

RETAIL

REPORT

A PERIODIC PUBLICATION FOR MARKETERS OF THE COMPUSERVE INFORMATION SERVICE

CompuServe Communications Network

The CompuServe Information Services subscriber base continues to grow at an unprecedented rate. With projections of close to 200,000 subscribers by the end of April 1985, we are increasingly aware of the need for efficient, cost-effective access and are pleased to be able to provide such a service to our subscribers through the CompuServe Communications Network.

Our communications network helps make CompuServe unique among the players in today's videotex marketplace. While other services offer no alternative for their subscribers but to gain access through costly third party datacommunications networks, CompuServe offers many subscribers across the United States the benefit of dialing directly into an inexpensive network customized to access the CompuServe Information Services.

At the present time, the CompuServe Communications Network has almost 500 nodes, or local access gateways, placed around the country, with plans for a few hundred more to be installed by the end of 1985.

Each "node" is a sophisticated micro-computer with many advanced capabilities. Unlike other networks that depend on centralized control processes, CompuServe can utilize the intelligence within these computers to perform several independent functions, including the task of rerouting customer service should other nodes in the network become damaged.

The network's interconnected ring configuration combined with intelligent alternate routing provides for the most efficient and dependable means available for computer access from remote locations and allows our host computers to connect with subscribers' peripheral devices with virtually no geographic or topological restrictions.

A centralized control center at our Columbus, Ohio, headquarters monitors and diagnoses nodes in remote locations for necessary service, while each

individual node monitors lines and aids in managing the system to keep lines open for subscriber use.

CompuServe's Communications Network personnel are working hard to meet the changing needs of our users and to address the issue of rising telephone line costs by constantly adding new links in the network, larger capacity lines and devices to handle more and more data at each node location. Satellite dishes are being placed at various locations around the country to expedite the transmission of data.

This powerful network coupled with the most comprehensive information services available today make the CompuServe Consumer and Executive Services a winning combination for any computer products retailer.

Current CompuServe access numbers are listed on the back of this sheet. A complete listing of current access numbers for both 300 and 1200 baud can also be found online under User Information or by calling our Customer Service number.

Focus on What's New

Several new features and services have been added to the Executive Information Service recently. A few are listed below.

- The "World of Lotus" is a new information service from Lotus Development Corporation. This area provides a variety of information concerning Lotus products and services and includes the Lotus Users Forum. For more information, type GO LOTUS at any ! prompt.
- Subscribers can now buy and sell stocks, bonds and options online through Tickerscreen™ discount brokerage service. Simply by opening an account with Max Ule and Company, any subscriber can place market orders or limit orders in the evening to be processed at the opening of the next business day. For details on how to open an account, type GO TKR.
- The Donoghue Moneyletter (GO TKR-100) is a new online financial service geared toward the general public. It contains numerous educational materials to aid the not-so-experienced investor.
- Online documentation is now available for the new Investments and Quotes

services added since the last printing of the Executive Service Users Manual. Type GO IQD, then follow the menu or utilize the keyword search option to locate the needed documentation.

The Consumer Information Service has also expanded recently:

- The Military Veterans Forum, formerly limited to veterans only, has added up-to-date news and information for non-veterans. Features include "Ask a Vet," where civilians can ask questions about military careers, veterans benefits and other topics of interest. Information about current military events and features about Agent Orange findings, facts about veterans, the POW/MIA issue and more can be accessed by typing GO VET at any ! prompt.
- A new forum for professionals in the field of computer-based education has been added to the Consumer Service. Sponsored by the Association for the Development of Computer-based Instructional Systems, this forum provides an opportunity for educators to share their views on computer-based education and training for elementary, secondary and higher education, as well as programs for business, industry and government. Type GO EDU-7 for a closer look.
- Comp-U-Store now offers discounted short notice travel packages and unsold tickets on airfare for both domestic and international travel with savings up to 50%. To view this new service, type GO CUS.
- The IBM Novice Forum is available on both services for users of IBM PC's and compatibles. This group provides a more elementary approach than is available on the current IBMSIG. Both forums act in tandem with each other to provide resources for the entire PC Users spectrum. Type GO PCS-129.

"What's New" is an on-line service that provides timely information about enhanced features and new services available on the CompuServe Information Services. Both the Consumer and Executive Information Services have their own "What's New" menus which are updated weekly.

To find out what else is new on the CompuServe Information Services this month, type GO NEW at any ! prompt.

Have You Changed Your Password Lately?

Just a reminder. If you haven't changed your password in the last three months, please do so immediately. A frequently changed password guarantees the security of your account identification number and prevents fraudulent use of the service.

Changing your password is simple and can be accomplished online in a matter of seconds. Access "Changing Your Password" in the User Information Menu and follow the prompts.

Advertising

Advertising for the Consumer Service will appear in the following publications in November:

A+
AOPA Pilot

Association Management
Association & Society Manager (Oct/Nov)
Business & Commercial Aviation
Byte
Compute!
Compute's Gazette
Computers & Electronics
Creative Computing
Family Computing
K-Power
Link-Up
Microcomputing
OMNI
PC
Personal Computing
Personal Computing Plus
Popular Computing
Portable Computer
Science '84
Scientific American

Advertising for the Executive Service will appear in the following publications in November:

Business Computing
PC World Software Review
Wall Street Journal (Nat'l: 11/1)

Phone Numbers

CompuServe's Information Services can be accessed through the CompuServe Communications Network in the following cities. These numbers are current as of October 1, 1984.

No code - 300 baud
B - 300 or 1200 baud
B* - 1200 baud only/Bell compatible
V* - 1200 baud only/Vadic compatible
BV - 1200 baud only, Bell/Vadic compatible

Alabama Birmingham 205 879-2250 205 879-2280 B* 205 536-4405 B Huntsville Montgomery 205 262-0010 B	Arkansas Little Rock 501 666-8464 501 666-8478 B*	Arizona Mesa 602 256-2951 B Phoenix 602 256-2951 B Scottsdale 602 256-2951 B Tempe 602 256-2951 B Tucson 602 748-2004 602 748-2009 B*	British Columbia Vancouver 604 687-6280 604 687-6138 604 687-6043 604 689-2706 B*	California Anaheim 714 520-9724 714 520-9733 B* 415 581-2631 B Castro Valley 213 947-8812 V* Culver City 213 390-9617 B Cupertino 408 249-5361 408 249-5472 B* Fresno 209 252-1892 B Irvine 714 851-9612 B Long Beach 213 283-8924 B Los Altos 408 249-5361 408 249-5472 B* Los Angeles 213 739-8906 213 487-6461 V* 213 739-0371 B* 415 961-7242 Mt. View 818 982-1813 B N. Hollywood 714 851-9612 B Newport Beach 415 591-5591 Palo Alto 415 591-5846 B* 415 846-0924 Pleasanton 714 623-2651 B Pomona 619 487-6648 Riverside 714 359-7801 B Sacramento 916 971-4681 B San Bernardino 714 381-3469 B San Diego 619 283-8021 B* 619 283-6091 B* San Francisco 415 956-4191 415 982-9055 V* 415 956-4281 B* San Jose 408 249-5361 408 249-5472 B* San Mateo 415 591-5846 B 415 591-5591 Santa Clara 408 988-8762 B Sierra Madre 818 355-4816 B Stockton 209 463-8507 B Thousand Oaks 805 499-0388 B 805 499-0371 B Torrance 213 542-4311 B Van Nuys 818-892-7211 818 891-0651 B*	Colorado Aurora 303 629-5563 303 629-0668 B* 303 623-4711 V* 303 623-4711 V* 303 629-5563 303 629-0668 B* 303 593-9200 B 303 629-5563 303 629-0668 B* 303 623-4711 V* 303 241-1885 303 489-1889 B 303 623-4711 V* 303 629-5563 303 629-0668 B*	Boulder 303 623-4711 V* 303 629-5563 303 593-9200 B 303 629-5563 303 623-4711 V* 303 241-1885 303 489-1889 B 303 623-4711 V* 303 629-5563 303 629-0668 B*	Colorado Sprgs Denver 303 629-5563 303 629-0668 B* 303 623-4711 V* 303 629-5563 303 623-4711 V* 303 241-1885 303 489-1889 B 303 623-4711 V* 303 629-5563 303 629-0668 B*	Grand Junction 206 634-1713 206 633-0522 V* 206 634-1713 206 633-0522 V* 206 634-1901 B* 206 633-0522 V* 206 634-1713 206 633-0522 V* 206 634-1901 B* 509 326-0515 B	Lakewood 303 623-4711 V* 303 629-5563 303 629-0668 B* 303 623-4711 V* 303 241-1885 303 489-1889 B 303 623-4711 V* 303 629-5563 303 629-0668 B*	Connecticut Bridgeport 203 926-0001 B Danbury 203 797-0467 B Hartford 203 236-2581 B 203 236-5931 B 203 967-4589 B Stamford 203 573-0392 V* Waterbury 203 574-0500 B 203 236-2581 B West Hartford 203 236-2588 B* Westport 203 222-1748 203 222-1742 V*	District of Columbia Washington 703 352-8750 V* 703 352-7500 B 703 841-9834 B	Delaware Wilmington 302 652-8732 B	Florida Ft. Lauderdale 305 772-3240 B 305 771-8074 B Jacksonville 904 246-9961 904 241-8191 B* Miami 305 667-3564 305 665-8425 B* Orlando 305 273-8780 305 273-8805 B* Palm Bay 305 723-2353 B Tallahassee 904 222-4144 B 904 224-6021 B 813 875-0633 B	Georgia Atlanta 404 237-8113 404 237-3003 B 404 733-0346 B	Idaho Boise 208 384-5660 208 384-5666 B	Illinois Aurora 312 896-2137 B Chicago 312 332-7382 B* 312 443-1250 312 372-1402 V* 312 953-9680 B 312 932-7370 B 217 522-5101 B	Indiana Ft. Wayne 219 447-0573 B Indianapolis 317 638-2517 317 638-5785 V* 317 638-2762 B* 219 674-5171 B 219 674-5665 V*	Kansas Shawnee Mission 816 474-3770 816 474-3836 B* 316 689-8765 B	Kentucky Lexington 606 259-3446 B Louisville 502 581-9804 V* 502 581-9526 B	Louisiana Baton Rouge 504 273-0184 B New Orleans 504 948-9542 504 949-2086 B* 318 424-5380 B	Massachusetts Amherst 413 256-8194 B Boston 617 267-2569 617 267-3764 B* 617 267-2569 617 267-3764 B* 617 267-3808 V* 617 586-9803 617 267-3808 V* 617 272-3615 B 617 267-3808 V* 617 267-2569 617 267-3764 B* 617 371-0034 617 875-3814 617 352-2328 B 617 568-8019 617 897-4779 617 359-7603 617 533-2729 617 478-0553 617 267-3808 V* 617 267-2569 617 267-3764 B* 617 267-2569 617 267-3764 B* 617 267-3808 V* 413 734-7362 B 617 890-0232 617 366-1577 617 793-9839	Maryland Baltimore 301 254-7113 301 254-7311 B* 301 254-1150 V*	Michigan Ann Arbor 313 761-1202 B 313 864-2344 B* 313 964-4745 313 963-7657 V* 517 321-2388 B 313 238-6202 B 616 344-2298 616 344-5312 B* 517 321-2388 B 517 893-1161 B 313 963-7657 V* 313 964-4745 313 964-2344 B* 313 362-2540 B 313 964-4745 313 964-2344 B* 313 963-7657 V*	Minnesota Minneapolis 612 342-2207 B 612 375-0328 V* 612 375-9163 B 612 375-9163 B	Missouri Kansas City 816 474-3770 B St. Louis 314 241-3101 314 241-3102 B* 314 241-3110 V*	Mississippi Jackson 601 982-0463 B	North Carolina Charlotte 704 333-6654 704 333-7155 B* 919 373-1833 B 919 878-8570 B	Nebraska Omaha 402 895-5288 B	New Hampshire Manchester 603 883-0884 B	New Jersey Cherry Hill 609 665-6244 609 665-7893 B 201 968-9000 B 201 852-8502 B 201 952-8070 B 201 783-5400 B 201 484-2275 B 201 898-1935 B 609 683-4776 B* 609 683-4770 609 921-8930 V*	New Mexico Albuquerque 505 345-3426 V* 505 345-3631 B	Nevada Las Vegas 702 878-0056 B 702 786-5308 B 702 786-5356 B*	New York Binghamton 607 772-1225 B Buffalo 716 874-3751 B Hicksville 516 881-7240 516 881-7347 B* 212 758-0330 V* 212 758-4114 212 758-2090 B* 212 344-5674 B* 716 458-3460 716 458-3465 B* 516 732-2198 B 315 463-6512 B 716 694-6263 B 914 949-4510 B 914 428-9270 914 428-9335 B* 516 877-2862 B 914 679-8666 B	Ohio Akron 216 867-1237 216 867-1243 B 216 455-2516 216 455-2126 B* 513 721-2691 B 513 579-0908 513 241-2187 V* 216 771-8359 V* 216 771-8860 B* 216 771-0723	Ontario Toronto 416 366-1840 B	Oregon Portland 503 232-1072 503 232-4026 B*	Pennsylvania Allentown 215 776-6960 B Erie 814 453-3624 B Harrisburg 717 657-9633 B King of Prussia 215 265-7230 B Philadelphia 215 563-1051 B 215 563-1008 V* 412 391-8218 V* 412 391-8818 412 391-7732 B* 215 374-5600 B	Rhode Island Providence 401 781-8500 401 781-8505 B*	South Carolina Charleston 803 556-0422 V* 803 763-0090 B 803 798-3630 B	South Dakota Rapid City 605 341-4580 B	Tennessee Knoxville 615 673-8901 615 637-8901 B* 901 452-1710 B* 901 452-8530 901 452-2470 V* 615 366-1947 B	Texas Austin 512 444-7234 B Dallas 214 761-9040 214 748-0976 V* 214 761-0599 B* 915 565-4661 B 915 565-4670 B* 817 870-2461 817 870-2468 B* 713 225-2550 713 225-2330 B* 806 763-5081 B 915 887-1464 B 512 435-3883 B	Utah Salt Lake City 801 521-2890 B	Virginia Arlington 703 841-9834 B Charlottesville 804 973-8815 Fairfax 703 352-8750 V* 703 352-7500 B 804 245-0021 B Hampton 804 461-6128 Norfolk 804 461-6167 B* 804 358-8274 B	Washington Bellevue 206 634-1713 206 634-1901 B* 206 633-0522 V* 206 634-1713 206 633-0522 V* 206 634-1901 B* 509 326-0515 B	Wisconsin Brookfield 414 475-6935 414 475-6681 B* 608 256-6525 B 414 475-6935 414 475-6381 B*	West Virginia Charleston 304 768-9700 B Huntington 304 736-2331 B Parkersburg 304 295-3931 B Wheeling 304 232-3589
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