THE PORTABLE

Introduction

The PORTABLE from Hewlett-Packard has combined the power and
capabilities of a state-of-the-art desktop personal computer
with the portability of a notebook.

Software and hardware combine to provide an unparalleled solu-
tion for mobile professionals such as consultants, sales and
service professionals, accountants, and journalists. Lotus
1-2-3 (TM), Memomaker, and terminal emulation are all built
permanently into ROM for lightening fast performance and ease of
use.

Complete online "help" is always available for all built-in
applications. Pulling it all together is the Personal
Applications Manager (PAM), which provides access to the
facilities of the MS-DOS (TM) operating system without having to
learn a whole set of commands.

The PORTABLE is also compatible. It runs desktop software with
the same user interface, the same speed of execution, and the
same memory complement as most desktop personal computers. It
is 100% data compatible with the HP 150-II and IBM PC. The
PORTABLE DESKTOP link makes transfering files from the Portable
to an IBM PC quick and easy.

A Total System

The PORTABLE is a powerful, stand-alone personal computer.
However, battery powered portable/desktop peripherals can be
added to enhance the system.

The HP 9114A PORTABLE MicroFloppy drive weighs only 5.5 pounds
but can store 710k bytes of information. Like The PORTABLE, it
is battery operated.

Need portable printing? The Thinkjet personal printer is the
answer. 150 characters per second ink jet printing on battery
power.

The entire system, The PORTABLE, HP 9114A, and Thinkjet weigh
less than 20 pounds and fit in a system case that is easily
carried.

Product Positioning

Until now, there has been a tradeoff between functionality and
portability. Either you get the functionality of a desktop
(with commensurate weight and bulk) or the portability of a
notebook (with a loss of functionality).

HP Computer Museum
www.hpmuseum.net

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The marketplace is defining a power threshold, that level of functionality required to be a personal computer. That includes a graphics display, quarter megabyte of memory, 16 bit processor, and business productivity software such as 1-2-3. The PORTABLE meets all these criteria.

A standard for portability is also emerging. To be portable, a computer must weigh less than 10 pounds, be battery operable for a long period of time (at least a working day), and fit in a briefcase. With battery power must come the confidence of using it away from an AC outlet. The PORTABLE meets these criteria as well.

The PORTABLE is in a unique position of satisfying the power threshold without sacrificing portability.

The Market

1985 may well be remembered as the year of the portable. It marks the merging of technology and market demand. Only about one-third of personal computer users expect to use their computer only at their desk and about half expect to take it home with them at night or on weekends.

The U.S. professional labor force (19.2 million people) can be segmented along mobility lines.

	Workstation Professionals	Mobile Professionals	Highly Mobile Professionals
Percent of Time Spend at Desk:	91-100%	61-90%	Less than 60%
Work Locations:	Desk	Desk	Desk
		Home	Home
		Multiple Office Locations	Multiple Office Locations
			Business Trips
Segment Percentage:	38%	38%	24%

This breakdown shows some 62% or 11.9 million professionals in the U.S. would be interested in a portable computer.

<u>Primary Customers</u>

The PORTABLE will appeal to major groups of professionals.
First, its power and portability will be attractive to anyone
who can't be tied to a desk, those people who by the nature of
their work simply cannot spend their time in the office.
Consultants, auditors, journalists, sales and service
professionals are examples.

Second are the current and future HP 150 or IBM PC computer
users. These professionals really appreciate the benefits that
accrue from using a desktop personal computer and wish to extend
those benefits from the office to the field, home, or on trips.

Trademark Information

Lotus 1-2-3 (TM) is a registered trademark of Lotus Development
Corporation.

MS-DOS (TM) is a registered trademark of Microsoft Corporation.

Questions and Answers

Q. Can I use the PORTABLE on airplanes?

A. The FAA has left it to the individual carrier to
    determine what electronic products can be used aboard
    commercial aircraft. Extensive testing of The PORTABLE
    show no interference with aircraft instrumentation.
    United Airlines, American, Eastern, and TWA allow The
    PROTABLE to be used aboard their planes. Many other
    carriers have allowed its use, but have no official
    policy statement. It's best to check with the cabin
    crew if there is any doubt.

Q. Can I run IBM PC software?

A. Although data files are 100% compatible between
    like programs on the IBM PC and The PORTABLE, small
    differences in the architecture of the two products
    make the software programs themselves incompatible.

Q. Why doesn't The PORTABLE have a built-in disc drive?

A. It does. Two electronic discs are built in. One has
    nearly $1000 of popular software permanently installed
    and the other is for data and other software programs.
    A floppy disc was not built into The PORTABLE because
    of size, weight, and power considerations.

    And, for those times that a portable disc is really
    needed, the HP 9114A fits to a tee. By packaging the
    disc and printer separately, performance and battery
    life of all three could be optimized without
    compromising portability.