

NEW

THE GRAPHICS GALLERY

**Announcing Graphics Gallery 2.0 — Winning Presentations
For the HP Vectra, IBM PC/XT/AT and IBM PS/2 Computers, Touchscreen PC**

Sales Guide



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- What is Graphics Gallery
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- Graphics Gallery has sold more copies than any other PC software product from HP, in its first 12 months of sales.
- PC Magazine picked Graphics Gallery as their Editor's Choice among PC business graphics products calling it *"powerful, easy to use and definitely state of the art."*
- With the Gallery 2.0 enhancements, including new features such as rotate, align text and new chart types, and the fast performance a standalone workstation can provide, your HP Draw and HP EasyChart customers on the HP 3000 now have every reason to migrate their graphics creation to the PC.

What Is Graphics Gallery

The Strategy

The Graphics Gallery is industry-leading, professional-quality business graphics software for the HP Vectra PC, the IBM PC/XT/AT, the IBM PS/2 model 30/50/60 computers, and the HP Touchscreen PC. Graphics Gallery is an outstanding example of an integrated office solution, because Gallery pictures can be used with PC graphics, word processing and desktop publishing products, and with HP 3000 software via HP Graphics Curator/3000. No other Office Automation vendor offers such a well-integrated graphics solution. Graphics Gallery also provides an excellent opportunity to sell HP plotters and printers as part of an add-on solution for business graphics.

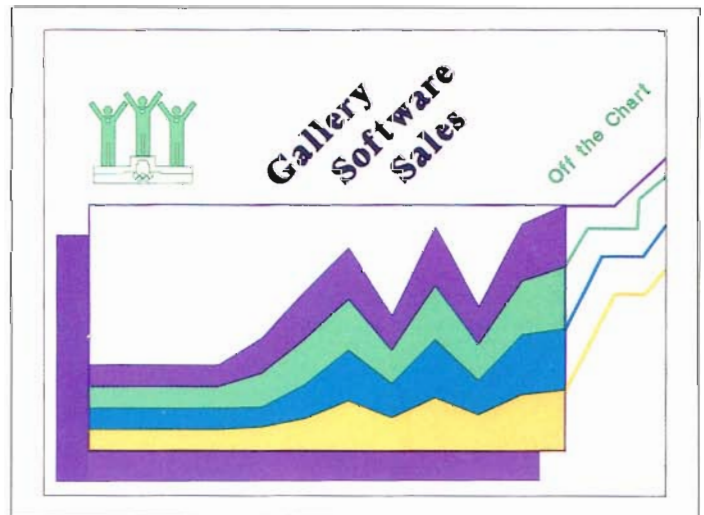
The Products

The Graphics Gallery family of powerful products includes:

- Charting Gallery for pie, bar, line, scatter, combination bar/line, area, X/Y, double Y scale, linear regression, and enhanced Lotus charts;
- Drawing Gallery for text charts, organization charts, enhanced Lotus charts, enhanced Charting Gallery charts, and other drawings and illustrations;
- Gallery Portfolios of over 1,800 specialized pictures, templates, and pre-fab forms for Drawing Gallery;
- The Gallery Collection which includes Drawing Gallery, Charting Gallery, and the Business Management Portfolio, a set of business symbols and illustrations for enhancing your drawings.

Key Selling Points

- The industry's highest-quality printed and plotted output, due to our excellent peripheral support, fonts, Portfolio pictures and layouts designed by graphic arts professionals.
- A direct connection to Lotus worksheets without the use of cumbersome "DIF" or other files.
- Compatibility with HPDraw on the HP 3000 (through HP Graphics Curator/3000).
- Letter-quality merged text and graphics.
- Integration of high-quality graphics with desktop publishing page layout packages.
- An interface that offers superior power and ease of use.
- Industry-leading training tools such as Classroom Learning Packs and HP FastTrak.



Created using Charting Gallery and Drawing Gallery 2.0

What's New with Gallery 2.0 — Now Better Than Ever!

Gallery 2.0 includes many powerful and exciting new features requested by your customers providing them with:

- Increased flexibility in creation/editing of slides
- Enhanced charting capabilities
- Support for latest hardware
- Excellent replacement for HP 3000 graphics products

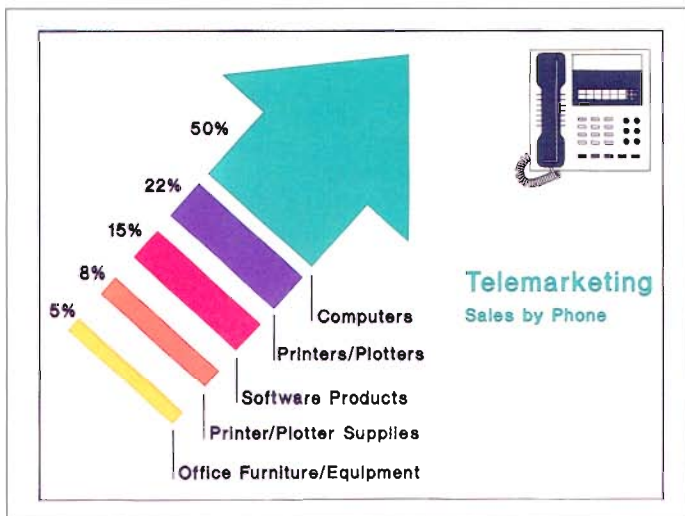
New Features in Drawing Gallery 2.0

Text

- Rotate text – 0-359 degrees
- Align text – aid for vertical/horizontal text alignment
- Bullets for text lines – automatically added to selected text lines
- 2 new text paths – slant up and down
- Enhanced text editing – insert/append carriage returns
- Stretch/shrink/skew for text

Edit

- Rotate for all objects
- Group/ungroup – combine group of complex objects
- Add and delete text bullets
- Align text
- Complex template shapes can be edited



Shows rotated symbol Drawing Gallery 2.0

View, Zoom

- 4 levels of zoom
- Toggle between full view and last zoom
- Zoom to view specified by user with “rubberband” box

Settings

- AutoMove On/Off toggle
- AutoStretch On/Off toggle
- TextStretch On/Off toggle

File Menus

- Import Lotus worksheet graphs directly – rather than first going through Charting Gallery; graph is fully editable and can be enhanced with Portfolio symbols, additional fonts, etc.
- Enhanced, easy-to-use file listing for Get and Add

New Features in Charting Gallery 2.0

Chart Types

- Combination bar/line charts
- Area charts
- X/Y charts
- Linear regression charts
- Double Y scale charts

Chart options

- Numbers next to bars for bar charts

Charting/Drawing Gallery 2.0 New Features

Print/Plot

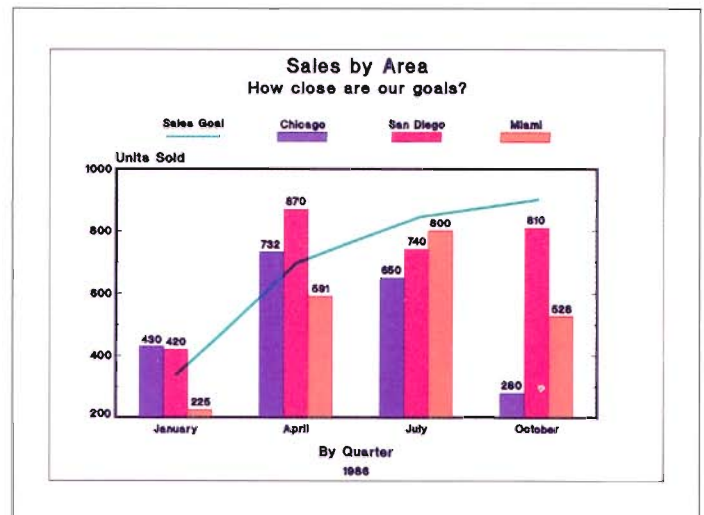
- Print/plot redirection to file
- TIFF, PC Paintbrush file output for DTP integration
- COM3 and COM4 support
- OfficeShare support for print/plot on Touchscreen as well as Vectra
- “Pens not sorted option” for plotters

Additional Supported Devices

- IBM PS/2 Model 30/50/60 computers (VGA Support)
- Compaq Deskpro 386
- HP Monochrome Plus Display and Adapter
- HP DraftPro plotter (7570)
- HP DraftMaster I & II (7595, 7596)
- HP LaserJet Series II
- HP LaserJet 2000 (A, B size paper)
- HP PaintJet color printer
- HP RuggedWriter 480
- Xerox 4020 color printer
- Calcomp ColorMaster printer
- Videoshow/160 for Computer generated slide shows

Miscellaneous

- Faster printing to HP LaserJet family
- Larger 300 DPI printing without extra LaserJet memory
- Faster on-screen performance for Drawing Gallery
- Reduced disc space consumption for pictures
- Enhanced, friendlier Vectra install program



Combo Barline Chart - Charting Gallery 2.0

Where to Sell Gallery

Graphics Gallery is used by managers and professionals who communicate heavily with other people, and need professional quality presentations and reports.

Graphics Gallery Advantages

- Quality of output
- Complete range of output
 - Full color paper plots and transparencies
 - Excellent color, black and white printed graphics
 - 35mm output
 - Computer-generated slide show

- Integration
 - Charting and Drawing
 - Merged text and graphics
 - Lotus® 1-2-3® spreadsheets
 - Desktop publishing
- Ease of use

"The power and ease of use . . . will amaze you."
PC Magazine, December 23, 1986.

In particular, accounts with Lotus 1-2-3, Symphony® or HP 3000 graphics are usually excellent prospects for Graphics Gallery.

Sell Graphics Gallery in the Following Situations

Situation: An account with an HP 3000 now uses HPDraw and DSG, and merges graphics into HPWord for printing on a system laser printer. The HP 3000 has slow response time because of the heavy graphics processing and multi-user environment.

Solution: Using Gallery on Touchscreens and Vectras will lighten the load on the HP 3000, give users up to 10 times faster editing performance, and take advantage of local plotters and LaserJets for output. With HP Graphics Curator/3000, the account can still use DSG for production graphics, and preserve its investment in HPDraw pictures and figure files by transferring these files to Gallery. Gallery graphics can also be uploaded to the HP 3000 for integration in HPWord, or for printing on the system laser printer.

Situation: Managers and professionals in your account are creating rough, cluttered overheads by hand, with a typewriter, or with word processing software.

Solution: The bold, clear, professional results from Graphics Gallery will improve communication in your account because they will:

- Make presentations more exciting and colorful
- Help an audience remember important points
- Make presenters more persuasive
- Make meetings more efficient and shorter

Situation: Your account has standardized on Lotus, and is using Lotus graphics for reports and presentations, but is not getting the maximum impact from the lower quality of "computer-generated" graphics.

Solution:

- Charting and Drawing Gallery can read graphs directly from Lotus worksheets with no loss of titles and attributes, and no cumbersome file translation. In Charting Gallery, the data can be edited and annotations such as lines, text and boxes can be added.
- Read the graph into Drawing Gallery for complete editing flexibility: add Portfolio symbols and illustrations, move parts of the picture, change color, texture, text style, text color, stretch/shrink or enlarge/reduce the whole picture or portions of it.

Situation: An account now uses either an external or internal graphics art department for graphs and slides.

Solution: By purchasing Graphics Gallery and plotters, your account can have:

- More immediate control over the look and content of a presentation.
- Faster turn-around to create graphics.
- Much less-expensive graphics than from art services. (Gallery and a plotter can pay for themselves in just 3 or 4 presentations!)

Situation: The graphics art department in your account creates flyers, newsletters and brochures. They use Aldus' Pagemaker to lay out the document and paste in graphics which they create by hand. Making changes to the artwork is time-consuming and costly.

Solution: Gallery lets you easily create professional-quality graphics which can be integrated into PageMaker, Ventura Publisher and other desktop publishing software packages. Making changes is easy allowing you to customize your graphics just the way you want it.

The Competition

Our customers tell us that Graphics Gallery is a clear winner compared to any other personal computer presentation graphics product. To sell against the competition, point out:

A Clear Winner

- Graphics Gallery is a superior product based on its features, quality of output, integration with spreadsheets, word processors, page layout software for desktop publishing, and its user interface.

Complete Integration

- Only Graphics Gallery is so well integrated into our office solution on the HP Vectra and Touchscreen PCs, and the HP 3000.

High Quality

- HP's Graphics Gallery and HP graphics peripherals provide a complete, high-quality HP solution designed to work well together.

And more . . .

- Graphics Gallery includes HP support and training materials, such as Classroom Learning Packs and HP FastTrak.

How Graphics Gallery Measures Up

THE GRAPHICS GALLERY

- Data-driven AND text and drawing.
- High-quality printed and plotted graphics suitable for formal presentations and reports.
- Merged text and graphics and desktop publishing.
- Direct integration with Lotus worksheets to easily turn a spreadsheet into a higher quality, meaningful picture.
- Full flexibility in editing, enhancing and customizing charts.

Lotus 1-2-3

- Data-driven charts only.
- Low-quality, but fast on-screen graphics for analyzing "what-if" scenarios.
- Stand-alone, data-driven graphics.
- Built-in graphics to easily turn a spreadsheet into a lower quality, meaningful picture.
- A few "standard" formats for charts.

THE GRAPHICS GALLERY

- Fully editable pictures, where overlapping objects can be moved and changed separately.
- High-quality printed and plotted graphics suitable for formal presentations and reports.
- Aided-drawing features to help non-artists create impressive and persuasive graphics.

Painting Programs

- Can only erase and move "static" images on the screen.
- Low-quality printed, "jagged" graphics suitable for entertainment and informal communication.
- Creative and "fun" features to produce artistic illustrations.

THE
GRAPHICS GALLERY

- Bold, high-quality graphics suitable for formal presentations and reports.
 - Powerful pull-down menus and editing by simply pointing with a mouse.
 - High-quality, filled WYSIWYG fonts.
 - Charting Gallery charts can be edited and enhanced with Drawing Gallery.
 - Direct integration with Lotus 1-2-3 worksheet graphs into drawing package for full editing, or into charting package where data can be modified.
- Washed-out, medium-quality graphics suitable for informal communication.
 - Cumbersome keyboard commands.
 - Low-quality stick fonts; only 1 font visible on-screen.
 - Data-driven charts cannot be edited or enhanced with a drawing program.
 - Integration limited. Chart is not fully editable and enhancements are not extensive.

Other Business Graphics Software



Questions and Answers

- Q:** Will Graphics Gallery run on any personal computer?
- A:** The Graphics Gallery works on the HP Vectra PC, the IBM PC/XT/AT, IBM PC-compatible computers such as Compaq, the IBM PS/2 Model 30/50/60 computers (3½" media available Fall 87) and the HP Touchscreen PC.
- Q:** Can I merge Gallery pictures with other word processors?
- A:** Gallery integrates with Executive MemoMaker, HP Word PC, and AdvanceWrite. Gallery pictures can also integrate (through HP Graphics Curator/3000) with TDP/3000 and HP Word/3000.
- Q:** Can I spool output from Gallery?
- A:** Yes. You can either 1) use a command file to print or plot a series of files, or 2) use a third-party "buffer-box" to plot or print while still using your computer for other tasks.
- 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 their final desktop-published document.
- Q:** Does Gallery work with Windows?
- A:** Yes. Gallery will work with Windows, but it takes over the entire screen when running. Gallery on the HP Touchscreen PC will not allow you to context switch under Windows.

Ordering Information

Products	HP Vectra	HP Touchscreen	Price*
Drawing Gallery	68351F	45411A	\$395
Charting Gallery	68350F	45513A	\$295
Gallery Collection	68352F	45437A	\$695
Executive MemoMaker	68330F	45418A	\$250
Office Activities Portfolio	68324F	45568A	\$ 95
Business Management Portfolio	68326F	45570A	\$ 95
Chemical/Petrochemical Portfolio	68325F	45569A	\$150
HP Draw Figures Portfolio	68327F	45571A	\$195
Classroom Learning Pak for the Gallery Collection	68352V	—	\$700
FastTrak — for the Gallery Collection	68352X	68352X	\$190
for Executive MemoMaker	89915F	89915F	\$ 95

Contact Personal Software Division for information about the Gallery Corporate Site License Program.

Upgrades

A master disc for each application must be mailed in to Hewlett-Packard Direct Marketing, Mail Order Dept., 1320 Kifer Rd., Sunnyvale, CA 94086 to be eligible for an upgrade.

	HP Vectra	Price	HP Touchscreen	Price*
Charting Gallery	68350-60002	\$ 75	45513A-60001	\$ 75
Drawing Gallery	68351-60002	\$ 75	45411A-60001	\$ 75
Gallery Collection	68352-60001	\$125	45437A-60001	\$150

NOTE: Quantity Upgrades may be purchased through the Corporate Site License program. Refer to Site License Sales Guide (P/N 5954-9501).

*All price are U.S. List Price.

**NOTE: A mouse or tablet is REQUIRED for Drawing Gallery and for the Gallery Collection. At least 384K of computer memory is required. Will not run on 2 low density floppy drives.

HP-HIL mouse for HP Vectra, Touchscreen users:
— HP product number 46060A, \$150.00
(Touchscreen requires a serial port.)

Microsoft or Microsoft-compatible mouse:
(May require an RS-232 serial port — see mouse documentation for details.)

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