# EFFECTIVELY PRESENTING

The
Hewlett·Packard

# HP·01

# Contents

# Introduction

This booklet, "Effectively Presenting the Hewlett-Packard HP-01," is your personal guide to demonstrating the unique features of the HP-01. Hewlett-Packard is honored to work with you in the distribution of this fine instrument. We hope that you will share the pride that its creators at Hewlett-Packard take in this remarkable technical achievement.

Because the HP-01 offers unique time calculating capability, demonstrating one part of its features will probably not be sufficient to help the customer perceive its total value. The HP-01 should first be described in a manner that presents it as a total computing time management system. Then, as many individual features as possible should be demonstrated.

The first section of this booklet is an introduction to the Hewlett-Packard Company. Following the introduction is a description of the type of person who will buy the HP-01. Then, we have included helpful hints, and a reference guide to aid you before, during, and after the demonstration. Next, a short demonstration and a guide to a complete demonstration are presented. Finally, we have included a set of questions and answers that we anticipate will be frequently asked.

We hope that this guide will assist you in developing a unique and effective presentation of the HP-01.

# Hewlett-Packard: The Standard Of Excellence

This booklet is one example of the type of support Hewlett-Packard offers to its customers. It comes from a strong belief that our responsibility to a customer does not end with the sale. We feel that the following information should be incorporated into your demonstration in some manner. It is important that the customer understand that he is not only buying a fine instrument, but complete support from a company that stands behind the prestige, quality, and reliability of its products.

**OVER 36 YEARS OF EXPERIENCE**—Ever since 1939, Hewlett-Packard has been a leading designer and manufacturer of special-purpose electronic equipment for measurement and computation. Today, there are more than 3,000 different HP products, ranging in size from microscopic components to complete computer systems.

**ADVANCED TECHNOLOGY**—Hewlett-Packard has always been an innovator, with a policy of introducing products with unique features and benefits. To make this advanced technology possible, HP maintains an unusually high dedication to research and development. Approximately 10% of annual sales revenue is invested into research and development. The HP-01 is one result of this expenditure.

**LEADERSHIP IN CALCULATORS**—Hewlett-Packard pocket calculators have become the standard of excellence in the industry. More than one million are in daily use throughout the world.

**ATOMIC CLOCK EXPERTISE**– For years, Hewlett-Packard atomic clocks have been used by international observatories and authorities to set time standards with accuracy to 1 second in over 3000 years. Over 25 million operational hours have proven the performance and reliability of Hewlett-Packard atomic clocks in various world-wide applications.

**SETTING THE STANDARD FOR COMPUTING TIME INSTRUMENTS**—The same company with this proven calculator and clock expertise brings you the HP-01, a new dimension in time management and personal computation. It's a **digital electronic wristwatch, a personal calculator,** an **alarm clock,** a **stopwatch,** a **timer,** a **200-year calendar** ... **and yet it is more than all of these.** You can do anything from viewing the time to dynamically calculating the cost of a long-distance phone call, or, if a pilot, finding the distance to your next checkpoint. The HP-01 fulfills Hewlett-Packard's continuing commitment to produce excellence with lasting value.

# HP-01 Customer Profile

The HP-01 is for people on the go—the busy executive, the sports enthusiast, the pilot or any professional. The HP-01 customer probably already owns a quality digital watch. However, purchasing the HP-01, with its new, advanced technology, will bring a higher level of capabilitity, fun, excitement, and adventure to his personal and professional life.

The person who purchases the HP-01 will be seeking the prestige and exclusivity associated with owning an innovative electronic instrument. The HP-01, like Hewlett-Packard atomic clocks and professional calculators, sets the standard. With its unique, interactive combination of time and computation functions, the HP-01 offers unmatched power and versatility.

# A Word Or Two
# About Demonstrating The HP-01

The purpose of this booklet is to serve as a guide for demonstrating the HP-01 to potential customers. You will probably wish to include personal techniques that you have found successful in the past, especially after you have demonstrated the HP-01 several times, and feel comfortable with it.

This is not an operating guide. For specific operational information, consult a copy of the **HP-01 Owner's Guide.**

Following are some important facts you should know about the HP-01 before you demonstrate it.

When you are working with the clock functions—watch, alarm, stopwatch, or timer—your displayed answer may differ slightly from the answer given in this guide. That's because it will take a few seconds to push the keys, during which the HP-01 clock is counting seconds. Your HP-01 displays the correct answer; it will just be greater or less, by a few seconds than the answer printed here.
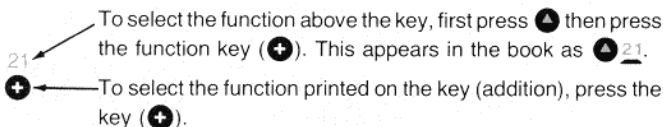
When you press a key, the display blinks momentarily to let you know that the keystroke has been recognized.

Time may be displayed in 12-hour mode or 24-hour mode. Confusion may occur when you are not sure which display mode is being used. Refer to page 14 of the **HP-01 Owner's Guide** and you will find a simple procedure for determining which display mode is set.

Similarly, the date may be displayed in month/day/year mode or day/month/year mode. A simple procedure for determining which date display mode is being used is contained on page 36 of the **HP-01 Owner's Guide.**

If the display turns off while you are practicing these examples, or giving a demonstration, simply press **R** (read) to recall the number. If you make a mistake, press **C** once to clear the last entry, or press **C** twice and start the problem over again.

Some of the keys on the keyboard perform more than one function. To access the alternate functions, press the **▲** key first.

To select the function above the key, first press **▲** then press the function key (**+**). This appears in the book as **▲** 21.

To select the function printed on the key (addition), press the key (**+**).

The **▲** key is also used to store values in **T**, **D**, **A**, **M**, and **S**.

This guide is included here because you may wish to refer to it at times during a demonstration. The page numbers listed in parentheses behind the functions indicate which pages in the **HP-01 Owner's Guide** describe the functions in detail. Features which are covered in the short demonstration are in bold type.

**🕐 TIME**

**To display: 🕐** (page 12)
**To set:** HH:MM:SS **🅟** (or **🅐 ⌕** ) **🅐🕐** (page 12)
**To adjust time: 🕐🅞** (or **⊖**) HH (or HH:MM:SS) **🅐🕐** (page 15)
To change time display modes: **🕐🅐🔵** (page 14)
**To convert to and from decimal hours:** **🅐 ⊤**, **🅐 ⊤** (page 19)
To calculate with time: **🕐** (or HH:MM:SS)
    **🅞** (or **⊖**) HH:MM:SS **⊖** (page 18)

**🅐 ALARM**

To display: **🅐** (page 22)
**To set:** HH:MM:SS **🅟** (or **🅐 ⌕** ) **🅐🅐** (page 22)
To reset/disable: **🅐🅐🅐** (page 23)

**🆂 TIMER/STOPWATCH**  **To display timer/stopwatch: 🆂** (page 24)
**To set timer:** HH:MM:SS (or MM:SS.CC) **🅐🆂** (page 24)
If timer/stopwatch is displayed and stopped,
    **To reset to zero: 🆁** (page 27)
    **To start: 🆂** (page 25)
    **Dynamic calculations: 🆂⊗** (or **⊕**) hourly rate **⊖** (page 30)
If timer/stopwatch is displayed and running,
To take a split: **🆁** (or **🅐 🅜**), to return to timer/stopwatch display:
    **🆂** (page 27)
    **To stop: 🆂** (page 25)
    **To inhibit display: 🕐**, to return to timer/stopwatch display: **🆂**, to
    return to dynamic calculation: **🆂⊖** (page 29)

**🅓 DATE/CALENDAR**  **To display: 🅓** (page 34)
To set: MM/DD/YY (or DD/MM/YY) **🅐🅓** (page 34)
Century 21: follow date with **🅐 21** (page 34)
To change date display modes: **🅓🅐🔵** (page 35)
Future or past date: **🅓** (or MM/DD/YY) **🅞** (or **⊖**) number-of-days
    **⊖** (page 36)

**Days between dates:** MM/DD/YY ● MM/DD/YY ● (page 37)
Day of week: ● ⊡ᵂ (page 38)
Day of year: ● ● (page 38)

CALCULATOR

**Arithmetic:** number ● (or ●, ●, ●) number ● (page 42)
Automatic constant: number ● (or ●, ●, ●) constant ●, new
number ●, new number ●, etc. (page 49)
Change sign: ● ₋⁄₊ (page 42)
Exchange numbers: ● ⇄ (page 47)
Net amount: base amount ● (or ●) number ●● (page 50)
Percentage: base number ● number ●● (page 50)
Percent: number ● base number ●● (page 52)

Ⓜ MEMORY

To display: Ⓜ (page 47)
To store: ● Ⓜ (page 46)

DISPLAY

To recall: Ⓡ (page 30)
To clear entry: Ⓒ (page 44)
To clear calculator: Ⓒ Ⓒ (page 44)

# Short Demonstration

In this section you are provided with six steps for giving a short demonstration for the HP-01.
Following some of the steps are "notes" which provide additional information pertaining to the
feature just demonstrated. These notes have been included to stress some of the unique
selling features and benefits of the HP-01 and to answer questions that may arise during the
demonstration. You may want to include the information contained in the notes as part of your
presentation, but it is not necessary.

Those features in the Reference Guide in this book in bold type are covered here. You may
wish to use the Guide during the demonstration as a convenient reminder of the features
that should be highlighted.

**STEP 1:** If a customer expresses interest in the HP-01, first give him a copy of available
sales literature. It is a good idea to do this right at the beginning for two reasons:

1. You can refer the customer to the relevant parts of the literature both during and after the
demonstration to make sure the HP-01 appears as simple to operate as it truly is.
2. A customer who doesn't have time to listen to an entire demonstration will be sure to have
descriptive material with him when he leaves.

**STEP 2:** Begin the demonstration by showing the customer that the HP-01 does what a watch does:

Press 🔵 to display the time in hours, minutes, and seconds, and press 🔵 to display the month, day and year.

**Notes:**
1. When displaying time, the hours, minutes, and seconds are displayed all at once—there is no need to press additional buttons to obtain seconds.
2. If a decimal point follows the time displayed, such as 6:30 14., this indicates PM time.

**STEP 3:** Now show that setting and adjusting the time is unbelievably simple with the HP-01. First, key in the time as hours, minutes, and seconds (HH:MM:SS). Then, press 🔵 🔵

| Example | Press | Display |
|---|---|---|
| 6:30 PM | 🔵🔵🔵🔵🔵🔵🔵 | 6:30 00. |

Or you can adjust the time on the HP-01 by using the calculator capabilities.

**Example:** You are flying from San Francisco to Geneva and there is a 9-hour time difference. To get the correct Geneva time, add 9 hours as follows:

| San Francisco Time | Press | Geneva Time |
|---|---|---|
| 10:43 AM | 🔵🔵🔵🔵🔵 | 7:43 56. |

Travelling in the opposite direction, subtract 9 hours:

| Geneva Time | Press | San Francisco Time |
|---|---|---|
| 4:45:37 PM | 🔵🔵🔵🔵🔵 | 7:45 37. |

**Note:**
Be sure to emphasize that entering time on the HP-01 is easy, fast, and direct, minimizing the number of times you must press buttons.

**STEP 4:** Setting the alarm is just as easy. Suppose you want the alarm to sound at a specific time like 7:30 AM:

| Press | Display |
|---|---|
| 🔵🔵🔵🔵🔵🔵 | 7:30 00- |

The dash (-) indicates that the alarm is set.

Or suppose you want the alarm to sound ten seconds from now.

**❶ ❶ ❶ ❶ ❶ ❶ ❶ ❶**

The 10-second count begins the moment you press **Ⓐ**. Listen for the alarm.

**STEP 5:** Some of the most unique features of the HP-01 are the timer/stopwatch functions and the dynamic calculations.

**Timer/Stopwatch Operation**

To display the timer/stopwatch, press **Ⓢ**. (If it's running, press **Ⓢ** again to stop it.)
To set the timer/stopwatch to zero, press **Ⓡ**.
To start the timer/stopwatch, press **Ⓢ**.
To inhibit the timer/stopwatch display and conserve battery power, press **Ⓣ**.

After the current time is displayed, the display turns off. (The timer/stopwatch continues running.)

To return to the running timer/stopwatch, press **Ⓢ**.
To stop the timer/stopwatch, press **Ⓢ** again.

The display will now show how much time elapsed while you were working through this example.

---

**Dynamic Calculation Using the Timer**

We are now going to perform an involved but straightforward dynamic calculation using **Ⓢ** as a timer.

**Example:** Suppose you are in an airplane traveling at 140 miles per hour, and you fly over a landmark that is 45 miles from your destination. By using the calculator dynamically with the timer, you can obtain a continuous reading of the time and distance to your destination.

| Press | Display | |
|---|---|---|
| **Ⓒ Ⓒ** | 0. | Clear the calculator. |
| **❹ ❺ ❖ ❶ ❹ ❶ ❸** | .3214286 | Divide the distance by the speed to find time to destination in decimal hours. |
| **Ⓐ ⊥** | 19:17.14 | Converted to MM:SS.CC. |
| **Ⓐ Ⓢ** | 19:17.14 | Set timer. |
| **Ⓢ** | 19:17.13 | Start timer. |
| **❌ ❶ ❹ ❶ ❸** | 44.51586 | Miles to destination. |

To view remaining time to destination,

| Press | Display |
|---|---|
| 🅢 | `18:40.08` |

To return to continuous display of distance,

| Press | Display |
|---|---|
| 🅔 | `43.17134` |

We call this a **dynamic calculation** because the calculation of 🅢🅧 140 miles/hour is continuously updated while the timer is running. After you press 🅔, the calculation is performed once each second.

**Note:**

The alarm will sound when you are over your checkpoint or destination (distance $= 0$). To stop the alarm, switch to another mode—i.e., press 🅣.

To halt the dynamic calculation, press 🅢 once to return to the timer/stopwatch (hold the key down firmly for a full second) then press 🅢 again to stop it. For the calculated result, press 🅔.

**STEP 6:** Number of Days between Two Dates

Finally, end by showing the customer one of the many calendar functions available on the HP-01.

Suppose today's date is November 15, 1976 and your next birthdate is February 7, 1977. How many days is it until your birthdate?

| Press | Display | |
|---|---|---|
| 🅶🅾🅿🅾🅿🅾 | `2-07-77` | Customer's birthdate. |
| 🅐 🅓 | `11-15-76` | Today's date in 🅓. |
| 🅔 | `84.` | Number of days. |

**Note:**

At this point be sure to emphasize to the customer that you have demonstrated only a portion of all the functions on the HP-01 and that you will gladly show him the others if he is interested.

Two situations could call for a complete demonstration. The first situation could be when a customer comes into the store and wants you to demonstrate every feature on the HP-01. If this occurs, we suggest that you first take the customer through the short demonstration and then go back to the Reference Guide in this booklet and cover everything there that was not included in the short demonstration. Those features covered in the short demonstration are in bold type.

The second situation is that a customer may develop a greater interest in the HP-01 after you have gone through the short demonstration and may ask for you to show what else it can do. Again, the solution is to go the the Reference Guide and cover the features that have not yet been explained.

After demonstrating the HP-01 several times, you may find that referring to the Reference Guide is all you need to do. With the bold type specifying features covered in the short demonstration and with page numbers from the Owner's Guide which explain the functions in detail, the Reference Guide contains the tools necessary for giving an effective demonstration.

The next section of this booklet contains answers to questions which customers may ask. If a question arises during a demonstration and you don't have an immediate answer for it, refer to the following section of this booklet. There is a good chance of finding the answer there.

# Questions And Answers

Below is an index for the question and answer section which follows. If you cannot find an answer to your question here or in the **HP-01 Owner's Guide,** call Hewlett-Packard at (503) 757-2000 and ask for Customer Service.

It is a good idea to read through these questions before giving a demonstration. While you may not retain all of the answers, you will be familiar with which questions are covered in this section.

### QUESTION AND ANSWER INDEX

1. **Question:** What accessories are included in the purchase price of the HP-01 and may I purchase them individually if necessary?

> **Answer:** Your HP-01 comes equipped with:
>
> - Three Batteries
> - One stylus (fitted in the clasp of the watchband).
> - **HP-01 Owner's Guide.**
> - **HP-01 Reference Guide.**
> - Stylus pen.
>
> Replacement items may be purchased from your dealer or ordered directly from Hewlett-Packard.

2. **Question:** What is the accuracy of the HP-01?

> **Answer:** The HP-01 time function was set at the factory to an initial accuracy of within 30 seconds per year. Because of the effects of temperature variations, aging, shock, and vibration on its quartz-crystal time standard, the HP-01 time function accuracy may vary.

3. **Question:** What type of batteries should be used in the HP-01?

> **Answer:** Inside the HP-01 are three watch cell batteries—two 1.5 volt batteries to power the display, and a third 1.5 volt battery to power the internal circuitry. Replacement batteries may be purchased from your HP dealer or ordered directly from Hewlett-Packard.

4. **Question:** How do I know when to change the batteries?

> **Answer:** As your display batteries wear down, the numbers on the display become dimmer. If you notice decreased intensity of illumination, it is time to change the two display batteries. You should replace the circuit battery once a year.

5. **Question:** Does the watch stop when I replace batteries?

> **Answer:** Only when you replace the circuit battery. Changing the two display batteries does not alter or destroy the time setting of the watch and alarm, the date setting in the calendar, or any number stored in memory, or the status of the timer/stopwatch.

6. **Question:** What type of display does the HP-01 have?

   **Answer:** The HP-01 has a nine-digit LED (light-emitting diode) display.

7. **Question:** Can you read the display in bright sunlight?

   **Answer:** It is usually difficult to read LED's in direct sunlight. However, the display will become readable by simply shading it with your body or hand.

8. **Question:** Is the HP-01 available in a smaller size, such as a lady's style?

   **Answer:** Present technology does not permit us to put it into a smaller case. However, in the Hewlett-Packard tradition, we continuously strive to improve technology and the HP-01 is no exception.

9. **Question:** Can any watchband be used with the HP-01?

   **Answer:** Hewlett-Packard currently offers only two styles: a matching stainless steel bracelet to go with the stainless steel case, and a gold plated bracelet to go with the gold-filled case.

10. **Question:** How durable is the HP-01? Is it shockproof? Waterproof? Anti-magnetic? Won't pressing the keys with the stylus scratch the keyboard?

    **Answer:** The keys and key panel are stamped from aluminum and hard anodized so that they resist scratching and wear. In addition, the HP-01 is anti-magnetic, shock resistant, vibration resistant, and has water protection.

11. **Question:** I use a Hewlett-Packard professional calculator which has a RPN (Reverse Polish Notation) logic system. Does the HP-01 use the same system?

    **Answer:** No. The HP-01 is an arithmetic calculator, designed to solve arithmetic calculations. It is not designed to handle complex scientific and financial calculations.

12. **Question:** How many memories does the HP-01 have?

    **Answer:** The calculator portion of the HP-01 has two arithmetic registers and one fully addressable memory. In addition, there is a register for the time 🅣, date 🅓, alarm 🅐, and the timer/stopwatch 🅢.

13. **Question:** Do the calendar functions take into account leap years? The year 2000?

    **Answer:** The calendar does account for short months and leap years. The HP-01 contains a 200-year calendar that will accept any date from January 1, 1900 up to and including December 31, 2099.

14. **Question:** What is the warranty on the HP-01 and where do I get it repaired?

    **Answer:** As with other electronic instruments, the HP-01 may malfunction. Your HP-01 will be repaired at a factory service center. The HP-01 carries a full one-year warranty. For specific information, see Appendix A in the Owner's Guide.

15. **Question:** How loud is the alarm? How long does it last?

    **Response:** The alarm lasts a discrete 2.5 seconds. There are 8 electronic beeps in that period of time. The alarm parts are in the back of the watch, sealed from the rest of the watch, so sound level will vary with the fit of the HP-01 on your wrist.

16. **Question:** How do I clean the exterior of the HP-01?

    **Answer:** To clean the face or case of your HP-01, use either a damp cloth or a cotton tip applicator, lightly moistened with isopropyl alcohol (rubbing alcohol).

17. **Question:** May I have some engraving done on my HP-01?

    **Answer:** Engraving is most commonly done on the back of the case. Use quality engraving. See the Owner's Guide for details regarding the type of engraving tools that should be used.

18. **Question:** How long will the display batteries last?   3 - 6

    **Answer:** The display batteries are designed for approximately ~~two days or two~~ months of average use. "Average use" is defined as follows:

| Function | Use per Day | Display Battery Drain (Percent) |
|---|---|---|
| Time | 25 | 16% |
| Stopwatch/timer | 1 minute | 18% |
| Date | 5 | 5% |
| Calculator entries | 250 seconds | 51% |
| Alarm | 3 | nil |
| Circuits | 24 hours | 7% |
| | | 100% |

Of course, if you use the display (particularly the calculator or the stopwatch) more than this, the display batteries will be expended sooner.