

## Hewlett-Packard/USA

Subject 2675 THERMAL PRINTING TERMINAL

Division DTD

Ad# HPT-22-23 Date 6/30/80

### Overall objective

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

1. Introduce the 2675 as a new class of portable terminals offering extended capabilities.
2. Generate qualified sales leads.

### Communications objective

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

Establish how the 2675's sophisticated features make it easy to use and extend its capability beyond that of other highly portable terminals.

### Target audience

Computer pros involved in OEM and end-user systems.

### Current market situation/Competition

The 2675 will appeal to the computer user who needs a quiet, portable terminal for remote data entry/retrieval or programming tasks.

This user could purchase a portable T.I unit for \$1,200 less than the 2675, but the 2675 offers mass storage via cart tapes, a built-in modem and other ease-of-use features such as automatic dialing and answer that will justify the extra cost.

### Strategic considerations/Key copy points

1. Portability with mass storage is the key feature.
2. Built-in modem is an optional feature.
3. Modular telephone connection, automatic dialing and answering.
4. Optional acoustic coupler.
5. Quiet, bi-directional thermal printer.
6. Automatic configuration at power on and automatic log on.
7. Line Mode operation.
8. Line editing.
9. English-like terminal commands.
10. Eight user-definable soft keys.
11. Dual data ports.
12. Resident character sets.

Job #: HPT-23  
Client: Hewlett-Packard/DTD  
Description: 2675 Terminal Ad  
Media, Publication Date:  
Size: Page, 4/color

Date: 22 September 80 Client OK:

HEADLINE: Introducing the HP 2675 portable terminal: power on the move.

COPY: You've never seen a portable printing terminal like this before. The HP 2675 is a true local workstation that lets you do data entry and retrieval, editing and even programming -- off-line or anywhere there's a phone handy!

SUBHEAD: Performance to go.

COPY: Mass storage on a portable terminal? Absolutely. The 2675's high-speed, high density cartridge tapes even reduce waiting time and optimize storage space. And the advanced editing features let you update recorded information as well as make corrections before sending data to the computer.

The 2675 is also remarkably easy to operate. It uses friendly, English-like commands, and has a familiar, typewriter-style keyboard with eight soft keys you can define yourself. Once you've tailored the terminal to your application, those configurations come up automatically at every power on, including automatic dialing and program calling. So even an inexperienced user can just pick up the terminal and go.

For fast, high-quality printing, the 2675's quiet thermal printer operates at up to 120 characters per second. And multiple print modes allow the printing of full-width computer reports on 8½" paper.

SUBHEAD: It makes communications a snap.

COPY: With both an RS-232-C and modem port, you can configure the terminal for two transmission speeds, each ranging from 300 to 9600 baud. And, to increase transmission accuracy, the built-in modem comes with a convenient modular jack for direct connection to your phone line.

What's more, the 2675's auto-answer and auto-dial features leave you free while the terminal's talking to the computer, and let you save by taking advantage of off-peak phone rates.

Like all our terminals, the HP 2675 is backed by our extensive range of customer services. To arrange a hands-on demonstration, just return the coupon. You'll get carried away with all this power.

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COUPON: Yes, I'd like to see some power on the move. Get in touch  
to arrange a demonstration of the HP 2675 portable terminal.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

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