BUSINESS COMPUTER GRAPHICS/DECISION MAKING

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Business Computer Graphics software offers visual display of information which is critical to effective business management decision making.

The Human Graphics Processor

The power of visual information has been recognized since cavemen began drawing pictures on cave walls. Confucius' famous quote about a picture being worth a thousand words is taking on dramatic significance today as modern research on information processing in the human brain shows that a picture is probably worth more than a thousand words. While computers may be ideally suited for an alpanumeric interface, a study of neuro-psychology indicates that the human brain may more effectively utilize a graphical format.

Researchers have found that once a mental visualization of a spatial object has been formed in our mind, reading a written description of that object causes the visualization to be "erased." This may explain why we find it so difficult to visualize trends, patterns and interrelationships when reading tabulated numeric data. Reviewing the tabulated numbers to verify a possible pattern tends to further suppress any visualization that may have been formed.

Presenting the same data in a line graph format, however, makes trend and pattern information instantly understandable and it completely avoids the "interference" problem.

Improving the Human-Computer Interface

It is the human capability to rapidly process visual information that makes graphics such an important interface to computers. The use of pictures and graphs to present data provides concise visual information on trends and relationships which are not immediately evident from the numerical data. Interactive graphics allow computers to be used for design tasks by making it possible for the designer to visualize the object and then modify it--forming a close user-computer interface.

The power of graphics to improve the human-computer interface has lead to a great deal of interest in the computer industry.

Advancing technology is bringing more and more powerful computational tools to applications ranging from inventory control to automated drafting and beyond. And as these tools become less and less expensive, they are becoming generally available to a wider variety of users, many without a background or training in computers. As this process continues, a simple and efficient interface between the user and the computer becomes increasingly important.
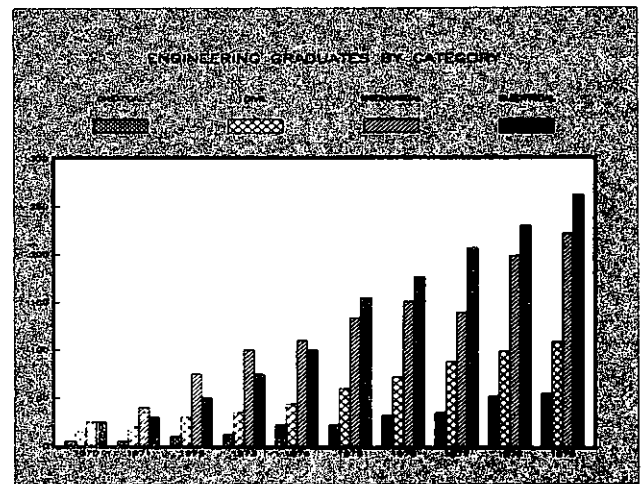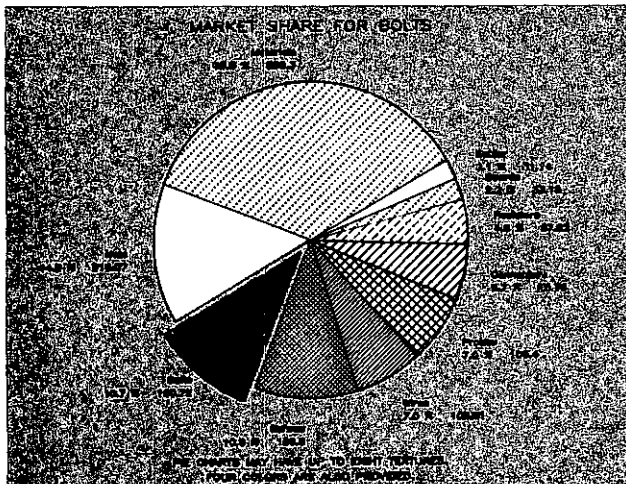
Getting Started With Business Graphics

Hewlett-Packard's new interactive business graphics system for the HP 3000 computer family sets high standards for graphics productivity, flexibility and ease of use. It enables the user to take full advantage of computer-stored information resources which are already available to the organization for better understanding and faster interpretation of data.

HP Decision Support Graphics/3000 (HP DSG/3000) is a data display system that helps you design, produce, and save business graphs drawn from numerical information kept in any data file on the computer system. The graphs can be displayed on any HP graphics terminal or a printed copy (paper or overhead transparency) can be made on one of the HP multi-color plotters.

HP DSG/3000 is highly interactive and was designed for the periodic
and one-time user. Chart design is guided by simple "fill in the
blanks" menus presented in logical sequence. A "Help" facility which
is built into the system, assists the user upon request. It
requires little knowledge of graphics design and the non-computer
professional can obtain business graphics without waiting for the
development of application programs.

HP DSG/3000 also offers a powerful capability in program development.
Both the interactive user and the programmatic user have access to the
full capabilities of the product.

HP DSG/3000 facilitates the creation of line graphs, horizontal and
vertical bar charts, pie charts, and scattergrams. All charts can be
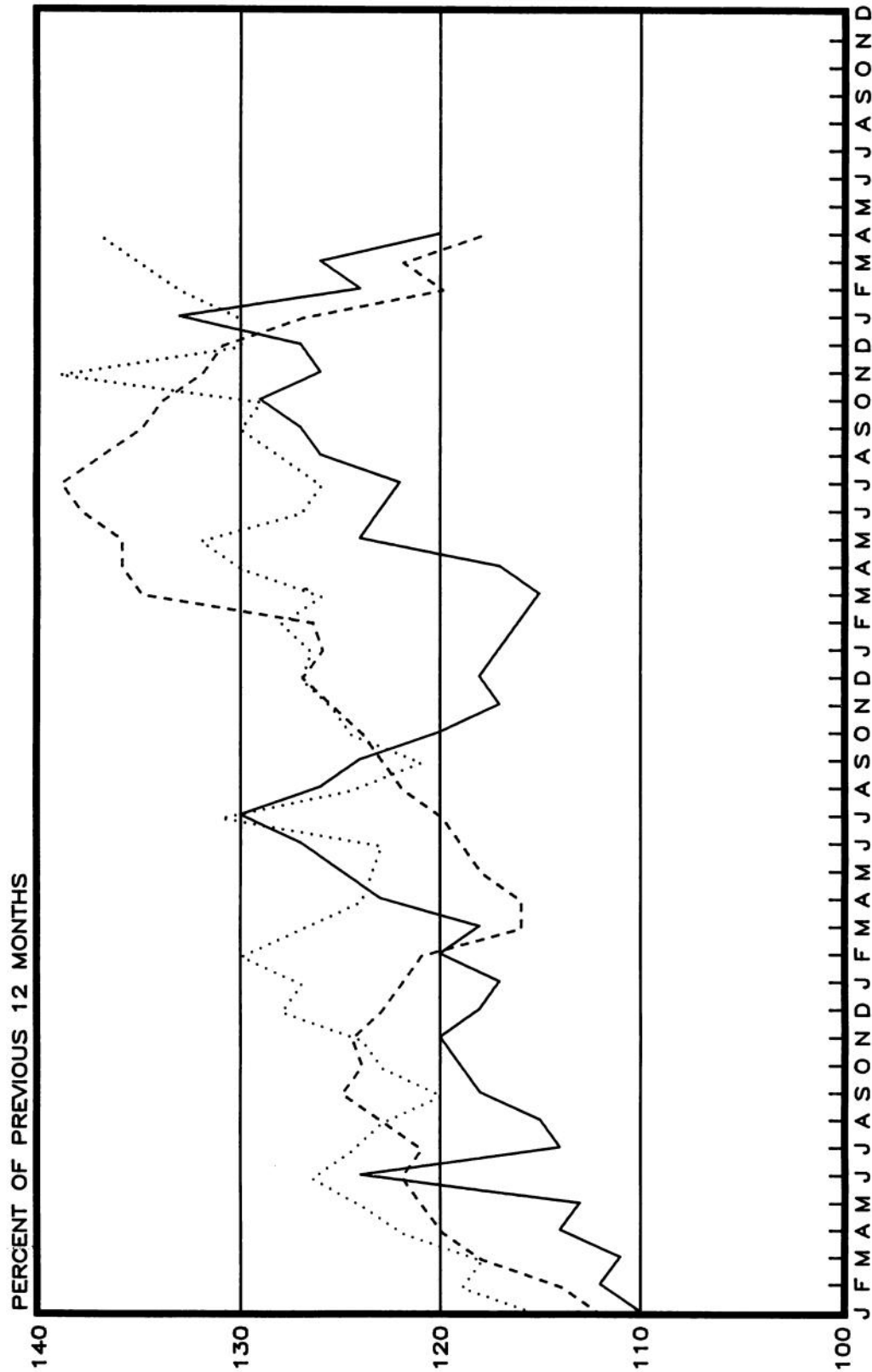annotated with symbols and text.

PERIOD EXPENSE CONTROL

12-MONTH MOVING AVERAGE

R&D EXPENSE
HISTORY

SALES
HISTORY

ADMIN EXPENSE
HISTORY

PERCENT OF PREVIOUS 12 MONTHS

140

130

120

110

100

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(1977-1980)

THIS IS A REPRODUCTION OF AN ORIGINAL PLOT CREATED
ON AN HP7221 PLOTTER BY HP-DSG/3000 SOFTWARE

P/N: 5953-4075

EMPLOYEES BY CATEGORY IN ENGINEERING LAB #5
FOR 1979

CLERICAL

MODEL MAKERS

ENGR. AIDES

ELECT. TECHS

ENGINEERS

5953-4074