

HEWLETT-PACKARD

The MICRO 3000 systems.
Engineered for
business computing performance.
And investment performance.



HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

The MICRO 3000. A simple, powerful investment.

Introducing a business computer designed to satisfy the only people we know who are more tough-minded and demanding than Hewlett-Packard engineers.

Namely, the owners and managers of businesses like yours.

The powerful MICRO 3000. It turns ordinary office electrical

power into extraordinary business computing power.

Power, we might add, that's also extraordinarily affordable and easy to use.

We've applied the same advanced technology developed for our largest, most sophisticated business computers to create the ideal system for businesses like yours. A system that can handle more transactions and a greater workload. Yet the MICRO 3000 comes in a compact package that won't look out of place in your office.

The simple MICRO 3000. You see, we didn't just think about what the MICRO 3000 has to do. We thought about who has to do it.

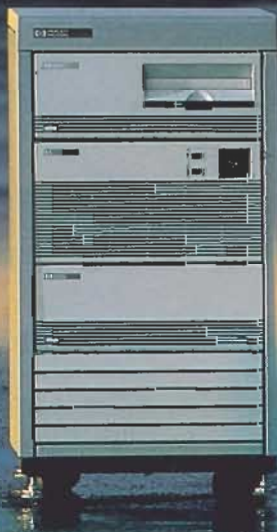
Namely, people who work in businesses like yours. People without the special experience and skills demanded by traditional systems offering this level of computing performance.

The MICRO 3000's simple menus practically do the work for you. In fact, you may even find it easier than operating most personal computers.

The only thing easier than operating the MICRO 3000 is, perhaps, installing it.

Just plug it in, turn it on, and it's ready to start working hard for you. Without making it hard for you to work.

Simple enough? We thought so. A simply powerful investment? You'll think so.



The MICRO 3000. A superbly engineered vehicle for business success.

The MICRO 3000 has been engineered to outperform any comparably priced system. And to outperform many higher priced systems as well.

Simply powerful. No other minicomputer offers this unbeatable combination of business computing power and simple

operation. And no other minicomputer works as well—and as easily—with the personal computers you may already have.

Of course, the MICRO 3000 also far outperforms a comparable investment in personal computers alone—whether you use them independently or tie them together in a local area network.

It has more power to process more information faster. It has a far greater capacity to store all that information.

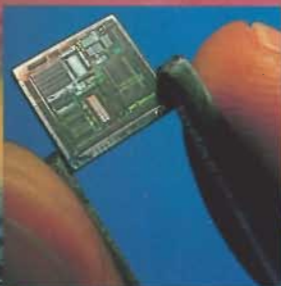
It comes with a far more sophisticated data base management system. So whatever you need to do with your business information, you can do it faster and more efficiently with the MICRO 3000. From organizing and filing it, to finding it and using it.

And when you attach personal computers to the MICRO 3000, you'll discover it helps them work smarter and more cost-effectively than ever before. It lets PC users communicate and share information. And lets a large number of PCs cost-effectively share high-quality Hewlett-Packard printers and hard discs.

But to help keep you on the road to success, the MICRO 3000 needs to do more than integrate efficiently with personal computers. It has to integrate effectively with your business. With the specific needs of your operation. With your plans for the future.

And your Hewlett-Packard Value-Added Reseller, who understands your industry and has experience in designing solutions for your business, can help make sure it does just that.

Count on the expertise of your Value-Added Reseller. Your Value-Added Reseller is an independent organization that can be an invaluable professional resource. You can feel confident that the help you need in understanding your information



MICRO 3000 uses the same state-of-the-art NMOS III VLSI technology as our most powerful HP 3000s.



Hewlett-Packard and your Value-Added Reseller work together to provide the right combination of hardware and software for your business.



No special power requirements—just plug the MICRO 3000 into an ordinary wall outlet. And there's no need for a special air-conditioned computer room, either.



Start making your business more productive from the very first day—with a complete MICRO 3000 "turnkey" solution.



Simple menus make day-to-day operation easy. No need for highly trained, specialized personnel.



processing requirements comes from a quality organization, because all Hewlett-Packard Value-Added Resellers are selected very carefully.

We review their financial performance and evaluate their fiscal responsibility.

We also provide technical training for their staffs, and help them service the Hewlett-Packard products they sell.

In addition to the total business solutions provided by Value-Added Resellers, a wide range of industry-specific solutions developed by members of our Program for Independent Software Suppliers is available. Your

The MICRO 3000 offers the power everyone in the office needs to become more productive. Advanced design means it outperforms comparably priced systems—it's a smart investment in computing performance.

Hewlett-Packard sales representative can help you find the best software solution to fit your business needs.

No matter where you are, there we are. Hewlett-Packard is an over-\$6 billion company, 58th in the Fortune 500. To make sure you and your Value-Added Reseller will always be able to count on excellent service and knowledgeable advice, more than 22,000 Hewlett-Packard people are actually in the field, serving over

100,000 customer organizations from 370 sales and support locations around the world.

You see, 84,000 Hewlett-Packard people in 75 countries all share a common goal: to maintain our unsurpassed reputation for quality, reliability and service.

Which is why, in survey after independent survey, Hewlett-Packard customer satisfaction has been ranked second to none.

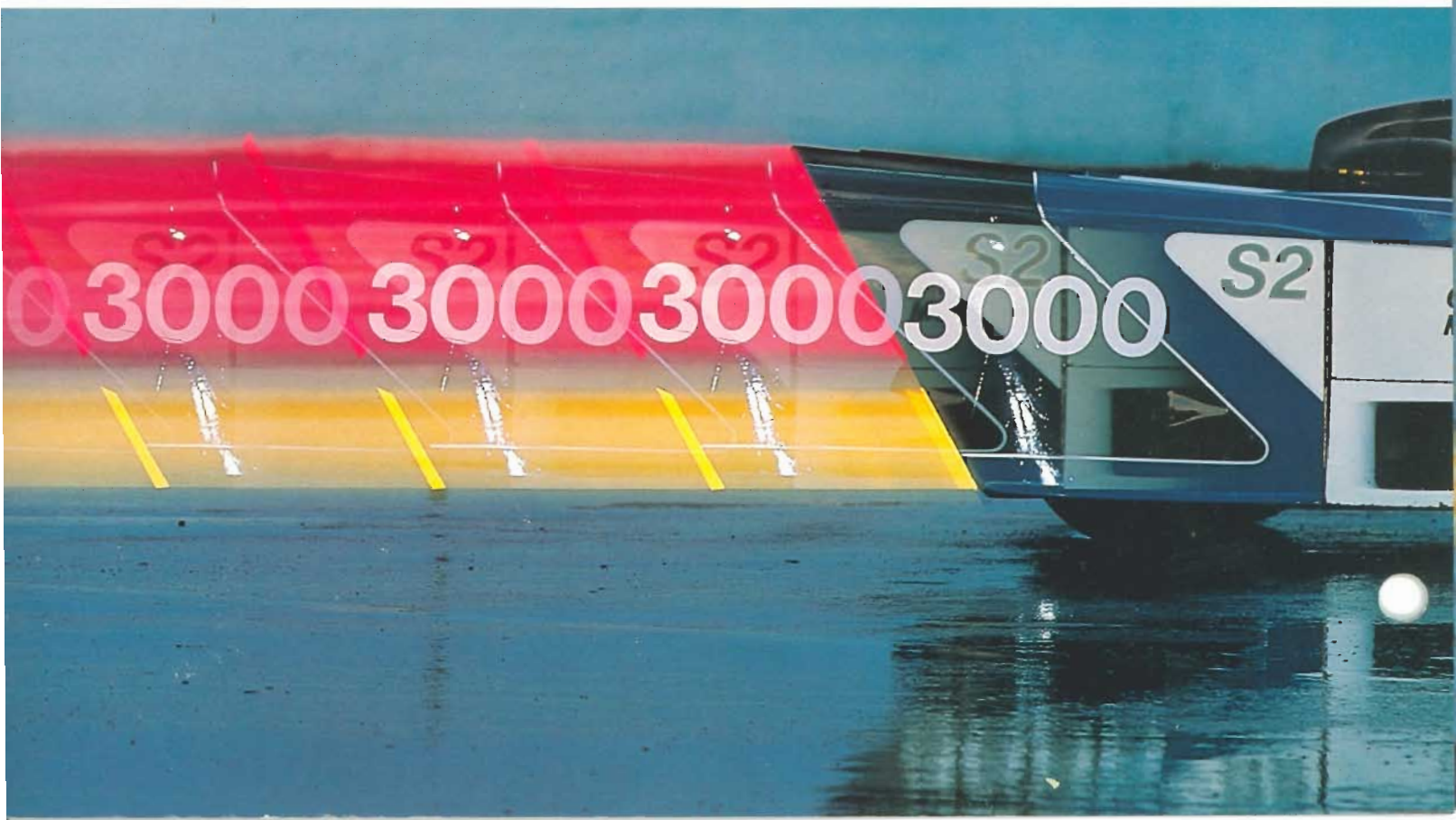
Engineered to satisfy. We believe you'll be impressed with the way this commitment to your satisfaction has been built into the MICRO 3000 you buy:

We've built in the computing power per dollar to satisfy the business manager in you.

The simplicity of learning and operation to satisfy the people manager in you.

And the lasting, long-term value to satisfy the investment manager in you.

We're looking forward to discussing your needs further and showing you more.



Until now, you couldn't get a computer that was both this powerful and this easy to use.

But if you had been willing to settle for one that was merely this powerful, you could have paid much more. We've used advanced

Value for tomorrow. The MICRO 3000 helps keep the cost of growing under control, too.

It has power to spare, so you can start with a few users and grow to sixteen, just by adding workstations. You can start with one application and expand to others, just by adding software packages. You may never need a larger computer.

If you ever do, though, you'll be glad you started with this one. It's part of the HP 3000 family.

With other computer families, you often need new system or application software every time you get a larger system.

But any program created for one HP 3000 will work on any larger HP 3000. Which means you can grow without jeopardizing your investment in software.

And if you want a more expandable system to start with, start with the MICRO 3000XE. With room to expand from eight to 56 users. With twice the storage capability of the MICRO 3000. And twice the ability to connect with tape drives, printers, and hard discs.

Either way—the MICRO 3000 or the MICRO 3000XE—you'll get a system that can take your business where it's going. Without taking your budget for a ride.

Engineered to take your business down the road—without taking over your budget.

VLSI technology to push down the cost of performance.

Value for today. So the MICRO 3000 is an excellent value for your computing dollar today.

And at the same time, it protects the computing dollars you may have spent yesterday.

If you already own Hewlett-Packard or IBM personal computers, for example, you can connect them to the MICRO 3000 to make them even more useful.

Also, thanks to the system's simplicity, you'll save money on training from the start. And go on saving, too—every time you need to train someone new.

Speaking of which, you may never have to hire a single data processing professional. Because the menu-driven interface keeps system operation simple.



The MICRO 3000 is a member of the fully compatible HP 3000 family, so you always have a growth path.



Learning to use the MICRO 3000 is almost as easy as pushing the "on" switch. Training costs for present and new employees are minimized.



Employees become more productive immediately. Every job from creating reports to researching information is quicker, easier.



The MICRO 3000 protects and enhances your investment in personal computers by helping them communicate and share peripherals.



And your MICRO 3000 is backed by Hewlett-Packard's famous reputation for quality, reliability and customer service.

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