
Stereo Headset

High-quality audio I/O maximizes the benefits of multimedia. HP MPower provides users with the ultimate in hands-free communications, the Plantronics Supra Stereo Headset, a superior audio I/O solution achieved by integrating recording and stereo listening capabilities into a single product. It features a fully adjustable headband and cushioned receivers that eliminate the broadcasting of audio for greater privacy and much less disturbance of others, unlike computer-integrated or standalone speakers. Speech recording is simple and natural through the transparent voice tube providing users with a natural speaking environment. There is no need to raise your voice and background noise is significantly reduced, improving the clarity and quality of your voice recording over lapel and desktop microphones, particularly for interactive computer environments and hands-free communications.

Image

The HP MPower image viewer allows users to view and manipulate images, including FAX messages, and to drag and drop them into the multimedia mailer. The HP MPower image library supports industry-standard image types, including GIF, TIFF, JPEG, Starbase, Xwd, Xbm, and Xpm. The image developers toolkit allows developers to extend the file types for custom image file formats, and write or display manipulated images to multiple destination

With the industry-leading performance of the Series 700, image operations can be done via software, avoiding the additional expense of specialized add-on hardware. For example, the image library includes image compression algorithms, such as JPEG, which run faster on

the Series 700 than on competing workstations. This eliminates the need for additional specialized hardware and represents a cost savings over other competitive workstations.

HP 9000 FAX

HP 9000 FAX allows users to send a FAX from any workstation or X terminal connected to a Series 700 server across the network to any workstation, PC, ASCII terminal, or FAX machine. Using the scanner and HP 9000 FAX together, hardcopy images can be scanned and sent out by FAX from any workstation on the network utilizing HP MPower's drag and drop capabilities. HP 9000 FAX supports FAX composition from ASCII, GIF, JFIF, TIFF, Xwd, Xbm, Xpm, Starbase, PCL5 and PostScript files.

HP 9000 FAX is designed for a client/server environment. A central server can be administered locally while remote clients have full access to all the capabilities provided. Reports can be utilized for appropriate billing of all charges. The FAX capabilities of HP MPower also provide increased security of FAX information, automatic routing of incoming FAXes, and cost savings from automated sending during "off" hours.

HP SharedPrint/UX

HP SharedPrint/UX is an easy-to-use, drag-and-drop printing service that allows users to print color, text, graphics, and images to local or remote printers across the network. It supports laser printers, color ink-jet printers and large format plotters. HP SharedPrint/UX can print Starbase images to either PCL- or PostScript-compatible printers and provides on-the-fly conversion between PCL and Post-

Script. It also supports CGM, X bitmaps, and TIFF file formats. This frees the user from worrying about what printing format is being used.

The HP SharedPrint/UX user interface allows users to make print requests, control print job parameters and options, check queue status and printer set up and configuration. HP SharedPrint/UX provides integration with the HP Systems Administration Manager (SAM) for printer set-up and configuration.

HP DeskScan/UX

HP MPower integrates the HP DeskScan/UX software within the HP MPower environment and enables the scanning capability if the optional HP DeskScan/UX software is installed. HP DeskScan/UX software supports the HP ScanJet IIC color scanner, allowing users to scan, view, manipulate, store, and print color and monochrome images. HP DeskScan/UX allows manipulation of image scale, brightness, and contrast, with changes seen immediately on the screen. Images scanned using HP DeskScan/UX can be FAXed using HP MPower's HP 9000 FAX software. HP DeskScan/UX supports the Automatic Document Feeder for multiple page input, which is especially useful as a FAX input device and for future OCR capability. No other workstation vendor currently offers a desktop color scanning solution.

HP RasterOps Video Live

HP MPower's HP RasterOps VideoLive software supports the optional video-in-a-window technology on any graphics top on the Series 700 Models with an EISA slot, when used with the optional HP RasterOps VideoLive EISA

board. Users can view live full-motion video in photorealistic color or grayscale. The HP RasterOps VideoLive card supports connection with composite video, S-Video or RGB cables, enabling it to show video from a variety of sources, such as TV tuners, VCRs, camcorders, RGB cameras, and medical scanners. HP RasterOps VideoLive includes a frame grabber that allows users to capture video frames in full 24-bit color for play back or to be saved as TIFF files for use in electronic publishing documents, printing hardcopy, or sending over the network.

PostScript Viewer

The PostScript Viewer is automatically invoked when the user double-clicks a Postscript file in File Manager. The Postscript Viewer first converts the *.ps file to TIFF file format, and then invokes Imageview on the resulting file. Postscript files can be drag-and-dropped for viewing, printing, FAXing, mailing, and deleting. While this is a powerful capability, one needs to be forewarned that the resulting TIFF files are on the order of ten times larger than the original PostScript file.

Qualifying Customers

There are three distinct areas for HP MPower customer qualification:

- Broad commercial applications in “re-engineering” networked environment
- Networked “PC alternative” opportunities
- Enhanced functionality for traditional markets.

The “re-engineering” networked environment is a situation where the customer is looking for mainframe power in a distributed workstation environment. The existing

mainframe environment is no longer perceived as a cost-effective solution. The current architecture of a large mainframe with either ASCII terminals or PCs emulating terminals is no longer inviolate. Such a customer is open to a new solution that includes workstations and delivers flexibility, cost effectiveness, and better usability. The HP MPower solution—which can include low-cost client systems, higher performance servers, and readily usable multimedia communication—can deliver exciting graphical, multimedia solutions cost effectively into a commercial environment. The advantages for the customer are many: a more flexible solution that can adapt to new technologies without replacing all of the systems and efficient access to system-wide services without replicating services on all of the individual user systems, including minimizing the disk and memory requirements.

Many customers are looking for solutions where both PCs and workstations are being considered. In many of these instances, customers are attempting to gain workstation capabilities by starting with PCs and adding hardware and software. The advantages of PCs are lost in these situations—e.g., application availability and lower cost. A workstation solution, on the other hand, can be installed that delivers on the advantages of the UNIX system and particularly on the strengths of the networking capabilities. These customers are not looking for standalone systems, but recognize the advantages of networking systems. As with the “re-engineering” networked environment, an HP MPower solution can deliver on the networking capabilities

beyond what is available on the PC solution.

Many early adopters of multimedia technologies can be found in HP’s traditional workstation markets. Some examples are:

- Including sounds and images in online documentation in an aerospace company to comply with CALS specifications.
- Including the “voice of an expert or the voice of authority” in messages to convey more significance in the information.
- Enabling software designers to collaborate on projects across geographical barriers

In many accounts the adoption of multimedia technologies is moving past the early adopters. Projects which focus on multiple users needing multimedia for enhanced communications are good candidates for HP MPower. While HP MPower can still deliver enhanced multimedia technologies in a visually exciting and usable package on a single system, the networking advantages and system hardware savings cannot be realized.

Competitive Environment

No other workstation vendor is delivering as complete and cohesive a multimedia communications solution. Bits and pieces of technology are available on other workstations, either from the manufacturer or third parties. In the case of third-party solutions, the same products are quite often available on HP systems. The following table compares the components in HP MPower with possible solutions on Sun workstations. Since there are no exact matches, comparisons are rough at best.

HP
HP MPower: \$495 Client/ \$1495
HP VUE 3.0
HP SharedX
Whiteboard
HP SharedPrint
HP 9000 FAX
HP ScanJet IIc: \$3350
VideoLive: \$2275

Sun
Server Not Available
Open Windows
Not Available
ShowMe: \$395 LTU
NeWSprint: \$475 LTU
Third Party
Third Party
Third Party

The pricing of HP MPower is very aggressive and delivers capabilities that are not available on Sun workstations. The pieces that are available on Sun workstations are either priced as standalone products, comparable to HP's separate products, or available from third parties. When taken as a whole, the Sun workstation solution is significantly more expensive and more difficult to order and configure. HP MPower will set a new standard for the delivery of multimedia-enriched communications solutions.

HP will continue to invest in the emerging multimedia marketplace.

Integration Legend

- 1 = Hasn't got it
- 2 = Is a 3rd-party product
- 3 = Is a separate product
- 4 = Is bundled with the main product
- 5 = Is integrated into the product design

MPower Component	HP	Sun	DEC	IBM	SGI	Microsoft	Apple
Infrastructure	5	5	5	5	3	5	5
GUI Framework	5	5	5	4	5	5	5
Audio Services	5	5	3	1	5	4	5
Collaborative Services	5	3	3	3	1	2	1
FAX Services	4	2	2	3	2	2	3
Imaging Services	5	5	3	2	5	2	2
MM Mailer	5	5	2	2	4	3	2
Print Services	4	3	3	2	1	4	5
Scanning Services	4	3	3	3	5	2	3
Video Services	4	2	3	3	4	2	5
Integration Score	41	33	27	23	32	26	31

HP MPower delivers a competitive offering on HP workstations when compared to either the workstation vendors or the personal computer vendors.

Distribution and Availability

HP MPower will be available on all Series 700 platforms with HP-UX 9.0. Specific multimedia capabilities

will require additional hardware support that may not be available on some Series 700 platforms--e.g., only Series 700 Model 715 platforms can support both audio hardware and an EISA board on the same platform. Due to the client/server configuration of the software and the multimedia hardware requirements, certain

HP MPower will go a long way in establishing HP as a player in the multimedia market, with its strong integration message. The main competitive message that is delivered with HP MPower is the integration of multimedia technologies in a networked environment with a visually exciting and intuitive user environment.

A competitive position between HP MPower and PCs or Apple machines is difficult to make. While there is significant overlap in the multimedia capabilities on PCs and Apple machines with an HP MPower solution, the positioning of the two classes of machines is

quite different. The main differentiation between the HP MPower solution and PCs is the workstation, with its power, multiprocessing, networking, and distributed computing capabilities. A PC solution with a local area network provides significant local multimedia capability, but beyond the local area, the PC solution falls short when compared with an HP MPower solution. The following matrix relates to the level of integration in the specific multimedia solution. The richness of the specific product offering is not reflected in the matrix, only the level of integration.

platforms are better suited to be clients rather than servers. In addition to these considerations, the delivery and installation of the HP MPower server software on existing preconfigured systems will require system administration support. This support may be significant in order to tune the total system for efficient performance.

ance. While it is recommended that all HP MPower products be ordered on new systems with the Factory Integrated option, HP MPower products are not limited to new installations. The HP MPower client software can be installed in the same way as any application software. The HP MPower server will be available initially on all new systems with the factory installation option with additional platform support upon the completion of testing. The hardware and software requirements for HP MPower are:

Client:

- 16MB RAM minimum
- HP-UX 9.0 with the supported X Window System
- 400MB disk drive with 60MB swap space

Server:

- 64MB RAM minimum
- 800MB disk drive with 300MB swap space
- HP-UX 9.0 with the supported X Window System

ScanJet support:

- C1788A HP ScanJet IIC scanner for Series 700 workstations
- An HP ScanJet IIC and the A2229A HP ScanJet IIC scanner interface kit for Series 700 workstations

FAX support:

The HP MPower FAX capability will utilize third party Class 2 FAX modems. The RS232 modems currently approved are: Company Product Part Number Available thru:

- Everex 24/96D EXO-00967-02 Call (800)-821-0806
- MultiTech MT224BAF MT932BA MT1432BA

HP SharedX and Whiteboard support:**Sender:**

- Series 700 HP MPower system
- HP 700/RX X Stations 2MB RAM minimum B.03 or B.04 server software with an HP600, 700, or 800 host. Receiver:
- HP 9000 Series 300, 400, 600, or 800 8MB RAM minimum HP-UX 7.X or greater with their supported HP X Window System
- HP 9000 Series 700 8MB RAM minimum HP-UX 8.05 or greater with its supported HP X Window System
- DN Series or HP 9000 Series 400 8MB RAM minimum Domain/OS 10.3 with PSK Q2-92 or greater (i.e. X11R4)
- HP 700/X X Window Terminals
- HP 700/RX X Stations

Video-in-a-window support:

- HP Z1100A RasterOps VideoLive Card
- HP Series 700 with EISA slot

Support

HP MPower will be supported under the HP-UX standard support contracts. Additional details concerning support of the standalone multimedia products and HP MPower will be available prior to product shipment in February 1993.

Questions and Answers

Q How does HP MPower relate to HP OpenMail?

A HP OpenMail is a native X.400, standards-based, corporate-wide, electronic information distribution system. HP MPower delivers a client mailer that can communicate with others through a sendmail gateway, but HP MPower cannot be the client interface for OpenMail systems.

Q Is HP MPower going to be available on HP-UX 8.0 systems?

A No, except when executing the client on the server as an X terminal.

Q Can HP MPower be installed on existing Series 700 systems?

A Yes, but the system must be upgraded to HP-UX 9.0 and the installation is done on a supported system configuration.

Q Can HP MPower functionality be accessed by other HP systems and those of other vendors?

A Yes, through X terminal emulation.

Q I already get HPVUE, audio, and image on HP-UX 9.0. What else is unique to HP MPower not on HP-UX 9.0?

A HP MPower delivers more integration of multimedia technologies—e.g., a Front Panel that incorporates additional media icons and actions, a media-enriched mailer, scanner and FAX support, HPSharedPrint, HP SharedX, and the whiteboard. All delivered for a client/server configuration to provide improved system performance.

Q What level of Integration do I get with the HP VUE 3.0 environment if the standalone products are purchased— e.g., HP 9000 FAX or HP SharedX 2.0?

A Integration is one of the major benefits of MPower. While the individual products are readily accessible from HP VUE 3.0, the level of integration provided by HP MPower ties all of the disparate products together with consistency and tight coupling of design.

Q *If a single server supports 6 to 12 clients, does that mean that each client needs a separate FAX, scanner, or printer?*

A One of the advantages of the client/server structure of HP MPower is the ability to support multiple clients with a single server. Access to the FAX modem, printer, and scanner is provided in combination of a client and a server solution.

Literature

HP MPower Color Brochure
HP MPower Slide Presentation
HP MPower Technical White Paper
HP MPower Sales Guide
HP MPower Product Brief
HP VUE 3.0 Photo Card
HP VUE 3.0 Product Brochure
HP VUE 3.0 Update
HP VUE wins the IDEA Award
HP VUE Quick Start
ScanJet Iic Product Brief
ScanJet Iic Sales Guide
SharedPrint/UX Data Sheet
SharedPrint/UX Sales Guide
HP SharedX Data Sheet
HP SharedX Photo Card
HP 9000 FAX Data Sheet
VideoLive Card Brochure
Multimedia Channel Partners
Whitepaper PCs vs. Workstations
Myth and Reality

Q *I already have HP SharedX, HP SharedPrint, and HP 9000 FAX. Can I still get HP's MPower?*

A The purchase of HP MPower is not precluded by the existence of other products on the system. The standalone products will be replaced by HP Mpower on installation. Is it discounted? Are there any technical issues when installing?

Source

LDC 5091-5338E available December
Workstation Group Hotline - Subject EZMPSP
Workstation Group Hotline - Subject EZMPTWP available January '93
Power Tools
Power Tools
LDC 5091-5407E
LDC 5091-5888E
Workstation Group Hotline - Subject HPVUE30
LDC 5091-1554E
DMO B1171-90062
Power Tools
LDC 5091-4856E
Power Tools
Workstation Group Hotline - Subject SHRDPRNT
Power Tools
LDC 5091-1671E
Power Tools
LDC 5091-4248E
Power Tools
LDC 5091-5678E

Sales Tools

To answer all of your questions on HP MPower we have set up an HP MPower Hotline on HP desk. To access the MPower Hotline please send an HP desk message with your questions to: Hotline MPower/HP6400 The following is a list of materials that you can obtain if you require more information on HP MPower.

NOTES: LDC = Literature Distribution Center
DMO = Direct Marketing Organization

For more information on accessing Power Tools please send an HP Desk message to Russell Lee/HP6650.

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11/92

5091-5319E