

Hewlett-Packard/USA

Subject Data Acquisition & Control Ad
Division DCD
Ad# HPDC-5 Date 4/29/80

Overall objective

(What we want people to do or think as a result of this ad)

Position desktop computers as being powerful systems for data acquisition and control that offer friendly, independent operation for users.



Communications objective

(Key idea we need to implant to help make this happen)

Establish that desktops can be configured as powerful systems that are easy to program and use, and quick to set up. Users can operate them without relying on EDP personnel, and they can be moved from one job to another quickly and easily.

Target audience

Scientists and Engineers involved in test, measurement and control.

Current market situation/Competition

Engineers and scientists involved in automating test, measurement and control systems may feel that minicomputer power is needed. Choice of a mini means lack of independent control, longer start-up times, and an initial programming investment.

Strategic considerations/Key copy points

1. High-performance interfacing features (DMA and vectored priority interrupt).
2. Enhanced BASIC and HPL programming languages.
3. Up to 449K bytes of memory.
4. System can be set up in days.
5. Change environments with ease.
6. Easy to use by non computer experts.
7. HP-IB interfacing.
8. Selection of peripherals.
9. Wide selection of desktops.
10. Growth path to 1000 systems.
11. An info module about the HP-85 will be included in this ad.

Powerful HP Series 9800 desktop computers for data acquisition and control: the time they save is your own.

Interactive computer with the interfacing power to save you test and measurement system in days, instead of weeks or months. A computer that puts the entire system under your personal control—even if you're not a programmer.

Imagine how much more productive you could be with an HP Series 9800 computer.

A balance of power.

If you've been thinking that a desktop computer just isn't powerful enough for data acquisition and instrument control, think about this:

The Series 9800 desktop systems let you store up to 100K bytes of real-time data in non-volatile memory and handle up to four channels of buffered interrupt (with high resolution) data. Direct Memory Access (DMA) lets you capture real-time data from the board as fast as up to 800K bytes per second. And you can use addressable memories of up to 100K bytes. In addition, you can use up to 100K bytes of dual in-line memory modules (DIMMs) and a wide variety of peripheral devices. From the Series 9800, you can choose from such compact and convenient configurations as:

Pick a card. Any card.

Interfacing to your instruments and any combination of HP printers, plotters, and storage devices has never been so easy. Just choose the plug-in interface card that's right for your needs: HP-IB, Bit-Parallel, BCD or RS-232-C. The I/O drivers are already built-in, so you can concentrate on your applications, and not on system configurations. The result? Less development time (which means a lower total cost), and a more productive system all around.

Plenty of room for growth.

The Series 9800 represents a wide range of desktop computers, so you can start building the system that makes sense for your jobs.

Our high-speed HP 9825, for example, is ideal for interactive device control. The System 35 gives you the option of an alphanumeric CRT and Assembly language programming. The System 45 offers advanced graphics. And our new HP 830 personal computer provides an excellent balance between power and price for low-cost information.

What's more, if your applications warrant it, you can get an added dimension of versatility by linking your desktop computer to our powerful HP 1000 minicomputer system. Communication is easily managed, and by combining the

relative strengths of desktops and minis, you'll get a remarkable degree of flexibility and efficiency for test, measurement, and control jobs.

If you'd like to find out more about how HP Series 9800 desktop computer systems can help you improve your engineering productivity, just contact your local HP sales office listed in the White Pages. Or write for more information to Hewlett-Packard, Attn: Fred Bode, Dept. 000, 3404 East Harmony Road, Fort Collins CO 80525.

