

ad platform

v. viiron,
Coombs &
Colnett, inc.
advertising

Hewlett-Packard/USA

Subject 9915 Desktop Computer Ad
Division DCD
Ad# HPDC-14 Date 9/22/80

Overall objective

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

- * Introduce the 9915 as the first in a new class of computers designed expressly to meet the needs of instrument automation.
- * Generate qualified sales leads.



Communications objective

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

- * Establish that the 9915, HP's first modular computer offers a combination of low development cost and low unit cost that places it apart from other instrument automation alternatives.

Target audience

1. Engineering Managers
 2. Marketing Managers
 3. System Designers and Engineers
- Both involved in scientific instrument manufacturing

Current market situation/Competition

1. Lever off HP DT Computer position, esp. 85.
2. Target to volume sales.
3. Use term: "Modular Computer."
4. Follow-on MCs, Aspen and Corona, are 12 months out.
5. Industrial environment.
6. Lack of keyboard, CRT & printer lets designer optimize system for appropriate operator interface.
7. Modular computers offer low system development costs of a desktop with comparable low unit cost of board computer in an industrial packaging.

Strategic considerations/Key copy points

1. Simple system development
 - derived from desktop
 - BASIC language
 - all I/O drivers are hardware (makes BASIC an advantage)
 - low development cost
2. Development station - HP-85
 - low cost
 - useful by itself
 - simple
 - "full" emulation

(some things cannot be completely emulated)

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Strategic considerations/Key copy points (Cont'd)

3. Flexible operator interface
 - simple front panel
 - remote display and keyboard (if wanted)
 - EPROM program storage (invisible to user that program is there)
4. Ad should be designed to run in conjunction with the Data Acquisition and Control ad. Copy points should be made in a consistent way.

Key Benefit:

Increases engineering effectiveness

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Job #: HPDC-14

Date: October 14, 1980 Client OK:

Client: Hewlett-Packard

Description: HP 9915 Ad

Media, Insertion Date: Trade

Size:



HEADLINE: A new idea in low cost instrument automation.

Simplicity.

COPY: It's the HP 9915 Modular Computer -- the first in a new generation of easy-to-use, low-cost computers for industrial automation.

The HP 9915 is priced just like a board computer -- but that's where the comparison ends. It's really our powerful HP 85 desktop computer in a modular, rack-mountable package. We left off the keyboard and CRT to give you the flexibility of designing just the operator interface your customer needs.

Since the 9915 has the same operating system, I/O drivers, language support and ease-of-programming features as the 85, building your systems will be a lot simpler, and take only a fraction of the time. Which means you'll be saving a pretty penny on development costs as well.

SUBHEAD: Designed for designers.

COPY: Using our versatile HP 85 as a 9915 emulator, program development is as easy as pie. You simply write and debug your applications programs in BASIC, and then transfer your software to the 9915 via EPROM or tape cartridge. Hook up the 9915 to your system and you're ready to go.

In most industrial applications, all the operator needs to know about running his system is right there on the 9915's simplified front panel. But if the job calls for a custom keyboard, for example, or a remote display, we've made it a simple matter for you to connect them. This way, no matter what the application, you only pay for the capabilities you need.

SUBHEAD: Plug-in power.

COPY: With the same flexible I/O features as the 85 (including interrupt, high-speed transfer and easy data formatting), the 9915 gets you halfway to your solution before you even start. And because the built-in I/O drivers use the same plug-in protocols -- HP-IB, RS-232-C, Bit-Parallel and BCD -- interfacing to your instruments is a snap.

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What's more, the 9915's 16K user-available RAM can be expanded to 32K with an optional plug-in memory module. And the operating system (contained in 48K ROM) can be expanded as well by adding optional ROMs for matrix math, plotter/printer control and mass storage control.

Want to find out more? That's simple, too. Just write to Hewlett-Packard, Attn: Fred Bode, Dept. 000, 3404 East Harmony Road, Ft. Collins, CO 80525, and we'll send you all the details.

LOGO: Hewlett-Packard