

# CompuServe

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# CompuServe

## the early years

### CompuServe: Update 1982

The CompuServe Information Service is the largest and fastest growing videotex system in North America. Our customer base increased a dramatic 300% in 1981. And there's a reason:

- our broad base means more communications between users
- a wide variety of high-value data bases
- games to excite any aficionado
- up-to-date financial information to give you a competitive edge on the market
- new services like electronic shopping
- free subscription to our informative TODAY magazine
- easy-to-follow instructions for the novice and powerful services for the experienced user

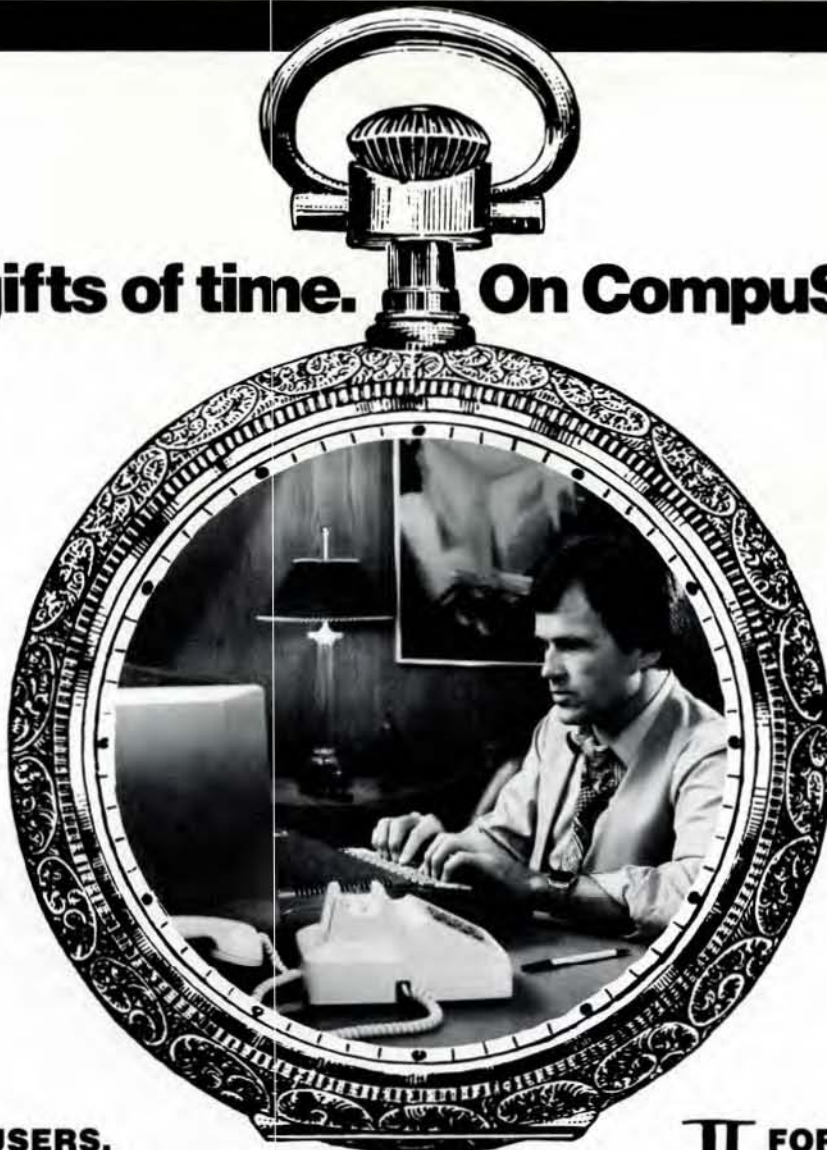
Ask for a demonstration at a Radio Shack® Computer Center. Videotex software is available for various brands of personal computers. CompuServe Information Service, 5000 Arlington Centre Blvd., Columbus, Ohio 43220. (614) 457-6000.

**CompuServe**

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# The gifts of time. On CompuServe.



## I FOR NEW USERS.

CompuServe is in the holiday mode. If you subscribe to our system for the first time in November or December, we'll give you two free hours of CompuServe access time instead of one. That's a \$10 savings just to get started. So get thee to a Radio Shack Store®, get a demonstration, then buy the Videotex software package for most popular computers (\$29.95) or buy the system without software for "dumb" terminals (\$19.95).

And . . . once you're a subscriber, you can clip the adjacent coupon and take advantage of our second "gift of time". Good deal? You bet!

## BASIC MENU

- Electronic mail • Financial data & historical information • Special interest data • User newsletters
- CB simulation • Newspapers
- AP wire • Games • Plus, when you need it, languages, file creation & storage (128K free!), software downloading, other services.

Over 130 separate entries on the current menu.

## CompuServe

Information Service Division  
5000 Arlington Centre Boulevard  
Columbus, Ohio 43220  
(614) 457-8600 (800) 848-8990

## II FOR CURRENT SUBSCRIBERS.

You can give a friend and subscriber six hours or more of connect time on CompuServe at a savings of 20 to 30% off the regular \$5.00 per hour rate. See the coupon explaining these rates and how to get them in our "The gifts of time." ad in the following publications:

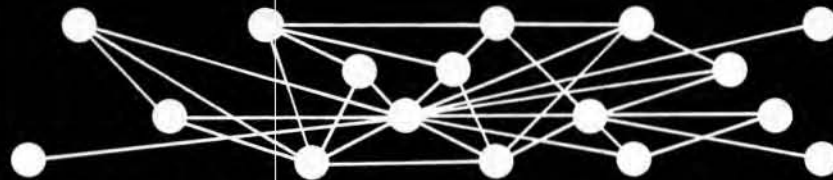
- Oct. - CompuServe's TODAY Magazine
- Dec. - BYTE
- Dec. - CREATIVE COMPUTING
- Dec. - KILOBAUD MICROCOMPUTING
- Dec. - PERSONAL COMPUTING
- Dec. - POPULAR COMPUTING

## CompuServe: What's in it for the s?

Plenty! First there's MNET80, a Special Interest Group (SIG) of TRS-80® users on the CompuServe Information Service. SIGs are active and growing groups of individuals who share a common interest and form an "electronic" club using the CompuServe Information Service as its communications medium. Share advice and exchange information with other TRS-80 users across town or anywhere around the country. TANDY services include an electronic newsletter, answers to your questions directly from Ft. Worth, product availability, tips and hints.

Secondly, we think you'll like the CompuServe Information Service: CB simulation, electronic mail, news wires, financial information, games, data bases, programming languages, big mainframe computer power and free data storage. All for a basic charge of only \$5.00 an hour nights and weekends. All you need is your TRS-80, a modem and some inexpensive software. See a free demonstration of CompuServe in action at your Radio Shack® Computer Center. CompuServe Information Service, 5000 Arlington Centre Blvd., Columbus, Ohio 43220. (614) 457-8650.

## CompuServe



## NETWORKING

If you like to communicate with others, the CompuServe Information Service is your most effective vehicle. Why? Because we have the largest customer base of any videotex system in North America. And we have hundreds of new subscribers each week.

"Talk" to other CompuServe subscribers via CB simulation (it's the most popular offering on our network). Send E-mail, use the electronic bulletin board and exchange information with computer manufacturers, Special Interest Groups and publishers.

Play a variety of networking games with your own group or complete strangers from New York to Chicago to L.A.

Ask for a demonstration at a Radio Shack® Computer Center. Videotex software is available for various brands of personal computers.

CompuServe Information Service, 5000 Arlington Centre Blvd., Columbus, Ohio 43220. (614) 457-8650.

## CompuServe



## And one that costs you a buck.

**One:** Buy a new TeleLink™ I cartridge for your ATARI 400™ or ATARI 800™ computer and get one free hour of CompuServe Information Service time.

**Two:** Visit a Radio Shack® computer center. Most are equipped to access the CompuServe Information Service now. Log in and see what you can get. The service is compatible with any TRS-80™ including the new VIDEOTEX™ unit.

**Three:** Send \$1.00 to us and we'll send you the current "menu" of services, including the sophisticated big mainframe power of MicroNET. Send \$1.00, name and address to: CompuServe, Information Service Division, 5000 Arlington Centre Boulevard, Columbus, Ohio 43220.

Radio Shack, TRS-80 and Videotex are trademarks of Tandy Corporation. ATARI 400 and ATARI 800 are trademarks of ATARI, Inc.

# All this is yours to command.



Access to news and entertainment data bases, computer games and art, regional newspapers, newsletters, programs, languages, storage (up to 128k free!) and lots more is yours for 8½ cents per minute (between the hours of 6 pm and 5 am weekdays and all day weekends), billed to your charge card. It's

a local phone hook-up in more than 260 U.S. cities.

CompuServe is working with 11 major regional newspapers to bring you their electronic editions, as well as the Associated Press news and sports wires.



MicroQuote has historical and statistical data on almost every stock, bond or option you can buy. Corporate financial information, commodity prices and financial newsletters are also available.



And, when you're ready for big-time computer action...

You need a computer to use all the MicroNET services which put you in command of our big, fast mainframe computers. But even with the simplest terminal you can send electronic mail to any other user, use the CB simulator, and try to zap the enemy's spaceships in real—and very fast—time. Many networking multi-player games available.



Simple games and graphics for the beginner. And, when you're ready—try the really tough ones on MicroNET (see MicroNET service). You haven't lived until you discover a player from Los Angeles in *your* dungeon!

CompuServe is continually adding new on-line information resources. So, order our current menu and watch for new features such as an electronic encyclopedia, travel information, food preparation and gardening tips, government publication data—and much more!



See for yourself what a state-of-the-art electronic information service can do. Get a demonstration at a Radio Shack® computer center or send \$1.00 for a current menu today.

## CompuServe

Information Service Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
(614) 457-8600

# MicroNET

## It's off and running. And delivering as promised.

### What is MicroNET?

It is the personal computing service of CompuServe, Incorporated. CompuServe is a nationwide commercial time sharing computer network with large-scale mainframes. MicroNET allows the personal computer user access to CompuServe's large computers, software and disc storage during off-peak hours (from 6 PM to 5 AM weekdays, all day on Saturdays, Sundays and most holidays).

### What do I get?

You can use our powerful processors with X-Basic, Fortran, Pascal, Macro-10, AID or APL. You get 128K bytes of storage free (just access it at least once a month). Software includes games—including networking multi-player games—personal, business and educational programs.

In addition, there is the MicroNET National Bulletin Board for community affairs,

for sale and wanted notices and the MicroNET Electronic Mail System for personal messages to other MicroNET users. You can even sell software via MicroNET.

**NEW!** MicroQUOTE, a security information system for corporate stocks and public debt.

**NEW!** MicroNET Software Exchange with dozens of new programs available for downloading to your personal computer at a specified charge.

**NEW!** Executive programs for TRS-80, Apple II and CP/M systems (so your machine and ours can talk to each other error-free). You can switch between terminal and local mode while on line.

### What do I have to have to use MicroNET?

The standard 300 baud modem. MicroNET has local phone

service in most major cities (see below) and a reduced phone charge in over a hundred others.

### What is the cost?

We've saved the best for last. There is a one-time hook-up charge of only \$9.00! Operating time—billed in minutes to your VISA or MasterCard— is only \$5.00 an hour.

### Want more information?

Good. Write to us at the address below. We'll send you a full packet of information about MicroNET.

## CompuServe

Personal Computing Division  
Dept. C  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220

MicroNET is available via local phone calls in the following cities: Akron, Atlanta, Boston, Canton, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Detroit, Houston, Indianapolis, Los Angeles, Louisville, Memphis, West Caldwell (NJ), New York, Philadelphia, Pittsburgh, San Francisco, Stamford (CT), St. Louis, Toledo, Tucson and Washington, D.C.

Access to the MicroNET service is available in 153 other cities for an additional charge of \$4.00 per hour.



*"... but the really impressive stuff is in the back room."*



## MicroNET is just the tip of the iceberg

We've been telling you that MicroNET, CompuServe's personal computing service, is the best thing that's happened to personal computers since electricity. It still is, but now there's more. A lot more.

Welcome to CompuServe's information service.

- *News. Weather. Sports.* Major regional newspapers. Plus international news services.
- *Finance.* MicroQuote. Updates and historical information on stocks, bonds and commodities.
- *Entertainment.* Theatre, book, movie and restaurant reviews. Plus opera, symphony, ballet, dance, museums, galleries...
- *Electronic Mail.* Create, edit, send and receive messages from any other CompuServe user... nationwide.
- *Home & Educational Reference Service.* Anything you want to know... from encyclopedia information to household tips.
- *CompuServe user information.* In case you need technical help... and information on new services as they become available.

● *MicroNET.* All we've offered before and added lately with more to come. This includes Software Exchange, line printer art gallery, challenging games, programming languages, word processing, business & educational programs... and much, much more.

So we're raising the price. Right?

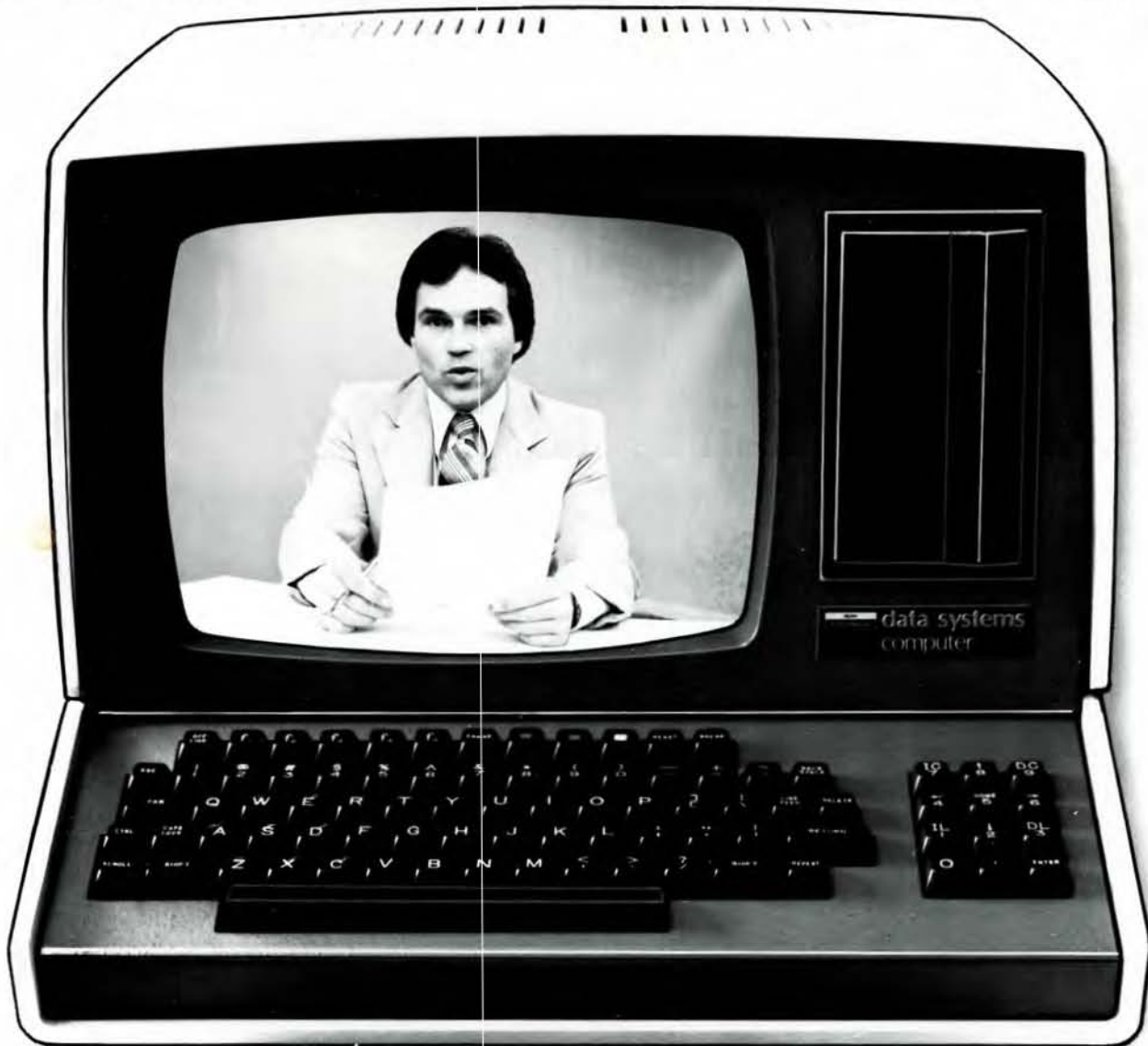
Wrong! All you pay is a small hook-up charge, and \$5.00 per hour billed in minutes to your charge card. You need a 300 baud modem and we're a local phone call in more than 200 North American cities.

Write for information. This is almost too good to believe, but we're delivering as promised.

## CompuServe

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5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
(614) 457-8600

# And now the news...



CompuServe announces the availability of international, national and regional news through your personal computer or terminal.

This up-to-the-minute service includes:

- late breaking international and national news, including features and syndicated columns
- national sports with tabular standings and box scores
- national business and financial news, including the latest stock prices and closings
- national broadcast wire
- Washington news wire
- weather updates
- and selected regional wires

Find out how your favorite football team fared or get a full account of the game in seconds. Find out how the market did today or what movies got good reviews. Check election results, key legislative votes, the latest on foreign affairs. Even background stories or predictions for the future. International events. National news. What diplomat is throwing a party in Washington.

All this and more is yours today through CompuServe.

A 300-baud modem is all your personal computer or terminal needs to access all the services available via local phone calls in more than 175 North American cities from 6 PM to 5 AM weekdays, weekends and most holidays. And the basic charge is only \$5.00 an hour, billed in minute increments, to your charge card. Want more information? Write.

**MicroNET**

**CompuServe**

Dept: P  
Personal Computing Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220

# MicroQuote

Your personal computer becomes  
a window on Wall Street.



MicroNET, the personal computer service of CompuServe, now offers MicroQuote, a comprehensive securities information system.

With MicroQuote you can gain information from a data bank of over 32,000 stocks, bonds and options from the New York, American, OTC and major regional markets plus Chicago options. MicroQuote contains price and volume data from January, 1974 with cumulative adjustment factors and dividend information from January, 1968.

You can determine indicated annual dividends, earnings per share, shares outstanding, BETA factors, open interest on options and amount outstanding on debt issues. MicroQuote can provide issue histories on a daily, weekly or monthly basis and even performs certain statistical analyses on the data. It's a vital tool for any investor.

#### It's just part of the MicroNET service

MicroNET also allows error-free downloading of software via the new software exchange and executive programs (now available for the TRS-80®, Apple II® and CP/M® systems). It also provides electronic

mail service and can be accessed with a 300 baud modem via local phone calls in more than 175 U.S. cities. Write for full details on how your microcomputer can control one of the nation's largest and most sophisticated time-sharing computer centers for about 8 cents a minute!

TRS-80 is a registered trademark of Tandy Corporation  
Apple II is a registered trademark of Apple Computer, Inc.  
CP/M is a registered trademark of Digital Research

Regional distributors and local dealers wanted.  
Inquire to Dept. R

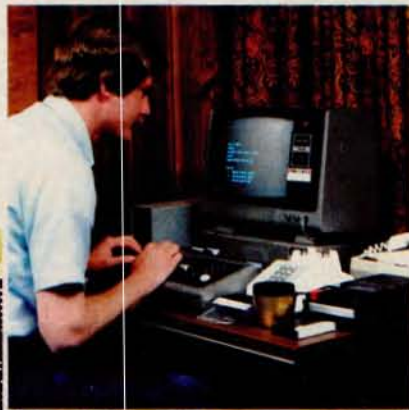
Software authors: MicroNET seeks to license quality programs for software exchange. Write to Dept. S

**MicroNET**

Mail to: **CompuServe** Dept: I  
Personal Computing Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220

# MicroNET

## Big-system performance for your personal computer.



MicroNET is a remote on-line computing service available through local phone lines in 27 major metropolitan areas. It is a service for personal computer users provided by CompuServe, one of the nation's leading computer service companies.

### Services available:

- Ability to communicate with other small computer users
- Ability to buy and sell software through the network
- Practical personal programs
- Time-saving business applications
- Educational aids
- Easy-to-use programming languages
- Advanced programming and diagnostic tools
- Entertaining games

Plus up to 128 K bytes of on-line file storage.

MicroNET users can access our large-scale computer systems in offpeak hours, from 6 P.M. to 5 A.M. local time weekdays and all day on weekends and most holidays. The cost, which will be billed to your Master Charge or Visa Card, is only \$5.00 per hour of computer time. There is a one-time sign-up charge of \$9.00.

### Equipment required

A personal computer or computer terminal with communications capability and a telephone.

### Please send me more information:

Mail to:

## CompuServe

Personal Computing Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220

Send me information on MicroNET.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_



Cities with local phone service access: Akron, Atlanta, Boston, Canton, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Detroit, Houston, Indianapolis, Los Angeles, Louisville, Memphis, West Caldwell (NJ), New York, Philadelphia, Pittsburgh, San Francisco, Stamford (CT), St. Louis, Toledo, Tucson, Washington, D.C. Access to the MicroNET service is available in 153 other cities for an additional charge of \$4.00 per hour.

CIRCLE 125 ON READER SERVICE CARD

# Want Results?

**That's What You'll Get from CompuServe.**

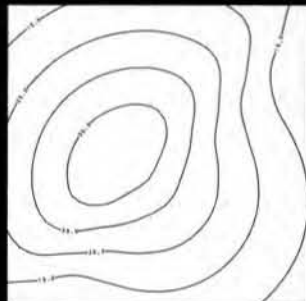


By using CompuServe's national timesharing network, you interact directly with the computer, putting you in complete control of your data.

Results are transmitted back to you over the CompuServe communications network to your location.

CompuServe, a computer services company, has the geophysics and mining resources to help in all areas, including:

- magnetic, gravity, induced polarization, resistivity, seismic and other geophysical analysis methods.
- one-, two- and three-dimensional modeling
- any shaped subsurface ore body
- graphics
- data management



Our Geophysical Interpretation System software, developed and supported by Fritz Geophysics, can assist you in all phases of geophysical data analysis.

#### **Seminars Show You How**

CompuServe and Fritz Geophysics sponsor periodic seminars which provide hands-on experience for the geophysicist using CompuServe. Write or call William Wisse, P.E., manager, Mining Industry Services, for time and place of the next seminar.



CompuServe Incorporated  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
(614) 457-8600

## CompuServe

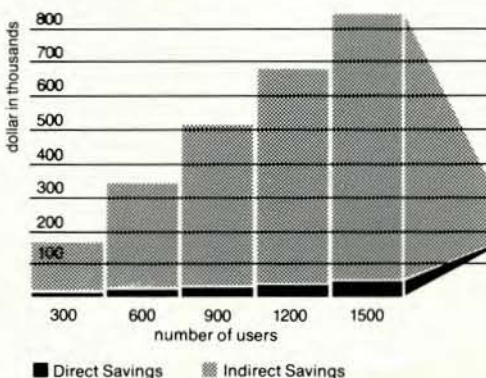
Hear how electronic mail  
increases white collar productivity.

# ELECTRONIC MAIL SEMINAR

CompuServe, the recognized performance leader in electronic mail, will be demonstrating its InfoPlex electronic mail system at seminars in Los Angeles and San Francisco July 22 and 23.

A case study will be presented by an actual user showing how his organization, a multi-national corporation, dramatically cut communications costs and increased productivity with InfoPlex.

Hear his story and see a hands-on demonstration. If you are unable to attend, write for product information to CompuServe, InfoPlex Marketing Division, 5000 Arlington Centre Blvd., Columbus, Ohio 43220.



**Direct Savings** refer to tangible savings over traditional communications methods.

**Indirect Savings** refer to estimated savings via improved employee communications efficiency and savings in time.

**Los Angeles—Wednesday, July 22**  
Century Plaza Hotel  
2025 Avenue of the Stars

Call (213) 387-0047 for reservations

**San Francisco—Thursday, July 23**  
Fairmont Hotel  
Atop Nob Hill

Call (415) 777-2737 for reservations

## CompuServe

An H&R Block Company



**If you're interested in Apples,  
call MAUG.**

MAUG is a Special Interest Group (SIG) of Apple® users on the CompuServe Information Service. SIGs are active and growing groups of individuals who share a common interest and form an "electronic" club using the CompuServe Information Service as its communications medium. Share advice and exchange information with other Apple users across town or anywhere around the country.

We think you'll like the CompuServe Information Service: CB simulation, electronic mail, news wires, financial information, games, data bases, programming languages, big mainframe computer power and free data storage. All for a basic charge of only \$5.00 an hour nights and weekends. All you need is your Apple, a modem and some inexpensive software. The software, and a free demonstration, are available at—of all places—a Radio Shack® Computer Center. CompuServe Information Service, 5000 Arlington Centre Blvd., Columbus, Ohio 43220. (614) 457-8650.

## **CompuServe**

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## **HUG's on line with CompuServe.**

HUG is a Special Interest Group (SIG) of Heath users on the CompuServe Information Service. SIGs are active and growing groups of individuals who share a common interest and form an "electronic" club using the CompuServe Information Service as its communications medium. Share advice and exchange information with other Heath users across town or anywhere around the country.

We think you'll like the CompuServe Information Service: CB simulation, electronic mail, news wires, financial information, games, data bases, programming languages, big mainframe computer power and free data storage. All for a basic charge of only \$5.00 an hour nights and weekends. All you need is your Heath computer, a modem and some inexpensive software. A free demonstration is available at—of all places—a Radio Shack® Computer Center. CompuServe Information Service, 5000 Arlington Centre Blvd., Columbus, Ohio 43220. (614) 457-8650.

## **CompuServe**

# TODAY

TODAY's just another good reason to be a subscriber to the CompuServe Information Service. Because TODAY is a magazine published free-of-charge for our customers and also offered to others interested in the latest developments in the growing videotex industry.

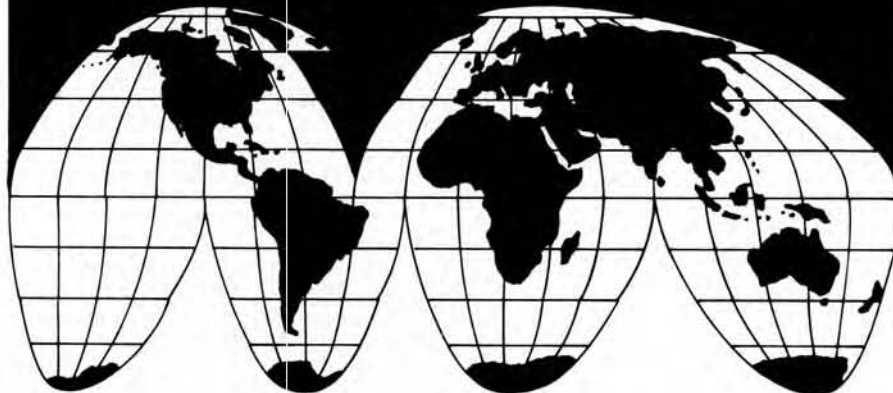
TODAY includes new and current product and service offerings on the System, technological developments at CompuServe and in the industry, customer profiles, features on information providers and announcements of special events. An extensive subject index appears in each issue.

Ask for a demonstration of the CompuServe Information Service at a Radio Shack® Computer Center. Videotex software is available for various brands of personal computers. CompuServe Information Service, 5000 Arlington Centre Blvd., Columbus, Ohio 43220. (614) 457-8650

**CompuServe**



**GO  
ON-LINE  
TO THE WORLD.**



**The CompuServe Information Service** ties your personal computer or terminal into our large computers. You can read the electronic editions of major daily newspapers including The Washington Post, The New York Times, the San Francisco Chronicle, plus the AP newswire. Have easy access to valuable consumer and home-related information, games, entertainment features, electronic mail, nationwide bulletin board, newsletters from computer manufacturers—and more.

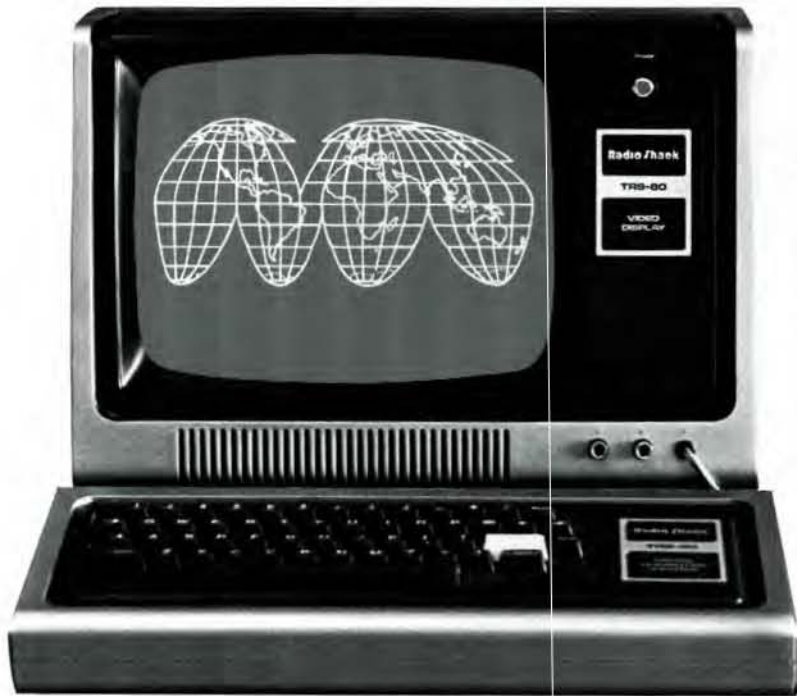
**If your interest follows financial lines**, we have the AP financial wire, Raylux Financial Advisory Service, Commodity News Service, Standard & Poor's Stock Reports and personal financial programs. Through our MicroQuote Service, you can get current and historical data on 40,000+ stocks, bonds and options, updated daily.

**We've only just begun.** Currently we're serving more than 10,000 customers—and we have room for lots more. We've only hinted at what's available and haven't mentioned the free 128K bytes of storage and the powerful languages and programming aids available to you. So get a demonstration of the CompuServe Information Service at a Radio Shack® Computer Center or many Radio Shack® outlets. Your hourly charge for all this is only 8½ cents a minute during evening and weekend hours.

## CompuServe

Radio Shack is a trademark  
of Tandy Corporation.

Information Service Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
(614) 457-8600



## CompuServe's information service.

A world of  
information  
available.  
Right now.

If you have a personal computer—or a computer terminal — CompuServe can bring a world of information into your home or small business.

### CompuServe

CompuServe is a major computer services company that has been serving top industrial and governmental clients for more than a decade. Now we're also applying our extensive computing capacity to the delivery of information services to your personal computer.

### The Information Service

This exciting service is available in more than 250 cities between 6 p.m. and 5 a.m. weekdays, all day weekends and most holidays. Cost? Only \$5.00 per hour billed in minutes. All you need is a 300 baud modem, and our complete information service is only a local phone call away.

Welcome to CompuServe's information service.

- *News. Weather. Sports.* Major regional newspapers. Plus international news services.
- *Finance. MicroQuote.* Updates and historical information on stocks, bonds and commodities.
- *Entertainment.* Theatre, book, movie and restaurant reviews. Plus opera, symphony, ballet, dance, museums, galleries...
- *Electronic Mail.* Create, edit, send and receive messages from any other CompuServe user ... nationwide.

- *Home & Educational Reference Service.* Anything you want to know ... from encyclopedia information to household tips.

- *CompuServe User Information.* In case you need technical help ... and information on new services as they become available.

- *MicroNET.* For the computer hobbyist. Software Exchange, line printer art gallery, challenging games, programming languages, word processing, business & educational programs ... and much, much more.

And this is just the beginning. CompuServe is continually adding to its list of available services. The world of electronic information isn't coming tomorrow. It's here today.

### CompuServe is Available at Radio Shack® Stores

Your local Radio Shack® Store Sells CompuServe's information service. There are more than 6,000 Radio Shack® Stores and Dealers nationwide. Check with the outlet nearest you.

Radio Shack is a division of Tandy Corporation.

## CompuServe

Information Service Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
(614) 457-8600

# CompuServe is a lot more than fun and games and news.

Although we're probably best known for our consumer-oriented services, CompuServe maintains powerful services for the serious computer user. CompuServe has helped some of the nation's largest companies and financial institutions through a wide range of business and scientific-oriented computer programs. With our Information Service, we can extend this expertise to you. Here are some of the programs available to the personal computer user through the CompuServe Information Service:

**PASCAL:** DEC User Group version of this famous language.

**XF4:** Extended CompuServe Fortran compiler.

**MACRO:** Advanced Macro Assembly language for PDP-10. Talk about fast.

**FILGE:** Fast, easy file generator and editor. Line oriented, no line numbers required!

**XBASIC:** CompuServe extended BASIC.

**JUMBLE:** File encryption program.

**TECO:** High level text editor.

**LINK:** Linking loader program.

**DDT:** Dynamic debugging tool.

**CREF:** Symbolic cross-reference generator used with language compilers.

**FILCOM:** File comparison program.

**SALARY:** Calculates salary and increases in various time frames including per year, month, period and hour. This program is intended primarily for managers doing reviews.

**SNOBOL:** String manipulation language.

**RUNF10:** Word processing and text formatting program (write resumes etc.).

**CONCOR:** Concordance generator. This program is very useful for documentation purposes. CONCOR reads an ASCII file and creates an output file which contains a line numbered listing of the original file, and a list of all the words contained in the file along with the numbers of the lines on which each word occurs (similar to an index).

**BLIS10:** High level implementation language for DEC PDP-10.

**BINED:** Binary file editor.

**APL:** A Programming Language.

**FINTOL:** Financial analysis tool. Contains several program modules which can perform financial analysis for business or personal needs.

- Loan Payment and Amortization
- Compound Interest Calculations
- Sum from a Periodic Investment
- Sinking Fund Deposit
- Present Value of Cash Flows
- Present Value and Internal Rate of Return (Capital Projects)
- Depreciation Analysis
- Compound Growth Rates

**RANNO:** Random number generator.

**XEDIT:** XF4 binary file editor.

We also offer high speed professional line printer service, error-free file transfer, CompuServe's Software Exchange, and computer manufacturers' newsletters. Computer Users Groups can exchange information and up-to-the-minute gossip in the computer world.

And . . . if Aunt Matilda comes over, you can still let her play Adventure. Demonstrations and software at all Radio Shack® Computer Centers and many Radio Shack® outlets.



## CompuServe

Information Service Division  
5000 Arlington Centre Boulevard  
Columbus, Ohio 43220  
(614) 457-8600

Radio Shack is a trademark of Tandy Corporation.

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# We've lowered the

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No, the low CompuServe \$5.00 per hour charge hasn't changed, but the world of information we offer is growing steadily.



*Of CompuServe's 22 large computer systems, 10 are housed here in our Dublin, Ohio Computer Center.*

## More Computer Power

The number of CompuServe customers keeps growing — now more than 8,000 strong. The more customers we have, the more computer power and access lines we dedicate to our Information Service. Our 22 mainframe computer systems provide sufficient power and capacity to serve thousands more.

## More News

In addition to the Associated Press, we've added more news. Read The New York Times and all the news that's fit to print, including Broadway show and movie reviews, stories from Pulitzer Prize-winning

writers and more. We are continually adding new features to the information service, so check our "What's New" section regularly to see what other information is available.

## TRS-80™ Color Computer and Videotex™

The CompuServe Information Service is sold in Radio Shack® Stores and, in addition to all the major brands of computers and terminals, can be used with the new TRS-80 Color Computer and Videotex terminal. Our special software formats the information in easy-to-read pages. Go forward, backward, anywhere in the CompuServe Information Service databases — even directly to a page of information.

## Big System Reliability

When we say we're reliable, we mean it. In fact CompuServe computers were up and running for a 99.6 percent reliability factor last year. We've also built in many "invisible" features like data error detection and retransmission — all those technical enhancements which add up to the CompuServe Information Service being ready to use when you're ready to use it.

# cost of the world.



Access to all the CompuServe services, including electronic mail; bulletin board; CB simulation; newsletters from Radio Shack®, Atari®, and others; up to 128K storage free plus all the services listed here are yours. Access time is only 8½ cents per minute between 6 PM and 5 AM weekdays and all day weekends, billed to your charge card. It's a local phone hook-up in more than 260 U.S. cities.

There's an energy management system, home repair tips, discount information, personal health information and more. Better Homes & Gardens provides household information such as recipes, nutritional analyses and meal plans.



All kinds of games (including some for the kids), book and movie reviews, astrology and the latest sporting event news — even point spreads and injury lists. There's the CompuServe line printer art gallery and even a national user opinion poll for instant feedback on current events.

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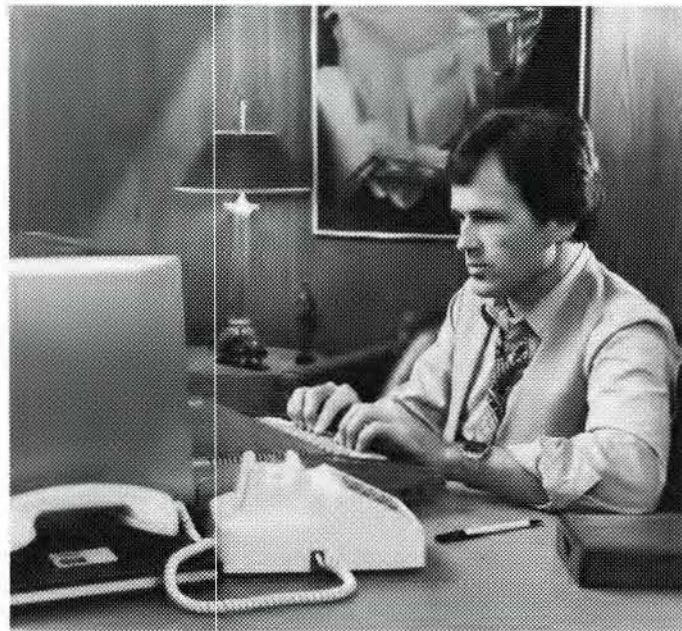
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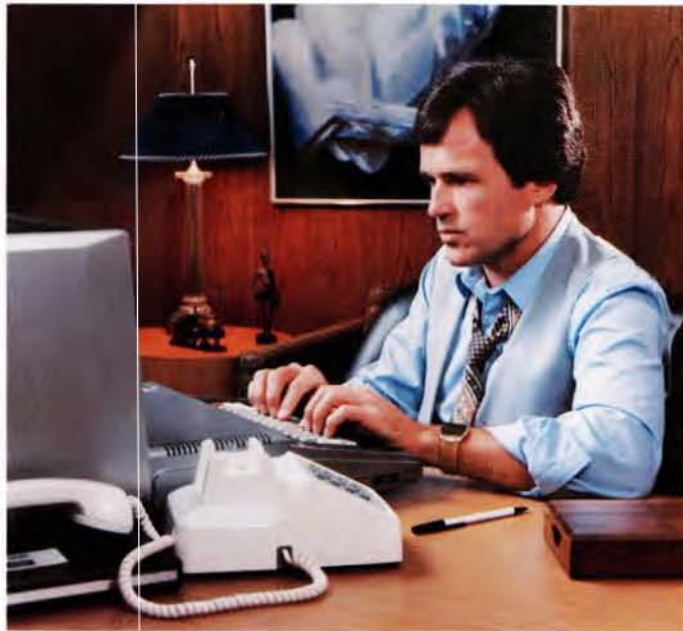
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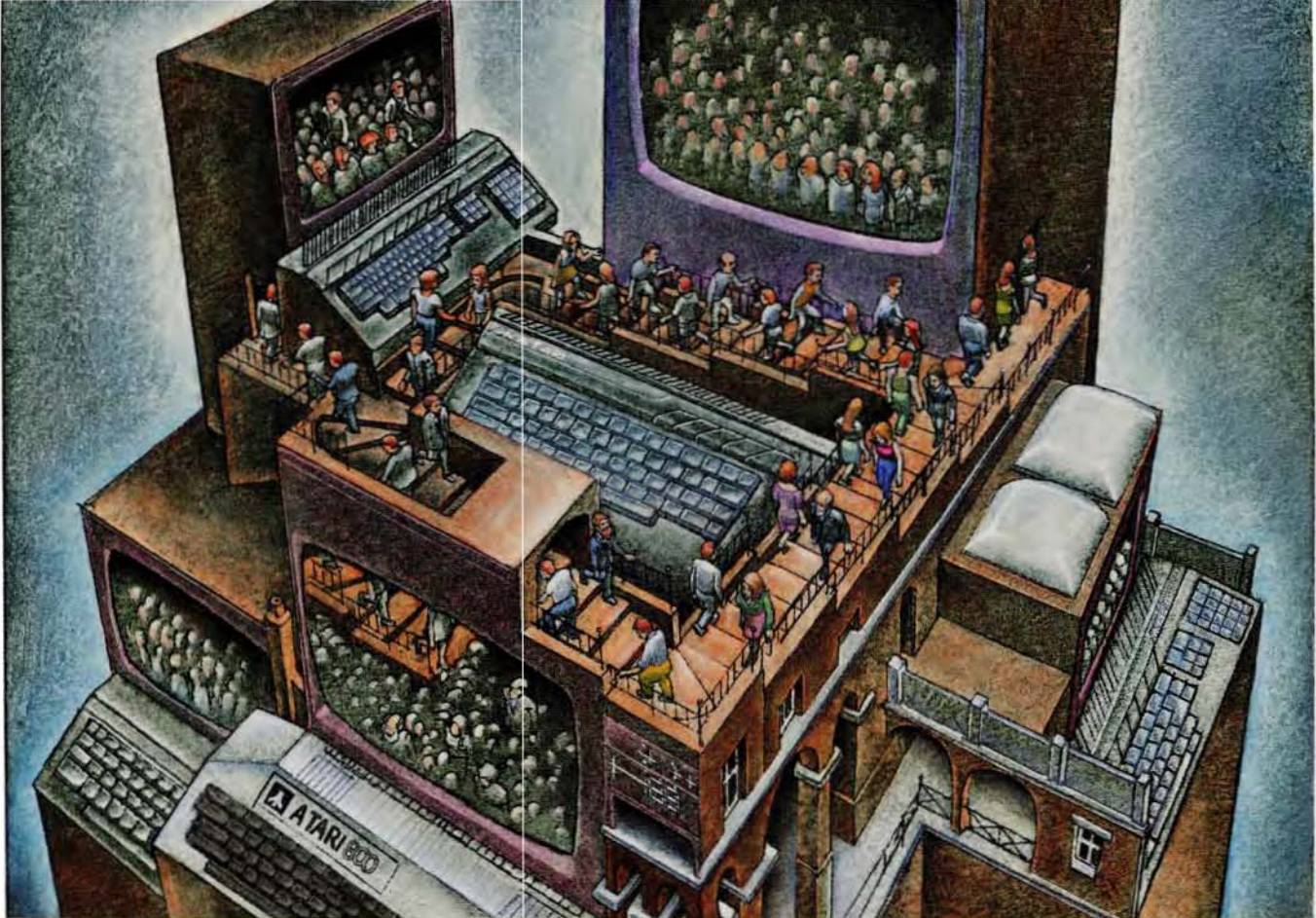
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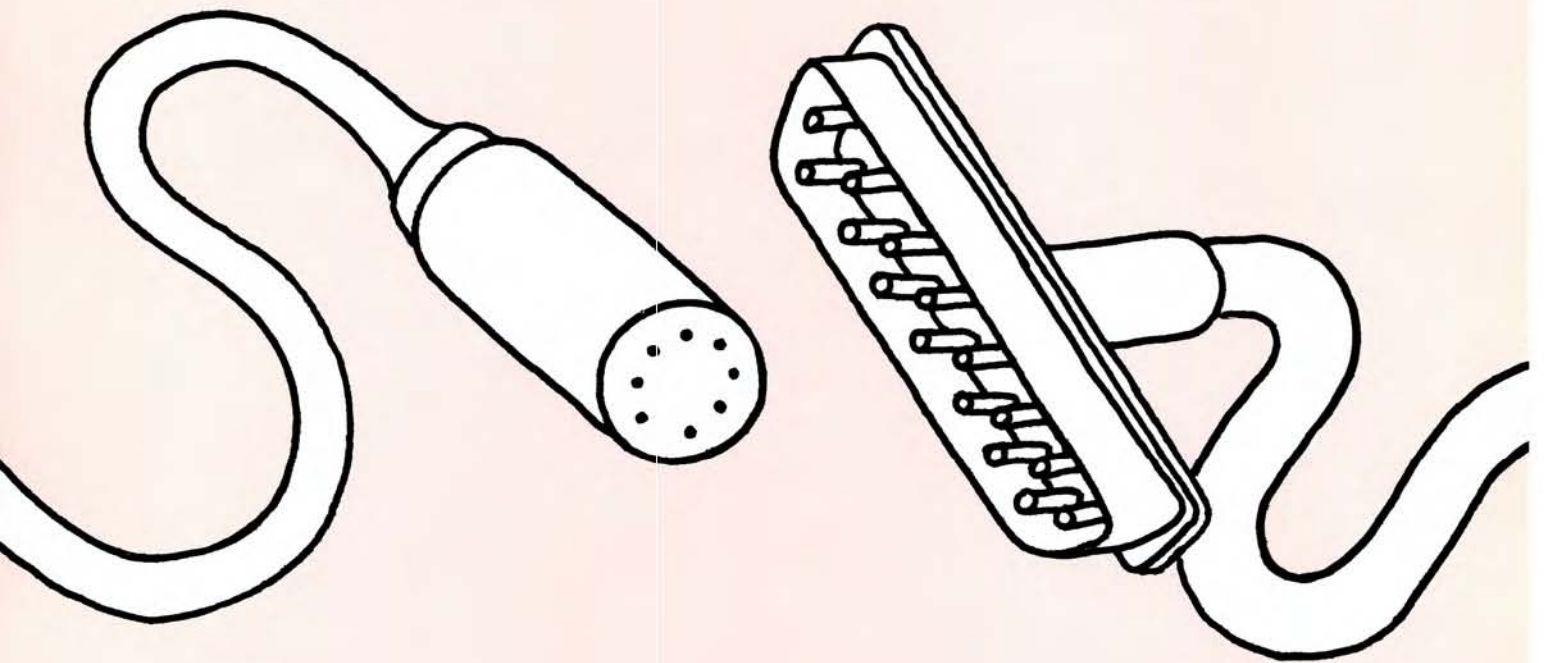
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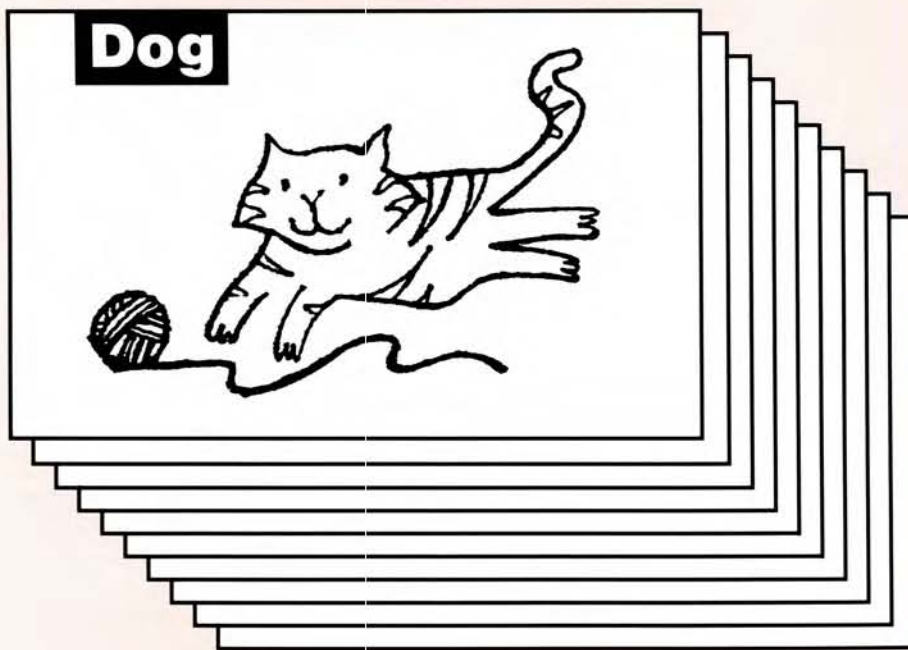
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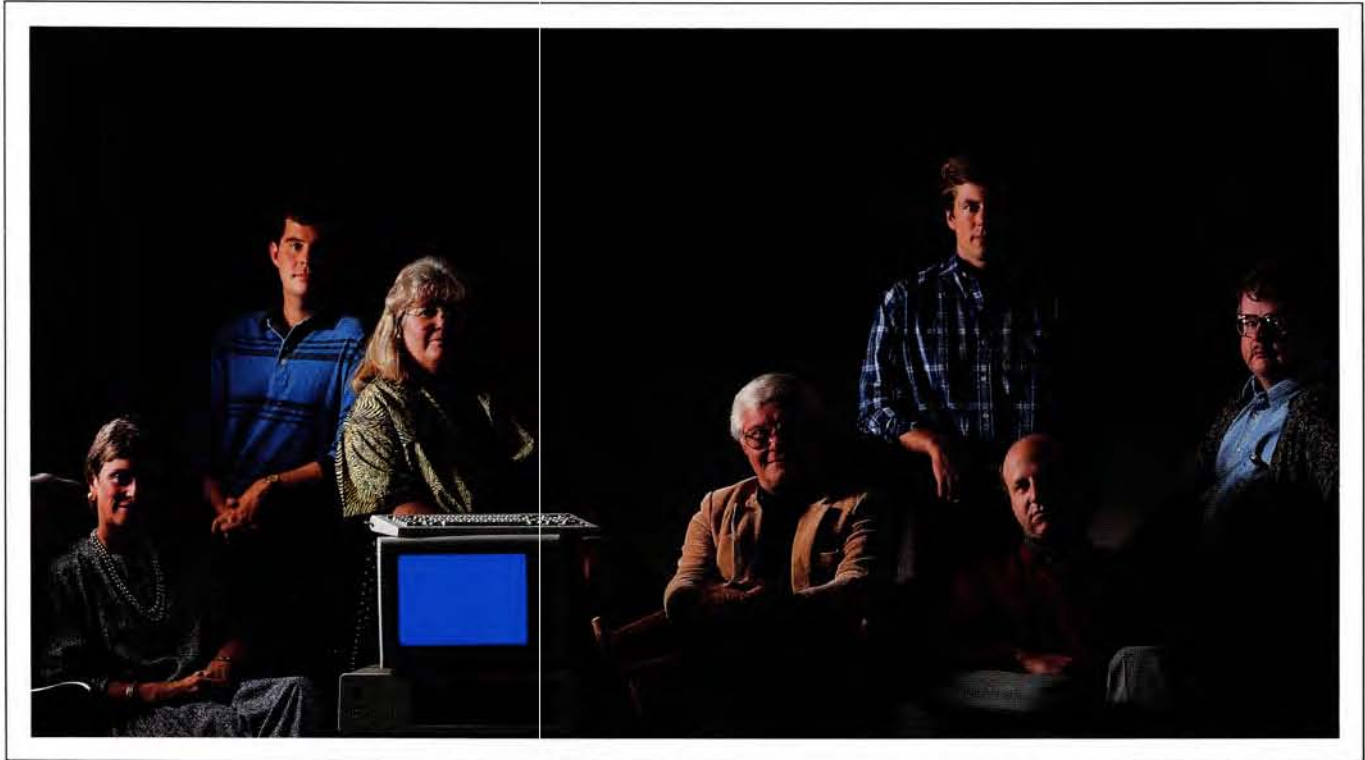
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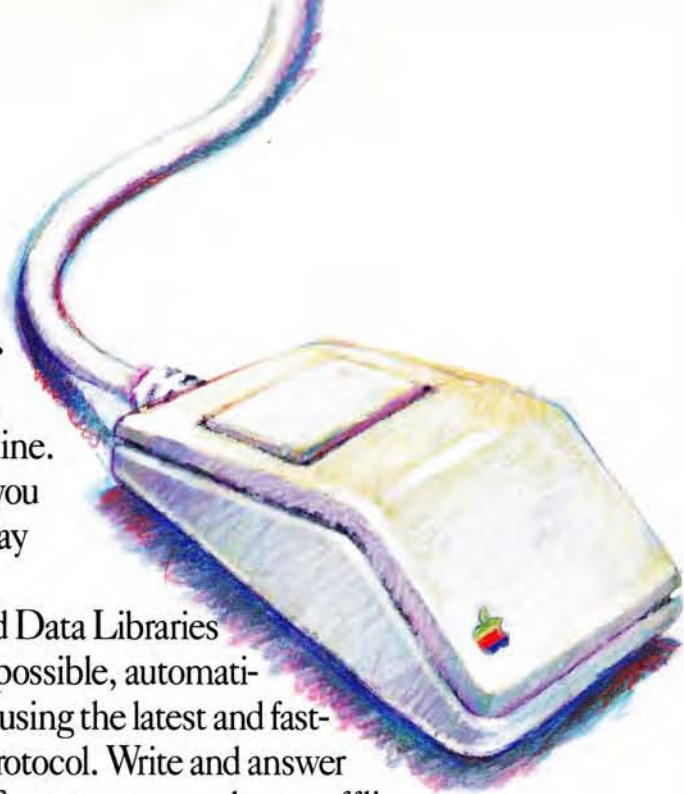
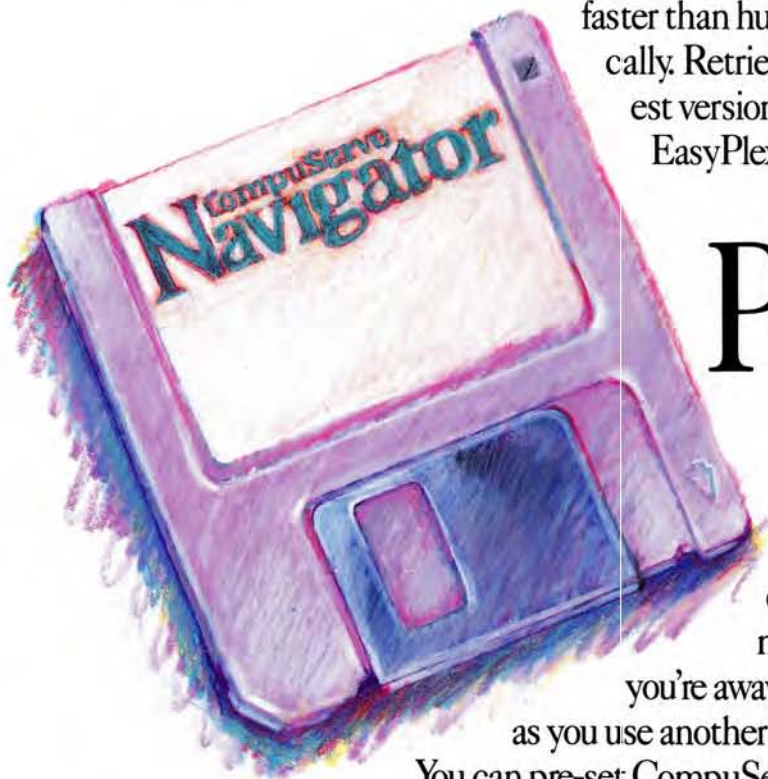
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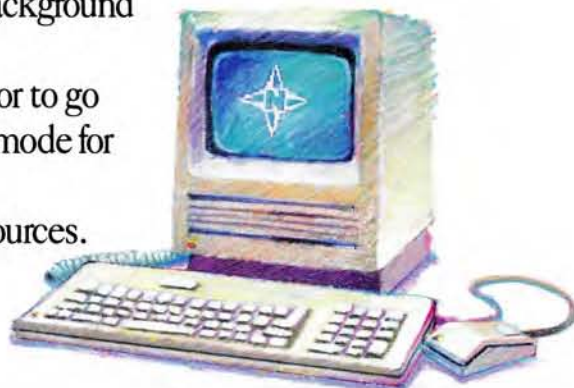
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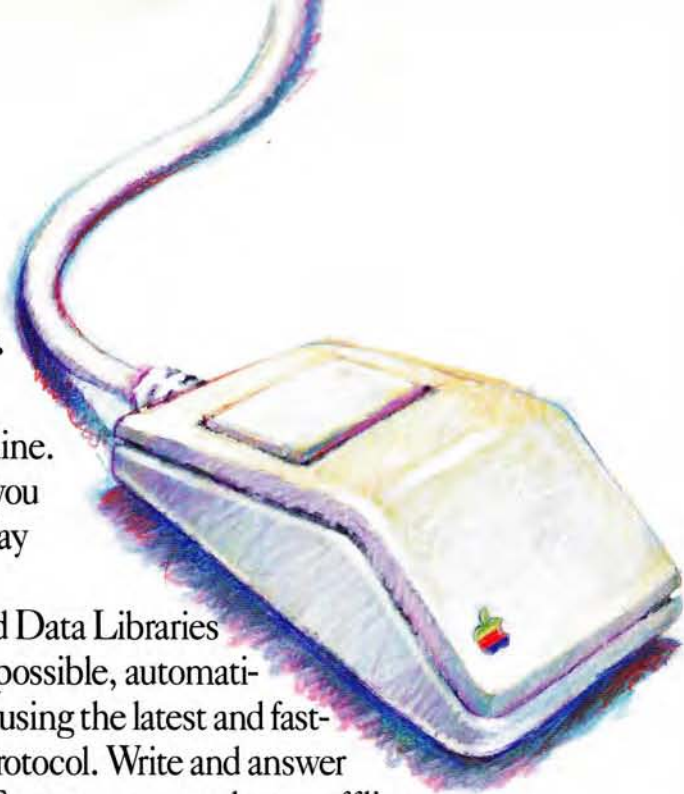
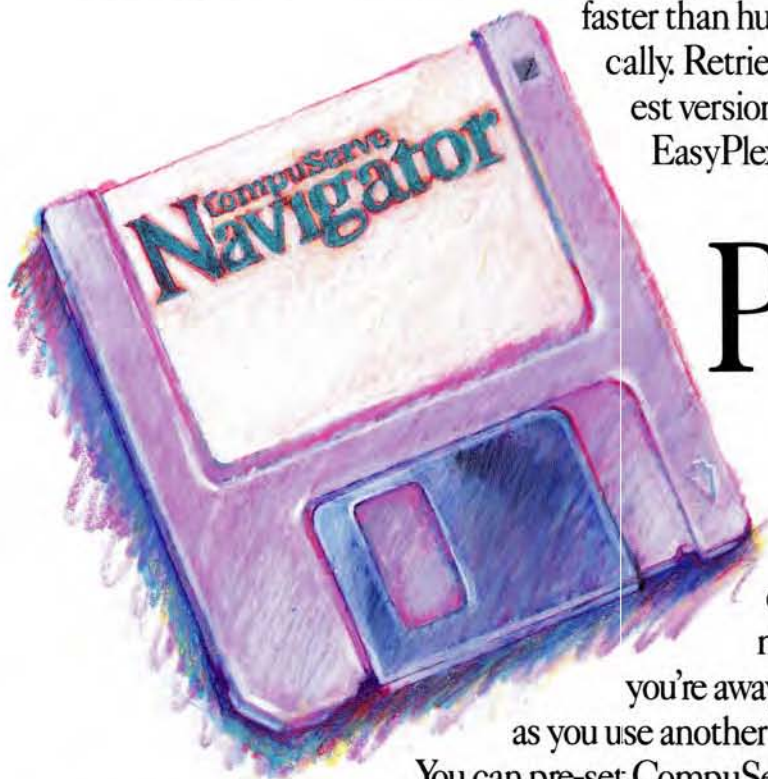
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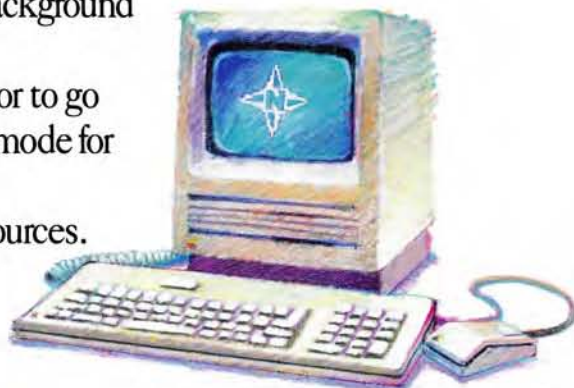
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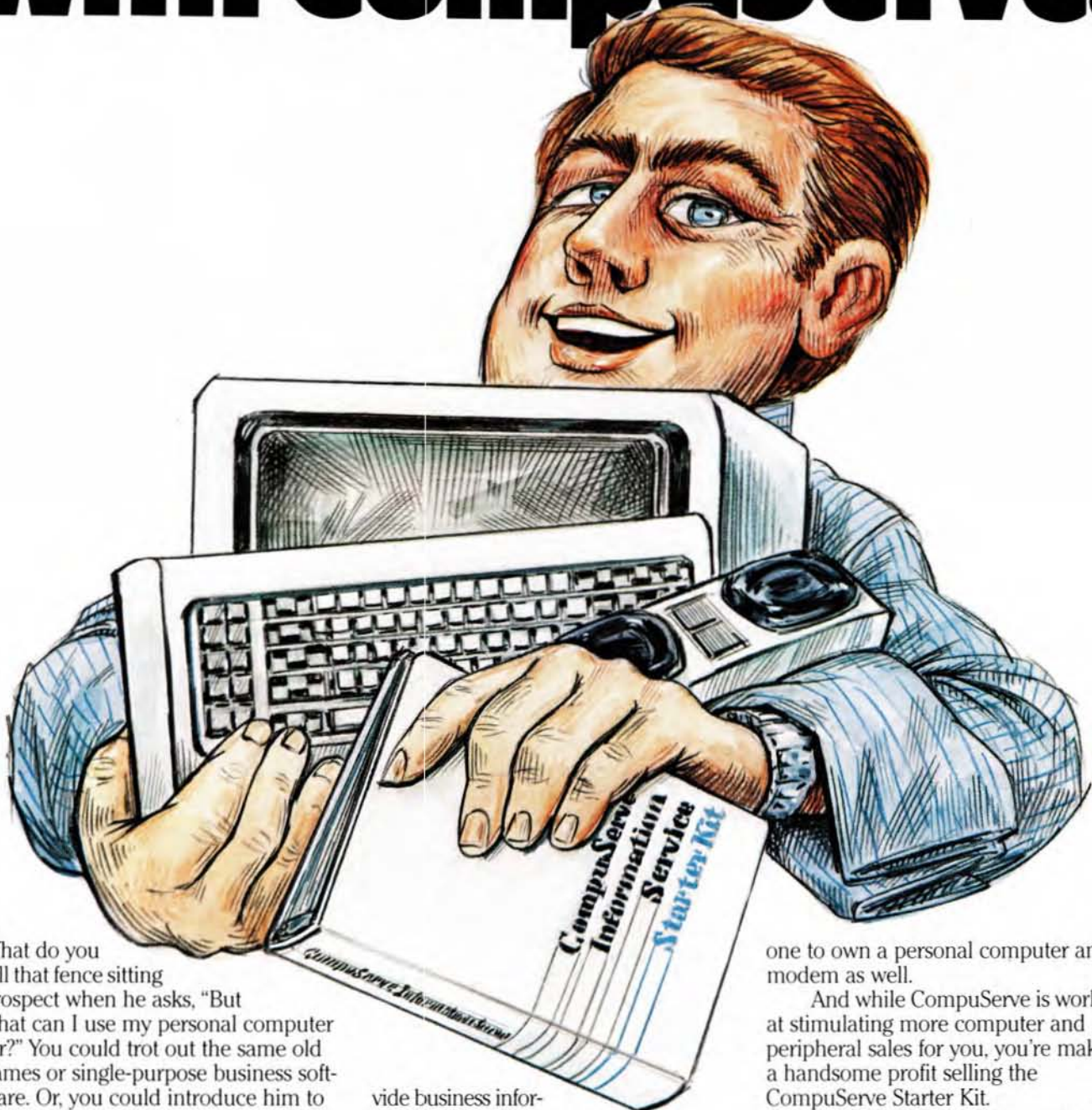
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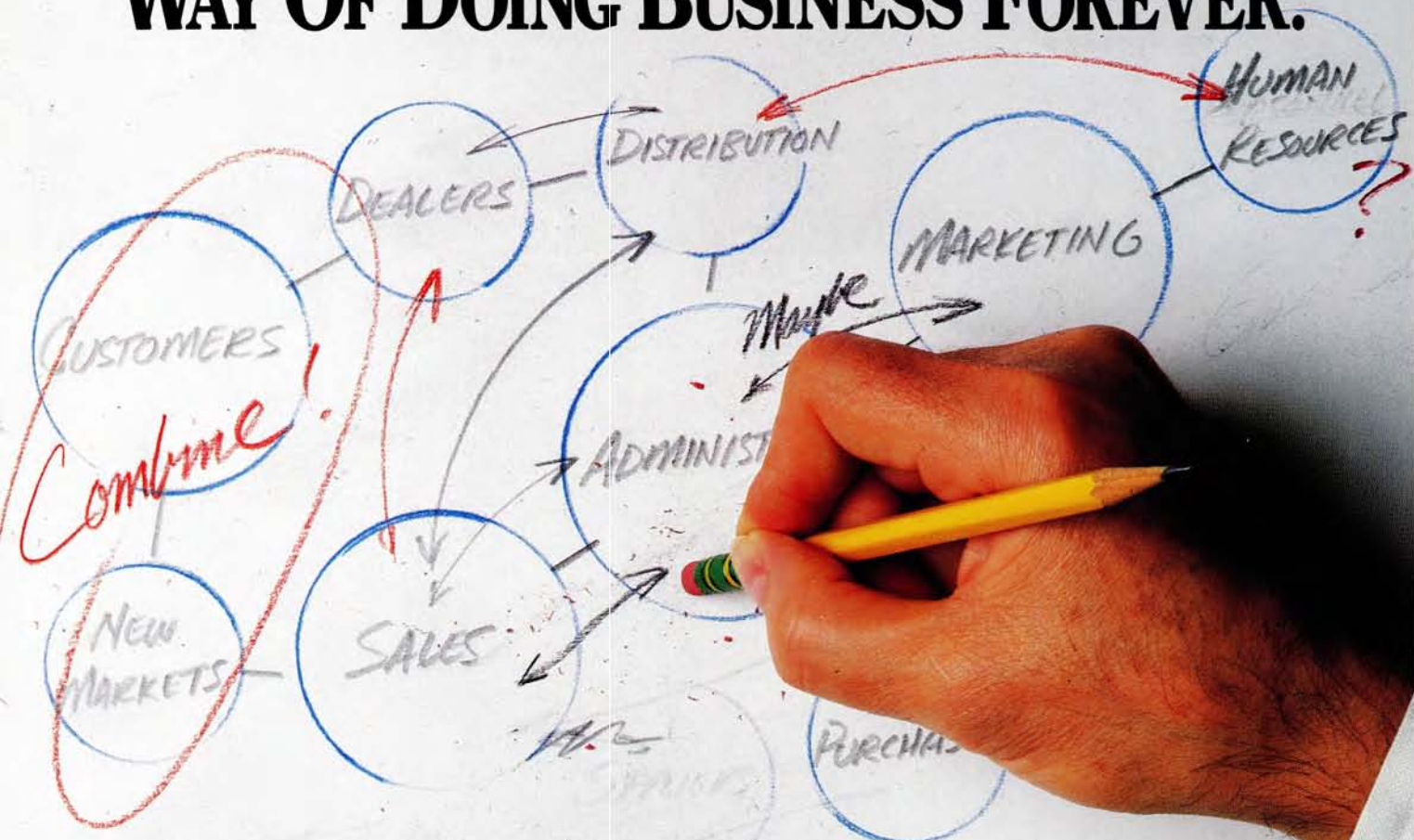
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CompuServe's value-added, packet-switched network has been developing an impressive list of customers.

Including major corporations. Government agencies. Nationwide associations. Universities. Banks. Hospitals.

### For starters, here's how we've been helping Visa ever since 1983.

We've provided reliable dial access for telecommunications for thousands of Visa terminals in more than 2,000 cities.

Enabled Visa merchants nationwide to authorize credit card purchases in a matter of seconds.

Altered our software to streamline Visa's operations.

And we've continually explored ways to reduce phone charges. And make it easy for merchants to access the system quickly.

## According to W. Thomas Castleberry, Senior Vice President, Visa U.S.A.,

*"We selected CompuServe because they were technically responsive to the unique market requirements of a point-of-sale system. CompuServe was willing to meet our performance standards at a competitive price."*

### Now look at all the reasons you should put CompuServe to work for you.

1. Over 99.9% reliability.
2. A 300% increase in cities served since 1982.
3. Local customer support through over 30 offices nationwide.
4. Compatibility with all major protocols and equipment.
5. Management assistance programs to help you use the system.
6. Pricing tailored to customer needs.
7. Security through total customer control.

### Check out the CompuServe network.

After all, we've been helping Visa and

leaders in all sorts of major industries charge ahead for years.

Maybe it's time you let us do the same for you.

For more information, call  
CompuServe Network Services  
at 614-457-8600.

### CompuServe Network

Please send your FREE "Network Nation" brochure describing CompuServe's value added network.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Business Phone \_\_\_\_\_

## CompuServe®

Network Services  
P.O. Box 20212  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220

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Visa and the Three Band Design are registered trademarks of Visa International.

Bowwow. Yip, yip. Woof, woof. Bark, bark. Yap, yap. Grrrowl. Yelp, yelp. Arf, arf. Wuf, wuf. Yowwwwl. Yark, yark. Howl, hooowl. Ruff, ruff. Snarl. Aaruf, ruf. Aawoooooooooooooooooooo.

## Where people who speak dog can speak to each other.

Dog lovers finally have something new to yap about. CompuServe's Pet Forum. The place where you can meet with other Rover rooters 24 hours a day, every day.

Once online, you'll be able to talk dog with some of the top dogs in the breeding business, make new friends, or exchange information about the latest shows—you name it. All you need is your personal computer. Plus a love

of dogs that just won't quit.

Give us a call today, and ask for Representative 177. We'll send you a free Introductory Membership to CompuServe, including a \$15 usage credit. And tell you all you need to know to get acquainted.



**CompuServe®**  
800 848-8199



## The CompuServe Pet Forum. You never know who you'll end up talking to.

Into felines? Then you should be online, with the CompuServe Pet Forum.

It's a gathering of pet lovers from all over who talk, compare notes, give advice, and tell tales about their favorite cats (and other pets). It lets you use your computer to develop a network of contacts that can be invaluable to cat breeders or exhibitors. Not to mention just plain fun.

And CompuServe is easy to join, too. All you need is a computer and a modem. Then just give us a call, ask for Representative 177, and we'll send you a free Introductory Membership, including a \$15 usage credit.

And you'll start having the time of your life, no matter how many lives you have.

**CompuServe®**  
800 848-8199

Where anyone bitten by the photography bug  
can go to scratch the itch.



You could talk about extra-low dispersion glass and its effect on lens design for hours; unfortunately, the people closest to you are beginning to keep their distance.

The good news: you're not alone anymore. Over 9000 people just like you get together and talk every day on CompuServe's Photography Forum.

Professional photographers, amateurs, beginners,

and reps from nearly every photography equipment manufacturer in the world meet online 24 hours a day to share information at their own personal computers.

You'll hear about the latest techniques and equipment, and if you're having a problem, chances are someone knows the solution.

Put a new world of photography at your finger-

tips with CompuServe—the world's largest network of people with personal computers. As a special offer, we'll send you a free introductory membership with a \$15 usage credit. Call CompuServe today and ask for Representative 159.

**CompuServe®**  
800 848-8199



## Torpedo the Klingon at 90°! Fire!

Play a variety of exciting and challenging games with a computer or terminal and the CompuServe Information Service. Our computers are always willing to play and, from 6 PM to 5 AM weekdays and all day on the weekends, the cost is only \$5.00 an hour, billed in minutes, to your credit card.

What kind of games? There are at least four Adventure games on-line if you're into buried treasure, dwarves with axes and knives and

booty-crazed pirates. Other games include the computer favorites such as Football, Fastermind, Hangman, Lunar Lander, Golf, Blackjack, Microthello and Star Trek. There's even the University of Pittsburgh's Real Time Star Trek and a multi-player Space War—your opponents could be living anywhere in the U.S. And more games are coming.

You can also buy computer games and have them "downloaded" error free to your own computer.

And, CompuServe makes your computer or terminal become more than just a game machine. When you add in our daily newspapers, financial data services, special computer services (including free 128K storage), a "CB" communications network and more—plus having the computer itself—ours is the winning game plan. See a demonstration at any Radio Shack® Computer Center or many Radio Shack® outlets. Or write for more information.

## CompuServe

Information Service Division  
5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
(614) 457-8600



# CRUSH THE KRYON EMPIRE IN ENLIST MEGAWARS



MegaWars, a real-time space battle

between the forces of the Colonists and the Kryon Empire. Join an intergalactic shootout with up to eight starship commanders transmitting orders from the keyboard cockpits of their craft anywhere in the U.S.A.

## THE ULTIMATE COMPUTER CONFLICT

Attacking, evading, scanning, communicating. That's MegaWars. Easy to learn but difficult to master. That's why CompuServe will give one free hour to every MegaWars player entering a game before December 31, 1982.

Call toll free  
800-848-8990.

You'll receive the illustrated guide to CompuServe, America's most comprehensive Videotex service, plus the MegaWars Commanders Briefing.

### CompuServe

5000 Arlington Centre Blvd.  
Columbus, Ohio 43220  
800-848-8990

# COMPUTER-TO-COMPUTER COMBAT IS HERE.



Now you can play an electronic version of TSR's SNIPER!™ war game solo or man-to-man against other Sniper players. Right from your computer keyboard.

Choose your mission and re-create the unpredictable, explosive flow of World War II combat in close-quarter, house-to-house raids or patrols, whether you're an unprotected American under German sniper fire or a French

squad leader advancing men through an enemy-held village.

All you need to play the SNIPER!™ game and many other challenging interactive games on CompuServe is a personal computer, a modem, and a CompuServe membership. To join, call 800 848-8199. If you're already a member, type GO SNIPER at any ! prompt.

**CompuServe®**

# MORE FRIENDS. MORE FIENDS. MORE ALLIES. MORE ADVERSARIES. THE ISLAND OF KESMAI IS WAITING FOR YOU.



Finally, a role-playing game big enough for your imagination. The Island of Kesmai™ Up to 100 people can play at once, battling their way through 62,000 hexes of scalding deserts, towering cliff-top cities, clammy underground catacombs, and 3,250 truly disgusting computer-generated creatures.

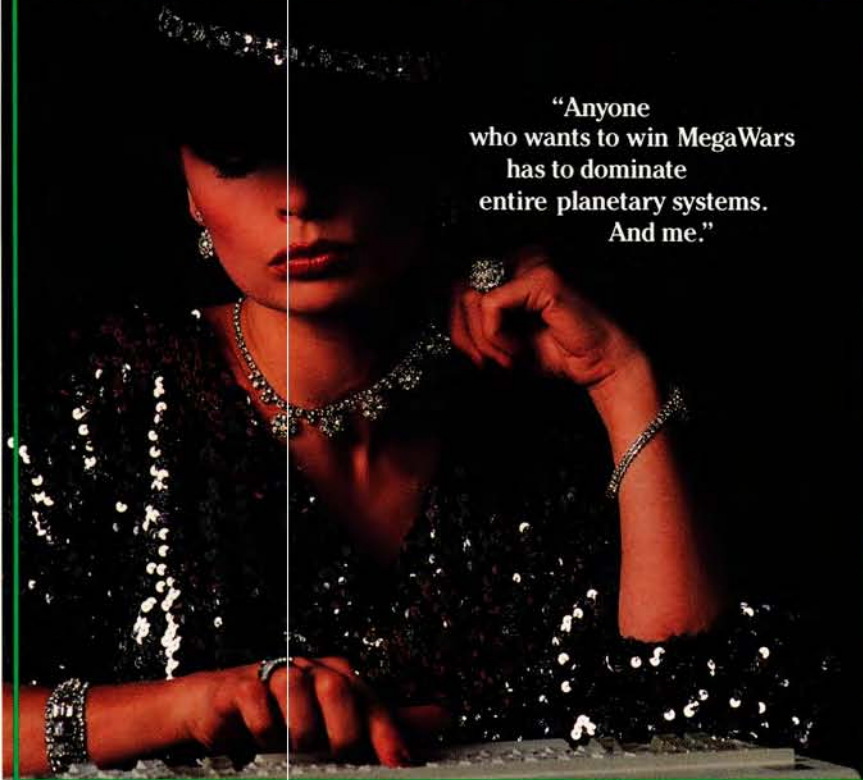
No matter how many friends you make, or how many villains you dispatch, you'll never, ever get enough.

And The Island of Kesmai is only one of the exciting multi-player games you can play on CompuServe. We also offer the treacherous British Legends™ as well as many others. All you need to play is a personal computer, a modem, and a CompuServe membership. To join, or for more information, call 800 848-8199.

And take a trip to the Islands that's anything but relaxing.

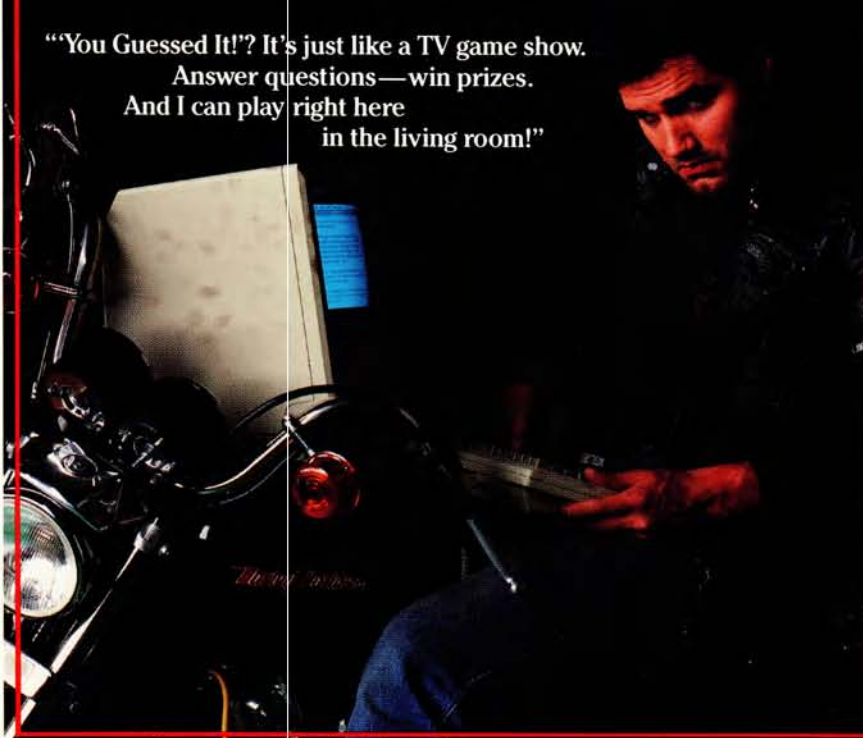
**CompuServe®**

# COMPUTOUGH



"Anyone  
who wants to win MegaWars  
has to dominate  
entire planetary systems.  
And me."

# COMPUFUN



"You Gussed It!?" It's just like a TV game show.  
Answer questions—win prizes.  
And I can play right here  
in the living room!"

# COMPU CRAZY

"Ready for an adventurous challenge?  
We're a team. And Nellie  
doesn't horse around."



# COMPU SERVE GAMES

You never know  
who you'll be up against  
when you go online  
with CompuServe.

To buy your CompuServe Subscription Kit,  
see your nearest computer dealer.  
Suggested retail price \$39.95.

To request our free brochure or order direct,  
call or write: **800-848-8199**  
(In Ohio, call 614-457-0802)

**CompuServe®**

5000 Arlington Centre Blvd.  
Columbus, OH 43220



Unlike other game shows,  
YGI! lets you walk away with prizes.  
And your dignity.

At one time, you had to appear in front of millions of TV viewers — and lose a lot of pride — to win a few prizes. Not any more. You Gussed It! exposes you to obtuse questions, slightly warped intellects, a plaid-clad game show host, and snazzy gifts. All in the privacy of your own home. Play to accumulate bonus points and redeem them for prizes like sports equipment, timepieces, and telephones. Just type GO YGI. And you're one step closer to walking away a winner.

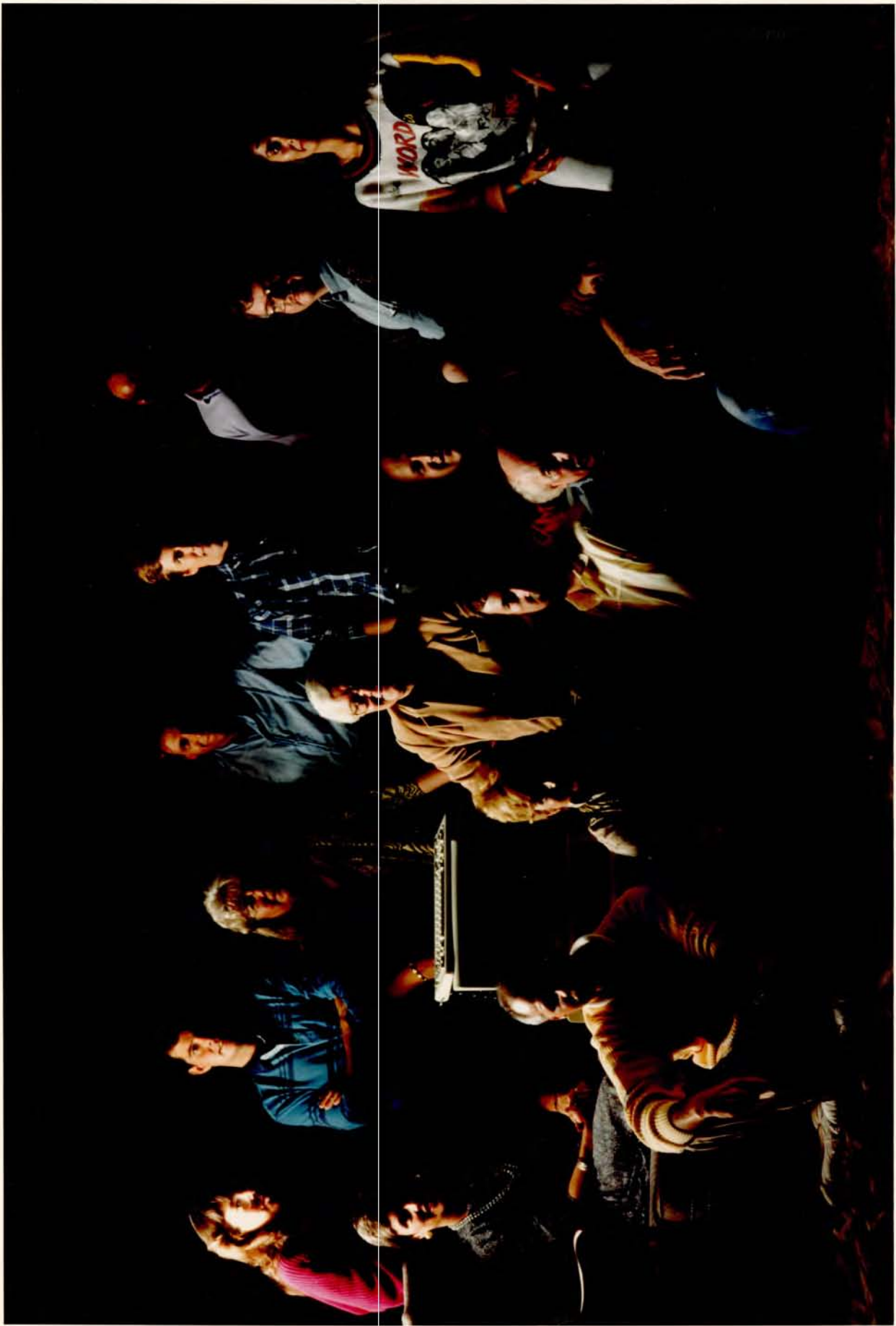
**CompuServe®**



CompuServe

COLUMBI











# New Ad Campaign Takes Shape

"This campaign is really different from anything we've done before," says Jerry Loffman, CompuServe's advertising manager, watching a videotape of three new television commercials that were months in the making.

The commercials dissolve between computer screens and CompuServe members who use the service in their surroundings: a photographer who scouts locations online clicks away at fashion models; a desktop-publishing rock climber scales up a cliff; and an electronics enthusiast locates a good deal in a forum. Each finds that on CompuServe, as the voice-over suggests, "there's always more."

The ads are part of a comprehensive marketing campaign that is designed to make CompuServe appeal to a wider audience within the United States. Composed of TV and print advertisements tagged with the slogan "The Information Service You Won't Outgrow," the campaign has been introduced in tandem with the rollout of CompuServe's \$7.95 flat-rate pricing plan, which offers members a menu of basic services similar to that of other competitive online services.

"These ads are all based on a new positioning strategy," says Loffman. The thrust of the campaign, embodied in the "You Won't Outgrow Us" strategy, is that CompuServe offers what other services do for less money, and yet can offer much more—such as forums and product support—when members are ready. "It positions us as the one information service that you can go with whether you're a novice or experienced computer user. No matter what level you're at, you can find something for you and eventually move beyond—we have that depth and breadth."

Searching for a new strategy began in earnest last spring with brainstorming sessions among the Advertising Committee and SIVE Young & Rubicam, CompuServe's advertising agency based in Cincinnati, and others. Committee members contributed ideas on how best to position CompuServe and approach the market.

"SIVE Y&R then prepared a Creative Work Plan, which provides the basis for all advertising materials," says Deborah Knight, advertising supervisor. The work plan is essentially a road map for the creative process to follow, identifying consumer barriers to be overcome (in this case, the perception that CompuServe is only for businesspeople and experts), the target

audience and insights into their behavior (upscale males who like the "feeling of having a resource with no limits"), and main objectives for the campaign (creating the image of an information service for everyone).

"Then everyone in the agency, copywriters and art directors, divided into teams, having the same basic information, and they just started from there, coming up with very rough ideas," says Loffman. Throughout autumn, themes emerged, pencil sketches began looking more like ad layouts and TV scripts developed. The cycle of reviews and approvals running between SIVE Y&R and the corporate office culminated with the selection of a photographer and a director for the print and television ads, and a flurry of location-scouting and photo and film shootings in December and January. Locations stretched up the West Coast, from studios in Hollywood to a convent in Los Angeles to a California mountain pass to two chilly Oregon beaches and a frozen Montana field.

Although much of the preparatory work for the TV shoots occurred at SIVE Y&R and in L.A., the creation of sample screens to be shot proceeded at CompuServe. "We decided what we wanted and created a working disk to manipulate," says Loffman. Wes Rogers and Don DeCaprio organized the Mac screens, and Jane Henderson worked up DOS samples, including some from CIM Windows, a product still in development.

Equally as important as the final versions of the ads is where they'll appear. TV buys concentrate on cable, starting with ESPN and Discovery and extending into CNN Headline News, the Weather Channel and CNBC, with some testing on VH-1 and A&E. Print ads focus on computer magazines and certain general interest magazines such as *Time*, *U.S. News* and *Omni*.

"We'll be looking at all of those again," says Loffman. "You have to continually test new media for your message, to broaden your base and reach more people."

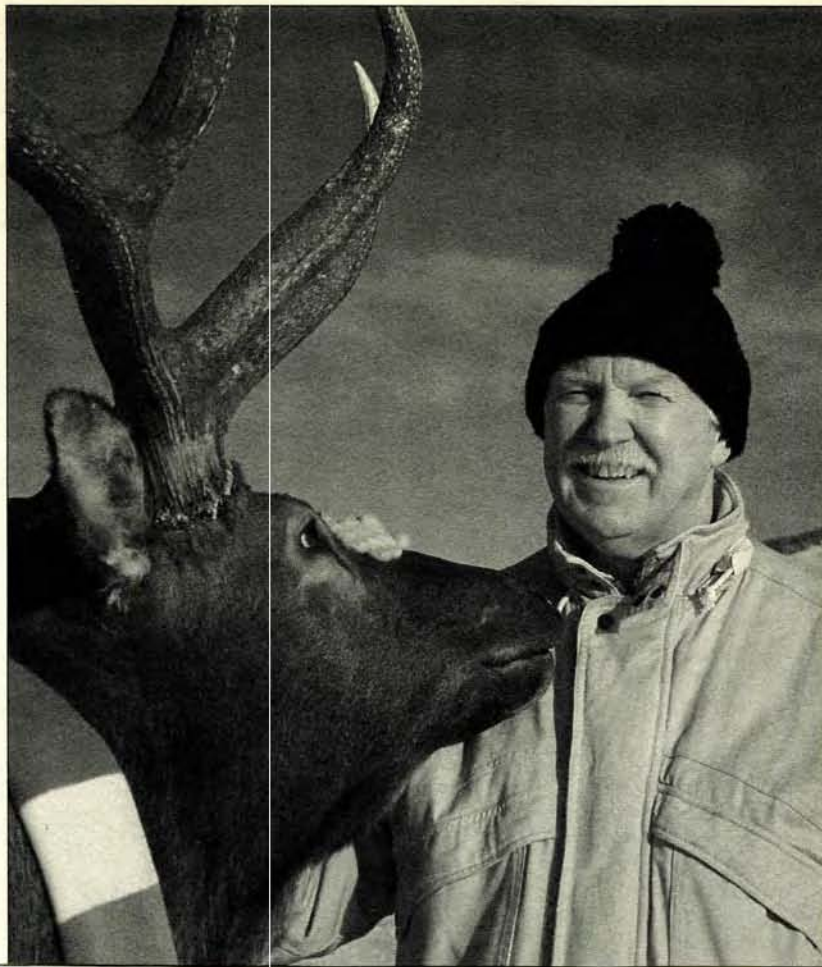
Print ads often use different approaches based on the magazines in which they appear, adds Loffman. Certain ads, desktop publishing and product support, for example, are placed in computer magazines or other specifically targeted magazines. Other broader ads such as the "sandbox ad" (showing a child playing in a small sandbox on a much larger beach, suggesting "there's always more to look

forward to"), can be placed in both general-interest as well as computer magazines and work well in both mediums.

"Our television media placements are, at this time, strictly on cable TV. Being on cable allows us to target our message to the right audience. While we have tested network TV, cable still gives us the best cost effectiveness and response," says Loffman. The new commercials, as previously, rely on direct response 800 phone numbers that route viewers to either CompuServe's Telephone Sales and Inquiry department or to our outside fulfillment house, American Tele/Response. Each cable network runs commercials that have a specific 800 number assigned to that station, enabling CompuServe to track where phone responses are coming from. This type of tracking, both for TV and print, gives us invaluable information for making media decisions and evaluation advertising results," says Loffman.

Plans for similar campaigns are on hold in the United Kingdom and Germany, as a basic service option waits on the continued development of CompuServe's network.

And what about all that Hollywood glamour? "The shoots are certainly interesting, but also involve long hours and hard work," says Loffman. "Post-production includes a lot of time in editing or sitting in darkened rooms looking at film. There's just a lot of time, money and people involved, both on the corporate and agency sides."



The stuffed star of one of CompuServe's new print ads is offloaded to a Montana field by crew members.



Production staffers set up a shot on California's Mammoth Mountain for the "Rock Climber" TV ad.

## Another L.A. Story

In the smoggy, palm-laden land of dreams and dream-making, ad man Jerry Loffman discovered, all is not what it seems, as we learn in a quick trip through his notes from the TV and print advertisement "shoots."

### When is a Moose Not a Moose?

Well, to be honest, when it's an elk, and a stuffed one at that. The giant antlered beast appearing in one of the upcoming print ads was firmly rooted to a plywood platform, trucked around Montana in a U-Haul and quite literally planted in the field in which it stands. During breaks in the action, its majestic crown was unceremoniously propped up with wooden beams. "The

taxidermist was a happy camper at the end of the day when the elk was still OK," says Loffman.

### Everything in L.A. is Wet Down, or Will Be Soon

To make light seem to glisten off surfaces in one commercial filmed at the Sisters of the Immaculate Heart of Mary Convent, two tanker trucks worth of water were used in repeated dousings of a gazebo and garden plaza.

### More Animal Trouble

While shooting the "rock climber" TV ad in thin air on California's Mammoth Mountain, a live Marshal Eagle named Lulu passed out after one take of its wing-flapping closeup. The actor/bird, from L.A. and apparently unaccustomed to its own habitat,

revived to finish that shot and another one, which seems to be hundreds of feet up a cliff, but was staged only yards off a mountain road.

### Home is Where You Make It

What looks like a rural residence in the aforementioned elk ad is really an unused one-room schoolhouse painted on two sides (those you see) and trimmed with K mart curtains. What appears to be a Yuppie-fied loft apartment in the "Electronics" TV ad is in fact a converted warehouse, with floor revarnished and decorated with \$50,000 worth of rented leather upholstery, furniture and accessories. Ah, Hollywood.



