



Information Systems Marcom  
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## Introducing The ExecuDesk System. 5 powerful programs, now at a special money-saving low price.

Dear Manager,

If you've ever looked at a project and thought "there's got to be an easier way . . .," relax. Now there is.

The ExecuDesk System is here. It's the ultimate integrated software solution for the HP Touchscreen PC. And you can save more than 13% when you purchase the complete ExecuDesk System.

What sets The ExecuDesk System apart from other multi-function software? The ExecuDesk System is more than a collection of compatible programs. It's a carefully thought-out system designed to maximize your productivity. And it's complete, with:

- The NEW Executive Card Manager — the data file manager that handles information comfortably, logically. At lightning speed.
- Charting Gallery — the business graphics package that turns numbers into crisp, clear graphics for reports and presentations. And these results can take the form of pie, bar, or line charts, or scattergrams.
- Executive MemoMaker — the versatile word processor that helps you organize your thoughts and even keeps a watchful eye on your spelling. It also lets you merge Charting and Drawing Gallery graphics with your text to create professional-looking documents.
- Deluxe VisiCalc® -- the powerful spreadsheet that lets you track your costs, make sales forecasts, and explore "what if" possibilities. You can even consolidate several spreadsheets with Deluxe VisiCalc.
- The Series 100/Financial Calculator — it breezes you through all your mathematical and statistical functions: cash flow, present value, and more.

ExecuDesk transforms these individual programs into a single integrated solution. No need to retype information. And you can switch instantly among applications without having to save files or exit applications.

All the applications operate under The ExecuDesk System, making full use of your HP Touchscreen's easy interface. Simplicity is one of the qualities that sets The ExecuDesk System apart.

Simplicity. Because it's positively intuitive.

As an example, imagine you are exploring some "what if" possibilities on

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VisiCalc® is a U.S. registered trademark of Software Arts, Inc.

your spreadsheet. The results surprise you. So much so, you want to graph your findings.

With The ExecuDesk System, you can select any set of information, and turn it into graph form -- without ever closing your spreadsheet file. No lengthy command sequences to distract you. This instantaneous switching ability not only saves you valuable time, it frees you for more creative thinking. That's only part of what integration does for you.

Complete data compatibility offers even more. The graph you've created -- which illustrates your results so dramatically -- may be the perfect addition to the written report you've been working on in Executive MemoMaker.

You can pull that graph over into your Executive MemoMaker file. Easily. Painlessly. As a result, your reports are more dramatic. Your presentations more compelling.

And all this takes less time than it used to take to compose the report manually.

Imagine also that while working on the same report, you need some statistical calculations to further enhance your findings. Even while you are working on your Executive MemoMaker file you can calculate rates of return or other financial functions. And then incorporate your financial data into your report.

No matter where you are in The ExecuDesk System, you are only a few short keystrokes away from any application. All the information -- all the capabilities you need -- are close at hand. Especially with the addition of . . .

NEW Executive Card Manager . . .  
it works like a desktop address file  
and performs thousands of data base operations.

Executive Card Manager is far more functional than a typical file manager. It's a complete information-management tool you can use right away. Because there's no new language to learn. No array of menus to wade through. Just easy-to-understand visual images from everyday life. A desktop cardfile you can "thumb" through. Index cards. Report sheets. Things look much the same on your screen as they do on your desk.

With one important difference. The information you need is far easier to access in Executive Card Manager. Here's why:

#### MORE STORAGE.

Your desk couldn't possibly hold all the information you can store in Executive Card Manager. 64,000 records per cardfile. 11 screens of information on each card, an equivalent of 4 typed pages per record.

#### MORE WAYS TO LOOK AT YOUR INFORMATION.

The built-in report writer allows you to present information in a columnar

fashion for easy reading. You get to see your data in the form that's easiest to understand and interpret.

You can also create personalized form letters . . . or mailing labels.

And, within the report writer, you can do basic arithmetic . . . a valuable time-saving feature to make data file management just that much easier.

#### EVERYTHING'S EASY TO FIND.

Stacks of information. Or snips of data that could get buried on a desktop -- all are easily managed, easily retrieved. You can sort and search by virtually any set of criteria:

- "Less than" . . . "greater than" . . . "equal to" . . . "not equal to" . . . and all logical combinations;
- Letter, word, and numeric search;
- Wildcard search;
- Grouped fields search;

. . . on up to three reassignable sort keys. It's one more way you save unnecessary keystrokes . . . so you can speed through tasks at hand.

#### ELIMINATES DOUBT AND GUESSWORK . . .

. . . by telling you when your information was last updated. This time-and-date-stamp feature helps maintain security. And, since updated files can be merged, it ensures that everyone who relies on a given set of data will have the most current information at all times.

#### REMEMBERS PHONE NUMBERS, AND DIALS THE PHONE!

You can forget access codes. And forget about fumbling through a desktop card address file for your phone numbers. Executive Card Manager, with any modem, dials numbers for you automatically.

And, in addition to running under The ExecuDesk System, Executive Card Manager is compatible with all the most popular productivity software. So you can transfer your cardfile into spreadsheets. Even utilize cardfile information with stand-alone word processors.

It's available as part of The ExecuDesk System, or it can be purchased separately for \$295.00. And if it's not run as part of The ExecuDesk System, a floppy-based minimum-configuration Touchscreen is fine. No matter what popular programs you already own, Executive Card Manager is guaranteed to be an excellent addition to your software library.

For example, suppose you need forms for employee records or inventory, or for specialized fields such as real estate, medicine, or law. Executive Card Manager: Templates gives you immediate access to an appropriate template. This collection of pre-designed formats is available as a supplement to Executive

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Card Manager.

With 21 templates to choose from you don't waste valuable time designing forms, hoping you remember every necessary field of information. And each template can be edited and modified, so you're never locked in to a rigid format.

The complete ExecuDesk System is designed to serve virtually all business applications. Now, with the new Executive Card Manager included, it's the optimal integrated solution.

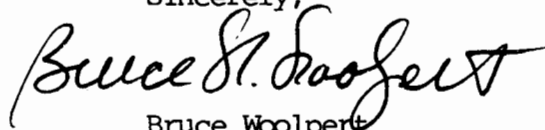
Save more than 13% on The ExecuDesk System and introduce yourself to Executive Card Manager!

New Executive Card Manager integrates so well into The ExecuDesk System, it simply must be put into operation to be believed. To encourage you to do just that, we're offering The ExecuDesk System complete for only \$995.00.

If bought separately, the functions contained in The ExecuDesk System would cost \$1,150.00. You save \$155.00 off the combined individual prices -- that's more than 13%.

Send in your order today. Complete the order form and return it now in the enclosed postage-paid envelope.

Sincerely,



Bruce Woolpert  
Marketing Manager

P.S. Here are two other quick and easy ways to order your ExecuDesk System:

- 1) by calling toll-free -- 1-800-538-8787 (in California, (408) 738-4133);
- 2) by visiting any authorized HP dealer.

We guarantee shipment of your software within 48 hours of receipt of your order.

# ExecuDesk System Software Order Form

(If different than address on mailing label)

**SHIP TO:**

Company Name \_\_\_\_\_  
 Attn. of: \_\_\_\_\_ Bldg. \_\_\_\_\_ Dept./MS \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ ext. \_\_\_\_\_

**Important:**

For shipping, be sure to include your street address and Zip Code. UPS cannot ship to a P.O. Box. Hewlett-Packard pays UPS surface freight.

/S350/313721  
 MR GARRY STOKLAS  
 ACUREX CORPORATION  
 AUTODATA DIVISION  
 25251 PASEO DE ALICIA #218  
 LAGUNA HILLS, CA 92653

To order by phone, call toll-free now:

**1-800-538-8787**

(In California, (408) 738-4133)

Check your mailing label for accuracy. Please make any necessary corrections.

Quantity	Product #	Description	Unit Price	Total
	45442A	<b>ExecuDesk System</b> (13% less than the price of the products purchased individually)	\$995	

Or, purchase individually:

	45444A	<b>ExecuDesk</b> (includes the Series 100/Financial Calculator)	95	
	45418A	<b>Executive MemoMaker</b>	245	
	45421A	<b>Executive Card Manager</b>	295	
	45513A	<b>Charting Gallery</b>	265	
	45405A	<b>Deluxe VisiCalc®</b>	250	
		<b>Total if products are purchased separately</b>	<b>1150</b>	

Choose from these additional compatible systems:

	45441D	<b>Executive Card Manager: Templates</b> A collection of modifiable cardfile and report overlays representative of 21 business environments. (Works with Executive Card Manager.)	\$125	
	45411A	<b>Drawing Gallery</b> Helps you create presentation word-and-picture graphics such as organization charts, process-flow diagrams and text charts.	345	
	45433A	<b>Gallery Picture Library II</b> 200 additional charts and drawings to expand your Drawing Gallery Library.	95	
	45431A	<b>AdvanceLink</b> Lets you send files to and receive them from HP 3000s, IBM PCs, worldwide databanks and others.	295	

Subtotal

\$

State/Local Sales/Use Tax

\$

Order Total

\$

**Ordered by:**

NAME \_\_\_\_\_  
 Last First Middle  
 Daytime phone ( \_\_\_\_\_ ) \_\_\_\_\_, ext. \_\_\_\_\_ Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Method of Payment (check one box only):**

Check/Money Order for the total amount. Make check payable to Hewlett-Packard Co.

Customer account no. if available \_\_\_\_\_

Purchase Order Number \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
 Expiration Date

Authorized Signature \_\_\_\_\_

 **Hewlett-Packard**  
**Pays UPS Surface Freight.**

Your complete ExecuDesk System will be shipped within 48 hours of receipt of your order.

You can also purchase your HP Touchscreen ExecuDesk System at any HP dealer. For the number of the dealer nearest you, call **1-800-FOR-HPPC**. (In Canada, call 1-800-387-3867.)

Want to open a direct account? Call **1-800-538-8787** with your P.O. number. (In California, call (408) 738-4133).