

# HEWLETT-PACKARD

## The Graphics Gallery

Sales Guide

Internal Use Only



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**For research and education purposes only.**

# Table of Contents



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<b>Introduction</b>	2
<b>Chapter 1—The Graphics Gallery Product Family</b>	3
Graphics Gallery Uses and Applications	3
What Is Graphics Gallery?	4
New Features for Version 3.0	4
<b>Chapter 2—The Graphics Gallery Customer</b>	6
Target Market	6
Customer Profiles	6
<b>Chapter 3—How to Sell Graphics Gallery</b>	7
The One-Minute Sell	7
Graphics Gallery Selling Points	7
Features and Benefits	10
Selling Against the Competition	11
<b>Chapter 4—Questions and Answers</b>	13
<b>Chapter 5—Graphics Gallery Features</b>	15
Charting Gallery Features	15
Drawing Gallery Features	16
Drawing and Charting Gallery Features	17
<b>Chapter 6—Required and Recommended Equipment</b>	18
Required Equipment	18
Recommended and Optional Equipment	18
<b>Chapter 7—Service and Support</b>	19
Training and Support Products	19
Sales Aids	19
<b>Chapter 8—Ordering Information</b>	20

*Not intended for customer use.*

# Introduction The Graphics Gallery

The Graphics Gallery Collection from Hewlett-Packard offers a very easy to learn and use solution for your customers to produce their highest quality presentation graphics on the HP Vectra PC, IBM PC/XT/ATs and compatibles and PS/2s. Gallery's combination of powerful drawing and charting capabilities provides the best solution for users who need professional quality output for documents and presentations, in either black and white or color. Graphics Gallery also offers the highest quality of support for all of HP's top-of-the-line peripherals (as well as for many third-party peripherals), giving users maximum flexibility to produce graphics on paper, transparencies, or 35mm slides.

## *We've added lots of new features to Graphics Gallery Version 3.0*

- 130 colors on the screen—and output to the HP PaintJet printer
- Many more chart types, including 3-D, log scales, and more
- Easy integration between charting and drawing
- Support of CGM (Computer Graphics Metafile) to easily import and export picture files
- 35mm slide service through MAGICorp
- And more!

Because it's just one part of a total desktop presentations solution for your customers, you can sell more software by selling Graphics Gallery's high quality presentation and report graphics capabilities to customers currently preparing presentations with spreadsheet and word processing packages. Then show off Gallery's great output on HP printers and plotters, and leverage Graphics Gallery to sell even more HP peripherals!

You can also increase your sales of Graphics Gallery as well as spreadsheet, word processing, and desktop publishing software by showing how easy it is to use Graphics Gallery with other software programs. Graphics Gallery pictures can be used in leading desktop publishing packages such

as Aldus' PageMaker and Xerox's Ventura Publisher, as well as leading word processing programs. Or bring in named graphs from Lotus 1-2-3 and Symphony, data, or ASCII text files into Graphics Gallery and create great looking graphics without re-entering data or text!

The Desktop Presentation Graphics market is growing at 30% per year, and there's no end in sight. Recent studies show that only a small percentage of the installed base of AT class machines have graphics software installed—giving you a great opportunity to sell Graphics Gallery into an untapped market!

Position yourself as the best source for business graphics solutions with HP's Graphics Gallery—the high quality and complete solution for all your customers' presentation graphics needs.

# Chapter 1

## The Graphics Gallery Product Family

### Graphics Gallery Uses and Applications

Graphics Gallery is a fully featured family of presentation graphics software providing users with a large selection of features for creating, editing, and enhancing data-driven charts and for creating a wide variety of flow charts, organization charts, text charts, illustrations, and other graphics.

Graphics Gallery is the presentation graphics solution for anyone who

- Writes reports, brochures, newsletters, flyers, and other documents combining text and graphics
- Makes presentations to management
- Makes presentations to customers and clients
- Makes presentations to peers and co-workers

### Create Data Charts

- Over 65 professional quality charts available, including:
  - Horizontal and vertical clustered bar
  - Horizontal and vertical stacked bar
  - 3-D bar
  - Bar/Line
  - 100% bar
  - 2-D and 3-D pie
  - Line
  - XY
  - Area
  - Scatter
  - High-Low-Open-Close
  - Scientific (logarithmic)
  - Dual Y axis
  - Linear regression
- Full range of chart editing and annotation features
- Import and enhance Lotus 1-2-3 and Symphony charts
- Automate chart production

### Drawing Environment

- Create non-data driven charts:
  - Flow charts
  - Organization charts
  - Text charts
- Create a wide variety of illustrations
- Edit and enhance Lotus 1-2-3 and Charting Gallery charts
- Combine text with graphics

### What Is Graphics Gallery?

Graphics Gallery is a complete family of presentation graphics software products for the HP Vectra PC, IBM PC/XT/ATs and compatibles, and PS/2s.

### Gallery Collection

Presentation graphics package that does it all, combining Charting Gallery, Drawing Gallery, and the Basic and Business Management clip-art portfolios. The solution for all your customers' presentation graphics needs, at a reduced price for the combined software packages.

### Charting Gallery

Powerful graphics software for quick and easy creation of over 65 high quality custom charts and graphs for presentations and other purposes. Major features are wide selection of line and bar charts, pie charts, custom color and pattern fill, many text options, data import, file export, production charting.

## Drawing Gallery

A flexible and sophisticated drawing package which can be used to create illustrations, text charts, logos, and many other types of drawings or graphics. Drawing Gallery is integrated with Charting Gallery to allow for additional enhancement of charts and graphs prepared in Charting Gallery. Major features: 130 on-screen colors, mouse interface, 27 on-screen fonts, line smoothing, 360 degree text and object rotation, file import and export, multiple levels of zoom. Drawing Gallery also includes the Basic Portfolio of clip-art pictures.

## Picture Portfolios

Five picture portfolios with a total of over 1800 fully editable pictures which can be used with Drawing and Charting Gallery to enhance charts and illustrations.

- Basic Portfolio (included with Drawing Gallery and the Collection)—cannot be ordered separately
- Business Management Portfolio (included with the Collection)—A set of more than 300 commonly used business pictures and illustrations
- Chemical/Petrochemical Portfolio—A set of over 150 standard chemical and petrochemical symbols
- Office Activities Portfolio—More than 280 pictures for the office end-user and administrative personnel
- HP Draw Portfolio—Over 800 general pictures and illustrations for a wide variety of uses

## FastTrack

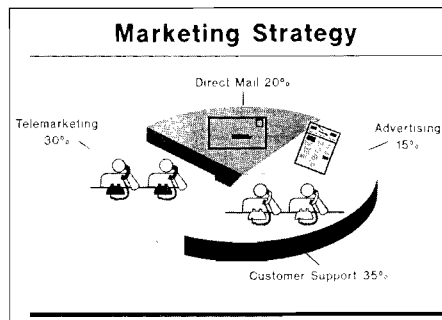
An advanced user's manual with tips for using advanced Gallery features will be available in Spring 1989.

## New Features for Version 3.0!

### NEW Features for Charting Gallery 3.0

#### New Chart Types

- All chart types in one integrated package
- Deep and Shallow 3-D Bar Charts!
- 3-D Pie Charts!
- Hi-Low-Open-Close (HLOC)
- 100% Y Scale Area Charts
- 100% Vertical and Horizontal Stacked Bar Charts
- Line, Scatter, and XY Charts available with Log X Scale, Log Lin Y Scale, Lin Log Y Scale, Dual Log Y Scale



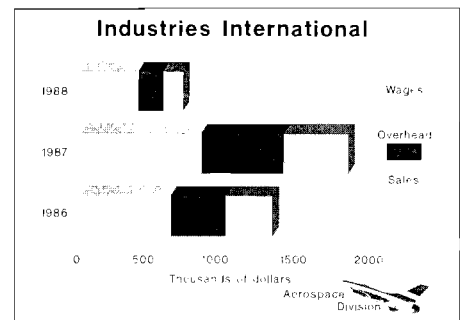
## Data Features

(For all but pie charts)

- Date labels
- More edit functions
- Label selection

## New Layout Feature

- Layout allows users to put several charts on one page
- Six predefined formats for up to 6 charts per page
- Customizable horizontal and vertical formats
- Layout editing features: Move, Stretch/Shrink, Enlarge/Reduce, Copy, Delete, Match Size, Undo
- Import charts and other pictures in GAL file format
- Automatic update of chart components
- WYSIWYG placement of objects
- Palettes: B&W, Gray Scale, Ten Color, and full color when importing full color gallery pictures



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**Now With Production Charting!**

- Customers want to be able to automate routine chart production. Charting Gallery's Command File Interface lets users build in links to spreadsheets and automate their chart production.

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**NEW Features for Drawing Gallery 3.0****Editing Features**

- Bring to Front—Puts one object in front of another

**Drawing Environment**

- Customized grid size

**Text Features**

- Custom Text Point Size (set from 1 to 901)
- Skew Text
- Add and delete bullet features now in text sub-menu
- Align features (left, right, center) now in text sub-menu

**New Line Editing Features**

- Smooth—rounds angles in line or shape—creates curves
- Simplify—reduces number of curves in a line or shape
- Reshape Line—alter shape or line with two or more segments
- Break line—breaks line into two lines or shape into two open shapes
- Join line—Joins two lines together
- 8 line widths
- 7 line styles

**New Palettes!**

- Full Color Palette—130 on-screen colors (EGA)
- Black and White Pattern Palette—8 patterns
- Black and White Gray Scale Palette—8 gray scales
- Background color—either color, gray scale, or B&W pattern
- Graded color backgrounds (as Portfolio pictures)
- Custom Color Palettes—(selected subset of available colors)
- Color and B&W palettes applied to shapes, lines, and text

**File Import**

- Import ASCII text files

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**NEW Features for Both Charting and Drawing Gallery!**

- Charts and pictures can be converted to Computer Graphics Metafile (CGM) format for use with other software programs, including mini and mainframe computer packages. Import CGM files from other programs.
- Charts and pictures can be drawn to Encapsulated Postscript file format for use with Postscript® output devices
- Plotter pen shielding-objects in the background do not interfere with foreground objects when plotting

- Softkey to move between Charting and Drawing Gallery
- Print part of a picture
- Batch printing via the Command File Interface
- Slide shows using the Command File Interface
- Up to 130 colors on HP PaintJet and other supported full color output devices
- Many new output devices supported

**New! 24-hour Slide Service from MAGICorp**

Now you can send your picture files to MAGICorp and get back professional quality slides overnight! (Overheads, prints, and other media are also available.) Just send in the MAGICorp brochure included in Graphics Gallery and you will receive, at no charge, software and instructions for sending your files to MAGICorp by mail or modem. MAGICorp 35mm slides are an economical and convenient way for you to give the highest quality presentations.

# Chapter 2

## The Graphics Gallery Customer

### Target Market

- Manager, professional, or businessperson who needs professional quality presentation graphics for documents and presentations.
- Medium to large size company.
- Service businesses, e.g., consultants, lawyers, PR agencies, brokerage houses, R & D firms.
- Makes presentations to management, peers, customers, and clients.
- Produces high quality documents and reports.

Graphics Gallery is the presentation graphics solution for individuals and organizations which spend a substantial amount of time communicating information, and have a need to present sophisticated and high quality presentations to peers, management, clients, and customers.

### Customer Profiles

#### *Marketing Manager—Fortune 1000 Company*

**Profile:** Russ Underwood is a product marketing manager in the marketing department of a large corporation. At least once a month, Russ creates formal and informal reports and presentations for management, clients, and colleagues. He uses the in-house art department to create graphics and then merges them with text he has created independently.

**The Gallery Solution:** Russ chose Drawing Gallery to create graphics which he could easily merge with the text created in a popular word processing package. Russ also picked an HP LaserJet printer so that his finished reports would have the professional-looking quality he wanted. Drawing Gallery pictures can also be sent to an HP plotter for top quality transparencies. Russ uses these transparencies on an overhead projector when he's giving client or management presentations.

**Benefits:** Russ can make changes to his graphics or other documents at the last minute. Since everything is handy, he has more flexibility in editing.

#### *Sales Manager—District Office*

**Profile:** Ann Lee, a sales manager in a district office, uses Lotus 1-2-3 to create and update sales information worksheets for all the sales representatives on the team. Using the GRAPH portion of Lotus, she creates visuals and then gives them to an outside graphics service. The service provides her with professional-looking charts for regional meetings.

**Gallery Solution:** Ann can read the Lotus worksheets directly into Charting Gallery to produce more professional-looking charts. Graphics Gallery allows her to add simple annotations as well. Or, she can read the worksheets directly into Drawing Gallery if she wants to do extensive editing, use multiple fonts, or integrate pictures from a large selection of Gallery Portfolio illustrations. In addition, Ann can create a transparency or a 35mm slide directly from Graphics Gallery files.

**Benefits:** Now that she doesn't have to hire outside graphics services, Ann's sales figures and data are secure. The work she creates looks more professional—and it's done directly from the Lotus worksheets! Ann can edit her charts, move elements around the page, and choose more fonts or symbols, if she wishes. Costs are lower. There are fewer time constraints. And, Ann can make last-minute changes.



# Chapter 3

## How to Sell Graphics Gallery



### Independent Accountant

**Profile:** Alain LeBoyer is a financial consultant to medium-sized companies. He has been using Lotus 1-2-3 to produce worksheets and graphs for a monthly presentation to upper management of his client companies, and he wants to save time by automating his monthly chart updates and printing.

**The Gallery Solution:** Alain can write a simple command file with Graphics Gallery's Command File Interface which will automate his chart production. He can set up links to his Lotus spreadsheets so he only has to enter his new financial data once and then run his command file for Graphics Gallery to automatically update his charts with the new information! His charts will also be plotted or printed automatically, and now Alain can spend more time with his clients rather than his computer.

**Benefits:** Alain has saved a great deal of time by letting his computer and Graphics Gallery perform a routine task for him. He also has established links to his spreadsheet data, eliminating the need for redundant data entry and eliminating the chances of making a data entry mistake when updating his charts.

### The One-Minute Sell

#### Why buy Graphics Gallery?

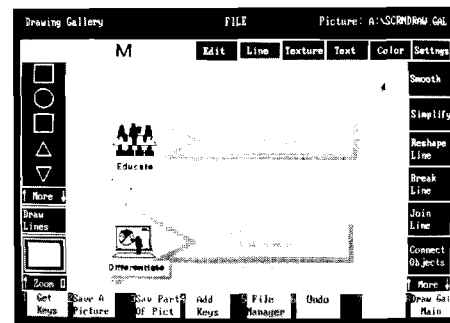
- **Ease of Use**—quick and easy to learn mouse interface and on-screen menus.
- **Output Quality**—very high quality output for paper, transparencies, and 35mm slides.
- **File Integration**—use with Lotus 1-2-3 and other data analysis programs; use with desktop publishing and word processing software; use with other graphics packages.
- **Fully Featured**—powerful, sophisticated software with a very large number of chart types AND an advanced drawing environment.

### Graphics Gallery Selling Points

#### Ease of Use

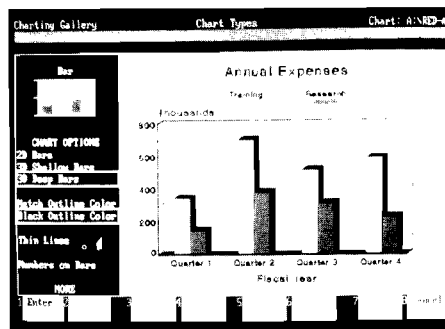
Today's software users cannot spend a lot of time learning a powerful software package like Graphics Gallery. That's why Graphics Gallery offers an intuitive and friendly approach to learning the software. Graphics Gallery's mouse-driven interface is unique and is extremely easy to use. Charts and drawings can be created and edited with very little use of the keyboard except for entering text and data. Other packages typically require more use of the keyboard to specify chart type or chart features, or to access files, sub-menus, and program features. Gallery has consistently received praise for its ease of use, and ease of use has been frequently cited as the reason for purchase.

#### Easy-to-use mouse interface and on-screen menus.



- **Full Screen Mouse Interface**—Access all commands and features using the mouse. Simply point at the desired command or feature and click the mouse button. Your customers won't have to go to the keyboard to select options or to do their editing, enhancement, and drawing.
- **On-screen Menus and Sub-menus**—Gallery is menu-driven so users do not have to memorize commands. Simply click the mouse button on menu headings and the menu options are displayed and **stay on the screen** after an option has been selected. Graphics Gallery also offers defaults for any option, making both novice and advanced users productive immediately.
- **Option Selections and Changes Are Displayed On-screen Immediately**—As users make option choices, changes to the graphics are displayed immediately. Users do not have to guess what their graphics will look like or wait for printed output to see if they selected the right font.
- **File Interface From Within the Application**—Select and load Lotus-named graphs and worksheet data and Graphics Gallery picture files from any drive or subdirectory without exiting the application! Just use the mouse to select your drive and directory source and to select the desired file.
- **Production Charting and Drawing**—With Graphics Gallery's Command File Interface, users can set up links to spreadsheet programs and update and output charts automatically. This is ideal for users who produce the same charts on a regular basis.

Access to all chart types and options from one menu.



### Quality of Output

Graphics software is designed to produce high quality presentations and must be capable of driving high quality black and white and color output devices. Graphics Gallery supports a very wide range of HP printers and plotters, as well as the PaintJet, Polaroid Palette Plus (to create slides), and General Parametrics Videoshow. Graphics Gallery produces very high quality output, which surpasses that of competing software packages.

- **Very High Quality Output**—Graphics Gallery is a leader in output quality, whether graphics are produced on paper, transparencies, or 35mm slides.
- **Wide Selection of High Quality Character Fonts**
- **Excellent Output Support**—For HP plotters, Laserprinters, and the HP PaintJet, as well as for many other third-party output devices.
- **Very High Quality Black and White and Gray Scale Output**

### Compatibility With Other File Formats

Users are increasing their requirements for "connectivity," or the ability to use files created in one package on a different package. An important feature of Graphics Gallery is its ability to import and export a variety of file formats. File import and export save a tremendous amount of time for Graphics Gallery users who may have input data in a spreadsheet program, written substantial amounts of text in a word processing package, or created graphics in other graphics programs.

- **Charting and Drawing Gallery Integration**—Charts created in Charting Gallery can be moved to Drawing Gallery for further enhancement with text, illustrations, colors, and more. Drawing Gallery pictures can be imported into Charting Gallery's Layout environment.
- **Compatibility with Lotus 1-2-3 and Symphony**—Charting Gallery imports data files from Lotus 1-2-3 and Symphony in DIF file format. In addition, a very fast way to bring in Lotus 1-2-3 and Symphony graphs is to use Graphics Gallery's ability to import named graphs directly from these programs. Users can bring in the entire specified graph with the mouse and an easy-to-use file interface. See the box below for an explanation of how to use this feature.
- **Compatibility With Other Data Analysis Programs**—Charting Gallery can import data from many spreadsheet and database programs in DIF format. There is no need for users to re-enter data—simply import the data and go right to chart creation.

## ■ Desktop Publishing

**Integration**—There is a major demand to combine text and graphics in desktop publishing applications. Graphics Gallery pictures can be saved in TIFF, PCX, and Encapsulated PostScript (EPS) formats and included in documents created in leading desktop publishing software programs such as Aldus' PageMaker and Xerox's Ventura Publisher.

■ **Import ASCII Text Files Into Drawing Gallery**—Drawing Gallery lets users bring in ASCII text files to quickly combine text and graphics. The imported text is fully editable in Drawing Gallery.

■ **CGM File Conversion**—Users want and need a way to use graphics created on other graphics software systems with Graphics Gallery. An important new feature for Graphics Gallery is the ability to convert ANSI standard Computer Graphics Metafile (CGM) format picture files to and from GAL file format (see box below). Now users can bring in pictures from other graphics packages, including CAD and mini and mainframe computer packages that save to

CGM format. CGM file conversion lets users migrate from other software systems to Gallery easily without the need to re-create their graphics.

## Easy Lotus Integration

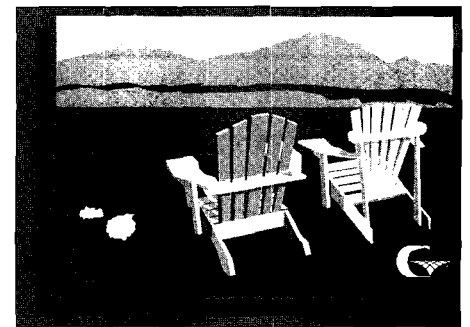
1. In Drawing or Charting Gallery, call up the Lotus worksheet file. Graphics Gallery automatically gets the graph and automatically enhances the graphics created in either Lotus 1-2-3 or in Symphony.
2. Display the chart. Now the chart can be either printed, plotted, or enhanced. Without any additional work, the chart will look much better than the original Lotus graph. It's also easy to edit and further enhance it. In charting Gallery, you can edit data, change colors, titles, labels, font size, or add text and annotations. Additionally, in Drawing Gallery, you can change font styles and add Portfolio symbols. And, in Drawing Gallery, the chart itself is fully editable, allowing you to move or edit pieces of the chart itself.
3. Plot or print the chart. Or save it to a file for use in desktop publishing applications. You'll notice bright, solid colors and crisp, bold text that make your message come to life.

## CGM to GAL file conversion

1. In DOS, copy CGM files to the same directory containing the CGM conversion utility, CGM2GAL.
2. Type the command, "CGM2GAL," and follow the instructions which appear on the screen. The CGM file will be converted to a GAL file.
3. Run Drawing or Charting Gallery.
4. Enter the converted file into Drawing Gallery or the Layout environment of Charting Gallery using the normal file interface commands. Use all the available editing features in Drawing Gallery and Layout.

Import and edit graphics from other programs with Gallery's CGM file converter.\*

*\*Picture courtesy of Genigraphics Corporation.*



## Hewlett-Packard's Graphics Gallery 3.0 Leads Desktop Revolution!

### Over 65 Chart Types Including 3-D

Business is on the move. Executives are expanding, companies are getting tougher. Today's companies require bigger, more sophisticated, more extensive. We've all heard about desktop publishing, and now it's here. The Graphics Gallery 3.0 from Hewlett-Packard is the sophisticated way to create business charts and illustrations on paper. Or generate beautiful color images on overhead transparencies and 35mm slides.



The Graphics Gallery includes all the tools you need to create high quality and impressive graphics from charts and graphs to presentation charts to complete and beautiful illustrations. Choose from over 65 chart types including 3-D and scientific charts, enhance your charts with text, color, fill patterns, and pictures to make your charts interesting and to add a personal touch. Use Gallery's exciting color palette of 130 colors.

### Use Gallery With Desktop Publishing

Graphics Gallery 3.0 also works with other software. Bring in graphs and data from Lotus and Symphony. Use your Gallery pictures with desktop publishing packages such as Aldus' and Ventura Publisher's. You can take anything created with HP Graphics Gallery 3.0 and incorporate it into your newsletters, proposals, documents or anything else you create. That includes diagrams, text and organization charts, maps, flowcharts, and so many designs as there are imaginations. What's more, the HP



Graphics Gallery 3.0 is supported on the HP Vseries PC, IBM PC/XT/AT and compatibles, and the PS/2. The Graphics Gallery also works with industry standard Computer Graphics Metafile (CGM) files.

### Fully Featured

An important feature of Graphics Gallery is its ability to provide a complete graphics solution, and both the Charting and Drawing components are fully featured. Charting provides a large number of chart types (including sophisticated charts like 3-D, High-Low-Open-Close, and logarithmic) which the user can access and edit through the mouse-driven interface. Drawing Gallery is an advanced drawing environment that provides a powerful and flexible drawing tool for both beginners and advanced users. The Graphics Gallery Collection (combining Drawing and Charting Gallery) is a sophisticated and complete solution for all your customers' presentation graphics needs.

- **Over 65 sophisticated chart types in Charting Gallery**
- **A full range of chart annotation and editing features in Charting Gallery**
- **A very wide range of sophisticated editing, text, color, and line drawing features in Drawing Gallery**
- **Integration with a full range of related applications and file formats**

### Features and Benefits

Feature	Benefit
Simple and intuitive pull-down menus and mouse-driven interface. Simply point and click on the desired feature with the mouse.	Graphics Gallery is easy to learn and use. Reduces training time and cost.
Production charting and drawing. Command File Interface allows users to establish spreadsheet links to automate repetitive tasks to update and produce Graphics.	Increases productivity. Automates regular chart production.
Outstanding quality output with bold, filled text that can be seen from across the room. Output is suitable for formal presentations and reports.	You can save time and money by creating materials in-house and eliminating the need for outside graphics services.
Ability to read a Lotus graph directly from a worksheet file, then edit or enhance it with text, symbols, and illustrations.	Allows you to create a professional-looking graph from a Lotus graph quickly and easily. Leverage your software investment and data entry time.
Supported devices include black-and-white and color printers, plotters, film recorders, and slide makers. Output is produced in the form of transparencies, paper, 35mm slides, and computer-generated slide shows.	You can leverage your software investment. Using the same software, you can create written reports and presentations for peers, management, customers. The results will always look professional.
Supports leading DTP layout packages, such as Aldus PageMaker and Ventura Publisher from Xerox, and word processing packages such as EMM and WordPerfect.	By using the same software to create graphics for newsletters, proposals, and presentations, you can leverage your software dollars and training investment.
Converts Computer Graphics Metafile (CGM) files to and from GAL file format.	Allows use of graphics created in other software packages to be used with Gallery. Provides an easy migration path for customers who want to switch to Graphics Gallery. Leverages graphics already available.
Writes to Encapsulated PostScript (EPS) file format.	Graphics Gallery files can be used with many desktop publishing and word processing software systems, and Graphics Gallery files can be printed on Postscript printers. Gives customers more flexibility and leverages customers' existing investment in software and output devices.

## Features and Benefits

Feature	Benefit
Easy to import ASCII text files into Drawing Gallery.	Allows users to import substantial amounts of text and tables into Drawing Gallery for enhancement or to combine with graphics. Leverages customer's existing investment in word processing software and existing text files.
Wide variety of chart types that can be created.	Tremendous flexibility in chart types and origin of data. All departments—marketing, finance, sales—can use the same software and be assured of having the chart type they need to represent their data. Data can come from many sources.
Complete flexibility in editing, enhancing, and customizing charts via Drawing Gallery.	Enables you to customize charts to your specific needs. Reduces or eliminates the need for outside graphic services.
More than 1,800 professionally designed, fully editable clip art pictures for enhancing text slides, customizing charts, and inclusion into desktop-published documents.	Assists business professionals (usually non-artists) in creating impressive-looking business graphics. A very quick way to add professional impact to graphics.
Intelligent memory manager. Graphics Gallery only needs 384K to run, and frees up memory as charts and graphics grow.	Graphics Gallery requires less RAM than many competing programs. Gives users cost savings because existing hardware systems are less likely to require memory upgrades.

## Selling Against the Competition

<i>Graphics Gallery</i>	<i>vs.</i>	<i>Worksheet/Spreadsheet Graphics</i>
<ul style="list-style-type: none"> <li>■ Data-driven charts, text, and drawing</li> <li>■ High quality printed and plotted graphics, suitable for formal presentations and reports</li> <li>■ Merged text and graphics into desktop publishing</li> <li>■ Direct integration with Lotus worksheets makes it easy to turn a spreadsheet into a meaningful picture</li> <li>■ Full flexibility in editing, enhancing, and customizing charts</li> </ul>		<ul style="list-style-type: none"> <li>■ Data-driven charts only</li> <li>■ Lower quality, but extremely fast on-screen graphics for analyzing "what-if" scenarios</li> <li>■ Stand-alone data driven graphics</li> <li>■ Built-in graphics create charts from spreadsheet data</li> <li>■ A few number of standard formats for charts with limited editing capabilities</li> </ul>

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**Graphics Gallery** vs.

- Full editing capability for pictures, so overlapping objects can be moved and changed separately
- High quality, smooth and refined graphics, suitable for formal presentations and reports
- Computer-aided drawing features help non-artists create impressive business graphics quickly
- Professional-looking graphics output from printers and plotters in the form of transparencies, paper, 35mm slides

**Painting Programs**

- Can only erase and move static images on the screen
- Sketchy, rough graphics, suitable for informal communications and entertainment
- Artistic, fun features to produce artistic, enjoyable illustrations and pictures
- Rougher looking printer output on paper

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**Graphics Gallery** vs.

- Powerful, yet simple on-screen menus and mouse drive interface
- Very high quality output with bold clear fonts, colors, patterns, and gray scales
- Very good integration with spreadsheet, word processing, desktop publishing, and other graphics programs
- Very large selection of professional quality data driven charts and a sophisticated and fully featured drawing environment. Graphics Gallery is at the high-end of presentation graphics in both charting and drawing
- Large selection of high quality filled and stick fonts available on screen
- Excellent palette support, including 130 full color, 10 color plotter, black and white pattern, and gray scale
- Large selection (over 600 pictures) of clip-art included with Gallery Collection. Total of over 1800 pictures available

**Other Packages**

- Powerful yet complicated input and options selection sub-language
  - Good quality output with some loss of clarity and definition
  - Good integration with other packages, although not all competing packages similar level and depth of integration
  - Most competing packages are strong in either data driven chart types or drawing features—not both
  - Smaller, relatively limited selection of lighter weight fonts
  - Very good palette support, although generally without black and white pattern and gray scale palettes
  - Less clip art provided with application software and smaller number of total pictures available
-

# Chapter 4

## Questions and Answers

**Q** Will Graphics Gallery run on any personal computer?

**A** The Graphics Gallery works on the IBM PC/XT/AT, IBM-PC compatibles (such as Compaq), and the IBM PS/2 Models 30, 50, 60, 70, 80 and the HP Vectra Personal Computer.

**Q** Why should my customers buy Graphics Gallery instead of some other presentation graphics package?

**A** For several reasons:

- a. Graphics Gallery is the easiest to use and fastest to learn graphics package in its class. The full screen mouse interface and on-screen menus and sub-menus will have your customers producing professional quality graphics in minutes.
- b. The highest quality output is available from Graphics Gallery whether your customers need output on paper, transparencies, or 35mm slides.
- c. Graphics Gallery gives your customers everything they need to produce graphs, charts, and other types of graphics. Graphics Gallery is a very powerful and fully featured graphics package offering not only a large variety of sophisticated data driven chart types, but also a full range of chart editing features and an advanced drawing environment.

**Q** Can my customers read data into Graphics Gallery from other software packages, or must they rekey the information?

**A** It's a simple process to move a Lotus 1-2-3 or a Symphony chart into Drawing or Charting Gallery. If you're using something other than Lotus worksheets, you can also read any DIF or ASCII data file into Charting Gallery. Graphics Gallery also lets you import CGM pictures files and ASCII text files.

**Q** What if my customers have already created a lot of charts and diagrams in other graphics packages. Can they use these pictures with Graphics Gallery?

**A** Yes, Graphics Gallery now converts CGM files to GAL files! This means your customers can bring in pictures from other packages (as long as that package can save pictures in CGM format) and then use all the editing features in Drawing Gallery or in Charting Gallery's Layout environment.

**Q** My customers are busy executives. They don't have time to learn a complicated graphics packages. What do I tell them?

**A** Graphics Gallery is a very easy package to learn and use, and will let your customers get started immediately. It's also a very simple process to transform Lotus 1-2-3 graphs into high quality charts using Drawing or Charting Gallery.

**Q** My customers create newsletters and brochures that incorporate graphics using an outside graphics service to create the graphs. How can Graphics Gallery help my customers cut down on their current graphics production costs?

**A** Your customers can save Graphics Gallery charts and pictures in a format which can be read into PageMaker by Aldus or into other page-layout software packages used for desktop publishing applications. Your customers don't have to pay outside services to create pictures—thereby reducing production costs.

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**Q** *Should my customers buy a desktop publishing package or buy Graphics Gallery?*

**A** Both. They need Graphics Gallery to create illustrations. They need a desktop publishing page-layout package to combine text and graphics to create a final document.

**Q** *My customers already have a painting program. Why would they need Graphics Gallery?*

**A** It takes time and artistic ability to create good illustrations from a painting program. Graphics Gallery provides your customers with ready-made and easily modified pictures, illustrations, and charts. And, Graphics Gallery provides high-quality color plotted output and black-and-white output; painting programs only support black-and-white printed output.

**Q** *Can Graphics Gallery output to Postscript printers?*

**A** Yes, by using Gallery's ability to write to Encapsulated PostScript files, Charting and Drawing Gallery graphics can be output on PostScript printers such as the Apple LaserWriter.

**Q** *What if my customers already own a printer that isn't an HP printer?*

**A** The Graphics Gallery works with printers from Epson, Citizen, IBM, and Okidata, to name a few.

**Q** *Can my customers use their own custom logos and pictures?*

**A** They can create custom logos and pictures themselves, or they can purchase custom pictures and templates from Aaron Marcus and Associates. To order, call or write: Bruce Browne, Aaron Marcus and Associates, 1196 Euclid Avenue, Berkeley, CA 94708-1640; telephone (415) 527-6224.

**Q** *Since spreadsheet packages, like Lotus, already have graphics capabilities, why should my customers buy another software package to produce visuals?*

**A** Lotus graphs are fine for your customers' own analyses.

However, if they want to show their findings or recommendations to others, they'll want something that can be seen from at least 30 feet away. Lotus titles and labels tend to "wash out" at that distance. In addition, most presentations usually contain more text and illustration slides than data-driven charts. Therefore, your customers need clear, bold, professional-quality graphics that show more than just "how the numbers fall." Well-executed graphics demonstrate the time, effort, and energy that went into the research being presented.

**Q** *It seems like Graphics Gallery costs a lot just to produce one or two presentations or reports a month. Why should my customers pay so much for a graphics software package they'll only use once a month?*

**A** Your customers will spend more money to purchase similar quality graphics from an outside source than if they owned Graphics Gallery and a plotter. What it comes down to is whether or not your customers can really afford less-than-professional graphics.



# Chapter 5

## Graphics Gallery

### Features

#### Charting Gallery Features

<b>Data Features</b> <i>(For all but pie charts)</i>	<ul style="list-style-type: none"> <li>■ Up to 10 data ranges, with a maximum of 640 data points per range</li> <li>■ Date labels</li> <li>■ Label selection</li> <li>■ Automatic period labels for years, quarters, months, and days</li> </ul>	<ul style="list-style-type: none"> <li>■ Automatic or manual scaling. Scaling may be changed for: Minimum axis value, Maximum axis value, Major internal, Minor internal per major interval</li> </ul>
<b>Bar Charts</b>	<ul style="list-style-type: none"> <li>■ All Bar and Bar/Line chart types and options available in 2-D and shallow and deep 3-D</li> <li>■ Bar options: Vertical Clustered, Vertical Clustered Dual Y, Horizontal Clustered, Vertical Stack, Vertical Stack 100%, Horizontal Stack, Horizontal Stack 100%, numbers over bars option</li> </ul>	<ul style="list-style-type: none"> <li>■ Bar/Line options: Vertical Clustered, Vertical Clustered Dual Y, Horizontal Clustered, Vertical Stack, Horizontal Stack, numbers next to bars option</li> </ul>
<b>Hi-Low-Open-Close (HLOC) Charts</b>	<ul style="list-style-type: none"> <li>■ Chart options: Linear Y Scale, Dual Linear Y Scale</li> </ul>	
<b>Area Charts</b>	<ul style="list-style-type: none"> <li>■ Chart options: Linear Y Scale, 100% Y Scale</li> </ul>	
<b>Pie Charts</b>	<ul style="list-style-type: none"> <li>■ Pie options: 2-D, 3-D 75 degree, 3-D 50 degree</li> <li>■ Up to 16 pie segments</li> <li>■ Optional segment sorting</li> </ul>	<ul style="list-style-type: none"> <li>■ Optional segment percentages or values</li> <li>■ Optional segment exploding</li> </ul>
<b>Line Charts</b>	<ul style="list-style-type: none"> <li>■ Line charts: Linear X Scale, Log X Scale, Linear Y Scale, Dual Linear Y Scale, Log Lin Y Scale, Lin Log Y Scale, Dual Log Y Scale</li> </ul>	
<b>X/Y Charts</b>	<ul style="list-style-type: none"> <li>■ Linear X Scale, Log X Scale, Linear Y Scale, Dual Linear Y Scale, Log Lin Y Scale, Lin Log Y Scale, Dual Log Y Scale</li> </ul>	
<b>Scatter Charts</b>	<ul style="list-style-type: none"> <li>■ Linear X Scale, Log X Scale, Linear Y Scale, Dual Linear Y Scale, Log Lin Y Scale, Lin Log Y Scale, Dual Log Y Scale</li> </ul>	
<b>Linear Regression Chart Specifications</b>	<ul style="list-style-type: none"> <li>■ Used with scatter charts</li> <li>■ Up to 10 data lines, with a maximum of 640 data points per line</li> </ul>	<ul style="list-style-type: none"> <li>■ Eight line styles</li> <li>■ Eight marker styles</li> </ul>
<b>Double Y Scale Chart Specification</b>	<ul style="list-style-type: none"> <li>■ Available for bar, line, scatter, X/Y, and linear regression chart</li> </ul>	
<b>Chart and Text Annotation Features</b>	<ul style="list-style-type: none"> <li>■ Helvetic style, area filled fonts</li> <li>■ 3 text sizes</li> <li>■ 2 text weights: light and bold</li> <li>■ Main title, subtitle, axis labels, footnotes</li> <li>■ Legends for line, bar, X/Y charts</li> <li>■ Text annotations, using keyboard and mouse</li> <li>■ Line and box annotations</li> </ul>	<ul style="list-style-type: none"> <li>■ Eight colors for text, lines, and fill pattern, markers, grids, borders, and axes</li> <li>■ Eight fill pattern textures</li> <li>■ Seven line styles</li> <li>■ Eight markers for scatter and X/Y charts</li> <li>■ Numbers can be added to bar charts (except stacked or 100% bar charts)</li> </ul>
<b>Layout</b>	<ul style="list-style-type: none"> <li>■ Layout allows users to put several charts on one page</li> <li>■ Six predefined formats for up to 6 charts per page</li> <li>■ Customizable horizontal and vertical formats</li> <li>■ Layout editing features: Move, Stretch/Shrink, Enlarge/Reduce, Copy, Delete, Match Size, Undo</li> </ul>	<ul style="list-style-type: none"> <li>■ Import charts and other pictures in GAL file format</li> <li>■ Automatic update of chart components</li> <li>■ WYSIWYG placement of objects</li> <li>■ Palettes: B&amp;W, Gray Scale, Ten Color, and full color when importing full color gallery pictures</li> </ul>

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## Charting Gallery Features (cont'd)

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### Drawing Options in Charting Gallery

- Drawing options for Bar, Bar/Line, Area, High-Low-Open-Close, Line, Scatter, and XY chart types: Titles, Legends, Data, Border, X Grid, Y Grid, X and Y axes, X Labels, Left Y Labels, Right Y Labels
- Drawing Options for Pie charts: Titles, Labels, Data, Percentages, Data Values, Borders

### Production Charting via the Command File Interface

- The Command file interface allows a user to automate chart production for routine chart updates
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## Drawing Gallery Features

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### Editing Features

- Move—one or more objects
- Stretch/Shrink—one or more objects; stretch/shrink horizontally, vertically, or both
- Enlarge/Reduce—one or more objects; changes size, not shape
- Copy—one or more objects
- Delete—one or more objects; erase part of a picture
- Connect Objects—connect objects with lines
- 8 textures
- Rotate objects—rotate one or more objects (including text) in 1-degree increments
- Put behind—puts one object behind the other
- Bring to Front—Puts one object in front of another
- Group/Ungroup
- Match Features
- Fit In—place objects, or group of objects, inside another object or group
- TextFit—scales text to fit into any shape
- Undo

### Drawing Environment

- Customize grid size
- Grid On/Off
- Snap On/Off—automatic alignment to grids
- Move Grid
- Scroll On/Off—allows user to scroll picture
- Show Features—shows characteristics of a specific object
- Horizontal/Vertical Screen
- TextFit On/Off
- DoublePick On/Off
- Automove On/Off
- AutoStretch On/Off
- TextStretch On/Off
- Multiple levels of Zoom
- Zoom in on specific area
- Zoom out one level at a time
- Go from partial to full view
- Scroll a partial view to view different areas of the picture

### Text Features

- Custom Text Point Size (set from 1 to 901)
- Skew Text
- 27 On-Screen Fonts
- Helvetica and Classic style fonts
- Italics and outline characters
- Gothic, script, and complex script characters
- 6 standard font sizes and unlimited scaling
- 5 Text Paths—Across, up, down, slant up, slant down (customize using rotate)
- Justification: Center, Top Center, Top Left, Top Right
- Text can be edited with all texture and color options
- Add Bullets
- Delete Bullets
- Align—left, right, or center
- Stretch/Shrink
- Insert/append carriage returns for new lines
- Rotate text 0-359 degrees
- Automatic bullets for text lines
- Automatic scaling

### Line Features

- Smooth—rounds angles in line or shape—creates curves
- Simplify—reduces number of curves in a line or shape
- Reshape Line—alter shape or line with two or more segments
- Break Line—breaks line into two lines or shape into two open shapes
- Join Line—joins two lines together
- 8 line widths
- 7 line styles
- 3 arrow styles
- Lines can be edited with all texture and color options

### On-Screen Templates

- Symbols can be edited with all texture and color options
  - Basic Shapes—square, circle, rounded square, triangles
  - Brackets
  - Flowchart symbols
  - Arcs
  - Arrows
  - Curves
  - Fully editable on screen
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## Drawing Gallery Features (cont'd)

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### Palettes

- Full Color Palette—130 on-screen colors (EGA)
- Black and White Pattern Palette—8 patterns
- Black and White Gray Scale Palette—8 gray scales
- Background color—either color, gray scale, or B & W pattern
- Gradated color backgrounds (as Portfolio pictures)
- Custom Color Palettes—(selected subset of available colors)
- Color and B & W Palettes applied to shapes, lines, and text
- Ten Color Palette (for plotters)

### Clip Art Pictures

- Over 1800 pictures available in portfolios
- Over 300 pictures included with Drawing Gallery; over 600 included with the Collection
- Full editing and scaling of pictures

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## Drawing and Charting Gallery Features

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### File Compatibility

- Charts created in Charting Gallery can be brought into Drawing Gallery for further enhancement
- Charts and pictures can be converted to Computer Graphics Metafile (CGM) format for use with other software programs, including mini and mainframe computer packages. Import CGM files from other programs
- Charts and pictures can be drawn to Encapsulated Postscript file format for use with Postscript output devices
- Import named graphs directly from Lotus 1-2-3 or Symphony
- Import and export chart files from and to HP 3000 using HP Graphics Curator 3000 and AdvanceLink for some applications such as HP Draw and TDP/3000
- Charts and pictures can be merged into Executive MemoMaker documents
- Charts and pictures can be saved to PCX format for use with PC Paintbrush and to TIFF (raster) format for use with desktop publishing packages, such as PageMaker and Ventura Publishing, and other software using raster files
- Import data from spreadsheet and database files in DIF format into Charting Gallery
- Import GAL files into Charting Gallery's Layout facility
- Pictures can be saved in HPGL and PCL file formats
- Import ASCII text files into Drawing Gallery

### Printing and Plotting Specifications

- Print part of a picture
- Slide shows using the Command File Interface
- Up to 130 colors on HP PaintJet and other supported full color output devices
- Plotter Pen Shielding—Partial, Full, None—Prevents drawing of hidden objects in back of other objects (hidden surface removal)
- Preview in black and white or color (previews in currently selected color palette)
- 8 colors on plotters
- 8 textures on color and black and white devices
- Gray scale and black and white pattern for black and white devices
- Horizontal (landscape) or vertical (portrait) orientation
- Up to 99 copies
- Scaling method—preserve aspect ratio or scale to fit
- Margins—user definable for both vertical and horizontal
- Plotting paper size: A, B, C, D, E, A0, A1, A2, A3, A4, Banner
- Output media—paper, transparency, or film
- Print resolution—user selects for desired speed or quality
- Paper feed—manual or automatic
- Print/Plot to file
- TIFF, PC Paintbrush file output
- COM3 and COM4 support
- "Pens not sorted" option for plotters
- Picture location—full page or any portion of page
- Draw to File—create file containing device-specific data
- Units—measurement units for margins, height, width, and resolution settings
- Pen Sorting
- Print one or many pictures from DOS with batch printing/plotting

### Network Support

- Ability to print and plot over OfficeShare and 3Com networks
  - Can load one copy of software from a network server
  - Can save and retrieve pictures over a network server
- Note: The Gallery products use the entire screen when running from Microsoft Windows.

### 35mm Slide Service

- 35mm slides available overnight from the MAGICorp Slide Service
- Transmit graphics files by modem or mail

# Chapter 6 Required and Recommended Equipment

## Required Equipment

**Computer:** IBM PC/XT/AT and compatibles, PS/2 models 30, 50, 60, 70, 80; Compaq DeskPro, DeskPro 286, DeskPro 386, Plus, Portable Plus; AT&T 6300, 312 WGS, 386 WGS; HP Vectra Family; Zenith 248.

**Operating System:** DOS 2.1 or higher.

**Memory:** At least 384K of main memory. 512K recommended.

**Disc Drives:** (required for both 5.25" and 3.5" drives) 2 high density drives, or 1 high density and 1 low density drive, or 1 low or high density drive and a hard drive. Hard drive recommended.

**Pointing Device:** IBM PS/2 Mouse, Microsoft Mouse (serial), Logitech Logimouse C7, HP Mouse (for HP Vectra only), HP SketchPro, HP-HIL digitizer tablets (A and B size); MicroSpeed FastTRAP.

**Graphics Display Adaptor:** One of the following AT & T 6300; Compaq Composite; Hercules Monochrome; IBM CGA, EGA, VGA, IBM PS/2 VGA; HP Multi-mode, HP Monochrome Plus, HP EGA, HP VGA.

## Recommended and Optional Equipment

### Black and White Printers

Hewlett-Packard:	HP Part Number
ThinkJet	2225A, C, D
QuietJet	2228A
QuietJet Plus	2227A
DeskJet	
LaserJet	2686A
LaserJet Plus	2686A, Opt. 300
LaserJet 500	2686D
LaserJet Series II	33440A
LaserJet Series 2000	2684A
RuggedWriter 480	2235A
Dot Matix Printers	2932, 2933, 2934 82905B, 82906A

**Apple:** LaserWriter (and other PostScript printers)

**Citizen American:** Tribute 124,\* MSP-50 deluxe, 180D

**Diconix:** InkJet 150P, 300W  
**Epson:** FX 80, FX 100, LQ 850, LQ 1500, RX 80, RX 100

**Gemini/Star:** 10, 15

**IBM:** ProPrinter

**Mannesmann-Tally:** Spirit

**Okidata:** 92, 93

**Star Micronix:** NX-1000, NX-2400

\*Tribute 124 requires emulation card for IBM ProPrinter or Epson LQ 800/1000

### Color Pen Plotters

Hewlett-Packard:	HP Part Number
ColorPro	7440A
Eight Pen High Performance	7550A
Two Pen Personal Plotter	7470A
Six Pen Technical Plotter	7475A
Technical Drafting Plotters	7580B, 7585B, 7586B**
DraftMaster I, II	7595A, 7596A**
DraftPro	7570A, 7575DXL, 7576EXL

\*\* No roll feed

### Color Printers

**Hewlett-Packard:** PaintJet, P/N 3630A

**Xerox:** 4020

**Calcomp:** ColorMaster

**Epson:** JX-80 color printer

**IBM:** Color JetPrinter

### Film Recorders

**Hewlett-Packard:** 7510A, P/N 7510 (obsolete)

**General Parametrics:** Photometric

**Polaroid:** Palette Plus

### Other

General Parametrics Videoshow 160, 170, Professional (with VOS 2.4 or PROVOS 1.1)

# Chapter 7

## Service and Support

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### Training and Support Products

To help your customers learn and start using the advanced features of Graphics Gallery 3.0, order:

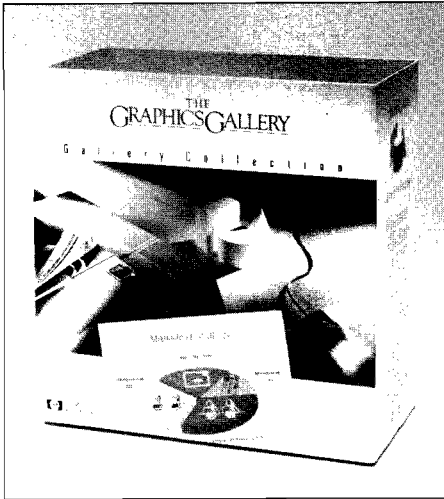
- Graphics Gallery FastTrack—describes advanced techniques and tips for intermediate and advanced users. (Available Spring 1989.) Order part number D1716A.

Note: The Classroom Learning Packs for Charting and Drawing Gallery are no longer available.

### Sales Aids

- Graphics Gallery Data Sheet (#5959-2551)
- Graphics Gallery Flyer (#5959-2552)
- Graphics Gallery Dealer Sales Guide (#5959-2553)
- Graphics Gallery Competitive Analysis (#5959-2555)
- Graphics Gallery Configuration Guide (#5959-2556)
- Graphics Gallery Demo Disk—5.25" (#5959-2558)
- Graphics Gallery Demo Disk—3.5" (#5959-2559)

# Chapter 8 Ordering Information



To order the following products, or for price information, contact your HP Dealer or Sales Representative. For the Sales Office or Dealer nearest you, call (800) 752-0900. Graphics Gallery 3.0 is not available for the HP Touchscreen. Both 3.5" and 5.25" media included in all products except portfolios (portfolios can be ordered with option 003 for 3.5" media).

<b>Products</b>	<b>Vectra/IBM Product Numbers</b>
Drawing Gallery	D1709A
Charting Gallery	D1710A
Gallery Collection	D1711A
Office Activities Portfolio	68324F
Chemical/Petrochemical Portfolio	68325F
Business Management Portfolio	68326F
HP Draw Figures Portfolio	68327F
Gallery Collection FastTrak (available Spring '89)	D1716A

**Product Upgrades** *(Available only directly from HP)*

Single Copy Drawing Gallery	D1709-60001
Single Copy Charting Gallery	D1710-60001
Single Copy Gallery Collection	D1711-60001
10 Right-to-Copy Charting Gallery	D1710Z
10 Right-to-Copy Collection	D1711Z

