COMPUTER FOCUS

The New HP 2397A Color Graphics Terminal
Powerful, Flexible, Affordable

INTERNATIONAL VERSION

COMPUTER FOCUS

HEWLETT PACKARD

On the Cover

The new HP 2397A Color Graphics Terminal — offers a powerful, flexible, and *affordable* color graphics display for technical and business users. See story on page 23.

HP Computer Museum
www.hpmuseum.net

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Marketing Exchange

How to choose a good product name

Why are the names IMAGE, ADAGER, VisiCalc®, and CONDOR good names for computer software products whereas QUERY and HP 150 are not?

Good name attributes

A good name should be original, so that it's memorable, causes no confusion with competitors' products, and is acceptable for registration as a trademark. Also, a good product name must be easy to pronounce in key languages, and, in order to give the right message to the potential customer, be free of negative associations.

Any product name you choose should fit in with your marketing strategy. If you do not have a clear idea as to the target market and the product's unique selling position, you are unlikely to choose an appropriate name.

Ways to name

Using product numbers — In the computer field, it has been traditional to identify products by numbers; for example, Hewlett-Packard with the HP 1000 and 3000 computer models. The use of code numbers as product names has some advantages. In particular, there is little risk of legal problems. However, numbers offer little protection to stop someone from infringing your trademark.

Numbers provide a clean sheet in branding terms for they normally have no existing connotations and no problems of understanding in different languages. Numbers also put the emphasis on the company name rather than the product name. In certain circumstances, this can be desirable. For example, if your company is well established in the market and buyer decision making is based on choice of supplier rather than on the merits of the product itself, then emphasizing the company name might be a good idea. However, numbers are difficult for most people to remember. Hewlett-Packard chose wisely to relaunch the HP 150 with a proper name in a market segment where HP had little previous market recognition.

If you choose to use numbers, make sure you allow room for future model expansion. Don't start with "1", and make sure you leave gaps in the numbering sequence. The HP 3000 model numbers are a good example — Series 30, 33, 37 40, 42, 44, 48, etc.

Descriptive names — The alternative is to use descriptive words as product names. An example of this is IBM's choice of the name "Personal Computer" for their first microcomputer, a marketing ploy to change the user's view of the product — no longer the small connotation of micro, but a name which simply implies that the product matches the needs of the user. Unfortunately, such a name is inherently not protected under trademark law, so all computer manufacturers now call their micros personal computers. Thus, IBM has been unable to retain much of the goodwill built up by the original name.

Distinctive names — An opposite approach to naming was that of Apple back in the mid-70s. The name Apple was fresh, innovative and distinctive. It made computers somehow approachable and friendly. But unlike personal computer, the name Apple is very easy to protect and defend — it most definitely is not a generic name even though it has had its imitators.

An extreme approach is to choose a purely abstract name such as Kodak or Exxon. You start with a clean sheet and, over time, build into the name all the attributes and associations you desire. However, unless you have a unique and innovative product for which there is a large untapped demand or you have a very large marketing budget, this may not be a suitable approach.

A good mix

A name that is unique, memorable and semi descriptive is the best course to adopt in most circumstances. Here are two examples: IMAGE for database software where different users can have different images of the same data and VisiCalc® for software that operates as a visible spread-sheet calculator.

How to develop a new name

How do you develop a name? Names are typically created by advertising agencies or consultants. Such companies use copywriters, brainstorming groups, computer software, and many other methods. The smaller company wishing to do it themselves should get a few creative people together, buy a few dictionaries and look at the naming of similar products. You can even buy simple computer software packages to assist you.

Remember, it takes time to develop and check out a

Marketing

name. Get going when you conceive the product, not when you're ready to launch it.

Name acceptability — You need to go through three stages before a name is used:

1) Check the name out for customer acceptability. Experience has shown that customers tend to score familiar names highest and innovative names lowest.

2) Consult a trademark attorney to see if the name can be protected. His fee is quite nominal in comparison with the development and promotional costs of a new product.

3) Look at existing trademarks to see if anyone is already using a similar mark.

Trademark searching — Well over 100 countries maintain trademark registers. These can be readily searched either through an attorney or by using a computer. For example, the US Trademark Register is available through the DIALOG timesharing network. With a $100 modem and an HP terminal you can get access from most countries in the world.

Unfortunately, in some countries (i.e., US, UK), you do not need to register a mark to establish rights. Companies often fail to register marks even though the cost of registration is low. Therefore, it is necessary to make a search for usage. On-line database services and trade directories can be checked. It helps to use a specialist firm to do such searching as it is not as simple as it may appear.

Trademark registration — It's always advisable to register a trademark if at all possible — at least in those countries in which you intend to sell your products. The cost is minimal and it immediately warns others not to use your mark. It also simplifies legal proceedings that you may need to take at a later date to stop infringement of your trademark.

Service marks — Naming a service is also a good idea. For example, McDonalds restaurants offer a service, but they have "branded" their service in the same manner as if it was a product. They make their service synonymous with the name and make it more difficult for competitors to enter the market.

Summary

Choosing a good, suitable name for a product can mean the difference between product success or failure. The computer market is now so competitive that producing distinctly innovative products is becoming more and more difficult. By choosing an appropriate name that matches the market positioning

chosen for your product, you can differentiate your product from the crowd. After all, can you really tell Coke from Pepsi, Perrier from Canada Dry Soda, Kleenex from Scotties, or Budweiser from Schlitz? The brand is the very core of the product and not simply a distinguishing code.

VisiCalc® is a US registered trademark of VisiCorp.
CONDOR is a US trademark of Condor Computer Corporation.

About the Author: Roger Lawson is the Managing Director of Proactive Systems, and an HP software supplier with offices in London and New York. His company is associated with consultants and trademark agents who specialize in the creation of brand names.

In this column, guest authors will tackle a marketing issue of concern to our readers. We invite you to send in your questions, ideas, etc. to Marketing Exchange. Perhaps you even have a valuable tip to share with our readers. Send all of your inputs/questions to:

Hewlett-Packard Company
Value-Added Solutions Marketing
Attn: Marilyn Rauchle
10520 Ridgeview Court
Building 49C
Cupertino, CA 95014
USA

We're anxious to hear from you!

GENERAL

HP-UX at the UNIX™ Expo tradeshow

Hewlett-Packard will be among the premier vendors of the UNIX™ operating system participating in the UNIX Expo tradeshow, this September 18 to 20 in New York City. UNIX Expo is the second largest tradeshow focused on products which incorporate the UNIX operating system and is the only one of its kind on the East Coast. It provides you with an excellent opportunity to see what HP has to offer in the UNIX arena.

You will be able to talk with our third party and tech-

nical representatives, as well as examine our range of HP-UX systems:

- Flexible, creative computing for design and measurement automation — the HP 9000 Series 300

- Graphics and computational power — the HP 9000 Series 500

- Portable software development and test measurement — the HP Integral PC

HP is very excited about our HP-UX systems. These products enable us to offer you industry standards not only in areas like networking and interfaces, but also for the operating system. And of course, HP's traditional strengths, which include solid business relationships, flexible products, powerful performance, assured quality, and worldwide sales and support, still hold.

Please join us in booth 121 and see for yourself.

For more information on the show, contact National Expositions at 212-391-9111.

UNIX is a trademark of AT&T Bell Laboratories.

SUPPLIES

DMK DIRECT ORDER

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

Location	Telephone Number
Australia	(03) 895-2645
	(03) 895-2615
	(03) 895 2815
	(03) 895-2861
Austria	(0222) 2500-615
	(0222) 2500-616
Belgium/Luxembourg	(02) 762 32 00
Canada	
Toronto Local	416-671-8383
Ontario	1-800-387-3417
Quebec	1-800-387-3417
British Columbia	112-800-387-3154
Other Provinces	1-800-387-3154
Denmark	(02) 816640-258
Finland	(80) 887 2361
France	(6) 928 32 64
	(6) 907 78 25
Greece	(01) 6471673
Italy	(02) 9236 9437
	(02) 9236 9478
	(02) 9236 9585
Middle East	
Athens	(01) 6828811
Norway	(02) 171180
South Africa	
Johannesburg	(011) 8025111
Cape Town	(021) 537954
Spain	91-6374013
	91-6370011
Sweden	(08) 7502028
	(08) 7502027
	(08) 7502204
Switzerland	(057) 31 22 54
	(057) 31 22 53
	(057) 31 22 59
The Netherlands	(020) 547 6606
United Kingdom	(0734) 697201
United States	800-538-8787
California	408-738-4133
West Germany	(0130) 3322

PORTABLE

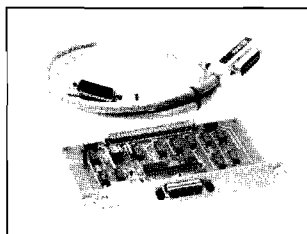## The Custom Solutions Program for the HP Portable PLUS

The Custom Solutions Program for the HP Portable PLUS is progressing well. Six independent custom consultants (ICC) from North America were trained on the Portable PLUS in early July. The ICCs will provide several cost-effective services for you. The six ICCs in North America are:

Horizons Technology, Inc.
7830 Clairemont Mesa Boulevard
San Diego, CA 92111
    Phone: 619-292-8331
    Contact: Kelly Skinner and
        Maureen "Moe" Reardon
	Firmware Specialists, Inc.
	605 N.W. 5th Street, Suite 2A
	Corvallis, OR 97330
	    Phone: 503-753-9314
	    Contact: Dave Conklin

Profit Management Systems, Inc.
9600 Koger Boulevard, Suite 103
St. Petersburg, FL 33702
    Phone: 813-578-0190
    Contact: Gary M. Goelkel and
        Robert M. DeLoach
	Traveling Software, Inc.
	11050 Fifth Avenue, N.E.
	Seattle, WA 98125
	    Phone: 206-367-9080
	    Contact: Mark Eppley

Government Marketing Services, Inc.
701 E. Gude Drive
Rockville, MD 20850
    Phone: 301-340-3010
    Contact: Art Phillips
	Totalogic Systems, Ltd.
	1684 Woodward Drive
	Ottawa, Ontario, Canada
	    Phone: 613-727-1580
	    Contact: Ian Menzies and
	        Lauren Hansman

With the exception of Traveling Software, all of these ICCs are also consultants on HP's Series 40 and Series 70 handheld calculators and computers. Many of these consultants have been providing customization services for HP customers for several years. The ICC is not part of HP. The ICCs are independent companies that provide services for the Portable PLUS. Each ICC has different areas of expertise and areas of interest. Each ICC will provide quotes on particular services. There is no list price for custom ROMs. There will be additional charges for consulting and program development separate from the ROM cost. The ICC is free to bid whatever price they want to bid. In many cases EPROMs will be the most cost-effective way of customization. In all cases, the initial prototypes and field testing will be in EPROMs and not ROMs. The cost of the actual ROMs is quite variable and will most likely be coming down with competitive pressures and technological advancements in the next year.

Additional ICCs were trained in Europe in late August. This list will be updated and made available soon.

New HP-IB interface card for the HP Integral PC

The 82998A HP-IB interface plug-in card for the HP Integral PC is now available and on the September 1 HP Price List. The new separate HP-IB interface was created for the Integral PC primarily so that HP and non HP instruments would not have to share the same HP-IB interface bus with peripherals such as external hard disc drives, printers, and plotters. Using the 82998A HP-IB interface card allows data collection and instrument control processes to run at more effective rates.

The 82998A HP-IB interface is supported by HP-UX Tech BASIC Version 1.0.2. An HP-IB DIL (device independent library) driver is being prepared for use by applications written in HP-UX "C", FORTRAN 77, and Pascal.

Hardware features of the 82998A HP-IB interface include a jumper to allow system controller and non-system controller states to be selected, and an HP-IB address switch which enables a default HP-IB address to be selected. Two or more Integral PCs can now be interconnected via the new 82998A HP-IB card. This is not possible with the internal HP-IB interface built into the Integral PC, because it always remains in the system controller state.

Ordering information

P/N	Description
82998A	HP-IB Interface Card
10833A	One-meter HP-IB cable (Recommended cable)
10833B	Two-meter HP-IB cable (Recommended cable)

DESKTOP

HP 150 II to replace HP 150 personal computer

With the worldwide introduction of the HP 150 II on May 1, 1985, HP has built on the success of the HP 150B personal computer by giving you many of the additional features that you have asked for, while still maintaining full compatibility with our installed base of HP 150 personal computers. As a result, effective November 1, 1985, the HP 150 II will fully replace the HP 150B in all countries except localized versions for Latin America, the Mid East, Iceland, and Mexico. These localized HP 150 products will be orderable until May 1, 1986.

Introduction of the HP 150 II makes available to you those features that made the HP 150B a success, while additionally providing a wide variety of features to those wanting to expand system capabilities. Standard features included in the HP 150 II not offered on the HP 150B include a 12-inch screen, four accessory slots (compared to two), tilt display, SAVERAM utility, cable cover, HP-HIL, and easily accessible controls. The HP 150 II's basic design — two PC boards versus seven boards on the HP 150B — enhances product reliability. The HP 150 II also supports all accessories available on earlier versions plus accessories and peripherals that are not available with the HP 150B — including the 8087 co-processor accessory and new low-cost disc drives (dual-floppy, 10-Mbyte and 20-Mbyte disc drive). In addition, both the HP 150B and 150 II are fully software compatible.

In finalizing these plans, we encourage you to purchase the HP 150 II as it has all the offerings of the HP 150B with further enhancements.

The following products will be removed from the November 1985 HP Price List (all localized versions except BM BS BT BV*):

P/N	Description
45610 B "X"	Touchscreen terminal
45612 B "X"	HP 150 PC Kit
45650 B "X"	HP 150 with HP 9122D
45660 B "X"	HP 150 with HP 9133D

"X" = A,B,C. . . . Z (each alpha character represents a country/ language). Contact your HP sales rep for details.

*The four localized versions remaining on the November HP Price List will be removed at the end of April 1986.

Tape backup for HP 150 personal computers

The low cost ¼-inch tape backup, HP 9142A, was designed for the HP 150 and 150 II workstations and supports our present Subset (SS) 80 protocol data storage products. It presently does not support the older Amigo protocol drives that some of you may be using. The following list will show the protocol each disc drive uses:

SS 80 disc drives	Amigo disc drives
HP 9122D/S	HP 82901/2M
HP 9123D	HP 9895A
HP 9134D	HP 9121D/S
HP 9133H	HP 9135A
HP 9134H	HP 9134A
HP 9125S	HP 9133A
HP 9153A	HP 9133B
HP 9154A	HP 9134B
HP 9114A	HP 9133V/XV
	HP 9134XV

We plan to have Amigo support in place by the first quarter of 1986, but in the meantime, HP 150 (150B only) users having Amigo drives can order the HP 9144A with Option 150 utility (P/N 9144-87900 Rev. B.01.01), which allows the HP 9144A to support Amigo disc drives on the HP 150B only. A copy of this utility will be shipped with each HP 9144A Option 150 order.

Current tape backup support for the HP 150 is as follows:

	HP 9142A	HP 9144A
HP 150A	No	No
HP 150B		
Amigo	No*	Yes
SS 80	Yes	Yes
HP 150C		
Amigo	No*	No*
SS 80	Yes	Yes

Support scheduled for first fiscal quarter 1986.

Please remember to use Option 150 when ordering these products with the HP 150 or 150 II.

HP Word and HP LaserJet printer font cartridges

To make full use of the HP LaserJet printer, HP Word V and HP Word/150 require special font cartridges.

This is necessary to ensure that HP Word users have access to the full range of type styles that HP Word allows them: these are normal, bold, and italic text in both portrait and landscape styles. No other font cartridges will provide this full range. Therefore, these are the only HP LaserJet printer font cartridges that are fully supported for use with HP Word. These cartridges can, of course, be used with any other application software.

So that you know what will happen if you try to use one of the other font cartridges that are available, here is a list of what HP Word and HP Word/150 will be able to do with each of them.

HP Word V and HP Word/150 font cartridge capabilities

P/N	Capability
92286A	HP Word will use 10-pitch bold and italic fonts, portrait style only.
92286B	Unusable (not Roman-8).
92286C	See 92286A.
92286D	HP Word will use 12-pitch portrait fonts.
92286E	See 92286D.
92286F	HP Word will use the Times Roman PS portrait font (providing this font is identical to the one in 92286P).
92286G	Unusable.
92286H	Unusable.
92286J	HP Word will use 12-pitch fonts.
92286L	HP Word will use 10-pitch fonts.
92286M	HP Word will use all fonts.
92286N	Fully supported by HP Word and HP Word/150.
92286P	Fully supported by HP Word and HP Word/150.
92286Q	Fully supported by HP Word and HP Word/150.
92286T	Unusable.

Note that HP Word and HP Word/150 can only use fonts that are Roman-8. Therefore, it is not possible to access fonts such as the maths character set in 92286J, which is not Roman-8.
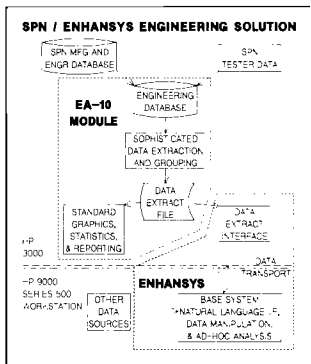
Note also that with the HP LaserJet printer, HP Word does not prompt the user to change the font cartridge. It is the user's responsibility to ensure that the correct font cartridge is in place in the printer for the document that is about to be printed.

[hp]

HP 9000

Introducing the SPN/ENHANSYS engineering solution

The SPN/ENHANSYS engineering solution is a product of HP's partnership with ENHANSYS, Inc., of Cupertino, California. In 1984, HP entered into a joint development agreement with ENHANSYS to port ENHANSYS data analysis software to the HP 9000 Series 500 workstation and develop an interface to HP's Semiconductor Productivity Network (SPN) solution.

SPN / ENHANSYS ENGINEERING SOLUTION

The SPN/ENHANSYS solution gives engineers and managers the tools they need to more effectively monitor and control existing processes, solve part and process problems, and characterize new processes. Given today's semiconductor challenges of shrinking line geometrics, increasing defect densities, and rapidly increasing process complexities, the SPN/ENHANSYS engineering solution provides a means for increasing yields, reducing cycle times, and accelerating movement down learning curves through better process understanding.

SPN/ENHANSYS solution software

- *SPN Engineering Analysis Module (EA-10)* (P/N 33904A) — Manufacturing, engineering, and tester data is collected by various SPN modules and transferred to the engineering database within EA-10. EA-10 then performs sophisticated data extractions and data groupings to provide a complete table of data for statistical analysis, graphing, and reporting. EA-10 output processors are especially good for performing high-volume, repetitive analysis and reporting tasks, including batch graphical outputs.

- *ENHANSYS LEA Extract Interface* (P/N 33942JA) — Data files resulting from EA-10 extractions (called "LEA extracts") are formatted for transfer from the HP 3000 to the HP 9000 Series 500 workstation by the LEA Extract Interface.

- *ENHANSYS Data Transport* (P/N 33943JA) — The data files are transported via RJE from the HP 3000 to the HP 9000 Series 500 workstation by the Data Transport software.

- *ENHANSYS Base System* (P/N 33944JA) — The ENHANSYS Base System provides users with a wide range of data manipulation and analysis tools on the HP 9000 Series 500 workstation. ENHANSYS's friendly, interactive command language helps users easily perform ad-hoc analyses and quickly generate associated graphics and reports. ENHANSYS also has the flexibility to let users import and manipulate non-SPN data (e.g., raw tester data). A wafer contour mapping option is also available in the HP 9000 Series 500 workstation.

Additional information

The ENHANSYS, Inc., strategy is to support the linkage of different information networks already in place in a customer's facility. Towards this goal, ENHANSYS software is offered on IBM, DEC VAX, and Tandem processors in addition to the HP 9000 Series 500. A variety of links between these processors are supported or under development. ENHANSYS also offers extensive data analysis consulting and education services.

HP 9000 Series 300 HP 2392A/VT100 terminal emulator

The HP 9000 Series 200 HP 2392A and VT100 Terminal Emulator has been upgraded to run on the Series 300 under the Pascal 3.1 operating system. This terminal emulator allows you to use your Series 300 computer as a terminal to a host computer, transfer files between the host and disc drives connected to the Series 300, and run applications packages such as HP DeskManager for the HP 3000.

The new terminal emulator is Revision 2 of the HP 98791B product. Two disc options are available, Opt. 042 for 5.25-inch and Opt. 044 for 3.5-inch. All 98791B orders received on or after August 1 will be filled with the new revision.

Upgrade kits

HP 9000 Series 200 customers who purchased the Pascal 3.0-based release (98791B Rev. 1) may want to

Technical Computers

upgrade to the Pascal 3.1 based version (98791B Rev. 2). If you are signed up for HP's inexpensive 98791B +S00 Software Material Subscription you will receive Revision 2 automatically. If not, you may purchase the 98791-69301 upgrade kit for 3.5-inch media or the 98791-69601 upgrade kit for 5.25-inch media. You must also return two production discs (P/N 98791-10X14 and 98791-10X15 where X=3,6). Users who own the 98790A, 98791A, or 09800-10X80 terminal emulators must order the 98791B Revision 2 instead of these upgrade kits.

Security system compatibility

The security system implemented in the new version of the terminal emulator allows you to link the codeword either to the computer's ID PROM (Models 216, 217, 220/98203, 236, and 237 only) or to the HP 46084A HP-HIL ID Module (Models 217, 220/46020, 237, 310, and 320 only). Users who want to purchase one copy of the terminal emulator to run on both Series 200 and Series 300 computers at different times should select the ID Module approach. This method is of interest to users who rotate computers through different sites, who use a backup computer when the primary computer is on loan or undergoing repairs, or who lease one computer for awhile and then replace it with another. Please note that Series 300 users must order the HP 46084A HP-HIL ID module.

New data storage for engineering workstations

Two new data-storage solutions for the engineering marketplace are now available for HP 9000 Series 200/300/500 systems. Choose from the "quiet" entry-level 10-Mbyte hard disc (with 3½-inch microfloppy or hard disc stand-alone version) as a floppy alternative for BASIC and Pascal users and EGS applications or the 20-Mbyte hard disc (both versions available) for those single UNIX® workstations and dedicated instrument control markets.

These new products combine capacity, performance, convenience (much greater than with floppy-based systems), and HP renowned quality at a very attractive price to enhance the value of any Series 200/300/500 system.

Ordering information

Product	Description
HP 9153A	10-Mbyte hard disc with 3½-inch microfloppy
HP 9154A	10-Mbyte hard disc standalone (for add-on sales or IBM/Compaq)
HP 9133A	20-Mbyte hard disc with 3½-inch microfloppy
HP 9134H	20-Mbyte hard disc standalone (for add-on sales or IBM/Compaq)

These data storage products are supported on Pascal 3.0 or later, BASIC 3.0 or later, HP-UX 2.2L or fully 5.0 or later.

For specific configuration support, please refer to *Configuration Guide,* P/N 09800-90020 (Series 200), P/N 98561-90020 (Series 300), or P/N 09050-90050 (Series 500) available from Direct Marketing Division (DMK).

UNIX® is a registered trademark of AT&T Bell Laboratories.

New mass storage for HP 9825 and 9845 owners

In a continuing program to offer new products to the installed base, Hewlett-Packard has reviewed an HP midrange disc and third party ROM combination that enables certain models of the HP 9825 and 9845 to be equipped with additional mass storage. The HP 9825/45s are among the most popular ever offered by HP, and the worldwide installed base exceeds 85,000 units.

New mass storage solutions available include the HP 7941/45 fixed discs, the HP 7942/46 disc/tape subsystems, and the HP 7907 fixed/removeable disc drive.

The system interface for these discs is provided through mass storage ROMs developed and sold by a reputable third party — Structured Software Systems (SSS). Not only do these SSS supported ROMS provide the interface to HP's new mass storage solutions, but they offer useful features not found on earlier HP supported ROMs.

Currently, the ROMs designed for the HP 9825T and 9845B/C models will provide an interface to CS/80 devices. If a disc/ROM combination potentially fits

your growth needs, contact Structured Software Systems, Inc., Irick Road, Box 1072, Mount Holly, NJ 08060, 609-267-1616.

SSS will be happy to give you more information about the ROMs, current product specifications, new products, availability, pricing, service support, warranty, and other topics..

Powerful TECAP software reduces semiconductor design time

TECAP bridges the gap between engineering and production

You need accurate transistor model parameters to generate precise circuit simulations for IC design. TECAP (Transistor Electrical Characterization and Analysis Program) gives you these model parameters quickly and easily. TECAP shortens your IC design cycle and saves valuable engineering and production resources.

TECAP — Transistor Electrical Characterization and Analysis Program — benefits semiconductor designers by providing faster extraction of accurate model parameters.

TECAP system hardware performs I-V and C-V measurements on your developmental wafers or discrete transistors. TECAP software transforms the measured data into transistor model parameters. Because the model parameters precisely match your particular fab technology, they provide the most accurate basis for circuit simulation and yield better IC designs.

Powerful yet friendly

The TECAP software uses the computing power of the HP 9000 Series 200 Pascal workstations. The software, written in Pascal 3.0, is menu driven and requires no programming expertise. TECAP offers users a unique "integrated" solution, where measurements, parameter extraction, device simulation, and plotting routines are included in one unified program.

The complete set of commands and configuration information may be saved or retrieved from a disc. You can create macro command sequences to execute many tasks with the touch of one key. These tools let you create a customized, turnkey system to enhance your design capability.

TECAP gives you the technical advantage

TECAP can model sub-micron geometry transistors using the UCB Level 1,2,3 MOS transistor models. For bipolar analysis, TECAP supports the well-proven Ebers-Moll and Gummel-Poon model equations. These equations take second-order effects into account and also offer direct compatibility with the UCB SPICE circuit simulator.

With TECAP, you can enter your own model equations into the program to be compatible with your proprietary circuit simulator or new processes. HP gives you access to the needed TECAP code modules and step-by-step documentation for quick insertion of your model. TECAP provides you with the ideal interactive environment you need to effectively develop and test your new model equations.

Choose the system that's right for you

TECAP supports a wide range of measurement hardware. The HP 4145A Semiconductor Parameter Analyzer is used for I-V measurements and the HP 4280A C-meter takes care of C-V measurements. TECAP can also run on the HP 4062B or HP 4063A Semiconductor Parametric Test Systems. TECAP also supports automatic wafer probers, switching matrices, disc drives, printers, and plotters to give you increased flexibility.

SMALL BUSINESS COMPUTING

New workstation for the HP 260

The new HP 45263D personal workstation is another feature of the HP 260 business computer. This workstation uses a fast video interface and can be placed up to 100 meters from the HP 260 SPU.

Ergonomic features include a 12-inch, high-resolution, monochrome video display monitor, built-in tilt and swivel mechanisms, and separate brightness and contrast controls. The keyboard contains 107 keys with sculptured keycaps, including eight special function keys and a numeric pad. The keyboard is available in US English, French, German, UK English, Swedish, Spanish, Italian, Katakana, French-Canadian, Danish, Finnish, and Flemish. An Audio Interface Unit attaches to the monitor to extend the HP-HIL signals and provide the "beep" function.

A five-meter cable is standard with the HP 45263D personal workstation. Finished cables of 10, 30, and 50 meters are optionally available. Raw cables up to 100 meters will be orderable from HP's Direct Marketing Division beginning in October.

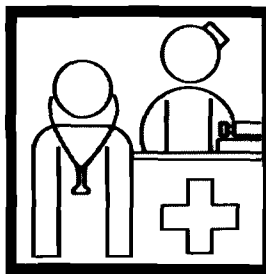| Product/ Option	Description
45263D	HP 260 personal workstation. Uses HP-HIL interface. Includes 5-meter cable, US keyboard, 108-132V/60Hz power.
#001	Replace 5-meter cable with 10-meter cable
#002	Replace 5-meter cable with 30-meter cable
#003	Replace 5-meter cable with 50-meter cable
#004	Delete 5-meter cable
#230	Switch selectable voltage. 50 or 60 Hz (90-132V or 180-264V)
#252-259, 500-502	Keyboard override options
#900-917	Power cord alternative

The HP 45263D will be on the October 1 HP Price List.
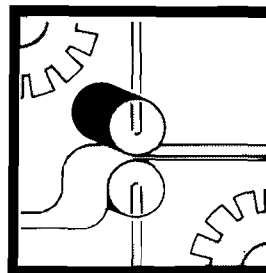
Obsoleting the HP 45262D workstation

The new HP 45263D workstation will replace the HP 45262D workstation in the HP 260 product line. The HP 45263D offers additional built-in ergonomic features and is less expensive. It uses the same video interface technology and cabling as the HP 45262D and is a compatible replacement. Due to the enhanced features of the new HP 45263D workstation, the HP 45262D will be removed from the HP Price List on January 1, 1986.
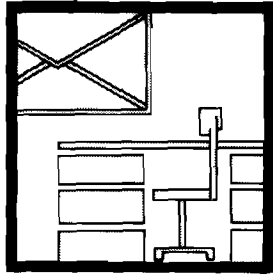
HP 260 application stories

Hundreds of HP 260 systems are already operating in companies around the world. Below are brief description of just a few HP 260 solutions. More application stories will be published in future issues.

HP 260s, combined with VAR solutions, are installed in many hospitals. One such tailored software package features integrated patient data management, medical reporting, and general accounting. A hospital using this solution has cut its typing time in half, reduced time spent on accounting from six hours to one hour per day, and made management information immediately available.

Manufacturing companies are using HP 260 computer systems for production planning. When one company wanted to add a financial management system and link it to its production planning system, the HP 260 VAR was able to quickly supply an integrated solution.

Insurance companies needing a computer capable of handling a high volume of data in a short time often depend on HP 260 systems. An HP 260 VAR tailored a modular business management solution to include the specific needs of insurance companies: insurance administration, general accounting, and customer administration. The customized software with the easy-to-use HP 260 provides total solutions to a wide range of companies.

HP 3000

Introducing the HP 3000 Series 68C

Continuing with PowerPlus, the 1985 theme emphasizing increased system performance for the HP 3000, a new version of the HP 3000 Series 68 is now available. The standard Series 68 now has one 4-Mbyte memory board rather than three 1-Mbyte boards. This additional megabyte of memory is provided at no additional cost. The system utilizes 256-Kbyte-RAM technology, making it possible to double the maximum memory support for the HP 3000 Series 68 to 16 Mbytes. The Series 68C is available as a new system (P/N 32468C) or as a box swap upgrade (P/N 32468CH).

Improved price/performance

The Series 68C provides improved price/performance by offering you the capacity for increased system performance at no extra cost. By providing you with an additional megabyte of memory in the standard configuration, more applications and/or users can take advantage of potential performance improvements.

When combined with the new HP Touchscreen II system console for the Series 68 (announced July 1), you can now save on the purchase of a new Series 68C system. The Series 68C, with the extra megabyte of standard memory, provides an effective reduction in price.

Reduced system support prices

Since the Series 68C utilizes more reliable, state-of-the-art memory technology for the standard memory, system support prices have been reduced.

Availability

The Series 68C is on the August 1 HP Price List and is available immediately worldwide (except Europe, see note below). All outstanding orders for the Series 68B (P/N 32468B) or Series 68B upgrade (P/N 32468BH) will be filled by shipping Series 68Cs. A letter will be included with these shipments explaining the differences in the products. This means that customers in the backlog for Series 68Bs as of August 1, 1985, will receive an additional megabyte of memory, automatically.

In Europe, the following applies: All 32468B and 32468BH orders will receive an additional 1-Mbyte board when the system ships. Deliveries of the Series 68C will begin in September. The 4-Mbyte board will only ship with orders placed for the 32468C and 32468CH.

If you have any questions about the HP 3000 Series 68C, please contact your local sales office.

New add-on memory for the HP 3000 Series 68

HP introduces new 4-Mbyte add-on memory arrays for the Series 6X. This new, 256-Kbyte-RAM, state-of-the-art memory allows Series 6X memory configurations to be expanded from 8 Mbytes to 16 Mbytes.

Potential for improved performance

Depending on your application environment, increases in memory beyond 8 Mbytes may provide performance benefits. In benchmarks of customer applications, up to a 28 percent decrease in response time and a 9 percent increase in throughput were seen by increasing memory beyond 8 Mbytes.

Return credits for 1-Mbyte arrays

A new return credit is now available for anyone who has used all the memory slots on their Series 6X and wishes to add more memory. Upon purchasing a new 4-Mbyte memory array, up to three 1-Mbyte arrays

Business Computers

may be returned for credits per array. The product number for the new 1-Mbyte memory return credit is 30142AN.

Availability

The add-on 4-Mbyte memory array is on the August 1, 1985, HP Price List and is available immediately. This new memory board is supported on all currently supported versions of MPE V with an 8-Mbyte maximum memory configuration limit. Memory expandability to 16 Mbytes will be available with MPE V/E U-MIT, to be released in the fall of 1985.

HP 3000 return credits will be changing on November 1

HP 3000 return credits for older systems will be reduced on November 1, 1985. You have until October 31, 1985, to take advantage of the current return credits before these new, lower return credits are effective.

Why change the return credits?

Return credits are based on fair market values of the upgraded systems, as well as on the business and profitability objectives of Hewlett-Packard. Since HP's policy is to protect your investment, we will continue to offer the same return credits for the newer systems. For example, the return credit for the upgrade of a Series 48 will remain at 67 percent of the original Series 48 purchase price, and the Series 58 return credit has been added at the same 67 percent level.

The return credits of the older systems need to be adjusted to reflect their diminished market values over time. In particular, return credits for systems being upgraded to the Series 68 are out of date, since they have not been changed for over three years. The new return credits continue to protect your investment while providing an affordable upgrade path.

What does it mean to you?

Since the new return credit prices are not effective until November 1, *now is the time* to upgrade Series 30/33/III systems because:

- Return credits for these systems will never be as high as they are right now.

- When MPE V/R is released later this year, it will be the last MIT to include product enhancements for Series III/30/33 users. A newer HP 3000 will provide the latest software releases, increased performance, and lower support costs.

- The remarketed Series 30/33/III will be removed from the HP Price List on November 1, 1985, and start the five-year obsolescence cycle.

- Special promotional return credits for peripherals are currently available with the MEGABYTES PLUS "Movin' on Up" promotion. This promotion offers return credits to users who upgrade HP 7920, 7925, or 791X disc drives toward HP 7933 or 7935 disc drives, and HP 7974 or 7976 tape drives toward an HP 7978 tape drive.

The following chart lists the products with return credits that are changing on November 1.

HP 3000 RETURN CREDIT

SERIES 42 CHANGES

Product Number	Description
32542BH	Upgrade to Series 42 w/ 1 Mb
opt. 605	Upgrade from S/33A/B w/256Kb, 2649E
opt. 606	Upgrade from S/33C/U w/256Kb, 2649E
opt. 607	Upgrade from S/30A/B w/256 Kb, 2649E
opt. 608	Upgrade from S/30C/U w/256 Kb, 2649E

SERIES 48 CHANGES

Product Number	Description
32548BH	Upgrade to Series 48 with 2 Mb
opt. 605	Upgrade from S/33A/B w/256Kb, 2649E
opt. 606	Upgrade from S/33C/U w/256Kb, 2649E
opt. 607	Upgrade from S/30A/B w/256 Kb, 2649E
opt. 608	Upgrade from S/30C/U w/256 Kb, 2649E
opt. 613	Upgrade from S/III w/256 Kb and 30341A HP–IB Adapter

SERIES 68 CHANGES

Product Number	Description
32468CH	Upgrade to Series S/68 (32468C) w/4 Mb
opt. 603	Upgrade from S/III w/256 Kb
opt. 605	Upgrade from S/33A/B w/256Kb, 2649E
opt. 606	Upgrade from S/33C/U w/256Kb, 2649E
opt. 607	Upgrade from S/30A/B w/256 Kb, 2649E
opt. 608	Upgrade from S/30C/U w/256 Kb, 2649E
opt. 609	Upgrade from S/44 w/ 1Mb
opt. 613	Upgrade from S/III w/256 Kb and 30341A HP–IB Adapter
opt. 617	Upgrade from S/37 w/ no memory
opt. 618	Upgrade from S/37XE w/ no memory
opt. 619	Upgrade from S/42XP w/4 Mb
opt. 620	Upgrade from S/58 w/ 2 Mb

*Note that this page shows only the return credits that are changing. Refer to your HP 3000 Computer Systems Price Guide for a complete list of all return credits.
**In Europe, option 6XX is ordered as option RXX

Contact your HP sales rep for more information on HP 3000 return credits.

HP Business BASIC: new standard for commercial BASIC users

HP Business BASIC, an advanced language providing a new level of power and ease of use, is now available on the HP 3000. HP Business BASIC/3000 sets a new standard for commercial BASIC users by offering functionality far beyond that available with other BASIC language products. In addition, HP Business BASIC/3000 provides an upgrade path, not only for BASIC/3000 users, but also for HP 250 and HP 260 users wanting to move their BASIC/250 and BASIC/260 programs to the HP 3000.

Compared to other BASIC products, including BASIC/3000, HP Business BASIC greatly increases user productivity by offering BASIC programmers an integrated program development environment comprised of:

- An interpreter which checks the syntax of program lines as they are entered.
- A compiler which offers improved execution speed of production programs.
- An on-line help facility that gives immediate information on syntax and functionality for all BASIC commands and statements.
- Improved line-mode editing commands.
- Easy-to-use, but powerful, debugging commands.
- Full support for calling operating system and HP 3000 subsystem intrinsics.

Even with its advanced functionality and ease of use, HP Business BASIC offers performance comparable to that of BASIC/3000 for typical commercial applications. Compiled programs written in HP Business BASIC for an I/O- or database-intensive environment deliver execution speeds similar to BASIC/3000 programs in internally generated benchmarks. BASIC/250 and BASIC/260 users will notice a dramatic improvement in performance when they compile their HP Business BASIC programs on the HP 3000.

HP Business BASIC is being delivered in two phases. Phase I is now available through your local applications engineer. The first phase offers BASIC/3000 users almost complete compatibility with HP Business BASIC

Conversion and evaluation aids are provided with the product to facilitate the migration of your BASIC/3000 applications.

HP Business BASIC - Phase I offers BASIC/250 and BASIC/260 users somewhat less compatibility, depending upon the types of applications to be migrated. Some BASIC/250 and BASIC/260 users will want to wait until Phase II is available before upgrading to HP Business BASIC. Your HP sales rep and applications engineer should be consulted to help with this decision. For those BASIC/250 and BASIC/260 users who choose to migrate to Phase I, BASIC/250 (or BASIC/260) to HP Business BASIC/3000 conversion and evaluation aids will help to ease the migration process.

Further information, including statements of compatibility and features comparisons between BASIC/3000 (or BASIC/250, BASIC/260) and HP Business BASIC/3000, are now available through your local HP sales or support rep. Third party conversion tools which automate and facilitate the migration from other vendors' BASICs to HP Business BASIC/3000 will also be available in the near future.
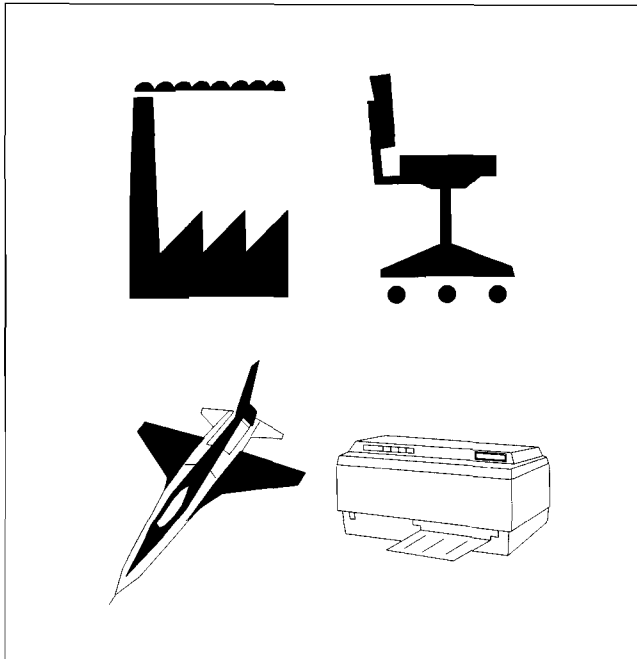
Let your local HP sales and support team show you how HP Business BASIC/3000 ushers in a new era of programming for commercial BASIC users.

Latest version of HP Draw features new figures

The latest version of HP Draw has over 100 new figures available in the HP Draw figure library for you to use in your drawings. More HP devices, office figures, animals, and vehicles are just a few of the additional figures that can be used to spice up your HP Draw presentations.

A few of the new figures available in the new HP Draw figure library.

Some of the new figures include: 15 new arrows, banners, and borders; new devices including the HP LaserJet and ThinkJet printers, HP 3000 Series 37, and HP 7550A; maps of Austria, Europe, Texas, California, New York, and the Western Hemisphere; many office items including a chair, desk, filing cabinet, tape, and scissors; new people; signs for airport, highway, and no entry; and vehicles such as jets, trucks, and vans. These figures are available on the T-Delta 2 MIT version of HP Draw (A.03.01).

GENERAL

New warranty program for peripherals

Reinforcing HP's reputation for quality products, the warranty period for most personal peripherals will be changed to one year beginning September 1, 1985. The following products will be covered by this new one year return to HP warranty.

Printers	Personal data storage solutions
HP 2225A/B/C/D HP 2686A	HP 9123D HP 9122D/S
Plotters	HP 9133H HP 9134H
HP 7470A HP 7475A HP 7550A	HP 9153A HP 9154A HP 9142A HP 88500A

In keeping with our price protection policy, any products purchased after June 1, 1985 will have their warranty extended to one year. To determine if a product is still within the one-year warranty period, the on-line warranty tracking system or proof of purchase will be used.

Until new user manuals or change sheets can be produced, the following interim statement will be put in each peripheral to notify you of the new warranty. This statement will be translated into five languages.

"Your Hewlett-Packard peripheral is warranted against defects in materials and workmanship for a period of one year from date of delivery. For warranty service or repair, return this product with proof of purchase to a Hewlett-Packard Field Repair Center or an authorized dealer. Contact your local Hewlett-Packard sales office for the address of the Hewlett-Packard Repair Center or authorized dealer nearest you.

Note: If you received this peripheral as part of a combined shipment with a Hewlett-Packard computer which receives a 90-day on-site warranty, this peripheral will receive a 90-day on-site warranty. (For products sold outside the US and Canada, contact your local Hewlett-Packard Sales and Support Office to determine warranty terms.)"

Please note that in certain cases, peripheral customers will receive a 90-day on-site warranty in lieu of the one-year return-to-HP warranty. As a convenience to the customer, this warranty was retained to make the HP peripheral warranty consistent with the host mainframe warranty, e.g., an HP 9133H disc drive on a Series 200 computer.

This new one-year warranty program is another feature enhancing HP's competitive position in the PC marketplace. HP products are known for their reliability — the one-year warranty is tangible proof of their value.

MASS STORAGE

Move up to an HP 7907A disc drive

As a part of HP's continuing goal to provide you with lasting value, HP's Finance and Remarketing Division and Disc Memory Division are pleased to introduce an upgrade path to the new HP 7907A disc drive. Users currently using HP 7906 disc drives on their systems now have a cost-effective way to move up to an HP 7907A disc drive. Starting September 1, you can receive an upgrade credit when you purchase a new HP 7907A disc drive depending upon the drive returned. These credits will be available until December 31, 1985.

Who should you target for this upgrade? Users of HP 1000 and HP 9000 systems who require removable media and are in need of additional storage capacity will be able to double the capacity of their HP 7906. Likewise, users who are constrained by space can increase the storage capacity of their system within their existing rackmount system. In addition, users operating their systems in harsh environments will benefit from the more rugged and reliable design of the HP 7907A.

The return credit must be ordered as a coordinated delivery on the same section of the order as the HP

Peripherals

7907A. Specific ordering information is as follows:

P/N	Description
HP 7906MN	Return credit for HP 7906M/MR
HP 7906SN	Return credit for HP 7906S/SR
HP 7906HN	Return credit for HP 7906H/HR

If you have any questions on this or other disc drive upgrade programs, please call your HP sales rep.

Obsolescence of HP 9895A and 9876A announced

Due to low sales volume, two peripheral products are being obsoleted by Hewlett-Packard.

The HP 9895A eight-inch floppy disc drive and its companion product, the 98952A additional floppy drive for the HP 9895A Option 010, will be obsoleted on May 1, 1986. There are no plans to manufacture a replacement product.

Plans have also been made to obsolete the HP 9876A thermal graphics printer on August 1, 1986. Alternative products are the HP ThinkJet printer (2225B), HP LaserJet printer (2686B), and HP 2671G thermal printer.

This information is being given to allow as much advance notice as possible to the concerned parties so that a smooth transition from these obsolescences can be achieved. In summary, the products to be obsoleted are:

Product	Description	Removal from HP Price List	Final orders accepted - 1986 US	Int'l.	Support life
HP 9895A	Eight-inch floppy disc drive (dual drive and Opt. 010 single drive version)	May 1, 1986	May 31	July 31	through April 1991
HP 98952A	Drive upgrade (addl. floppy disc drive to upgrade single drive 9895A Opt. 010 to dual drive)	May 1, 1986	May 31	July 31	through April 1991
HP 9876A	Thermal graphics printer	August 1, 1986	August 31	October 31	through July 1996

If you have questions or concerns, please contact your HP sales rep.

HP 7914TD to end production

The HP 7914TD disc/tape drive will be discontinued and removed from the HP Price List on November 1, 1985. The HP 7914TD will be on a 16-week availability schedule starting September 1. The last orders for the drive will be accepted in October 1985 for shipment before May 1, 1986.

For most systems, the best alternative for the HP 7914TD is the HP 7914ST. HP 1000 E- and F-Series computers do not support the HP 7914ST, however. Consequently, E- and F-Series users may want to consider a remarketed HP 7914TD from HP's Finance and Remarketing Division (if available), or an HP 7914P and an HP 7970E, Option 226.

Contact your HP sales rep for more information.

NETWORKS

New cable for HP 2334A STAT MUX

Users of the HP 2334A in STAT MUX configuration with packet switching network (with switched virtual circuits), or with leased line doing switching or contention on computer ports, would benefit from the new HP 40221A cable.

The HP 40221A cable allows you to clear the computer port (by clearing the switched virtual circuit) after the terminal user has typed "BYE". Another terminal can then access this port.

This new HP 40221A cable will be on the October 1 HP Price List at the same price as the HP 40220A.

Technically, both cables are identical, except that pins 5 and 6 have been inverted.

We strongly recommend that starting October 1, HP 2334A users order:

- HP 40221A — for async computer port connection (ATP, ADCC).
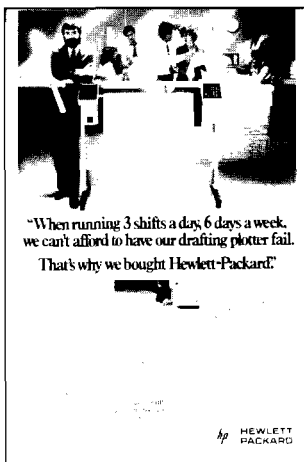- HP 40220A — for connection of HP 2334A to asynchronous modem.

PLOTTERS

PRINTERS

New supplies package for HP 758X drafting plotter

In response to the popularity of the new disposable drafting pens, changes are being made to the accessories package included with the purchase of an HP 758X drafting plotter.

Starting September 1, all shipments now include a disposable drafting pen carousel and four disposable drafting pens with adapter and pen cap assemblies. These supplies will replace the refillable drafting pen carousel, drafting pen bodies, cleaning syringe, cleaning solution, and drafting ink which was formerly included with HP 758X purchases. One roller-ball pen package with four colors will still be included.

In addition, five sheets of vellum (used with disposable pens) will replace the five sheets of polyester film (used with refillable pens) in the Media Sampler.

The supplied accessories will no longer include a digitizing site, but a *Drafting Supplies Catalog* will be included for your convenience.

Drafting plotter September ad schedule

"When running 3 shifts a day, 6 days a week, we can't afford to have our drafting plotter fail. That's why we bought Hewlett-Packard."

hp HEWLETT PACKARD

We are continuing our heavy advertising campaign throughout the fall. We have a strong commitment not only to the hot architectural market, but also to the computer-aided design and mechanical/ electrical design markets. Look for the HP drafting plotter ad with the reliability message in these September publications: *Architectural Engineering Systems, Architectural Record, Architectural Technology, Computer Aided Engineering, Computer Design, Computer Graphics World, Design News, Digital Design, Electronics,* and *Machine Design.*

Introducing the HP LaserJet PLUS printer

On August 26, HP introduced the HP LaserJet PLUS, the second member of the LaserJet family of personal office printers. The HP LaserJet PLUS offers the same capabilities as the original, top-selling LaserJet and, in addition, increased graphics and flexibility.

Features PLUS

Compared to the LaserJet, the HP LaserJet PLUS's 512 Kbytes of memory allows more advanced graphics (full page at 150 dpi or half page at 300 dpi), better merged text and graphics, downloadable fonts and forms, and electronic forms including shading and pattern images.

More flexibility

The HP LaserJet PLUS printer has downloadable fonts capability (up to 30 points or about two times the size of typewriter print) that offers users new flexibility for printer sharing as well as mixing and matching typefaces. Up to 32 fonts (depending on font size) can be downloaded to the printer's memory. Up to 16 fonts can be printed on one page, utilizing any combination of cartridge and downloaded fonts (also known as Soft Fonts).

The HP LaserJet PLUS has available a Centronics parallel interface, which allows faster printing of graphic images from the IBM PC.

LaserJet compatibility

The HP LaserJet PLUS is 100 percent compatible with the original LaserJet printer design. The HP LaserJet PLUS uses the same toner cartridge, font cartridges, and paper trays and runs with the same software as the HP LaserJet. However, software designed specifically to use the additional HP LaserJet PLUS memory may not necessarily work with the LaserJet printer.

LaserJet PLUS software support

HP is currently working with many independent software vendors to provide advanced software support of

Peripherals

LaserJet PLUS's advanced features. Enhancements to packages for typesetting, general and technical word processing, graphics, business presentations, and image processing (scanning) are available.

For additional information on the LaserJet PLUS printer, contact your HP sales rep.

HP LaserJet PLUS printer ordering information

The following is a list of options and literature that is available for the HP LaserJet PLUS.

Product/Option	Description
HP 2686A	115V LaserJet
Opt. 200	115V LaserJet PLUS w/RS-232-C
Opt. 210	115V LaserJet PLUS w/parallel
HP 2686AB	220V LaserJet
Opt. 200	220V LaserJet PLUS w/RS-232-C
Opt. 210	220V LaserJet PLUS w/parallel
HP 2686AU	240V LaserJet
Opt. 200	240V LaserJet PLUS w/RS-232-C
Opt. 210	240V LaserJet PLUS w/parallel
26051A	LaserJet to LaserJet PLUS upgrade kit
26052A	LaserJet PLUS parallel interface cable (used in conjunction with 26051A)

P/N	Description
5954-2451D	Product brochure
5954-2455D	Statement stuffer
5954-2499D	Font flyer
5954-2270	Font matrix
5954-2274	Data sheet
5954-2452D	Sales guide addendum
5954-2273	LaserJet ISV listing
5954-2275	LaserJet third party hardware solutions

Downloadable fonts for the HP LaserJet PLUS printer

Downloadable fonts are available for the HP LaserJet PLUS printer. The downloadable fonts are available in 5¼-inch IBM and 3½-inch HP floppy disc format as well as USASCII and Roman-8 symbol sets. The first downloadable fonts available for the HP LaserJet PLUS printer are designated as a "Base Set." This Base Set provides a selection of fonts for general word processing and presentations. The Base Set consists of the TMS RMN and HELV fonts in 8-point medium; 10- and 12-point medium, bold, and italic; and 18- and 24-point bold.

Additional downloadable fonts known as "Supplemental Sets" will be available shortly after introduction. The Supplemental Sets will provide an increased number of point sizes for the TMS RMN and HELV type styles. The combined Base and Supplemental Sets for the TMS RMN and HELV type styles will consist of medium, bold, and italic faces in point sizes of 6, 8, 9, 10, 11, 12, 14, 18, 24, and 30.

The downloadable TMS RMN and HELV fonts for the HP LaserJet PLUS were developed with the Bitstream® Bitmap Factory, resulting in high-quality fonts for the HP LaserJet PLUS print engine.

Base Set downloadable fonts ordering information

Product	Description
IBM Format (5¼ inch)	
33412AA	TMS/HELV Base, USASCII
33412AB	TMS/HELV Base, Roman-8
HP Format (3½ inch)	
33411AA	TMS/HELV Base, USASCII
33411AB	TMS/HELV Base, Roman-8

The HP LaserJet PLUS downloadable fonts can be ordered through Direct Marketing Division.

Bitstream® is a US registered trademark of Bitstream, Inc.

The HP LaserJet PLUS printer and the original HP LaserJet printer — which to buy

The HP LaserJet PLUS and the original LaserJet printers were each designed to appeal to a large segment of the fast-growing laser-printing market.

The HP LaserJet printer

The HP LaserJet printer, the most popular personal computer laser printer, is for users who want:

- Quiet, quick, letter-quality word processing or spreadsheet printing.

- Merged text and graphics (75 dpi full page or smaller pictures with higher resolution).

- A variety of font styles — over 29 font styles (up to approximately ¼ inch high) are available on 15 plug-in cartridges. You can mix up to eight different fonts on a single page.

- A superior daisywheel replacement — it is much quieter, is 3 to 10 times faster, has greater print versatility, and offers comparable pricing.

- An alternative to the near-letter-quality dot-matrix personal computer printers.

- The benefits of laser printing at a lower cost.

HP LaserJet PLUS printer

Many of you may need more capability than the original LaserJet printer can give you, especially if you require:

- Shared printing or local area networks — here downloadable fonts provide increased flexibility for multiple users with different font needs or preferences.

- Electronic forms capabilities including forms overlay (or forms repeat).

- Merged text with high-resolution graphics.

- Technical word processing.

- In-house typesetting — full families of typefaces, ranging from 6 to 30 point (up to approximately ½ inch in height) available.

- Presentations — larger characters and larger high resolution graphics are key.

- Graphics — full page graphics at 150 dpi, half page graphics at 300 dpi.

Contact your HP sales rep for more information.

Introducing the 92286K font cartridge

In May, HP announced the 92286K font cartridge as a Math Gothic font cartridge; however, the 92286K font cartridge is a Math TMS font cartridge and is now available.

Although HP has no current plans of introducing a Math Gothic font cartridge, two math font cartridges (92286J, Math Elite, and 92286K, Math TMS) are now available. The Math Elite font cartridge provides technical word processing with fixed-pitch fonts. The Math TMS font cartridge provides technical word processing with proportional spaced fonts. These math cartridges should supply all of your technical word processing needs. However, if you have a specific need for a special math font cartridge, please contact your HP sales rep.

Below is a complete list of the font cartridges available for the HP LaserJet printer:

P/N	Cartridge name
92286A	Courier
92286B	TMS Proportional 1
92286C	International 1
92286D	Prestige Elite
92286E	Letter Gothic
92286F	TMS Proportional 2
92286G	Legal Elite
92286H	Legal Courier
92286J	Math Elite
92286K	Math TMS
92286L	Courier (Portrait and Landscape)
92286M	Prestige Elite (Portrait and Landscape)
92286N	Letter Gothic (Portrait and Landscape)
92286P	TMS Rmn (Portrait and Landscape)
92286Q	MEMO 1
92286T	TAX
92286U	Forms P
92286V	Forms L
92286W	3 of 9/OCR A

The HP LaserJet printer font cartridges can be ordered through Direct Marketing Division (DMK).

Peripherals

HP 82905B printer obsolete November 1

Effective November 1, 1985, the HP 82905B printer and all of its options will be removed from the HP Price List. Introduced in late 1981, the 82905B represented HP's version of the popular EPSON MX-80 personal printer. Superior printer technologies such as those found in the HP ThinkJet and the 82906A printers have significantly reduced the demand for the 82905B, making it obsolete in price and performance.

The following voltage and interface options will be removed from the HP Price List on November 1:
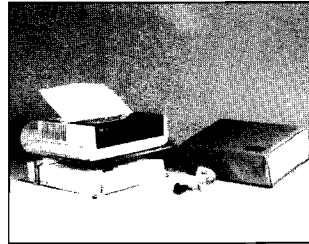
P/N	Option	Interface
82905B	002	HP-IB, 120 VAC
	003	HP-IB, 220 VAC
	004	HP-IB, 240 VAC
	240	RS-232-C, 120 VAC
	340	RS-232-C, 220 VAC
	440	RS-232-C, 240 VAC
	242	Centronics Parallel, 120 VAC
	342	Centronics Parallel, 220 VAC
	442	Centronics Parallel, 240 VAC
	248	HP-IL, 120 VAC
	348	HP-IL, 220 VAC
	448	HP-IL, 240 VAC

In place of the HP 82905B, we recommend the HP 82906A printer (for HP-IB interface applications) or HP ThinkJet printer (which is available in any of the above interface configurations).

Support life for parts and service will be five years from date of last customer shipment.

New HP ThinkJet printer accessory kit available

Available in Europe only

Everything you need to achieve the best performance with your HP ThinkJet printer is included in our new HP ThinkJet printer accessory kit. With this kit, you can save more than 20 percent over the total price of the products when purchased individually.
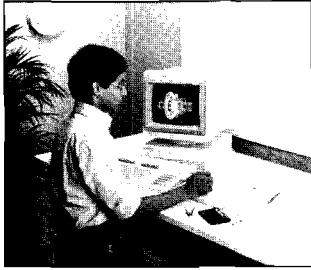
The ThinkJet printer accessory kit features a new and improved ThinkJet printer stand, one print head cartridge, one custom-fit dust cover, and 500 sheets of fanfold paper (11 or 12 inch).

For fast service, you can call our Direct Order phone numbers listed under Supplies in the Marketing section.

P/N	Description
92261E	European HP ThinkJet printer accessory kit (12-inch paper)
92261F	European HP ThinkJet printer accessory kit (11-inch paper)

TERMINALS

Introducing the HP 2397A color graphics terminal

The HP 2397A has all the graphics, alphanumerics, ergonomics, and ease-of-use features offered on the HP 2393A (see *Computer Focus,* July 1985, page 17). It also provides the same level of input/output flexibility.

In addition, the HP 2397A offers these benefits:

- High quality color — Graphics can be displayed in eight colors from a palette of 64. More colors are possible using dither patterns. In alphanumeric mode, foreground and background colors can be defined for each character cell. At any one time, eight color pairs can be displayed from a total of 64 possible pairs. Color hardcopy is possible with HP plotters, the new HP 7510 film recorder, and the Diablo C150 color inkjet printer.

- Instant software leverage — The HP 2397A is backward compatible with the HP 2627A graphics terminal. The terminal ID field in the HP 2397A can be configured as an HP 2627A to run graphics applications written for the HP 2627A, without modifications, on HP and non-HP systems.

- Low cost of ownership — Using state-of-the-art technology, the HP 2397A has achieved significant reliability improvements.

The HP 2397A provides TEKTRONIX 4010/4014 compatibility and a no-cost ANSI X3.64 option, as well as support by major third-party software vendors, such as ISSCO, Precision Visuals, SAS Institute, and Megatek.

New color monitor available

The HP 35741 color monitor is a 12-inch 640 x 400 resolution RGB analog color video display monitor. An excellent choice for use with HP computer systems or workstations, the color monitor features an innovative ergonomic design and HP quality and reliability at a competitive price. Support for the 35723 HP Touch Accessory is included as a standard feature of the color monitor. (The HP Touch Accessory must be purchased separately.)

The color monitor is currently being used with the HP 2397A color graphics terminal, the HP 9000 Models 310 and 320 and HP personal computers. The monitor features: RGB P22 color phosphor, a 0.31mm dot pitch, available resolution of 640 x 400, analog video inputs capable of providing a continuous spectrum of colors, HP-HIL support for the HP Touch Accessory, convenient front panel brightness and contrast controls, non-glare screen, integral tilt and swivel, internal speaker, and a one-year warranty.

For further information and technical specifications on the color monitor, refer to the HP 35741 data sheet (P/N 5953-8626).

Peripherals

Ordering information

Product	Description
35741A	Color monitor for US and Canada only — switch selectable voltage — includes US power cord
35741BA	Color monitor — switch selectable voltage — includes South African power cord
35741BB	Color monitor — switch selectable voltage — includes European power cord
35741BK	Color monitor — switch selectable voltage — no power cord included
35741BM	Color monitor — switch selectable voltage — includes US power cord
35741BQ	Color monitor — switch selectable voltage — includes Swiss power cord
35741BU	Color monitor — switch selectable voltage — includes UK power cord
35741BY	Color monitor — switch selectable voltage — includes Danish power cord

Note: The 35741B versions are UL recognized, but not UL labeled.

Accessories

Product	Description
35723A	12-inch user-installable touchscreen bezel. Installation instruction manual included.
46020-60001	HP-HIL cable (consult literature of the HP system being used to determine if you need this cable.)

Software Packages Available and Wanted

If you have a software package available for cross-licensing, or are looking for a package to cross-license, this section will help you. Your entry will appear for two months; the most recent additions are shaded. To list your company in the Cross-Licensing Classifieds (at no charge), see the address at the end of this section.

Software Packages Available

Industry: *Cross industry*

Abstract: Abacus/3000 Financial Accounting is an online multiple companies accounting system. It consists of the following three application modules:

- *Accounts Receivable (EZCASH)* — Supports both open items and balance forward methods. Online cash application can be done flexibly through various options available. Inquiry can be made by account number, customer name, or zip code. Accepts miscellaneous cash receipts to aid bank deposit reconciliation. Reports include: aged trial balance statements; sales and cash journal; sales summary report, customer list, mailing labels, and G/L distribution recap.

- *Accounts Payable (EZPAY)* — Vendor inquiry can be made by account number, vendor name, or zip code. EZPAY processes advance, on-account, and partial payments. It also handles manual checks. Vouchers can be selected for payment processing either by specifying a due date for the entire system, or by individual vendor selection. Reports include aged trial balance, cash requirement schedule, daily and weekly purchase journals, preliminary and final check registers, outstanding checks list, G/L distribution recap, and vendor list.

- *General Ledger (EZLEDGER)* — Fully integrated with other Abacus/3000 systems. EZLEDGER features include multiple charts of accounts, online account maintenance, journal entry processing, standard entry maintenance, automatic reversal and recurring entries, subsidiary ledger, account activity inquiry and transactions analysis, budget variance comparison, and many more. Trial balance is produced on request for a range of accounts. Flexible and easy-to-use report generator allows users to produce financial reports.

Company Name: Abacus Data Systems, Inc.

Address: 3166 Des Plaines Ave.
Des Plaines, Illinois 60018
USA

Phone Number: 312-298-8780

Contact Person: Eddie Li

Type of Distributor Wanted: HP 3000 Software Supplier/OEM

Geographic Coverage: Open

Industry: *Cross industry*

Abstract: The Public Surveyed Lands Mapping System is a mapping program for use with standard township and range mapping for the US Public Surveyed Lands. Most nonstandard areas can also be mapped.

It is appropriate for the following industries: oil and gas exploration, and land departments, land services, title companies, real estate, developers, civil engineers, attorneys, or anyone who uses cadastral maps and needs aliquot or metes and bounds mapping.

This software is capable of land management or lease mapping. It is a cadastral mapping system oriented toward the oil and gas industry. Any land description, aliquot, or metes and bounds, can be plotted, color coded and labeled with any information. Color designation for 24 ownerships are available. The ownership designations can be lease owners, tax districts, water districts, company ownerships, crop rotation, right-of-way status, or any status necessary.

Other features include:

- Large range of topographic symbols

- Extensive and flexible graphics tablet menu

- Section corners can be digitized directly from the US Geological Survey Quadrangle Maps.

- Any scale may be used within the limits of the plotting media (paper or mylar).

- Maps are of a single section, a quarter section, a quarter-quarter section, a township, or any part of a township.

- Land descriptions can be created or copied from base maps of any scale.

This software runs on the HP Series 80 computers with 256 Kbytes of memory. The HP 7580A plotter and a graphics tablet are necessary for complete mapping.

Company Name: Petro Chip, Inc.

Address: 718 17th Street, Suite 2050
Denver, CO 80202
USA

Phone Number: 303-623-5504

Contact Person: Thomas M. Collister

Type of Distributor Wanted: Open

Geographic Coverage: US Public Surveyed Lands

Cross-Licensing Classifieds

Industry: *Cross industry*

Abstract: MODCAM* is a computerized maintenance system that consists of seven interactive modules: work order tracking, preventive maintenance scheduling, inventory control, equipment history, nameplate tracking, job planning, and purchase order tracking. The system is used on five continents by a number of diverse industries. Textiles, pharmaceuticals, electric utilities, foundries, fiberglass, chemicals, and hospitals are examples of recent installations. Installations presently number in excess of 100 sites with maintenance staffs numbering from 10 to over 200 craftsmen.

Company Name: Modern Management, Inc.

Address: 7301 Carmel Executive Park
Charlotte, NC 28226
USA

Phone: 704-542-6546

Contact Person: Michael A. Lawson
Vice President

Type of Distributor Wanted: Open

Geographic Coverage: Worldwide

Industry: *Cross industry — general business application*

Abstract: Profiles/3000 — a complete on-line, human-resources recordkeeping and reporting system, designed specifically for the HP 3000, using an IMAGE database. Menu driven, transaction based, and includes question-and-answer format report writer and over 40 standard reports.

Company Name: Comshare, Incorporated

Address: 3001 S. State Street,
Wolverine Tower
P.O. Box 1588
Ann Arbor, MI 48106
USA

Phone Number: 313-994-4800

Contact Person: Chris Kelly

Type of Distributor Wanted: Consultant specializing in HP 3000 environment willing to provide programming services to clients who wish to customize product.

Geographic Coverage: US

Industry: *Cross industry — General graphical output*

Abstract: Lasersoft is a page composition software package for the HP LaserJet printer. Target markets and applications are in business forms and instant printing. Lasersoft enhances the LaserJet printer to perform page merging and multiple copies, thus allowing substitution of electronic forms for computer continuous forms. Instant printing applications include typesetting masters for forms, flyers, resumes, newsletters, price sheets, etc. For software developers, Lasersoft allows electronic publishing of user and system documentation, product overviews and training materials. Specifically, Lasersoft produces data-base hierarchy charts, flow charts, function charts, and soon CRT screen printing. These can be merged with text from a variety of word processors or text editors. Lasersoft runs on the HP 3000 , the IBM PC family, and compatibles.

Company Name: Business Systems International, Inc.

Address: 20942 Osborne Street
Canoga Park, CA 91304
USA

Phone Number: 818-998-7227

Telex: 5101004239

Contact Person: Nicholas F. Hayman

Type of Distributor Wanted: HP 3000 Value Added Reseller or personal computer retailer

Geographic Coverage: Worldwide

Industry: *Aerospace — composite bonding*

Abstract: ACCS (Autoclave Computer Control System) is a complete control and data acquisition system for the processing of composite-bonded materials in autoclaves, ovens, or presses. The system will run on HP 9000 Series 200 or HP 1000 A-Series computers and may be installed on existing or new process equipment. Features include:

- Part data logging and control by rate, threshold pressure, tool, and serial number.
- Complete interactive operator display with graphics and prompting.
- Report generation in three formats: Summary, Graphical, and Detailed.
- Factory computer interface.
- Cure cycle storage library.
- Cycle data archiving on floppy or tape.
- Increased equipment utilization by more efficient control.
- Substantial industry acceptance.

Company Name: Thermal Equipment Corporation

Address: 1301 West 228th Street
Torrance, CA 90501
USA

Phone Number: 213-775-6745

Contact Person: Mr. Tari Taricco

Type of Distributor Wanted: Open

Geographic Coverage: Worldwide

Industry: *Cross industry*

    Abstract: ANALECT DDS GRAPHICS combines the ease-of-use demanded by managers for their business charts with the advanced graphics features and analytic tools required by technical users. The system allows users to locate or move graphs, legends, or text with a light pen, mouse, or any other locator device.

    ANALECT DDS GRAPHICS integrates chart graphing (bar, pie, line, time, XY charts, histograms, written charts) and advanced drawing capabilities (maps, corporate logos, polygons, contours, 3-D drawings) with a full range of data calculations, analysis, and forecasting techniques.

    With one ANALECT DSS GRAPHICS command, a user can load data from a micro spreadsheet program or from a sequential file. Its data load utility handles complex data bases of unlimited size. In addition, ANALECT DDS GRAPHICS features a procedural language to build a personalized system with prompts in a user's own terminology.

Company Name: Dialogue Inc.

Address: 19 Rector Street
New York, NY 10006
USA

Phone Number: 212-425-2665

Contact Person: Norman White

Type of Distributor Wanted: Open

Geographic Coverage: Worldwide

Industry: *Cross industry — business, financial, scientific, and engineering*

    Abstract: PRESENTATION GRAPHICS is a computer graphics package designed to run on the HP 3000 and HP 9000. It allows anyone in the office to create high-quality business graphs and charts. No computer experience or graphic arts skills are needed. The business graphics section offers different levels of question-answer interface with full tutorial explanations and "help" facility.

- All charts can read external data files in several formats
- PRESENTATION GRAPHICS supports SPOOLing and unattended operations
- Automatic chart annotation and text placement
- Extensive statistical capabilities

Company Name: Arens Applied Electromagnetics, Inc.

Address: 435-B East Diamond Avenue
Gaithersburg, MD 20877
USA

Phone Number: 301-258-0970

Contact Person: Kenneth P. Chez

Type of Distributor Wanted: OEMs, Dealers, Distributors

Geographic Coverage: North America, United Kingdom

Industry: *Medical*

    Abstract: Practice Management Systems (PMS) is a comprehensive software program designed to aid in the management of the health care office. PMS consists of six integrated applications: patient records, account inquiry, billing and insurance processing, practice analysis and credit, and collection. Features include password security, recall and free-form text information, dual statement message capability, automatic insurance write-off, and on-demand statement and insurance processing.

    The system is designed for the non-technical operator and user competency is quickly achieved. Practice Management Systems is available for the HP 250 and HP 260 mini-computer and the HP 150 micro-computer.

Company Name: Medical Processing Systems, Inc.

Address: 8801 West Center Road
Suite 100
Omaha, NE 68124
USA

Phone Number: 402-391-8860

Contact Person: J. C. Studenberg

Industry: *Cross industry*

    Abstract: DICS is an integrated commercial package with compatible modules for Accounts Receivable, Accounts Payable, Order Entry and Invoicing, Sales Analysis, Fixed Assets Accounting, General Ledger, Inventory Management, Payroll and Personnel, and Purchase Order Control.

    The databases of all modules have on-line referencing. Packages have been extensively tested at user sites over two years.

Company Name: Datamation Systems

Phone Number: (9714) 373600

Address: P.O. Box 8040
Dubai,
United Arab Emirates

Contact Person: Ashok Sharma

Type of Distributor Wanted: Software houses

Geographic Coverage: Middle East Countries.

You can list your company in the **Cross-Licensing Classifieds** (either Software Packages Available or Software Packages Wanted) by sending the information in the format used here to:

    Hewlett-Packard Company
    Value Added Solutions Marketing
    Attn: Marilyn Rauchle
    10520 Ridgeview Court
    Building 49C
    Cupertino, CA 95014
    USA

Entries will run for two months. The most recent additions are shaded. Be sure to send the information in at least one month before you wish it to appear.

HEWLETT PACKARD