



PRESS RELEASE

- [Animated Virtual World Debuts on CompuServe](#)
- [CompuServe and Fujitsu Partnership Creates New Standard For Online Communication](#)
- [WorldsAway Backgrounder -- Creating Virtual Communities in Cyberspace](#)
- [Fujitsu Corporate Backgrounder -- Fujitsu in Multimedia](#)
- [WorldsAway Fact Sheet](#)

For additional information, go to the WorldsAway Enhanced Menu Page (EMP) on CompuServe (GO AWAY) and click on the WorldsAway Community Forum icon. Alternatively, you can visit the WorldsAway World Wide Web page at <http://www.worldsaway.com>.

ANIMATED VIRTUAL WORLD DEBUTS ON COMPUSERVE

WorldsAway is Newest Settlement on Cyberfrontier

San Jose, Calif., Dec. 1, 1995 -- Fujitsu Limited, the \$36 billion international electronics giant, and CompuServe, the largest worldwide provider of consumer on-line services, today announced availability of WorldsAway to CompuServe subscribers around the globe.

WorldsAway is a "cyberplace" where on-line users create their own animated representations -- called avatars -- and socialize with other users all over the world in a graphical landscape.

Within WorldsAway, users can portray their real personalities or create unique on-line personas. They can also convey emotions through facial expressions and gestures, as well as "talk" to one another in real-time through text, as in traditional chat services.

Objects in the virtual world also support personal expression and enhance world experiences -- for example; giving flowers, decorating with furniture, sharing books and use of other objects enhance avatars' abilities to express their in-world personalities.

"WorldsAway is the only commercially available virtual world which offers users the combination of graphical environments, animated avatars and functional objects supported by a scaleable server," says Tony Christopher, WorldsAway executive director. This combination provides a depth of on-line person-to-person interaction that simply doesn't exist elsewhere. "

Because the service is "scaleable," the world can grow to accommodate an ever increasing number of users. The technology allows new objects and environments to be added at will and managed across different servers. In addition, new art can be temporarily added to the world to mark special occasions and holidays, such as Halloween and Christmas.

WorldsAway represents a new offering in the wide range of programming that CompuServe provides to appeal to all segments of its diverse, international membership and to remain current in the fast-evolving on-line universe.

BACKGROUND

FOR INFORMATION CONTACT: Debra Young or Michelle Moran
CompuServe Incorporated
614/538-4553 or 614/538-3497

COMPUSERVE® AND FUJITSU PARTNERSHIP CREATES NEW STANDARD FOR ONLINE COMMUNICATION

Ever gone to a party where the evening dragged on forever? Now you can dress up, drop in for a quick chat, meet five new friends and be home in less than 15 minutes -- without leaving your computer.

This type of social interaction is far from futuristic. In fact, it is now available to millions of members of the CompuServe Information Service through a new product developed by Fujitsu's Cultural Technologies division. This new service -- WorldsAway -- will allow CompuServe members worldwide to create their own onscreen representations, interact with each other and participate in building an animated online community.

The Worldwide Leader

A Fit for CompuServe Consumers

Bring on the Future

System Requirements, Pricing and Availability

INFORMATION CENTER

The Worldwide Leader

As the only worldwide provider of consumer online services, CompuServe offers a rich history that encompasses the evolution of online services and people-to-people communication.

The CompuServe Information Service, established in 1979, was designed for instantaneous communication and information retrieval in the home or office. CompuServe MailSM, special interest Forums[®] and CB Simulator[®] were the first means of member interaction and communication. Today, the CB Simulator offers, in text format, 108 channels devoted to chat and discussion with a broad, diverse and highly sociable group of people who can be found online at any hour.

CompuServe also offers a wide variety of interactive entertainment-related products. Through CompuServe, major motion picture studios including Warner Bros., Disney and MGM present behind-the-scenes tours, video clips of new releases and online conferences with actors and directors. Television tie-ins, such as *Comedy Central* and CNN's *Talkback Live*, allow online participation by CompuServe members, and continuous movie, music and entertainment information is available through Entertainment DriveTM, Hollywood HotlineTM and the Music HallSM.

In addition to entertainment, CompuServe offers late-breaking news, weather and sports from a wide array of news services. Publications such as *People*, *Sports Illustrated*, *Fortune* and *Rolling Stone* provide users with an opportunity to keep abreast of current events, interact with editorial staff and provide feedback on articles of interest.

CompuServe was the first online service to offer electronic mail exchange via the Internet. Now CompuServe also offers a full complement of Internet services including inbound and outbound telnet, File Transfer Protocol (FTP), access to newsgroups and Point-to-Point Protocol (Dial PPP) capabilities. CompuServe members can also surf the World Wide Web using CompuServe's own Mosaic web browser, NetLauncherTM, or the browser of their choice. For easy Internet access, CompuServe's SPRYTM/Internet Division offers the industry-leading Internet In a BoxTM and Mosaic In a BoxTM.

With the addition of WorldsAway, CompuServe will once again be the pioneer in innovative online entertainment and communication for a worldwide community.

INFORMATION CENTER

BACKGROUND

A Fit for CompuServe Consumers

In recent years, multimedia advances and lower computer prices have made personal computers a household necessity and a “must have” among today’s younger consumers. As a result, CompuServe member demographics are changing. A 1994 membership survey revealed that CompuServe’s traditional membership base of a primarily high income, highly-educated, male audience is being supplemented by an increase in female and younger users. These news members also tend to reflect the general mainstream consumer -- less familiar with technology, but interested in using a computer to communicate, learn and interact.

The popularity of electronic mail and chat areas on CompuServe demonstrates the desire of CompuServe members to interact through their personal computers. Many do not have a great deal of time to socialize in the traditional manner, so online communication is important to them. Further, in the virtual world one can be standing next to and talking with people who are in reality located at opposite ends of the world. By offering WorldsAway, CompuServe continues its commitment to offer a wide range of services that appeal to various segments of its diverse, worldwide population. Through WorldsAway, the growing CompuServe community has a new and exciting way to interact within an animated online community.

Bring on the Future

Based on the current popularity of online services, it appears that social interaction will top the charts as the primary application for interactive online communication. As communities become more “wired” and fiber becomes the new “superhighway” for information, online communications will continue to expand.

While this evolution may take several years, interactive technology will already have an infrastructure of consumers primed to take advantage of new advances. These consumers will have cut their teeth on true interactive services offered through CompuServe and will be ready for the next generation of virtual communications.

INFORMATION CENTER

BACKGROUND

System Requirements, Pricing and Availability

WorldsAway will be available to all CompuServe members worldwide in 1995, to be used with CompuServe Information Manager[®] (WinCIM[®] 1.4 or higher and MacCim[™] 2.4.2 and higher) software. A 486 or higher processor is necessary to run WorldsAway via Windows and a 68040 or faster processor is needed for the Macintosh. WorldsAway pricing will fall within CompuServe's standard pricing plan of \$9.95 per month which includes 5 hours of online use, with additional hours at \$2.95 per hour. Download of WorldsAway software is free.

To access WorldsAway on CompuServe, type "GO AWAY" from the CompuServe Information Manager (CIM) software. This will bring users of CIM to the WorldsAway menu page. From that menu, individuals who have installed WorldsAway client software will be able to enter the WorldsAway world by choosing the icon ENTER WORLDSAWAY. You can also download the WorldsAway software by choosing the WORLDSAWAY SOFTWARE icon.

Additional information regarding WorldsAway can be obtained through Cultural Technologies' World Wide Web home page (<http://www.worldsaway.ossi.com>), fax (800-770-4869) or email (worldsaway@ossi.com). For information on CompuServe membership, call 800-239-2247 and ask for the WorldsAway representative.

#

INFORMATION CENTER

BACKGROUND

“On-line services have provided a whole new way for people to come together and form communities of interest,” says CompuServe Executive Vice President, Barry Berkov. “We're now offering graphical virtual worlds, the next level of interaction and participation. The WorldsAway world offers a unique and meaningful way for people to meet, gather and have fun.”

CompuServe members can access the service with a local phone call in 450 cities in North America, 33 cities in Europe and from 150 countries through gateway networks.

WorldsAway is billed at CompuServe's standard rates. The monthly membership fee of \$9.95 provides users with five free hours of access to WorldsAway and other CompuServe services. Additional hours are billed at \$2.95 per hour. The Super Value Club offers users a CompuServe membership for \$24.95 and includes 20 hours of free connect time each month. Each additional hour is \$1.95. Download of the WorldsAway software is free.

“Dreamscape” is the first world available within WorldsAway. Its fanciful landscape includes a city dotted with clubs, shops and fountains. The first settlers have already begun to shape what is becoming a thriving virtual community. In addition to their everyday spontaneous activities in the world, members have organized such scheduled events as treasure hunts, trivia contests, relay races -- even virtual weddings!

Over time, new worlds serving different communities of interest will be developed with specialized themes, environments and objects, expanding the variety of places to visit and things to do in WorldsAway.

Fujitsu will license the WorldsAway technology to business partners. “The WorldsAway technology is a powerful tool for promotion and marketing in an increasingly interactive world,” says Sophie Kim, group product marketing manager. “It will enable developers to create environments that present themes and imagery attractive to their target customers.”

WorldsAway is introduced through Fujitsu's Cultural Technologies division established in San Jose, August 1994. The division was formed to develop and market multimedia technologies that extend, enhance and facilitate network computer-based interaction between people.

Founded in 1935, Fujitsu Limited is the world's second-largest computer manufacturer and an international leader in telecommunications, semiconductors and other electronic devices. The company offers a broad line of information processing systems, ranging from the world's fastest supercomputers to the smallest palmtop computers. The Fujitsu group of technology, software and services companies posted global revenues of more than \$36 billion in the fiscal year ending March 1995.

Established in 1979, CompuServe Information Service provides a wide variety of databases and entertainment services to 3.5 million members worldwide. CompuServe offers television tie-ins, news features, consumer magazines, late-breaking news, weather and sports information, as well as extensive travel information, hobby-related forums and electronic shopping. CompuServe also offers "Internet Made Easy," a user-friendly channel into the worldwide network of computers known as the Internet.

#

Editor's Note:

To access WorldsAway on CompuServe, users type "GO AWAY" from the CIM (CompuServe Information Manager) software. This will bring users of CIM (WinCIM version 1.4 or MacCIM version 2.4.2 or higher) to the WorldsAway menu page. From that menu, individuals who have installed WorldsAway client software will be able to enter WorldsAway by choosing the icon ENTER WORLDSAWAY. You can also download the WorldsAway software by choosing the WORLDSAWAY SOFTWARE icon. WorldsAway software can also be downloaded from the WorldsAway World Wide Web page at <http://www.worldsaway.com>. To join CompuServe, call (800) 239-2247 and ask for a WorldsAway representative.

For more information contact:

Fujitsu -- Diane Bancroft
(408) 456-7923
Diane@ossi.com

CompuServe -- Daphne Kent
(614) 538-3582