".
3. The conversion manual will arrive with the software.
4. Using the conversion manual for reference, the C.E. should load the software and do the proper file transfers so the customer will be up and running.

(Continued on page 10)

2000F to 2000 Access (con't.)

5. It is necessary that the customer has loaded on his Access System all files, courses etc. associated with these packages. This will happen automatically when his 2000F hiberate tape is converted and loaded.

The prices you can quote your customers are as follows:

Part #	Description	Price	Discount
22690A	IMF	$110	$1,890
22691A	IDF	115	885
22693A	MATH D&P	185	815
22697A	IMF, IDF	140	2,360
22696A	IMF, MATH	205	2,295
22699A	IMF, IDF, MATH	230	2,770
22689A	EBA	120	7,880
22694A	CIS	120	7,880

The price for CWF and its combinations and EPS will be available when those products are released.

If your customers seem a little unhappy about being asked to pay for the upgrade, explain that the list price of the manuals received exceeds the upgrade price.

Remember that this is available only to current customers of these products. 2000F to Access Upgrade customers who do not already use the software must pay full list price.

HP will upgrade only one site for a multisystem customer with this price. The customer is responsible for upgrading his other sites.

While you are discussing the upgrade for your customer, you might also sign them up for a maintenance agreement. General Systems will no longer give on-line support to customers who do not have maintenance agreements for these packages.

HEWLETT hp PACKARD

A COST EFFECTIVE RJE STATION FOR STUDENT USE

by Jean Danver - GSD

Anne Ardundel Vocational Technical School, one of *Jim Banisch's* accounts in Maryland, is sharing its 3000 Model 300 with other vocational units in the state, in a unique way.

Each remote site is connected to the 3000 using an HP RJE station. This station consists of a 2640A terminal, a 13246A printer subsystem, and a 7260A optical mark reader.

The station is ideal for student use for several reasons. The quiet operation of the 2640 and 9866 operation make it acceptable to be placed in a classroom, media center or library. The optical card reader allows students to avoid queing up at the terminal or a key punch machine for program preparation. The RJE station can be operated as a batch shop with the programs STREAMed to the 3000 or interactively. This gives vocational schools, especially, the type of operation they want at a low cost. Many of them want to teach students COBOL and RPG and familiarity with a batch type shop. The card will take punched cards as well as marked ones, so those key punching classes can still carry on.

By the way, these RJE stations were a $120,000 add-on to the HP 3000 for *Jim*. That's good business!

HEWLETT hp PACKARD

KEEP SELLING

COMPETITIVE CORNER

DATA GENERAL'S NOVA 3*
*Or "Let's Play Follow-The-Leader"

by Wayne Gartin - DSD

The Nova 3 is the newest low price offering from Data General. According to their press release, it "Will compete with the Hewlett-Packard 21MX, Digital's PDP-11/03, 11/04, 11/35 . . . " The Nova 3 should prove to be competitive, if for no other reason than they have chosen to follow our lead in many key areas.

- They finally have a low end machine using 4K RAM's (18 months after the 21MX).
- An 8K module price of $1500 (we announced $1500 pricing 7 months earlier).
- They reduced the price of their memory mapping from $3500 to $1800 plus $200 for a *ROM* board (we had $1950 Dynamic Mapping 12 months earlier!),
- They finally have memory parity — for $500 plus $1000 per 16K words (we've always had parity — standard),
- They have a battery back-up for $500 — it lasts two hours and takes 24 hours to recharge (ours is $475 and recharges in 14 hours).

The list goes on and on, but you get the idea.

They do have one competitive advantage you should be aware of — at first glance, the Nova 3 appears to be a fast processor. We'll follow this up with more details in the future.

Here are some pricing specifics:

(Continued on page 11)

Data General's NOVA 3 (con't)

THE NOVA 3 PRICE LIST*

ITEM	PRICE
PROCESSOR	
Nova 3/4 (4 slot, 4K mem)	$2600
Nova 3/12 (12 slot, 4K mem)	3700
ADD-ON MEMORY	
4K MOS	900
Parity	400
8K MOS	1500
Parity	600
16K MOS	2700
Parity	1000
8K Core	2000
16K Core	3500
ROM BOARD	200
Memory Mgt	1800
EAU	1400
Parity (Processor)	500
POWER FAIL INTERRUPT	400
BATTERY BACKUP	500
BOOTSTRAP LOADER	400
FLOATING POINT	4000
I/O EXTENDER	2000

*These prices are correct to the best of our knowledge. Do not quote outside Hewlett-Packard.

Now, what do those prices really mean?

For example, they can offer a 4K machine for $2600. Good price, true. But, to make it comparable to the standard 4K M/10, they have to add a Boot Strap Loader ($400), ROM Board ($200), EAU ($1400), Parity ($500 + $400), and Power Fail Interrupt ($400). Total price for a Data General "21MX" = $5900. The Hewlett-Packard 21MX solution is only $5500 and DG doesn't even include Floating Point.

How about against our 32K M/20 ($11,800)? They start at $7100, but to get the same features and expandability, the Nova 3 costs $11,000!

One last example: For 64K, the M/30 costs $20,650. An equivalent system on the Nova 3 is $22,200, including Floating Point.

The message is clear: The 21MX remains the price leader, particularly in larger memory systems, everyone else plays follow-the-leader!

COMPARISON

	M/10	M/20	Nova 3/4
Processor (4K)	$5550	$6700	$ 2600
ROM Board	0	0	200
EAU	0	0	1400
Parity	0	0	900
Loader	0	0	400
Power Fail Recovery	475	475	900
TOTAL LIST	$6025	$7175	$ 6400*

*No Floating Point

	M/10	M/20	Nova 3/12
Processor (16K)	$7650	$8800	$ 5400
ROM Board	0	0	200
EAU	0	0	1400
Parity	0	0	1500
Loader	0	0	400
Power Fail Recovery	475	475	900
Floating Point	0	0	4000
TOTAL LIST	$8125	$9275	$13800

HEWLETT PACKARD

CUSTOMER TRAINING

MEET YOUR REGISTRARS

by John Price – GSD

Beginning November 1, customer training courses will be offered by the BOISE and GENERAL SYSTEMS DIVISIONS, in addition to AMD, Data Systems Division and the Eastern Training Center in Rockville. Your Training Center Registrars and the courses taught at their location are as follows:

BOISE — DATA SYSTEMS DIVISION

Ms. Lee Lashier (208) 376-6000
Boise, Idaho

Course #	Course Description
22943A	7970B Operations & Maintenance
22944A	7970E Operations & Maintenance

GENERAL SYSTEMS DIVISION

Ms. Linda Rodriguez (408) 257-7000
Cupertino, California

Beginning Jan. 5th (408) 249-7020
Santa Clara, California

(Continued on page 12)

Meet Your Registrars (con't)

Course #	Course Description
22956A	3000 Image
22962A	3000 Commercial/Business User
22963A	3000 Scientific/Engineering User
22964A	3000 System Management
22973A	2000/Access Data Entry, FM & RJE
22974A	Minicomputers in Manufacturing Seminar
22975A	System 3 Conversion Seminar

DATA SYSTEMS DIVISION

Ms. Laura Kohl (408) 257-7000
Cupertino, California

Course #	Course Description
22940A	2100A Operations & Maintenance
22941A	21MX Operations & Maintenance
22942A	7900A Operations & Maintenance
22950A	2100 Series Minicomputer Assembler
22952B	DOS IIIB
22953A	2100 TSC/IMAGE
22960A	21MX Microprogramming
22965A	Real Time Measurement & Control
22966A	RTE Operating System
22967A	Batch Spool Monitor
22968A	Measurement & Control Subsystem
22969A	Distributed Systems

EASTERN TRAINING CENTER

Ms. Carol Shafer (301) 948-6370
Rockville, Maryland

Course #	Course Description
- GSD -	
22956A	3000 Image
22962A	3000 Commercial/Business User
22963A	3000 Scientific/Engineering User
22964A	3000 System Management
22973A	2000/Access Data Entry, FM & RJE
22974A	Minicomputers In Manufacturing Seminar
22975A	System 3 Conversion Seminar
- DSD -	
22950A	2100 Series Minicomputer Assembler
22952B	DOS IIIB
22953A	2100 TCS/IMAGE
22965A	Real Time Measurement & Control
22966A	RTE Operating System
22967A	Batch Spool Monitor
22968A	Measurement & Control Subsystem
22969A	Distributed Systems

CUSTOMER ENGINEERING CORNER

"NEW MAINTENANCE PRICE BOOK"

by Al Wagner – DSD

A revised issue of the maintenance price book was distributed with the availability schedule on October 31. The book is on microfiche entitled "Hewlett-Packard Maintenance Prices 1 Nov 75: Part I Data Systems". This issue continues to carry all products from the Boise and Grenoble Divisions as well as the three new divisions split from the original Data Systems Division. Together with Part II published by AMD last month, this comprises the complete set of current maintenance prices on computer products. However, it is still necessary to refer back to Part II dated 1 Feb. 75 when pricing contract renewals on 9600, 9601, and 9610 system numbers.

This issue fulfills the following requirements:

1. Publishes prices on all new product numbers since June.
2. Incorporates the 2019 and 2058 system numbers.
3. Provides for division numbers.
4. Provides for standard installation time.

There are no major price revisions other than those affected by an increase in the 7905 maintenance price from $70 to $95. Other price changes are incidental to configuration changes or corrections.

Temporarily disregard the division and installation columns until further notification. There is still ongoing significant discussion bearing on installation policies and publication of information. We hope this will clear up soon.

As before, this book is distributed to CE managers, field engineers, staff engineers and librarians (2 each) worldwide. Also, a short name list has been generated over the past few months to include particular secretaries and clerks on the distribution. If there are others who need the book, let us know. Also, let us hear from you on any comments, suggestions, criticisms, etc. Your input is invaluable. Time permitting, we'll pick up anything that can help improve your efficiency.

HEWLETT PACKARD

Computer systems newsletter
For HP Field Sales Personnel

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