

HEWLETT-PACKARD

The HP Personal
Productivity Center.
An office information
investment strategy.

HP 3000

HP VECTRA

HP Computer Museum
www.hpmuseum.net

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*You have your goals.
We have your strategy.*

The Personal Productivity Center

For most companies, office information systems are becoming a major investment.

So we're offering something that's been needed a long time:

An investment strategy.

Hewlett-Packard's strategy works at every level — individual, workgroup, departmental and corporate — to increase your productivity.

It's a strategy that truly solves your data access problems, while meeting your data processing needs.

It's a strategy that lets you start small or big and grow with a consistent, compatible system, fully supported at any size.

It's a strategy that even integrates IBM PCs and mainframes.

The HP Personal Productivity Center (PPC) is the investment strategy you need to achieve your office information goals.

And with the wide range of compatible Personal Productivity Center solutions available, we can tailor this strategy to meet your present and evolving needs.

You see, Hewlett-Packard people are always thinking, questioning, challenging. We never stop asking, "What if there's a better way?"

Which leads to the Personal Productivity Center. It's our strategy for investing in your future.

You have an investment in personal computers. We have an investment in making them more productive.

in this way.

So it helps you get the most from your investments in personal computers, software and training.

With the PPC, people go on using their personal computers — and their favorite personal computer software — just as they always have for personal productivity tasks like word processing, spreadsheets, data base management, graphics and communications.

And they keep using the same familiar personal computer interface as your Personal Productivity Center evolves into a departmental (or even a company-wide) solution.

Electronic mail, file sharing, peripheral sharing, powerful data processing and information access capabilities — all can be part of a Personal Productivity Center.

Some office information solutions use local area networks to connect PCs, but never go further. So PC users never get access to the full power of a true departmental computer or to company-wide communications.

Other solutions give users this access, but only at a tremendous sacrifice in ease of use: People who already know how to use a personal computer now must learn how to use a minicomputer.

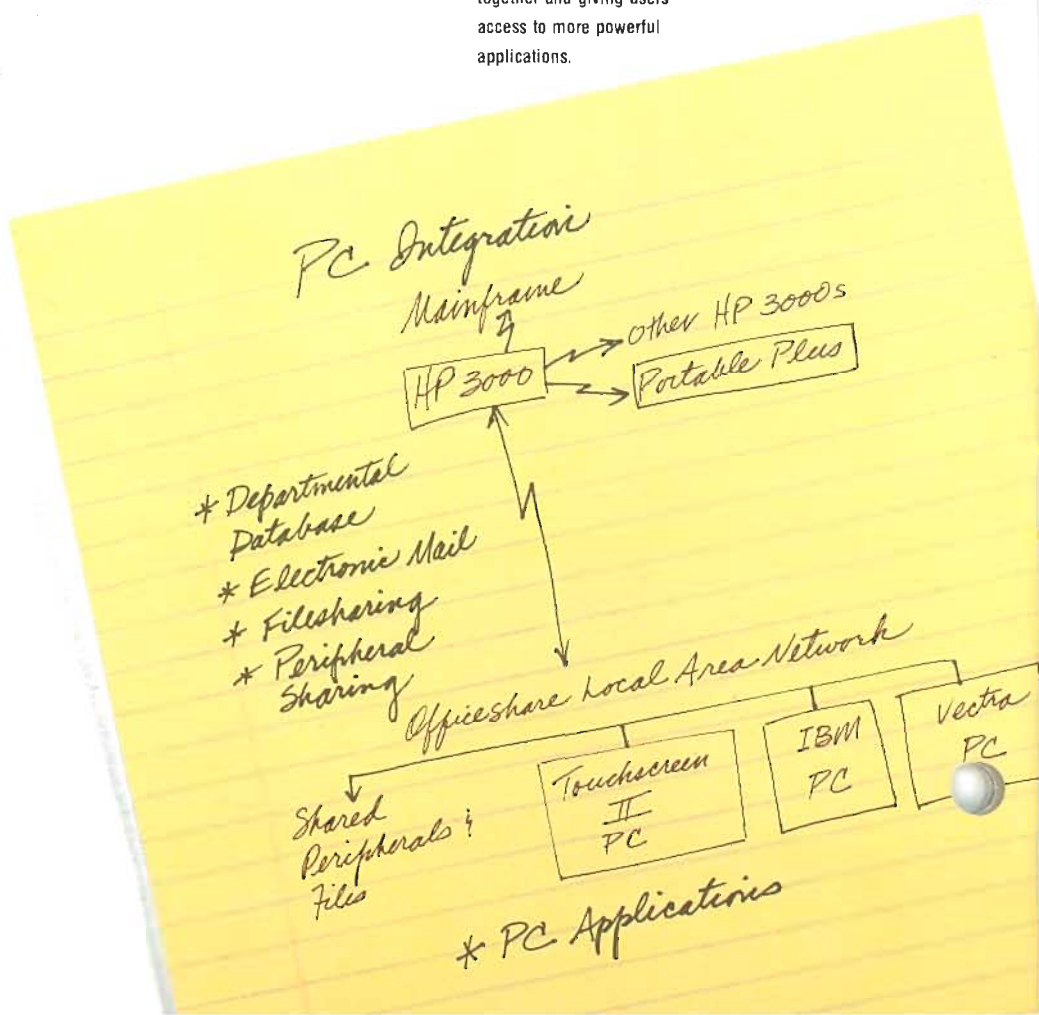
But the Personal Productivity Center gives users access to all the information and computing power they need — without asking anyone to give up a single one of the very real advantages PCs offer.

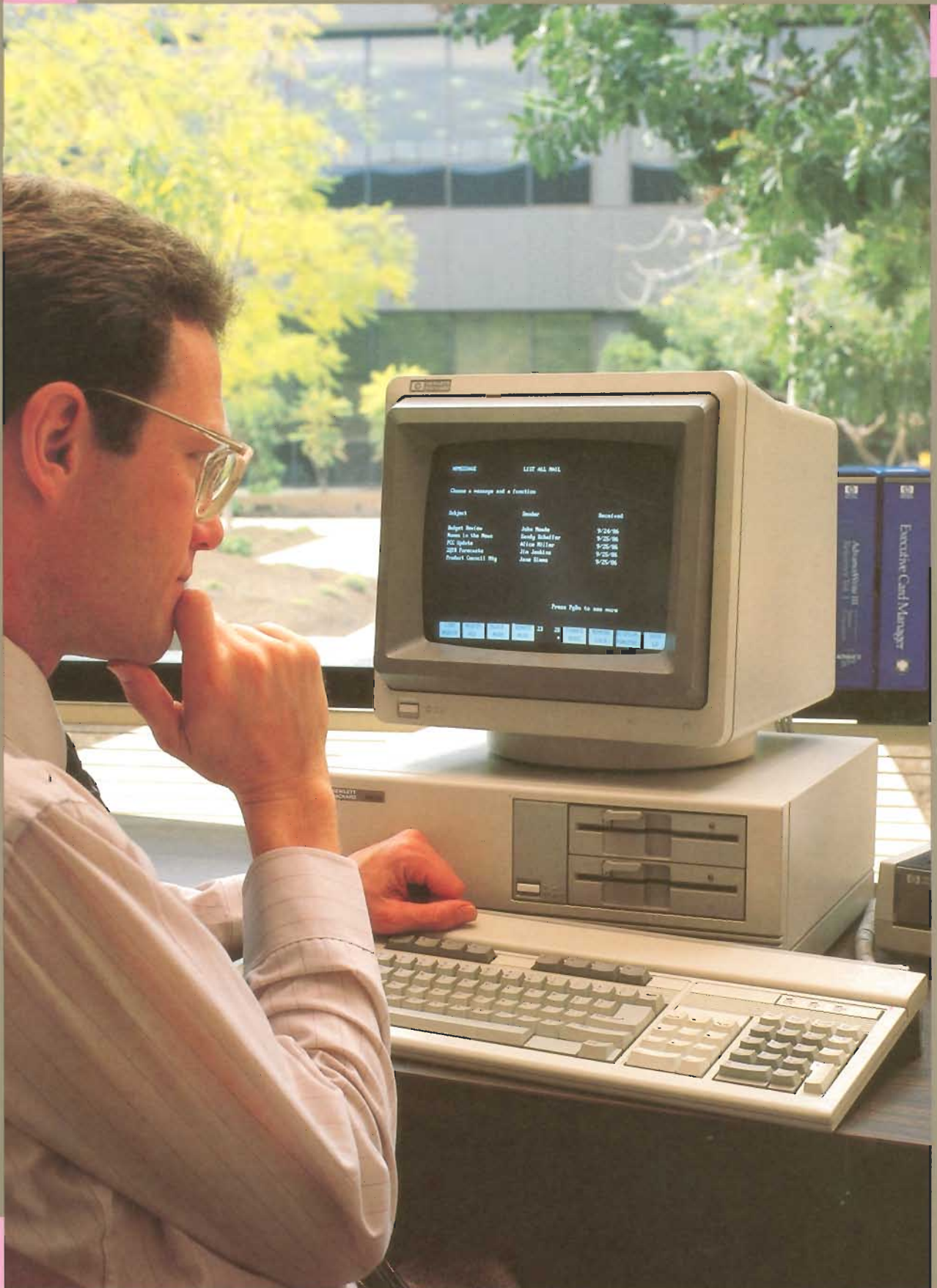
And the Personal Productivity Center is the only solution that truly integrates personal computers — ours as well as IBM's —

PC Integration

As your department's needs grow, the Personal Productivity Center expands. Ultimately, it can easily integrate all your company's information resources, from the smallest PC user to the biggest IBM mainframe.

With HP's PPC, you can utilize all the advantages of your PCs, while linking them together and giving users access to more powerful applications.





MESSAGE LIST ALL MAIL

Choose a message and a function

| Subject | Sender | Received |
|-----------------------|-----------------|----------|
| Subject Review | John Wexler | 9-24-98 |
| Announce to the Press | Leslie Schaffer | 9-25-98 |
| PC Update | Allan Miller | 9-25-98 |
| 2001 Forecast | Jim Smith | 9-25-98 |
| Product Council Mtg | Ann Stone | 9-25-98 |

Press Fghj to see more

Executive Card Manager

You have an investment in information. We have an investment in making it more useful.

It costs money to create, gather, process and store information. For this reason alone, your information is valuable.

But the value of your information is also related to its usefulness.

And we've invested extensively to help make your information easier to use.

Hewlett-Packard software makes communicating information easier.

For example, our electronic mail will let you send any file from any personal computer application.

You can "mail" a three-line memo, a three-hundred-page report or a three-thousand-cell spreadsheet anywhere in your company.

We also let people who use different brands of personal computer software share files. Files from an IBM word pro-

cessing program, for instance, are compatible with Hewlett-Packard word processing programs.

And to give your communications more impact and persuasive power, Hewlett-Packard's total graphics solutions are unrivaled.

Select from a wide variety of powerful graphics software, high-resolution color and monochrome monitors, industry-leading printers and advanced plotters to make your point.

We've also created a simple, menu-driven interface that lets people use their personal computers to request information directly from multiple data bases throughout your company.

It lets users look into a distant data base as easily as the ones on their own PCs, and the information appears on their personal computers as a file for the popular PC application they're using.

So, for example, a marketing manager could bring together branch office sales figures and manufacturing projections from two different remote data bases directly into a Lotus® 1-2-3® spreadsheet — without re-keying anything.

Information Access and Sharing

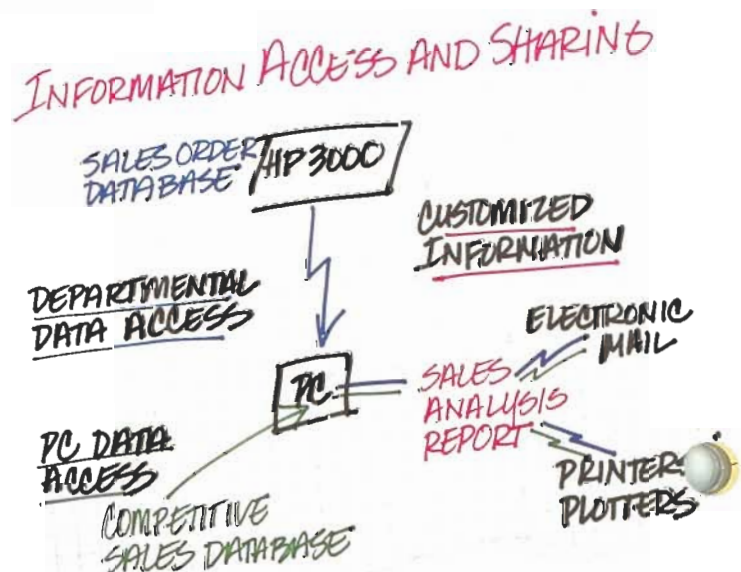
All with complete data security. No offering from any other vendor even approaches this powerful capability to link all your company's information resources.

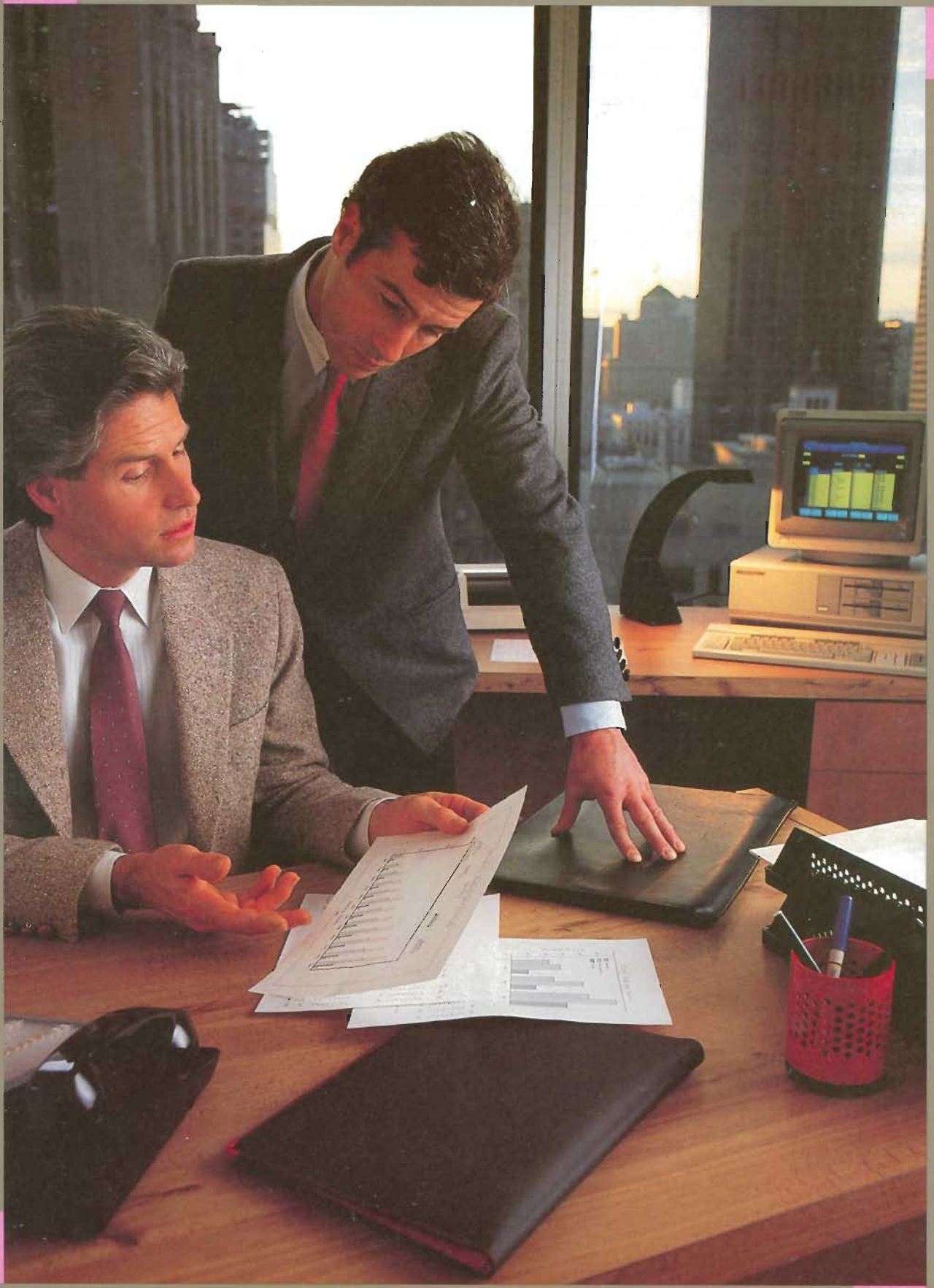
Data bases everywhere become more valuable as more of the information in them is used more often — for more creative problem solving.

And while so many people are getting so much more use from your information, the data processing department's workload actually lightens, freeing up time and resources to concentrate on more important things. Like getting ahead of your competition.



The PPC makes your information more useful because data is easy to access, analyze, and communicate.





We'll match your investment on any scale.

Start as small as a single personal computer. Or begin at the departmental or corporate level, with Hewlett-Packard mini-computers in data processing functions such as manufacturing control or accounting.

The Personal Productivity Center is a comprehensive office information strategy that lets you start at any size and grow to any size.

You can share PC peripherals and other resources in a local area network.

You can connect from four to a hundred personal computers with one of our departmental computers, providing powerful data processing and letting PC users access this data easily.

You can network the departmental computers together to share information quickly and efficiently. And you can then

link these networks to IBM mainframes.

You can choose from the wide variety of Hewlett-Packard PCs. They all work together — and work together with IBM PCs, too.

The HP Touchscreen II PC is the personal computer with the most intuitive user interface yet: you can control it by simply touching your finger to the screen.

The HP Portable PLUS lets you pack the Personal Productivity Center in a briefcase.

And the HP Vectra PC is our high performance IBM PC/AT-compatible personal computer, designed to be tailored for any business need. You can buy it configured as a fully-featured secretarial workstation with our versatile LaserJet Printer, for example.

The Personal Productivity Center is simply the only way to achieve such an integrated continuum of information management solutions. PPC workgroups are entirely upward compatible — from those in the smallest, most distant sales outpost all the way to corporate headquarters.

The PPC provides a compatible range of solutions that can be

tailored to fit your company today and grow with you into the future.

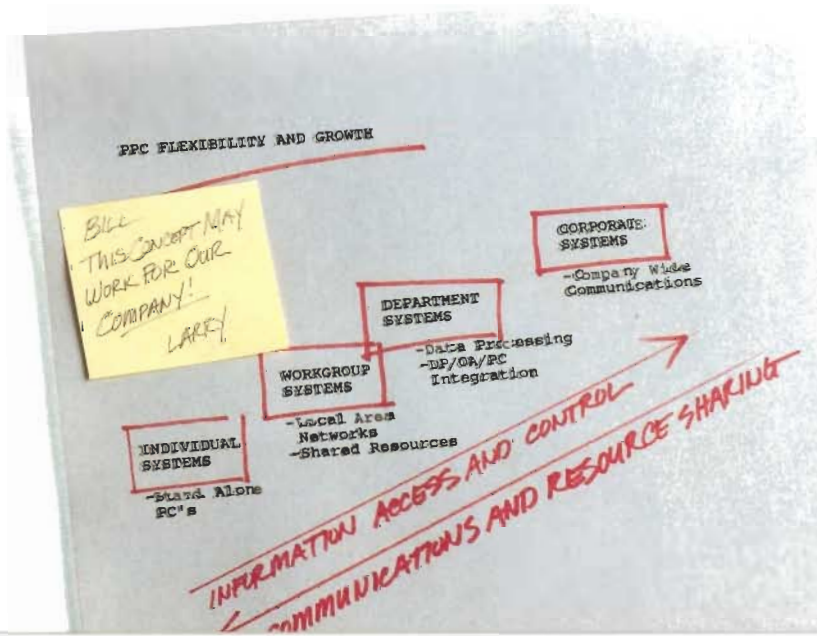
Flexible Growth Options

And of course, Hewlett-Packard people are with you all the way. There's a good reason surveys rank HP number one in service year after year.

We're ready to supply any level of support you need for any size system.

We offer a special program that helps you take advantage of our expertise to achieve a successful implementation. Our people will work with your people each step of the way to make sure everything goes smoothly, helping you plan, and guiding the project management process.

The Personal Productivity Center. It's the products and the people. And it's our strategy for investing in your company's evolution and growth.





A Personal Productivity Center Portfolio.

To **productivity**, because that's what makes you profitable, viable and competitive.

To **growing with you**, because that helps us grow, too.

To **evolution**, because you're not only growing, you're changing.

To **working with multiple vendors**, because that's reality.

To **upward compatibility**, because you're not only expanding, you're integrating.

To unequalled worldwide **service and support**, because we're Hewlett-Packard.

The Personal Productivity Center. It's an excellent reason to invest your time with a Hewlett-Packard representative.

The Personal Productivity Center is the office information investment strategy you need to achieve your goals.

And the continuum of Personal Productivity Center products reflects this strategy to meet your present and evolving needs.

On your desktops. In your departments and branch offices. At the highest corporate level.

The Personal Productivity Center. For you it's an investment strategy. For us it's a commitment —

To **partnership**, because your people and our people need to work closely together to be effective.

To always asking, "**What if there's a better way?**" because we want to give you our very best.



The HP 3000 family of business computers for powerful data processing solutions.

PPC Portfolio Sampler



The HP Vectra PC, and Vectra Office optimized for word processing, redefine high performance while being IBM PC/AT compatible.



The HP Touchscreen: the PC with the most intuitive interface yet.



The popular HP LaserJet Printer is fast, quiet, and expert in printing text and graphics.



Part of your strategy can be the IBM PC, a compatible player on the team.



The Personal Productivity Center abounds with practical, useful tools that are easy to learn and use.



The HP Portable PLUS lets you access the Personal Productivity Center from wherever you are — including in the air or on the road.



HP's compact ThinkJet Printer is an ideal choice for quiet, efficient personal printing needs.

Produce sharp, crisp graphics on the ColorPro Plotter for impressive presentations.



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TOUCH SCREEN
II PC

IBM PC



HEWLETT
PACKARD

Business Computing Systems