

## Hewlett-Packard HP 3000

### Product Enhancement

Hewlett-Packard has added a new entry level-system, the Series 37, to the HP 3000 line of business computers. Billed as a compact office computer system, the Series 37 is no larger than a two-drawer filing cabinet; the processing unit measures only 6.14 inches high, 12.8 inches wide, and 15.75 inches deep. A complete system, including console, disk, and tape, measures 29 by 15 by 15¾ inches. According to Hewlett-Packard, the system is well-suited to the office environment because it is quieter than a typewriter, operates in carpeted rooms over a wide temperature range without special air conditioning, and plugs into an ordinary wall socket.

The basic Series 37 configuration includes 512KB of main memory, a 55MB disk, cartridge tape for backup, system console, office cabinet, and the Image database management system, and is priced at \$19,950. A similarly equipped Series 39 (previously the entry-level model to the 3000 series) would cost approximately twice as much. With its lower price, the Series 37 opens Hewlett-Packard up to many more markets and is viewed as an aggressive move on H-P's part to penetrate the office automation and small business markets in which the company has previously been weak.

Expansion options for the basic configuration include support for 1MB of memory, priced at \$2,500; expansion from 512KB to 2MB of memory, at \$6,500; and an additional 55MB disk drive, for \$7,500. A maximum configuration for the Series 37 supports 28 terminals, 2MB of main memory, 2.4GB of disk storage, and a 6250-bpi streaming tape drive.

The Series 37 is object-code compatible with all other HP 3000 models: the Series 39, Series 42, Series 48, and Series 68. With standard upgrades supplied by Hewlett-Packard, a user is able to expand upwards through the Series 42, 48, and 68. No reprogramming is required for these upgrades.

Hewlett-Packard has identified typical users of the Series 37 as branch offices and distribution and sales offices of large organizations. According to H-P, such customers will often use the Series 37 in conjunction with local personal computers, and usually in networks of other HP 3000s. Databases can be shared both locally and at remote sites. Peripherals such as large disks and high-speed printers can also be centralized and shared among the systems in the network.

Competition for the Series 37 will come from two areas: office automation systems offered by other mini vendors, and systems from smaller companies which are similar in price. From the first category, the Series 37 will compete with the Data General MV/4000 SC, the DEC VAX-11/725, the IBM System/36, and the low end of the Wang VS family. In all cases, the Series 37 offers significantly greater disk capacity, while some of these systems offer more memory capacity than the Series 37. In the second category, competition will come from systems manufactured by Convergent Technologies (offered through OEM contracts with many vendors), Altos Computer Systems, and Fortune Systems Corp. □