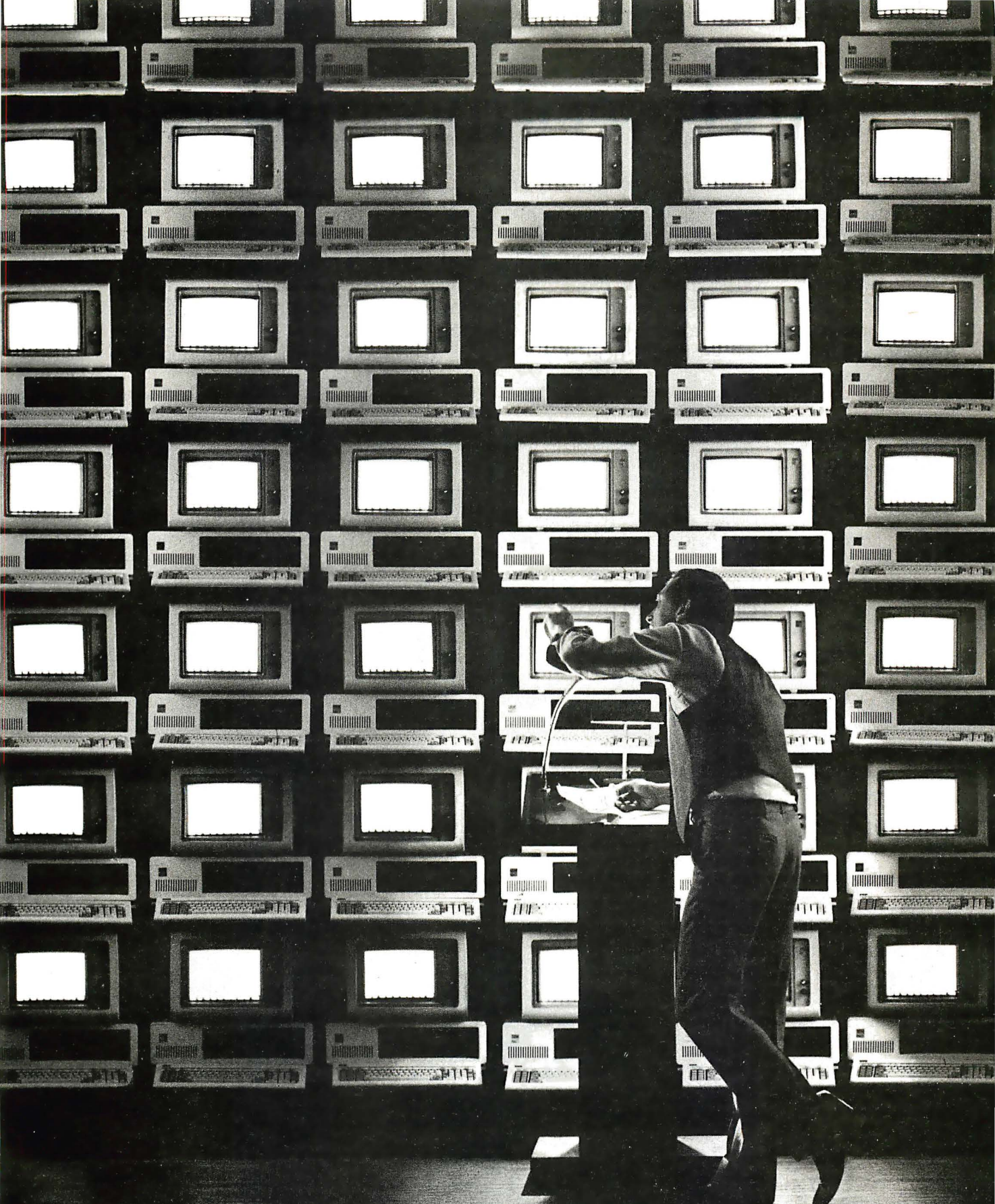




We're the people who tell
the PC how to think.

And every morning, we give

MS-DOS.

It's the operating system that gives most computers their start. The system that is the brains of every IBM® PC. By definition, you can't be IBM compatible unless you're Microsoft compatible.

In short, most computers in the world won't make a move without Microsoft. When you're shopping for application software, neither should you.

Because we enjoy a degree of technological intimacy with the PC which simply can't be matched by anyone else. And helps explain why our programs exploit so brilliantly the capacities of IBM PCs and their compatibles. Programs we modestly label, "The High Performance Software."

An advertising boast. And eminently supportable.

Just as we keep advancing MS-DOS® itself (now in Version 3.1), we keep expanding the capacities of our applications. And matching those increased abilities with disk based tutorials, on-line help, and a superb system of direct telephone support.

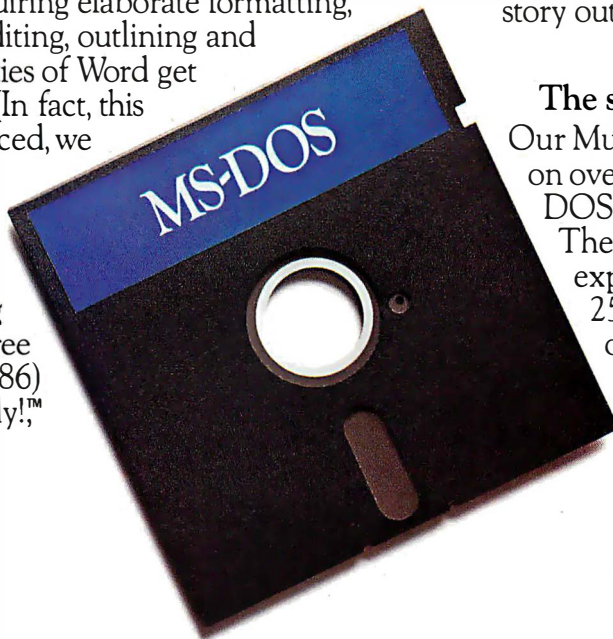
The product of all this is a line of applications which combine a common sense operating style. Which makes them immediately usable. Along with an extraordinary depth of features. Which will be there to meet the demands you'll make as your computing abilities grow.

Microsoft® Word.

The ultimate means of committing ideas to paper.

Whether you're writing a simple memo, or a major proposal requiring elaborate formatting, the sophisticated editing, outlining and formatting capabilities of Word get you finished faster. (In fact, this program is so advanced, we now offer a special version that takes full advantage of networks.)

Word's organizing ability is supplied free (thru February 28, '86) in the form of Ready!™



the memory-resident outline processor from the makers of ThinkTank.™

Once your thoughts are organized on screen, what you see is what gets printed out. Like **Bold-face**, underline, *italics*, subscript, and superscript. Instead of hieroglyphics. So you don't have to keep printing drafts until you finally get what you want.

When you are ready, Word runs all popular



printers. Including the latest laser printers. Which Word will drive to absolutely stunning feats. So you can produce at your desk, document quality not previously seen outside a print shop.

Meanwhile, Word's ability to open windows lets you display multiple Word files on screen simultaneously. Making it extremely easy to cut and paste between documents. Or construct something new from what you've already written. Furthermore, you can instantly recall standard passages, phrases, or terms from Word's Glossary. And from the Stylesheet, all your standard formats.

All Word's abilities, from the basic to the most sophisticated can be learned easily as you go. A comprehensive Computer Based Training disk is included with the program. An interactive instruction system so highly evolved, it coaches you to proficiency at any pace you like.

Microsoft Word. When you want to get your story out fast.

Microsoft Multiplan.®

The spreadsheet millions count on.

Our Multiplan spreadsheet is already running on over one million computers. Now the MS-DOS version has been enhanced.

The worksheet is bigger. An expanded matrix of 255 x 4095 adds up to over a million cells.

New Multiplan calculates up to four times faster



5,000,000 computers the boot.

than first generation Multiplan. (And faster than even the latest version of 1-2-3® in most uses.) While Multiplan macros reduce repetitive command sequences to a single keystroke.

Multiplan reads and writes 1-2-3 files with one deft command. So you can share spreadsheets painlessly from PC to PC. It's also the only spreadsheet that offers linking. Along with true model consolidation. (In batches, or one at a time.) All in one command.

So you can overwhelm those huge models. Not vice versa.

Yet, for all its power, Multiplan is a breeze to manage. Like you, it works intuitively. So you can deal with the most demanding jobs quickly and naturally.

If you're looking for your basic super spreadsheet — without the super pricetag — Multiplan is the one you'll want. In a crunch.

Microsoft Chart.

For best performance in a supporting role.

Chart, which from the start has stood at the top in business graphics, is now offered in a new version. And a real dazzler it is.

When you're the one making the presentation, Chart backs you up with superior firepower in support of your arguments. Not only in black and white

and on paper, but in vibrant color, directly on high-resolution 35mm slides and overheads. And of course, Chart drives all the popular dot matrix printers, laser printers, and color plotters.

No other program comes near Chart's versatile talents. Choose from 177 colors. And graph formats of every description: bar, area, pie, column, high-low, and scatter charts. Up to 16 charts to a page. Add text anywhere in countless type styles. Move, size, or shift.

And now Chart links directly with Lotus® 1-2-3. As well as Microsoft Multiplan. So when the numbers change, the charts change, automatically. It works wonders, too, with VisiCalc®, dBASE III®, R:BASE 5000®, and a chorus of others.

So before you face another meeting, prepare yourself with Microsoft Chart. And enjoy the advantage of graphic superiority.

Microsoft Access.

The great communicator.

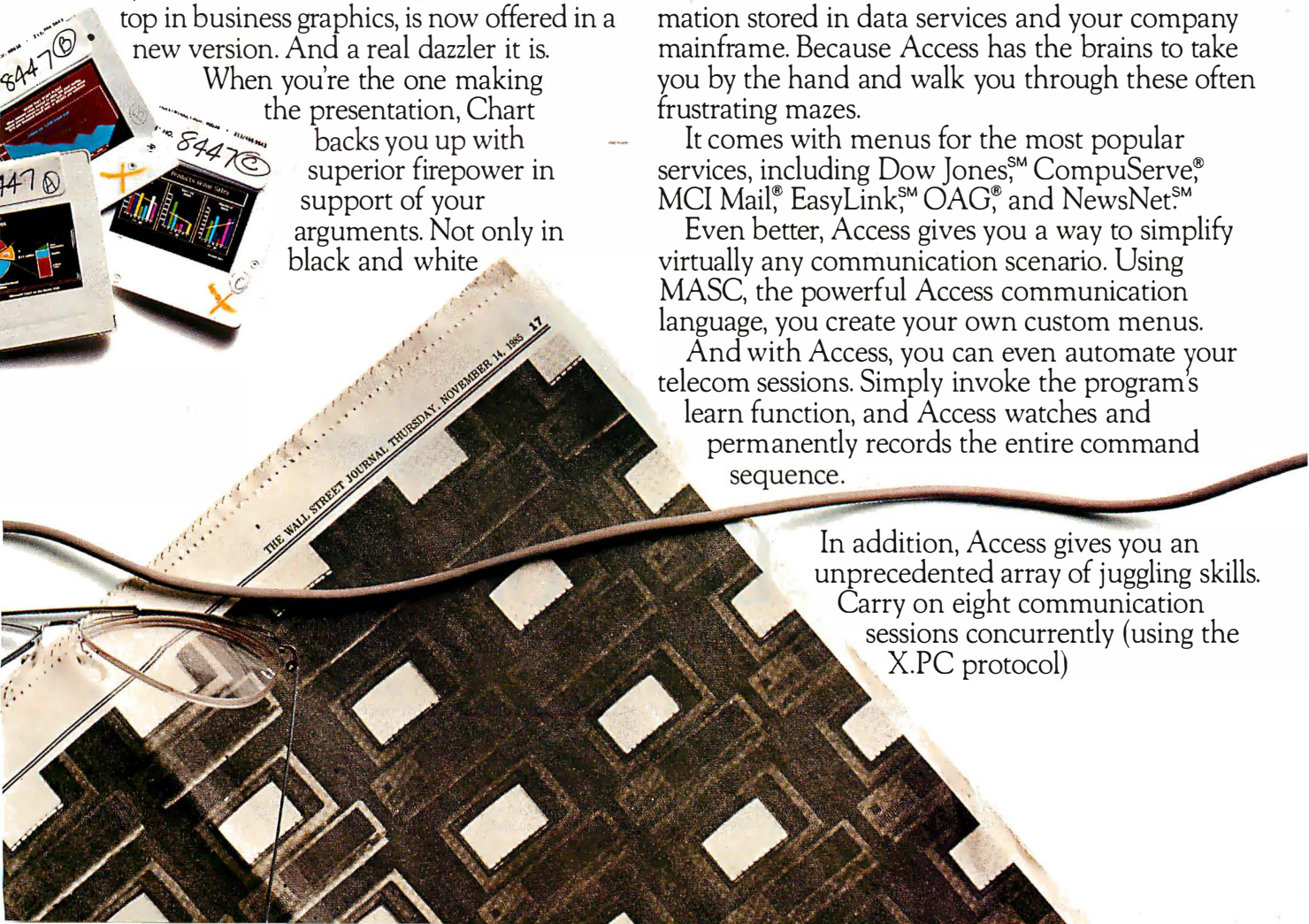
Access is our highly acclaimed new contribution to communication. Your link to the vast information stored in data services and your company mainframe. Because Access has the brains to take you by the hand and walk you through these often frustrating mazes.

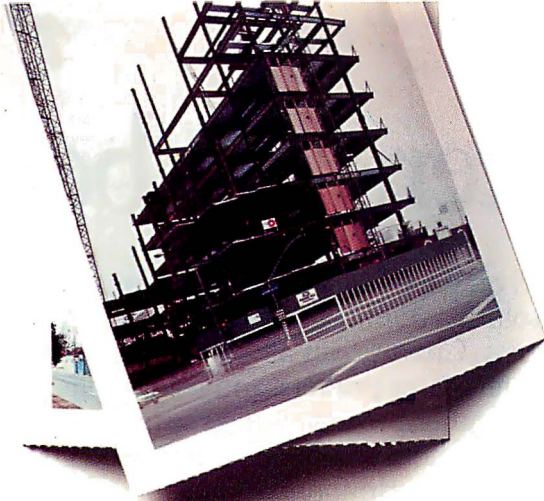
It comes with menus for the most popular services, including Dow Jones,SM CompuServe,[®] MCI Mail,[®] EasyLink,SM OAG,[®] and NewsNet.SM

Even better, Access gives you a way to simplify virtually any communication scenario. Using MASC, the powerful Access communication language, you create your own custom menus.

And with Access, you can even automate your telecom sessions. Simply invoke the program's learn function, and Access watches and permanently records the entire command sequence.

In addition, Access gives you an unprecedented array of juggling skills. Carry on eight communication sessions concurrently (using the X.P.C protocol)





displaying them each in their own window. Contact two data services through two modems at once. Edit on-line or off line, and export that data into programs like 1-2-3 and Multiplan.

So you could, for instance, monitor every stock exchange. Collect quotes and price histories. Edit that info for a report. While sending the updated numbers to your spreadsheet. And do it routinely.

Microsoft Access. When you need to dig out information, it's a bulldozer.

Microsoft Project.

So you won't get buried by major undertakings.

This is the program that brings method to the madness of long and complex enterprises. Tasks made more manageable by Microsoft Project's adaptability. And by its easy-to-learn, uniquely intuitive operating style.

Unlike other programs, ours doesn't make you do drudge work. Instead, you simply enter data like you do on a spreadsheet. Then Microsoft Project cranks out the Pert and Gantt charts for you.

You get all the features you need to get a handle on any logistical problem. Including Plan versus Actual tracking.

And scheduling from minutes to months.

We also make sure it won't be a major project to learn Microsoft Project. Included with the software is a complete course on a Computer Based Training disk. A uniquely talented teacher with the ability to "coax" you to success.

Microsoft Project. It makes sure the best laid plans get carried out on schedule.

Microsoft Mouse.

When pointing is quicker than typing.

The new Microsoft Mouse is designed to exploit fully the abilities of Microsoft Word and Windows, Microsoft Project and Multiplan 2.0. If you use programs like Lotus 1-2-3, WordStar®, DisplayWrite®, our Mouse will run them more efficiently.

Take advantage of Mouse mobility to skip through paragraphs, highlight sentences or entire passages. And initiate commands with a mere point-click.

In addition, much of what you are doing by hand today can be automated through our Mouse Menus. Which translate multiple key commands and mouse moves into a one mouse-click operation.

The Microsoft Mouse even includes a free graphic bonus—PC Paintbrush™. A color paint program that can liven up any paper presentation.

MS-DOS applications from "MS" itself. For running your PC, your life, or your business, everything you need to know is our name.

After all, most of the world's computers take their instructions from us. When you're shopping for software, so should you.



Microsoft

The High Performance Software™

For the name of your nearest Microsoft dealer, or to get upgrade information, call (800) 426-9400.
In Washington State and Alaska, (206) 828-8088. In Canada, call (800) 387-6616.

Microsoft, MS-DOS and Multiplan are registered trademarks and The High Performance Software is a trademark of Microsoft Corporation. Ready! and ThinkLink are trademarks of Living Videotext, Inc. IBM is a registered trademark of International Business Machines Corporation. Lotus and 1-2-3 are registered trademarks of Lotus Development Corporation.

Dow Jones News/Retrieval is a registered trademark of Dow Jones & Company. CompuServe is a registered trademark of CompuServe Incorporated. MCI Mail is a registered service mark of MCI Communications Corp. Easy Link is a service mark of the Western Union Telegraph Company. OAG is a registered trademark of Official Airline Guides, Inc. NewsNet is a registered service mark of NewsNet, Inc.

PC Paintbrush is a trademark of ZSoft.

WordStar is a registered trademark of MicroPro International Corporation. DisplayWrite is a registered trademark of International Business Machines Corporation. VisiCalc is a registered trademark of VisiCorp.