

HP 3000 Series 37 Office Computer

 HEWLETT
PACKARD

A low-cost system that puts
computer power where you need it



New business opportunities are a manager's greatest challenge today



How to turn changing business conditions into business opportunities? That's the challenge many managers face today. Not only must you constantly be alert for new opportunities, but you also must figure out how to help your organization capitalize on them. Making decisions that lead to increased productivity and profit demands hard work and business acumen. Each decision depends upon gathering facts, analyzing data, and summarizing information.

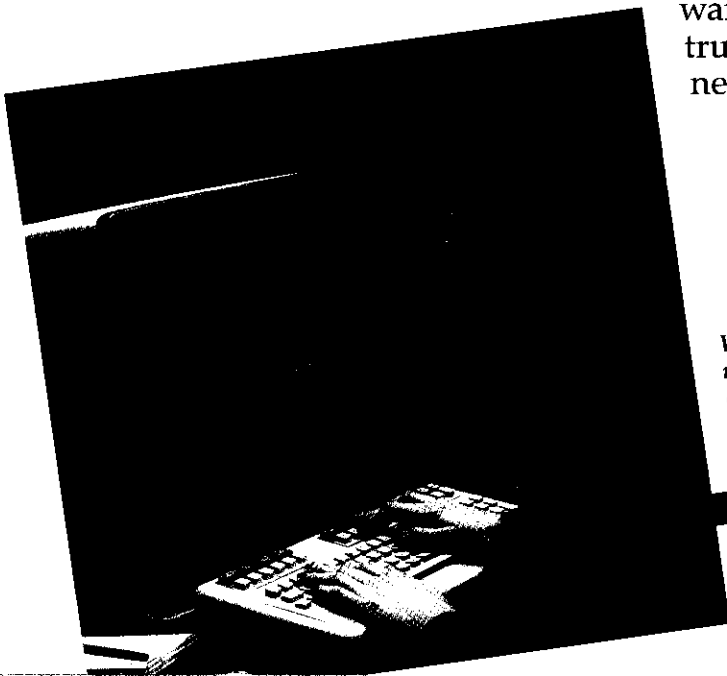
Of course, making that *right* decision is the difficult part. But gathering crucial information to support your decisions can also be a formidable job.

That's where the HP 3000 Series 37 computer can help.

Applying computers to solve information-gathering problems is nothing new. But the new, lower level of affordability offered by the HP 3000 Series 37 is.

It lets you reach deep into your organization and put computer power in places where it wasn't economically feasible before. Places like branch offices, warehouses, order processing, marketing, and all the other individual departments that have the information you need to make fast, sound business decisions.

Now, with the Series 37, one computer manufacturer offers you a complete family of systems from portables to personal computers and distributed mainframes. At last, you can implement an integrated network that gives employees throughout the company the exact computer capabilities they want and need. Yet one that permits unobtrusive central management of the entire network.



With the HP 3000 Series 37 you can now afford to give every department, office, group, or branch location in your organization the computer power they need to boost productivity and profit.



Compact design and rigid specifications mean that the Series 37 fits right into the typical business office, even in carpeted areas. No special air conditioning or electrical power are required.

Choose the system that fits your needs

Series 37 systems can be tailored to fit your needs—from a small system that supports one or two users up to as many as 28 users.

The basic configuration includes a 512 Kbyte processor, a 55 Mbyte disc drive, one modem and six direct connect ports, and a cartridge tape drive for quick, simple file backup. This system may be expanded to two Mbytes of main memory, a second disc, and two modem and 12 direct connect ports.

As a result of its simplicity, this configuration may be installed by the customer.

For more demanding applications, a second configuration provides the same main memory capabilities plus disc capacity expansion to 2.1 Gbytes, support for up to 28 ports, and cartridge and 1600 bpi tape drives.

With either configuration, a variety of cost-effective terminals, printers, and other peripherals can be selected. These devices are also compatible with the office environment.

AdvanceNet puts information at everyone's fingertips

Both Series 37s offer data communications capabilities and can be easily incorporated into an HP AdvanceNet network. As part of a network, a Series 37 can communicate with your other Hewlett-Packard computers locally or worldwide. Tying your company together with a network gives everyone appropriate access to the business information they need—even if it resides on a computer miles away. AdvanceNet's flexibility and open architecture let you expand and reconfigure it as your needs change.



Compatibility and growth...we've thought of your future today

One of your most important considerations with any computer, of course, is whether or not it can accommodate future changes with minimal disruption and expense.

As part of the HP 3000 computer family, the Series 37 offers you exceptional opportunity for growth in two ways—through system expansion and through system upgrade.

First, the Series 37 has the inherent capability to expand in a modular fashion simply by adding more memory and terminals.

Then, as your organization continues to grow and requires even greater computer performance, it's an easy step to upgrade to a more powerful HP 3000 model. This is possible because every HP 3000 uses the same MPE operating system. There are no software conversions, no work disruption, and

no personnel retraining. The benefit of all this to your organization, of course, is the very significant cost savings it implies.

Software solutions offer something for everyone

To help every part of your organization become more productive, we offer a large selection of quality software products. Products like electronic mail, word processing, personal time management, business graphics, report creation, electronic filing—in fact, all the many functions needed to keep pace with business today. These software products are available for the HP 3000 so that you can avoid the expensive proliferation of incompatible, single-function office automation equipment.

There's yet another aspect of HP 3000 software you'll appreciate. Specific branch office and departmental applications software can be developed by your centralized EDP staff on a larger HP 3000 system and downloaded to Series 37 systems located at remote sites. No computer expertise is required at these branch locations.

HP reliability and support mean lower ownership cost

As part of our commitment to your satisfaction with the Series 37 and other HP 3000 systems, we've built a support organization that's the most highly rated in the industry.* In addition to traditional maintenance services, we provide a variety of training courses, exceptional system documentation, and on-site software consultation. Our goal is to keep your system productive and minimize the cost of system ownership at the same time.

** Based on overall excellence as reported in the Datapro surveys for the last four years.*



A large selection of office automation software—electronic mail, graphics, report generation, time management, filing, word processing—enhances the Series 37's versatility.

The Series 37... a new, low-cost HP 3000



As the newest member of the HP 3000 computer family, the Series 37 offers you the same high performance and adaptability which have made the HP 3000 one of the world's most widely installed business computers.

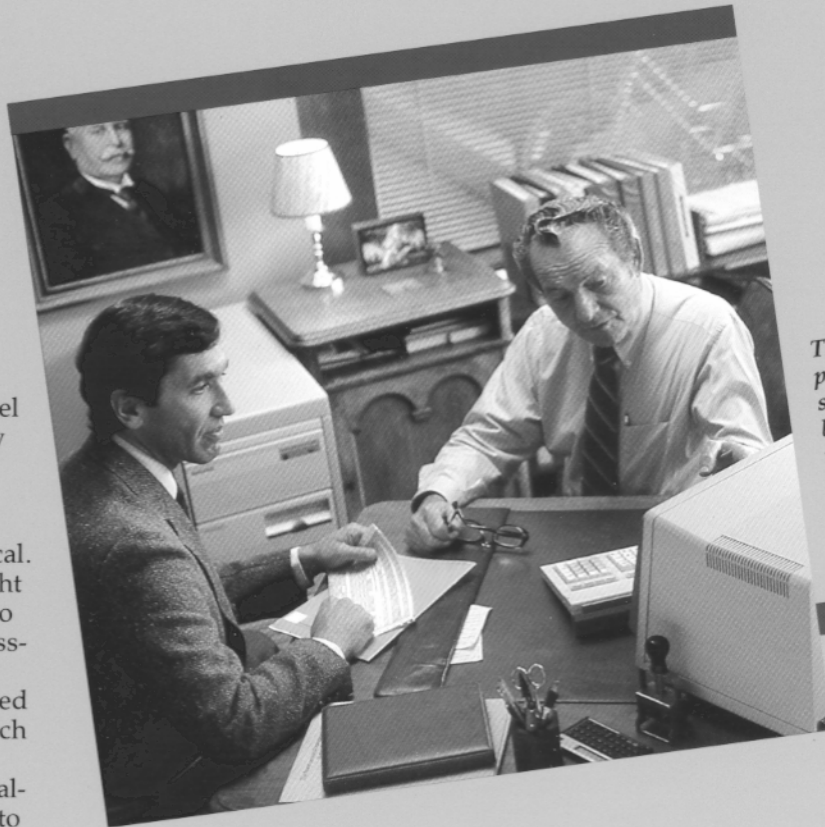
And with its low cost the Series 37 also offers a new level of computer affordability. Now you can extend the HP 3000's power into many application areas and departments where this previously was not practical.

For instance, Series 37s might be installed in branch offices to accommodate local data processing needs. At the same time these computers could be linked into a distributed network. Such a network might tie all sales offices to more powerful centralized HP 3000s and ultimately to a mainframe host computer. That way, orders and other sales and marketing information could be gathered and acted upon quickly.

A computer for today's office

The Series 37 easily fits into an office environment—even in carpeted areas—with no special air conditioning or electrical power required. Since it is compact and quiet, the system occupies minimum floor space and does not disturb nearby workers.

Beyond its initial low cost, the Series 37 saves you even more money on a day-to-day basis. You don't need a data processing expert or a full-time operator to manage the system. For normal operations your present employees can easily learn to run the system. Costs are further kept low because the high



The Series 37 is a powerful, yet low cost, system with full data base management and networking capabilities. It is easy to use and present employees quickly learn to operate it.

reliability of the system translates into low monthly maintenance charges.

Numerous innovative features are designed into the system to make it easy to get results quickly.

- **One-step backup:** Two keystrokes accomplish the critical backup step that secures your important business information. It is a simple, non-technical operation.
- **One-step startup:** As the Series 37 is turned on, the appropriate application menus automatically appear on each user's screen. Immediately they are able to start doing productive work.

- **Job scheduling flexibility:** Tasks which are not time-critical can easily be set up for execution at off hours when the processing load is low.
- **Power fail/automatic restart:** In the event of a power failure, battery power prevents loss of memory for up to 15 minutes. When power is reapplied, the auto start feature restarts the system precisely where processing stopped.
- **Full HP 3000 software capability:** Data base management, on-line query, data entry forms, business graphics, data communications, and the capability to link to personal computers are all available on the Series 37.

Ask for more information

Considering its power and adaptability, the Series 37 represents a highly cost-effective solution to help you meet today's business challenges. It can lead the way to increased productivity and greater profitability by improving information flow and decision making in your organization. And can even give you a competitive edge.

Note: Not all HP computer products are sold and supported in each of the countries listed. Contact your local HP Sales Office for more information.

HP INTERCONTINENTAL HEADQUARTERS
Hewlett-Packard Intercontinental
3495 Deer Creek Rd.
Palo Alto, CA 94304
U.S.A.
Tel: (415) 857-1501

HP FAR EAST AREA HEADQUARTERS
G.P.O. Box 863
47/F China Resources Building
26 Harbour Road
HONG KONG
Tel: (5) 832-3211

HONG KONG
Hewlett-Packard Hong Kong Ltd.
G.P.O. Box 795
5th Floor, Sun Hung Kai Centre
30 Harbour Road
HONG KONG
Tel: (5) 832-3211

TAIWAN
Hewlett-Packard Far East Ltd.
Taiwan Branch
8th Floor, Hewlett-Packard Building
337 Fu Hsing North Road
Taipei, Taiwan, R.O.C.
Tel: (02) 712-0404

Kaohsiung Branch
Tel: (07) 241-2318

CHINA
China Hewlett-Packard Rep. Office
1A Lane 2
Luchang Street
Beiwei Road
Beijing
CHINA
Tel: 331947

SINGAPORE
Hewlett-Packard Singapore Pte. Ltd.
6th Floor, Inchcape House
450-452 Alexandra Road
SINGAPORE 9115
Tel: 631-788

MALAYSIA
Hewlett-Packard Sales
(Malaysia) Sdn. Bhd.
1st Floor
Bangunan British-American
Jalan Semantan
Damansara Heights
Kuala Lumpur 23-03
MALAYSIA
Tel: 943022

KOREA
Samsung Hewlett-Packard
12th Floor Kinam Building
San 75-31 Yeoksam-Dong,
Kang Nam-Ku
Yeong Dong P.O. Box 72, Seoul
KOREA
Tel: 555-7555

INDIA
Blue Star Ltd.
Sahas
414/2 Vir Savarkar Marg.
Prabhadevi, Bombay 400 025
INDIA
Tel: 422-6155

PHILIPPINES
The Online Advanced Systems Corp.
Rico House
Amorsolo Cor. Herrera Street
Legaspi Village, Makati
Metro Manila
PHILIPPINES
Tel: 8153811/6

INDONESIA
Berca Indonesia P.T.
P.O. Box 496/JKT
Jl. Abdul Muis 62, Jakarta
INDONESIA
Tel: 373-009

THAILAND
Unimesa
30 Patpong Avenue
Suriwong, Bangkok 5
THAILAND
Tel: 2340991

HEWLETT-PACKARD AUSTRALIA LTD.

Adelaide:
153 Greenhill Rd
Parkside, S.A. 5063
Tel: (08) 272-5911

Brisbane:
10 Payne Road
The Gap, Queensland 4061
Tel: (07) 30-4133

Canberra:
121 Wollongong Street
Fyshwick, A.C.T. 2609
Tel: (062) 80-4244

Melbourne:
31-41 Joseph Street
Blackburn, Victoria 3130
Tel: (03) 895-2895

Perth:
261 Stirling Highway
Claremont, W.A. 6010
Tel: (09) 383-2188

Sydney:
17-23 Talavera Road
P.O. Box 308
North Ryde, N.S.W. 2113
Tel: (02) 888-4444

HEWLETT-PACKARD NEW ZEALAND LTD.

Auckland:
5 Owens Road
P.O. Box 26-189
Epsom, Auckland
Tel: 68-7159

Wellington:
4-12 Cruickshank Street
Kilbirnie, Wellington 3
Tel: 87-7199