

%brochure.txt

QUICK START INFO

The WELL costs \$15/month plus \$2/hour. To register for the WELL dial our modems at 415-332-6106 (2400baud) or telnet to well.sf.ca.us and login as

newuser

login as: guest to get a menu of files about The WELL, including some samples from WELL conferences.

If you register with a Visa or Mastercard, we will call you the next business day. As soon as we get in touch with you, the account will be open. For more access information and billing options, please see below.

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* Information about the WELL *
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* If you have questions, *
* call us at 415-332-4335 *
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The Whole Earth Lectronic Link...

Providing Access to People and Ideas...

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"A rebirth of community"  
-John Markoff, New York Times

"The areas of expertise are astonishing in their diversity"  
-Jon Carroll, San Francisco Chronicle

"One of the liveliest outposts of the  
electronic underground"  
-Mike Miller, Wall Street Journal

The WELL is a computer conferencing system. We have a computer here in Sausalito, California with many telephone lines and network connections coming into it. You connect to the WELL with your own computer from your home or office and take part in discussions with other people. The WELL

is divided up into discussion areas which we call conferences. Most conferences are public and anyone can join them; others are private meeting places for businesses or groups. The WELL also provides a fast and powerful electronic mail system that allows you to exchange messages with individuals

on the WELL and on thousands of other computer systems all over the world.

More than anything else, the WELL is a place to meet and interact with other people.

## THE COMMUNITY

The WELL is a meeting of minds, a confluence of diverse social and professional elements: programmers, writers, artists, knowledge workers, educators, lawyers, consultants, musicians, and many more. Quickly you will see that there is a real sense of place to it, like a neighborhood pub or a large dinner table. The fabric of community is knit through conferences, electronic mail, and real-time conversations. Conversation on the WELL ranges from technical and specific, to abstract, humorous and even surreal. Professional and personal interactions often blend. Some groups form their own 'neighborhoods' where they can feel at home while venturing out and meeting people from other organizations and communities. Over time, trust develops. That is the real essence of networking.

## CONFERENCING

Interaction between people is the heart of the WELL. The primary forums for interaction are the public conferences.

Conferencing is a unique form of written discussion. By leaving written messages, any number of people can converse about any subject without having to meet at the same time or place.

Each conference consists of many different topics, each one a specific conversation. Anyone may start a topic within a conference. Each topic consists of the opening statement made by the person who started it, followed by the statements of people responding. Each time you come back to a conference you may read what people have posted since your last visit. You can also go back and read conversations that took place months or even years before.

You may read on-line, or download and read off-line. You can keep up with current conversations or search for old material by keyword.

Some conferences deal with broad ranges of topics, as in the Politics and Sexuality conferences; others deal with a specific issue or organization, e.g. the Electronic Frontier Foundation (EFF).

There are technical conferences for MS-DOS, Macintosh, UNIX, and other computers. There are social and humanities conferences such as Parenting, Education, and Environment. Each conference has one or more people who act as Hosts. Hosts take care of conference maintenance, provide help to newcomers, stimulate new discussions, and are generally there to act as

exemplary citizens of this electronic community.

Any business, organization, or private group can have a private conference, accessible only to its members. There is no extra charge for this service.

Call us for details.

#### ELECTRONIC MAIL

The WELL has a fast and sophisticated electronic mail facility. Send mail to an individual or to a group, to people on the WELL and to people on thousands of different computer systems all over the world.

The WELL is one of the few public places where you can exchange e-mail and participate in discussions with thousands of sites around the globe. Each time you log in, the WELL tells you if you have mail. After reading and responding to your messages you can delete them or store them in an electronic mailbox for future reference. There is also a 'send/reply' facility that allows real time dialogue.

#### FILE MANAGEMENT

You can easily transfer text and program files between your own computer and the WELL. This means you can upload files for your friends to copy, and you can download files that others have placed on the WELL for you to copy. Sharing documents in this way helps you to collaborate on work projects with people all over the globe.

The WELL provides access to all of the popular file transfer protocols: ASCII, XMODEM, YMODEM, ZMODEM. Several WELL conferences have libraries of files you may download.

#### CONNECT TO A WORLDWIDE NETWORK

As a member of the WELL you have full access to a huge international communications network that connects individuals, universities, businesses, and research institutions.

The WELL is part of the Internet, a worldwide system that connects hundreds of thousands of computers using high-speed, dedicated (always on) lines. This makes the WELL a node in a global communications network.

With your WELL account you can visit and exchange files with other computer systems all over the world without incurring long-distance telephone costs. Electronic mail between the WELL and other Internet sites gets delivered in minutes.

There are many sites on the Internet that allow you to search databases for software, articles, and a variety of general-interest material. Most of this material can then be copied directly into your WELL account.

The WELL also gives people willing to learn some extra commands access to

USENET, a worldwide system of discussion groups.

SUPPORT

The WELL has a full time support staff on duty every working day. We can be reached by telephone, fax and electronic mail.

You can also login as `trouble` and send a message to the support staff.

Telephone: 415-332-4335 (8am-6pm Pacific time, M-F)  
Fax: 415-332-4927 (anytime)  
E-mail: info@well.sf.ca.us (more information)  
support@well.sf.ca.us (questions & help)

## HOW TO JOIN

You can use any computer that has a modem and communications software to login to the WELL.

You can open an account on the WELL by connecting to our computer and registering online. Use your computer to call our modem lines directly at 415-332-6106. The settings that came with your communications software work fine in most cases. You can use 7 data bits, Even parity and 1 stop bit, or 8 databits, No parity and 1 stop bit. If one group of settings doesn't work, switch to the other. 300, 1200 & 2400 baud are OK.

When you get connected you will see the login banner. It will look something like this:

This is the WELL

DYNIX (R) V 3.0.14 (well)

Type `newuser` to sign up.  
Type `guest` to learn about The WELL.

login:

Type `newuser` press the <return> or <enter> key and go through the self-explanatory registration. Your account will usually be open the next business day if you pay with your credit card. We will open your account as soon as we reach you by phone. Log in and read the Welcome Conference to get oriented. You will receive a printed guide in the mail.

The first time you use your account you can go through an interactive guided tour of the WELL, or you can take the tour later.

You can greatly reduce long-distance phone costs by reaching us through the CompuServe Packet Network (CPN). Get the nearest CPN number by calling 800-848-8980 from within the 48 contiguous US states, or call our office if you are outside the 48 states. When you connect through CPN you will see:  
Host Name: You type: `well` and you will be connected to us.

If you have access to the Internet you can reach us without long-distance charges. To reach us through the Internet use `rlogin` or `telnet` to us at our Internet address: `well.sf.ca.us` Our IP address is: `192.132.30.2`



There are a number of ways you can get access to the Internet; call us for more information. Our number is 415-332-4335

#### THE WELL FOR GROUPS AND BUSINESS

The WELL provides many features that benefit groups and businesses.

**PRIVATE CONFERENCES:** Any group or business can have its own "members only" private conference. You control the access list. You can arrange so that your conference is the first thing members see when they login to the WELL.

Having one or more private conferences enables your people to keep in touch with each other and exchange important information regardless of everyone's physical location or differing schedules. For example, you might have people in different cities who need to coordinate with each other or the main office. By using the WELL and a private conference your people can each report in at the end of their work-day, and catch up on the latest information from each other or their boss.

**A STIMULATING ENVIRONMENT:** By using the WELL as your organization's computer network you place yourselves in the middle of one of the most active and interesting collections of people. By having access to the over 200 public conferences on the WELL your organization can benefit from contact and interaction with intelligent people from all over the world.

**CUSTOM BILLING:** We can bill your group as individuals or through one central office.

**CUSTOMER SUPPORT:** The WELL office has full-time customer support staff on duty every working day. Contact us by telephone, fax, or electronic mail.

All of this at no extra charge!

Telephone: 415-332-4335 (voice) 415-332-4927 (fax)  
E-Mail: support@well.sf.ca.us

#### THE WELL IS INEXPENSIVE

Just \$15/month plus \$2/hr billed by the minute. The first 5 hours (@\$2/hr) are free, so be sure to explore and ask questions when you first get on the WELL. You also get up to 512K free file storage in your personal WELL directory.

**CPN SURCHARGES:** Connecting to the WELL through the Compuserve Packet Network (CPN) allows you to greatly reduce long-distance charges. All CPN charges are billed by the minute. Reaching the WELL through CPN adds the following surcharges to the basic \$2/hr rate of your WELL bill.

In the United States CPN access from the contiguous 48 states carries a surcharge of \$4/hr. CPN access from Hawaii, Alaska and Canada carries a surcharge of \$6/hour. CPN is available from many locations in Europe with a surcharge of between \$12 and \$15/hr, and from Japan with a surcharge of

\$16/hr. There are various ways to use CPN to reach us from Asia, Africa, Australia and other locations. Please contact us for procedures and rates.

DISK STORAGE CHARGES: You receive 512K of free storage space with your account. You can store additional material at the rate of \$20/1024K per month, pro-rated.

INTERNET ACCESS: There is no extra charge to reach the WELL through the Internet regardless of your location - Berkeley or New Zealand, New York or Nairobi, the WELL charges are only \$2/hr.

Receive \$10 Credit for referrals if you refer someone to the WELL, and they mention your name when they register you will receive a credit of \$10 towards your WELL bill.

Prices are current as of January, 1993.