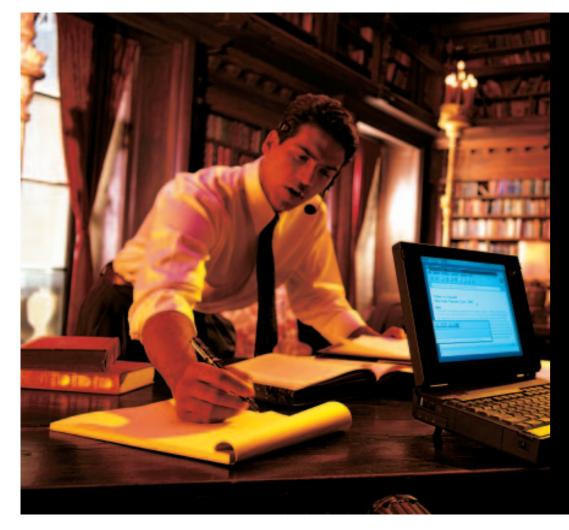IBM

INTRODUCING DESKTOP COMPUTING WITHOUT THE DESKTOP!

"Jump to WebExplorer Parker V Boswell, Ohio State Supreme Court, 1986."

Introducing the next generation of operating system solutions…
OS/2 Warp 4 with true speech recognition!

S P E A K VoiceType
I UNDERSTAND

Say "hello" to a whole new world of possibilities and opportunities!

In their time, Apple Macintosh and Windows changed the face of PC computing. But now, OS/2 Warp 4 announces the next defining moment. With its advanced speech recognition technology and built-in connectivity features, OS/2 Warp 4 takes ease-of-use and productivity to a completely new level. And raises the bar on desktop computing for business.

- Voice navigation of applications as well as the operating system

- Voice access and navigation of the Internet

- Dictation to supported E-mail and word processing applications

How would your customers use speech recognition? An executive can dictate a letter to her supported word processor while she goes through her morning mail. A banker can leaf through a file and E-mail important update information — as he finds it — to an associate in another city. A doctor can call up patient files as she concentrates on her patient. Or a shipping company's manager can check inventory levels while he hands out the day's assignments to warehouse workers.

Even more remarkable, OS/2 Warp 4 can turn a PC into a universal client, so these business users can access data from just about anywhere and share it globally. That's vitally important in today's multi-server, multi-network environment. And with its remarkable, Internet-aware desktop, OS/2 Warp 4 makes connecting via Internet or company intranets incredibly easy. All in all, this universal connectivity gives business users the power to do more.

Capitalize on the incredible demand for Internet solutions!

- An estimated 40 million people in 137 countries are connected to the Internet — 60% of those are business users

- The number of Web sites is doubling every 53 days

- Two million new Internet users every month

- $476 million spent on intranet software in 1995 and sales are expected to soar to $8 billion by 1998

OS/2 Warp 4 is the ideal operating system solution to help you profit from the Internet / intranet phenomenon. Why? It speeds Internet access and brings drag-and-drop ease to the Internet-to-desktop connection. With OS/2 Warp 4, users can create desktop icons for frequently-visited web pages. Then just a mouse click on the icon and OS/2 Warp 4 automatically launches the page. And once they're there, things get even better. Because OS/2 Warp 4 integrates Java run-time, users can natively run Java applets without a browser from their desktop. Or they can drag a Java applet and application from the Internet onto their desktop and launch it with a mouse click. No other PC operating system solution makes it so simple and seamless. Even FTP file transfer is drag-and-drop from the desktop to the server or vice-versa. There's no need to work from a command line or Web browser to connect to files on an FTP location.

Join the OS/2 Warp 4 business revolution and your desktop operating system sales will take off!

- OS/2 has been the operating system solution of choice for mission critical applications in many enterprises in the banking, manufacturing and insurance industries.

- As mission critical applications migrate from the mainframe to servers and clients, OS/2 Warp 4 becomes the ideal business desktop operating system solution:

  - Open and compatible to make the most of today's and tomorrow's technology

  - Connect from just about anywhere to anywhere in the networked world

  - Reliable, crash-resistant performance

- As more networked organizations race to implement team computing, OS/2 Warp 4 provides the open connectivity and leading-edge support users need to maximize their investment in Lotus Notes V4 and Lotus SmartSuite96.

IBM will send more sales your way!

- IBM Software is driving sales through resellers — add OS/2 Warp 4 to your overall solution and capture more sales!

- Opportunity to upgrade the millions of loyal OS/2 users:

  - Strong presence in small-to-medium businesses with centrally-managed enterprise networks

  - Strong presence in banking, insurance and manufacturing

  - Strong presence in medium-to-large businesses with client / server networks

- Migrate the approximately 65.4 million Windows clients[1] to OS/2 Warp 4:

  - 80% of I/S managers surveyed in PC Week do not plan to implement Windows 95 during 1996

  - Break this operating system "holding pattern" — use the excitement of OS/2 Warp 4 to re-energize operating system sales among your business customers

OS/2 USERS MILLIONS + WINDOWS USERS MILLIONS+ = Huge $$$ in potential operating system sales

OS/2 WARP

OS/2 Warp 4 speaks to the needs of every constituency in the networked business world! For LAN administrators / IT professionals, that means simpler solutions and easier administration. And the bottom line for CIOs / COOs? Lower cost of ownership.

Individuals (connected commuter)
Internet-aware desktop for easy access to information and transactions. Connections to network resources from just about anywhere in the world.

Client
Drag-and-drop connectivity across multiple networks, the Internet, intranets and servers. Reliable, robust 4th generation solution.

Server
Award winning OS/2 Warp Server 4 with integrated functions.

Groupware
Lotus Team Computing with SmartSuite / Notes. IBM Global Network: network computing anytime, anywhere.

Distributed Applications
Best platform for network-centric application development.

The network-connected businesses of today need to hear about the OS/2 Warp 4 breakthrough!

- Enhanced network connectivity

  - Java run-time and support for Java applets; ships with the Java developers kit

  - DHCP / DDNS dynamically manages IP address allocation and administration to greatly simplify network administration

  - PCOM Lite emulators feature 32-bit code which allows you to connect to supported networks

  - LAN access via dial connections to either LAN Distance Connection Server, OS/2 Warp Server or directly to another supported Remote Access Client

  - Mobile Office Services transparently caches files to prevent disruption if a remote user is temporarily disconnected from the network

- New easier-to-use interface

  - Voice navigation of applications as well as the operating system

  - WarpCenter for storing and launching frequently used applications

  - 3-D textures, ergonomic shapes, user-selected fonts, options for arranging desktop folders, animated icons, sound and color controls

  - Plug-and-play simplicity

  - Tree views of directories in Open and Close dialog boxes

- Greater performance

  - Pre-emptive multi-tasking helps to prevent resource-intensive applications from monopolizing system and slowing work

  - Multi-threading improves performance within an application (e.g., continue to keystroke while spell check runs in word processing program)

  - High Performance Files System optimizes software for Intel 486 and Pentium processors

Unlike previous speech recognition technologies, users usually won't have to train their desktop. IBM VoiceType™ speech recognition technology understands common desktop commands right out of the box. Plus it has a 22,000 word vocabulary for dictation, with the ability to add 42,000 new words. In addition, vocabularies for specific industries like health care and law are available separately. Best of all, speech recognition gives business users the freedom to get more from their PCs. Speech recognition is available in 6 language versions: U.S. English, U.K. English, French, German, Italian and Spanish. Of course, the 20+ other language versions that don't feature speech recognition still provide all the connectivity and business productivity benefits of the speech-enabled versions.

- Wider application compatibility

  - OS/2, DOS and Windows 3.X application support, with DOS and Windows TCP/IP support to run WinSock 1.1 applications

  - TrueType font support

  - Win32s up to 1.25a support

  - OpenDoc support provides runtime for cross platform compound documents

  - Open32 supports many Win32 APIs and messages to facilitate porting of Windows applications

- Extensive hardware support

  - Enhanced PCMCIA support that allows for warm plug and warm docking

  - Extensive library of device drivers and updates for compatibility with your peripherals

  - ThinkPad specific support for infrared printing to wireless printers

  - DIVE Enhancements for the applications needing high frame rates (video, MPEG, etc.)

- Systems management

  - Integrated services, utilities and tools that allow for operating system security, management of clients by administrators, electronic software registration and more.

IBM

IBM® will be making a lot of noise about OS/2 Warp 4!

Marketing

- National print campaign for OS/2 Warp 4

- Targeted end-user direct mail campaign

  - OS/2 users and Windows prospects

- Aggressive international trade show plan

- Strong consultant relations program

- International publicity campaign

  - Print, electronic, Worldwide Web

- IBM BESTeam Members™ receive added support, additional marketing materials and resources as valued IBM business partners — call 1-800-426-1822 (option 6, then option 1) or visit http.www.software.ibm.com for membership information.

Training and Certification

- OS/2 Warp 4 computer-based training

- OS/2 Warp 4 classroom training

- Entry Tech video

- ITSO Workshop

IBM®