

1/ OPEN ON FULL SCREEN  
SHOT OF ATTRACTIVE MIDDLE-  
AGED WOMAN.

2/ DISSOLVE (OR MORPH) TO  
TYPICAL MALE SPORTS FAN.

3/ DISSOLVE (OR MORPH) TO  
FORTYISH MAN DRESSED IN  
CASUAL CLOTHING. PICK UP  
SHOT OF MAN GARDENING IN  
MAC PRINT AD.

4/ DISSOLVE (OR MORPH) TO  
YOUNG EXECUTIVE WOMAN. PICK  
UP SHOT FROM LEAN AND MEAN  
PRINT AD.

5/ DISSOLVE (OR MORPH) TO  
SCHOLARY 35 YEAR OLD MAN.

6/ DISSOLVE (OR MORPH) TO  
17 YEAR OLD BOY.

7/ DISSOLVE (OR MORPH) TO  
MIDDLE-AGED MAN. PICK UP  
FROM "DUCK" PRINT AD.

8/ DISSOLVE (OR MORPH) TO  
FEMALE ATHLETIC TYPE.  
(PICK UP STILL SHOT FROM  
WOMAN IN KAYAK SPOT)

9/ DISSOLVE (OR MORPH)  
TO MAN IN EARLY 40S.  
PICK UP SHOT OF MAN IN  
ELECTRONICS COMMERCIAL.

10/ DISSOLVE (OR MORPH)  
TO MIDDLE-AGED EXECUTIVE.

11/ DISSOLVE (OR MORPH)  
TO 10 YEAR OLD BOY.  
PICK UP SHOT OF BOY IN  
GAMES PRINT AD.

12/ DISSOLVE (OR MORPH)  
TO AIRLINE GIRL. PICK UP  
SHOT FROM GERMAN PRINT AD

OPTION: Have the woman speak entirely in German  
and provide English subtitles.

13/ DISSOLVE (OR MORPH) TO YOUNG  
MUSICIAN TYPE.

14/ DISSOLVE (OR MORPH)  
TO COMPUTER EXPERT (FROM  
MAC PRINT AD)

MUSIC UNDER  
VOICES DISSOLVE FROM ONE  
TO ANOTHER WITH SOME OVERLAPPING  
AS EACH PHOTO APPEARS.

FEMALE VO: With the CompuServe  
newswires and weather I  
always know what's going on in the world...  
and the world around me.

MALE VO: CompuServe helps me stay ahead of the  
game. The sports forums...

MALE VO: The special interest  
areas help me make the most of my leisure hours.

FEMALE (VO):  
With CompuServe mail, I can connect to friends and  
family throughout the world.

MALE (VO):  
I use it to find out what the opinion makers are saying  
about the important, and not-so-important  
issues...

BOY (VO): CompuServe is helping me learn more  
about my education. I use it to...

MALE (VO): I'm better informed through all the  
reference databases...

FEMALE (VO): I keep myself  
and my family in shape with  
medical information...

MALE (VO): I save time and  
energy by shopping online...

BRITISH ACCENT MALE (VO):  
I make wiser investment decisions by researching  
the valuable company...

BOY (VO): The fantasy games  
are more fantastical on CompuServe ! And  
it's fun to play...

GERMAN ACCENT GIRL (VO):  
CompuServe helps you take the Trouble out of  
travelling the world...

MUSICIAN (VO): If I'm going anyplace in  
the music business, I'm going to  
CompuServe first. There's an unbelievable  
amount of information...and gossip about  
the stars...

FRENCH ACCENT MALE (VO):  
You can use your computer to its fullest potential  
with the hundreds of...

OPTION: Have the man speak entirely in French and provide English subtitles.

15/ DISSOLVE (OR MORPH)  
TO YOUNG MAN WITH TELEPHONE  
HEADSET

16/ VERY QUICK CUTS OF PREVIOUS  
SHOTS IN TIME WITH BUILDING  
MUSIC.

17/ BRAND IDENTIFIER RESOLVES.  
SHOTS OF THE DIFFERENT PEOPLE  
SHOWN PREVIOUSLY FADE ON AND OFF  
BENEATH THE BRAND IDENTIFIER.

MENU CHOICES ON BANNER:

a. COMPUSERVE. THE INTERNATIONAL  
ONLINE COMMUNITY.

b. I DIDN'T KNOW I COULD DO  
THAT ON COMPUSERVE.

c. JOIN COMPUSERVE NOW!  
(THIS BANNER REMAINS ACTIVE  
THROUGHOUT THE CD)

18/ (FROM CHOICE a. COMPUSERVE.  
THE INTERNATIONAL ONLINE  
COMMUNITY)

COLLAGE OF SCREEN SHOTS:  
EMAIL BEING WRITTEN.

ANSWER TO COMPUTER PROBLEM.  
AIRLINE SCHEDULE.

SCENE FROM AN ONLINE GAME.  
SHOTS OF PEOPLE (PICK UP FROM  
COMPUSERVE MAGAZINE, JUNE 94  
ISSUE)

MENU:

A. COMPUSERVE. THE INFORMATION  
SERVICE YOU WON'T OUTGROW. (go to Frame  
19)

B. PRICES AND BILLING (go to Frame 76)

C. HOW TO JOIN (go to Frame 82)

19/ TITLE: COMPUSERVE. THE  
INFORMATION SERVICE YOU  
WON'T OUTGROW.

PICK UP FOOTAGE FROM  
PHOTOGRAPHER COMMERCIAL  
SHOWING MAN USING COMPUSERVE  
AT AIRPORT.

20/ PICK UP FOOTAGE OF MOUNTAINEER  
ONLINE FROM THE MOUNTAIN  
COMMERCIAL.

YOUNG MAN (VO): At CompuServe  
Customer Service, we're here to help you with any  
problem you might encounter...

MUSIC BUILDS TO CRESCENDO WITH  
ALL VOICES IN AN AUDIO COLLAGE  
UNDER.

ANNOUNCER:

Welcome to CompuServe. An international  
community of over two million active,  
involved, intelligent computer users.  
We're the information service you won't outgrow.

ANNOUNCER (VO) : We'd like  
to introduce you to the world's  
most prestigious personal  
computer network. An international  
network that gives you instant access  
to nearly 2000 online products and  
services that will enrich your life.  
Plus over two million members who are  
eager to share their knowledge.  
We're CompuServe, the continuously  
growing and evolving online service  
that will connect you to an infinite  
source of information, communication,  
and entertainment. We're the  
computer information service you  
won't outgrow.

ANNOUNCER (VO): When you join  
CompuServe, you'll suddenly  
transform your computer into  
a personal communications center,  
reference library, shopping mall,  
investment tool, travel agent,  
movie critic...and so much more.  
We're always adding new services,  
and each day our members make their  
own contributions -- from vital  
information you can use in your  
personal and professional life to  
downloadable files and utilities.

ANNOUNCER (VO): All it takes to  
join our network for research,  
discussion and personal enjoyment  
is a local telephone call from  
just about anywhere in the world...  
24 hours a day...7 days a week.

21/ SHOT OF THIS CD, MAGAZINE,  
COUPON FOR USAGE CREDIT.

22/ SHOTS OF VARIOUS INDIVIDUALS  
USING THEIR COMPUTER IN DIFFERENT  
SETTINGS.

ADD BANNER:

- a. More products and services than any other  
information service (go to Frame 23)
- b. Information about our basic services (go to Frame  
83)
- c. Information about our optional extended services  
(go to Frame 84)

23. (FROM CHOICE a. FRAME 22) MORE  
PRODUCTS AND SERVICES THAN ANY  
OTHER...

COPY: CompuServe. The information service you  
won't outgrow.

More products and services than any other  
information service

Basic Membership

Optional Extended Services

- A. Know more about what's happening around  
you...and around the world.
- B. Stay ahead of the game.
- C. Get the most out of your leisure hours
- D. Connect to friends and family...wherever they may  
be
- E. Find out what the opinion makers are saying.
- F. Learn more about education.
- G. Be better informed.
- H. Shape up!
- I. Save time and energy and a great deal more!
- J. Make wiser investment decisions.
- K. Make your fantasies more fantastical!
- L. Take the trouble out of travel.
- M. Put stars in your eyes.
- N. Use your computer to its fullest potential.
- O. Get help when you need it.
- P. Receive special privileges.
- Q. A world apart: CompuServe CD.

24/ CUT TO SHOT OF MIDDLE-AGED WOMAN.  
SCREEN SHOTS: AP NEWswire, EXECUTIVE  
NEWS SERVICE,  
WEATHER MAP

ADD BANNER:

- a. WHAT'S INCLUDED IN YOUR BASIC  
MEMBERSHIP? (go to Frame 25)
- b. OPTIONAL EXTENDED SERVICES (go to  
Frame 26)

ANNOUNCER (VO): And all it costs  
to join CompuServe is \$8.95 per month.  
On this CD you'll find everything  
you need to get online within  
minutes...you'll receive one month  
of free basic membership, a  
\$25 usage credit, and you'll automatically be send a  
complimentary subscription to  
our helpful periodical, CompuServe Magazine.  
ANNOUNCER (VO): We hope you'll  
join us online. If you'd like  
to download our CompuServe Information  
Manager software for Windows, click  
on the button. We highly recommend it  
as a time and money-saving way to  
get the most out of our service.

EACH STATEMENT IS SPOKEN BY  
APPROPRIATE INDIVIDUAL (ABOVE)

FEMALE (VO):

I stay on top of the world with international news and  
weather that's continuously updated on  
CompuServe. From the AP newswire to the  
personal clipping service I get with  
the CompuServe Executive option, and  
all the interesting discussions in  
the forums, I not only know what's happening  
in the world, but why. CompuServe gives me  
immediate access to stories as they

25/ (FROM MENU SELECTION a. FRAME 23  
WHAT'S INCLUDED IN YOUR BASIC  
MEMBERSHIP?)

LIST OF BASIC SERVICES

For only \$8.95 per month, you get  
unlimited access to the following news and weather  
services:

Accu-Weather R Maps and Reports  
Associated Press Online  
Hourly news summaries, sports,  
entertainment and business news  
Deutsche Press-Agentur  
Kurznachrichtendienst  
German-language news summary  
National Weather Service Reports  
Press Association Online (UK)

26/ (FROM MENU SELECTION b. FRAME 23  
OPTIONAL EXTENDED SERVICES)

CompuServe offers an extensive variety  
of news and weather services that are  
charged on a "pay-as-you-go" hourly  
basis. These include:

AIDS News Clips  
Global Crises Forum  
Business Wire  
Executive News Service Personal  
Clipping Folder  
Newsgrid  
Newspaper Library  
Reuters  
UK Newspaper Library

Reuter News Picture Forum

27/ SHOT OF MALE SPORTS FAN  
SCREEN SHOTS: FANTASY GOLF,  
SPORTS FORUM, AP NEWSWIRE  
SPORTS

ADD BANNER: a. WHAT'S INCLUDED IN YOUR  
BASIC MEMBERSHIP? (go to Frame 28)  
b. OPTIONAL EXTENDED SERVICES (go to  
Frame 32)

28/ (FROM MENU SELECTION a. FRAME 27  
WHAT'S INCLUDED IN YOUR BASIC  
MEMBERSHIP?)

ADD ON ACTION SPORTS SHOTS

For only \$8.95 per month, you get unlimited  
access to the Associated Press Sport Reports.

29/ (FROM MENU SELECTION b. FRAME 27  
OPTIONAL EXTENDED SERVICES)

CompuServe offers an extensive variety of  
sports services available on a "pay-as-you-go"  
hourly basis. These include:

Associated Press Sports Wire  
Motor Sports Forum

break throughout the world, throughout  
the day. I also appreciate  
the massive databases that provide  
historical information on every event and  
issue imaginable.

SFX: AS EACH SERVICE IS LISTED ("BING!")

SFX: AS EACH SERVICE IS LISTED ("BING!")

MALE (VO): I know more than the score  
with CompuServe sports services and the  
forums -- where discussions about the plays  
and the playmakers are always filled with  
action! Not only have I learned to  
improve my own performance, I've  
made a few points in the fantasy football  
games, too.

SPORTS MUSIC

SPORTS MUSIC

NCAA Collegiate Sports Network

Outdoors Forum

Sailing Forum

Scuba Forum

Sports Forum

30/ SHOT OF MAN GARDENING

FROM MAC PRINT AD.

SCREEN SHOTS: NOTE IN

GARDENING FORUM, GIF FROM

PHOTOGRAPHY FORUM, RECIPE

FROM COOKING FORUM

31/ PICK UP FOOTAGE FROM AL GORE'S

ONLINE CONFERENCE. (THERE IS A GOOD

QUOTE NEAR THE END OF THE TAPE)

ADD BANNER: OPTIONAL EXTENDED  
SERVICES

32/ (FROM MENU SELECTION 27 b. OPTIONAL

EXTENDED SERVICES

CHOICE)

COPY: CompuServe's forums -- electronic  
meeting places -- enable you to leave messages,  
attend live online conferences, or obtain  
information from their vast downloadable  
libraries. Among these services, that are  
available on an hourly "pay-as-you-go"  
basis are:

Aquaria/Fish Forum

Art Gallery Forum

Astronomy Forum

Automobile Forum

Collectibles Forum

Columns from United Features

Comic Book Forum

Consumer Electronics

Cooks Online Forum

Crafts Forum

Democratic Forum

Food/Wine Forums

Gardening Forum

Genealogy Forum

Human Sexuality

Issues Forum

JFK Assassination Forum

Literary Forum

Mensa Forum

Model Aviation Forum

MIDI/Music Forum

New Age Forum

New Car Showroom

Outdoor Forum

Pets Forum

Photography Forum

Religion Forum

Science Fiction Forum

Seniors Forum

TrainNet

MALE (VO):

From gardening to wine, photography  
and tropical fish, there's virtually  
no limit to what you can learn or do  
through CompuServe's myriad of home  
and leisure services. I even spoke to the Vice  
President of the United States in  
a live online conference.

AUDIO FROM CLIP

AD SFX APPROPRIATE TO EACH FORUM AS  
THEY ARE HIGHLIGHTED ON AN INDIVIDUAL  
BASIS

HIGHLIGHT EACH INDIVIDUAL FORUM  
UNTIL THE ENTIRE LIST HAS BEEN  
HIGHLIGHTED

33/ SHOT OF WOMAN FROM LEAN AND  
MEAN PRINT AD  
SCREEN SHOTS: VARIOUS EMAIL  
ADD BANNER: a. SEND MESSAGES AND FILES  
VIRTUALLY ANYWHERE WITH COMPUSERVE  
MAIL (go to Frame 34)  
b. WHAT'S INCLUDED IN YOUR  
BASIC MEMBERSHIP? (go to Frame 35)  
c. OPTIONAL EXTENDED SERVICES (go to  
Frame 36)

34/ (FROM MENU CHOICE a. FRAME 33 SEND  
MESSAGES AND FILES  
VIRTUALLY ANYWHERE WITH COMPUSERVE  
MAIL)

COPY: You can send and receive binary files as  
easily as text messages, at no extra cost to:

Internet

MCI Mail R

AT&T 400

AT&T Easy Link

cc: Mail

Infonet

Advantis

Telebox 400 (Deutsche Bundespost Telekan)

Nifty-Serve

Netware MHS

Sprint-Mail

For a nominal charge, you can also send CompuServe  
mail to:

Any Telex R address

Any fax address

LAN mail users

Congressgrams

35/ (FROM MENU CHOICE b. FRAME 33  
WHAT'S INCLUDED WITH YOUR  
BASIC MEMBERSHIP?)

COPY: Basic membership includes:

Send up to 60 three-page letters per month

Read messages (except those from the Internet) at no  
extra cost

36/ (FROM MENU CHOICE c. FRAME 33  
OPTIONAL EXTENDED SERVICES)

COPY: Send CompuServe Mail messages to:

Any Telex R address

Any fax address

LAN mail users

Congressgrams

CB Simulator

SCREEN SHOT: Conversations from CB Simulator

37/ CUT TO SHOT OF 35-YEAR OLD MAN.

SCREEN SHOTS: VARIOUS MAGAZINE

FEMALE (VO): With CompuServe, my computer  
is my personal communications center. Wherever  
I travel, I stay in touch with friends,  
family and business associates through  
CompuServe mail. All it takes is a local phone call  
from most major cities in the world, and I  
can communicate almost instantaneously. Having  
CompuServe means never losing touch...no matter  
when I am! When I'm in the mood for some real-time  
conversations, I tune into the CB Simulator.  
Discussions there range from the serious to the  
simply scandalous! It's great fun...and I get to meet a  
lot of interesting people from around the world.

MUSIC UNDER

ANNOUNCER(VO): Your \$8.95 per month basic  
membership allows you to  
send up to the equivalent of about 60 three-page  
messages per month. There is no connect-time  
charge to read your mail, except for messages  
received through the Internet.

ANNOUNCER (VO): For a nominal charge you can  
send mail to any Telex, fax, or LAN address.  
You can also send a direct message to your  
Congressman, or enjoy exciting conversations  
on CompuServe's CB Simulator.

MALE (VO): I don't go to the bookstore  
anymore. I go online. With CompuServe,

ARTICLES, INCLUDING COMPUSERVE  
MAGAZINE

ADD BANNER: a. WHAT'S INCLUDED IN YOUR  
BASIC MEMBERSHIP? (go to Frame 38) b.

OPTIONAL EXTENDED SERVICES (go to Frame  
39)

38/ (FROM MENU CHOICE a. FRAME 37  
WHAT'S INCLUDED WITH YOUR BASIC  
MEMBERSHIP?)

ADD ON: GIF OF COVER OF U.S. NEWS &  
WORLD REPORT

COPY: Your basic CompuServe membership  
includes unlimited access to:

Synicated Columnists

Nearly 20 of America's most popular  
journalists

U.S. News & World Report

Current edition, and a downloadable

GIF of the cover

39/ (FROM MENU CHOICE b. FRAME 37  
OPTIONAL EXTENDED SERVICES)

COPY: Also available on an hourly "pay-as-you-go"  
basis are:

Magazine Database Plus

Online Today Daily Edition

U.S. News and World Report Forum

40/ SHOT OF 17-YEAR OLD BOY.

SCREEN SHOTS: PETERSON'S COLLEGE  
DATABASE, GROLIERS, EDUCATION FORUM

ADD BANNER: a. WHAT'S INCLUDED WITH  
YOUR BASIC MEMBERSHIP? (go to Frame 41)b.

OPTIONAL EXTENDED SERVICES (go to Frame  
42)

41/ (FROM MENU CHOICE a. FRAME 40  
WHAT'S INCLUDED WITH YOUR  
BASIC MEMBERSHIP?)

COPY: Your basic membership includes unlimited  
access to:

American Heritage Dictionary of

the English Language

Grolier's Academic American Encyclopedia

A 21-volume encyclopedia updated quarterly

Peterson's College Database

42/ (FROM MENU CHOICE b. FRAME 40  
OPTIONAL EXTENDED SERVICES)

COPY: Available on a "pay-as-you-go" hourly basis  
are the following educational services:

Computer Training Forum

Education Forum

Education Research Forum

Foreign Language Education Forum

IBM Special Needs Forum

Science and Math Education Forum

Students Forum

43/ CUT TO SHOT OF MAN FROM DUCK  
AD

SCREEN SHOTS: FROM IQUEST, US  
DEMOGRAPHIC DATABASE, BUSINESS

I get all the information without the  
clutter. There are lots of magazines to

choose from --everything from computer monthlies  
to academic publications. And I really

enjoy the columnists -- Alan Dershowitz,  
Morton Kondracke and, yes, I confess.

I read my horoscope, too.

SFX: APPROPRIATE TO GIF AS IT RESOLVES.  
(EG. NEWS CLIP AUDIO)

ANNOUNCER (VO): Magazine Database Plus gives  
you instant access to back

issues of many major magazines -- from business  
publications to entertainment journals. You can learn

more about CompuServe with Online

Today, or join in lively discussions in the U.S. News  
and World Report Forum.

BOY (VO): CompuServe has helped me learn more  
about my own education with terrific resources like

Peterson's College Database and the

education forums. I get quick help with my

homework from teachers and other students, and

write better reports with information I find in

Grolier's Academic encyclopedia.

MUSIC UNDER

MUSIC UNDER

MALE (VO): My hobbies and interests are  
eclectic, to say the least. With the

reference resources on CompuServe, I can  
learn more about the environment, wildlife,

REFERENCE DATABASE

ADD BANNER: a. Personal Resources (go to Frame 44)

b. Professional Resources (go to Frame 45)

c. WHAT DOES YOUR BASIC MEMBERSHIP INCLUDE? (go to Frame 46)

d. OPTIONAL EXTENDED SERVICES (go to Frame 47)

44/ (FROM MENU CHOICE a. FRAME 43 Personal interests)

PICK UP FOOTAGE FROM MOUNTAINEER TV SPOT

45/ (FROM MENU CHOICE b. FRAME 43 Professional Resources)

PICK UP SHOT OF JAPANESE MAN IN PRINT AD

SCREEN SHOTS: ENTREPRENEUR'S FORUM, IQUEST, KNOWLEDGE INDEX

46/ (FROM MENU CHOICE c. FRAME 43 WHAT'S INCLUDED WITH YOUR BASIC MEMBERSHIP?)

COPY:

Reference databases included with you \$8.95 per month basic membership include unlimited access to the following reference and educational services:

American Heritage Dictionary of the English Language

Groliers Academic American Encyclopedia

A 21-volume encyclopedia updated quarterly

Consumer Reports

47/ (FROM MENU CHOICE d. FRAME 43 OPTIONAL EXTENDED SERVICES)

COPY: CompuServe has a vast selection of reference resources available on an hourly "pay-as-you-go" basis, including:

Book Review Digest

Books in Print

Biz\*File

CENDATA

Computer Database Plus

Computer Directory

Dissertation Abstracts

ERIC

IQuest

Knowledge Index

Marquis Who's Who

Neighborhood Demographics

Phone\*File

Psyc Info

(SERVICES APPEAR ON SCREEN ONE BY ONE UNTIL LIST IS COMPLETE)

48/ SHOT OF ATHLETIC WOMAN.

SCREEN SHOTS: ITEM FROM HEALTH

and even get a few tips on bass fishing. I really appreciate how easy it is to find the information I'm looking for.

MALE (VO): I've reached a new height. And it's exhilarating! I read about this place in an article in the Magazine Database on CompuServe. It's just one of dozens of reference resources that will help you achieve your maximum potential in your personal goals.

JAPANESE ACCENT MALE (VO): When I started my business I started small. And the competition was overwhelming. With information I learned through CompuServe's professional databases, I've managed to outmaneuver some of the major players. And now I'm a force to be reckoned with.

MUSIC UNDER

MUSIC UNDER

WOMAN (VO): With three kids and my parents to care for, I have a



FORUM, ARTICLE FROM HEALTH DATABASE, ITEM FROM PAPERCHASE. ADD BANNER a. WHAT'S INCLUDED WITH YOUR BASIC MEMBERSHIP? (go to Frame 50)

b. OPTIONAL EXTENDED SERVICES (go to Frame 51)

49/ SHOT OF DIFFERENT MEDICINES, PRESCRIPTIONS. ADD ON SCREEN SHOT FROM CONSUMER DRUG REPORTS.

50/ (FROM MENU CHOICE a. FRAME 48 WHAT'S INCLUDED WITH YOUR BASIC MEMBERSHIP?)

COPY: Your basic membership includes unlimited access to:

Consumer Reports Complete Drug Reference

As compiled by the U.S.

Pharmacopeia, Inc.

Handicapped Users Database

HealthNet

A medical reference source

51/ (FROM MENU CHOICE b. FRAME 48 OPTIONAL EXTENDED SERVICES)

COPY: Available on a "pay-as-you-go" hourly basis are the following health databases and forums:

Cancer Forum

CCML Aids Articles

Diabetes Forum

Health Database Plus

Health & Fitness Forum

Human Sexuality

IQuest

Paperchase

Rare Diseases Database

52/ SHOT OF MAN IN EARLY 40'S (FROM ELECTRONICS COMMERCIAL) SCREEN SHOTS: GIF IMAGES FROM THE MALL, PRODUCT DESCRIPTIONS, ORDER FORM

53/ SCREEN SHOTS OF SHOPPERS ADVANTAGE, CONSUMER REPORTS

lot of questions about health and medicine. With CompuServe, I get vital information when I need it, lots of good advice from experts, and the comfort of knowing there are others like me who share the same concerns.

WOMAN (VO): One service I really appreciate is the Consumer Reports Drug Reference. Whenever our doctor prescribes a medication, I make sure I find out everything I can about it. CompuServe makes it easy to be better informed.

MUSIC UNDER

ANNOUNCER (VO): These CompuServe databases and forums will help you learn more about your health and the latest developments in the treatment of diseases and sports injuries. They're available to you for as little as \$4.80 per hour.

MAN (VO): Sure. I'll admit it. I hate shopping. I hate the parking, the crowds, and all the hassle. With CompuServe I find great deals online, without even leaving my desk. And do you know who appreciates The Electronic Mall even more than I do? My wife. Last anniversary, she received a dozen beautiful roses I ordered online... and the delivery was so quick she didn't even know I'd almost forgotten the date.

ANNOUNCER (VO): When you shop online with CompuServe, you can be sure you're making the right purchase...with our Consumer Reports database. And when you check out the savings from Shoppers Advantage, you'll know you're getting

54/ COPY:

You can access The Electronic Mall anytime you'd like, as part of your basic membership. Among the more than 100 merchants we have online are:

Americana Clothing  
Autoquot-R  
Bose Express Music  
Broderbund Software  
Brooks Brothers  
Coffee Anyone  
CompuBooks  
Florida Fruit Shippers  
Hammacher Schlemmer  
Mac/Zone/PC Zone  
McGraw-Hill Book Company  
Paul Fredrick Shirts Company  
Sierra Online  
Walter Knoll

We also offer classified ads so you can buy and sell online.

55/ SHOT OF BRITISH EXECUTIVE.  
SCREEN SHOTS: STOCK QUOTES, NIKKEI DOW INDEX, CURRENCY EXCHANGE RATES  
STOCK FOOTAGE OF NEW YORK STOCK EXCHANGE, CURRENT QUOTE FOR H&R BLOCK

ADD ON BANNER: a. WHAT'S INCLUDED WITH YOUR BASIC MEMBERSHIP? (go to Frame 56)

b. OPTIONAL EXTENDED SERVICES (go to Frame 57)

56/ (FROM MENU CHOICE a. FRAME 55  
WHAT'S INCLUDED WITH YOUR BASIC MEMBERSHIP?)

COPY: Your basic financial services include:

Basic Service Current Stock Quotes  
Issue/Symbol Reference  
FundWatch Online by Money Magazine  
Mutual fund screening and reports  
Loan Analyzer

57/ (FROM MENU CHOICE b. FRAME 55)

COPY: Extended and premium financial services include:

Industry Information  
Current Market Snapshot Report  
Economic Estimates and Market Analysis  
Market and Industry Index Symbol Lookup  
Money Magazine Financial Information Center  
Stock Market Highlights from the Previous Day

Security and Company Information  
(pick up from Inquiry Brochure)

58/ ACTION SCREEN SHOT FROM ONE OF

the best price.  
MUSIC UNDER

SFX: SOUND OF STOCK EXCHANGE

MAN (VO): I'm in London, but many of my investments are not. So I log on to CompuServe to check the Nikkei Dow and the morning gold fix as soon as I wake up. Then, later in the day, I see how my stocks are doing in New York. Being able to monitor the markets around the world has made me a better investor... and certainly a much wiser one.

ANNOUNCER (VO):

CompuServe offers outstanding investment products and services. You can research a company online, check its historical performance, see how the stock is doing on the markets today, and even make the investment through one of our discount brokers. From start to finish, you'll have better control of your finances. If you're interested in getting the opinions of other investors, CompuServe's forums are a good place for exchanging ideas.

BOY (VO): Here I am in a distant galaxy...

THE ONLINE GAMES. ADD ON OTHER GAMES. when suddenly the enemy appears. I pull out my laser gun, set it to disintegrate ...and BLAM!!! The villain is history and I emerge victorious. Matthew Gillis...Protector and Master of the Universe!!!

61)

59/ SHOT OF BOY FROM DINOSAUR PRINT AD. ANNOUNCER (VO): If you're looking for funtimes, you'll find them online with CompuServe. We have a thrilling assortment of multi-player, multi-level games...plus modem-to-modem competition, parlor games and trivia contests, too.

For real enthusiasts, our gamers forums offer inside tips, walk-throughs, demos and sometimes even sneak previews of new games to come.

SFX APPROPRIATE TO EACH GAME

60/ (FROM MENU CHOICE a. FRAME 58 WHAT'S INCLUDED WITH YOUR BASIC MEMBERSHIP?)

COPY: For only \$8.95 per month, you can have all the fun in the world with:

BlackDragon  
CastleQuest  
Classic Adventure  
Enhanced Adventure  
The Grolier Whiz Quiz  
Hangman  
Science Trivia Quiz  
ShowBizQuiz

ADD ON EACH NAME INDIVIDUALLY USING GRAPHIC FROM EACH AREA.

61/ (FROM MENU CHOICE b. FRAME 58 OPTIONAL EXTENDED SERVICES)

SFX APPROPRIATE TO EACH GAME

COPY: Vanquish a villain in a cold, clammy catacomb. Zap an enemy in a galaxy light years away. The games available through our extended services are:

Air Traffic Controller  
British Legends  
Island of Kesmai  
MegaWars I  
MegaWars III  
Modem-To-Modem Game Support  
SNIPER!  
The Multiple Choice

ADD ON EACH GAME WITH ONLINE GRAPHIC.

62/ SHOT OF GERMAN AIRLINE GIRL FROM PRINT AD.  
SCREEN SHOTS: EASYSABRE, TRAVELSHOPPER, OAG, TRAVEL FORUM, CAR RENTAL

GIRL WITH GERMAN ACCENT (VO): Whether you travel for business or pleasure, you want to get the best rates possible... on airline tickets, hotels, rental cars. With CompuServe, you can order tickets and make reservations online...simply and easily...using the same information the travel agents

63/ GIF SHOTS OF DESTINATIONS, EXCERPTS  
FROM TRAVEL FORUM

64/ COPY: Your basic membership includes  
unlimited access to:  
Automobile Association Travel Services (UK)  
EAASY SABRE R and WORLDSPAN  
Travelshopper SM  
Airline, hotel, and rental car information  
and reservations  
Golf Guide Online  
Lanier Bed and Breakfast Guide  
Lanier Golf Database  
Travel Britain Online  
U.S. Department of State Advisories  
Visa Advisors  
Zagat Restaurant Survey

65/ COPY: CompuServe's optional extended  
services, available on an hourly basis,  
include:

ABC Worldwide Hotel Guide  
Aviation Services  
California Forum  
Florida Forum  
Travel Forum  
West Coast Travel

66/ SHOT OF YOUNG MUSICIAN TYPE.  
ADD ON EXCERPTS FROM ROCKNET,  
SHOWBIZ FORUM, MIDI FORUM, GIFS  
OF VARIOUS ARTISTS.

ADD ON BANNER: a. WHAT'S INCLUDED  
WITH YOUR BASIC MEMBERSHIP? (go to Frame  
67)

b. OPTIONAL EXTENDED SERVICES (go to  
Frame 68)

67/ (FROM MENU CHOICE a. FRAME 66  
WHAT'S INCLUDED WITH YOUR BASIC  
MEMBERSHIP?  
SHOT OF ROGER EBERT  
SCREEN SHOTS FROM ROGER EBERT'S MOVIE  
REVIEWS, HOLLYWOOD BY MARILYN BECK/  
STACY JENEL SMITH, HOLLYWOOD HOTLINE,  
SOAP OPERA SUMMARIES

COPY: Your basic membership includes  
unlimited access to:  
Roger Ebert's Movie Reviews  
Hollywood by Marilyn Beck/Stacy Jenel Smith  
Hollywood Hotline

use.

GIRL (GERMAN ACCENT): Maybe you haven't  
decided where to spend your next vacation.  
Or you want to find out where the best  
restaurants and golf courses are. Not only  
will you find great advice in CompuServe's  
travel forums, you'll also find special  
deals, exclusive to CompuServe members.  
MUSIC UNDER

MUSIC UNDER

MUSIC UP: EXCERPT FROM MIDI  
FORUM

MUSICIAN (VO): Talk about making connections!  
Not only have I learned more about composing with  
my computer, I've met people in the industry who've  
given me good advice on how  
to get a recording contract. It's also a  
great place to find out what's going on  
the behind the scenes with my favorite artists.  
Tour news...notes...and even contests where  
I can win backstage passes to concerts. Someday  
I'll be in the floodlights. 'Til then, you'll  
find me online.

MUSICIAN (VO): I think I got addicted in college...  
to soap operas. So when I miss my show, I catch up  
on the action on CompuServe. I also check out which  
movies to hit...and which ones to miss.

Soap Opera Summaries

68/ (FROM MENU CHOICE b. FRAME 66  
OPTIONAL EXTENDED SERVICES)

COPY: CompuServe's optional extended services  
include:

Entertainment Drive

Music Hall

Rocknet

ADD ON SCREEN SHOTS OF GIFS FROM  
MUSIC HALL.

69/ SHOT OF COMPUTER SUPPORT PERSON  
FROM MAC PRINT AD.

SCREEN SHOTS: EXCERPTS FROM  
MICROSOFT

FORUM, MAC FORUM, LOGOS FROM IBM,  
COMPAQ, LOTUS, US ROBOTICS

SHOTS OF BOARDS, CHIPS, COMPUTER  
EQUIPMENT

ADD ON BANNER: a. Get help from these  
manufacturers (go to Frame 70) b. Expand your  
computer's capabilities (go to Frame 71) c. Learn  
more about DTP and multimedia (go to Frame 72)

70/ FROM MENU CHOICE a. FRAME 69

COPY: You'll find these manufacturer's online,  
as part of our optional extended services:  
(pick up list from Inquiry Brochure)

71/ (FROM MENU CHOICE b. FRAME 69  
EXPAND YOUR COMPUTER'S CAPABILITIES)  
SHOTS OF SOFTWARE PACKAGES

COPY:

CompuServe computer forum libraries give you  
instant access to over 30,000 public domain  
programs, shareware, freeware, drivers, patches,  
utilities, templates and demos

At 9600 baud, you can download one high density  
disk for less than \$4.

72/ (FROM MENU CHOICE c. FRAME 69 LEARN MORE  
MAN WITH FRENCH ACCENT (VO):

ABOUT DTP AND MULTIMEDIA

SHOT OF MAN WITH PUBLISHED

NEWSLETTER FROM MAC AD; SCREEN SHOTS

FROM DTP AND MULTIMEDIA FORUMS, GIF

FROM

ART GALLERY FORUM

COPY: CompuServe's extended services,  
available on a "pay-as-you-go" hourly  
basis include:

MUSIC UP

MUSICIAN (VO): A few weeks ago, I joined in  
on a live conference with a performer I've  
always admired. What a kick! He told me to  
keep on plugging away and offered me some  
good, sound advice.

MAN WITH FRENCH ACCENT (VO):

If you want to get the most out  
of your computer, you need CompuServe.  
There are over 600 international hardware and  
software manufacturers online and ready to  
help you...often within minutes!

MAN WITH FRENCH ACCENT (VO): Every  
once in a while you might

want to join in on real-time conferences  
with some of the industry's leaders.

Bill Gates of Microsoft, Corey Smith of  
Central Point, Phillippe Kahn of Borland,  
Steve Ballmer of Microsoft, and Micheal  
Dell of Dell computers have joined other  
CompuServe members in discussions about  
their products, the industry, and what  
lies ahead in the future.

MAN WITH FRENCH ACCENT (VO): Not  
only can you find solutions to your problems  
on CompuServe, you'll find over 30,000 public  
domain programs, shareware, freeware,  
drivers, patches, utilities, templates,  
and demos. There's no other information  
service in the world who can offer you  
that.

You'll stretch the graphic

limits of your personal computer and

catch up on the latest technology when

you learn new techniques in our

DTP and multimedia forums.

Art Gallery Forum  
Coputer Art Forum  
DTP Forum  
Graphics Corner Forum  
Graphics Support Forum  
Graphics Vendor Forum  
Quick Pictures Forum  
73/ SHOT OF YOUNG MAN WITH HEADSET.  
SCREEN SHOTS FROM COMPUSERVE  
SUPPORT FORUM, PRACTICE FORUM,  
COMPUSERVE HELP FORUM  
ADD ON COPY:  
Support Forums for CompuServe Software  
Practice Forum  
CompuServe Help Forum

...and browse the top menus as much  
as you want, to learn more about  
what we offer.

It's all included in your CompuServe basic  
membership.

74/ COPY: Receive special privileges...  
with CompuServe's Executive Service Option  
SCREEN SHOT OF CLIPPING SERVICE,  
SUPERSITE, COMPANY ANALYZER.

ADD ON:  
Electronic Clipping Folders  
The opportunity to access:  
Company Analyzer  
Disclosure II  
Institutional Brokers' Estimate System  
SUPERSITE  
Special discounts:  
25% off selected premium financial databases  
10% discount on the purchase of most CompuServe  
Plus:  
Increased personal file area  
Six-month storage for personal files

All this for a minimum monthly charge of \$10.  
And your \$8.95 basic membership fee is applied  
to this charge!

75/ SHOT OF COMPUSERVE CD. PICK UP  
SHOTS  
FROM THE FIRST RELEASE, INCLUDING  
JIMMY BUFFET CLIP

ADD ON COPY:  
CompuServe CD  
\$7.95 per edition  
and you'll receive a

YOUNG MAN (VO): When you first  
join CompuServe, you may have a lot  
of new things to learn. That's why  
our basic package provides unlimited  
connect-time to access our Support  
Forums for CompuServe software and  
our Practice Forum. The Practice Forum is a great  
place to learn how to use our message boards,  
libraries, and online conferencing areas.

We're especially proud of our outstanding customer  
service. When you access our Help Forum, you'll  
have a quick, direct link to people  
who can answer your questions, or solve  
any problems you might encounter while  
online.

At CompuServe, we do our utmost to ensure that you  
get the most out of our service...  
and that's why you get the most out  
of us!

ANNOUNCER (VO): How would you like to be able  
to access news stories that are important to  
you -- collected automatically, and available to read  
anytime you choose? Or the ability to access  
some of the most valuable investment information  
available, or important demographic reports  
that can help you in your business? And how  
would you like to receive special discounts  
on your CompuServe purchases, and have  
twice the regular amount of  
file space...all for only \$10 per month?

When you choose the CompuServe Executive  
Option, all this is yours. And the best part  
is, your \$8.95 monthly membership is applied  
to the minimum \$10 monthly charge!

If you're serious about information, you'll  
want to choose the CompuServe Executive  
Option when you sign on.

ANNOUNCER (VO): CompuServe is proud to  
be the first computer information service  
to offer its members a new interactive  
medium that actually enhances your  
online experience.

For only \$7.95, each edition will bring  
you the latest updates, utilities,  
shareware...even previews of upcoming

\$5 CompuServe usage credit

music and movie releases. When you order your subscription, you'll also receive a \$5 usage credit with each CD issue you purchase.

76/ (FROM MENU SELECTION b. FRAME 18  
PRICES AND BILLING)  
PICK UP CHART OF PRICES/BILLING  
FROM INQUIRY BROCHURE. USE POINTER  
TO INDICATE SECTIONS AS THEY'RE BEING  
DESCRIBED

Get the latest in information service technology...with CompuServe's latest development, the CompuServe CD.  
ANNOUNCER (VO): You can become a member of OUR vast international network of information, communication and entertainment for only \$8.95 per month. This membership package gives you access to over 70 valuable services, on an unlimited basis.

If you're among the many millions of people in Canada and the US who live in an area where CompuServe is available through a local telephone call, you'll pay no communications surcharges to access our service. Outside those areas, you can still access our service using another network, such as Datapac in Canada. Rates for these networks vary. However, if you'd like to contact us at 800-848-8199 we would be happy to provide you with current costs for your local provider.

77/ ADD ON SCREEN:  
FREE access from most major cities in Canada and the US  
Outside Canada and the US  
\$7.70 from 8:00 am to 7:00 pm  
FREE from 7:00 pm to 8:00 am  
FOR MORE INFORMATION CALL 800-848-8199

ANNOUNCER (VO):  
The CompuServe network is available in most major cities throughout the world, for as only \$7.70 per hour during prime hours, and it's free from 7:00 pm to 8:00 am local time.

In the United Kingdom (+44) (+272) 252210  
France (+33) (1) 47 14 21 65  
Germany (+49) (+89) 66 55 0-111

Our extended services are charged on an hourly "pay-as-you-go" basis, depending upon the baud rate you're using. It's only \$4.80 per hour to access these services at 300 or 2400 baud; \$9.60 for speeds up to 14,400.

Premium services are advanced databases that include an extra charge. Prices for these vary. You are always notified online BEFORE you incur any surcharges.

78/ OPENING CIM SCREEN SHOT

ANNOUNCER (VO): At CompuServe, we try to keep your costs to a minimum, so you can enjoy more of our services. To help you online, we've developed our exclusive CompuServe Information Manager software that enables you to find the information you want faster and easier. It's included with your membership, and we highly recommend that you take advantage of our unique software interface.

79/ SHOTS OF NEW MEMBER GUIDE,  
COMPUERVE

ANNOUNCER (VO):  
Once you're a member, you'll

MAGAZINE ARTICLES, COMPUSERVE CD

80/ CUT TO SHOT OF ONLINE BILLING  
ADD ON SCREEN: For additional information  
about CompuServe billing, call 800-848-8199.

In the United Kingdom (+44) (+272) 252210  
France (+33) (1) 47 14 21 65  
Germany (+49) (+89) 66 55 0-111

81/ CUT TO ACTIVE BRAND IDENTIFIER  
ADD ON: CompuServe. The information  
service you won't outgrow.

82/ (FROM MENU CHOICE c. FRAME 18 HOW  
TO JOIN)  
SCREEN SHOT: SHOT OF PERSON WITH  
COMPUTER.  
ADD ON: One month FREE basic membership  
\$25 usage credit  
CompuServe Magazine

HIGHLIGHT THE "JOIN NOW" ICON  
ADD ON: For more information, call 800-484-8199.

In the United Kingdom (+44) (+272) 252210  
France (+33) (1) 47 14 21 65  
Germany (+49) (+89) 66 55 0-111

83/ (FROM MENU CHOICE b. FRAME 22 BASIC  
SERVICES)  
SCREEN SHOT OF BASIC MENU  
COPY: For only \$8.95 per month you get unlimited

also receive our own publications that tell  
you how to get the most out of our service...  
for less. You'll also have the opportunity  
to subscribe to our dynamic new CD that  
includes special information and programs  
that further enhance your use of our service.  
ANNOUNCER (VO): Each month your CompuServe  
charges will be automatically added to the credit card  
you used during sign-up. You  
can always check your billing online to ensure  
that you stay within your budget. Direct  
debit is available in some areas, and businesses  
can request to be invoiced each month. Details  
are provided online during the sign-up  
procedure. However, if you have any questions,  
please contact us at 800-848-8199. We'd be  
happy to assist you.

ANNOUNCER (VO): At CompuServe, we're proud  
of the international online community we've  
created. We're always improving our services,  
and developing new ways to help you get the  
most out of your online dollar. We invite you  
join us on our ever-expanding network of  
computer users.

CompuServe. We're the information service  
you won't outgrow.

ANNOUNCER (VO):  
To join CompuServe now, all you need is a  
modem, a credit card, and the desire to  
learn more about the world around you.

Simply click the "Join" icon on your screen  
and you'll be transferred to  
our automatic online sign-up. You'll receive  
one free month of CompuServe basic membership,  
a \$25 usage credit so you can explore  
our extended services, CompuServe Information  
Manager software for Windows, a complimentary  
subscription to CompuServe Magazine...  
and a world of information, communication,  
and entertainment.

It will only take a few minutes of your time  
to sign on to our service, and you'll soon  
have access to over 2000 valuable services  
that will enrich your personal and professional  
life.

If you have any further questions about  
CompuServe, please call us at 800-848-8199.  
We thank you for exploring our CD and hope  
to see you online very soon.

ANNOUNCER (VO): CompuServe's products and  
services are divided into two categories: basic and  
extended. The basic services are yours to access  
as much as you want, anytime you want for only



access to over 70 basic services.  
(PICK UP LIST OF BASIC SERVICES FROM  
INQUIRY BROCHURE)

84/ (FROM MENU CHOICE c. FRAME 22  
OPTIONAL EXTENDED SERVICES)  
ADD ON AND DISSOLVE NAMES OF  
EXTENDED AND PREMIUM SERVICES (PICK  
UP FROM INQUIRY BROCHURE)

ADD ON: 300 - 2400 baud \$4.80 per hour  
9600 - 14,400 baud \$9.60 per hour

AT ANY TIME USER CLICKS EXIT  
BRAND IDENTIFIER GRAPHIC (IN MOTION)  
ADD COPY: Thank you! Merci! Danke shein! (sp?)  
(also Italian and Spanish.)

\$8.95 per month. If you're using one of our  
hundreds of local telephone numbers in Canada  
and the United States to connect to our service, you  
pay no communications surcharges.

ANNOUNCER (VO):

In addition to our basic services, which are  
available with your \$8.95 monthly membership,  
CompuServe offers about 2000 extended and  
premium services. These open up an advanced world  
of information, communication, and entertainment.

Extended services are charged at an hourly rate.  
\$4.80 per hour for 300 to 2400 baud; \$9.60 for  
9600 to 14,400.

Premium services vary in  
price. You'll always be notified online  
before you incur any charges.

ANNOUNCER (VO): Thank you very much for  
viewing this CompuServe CD. Please feel free to  
pass it along to a friend who might be interested in  
our service. We hope to see you online very soon.