

Hewlett-Packard:

H-P AdvanceNet

Final Draft

21 August 1987

(This version indicates the video's structure,
all narration, and suggested visuals.

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Background information on this project

As part of a marketing campaign to promote its computer networking system, known as "H-P AdvanceNet," Hewlett-Packard wanted to have a video which they could show to prospective customers extolling the product's features and benefits.

The showpiece of all sales presentations on H-P AdvanceNet is the large, elaborately designed demonstration room located at the offices of the networking division, a presentation which the Company is justifiably proud of. Organized tours of people and prospective buyers are guided through the well-organized room in an impressive display of H-P's computer networking system.

The first attempt to produce a promotional video on H-P AdvanceNet consisted of a video made by the H-P networking division which was essentially a straight-forward recording of a sample tour. Division managers weren't pleased with the result.

They asked H-P Corporate Television to help them out.. H-P TV's approach was to video tape a typical demonstration, this time with better equipment and featuring the divisional president as the narrator and tour guide. That attempt also didn't make it.

The networking division's managers then asked another H-P entity -- Marketing and Educational Media -- to take on the assignment.

Having enjoyed the creative approach I had taken to another Hewlett-Packard project (i.e. the script for "The Trial of the Maintenance Manager"), the executive producer turned to me to write the script.

I not only wrote the following script; I also produced and directed the video based on it.

**An Overview of the structure of the video,
with estimated running times of each sequence.**

<u>Sequence/Topic</u>	<u>Estimated Run Time*</u>
Opening montage, with mimes	1:15
Introductory comments establishing Hewlett Packard's credentials as a networking company and providing an Overview of the H-P AdvanceNet Networking Strategy	2:05
H-P SiteWire: the Network Foundation	2:00
Introduction and background to the "5 solutions"	0:27
Business Office Solution	0:31
Regional Sales and Service Solution	0:54
Engineering Solution	0:41
Manufacturing Solution	0:51
Company-wide network Solution	0:53
Comments on HP Support and H-P AdvanceNet as a "one-stop" total solution	0:36
Closing montage with mimes -- an invitation to come to the bicycle demo	0:46
TOTAL RUNNING TIME*	11:00

*Based on a straight reading of the narration at speaking speed. Not including times for transitional graphics or other non-verbalized spaces for pacing.

The industry consultants' comment, taken all together and read verbatim (not a good idea!), add an additional 1:30.

The inclusion of these industry comments in the video will greatly strengthen the credibility of HP's claim in this video to have a truly superior networking product, so I think effort should be made to include their comments wherever possible.

However, some editing is required. I believe that several of these distinguished commentators need to have their grammar cleaned up before they trip over their own words. The thoughts they express are certainly complimentary to HP, but people just don't talk the way some of these comments have been phrased, and the commentators need to sound a bit more articulate.

**ESTIMATED TOTAL RUNNING TIME
with consultants comments 12:30**

VIDEO

Video Sequence #10
EXTERIOR. DAY. A
PLAYGROUND.

CLOSE UP on MALE MIME #1's lips speaking directly into an empty Campbell soup-sized tin can. PAN along the can away from his mouth and widen SHOT to see a taut string (or a fishline) extending out the rear of the can, stretching out several yards from behind his tree across the playground yard to MIME #2's equally sized can. From behind another tree, MALE MIME #2 listens with glee. He has a can which is similar in size and shape to MIME #1. The delighted mimes act like children who are in the process of making some kind of earth-shattering discovery.

WIDER, ESTABLISHING SHOT.

Two FEMALE MIMES enter FRAME with two other tin cans tied to each other with a clothesline rope. (The girl-mimes' two tin cans are not only much bigger than the regular soup-sized cans which the boy-mimes use, but the girls' tin cans are not even the same size as each other. In fact, one of the girls' "cans" could be a toy drum, with one skin removed.)

The girls intersect the boys' connecting string by wrapping their rope around it at the midpoint, and then they stretch out their rope to form their own connection to each other, and (they think) to the boys.

AUDIO

Audio Effects (as Mime "speaks"):

A DISTORTED SPOKEN VOICE,
LIKE A TRUMPET OR TROMBONE
SOUNDING "WOWY" BY BEING
PLAYED BACK AT A VERY SLOW
SPEED.

NARRATOR (VOICE-OVER):

EVERYONE KNOWS THE VALUE
OF A SUPERIOR COMMUNICATIONS
NETWORK.

WITH THE RIGHT
CONNECTIONS TO THE RIGHT
EQUIPMENT, YOU CAN SEND
INFORMATION ACROSS THE OFFICE,
OR AROUND THE WORLD.

HOWEVER, BUILDING A
FLEXIBLE COMMUNICATIONS
NETWORK THAT RELIABLY
CONNECTS INFORMATION WITH
PEOPLE CAN OFTEN BE A
CHALLENGING, DIFFICULT TASK.
UNLESS YOU KNOW WHAT YOU'RE
DOING, IT CAN ALSO BE A VERY
FRUSTRATING EXPERIENCE.

VIDEO

Each girl speaks into her can at the same time. (From a bird's-eye-view, the intersecting lines of string and rope would form a cross, meeting at right angles in the center.)

ANOTHER ANGLE. The boys feel the tug on their line and wonder what the heck has happened to their connection. It's been broken. They look in their cans, then around the trees, where they discover the problem. They're not pleased. Rather, they appear more disgusted and frustrated. The girl-mimes, in background, react with expressions like shrugging their shoulders as if they didn't know this would happen; after all, they were just trying to help. MIME #1 (the lead mime) drops can in disgust, and EXITS FRAME.

[PRODUCTION NOTE: MIME #1 is the leader and the continuity mime; his entering and exiting frames of each sequence should be considered as an editing device linking the scenes. Wherever possible, use toy props instead of the real thing, i.e. toy computers, toy phones, etc.]

AUDIO

VIDEO

Video Sequence #20

EXTERIOR. DAY. ANOTHER PART OF THE PLAYGROUND.

CAMERA follows MALE MIME #1 entering FRAME, walking to each of the other three seated mimes as if he is a supervisor making the rounds in a mental ward.

He strolls by MALE MIME #2, who is having difficulty forcing a round peg into a square hole. The lead mime smiles approvingly and passes by, not lingering.

He saunters by FEMALE MIME #1, who has just finished the final stitch that adds a piece to a patchwork quilt. She holds the quilt up for him (and CAMERA) to see. The quilt is an abomination of aesthetic design -- a mishmash and a hodgepodge of colors, shapes, textures. Worse yet, the last piece doesn't belong on this quilt at all. (This last piece is something absurd, like a human hair piece; or a polka dot necktie; or a multi-colored, cotton sock.) Nonetheless, she thinks she's created the Mona Lisa of tapestry, and she smiles happily, as the lead mime approves and continue on to the third "patient."

FEMALE MIME #2 is working on a jigsaw puzzle, which is more than half completed. Head in hand, she's scanning the top of the flimsy table which supports the puzzle for the right piece for a specific hole in the puzzle.

MALE MIME #1, stops at her table, glances at the empty spot,

AUDIO

Audio Sequence #20

Narrator (Voice-Over):

SINCE THERE ARE SO MANY DIFFERENT BUILDING BLOCKS THAT YOU CAN INCLUDE IN YOUR NETWORK, YOU HAVE TO BE ESPECIALLY CAREFUL TO BEGIN WITH A GOOD DESIGN.

YOU HAVE TO SELECT THE RIGHT PIECES AND MAKE SURE THEY ALL FIT TOGETHER INTO A COHERENT PATTERN.

VIDEO

quickly scans the pieces, and, as if inspired, picks up one of the unplaced pieces. He tries to insert it into the empty space. No way, Jose. Any sane man could see that the piece he picked will never go in that space. But the lead mime won't believe that the piece won't fit. Undaunted, he tries to smashes the piece into place with his fist, but all he ends up doing is upsetting the whole flimsy table -- causing all the puzzle pieces to fly apart and disassemble.

Video Sequence #30

[PRODUCTION NOTE: Basic concept of the scene = One person speaks at one end of a toy telephone; another person listens at other end. Listener hears something different than what was sent. Scene could be shot at a playground setting, with appropriate office setting stuff -- i.e. desk, telephone, waste paper basket, and related office type, toy-like paraphrenalia included as props. Or, the scene could be shot in an office setting, with computer terminals in background.]

CLOSE SHOT. FEMALE MIME #1 holds a toy telephone handset and touch-tone dials a number. After a brief moment to allow for answering at the other end, FEMALE MIME #1 speaks into the phone. As her lips move, we hear AUDIO EFFECTS of an electronically altered, high-speed voice, which is barely intelligible.

CLOSE SHOT. At the receiving end of the telephone call. MALE MIME

AUDIO

Audio Sequence #30

Narrator (Voice-Over):

YOU HAVE TO MAKE SURE THAT ALL THE PIECES IN YOUR NETWORK CAN SPEAK THE SAME LANGUAGE, SO THAT THE INFORMATION YOU SEND DOWN THE LINE CAN BE RECEIVED EXACTLY AS YOU INTENDED.

VIDEO

#1 is listening on a huge toy phone handset. He appears mystified and confused. He holds the handset away from the ear, since he can make no sense of what is coming across. As the phone is removed from his ear, we hear AUDIO EFFECTS of a very slow, dragged out speaking voice -- sounds which as unintelligible as the signals which were sent down the line, except that these are excruciatingly slow and "wowy."

INSERT. CLOSE SHOT. FEMALE MIME #1 holding the telephone handset and speaking into it. High speed voice associated with her speech.

CLOSE SHOT. At the receiving end of the telephone call. The listener can make no sense of the information coming down the line, which he hears as slow, wowy sounds. Shaking his head in frustration and disbelief, he drops the handset into a nearby waste paper basket full of the perforated edges of burst computer paper, and he exits. (Garbage in/garbage out.) High speed sounds gurgle into the paper strips. [Opportunity for video effect here!]

Video Sequence #40
EXTERIOR. DAY. PLAYGROUND.

MALE MIME #1 enters FRAME in a friendly sort of manner, like a kid saying hello to all his friends. He is open and outgoing, eager to make friends. As he strolls, he waves to FEMALE MIME #2, who waves back, open-handed.

AUDIO

Audio Sequence #40

Narrator (Voice-Over):

YOU NEED THE KIND OF
FLEXIBILITY WHICH ALLOWS YOU TO
COMMUNICATE WITH ABSOLUTELY
EVERYONE -- FROM THE SMALLEST

VIDEO

He walks over to a FEMALE MIME #1, who is enacting a very small person-mime; he smiles and pats this small person on the head. This small person is friendly, but dumb looking. She smiles back admiringly, big eyes pleased at receiving such attention from the lead Mime, like a dog receiving attention from a master.

CAMERA follows lead Mime who is now walking almost backwards and waving to his friends he's just walked past. All of a sudden his progress is stopped as he accidentally bumps into a much larger person-mime, a giant compared to the lead Mime. As he rebounds from the bump, MALE MIME #1 looks up the large body, and sees that this giant [MALE MIME #2, shot so as to exaggerate his stature? OR: a truly tall person-mime] is not only dressed in blue, but is also blue-faced.

The lead mime extends his hand to offer friendship, and the big blue giant grasps the hand to shake it. The lead mime is a little bit "shaken up" by the strong handshake, and the hand-shaking activity may appear somewhat stilted and exaggerated; but the two succeed in establishing a firm handshake nonetheless. The connection is secure.

Video Sequence #50

Dumb-looking mime (MALE MIME #2) seated at a personal computer, scratching his head, looking underneath the detachable keyboard for a clue to bring the

AUDIO

AND MAYBE THE DUMBEST; TO THE LARGEST, AND... [PAUSE]

...WELL, THOSE WHO HAVE "STANDARDS OF THEIR OWN" TO MAINTAIN.

Audio Sequence #50

Narrator (Voice-Over):

YOU NEED A NETWORK THAT IS EASY TO USE, SO THAT EVEN

VIDEO

computer to life, forever trying to figure out how to make the computer do something. The screen is dark. (Or, it may act like a mirror, and reflect the mime's face as he works.)

All of a sudden he remembers the right combination of keys. Happy, and in a burst of extraordinary energy, he instantaneously types in the absurdly large amount of keystrokes required for logging on the system (i.e. 2 or 3 seconds of very rapid, wild keystroking), and with a flourish, presses the ENTER key.

AUDIO

BEGINNERS AREN'T WASTING A LOT OF TIME TRYING TO FIGURE OUT HOW TO GET INTO THE SYSTEM. IDEALLY, THE NETWORK YOU CONSTRUCT SHOULD BE SO EASY TO USE THAT ITS FUNCTIONS ARE VIRTUALLY TRANSPARENT TO EVERYONE WHO INTERFACES WITH IT.

VIDEO

AUDIO

VIDEO EFFECT. The darkened screen instantly comes to life as the face of another mime, a female, appears framed within it, as if a television set was turned on. He waves "Hello" to her, but she has no time for chit-chat; she has something on her mind. She talks rapidly and waves something as she talks. She could be his wife, angrily waving a frying pan at him; or she could be his boss, waving a sheaf of computer paper, as if complaining over some job he has not done well, or asking him where his weekly report is.

In a TWO SHOT that contains both the mime seated at the desk and the mime on the computer screen, we see the two of them talking directly to each other, nodding, gesticulating. In defense, he may even pick up a hard copy report to "show" her that he did do the work. To prove it, he thrusts the hard copy into the screen. It immediately disappears into the screen, and -- after a brief VIDEO EFFECT -- reappears in her hand, burnt and charred.

The two mimes look mystified, maybe scratch their heads in complacent acceptance of the faulty transfer. They think: "Oh, well. Once again it didn't work."

VIDEO

Video Sequence #60

Whether indoors or outdoors, the scene is played as if the mimes were working in a tailor's shop.

All the mimes are busy sewing (on toy sewing machines?), stitching, and mending articles of clothing.

The lead mime, draped with a tape measure and carrying other trappings of a tailor, flits from mime to mime, supervising the development of project.

By the time the narrator delivers the line about "growing in the future," the lead mime arrives at one of his employee's sewing machines as she holds up a huge article of clothing, like a gigantic overcoat, or a pair of oversized pants (with suspenders) for a clown. She presses it against her body, and we can all see that there's room to spare.

The lead mime nods approvingly.

AUDIO

Audio Sequence #60

Narrator (Voice-Over):

YOU WANT A NETWORK WHICH
YOU CAN TAILOR TO SUIT YOUR
CURRENT NEEDS, AS WELL AS ONE
THAT YOU CAN GROW WITH IN THE
FUTURE.

VIDEO

Video Sequence #70

All four mimes in a "computer office environment" (either indoors or at a playground setting, with appropriate props). Three mimes are seated at terminals, ostensibly working and waiting to be "hooked up" into the network.

The lead mime goes from the one to the other and connects each of their bodies physically with the others. He connects the first to the second with a heavy metal chain, comprised of links; he connects the second to the third with a narrow strip of twisted-over chicken wire fencing; he connects the third to the first with steel cable left over from the Golden Gate Bridge souvenir celebration party (or some other kind of metallic wire that one would never think of using to connect computers in a network.)

After all three are connected to each other and drop-cabled to his old-fashioned fuse box switch, he ceremoniously throws the switch.

AUDIO

Audio Sequence #70

Narrator (Voice-Over):

ULTIMATELY, TO MAKE
EVERYTHING WORK JUST RIGHT,
YOU NEED TO LINK YOUR
ORGANIZATION TOGETHER WITH AN
INTELLIGENT WIRING STRATEGY
THAT CAN TIE ALL YOUR COMPUTERS
TOGETHER INTO ONE INTEGRATED,
SECURE, RELIABLE NETWORK.

VIDEO

After a VIDEO EFFECT (flash of light, smoke) which indicates that the three mimes have been fried to a crisp, the smoke clears (metaphorically speaking), and on each of the mime's seats is a residue of some kind of cooked food. On one seat, there is a roasted (Kentucky-fried) chicken; on another, fried eggs and bacon; on the third, a pizza, with pepperoni (and anchovies).

Video Sequence #80

Dejected, the lead mime staggers over to one of the chairs, picks up a leg of fried chicken, takes a bite, and looking very sad, begins to cry softly and ponder what he's doing wrong. Why can't he construct a reliable network, he wonders?

As a tear rolls down his face, the lips of the NARRATOR enter FRAME and whisper something into his ear. (Lighting and angle should approximate the composition of the OPENING SHOT of lips speaking into the tin can.) What the mime hears inspires him; indeed, what he hears enlightens him! At last, finally! Eureka! Now he knows the secret of how to construct a successful information network.

AUDIO

Audio Sequence #80

Narrator (Voice-Over):

WHILE EVERYONE KNOWS THE VALUE OF GOOD COMMUNICATIONS, CONSTRUCTING A RELIABLE INFORMATION NETWORK IS A COMPLEX TASK THAT YOU SIMPLY CAN NOT LEAVE TO JUST ANYONE.

IT'S ABOUT TIME YOU LEARNED ABOUT THE BEST KEPT SECRET IN THE COMPUTER INDUSTRY.

VIDEO

AUDIO

At the moment of his joyful enlightenment, FREEZE FRAME and use that FREEZE FRAME as a panel which revolves into the OPENING TITLE, "H-P AdvanceNet," which is superimposed on a TRANSITIONAL GRAPHIC (of computer nodes/balls).

PRODUCTION NOTE: With VIDEO EFFECTS, the FREEZE FRAME image is wrapped onto a ball (node), which is then squeezed down and pushed back to reveal a larger composition of several balls (nodes) in a networking pattern. Each ball represents one major topic to be covered in each of the succeeding video sequences, and each ball (node) is brought to FULL FRAME, with a TITLE added, as the action for the sequence unfolds. (These video effects images are the Transitional Graphics ending one sequence and beginning the next.)

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is:

Introductory comments establishing Hewlett Packard's credentials as a networking company and an Overview of the H-P AdvanceNet Networking Strategy.

VIDEO

SUGGESTED VISUAL: Narrator walking through a design studio, as engineers and network designers pour over blueprints and designs for a network. Maps in background.

SUGGESTED VISUAL. Narrator walking into and through a library. Opens up and refers to the Red Book of OSI standards.

AUDIO

Narrator (On-Camera):

H-P AdvanceNet IS A
COMPREHENSIVE NETWORKING
STRATEGY THAT CAN BE TAILOR-
MADE TO SUIT YOUR
COMMUNICATION NEEDS, BIG OR
SMALL

DEVELOPED BY HEWLETT
PACKARD, A WORLD-WIDE
MANUFACTURER OF PRECISION
SCIENTIFIC INSTRUMENTS AND
COMPUTER EQUIPMENT, H-P
AdvanceNet IS A FLEXIBLE MASTER-
PLAN WHICH PROVIDES SOLUTIONS
FOR INTEGRATING ALL THE
INFORMATION SOURCES
THROUGHOUT YOUR COMPANY INTO
A COHESIVE COMMUNICATIONS
NETWORK.

Narrator (On-Camera):

OTHER NETWORKING SYSTEMS
RELY TOO EXCLUSIVELY ON
PROPRIETARY ARCHITECTURES -- AN
APPROACH WHICH SEVERELY LIMITS

VIDEO

SUGGESTED VISUAL. Network Protocol Analyzer.

SUGGESTED VISUAL. An IBM mainframe computer connected to H-P computers.

AUDIO

SYSTEMS INTEGRATION. BUT H-P AdvanceNet IS SOLIDLY BASED ON THE INTERNATIONAL STANDARDS DEVELOPED ACCORDING TO THE OPEN SYSTEMS INTERCONNECT REFERENCE MODEL. THIS OSI COMPATIBILITY ALLOWS YOU THE UTMOST FLEXIBILITY TO IMPLEMENT YOUR LOCAL AREA NETWORKS AND WIDE AREA NETWORKS WITH THE MOST ADVANCED TECHNOLOGIES AVAILABLE.

Narrator (Voice-Over):

AT THE SAME TIME, H-P AdvanceNet ALSO IMPLEMENTS A WIDE RANGE OF CURRENT INDUSTRY PROTOCOLS TO SUPPORT A MULTIVENDOR ENVIRONMENT.

Narrator (Voice-Over):

YOU GET THE BEST OF BOTH WORLDS. YOU CAN PROTECT YOUR INVESTMENT IN EXISTING EQUIPMENT WHILE YOU FORM THE FOUNDATION FOR FUTURE GROWTH.

VIDEO

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

SUGGESTED VISUAL. Something gets switched ON, like at a wiring closet (H-P Roseville?), or someone connects a Vectra using a BNC connector and the system comes On-Line. Setting is an office environment, near a data center. DOLLY from a CLOSE SHOT in a cubicle to a larger room filled with lots of people and equipment from various vendors.

AUDIO

Industry consultant comment:

(Vince Barrett, Gartner Group)

"HP APPEARS TO BE COMING AT NETWORKING FROM A FRESH PERSPECTIVE -- INSTEAD OF TRYING TO REINVENT THE WHEEL WITH A NEW ARCHITECTURE, THEIR APPROACH IS SYSTEMS INTEGRATION, WHICH WILL BE MORE EFFECTIVE IN THE LONG RUN."

Narrator (On-Camera):

BESIDES PROVIDING A COMPREHENSIVE SYSTEMS INTEGRATION STRATEGY, H-P AdvanceNet ALSO OFFERS MORE THAN 200 PRODUCTS DESIGNED TO TIE TOGETHER AN ENTIRE ORGANIZATION. MANY OF THESE PRODUCTS ARE DESIGNED ESPECIALLY TO ALLOW HEWLETT PACKARD PRODUCTS TO CONNECT TO MAINFRAMES, PERSONAL COMPUTERS, ENGINEERING WORKSTATIONS, AUTOMATED CONTROLLERS, AND

VIDEO

SUGGESTED VISUAL. Narrator outside an H-P building, near a company logo.

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

AUDIO

MANUFACTURING SYSTEMS THAT YOU OBTAIN FROM A WIDE VARIETY OF VENDORS.

AND WHY NOT? NETWORKING IS NOTHING NEW TO H-P. WITH MORE THAN 40,000 NODES CONFIGURED INTO SOME 8,000 NETWORKS AROUND THE WORLD, HEWLETT PACKARD IS ONE OF THE LARGEST AND MOST EXPERIENCED NETWORKING COMPANIES IN THE INDUSTRY.

Narrator (On-Camera):

WHAT IS NEW IS H-P's READINESS TO OFFER THIS NETWORKING EXPERTISE TO THE MARKETPLACE ON A LARGER SCALE THAN EVER BEFORE.

Industry consultant comment:

(Leland Wilson, Coopers and Lybrand):

"HP HAS MADE A QUANTUM LEAP IN NETWORKING -- OVERSHADOWING BOTH DEC AND IBM IN THE AREAS OF WIDE AREA

VIDEO

AUDIO

NETWORKING, PEER-TO-PEER, AND
PC INTEGRATION."

Narrator (Voice-Over):

CONSIDERING OUR
TREMENDOUS DEPTH OF
EXPERIENCE IN PLANNING,
DESIGNING, AND IMPLEMENTING
NETWORKS AROUND THE WORLD,
HEWLETT PACKARD IS UNIQUELY
QUALIFIED TO PROVIDE A ONE-STOP,
TOTAL SOLUTION TO ALL YOUR
NETWORKING NEEDS.

VIDEO

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: SiteWire: The Network Foundation.

SUGGESTED VISUAL DESIGN for this sequence: Three-dimensional, animated graphics to illustrate the wiring modules described in the narration.

AUDIO

Narrator (Voice-Over):

THE COMMUNICATIONS
INFRASTRUCTURE WHICH PROVIDES
THE FOUNDATION FOR H-P
AdvanceNet IS HEWLETT-PACKARD'S
COMPREHENSIVE WIRING
STRATEGY, KNOWN AS "H-P
SiteWire."

H-P SiteWire IS A COMPLETE
SERIES OF WIRING MODULES, EACH
ONE CUSTOM-DESIGNED TO SOLVE
SPECIFIC COMMUNICATIONS
PROBLEMS FOR DIFFERENT
BUSINESS FUNCTIONS.

FOR EXAMPLE, TO CONNECT
PC's AND TERMINALS TOGETHER TO
SHARE INFORMATION AND
NETWORK RESOURCES, THE MOST
ECONOMICAL SOLUTION IS
"StarLAN."

StarLAN TRANSMITS DATA
OVER THE TWISTED-PAIR WIRING
ALREADY UTILIZED BY YOUR

VIDEO

AUDIO

TELEPHONE SYSTEM. StarLAN IS BOTH EASY TO INSTALL AND EASY TO GROW. ADDING NEW WORK STATIONS, OR CHANGING LOCATIONS, IS ALMOST AS SIMPLE AS CHANGING A TELEPHONE.

FOR APPLICATIONS REQUIRING GREATER INSULATION AND HIGHER FREQUENCY TRANSMISSION, THE MEDIUM OF CHOICE IS THIN COAXIAL CABLE, AS CONFIGURED IN HP's "ThinLAN."

FOR MORE DEMANDING APPLICATIONS INVOLVING HIGH TRANSMISSION RATES OVER A SINGLE, DATA-ONLY CHANNEL, BASEBAND SIGNALLING OVER A [THICK?] COAXIAL CABLE PROVIDES A COST EFFECTIVE OPTION OVER SHORT DISTANCES.

WHEN YOU NEED EVEN MORE RUGGEDNESS, OR WHEN YOU NEED TO TRANSMIT MORE THAN ONE CHANNEL SIMULTANEOUSLY, THE

VIDEO

AUDIO

MOST VERSATILE BACKBONE IS A BROADBAND COAXIAL CABLE. CAPABLE OF HANDLING THE MOST DEMANDING SITUATIONS, BROADBAND SIGNALLING ALLOWS YOU TO SEND MULTIPLE CHANNELS OF VOICE, VIDEO, AND DATA OVER GREAT DISTANCES.

TO LINK YOUR ENTIRE ORGANIZATION TOGETHER, H-P AdvanceNet INCLUDES A PRIVATE PACKET SWITCHING NETWORK BASED ON THE INTERNATIONAL X.25 STANDARD.

H-P AdvanceNet IS SO FLEXIBLE THAT YOU CAN CARRY YOUR CURRENT SNA TRAFFIC ON THE X.25 NETWORK, OR YOUR CAN EXTEND THE SNA NETWORK WITH X.25 SUB-NETS TO GAIN GREATER FUNCTIONALITY AT LOWER LINE AND OPERATIONS COSTS.

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image;

Industry consultant comment:

(George Colony, Forrester Research)

VIDEO

SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: Introduction and background to the "5 solutions."

SUGGESTED VISUAL. Narrator in a conference room scenario, amidst a group of engineers/executives who are ostensibly involved in analysing data and suggesting networking solutions to communications problems in various areas of a business. These business areas might be named in charts on a wall, showing how they are interconnected.

SUGGESTED VISUAL. CAMERA moves in closer to feature the five brochures describing the networking solutions.

AUDIO

"I AM IMPRESSED BY HP's NETWORKING. HP's PRIVATE X.25 AND COMMITMENT TO OSI ARE RIGHT ON TARGET AND REPRESENT KEY DIFFERENTIATORS. TO KNOW HP's NETWORKING IS TO LOVE HP!"

Narrator (On-Camera):

IN DEVELOPING THE H-P AdvanceNet STRATEGY, Hewlett Packard ANALYZED THE COMMUNICATIONS PROBLEMS OF LARGE COMPANIES AND RECOGNIZED THAT EACH BUSINESS AREA REQUIRES A UNIQUE SOLUTION.

Narrator (Voice-Over):

H-P AdvanceNet IS BASED ON FIVE NETWORKING SOLUTIONS THAT ARE DESIGNED TO SOLVE THE SPECIFIC COMMUNICATIONS PROBLEMS OF:

...THE BUSINESS OFFICE,
...REGIONAL SALES AND SERVICE DEPARTMENTS,

VIDEO

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: Business Office Solution.

AUDIO

...ENGINEERING,
...COMPUTER INTEGRATED
MANUFACTURING, AND
...COMPANY-WIDE
NETWORKING.

Narrator (Voice-Over):

IN THE BUSINESS OFFICE
ENVIRONMENT, THE PRIMARY NEED
IS TO IMPROVE PERSONAL
PRODUCTIVITY BY LINKING PC'S AND
TERMINALS TO THE WIDE RANGE OF
NETWORK PERIPHERALS AND
COMPANY-WIDE INFORMATION.

OFFICE SUBNETS, USUALLY
BASED ON StarLAN's LOW COST,
TWISTED-PAIR WIRING, ARE EASY TO
USE AND PROVIDE TRANSPARENT
ACCESS TO SUCH COMMON
APPLICATIONS AS ELECTRONIC MAIL,
ORDER PROCESSING, SALES
FORECASTING, PARTS INVENTORY,
PURCHASING, FINANCIAL ANALYSES,
GRAPHICS, AND LARGE DATA BASES.

SUGGESTED VISUAL. A comment
by an industry consultant. FREEZE

Industry consultant comment:

VIDEO

FRAME and blur the image;
SUPERIMPOSE the consultant's
name and company or industry
association as SUB-TITLES, along
with the consultant's comment --
like a movie reviewer's comments
might appear in a film promo or in a
TV commercial.

Video effects: Transitional
GRAPHIC to new subject matter.
The subject matter of this
sequence is: Regional Sales and
Service Solution.

SUGGESTED VISUAL. An H-P
sales representative at a
customer's site, using a portable
PC with a 3-1/2 inch disk drive,
and perhaps an EGA card. The
sales rep is engaged in
conversation with the customer, as
the sales rep is about to send an
E-mail message down the line.

SUGGESTED VISUAL. Scenes at a
data center, as the sales rep's
inquiry is being processed. Disk
drives whir; printer activates;
screen shots show the reponse
which is being sent back to the
sales rep.

AUDIO

(Dwayne Walker, DMR)

"I AM VERY IMPRESSED WITH HP's
UNDERSTANDING OF CUSTOMER NEEDS A
IMPLEMENTATION OF DISTRIBUTED PROC
PC-MINI INTEGRATION, MULTIVENDOR
CONNECTIVITY, AND END-USER INTERFACI

Narrator (Voice-Over):

A REGIONAL SALES AND
SERVICE NETWORK MUST ALLOW
YOUR FIELD OFFICES IMMEDIATE
ACCESS TO THE LATEST
INFORMATION. TO KEEP AHEAD OF
THE COMPETITION, YOU HAVE TO
GIVE YOUR CUSTOMERS FAST,
ACCURATE PRICE QUOTES AND
RAPID RESPONSES TO SERVICE
PROBLEMS.

Sales Rep to Customer:

LET ME CHECK ON THAT FOR
YOU RIGHT NOW.

Narrator (Voice-Over):

WITH A PORTABLE COMPUTER
AND A TELEPHONE, YOU CAN
ACCESS THE NETWORK FROM
ANYWHERE IN THE WORLD.

VIDEO

AUDIO

TO KEEP YOUR PHONE BILLS AT A MINIMUM, YOU CAN MIX AND MATCH THE TRANSMISSION MEDIUM TO SUIT THE SPECIFIC SIZE, LOCATION, AND TRAFFIC DEMANDS OF EACH BRANCH OFFICE.

YOU CAN CHOOSE FROM DIAL-UP LINES, LEASED POINT-TO-POINT CONNECTIONS, X.25 PUBLIC NETWORKS, OR X.25 PRIVATE NETWORKS.

AND, TO HANDLE FLUCTUATING TRAFFIC PERIODS, YOU CAN CHANGE THE MODE OF TRANSMISSION TO ACHIEVE THE MOST COST EFFECTIVE SOLUTION FOR EACH BRANCH OFFICE.

SUGGESTED VISUAL. At the customer site, the sales rep receives a message on his screen which is identical to the one which we saw being sent out by the data center computers.

Video effects: Transitional GRAPHIC to new subject matter.

Sales Rep to Customer:

AHH. HERE WE ARE. YES, WE CAN DELIVER THAT ORDER BY...

Narrator (Voice-Over):

VIDEO

The subject matter of this sequence is: Engineering Solution.

SUGGESTED VISUAL. Generic shots of engineers at work designing products.

SUGGESTED VISUAL. Include among this montage, a shot showing how easily it is to install networks, using BNC connectors. Also show the wide range of multi-vendors used in an engineering environment.

AUDIO

IN THE ENGINEERING DEPARTMENT, YOU NEED TO OPTIMIZE THE PRODUCTIVITY OF YOUR ENGINEERS BY REDUCING THEIR DESIGN CYCLE SO THAT QUALITY PRODUCTS ARRIVE IN THE MARKET BEFORE THEY BECOME OBSOLETE.

Narrator (Voice-Over):

USING EASILY INSTALLED, HIGH-SPEED LOCAL AREA NETWORKS, H-P AdvanceNet LINKS GROUPS OF ENGINEERING WORKSTATIONS WITH SOPHISTICATED PERIPHERALS, IBM MAINFRAMES, VAX COMPUTERS, AND OTHER SUPER COMPUTERS TYPICALLY FOUND IN A CENTRALIZED, ENGINEERING COMPUTER CENTER.

BY SUPPORTING ALL COMMONLY USED PROTOCOLS IN THE ENGINEERING COMMUNITY, H-P AdvanceNet PROTECTS YOUR INVESTMENT IN EXISTING

VIDEO

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

The background image should feature H-P computers connected to other vendors, like IBM, DEC, Apollo, etc, in order to show multi-vendor connectivity.

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: Manufacturing Solution.

SUGGESTED VISUAL. Generic shots of an automated manufacturing plant, e.g., the H-P Roseville facility.

AUDIO

EQUIPMENT, WHILE ALLOWING YOU TO TAKE FULL ADVANTAGE OF TOMORROW'S ADVANCES IN TECHNOLOGY.

Industry consultant comment:

(Jan Duffy, Peat Marwick)

"STRONG MULTIVENDOR CONNECTIVITY! WHILE HP HAS ON ITS OWN A COMPLETE SUITE OF PROCESSORS, IT IS NOT ONLY WILLING BUT EAGER TO ADHERE TO DE FACTO AND INDUSTRY STANDARDS IN ORDER TO COEXIST WITH OTHER VENDORS' SYSTEMS."

Narrator (Voice-Over):

MANY MANUFACTURING PLANTS SUFFER FROM POORLY INTEGRATED ISLANDS OF AUTOMATION -- THOSE STAND-ALONE PROCESSES PERFORMED BY A HODGE PODGE OF INCOMPATIBLE EQUIPMENT FROM DIFFERENT VENDORS AND LIMITED BY AN INFLEXIBLE, POORLY THOUGHT-OUT WIRING SYSTEM.

VIDEO

SUGGESTED VISUAL. The backbone cabling connecting the manufacturing facility at the H-P Roseville facility.

SUGGESTED VISUAL. Something like the flow of liquid into a vat getting turned off at precisely the right level.

SUGGESTED VISUAL. Shots of the computer center at the manufacturing site, showing a cleaner environment than the noisy, dirty floor of the plant.

AUDIO

Narrator (Voice-Over):

H-P AdvanceNet SOLVES THOSE PROBLEMS WITH A FLEXIBLE WIRING INFRASTRUCTURE THAT CONNECTS ALL DEPARTMENTAL SUBNETWORKS WITH A PLANT-WIDE BACKBONE BASED ON THE IMMENSE, SIMULTANEOUS TRANSMISSION CAPABILITY OF BROADBAND SIGNALLING.

Narrator (Voice-Over):

INFORMATION FLOWS FAST ENOUGH TO ALLOW FOR "REAL TIME" CORRECTIONS THAT CAN ACTUALLY PREVENT ERRORS BEFORE THEY OCCUR.

Narrator (Voice-Over):

WITH H-P AdvanceNet, YOU CAN TAKE ALL YOUR MANUFACTURING FUNCTIONS -- INCLUDING PLANNING AND CONTROL, FINANCIAL SYSTEMS, PRODUCTION PROCESSES, MANUFACTURING ENGINEERING, AND PRODUCT

VIDEO

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: Company-wide network Solution.

SUGGESTED VISUAL. Quick-paced montage of CLOSE-UPS of all kinds of computer screens, printer heads, other peripheral devices in action.

SUGGESTED VISUAL. A visual reprise of some of the images seen in the sequences illustrating the

AUDIO

DESIGN -- AND LINK THEM TOGETHER INTO ONE, COHERENT NETWORK.

Industry consultant comment:

(Beth McHugh, Dataquest)

"HP HAS TAKEN AN ENTERPRISE-WIDE APPROACH TO COMMUNICATIONS THAT ADDRESSES BOTH LOCAL AND WIDE AREA NETWORKING. I AM IMPRESSED WITH HP H-P AdvanceNet's ABILITY TO OFFER A TOTAL COMMUNICATION SOLUTION IN A MULTIVENDOR ENVIRONMENT."

Narrator (Voice-Over):

WITH YOUR OWN COMPANY-WIDE NETWORK, ANYONE IN YOUR ORGANIZATION CAN ACCESS ANY INFORMATION OR APPLICATION ON ANY REMOTE DEVICE, NO MATTER WHERE THEY'RE LOCATED OR WHAT EQUIPMENT THEY WORK ON.

Narrator (Voice-Over):

YOUR ENTIRE COMPANY IS

VIDEO

other four solutions.

SUGGESTED VISUAL. Modems. X.25 switches. The wiring closet at a data center, or X.25 command center.

SUGGESTED VISUAL. The central facility of a private packet-switching network. End up by showing how the network can be modified on-line, from a console.

AUDIO

RELIABLY AND SECURELY
CONNECTED: ENGINEERING LABS
TO MANUFACTURING PLANTS TO
REGIONAL SALES OFFICES TO
BUSINESS OPERATIONS TO
CORPORATE HEADQUARTERS.

Narrator (Voice-Over):

BASED ON X.25 PROTOCOLS, H-
P AdvanceNet's PRIVATE PACKET
SWITCHING NETWORK ALLOWS FULL
CONNECTIVITY WITH A WIDE RANGE
OF COMPUTER VENDORS AT
TRANSMISSION COSTS THAT ARE 25
TO 50 PER CENT LESS THAN
CURRENT LEVELS.

Narrator (Voice-Over):

MANAGED FROM A CENTRAL
FACILITY TO GIVE YOU COMPLETE
CONTROL OVER COST, SECURITY
AND MAINTENANCE, YOUR
COMPANY-WIDE NETWORK EXPANDS
IN A MODULAR FASHION, SO THAT
YOU CAN MODIFY THE SYSTEM ON-
LINE, WITHOUT INTERRUPTING
REGULAR NETWORK OPERATIONS.

VIDEO

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: Comments on HP Support and H-P AdvanceNet as a "one-stop" total solution.

SUGGESTED VISUAL. The customer support area, with H-P staff talking on the phone to help solve a customer's problem.

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

SUGGESTED VISUAL. A small group of network consultants

AUDIO

Industry consultant comment:

(Dave Passmore, Network Strategies)

"HP IS THE ONLY MAJOR
COMPUTER VENDOR TO HAVE
AVAILABLE THE **TOTAL SOLUTION**
VIA PRIVATE X.25 NETWORKING."

Industry consultant comment:

(Greg Carlsted, Dataquest)

"ABOVE ALL ELSE, I AM TRULY
IMPRESSED WITH THE COMMITMENT
TO, DEPTH AND BREADTH OF THE
SUPPORT FUNCTION FOR HP
AdvanceNet."

Narrator (Voice-Over):

IN ADDITION TO
COMPREHENSIVE TRAINING FOR
YOUR NETWORK USERS,
PROGRAMMERS AND OPERATORS, H-
P PROVIDES ON-GOING TECHNICAL
SUPPORT THAT INDEPENDENT
SURVEYS RANK AS SECOND TO
NONE.

Narrator (Voice-Over):

VIDEO

making a presentation to a client, showing with diagrams how they propose to install a network.

SUGGESTED VISUAL. A comment by an industry consultant. FREEZE FRAME and blur the image; SUPERIMPOSE the consultant's name and company or industry association as SUB-TITLES, along with the consultant's comment -- like a movie reviewer's comments might appear in a film promo or in a TV commercial.

Video effects: Transitional GRAPHIC to new subject matter. The subject matter of this sequence is: Closing montage with mimes -- an invitation to come to the bicycle demo.

The lead mime wandering around in a darkened room, bumping into chairs and other objects, tripping, falling over himself in a near slapstick fashion. All the while he is

AUDIO

H-P NETWORK CONSULTANTS AND SYSTEMS ENGINEERS WILL ANALYZE THE INFORMATION FLOW THROUGHOUT YOUR ORGANIZATION AND HELP YOU PLAN, DESIGN, AND INSTALL YOUR NETWORK.

AS PART OF H-P AdvanceNet's TOTAL SOLUTION, HEWLETT PACKARD OFFERS A COMPLETE TURN-KEY APPROACH TO NETWORKING.

Industry consultant comment:

(Jack Musgrove, Dataquest)

"HP HAS BECOME A ONE-STOP NETWORKING COMPANY."

Narrator (Voice-Over):

ALL ALONE, YOU COULD WANDER AROUND THE COMPLEX TECHNOLOGY OF NETWORKING FOR A LONG TIME BEFORE YOU EVER PIECED TOGETHER A COMPLETELY SATISFYING SOLUTION.

VIDEO

searching for some lost treasure or some secret. (If the mime falls over objects, the objects could be old remnants of electronic equipment, like some obsolete museum pieces, or some cannibalized bits and pieces of somebody's abandoned project connected by a vast amount of loose wires.) After a futile search, he gives up and EXITS FRAME. He cannot find what he's looking for here, so he must move on.

The lead mime wanders into the logo display-panel of the H-P AdvanceNet demo, looking forlorn and lost (and still munching on a chicken leg?). He gleams that he's onto something, though. Could this be nirvana? He looks all around. All of a sudden, he sees something OFF SCREEN which perks up his curiosity. (Tossing the chicken leg aside with a flourish?) He rushes toward what he sees.

In one of the demo rooms filled with computer networking equipment, the NARRATOR leads a small group of people on a walking tour of the demo. The lead mime enters FRAME and is delighted to find himself in "networking heaven." "Aha! So this is how it's done!" he thinks to himself, as he joins the group, impressed with what he sees. As the mime joins the group, CAMERA follows him, going in for a CLOSE SHOT on the narrator, who is addressing the group and pointing out items on display.

AUDIO

Narrator (Voice-Over):

OR, YOU COULD SOLVE YOUR NETWORKING PROBLEMS -- ONCE AND FOR ALL -- WITH ONE STOP AT HEWLETT PACKARD, ONE OF THE MOST EXPERIENCED NETWORKING COMPANIES IN THE WORLD.

Narrator (Voice-Over):

SEE FOR YOURSELF. COME TO THE H-P AdvanceNet DEMONSTRATION, AND WE'LL LET YOU IN ON THE BEST-KEPT SECRET IN THE COMPUTER INDUSTRY.

WE'LL SHOW YOU HOW H-P AdvanceNet CONNECTS

VIDEO

CLOSE SHOT on the NARRATOR, as he addresses the CAMERA directly to issue a personal invitation to the viewer. (Ideally framed with the H-P AdvanceNet logo in background.)

NARRATOR and group exit FRAME as CAMERA moves in on the H-P AdvanceNet logo.

Roll closing credits, if appropriate, framed underneath image of the H-P AdvanceNet logo.

Generic HP Logo. FADE OUT.

AUDIO

INFORMATION WITH PEOPLE TO GIVE YOU THE TOTAL SOLUTION FOR ALL YOUR NETWORKING NEEDS.

Narrator (On-Camera):

TO ARRANGE FOR A PERSONAL TOUR OF THE H-P AdvanceNet DEMO, CONTACT YOUR HEWLETT PACKARD SALES REPRESENTATIVE TODAY.

VIDEO

AUDIO

COMMENTS BY INDUSTRY CONSULTANTS:

(included in the script)

(Jack Musgrove, Dataquest)

"HP HAS BECOME A ONE-STOP NETWORKING COMPANY."

(Beth McHugh, Dataquest)

"HP HAS TAKEN AN ENTERPRISE-WIDE APPROACH TO COMMUNICATIONS THAT ADDRESSES BOTH LOCAL AND WIDE AREA NETWORKING. I AM IMPRESSED WITH HP AdvanceNet's ABILITY TO OFFER A TOTAL COMMUNICATION SOLUTION IN A MULTIVENDOR ENVIRONMENT."

(Greg Carlsted, Dataquest)

"ABOVE ALL ELSE, I AM TRULY IMPRESSED WITH THE COMMITMENT TO, DEPTH AND BREADTH OF THE SUPPORT FUNCTION FOR HP AdvanceNet."

(Leland Wilson, Coopers and Lybrand)

"HP HAS MADE A QUANTUM LEAP IN NETWORKING -- OVERSHADOWING BOTH DEC AND IBM IN THE AREAS OF WIDE AREA NETWORKING, PEER-TO-PEER, AND PC INTEGRATION."

(Vince Barrett, Gartner Group)

"HP APPEARS TO BE COMING AT NETWORKING FROM A FRESH PERSPECTIVE -- INSTEAD OF TRYING TO REINVENT THE WHEEL WITH A NEW ARCHITECTURE, THEIR APPROACH IS SYSTEMS INTEGRATION, WHICH WILL BE MORE EFFECTIVE IN THE LONG RUN."

(George Colony, Forrester Research)

"I AM IMPRESSED BY HP's NETWORKING. HPs PRIVATE X.25 AND COMMITMENT TO OSI ARE RIGHT ON TARGET AND REPRESENT KEY DIFFERENTIATORS. TO KNOW HP's NETWORKING IS TO LOVE HP!"

(Jan Duffy, Peat Marwick)

"STRONG MULTIVENDOR CONNECTIVITY! WHILE HP HAS ON ITS OWN A COMPLETE SUITE OF PROCESSORS, IT IS NOT ONLY WILLING BUT EAGER TO ADHERE TO DE FACTO AND INDUSTRY STANDARDS IN ORDER TO COEXIST WITH OTHER VENDORS' SYSTEMS."

VIDEO

AUDIO

(Dwayne Walker, DMR)

"I AM VERY IMPRESSED WITH HP'S UNDERSTANDING OF CUSTOMER NEEDS AND IMPLEMENTATION OF DISTRIBUTED PROCESSING, PC-MINI INTEGRATION, MULTIVENDOR CONNECTIVITY, AND END-USER INTERFACES."

(Dave Passmore, Network Strategies)

"HP IS THE ONLY MAJOR COMPUTER VENDOR TO HAVE AVAILABLE THE **TOTAL SOLUTION** VIA PRIVATE X.25 NETWORKING."

VIDEO

AUDIO

Comments which have not been included:

(Skip Bushee, InfoCorp)

"I AM VERY IMPRESSED WITH THE COMPLETENESS OF HP's NETWORKING OFFERINGS AS WELL AS THEIR ADHERENCE TO INDUSTRY STANDARDS."