

GOOD NEWS

SAVE 60%
ON NEW
INFORMIX-[®]SQL
AND
INFORMIX-ESQL/C.



RELATIONAL DATABASE SYSTEMS, INC.

Dear INFORMIX Customer,

In appreciation of your support, we'd like to make you an exceptional offer—a 60% discount on the purchase of new INFORMIX-SQL. And if you also purchase new INFORMIX-ESQL/C, you'll receive a 60% discount on both products.

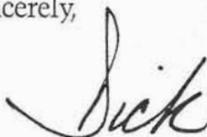
INFORMIX-SQL and INFORMIX-ESQL/C represent the next generation in RDS data management software. Sophisticated yet easy to use, these products substantially reduce program development time, effort, and cost.

Both products are based on a new database architecture that features SQL, the industry standard database language. This new architecture provides a powerful and flexible applications development environment—an environment that is unmatched by any existing data management products.

And we have even more good news for you. Our new architecture is based on the same file structure used by your INFORMIX databases. This common component allows you to easily convert your existing INFORMIX databases to the new SQL product format. We even provide a conversion tool kit to assist you.

To order new INFORMIX-SQL and INFORMIX-ESQL/C, just follow the directions inside. Then you'll know how we took the best data management products and made the next generation even better.

Sincerely,



Richard C. Murphy, Vice President, Marketing



Here are just a few highlights:

INFORMIX-SQL

Relational Database Management System

- Includes powerful forms, query, report writing, and menu facilities.
- A new architecture based on IBM's Structured Query Language (SQL).
 - Fully compatible with IBM's mainframe products, SQL/DS and DB2.
 - Incorporates both **SQL Data Definition Language (DDL)** and **Data Manipulation Language (DML)** functions.
- Completely self-contained environment that provides context sensitive help and direct access to system editors and word processors.
- Comprehensive manual which includes a complete user guide, a reference guide, and an index.
- Runs on either the UNIX™ or MS™-DOS operating system.
- Tool kit to aid transferring your application from INFORMIX to INFORMIX-SQL.

INFORMIX-ESQL/C

Embedded SQL and Tools For C

- Provides a standalone development environment for C programmers.
- Replaces database function calls with SQL syntax in your C code.
- Based on IBM's Structured Query Language (SQL).
- Full relational syntax within C source programs.
 - Data Manipulation
 - Data Definition
 - Data Control
- Includes C hooks into INFORMIX-SQL forms and reports.
- Runs on either the UNIX or MS-DOS operating system.

Conversion Tool Kit

- Provides routines to automatically convert data dictionary and data files.
- Includes instructions to help you convert your screens and reports.

How to Order INFORMIX-SQL and INFORMIX-ESQL/C

To qualify for this offer, you must:

- Be a registered INFORMIX user.
- Place your order by the expiration date listed on the adjacent chart.
- Purchase the product(s) for your registered computer system, as noted in your RDS Customer Registration Card.

To order INFORMIX-SQL or the INFORMIX-SQL and INFORMIX-ESQL/C package, complete the attached order card. Please remember to note your INFORMIX product serial number. If you are not currently a registered INFORMIX customer, also enclose proof of purchase.

This offer is available only for the combinations of computers, operating systems, and media listed in the adjacent chart. You will need to use this chart to determine your special introductory offer price and expiration date.

All expiration dates are final. All orders must be postmarked prior to the listed expiration date.

RDS is not responsible for any costs incurred in upgrading your current hardware and software configuration to conform with the systems listed.



Machine	Operating System	Media	SQL List Price	SQL Promotion Price	ESQL/C List Price	ESQL/C Promotion Price	Expiration Date
Altos 486/586/986	XENIX 3.0b	5¼" floppy	\$ 995	\$ 398	\$ 749	\$ 300	7/30/85
Amdahl 580	UTS sys V	9 track tape	\$48000	\$19200	\$36000	\$14400	10/30/85
AT&T 3B2	UNIX sys V rel 2	5¼" floppy	\$ 1600	\$ 640	\$ 1200	\$ 480	7/30/85
AT&T 3B5	UNIX sys V rel 2	9 track tape	\$ 3000	\$ 1200	\$ 2250	\$ 900	7/30/85
AT&T 3B20	UNIX sys V rel 2	9 track tape	\$12000	\$ 4800	\$ 9000	\$ 3600	7/30/85
AT&T 6300 **	MS-DOS 2.0	5¼" floppy	\$ 795	\$ 318	\$ 595	\$ 238	9/15/85
AT&T UNIX PC	UNIX sys V rel 2	5¼" floppy	\$ 995	\$ 398	\$ 749	\$ 300	10/30/85
Callan 200	UNIX sys V	5¼" floppy	\$ 1600	\$ 640	\$ 1200	\$ 480	8/30/85
Cromemco Sys 1	UNIPLUS sys V	8" floppy	\$ 1600	\$ 640	\$ 1200	\$ 480	8/30/85
CT Miniframe	CTIX sys V	9 track tape; 5¼" floppy	\$ 1600	\$ 640	\$ 1200	\$ 480	7/30/85
CT Megaframe	CTIX sys V	9 track tape; Syquest	\$ 1600	\$ 640	\$ 1200	\$ 480	7/30/85
Fortune Systems 32:16	FOR:PRO	5¼" floppy	\$ 995	\$ 398	\$ 749	\$ 300	8/15/85
Hewlett Packard 9000/500	HP/UX	9 track tape	\$ 3000	\$ 1200	\$ 2250	\$ 900	8/1/85
Hewlett Packard 9000/200	HP/UX	Cartridge tape	\$ 1600	\$ 640	\$ 1200	\$ 480	9/15/85
IBM PC-AT	XENIX	5¼" floppy	\$ 995	\$ 398	\$ 749	\$ 300	7/30/85
IBM PC-XT	PC/IX	5¼" floppy	\$ 795	\$ 318	\$ 595	\$ 238	9/15/85
IBM PC**	PC-DOS	5¼" floppy	\$ 795	\$ 318	\$ 595	\$ 238	10/1/85
Intel 286/310	XENIX 3.0b	5¼" floppy	\$ 1600	\$ 640	\$ 1200	\$ 480	7/30/85
NCR Tower	UNIX sys V	5¼" floppy	\$ 1600	\$ 640	\$ 1200	\$ 480	7/30/85
Plexus P/35	UNIX sys III	Cartridge tape	\$ 1600	\$ 640	\$ 1200	\$ 480	8/1/85
Plexus P/60	UNIX sys III	9 track tape	\$ 1600	\$ 640	\$ 1200	\$ 480	7/30/85
VAX 730	UNIX 4.1; UNIX 4.2	9 track tape	\$ 3000	\$ 1200	\$ 2250	\$ 900	8/15/85
VAX 750	UNIX 4.1; UNIX 4.2	9 track tape	\$ 6000	\$ 2400	\$ 4500	\$ 1800	8/15/85
VAX 780,785	UNIX 4.1; UNIX 4.2	9 track tape	\$12000	\$ 4800	\$ 9000	\$ 3600	8/15/85
Zilog System 8000	ZEUS 3.21 seg	Cartridge tape	\$ 1600	\$ 640	\$ 1200	\$ 480	9/30/85

**SQL running DOS requires a minimum of 512K internal memory.

INFORMIX is a registered trademark and the RDS logo is a trademark of Relational Database Systems, Inc. UNIX is a trademark of AT&T Bell Laboratories. MS is a trademark of Microsoft.

Return this card to order INFORMIX-SQL and INFORMIX-ESQL/C

Name _____

Title _____

Company Name _____

Address _____

Mail Stop _____

City _____ State _____

Zip _____ Phone _____

RDS INFORMIX Software
Serial Number _____

Purchased From _____

Computer Manufacturer
and Model Number _____

Computer Serial Number _____

Please check the option you are ordering:

___ INFORMIX-SQL only.

___ INFORMIX-SQL and INFORMIX-ESQL/C Package.

Method Of Payment:

___ Please charge my:

___ Visa ___ MasterCard ___ American Express

Account Number _____

Expiration Date _____

Signature _____

___ I am enclosing a check or money order for the following amount:

Promotional Price _____

California Residents add 7.0% state sales tax _____

Shipping and handling _____ \$7.50

Total amount enclosed or added to my credit card _____

Please place this card in an envelope and send to:



Sales Administration Manager
Relational Database Systems, Inc.
2471 East Bayshore Road, Suite 600
Palo Alto, CA 94303



RELATIONAL DATABASE SYSTEMS, INC.

2471 East Bayshore Road, Suite 600

Palo Alto, CA 94303

Dated Material

SAVE ON NEW PRODUCTS