

## **3.0 Target Markets**

This section helps you identify those markets where the Series 700 Model 715/75 and 725/75 are appropriate workstations. Generally you are in a solid position to win in any selling situation in which

1. Cost effective workstations are required for fast X window performance
2. 2D/3D wireframe grayscale or color graphics are required
3. High-end CRX graphics are required

Key markets for the Model 715/75 and 725/75 are ECAD, MCAD, Electronic Design Automation (EDA), Geographic Information Systems (GIS), and Science, as well as emerging markets such as Oil & Gas, Customer Services, and Financial Services. Multimedia functionality is supported through CD-quality audio and add-on video card options. Entry-level surface rendering is available through HP's PowerShade 3D surface software. Optional CRX graphics are offered for solids modeling, visualization, and accelerated rendering requirements.

### **3.1 Mechanical Market**

From a price/performance perspective, the new Model 715/75 and 725/75 systems fit nicely between the Model 715/50 and 735 systems. They compete head-to-head with SGI and their R4000-based products. For design applications such as solids modeling, the 75 MHz Model 715 and 725 will provide an attractive alternative in price-sensitive situations where the Model 735 is too expensive and the Model 715/50 does not offer adequate performance.

### **3.2 EDA (Electronic Design Automation)**

The Model 715/75 and 725/75 are an important addition to the HP workstation product line for EDA. They provide the ideal solution for customers unsure of the need for Model 735 performance but who perceive the need for more performance--especially integer performance--than is available with the Model 715/50. The Model 715/75 will represent an ideal server for EDA accounts using less expensive software. It will do best in the IC design area and with power users in other areas of EDA.

### **3.3 Architecture and Engineering Construction (AEC)**

The addition of the new Model 715/75 and especially the new 725/75 is important news for this market. Many applications are moving to 3D--i.e., the performance requirements are increasing. At the same time, more than one EISA slot is required in many cases. Facility design, large facility management, and infrastructure design and management are great opportunities for a low-cost, high-performance visualization system.