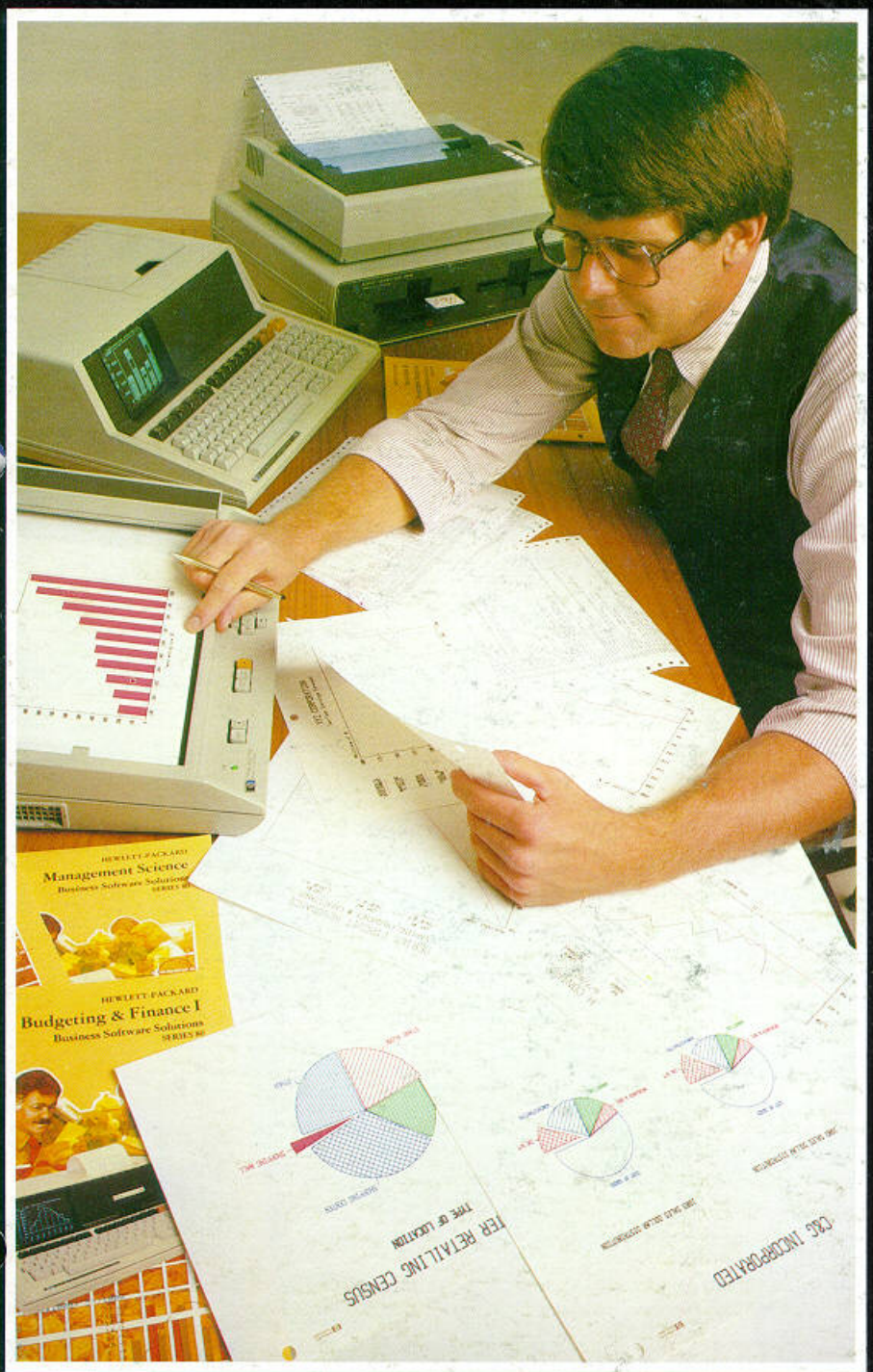
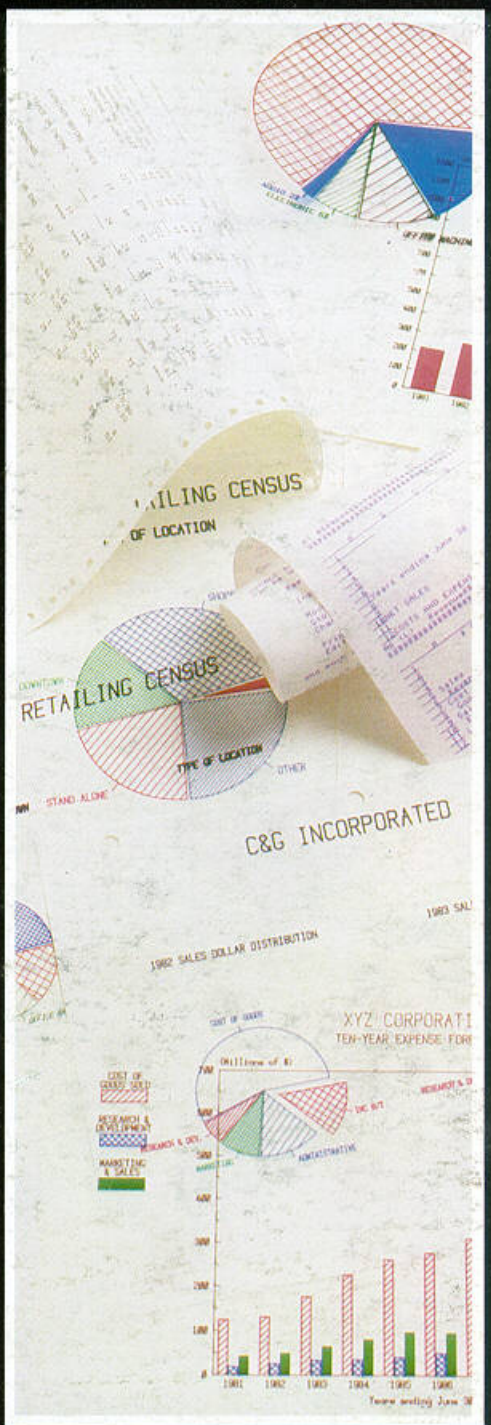
Hewlett-Packard

SERIES 80
BUSINESS

Series 80 Personal Computers





NOW HP SERIES 80

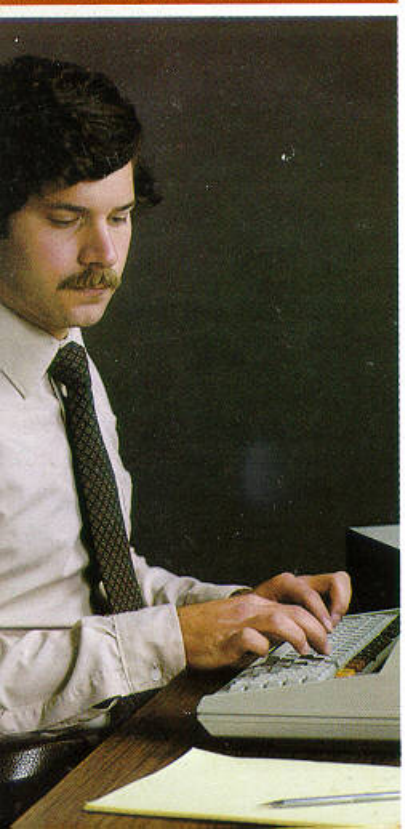
A HOST OF PERSONAL COMPUTING SYSTEMS. A COMMITMENT TO PROFESSIONAL SOLUTIONS.

Decision-making. A day-to-day concern. How many times have deadlines forced you into decisions before you've fully analyzed your alternatives? Maybe you have been thinking a personal computer could help. But you're worried about getting the right system to solve *your* problems. About paying for more hardware than you need. About potential obsolescence, post-sales service and learning how to use the machine.

Now, Hewlett-Packard, a longtime manufacturer of high-quality mainframe computers, offers an array of friendly personal computer products. Meet the Series 80 family of one-on-one computing systems. All its members were built around you and your business problems. HP's goal: to enhance your professional performance. HP's commitment: continuing support and development of personal computer systems and powerful software solutions.

The HP Series 80 line of computing analysts for business is already extensive. And, it's still growing. You and your HP dealer can design a problem-solver that's right for you by choosing the optimal price/performance combination of products from this computer family. In the short run, you pay for only the capability you need. In the long run, you invest in a system with a future. As needs for new analyses, more memory, or different methods of data presentation grow, you can easily adapt your system with compatible accessories and programs from the Series 80 family.

Take a moment now to evaluate your unique working environment. Could you make better decisions if you were able to manage more information and perform complex



business analyses at your desk? Do you sometimes need to quickly communicate with other computers or access large data bases? Would high-quality charts, graphs, or plots help you better express your ideas? Could answers from a portable computer give you the competitive edge when you visit your customers or clients?

A *yes* in response to any of these questions suggests that a one-on-one computing system could increase your effectiveness.

Next, consider what's important to you in making such an investment. Think about experience, reliability, support, service, and breadth of analytical software. Hewlett-Packard has been a leading manufacturer of desktop computers for over 10 years, with a tradition of unparalleled support, quality craftsmanship, and award-winning documentation. HP manuals and training materials have successfully introduced thousands of new personal computer owners to computing and brought them quickly up to speed on their systems. Hewlett-Packard's dedication to quality translates into products known for dependability. When servicing is required, you can rely on HP's comprehensive service program. On-site service contracts assure you of fast response time at your location. Economical bench contracts are available, too. And finally, Series 80 business software includes a growing list of powerful tools that can help you solve a myriad of problems.

Greater effectiveness. Enhanced performance. Coupled with the security of HP's engineering excellence and commitment. All at an affordable price. Sound attractive? Then turn the page and get better acquainted with Hewlett-Packard's Series 80 family.

HP SERIES 80 ONE-ON-ONE COMPUTING SYSTEMS FOR BUSINESS PROFESSIONALS

SOLUTIONS ORIENTED

EASY TO USE

FRIENDLY (AND FORGIVING IF YOU MAKE A MISTAKE)

FLEXIBLE

TIMESAVING

RELIABLE

STATE-OF-THE-ART TECHNOLOGY

LASTING VALUE

THE BASIC ANALYST

Planning
Budgeting
Forecasting
Estimating
Financial or Investment Analysis
Resource Allocation
Marketing Strategy Formulation
Statistical Analysis
Modeling
Programming
Economic Analysis
Scheduling

All are important business activities. All are time-consuming business activities. All demand a close examination of various options or alternatives.

If you're searching for a more effective way to study the alternatives you face each business day, then take a hard look at HP's Series 80 Basic Analyst. You can make this personal computing system a desktop analyst in your specific discipline with powerful HP software. HP design excellence goes into every Series 80 Application Pac. Additional prewritten software programs are available in Series 80 Solution Books, from the HP Users' Library, and from software suppliers.

In addition to quality software solutions, the Basic Analyst gives you computational power, high-speed mass memory, quick and easy file access, computer graphics, and printing capability.

As the heart of the system, you can choose either the HP-83 or HP-85. Both are powerhouses. Enter programs and data into either with ease on the typewriter-like keyboard. Rapidly key in numbers on the built-in numeric keypad. Equip either with software of your choice. If you want to write programs yourself, use the owner's manual and BASIC Training Pac (a self-paced guide for people new to computing) to get the most out of your system. Create your own custom solutions to business problems in HP's powerful BASIC. And, when you need charts or plots to display your results, take advantage of either computer's built-in graphics capability.

As you can see, applications using a Communicating Analyst are almost unlimited. Whenever your management information files require facts and figures from off-site personnel ... whenever you need quick access to large data bases ... whenever you want to use the capabilities of a larger computer ... turn your Series 80 system into a smart terminal with additional peripherals and the Data Communications Pac. (The Data Communications Pac will be available Spring 1981.)

Either the HP-85 or the HP-83 can be the center of your communicating system. The HP-85 gives you portability for off-site applications.

The Communicating Analyst has all the advantages and power of the Basic Analyst or the Portable Analyst plus telecommunications capability. Invaluable for:

Field Operations—Sales and Service
Time-sharing Applications
Investment Analysis
Data Base Management

System Hardware:

- HP-85 or HP-83 Personal Computer
- Memory Module
- ROM Drawer
- I/O ROM
- Serial Interface (RS-232C)
- Modem (any manufacturer's)

If using the HP-83, also add:

- HP 82900-Series Flexible Disc Memory or HP 9895A Flexible Disc Memory
- HP 2631B Printer (for commercial applications) See your HP dealer for other printing options.
- Mass Storage ROM
- Plotter/Printer ROM
- HP-IB Interface
- Interconnect Cable

Required System Software:

- Data Communications Pac

The HP Series 80 one-on-one computing systems. Now you've met them in print. They look even better in action. Request a complete demonstration from your local HP dealer. You'll quickly see how Hewlett-Packard can help you expand your business effectiveness.

SOFTWARE SOLUTIONS FOR BUSINESS PROFESSIONALS

All Series 80 application pacs and Users' Library programs are available on both disc and tape except the Information Management Pac which comes on disc only.

Series 80 Application Pacs

VisiCalc™PLUS
Graphics Presentations
Financial Decisions
Information Management (available Spring 1981)
BASIC Training
Linear Programming
General Statistics
Basic Statistics and Data Manipulation
Regression Analysis
Data Communications (available Spring 1981)
Text Editing

Series 80 Solution Books

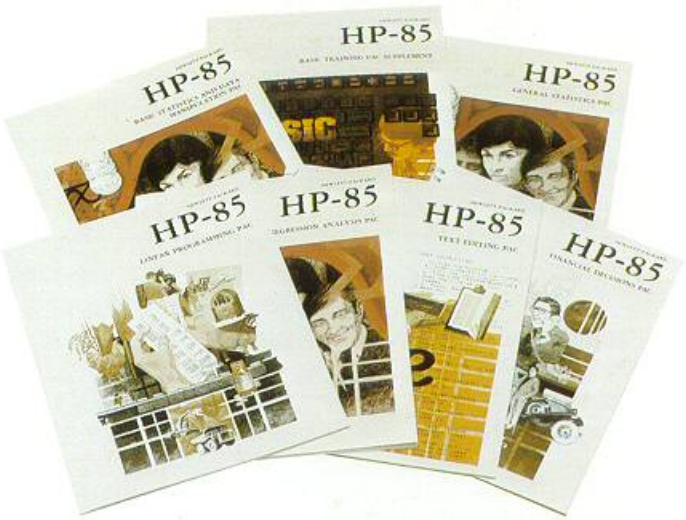
Stocks and Bonds
Securities & Investment Analysis
Budgeting & Finance I
Budgeting & Finance II
Management Science
Real Estate

Users' Library Programs

For business applications from the HP Users' Library, see the Series 80 Software Catalog at your HP dealer.

Supplier Software

Also, check the Series 80 Software Catalog for a growing number of business software products from third-party suppliers.



THE HP SERVICE COMMITMENT

HP makes this commitment: to stand behind your valuable investment with unparalleled service support. Hewlett-Packard offers not only the protection of a 90-day warranty, but extends a choice of *two* maintenance agreements to every HP personal computer owner.

The *On-Site Product Maintenance Agreement* guarantees you'll receive prompt service right at your location from personnel at one of HP's sales and service offices. These offices number over 100 worldwide in 36 countries. An even more economical *Field Service Agreement* is available, ensuring prompt service at the nearest HP Field Repair Center. This comprehensive service coverage reflects HP's dedication to Series 80 and to your continued satisfaction.

FOR MORE INFORMATION

Contact your local HP dealer, nearest HP office or call toll free 800-547-3400 in the U.S. (except Alaska and Hawaii). In Oregon, call 758-1010.

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