



NEELY SALES REGION • 99 S. Hill Drive, Brisbane, California 94005-1259 ■ Telephone (415) 330-2500

TO: Value Added Businesses

DATE: August 25, 1987

FROM: Bill Pate

We are proud to announce the HP 700 family of display terminals! Aggressively priced and designed to meet a wide range of user needs, you NOW have a competitive edge in selling more display terminals with our computer systems!

There are FIVE different terminals in the HP 700 family. A complete set of information is enclosed, but here is a quick summary!

<u>MODEL #</u>	<u>U.S. LIST PRICE</u>	<u>DESCRIPTION</u>
HP 700/94	\$1095	High Performance HP Block Mode Terminal
HP 700/92	\$ 895	HP Block Mode Terminal
HP 700/71	\$ 695	IBM 3191 Compatible Terminal
HP 700/22	\$ 575	DEC VT220 ANSI Compatible Terminal
HP 700/41	\$ 375	Entry Level ASCII Terminal

FOR THE HP 3000 ENVIRONMENT:

- * The HP 700/94 terminal replaces the HP 2394A terminal and is \$800 lower in price. That is a 42% reduction!
- * The HP 700/92 terminal replaces the HP 2392A terminal and is \$500 lower in price. That is a 36% reduction!
- * The HP 700/41 is one of the lowest priced terminals in the world! And at \$375, your customers will get a feature set that is better than the competitive products! Note, however, that the HP 700/41 does not support "HP escape sequences".

FOR THE HP 1000/9000 ENVIRONMENT:

- * The HP 700/41 (same description as above)
- * And for more functionality, the HP 700/22 offers ANSI compatibility at, again, an extremely competitive price!

CUSTOMERS THAT HAVE DEC OR IBM MAINFRAMES CAN NOW ENJOY THE QUALITY OF HP TERMINALS AND AT A LOWER PRICE:

* The HP 700/22 is priced 28% less than the DEC VT220!

* The HP 700/71 is priced 46% less than the IBM 3191

All of the HP 700 terminals are on the A-I purchase agreement (but will not carry any functional unit credit). In addition to the A-I Exhibit, a new "General Purpose Terminal Exhibit" will be available for models 41, 22, and 71.

I will be sending you original data sheets as soon as they are available. If I can answer any questions on this exciting new line of products, please call me at 415-330-2645.

Regards,

HEWLETT-PACKARD COMPANY
NEELY SALES REGION



Bill Pate
Sales Representative
Value Added Channels

BP/zel

p.s. Also enclosed is a copy of the new Computer Peripherals Selection Guide.