

Introducing Power Windows.



Microsoft® Windows has arrived. For anyone who uses a computer in earnest, that is extremely good news.

Windows gives you a practical way to integrate programs. It radically decreases the time it takes to move from one application to another. Dramatically simplifies the means of consolidating data from many different programs.

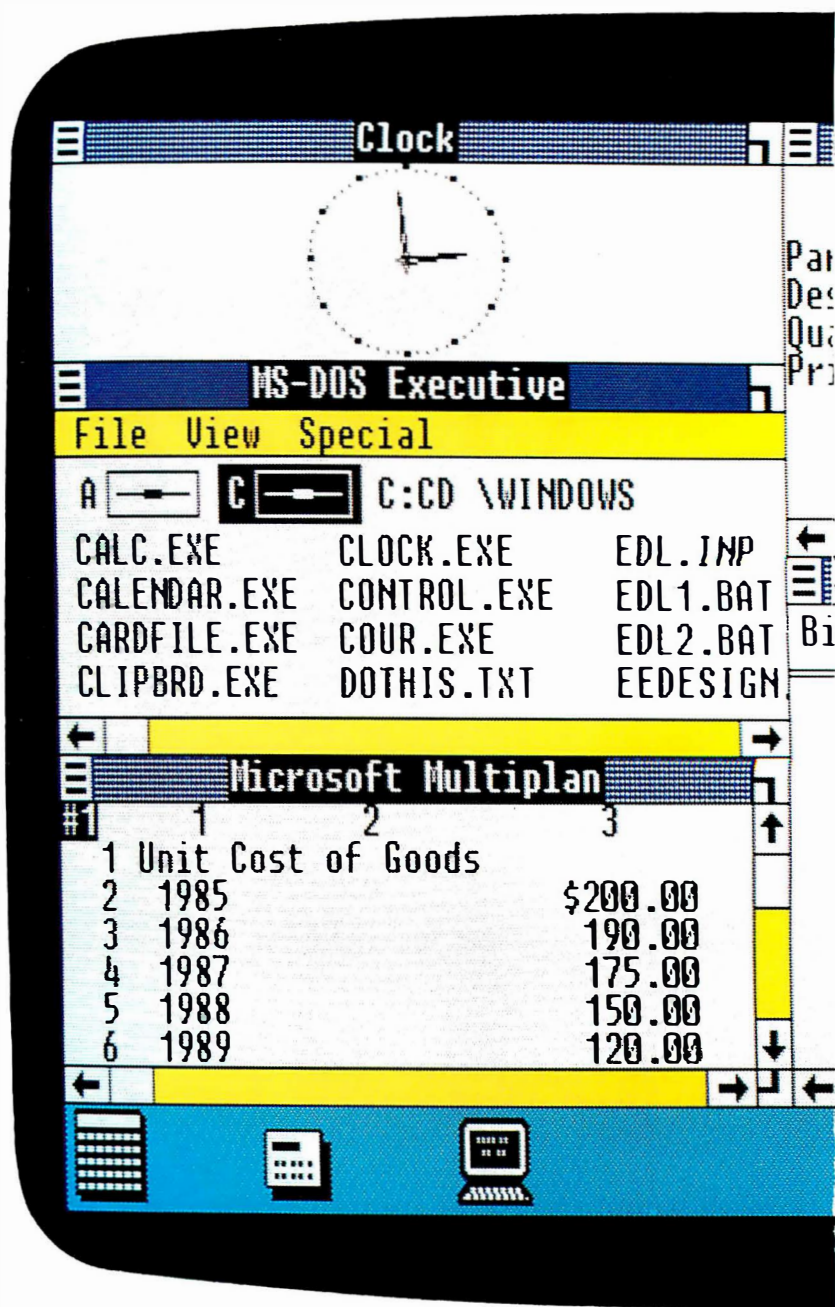
And, as a graphical extension of the MS-DOS® operating system, it gives you a highly visual way to work and to organize your work.

In short, Windows brings efficiency to all those processes of personal computing which have till now been awkward, unwieldy, inconvenient.

The joys of job hopping.

With the advent of Windows, you can work with multiple applications. And switch from program to program with ease.

Start up with one application, then another, and another. Leap back and forth between applications as your work routine dictates. Then pick up right where you left off.



The ability of Windows to change quickly from program to program logically and naturally magnifies the utility and productivity of the personal computer. And is a recognition of the way people who exploit the power of PC's really do their jobs.

Breaking the 640K barrier.

Just like you, Microsoft Windows can handle several projects at the same time. Juggle assignments. Deal with frequent interruptions.

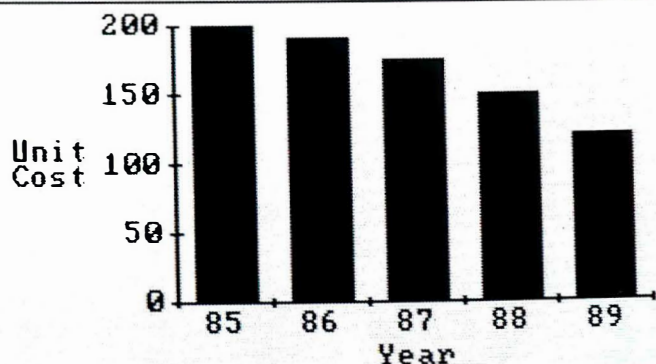
And Windows will ignore the 640K limit of your PC, especially if you have a hard disk, the Intel® Above Board, or expanded memory. It will execute the rather neat trick of working with more programs than memory can hold at one time.

IBM Filing Assistant

Item # : 101700
Description : VHS Video Recorder
Quantity : 746
Price : 399.00

Clipboard

Snapshot



Spreading knowledge.

Another great service Windows performs is accelerating the movement of information from one program to another.

Collecting and combining that information is as simple as taking a "snapshot" of data in one program. Editing it. Then consolidating it with data from other programs.

With Windows, you can enjoy the advantages of conventional integrated programs without their compromises. Because Windows lets you put together the applications that you know, and that get a job done for you.

Choose your best word processor, spreadsheet, database—you name it. They're all there for you at a keystroke.

Common ground.

Finally, Windows is not only an immensely powerful tool for today, it's also a solid base for a new generation of Windows applications.

As an introductory offer, two of these—Microsoft Windows Write and Paint—are included in the package. Along with more than a dozen

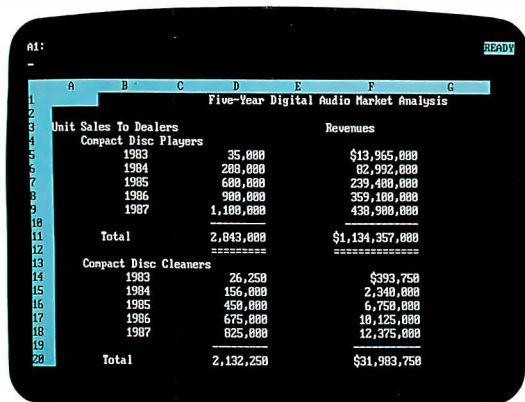
other programs.

In Windows applications you have a common interface which includes drop-down menus, dialog boxes, icons. Along with a richer environment that allows you to mix pictures and text. And to summon different type faces and styles at a keystroke.

Windows is a bridge between today's applications and the graphics based software now evolving. A way to work interchangeably with today's programs. And tomorrow's.

If you're someone who uses personal computing as a natural part of your work life, who capitalizes on the productive powers of sophisticated applications, look into Windows, a new vision of what a computer can do.

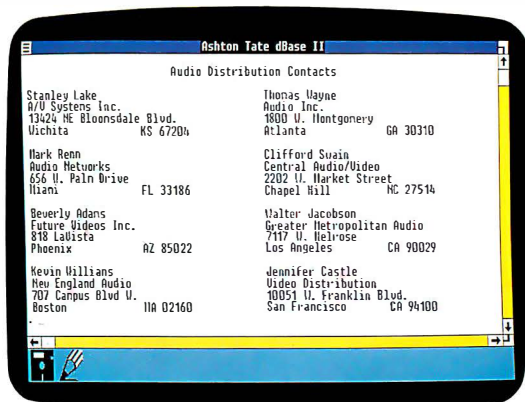
Windows breaks down walls.



Five-Year Digital Audio Market Analysis

Unit Sales To Dealers		Revenues	
Compact Disc Players			
1983	35,000	\$13,965,000	
1984	200,000	82,992,000	
1985	600,000	239,400,000	
1986	900,000	359,100,000	
1987	1,100,000	430,900,000	
Total	2,843,000	\$1,134,357,000	
Compact Disc Cleaners			
1983	26,250	\$393,750	
1984	156,000	2,340,000	
1985	450,000	6,750,000	
1986	675,000	10,125,000	
1987	825,000	12,375,000	
Total	2,132,250	\$31,983,750	

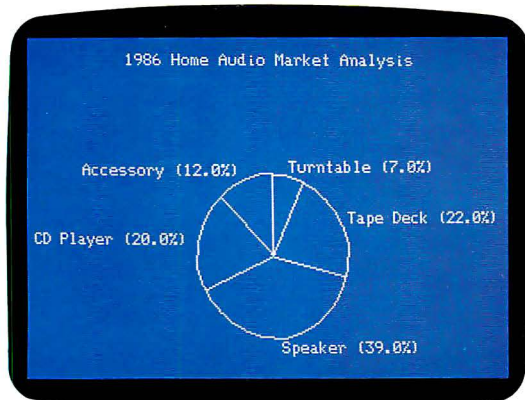
Spreadsheet information from Lotus® 1-2-3® can be captured. And then transferred to Windows Write, our graphic word processing program for consolidating, editing, and formatting.



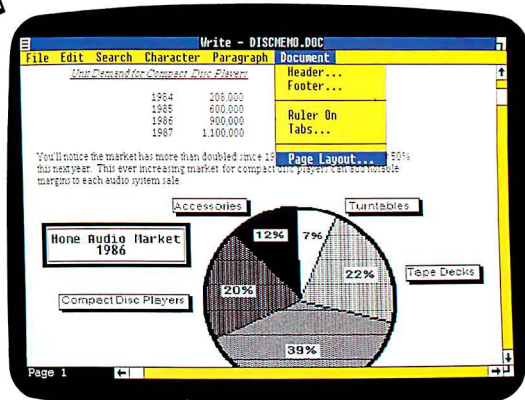
Audio Distribution Contacts

Stanley Lake A/U Systems Inc. 13424 NE Bloomsdale Blvd. Wichita KS 67204	Thomas Wayne Audio Inc. 1800 U. Montgomery Atlanta GA 30310
Mark Renn Audio Networks 656 U. Palm Drive Miami FL 33186	Clifford Swain Central Audio/Video 2202 U. Market Street Chapel Hill NC 27514
Beverly Adams Future Videos Inc. 870 LaBista Phoenix AZ 85022	Walter Jacobson Greater Metropolitan Audio 1717 U. Helrose Los Angeles CA 90029
Kevin Williams New England Audio 707 Campus Blvd U. Boston MA 02160	Jennifer Castle Video Distribution 10051 U. Franklin Blvd. San Francisco CA 94100

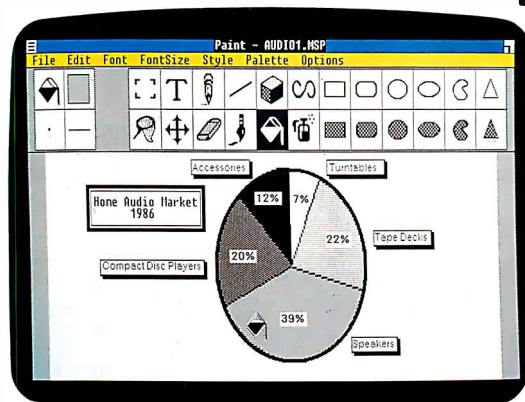
Data from dBASE II® can also be copied and transferred to Write.



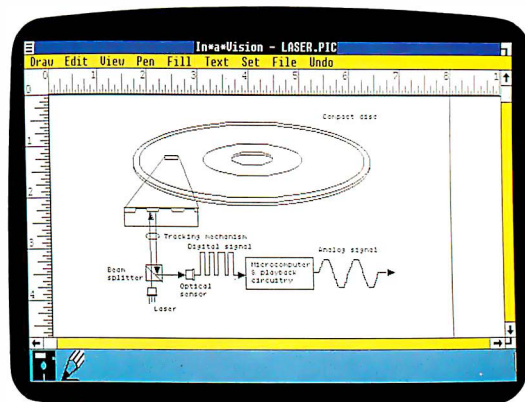
Using your spreadsheet data, build a Lotus chart. Then capture it from the screen. And paste it into Windows Paint.



Windows Write is a straightforward and able word processor. It serves as the "great integrator" in Windows. The place where text and graphics from all your other programs are organized and formatted for presentation. What you see on the screen is what you'll get on the printout.



Windows Paint is an illustrator's studio. A palette of graphic tools. Use Paint to create drawings and diagrams. Or, in this case, to enhance a 1-2-3 chart to emphasize your point.



In-a-Vision, a Windows application by Micrografx, Inc., is a computer-aided design program. Its highly detailed technical illustrations are easily transferred to other Windows applications.

Windows lets you freely combine information from all your applications. And gives you the means to organize, compose, format and print it.

Because Write and Paint are graphic programs, they brilliantly exploit the capabilities of dot matrix and laser printers. When you're satisfied with what you've done in Write, print it.

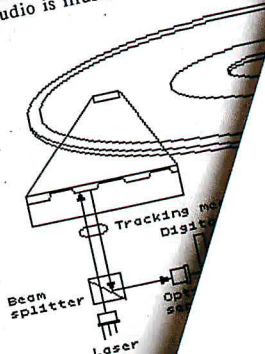
For a stunning presentation.

Windows provides an easy means of selecting and gathering text and graphics from your programs. And then consolidating it all—text, numbers, and images—in one application.

Windows Write and Windows Paint can serve as a staging area. There you highlight, expand,

As CD players continue to gain a larger share of the audio market, the demand for quality accessory items will also continue to grow. Consumer Audio can provide you with a full line of accessories to complement your audio equipment. When you consolidate all this, the bottom line is more net revenue for you.

Take a look for a moment at the technology of compact disc players and you will soon understand why this market can be burgeoning so rapidly. The simple concept utilizing digital audio is illustrated in the diagram shown below.



I will be in your line of audio equipment up a convenient.

Thanks for your Please feel free to I look forward to Sincerely,

Consumer Audio Incorporated
11705 Wellington Parkway
Morristown, New Jersey 07960

Clifford Swain
 Central Audio/Video
 2202 W. Market Street
 Chapel Hill, NC 27514

Dear Mr. Swain:

As a major supplier of compact disc players in the audio market, it is my pleasure to introduce you to **Consumer Audio**. Our product line includes all major brands of audio equipment and accessories including the latest in compact disc technology.

Compact discs have revolutionized the art of sound reproduction. Their acceptance as a universal standard for home-use audio has made way for numerous business opportunities selling related equipment and accessories.

As shown in the table below, the unit demand for compact disc players is rapidly increasing. **Consumer Audio** is committed to supporting you in every possible way to capitalize on this tremendous opportunity.

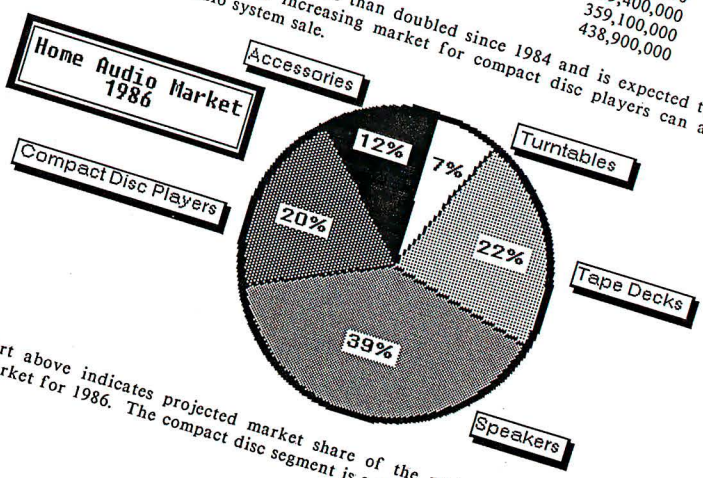
Unit Demand for Compact Disc Players

1984	208,000
1985	600,000
1986	900,000
1987	1,100,000

Estimated Revenues

\$ 82,992,000
239,400,000
359,100,000
438,900,000

You'll notice the market has more than doubled since 1984 and is expected to grow 50% this next year. This ever increasing market for compact disc players can add notable margins to each audio system sale.



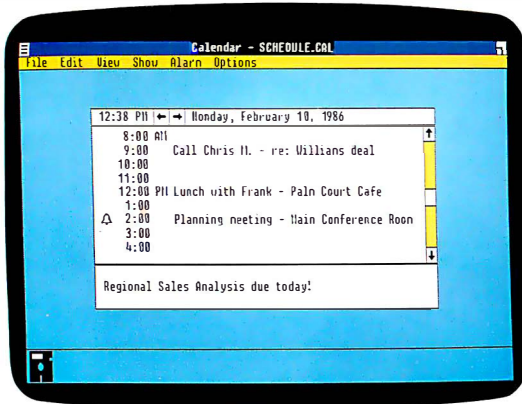
The chart above indicates projected market share of the major segments of the home audio market for 1986. The compact disc segment is a marked increase from 1985.

and compose text, charts, and illustrations drawn from a variety of programs. Then format it all for printing.

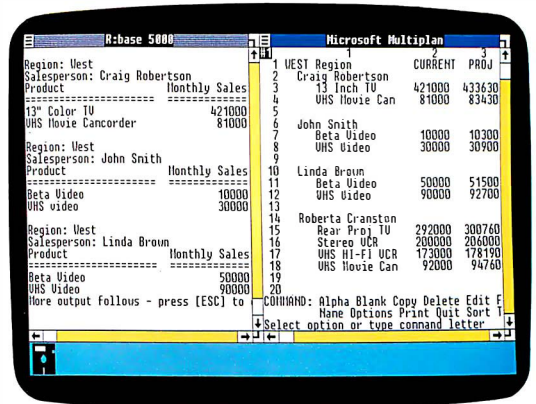
For instance, you can move data from Lotus 1-2-3 and dBASE II into the Windows Write word processor. A chart from 1-2-3 can likewise be pasted into Paint, a drawing tool. There you

have the means to transform a basic chart into something that communicates exactly what you want to say. Which you then transfer to the letter being produced in Write. When you're happy with content and composition, print the page on a graphic printer just as you see it. The better your printer, the better the result.

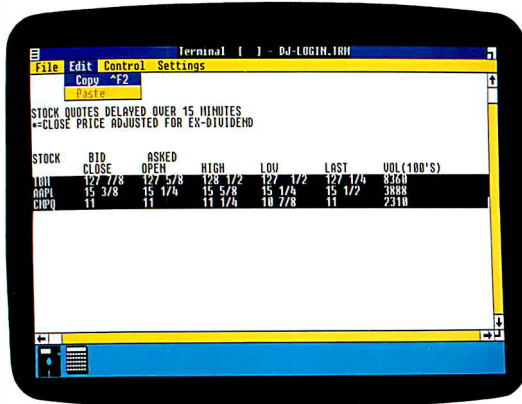
Spend a day with us. You'll



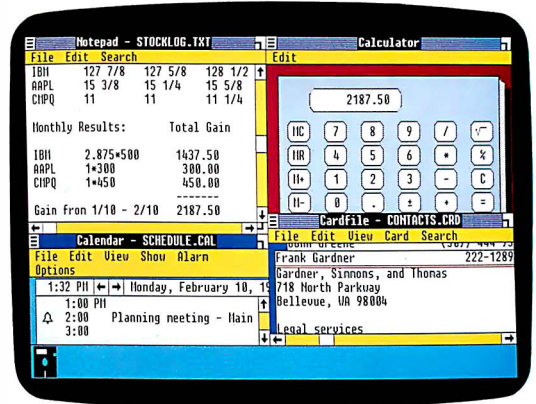
7:45 AM. Early as usual. Opening Windows lands you in the MS-DOS Executive, the Windows command center and file directory. Run the Windows Calendar program and see what's up for the day.



7:55 AM. You've got a report due by the end of the day. A comprehensive sales analysis. Bring up Multiplan® and R:BASE 5000® Copy regional sales data from R:BASE into Multiplan.



1:30 PM. Market's closed. How'd you do? Open Terminal to dial Dow Jones News/Retrieval® and check the final quotes. Copy and paste them into Notepad.



1:45 PM. You did pretty well today. So use the Windows Calculator to figure your gains. Which you duly note in Notepad. Your good luck, however, requires a call to your tax attorney. A quick click brings up his listing in Windows Cardfile. Another click dials him automatically on your modem.

One of the great beauties of Windows is that in the here and now you enjoy the benefits of computing's future path—graphically oriented software. Without giving up any of the applications you're happy with today.

Windows integrates the DOS programs you're already using with a wide array of Windows applications.

In addition to Windows Write and Paint, the package includes a collection of Windows desktop applications which you can use to

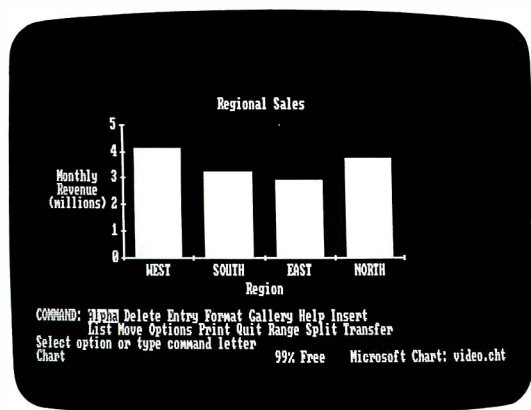
manage your day-to-day activities. A calendar, cardfile, notepad, calculator, and telecommunications program, just to name a few. Used together with your standard applications, they can handle an impressive list of office routines.

Spend a day with Windows and the future of business computing falls into place.

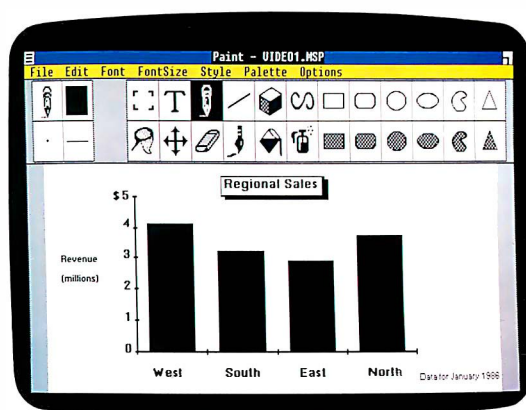
Windows isn't merely an operating environment. It's an extremely useful collection of applications.

And because Windows runs most existing

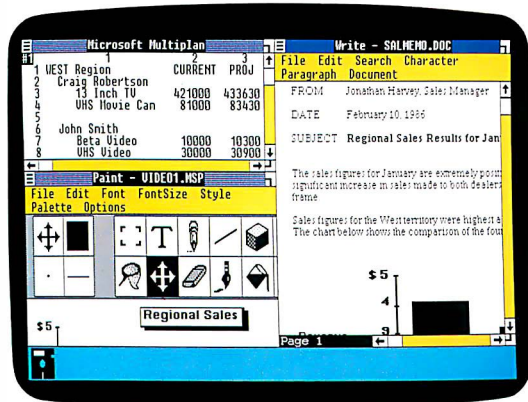
never give up a Windows office.



10:30 AM. You've squeezed everything you can out of the numbers. Now open up Microsoft Chart. And let the pictures tell the story. When you've made a chart fit for presentation, capture it from the screen.

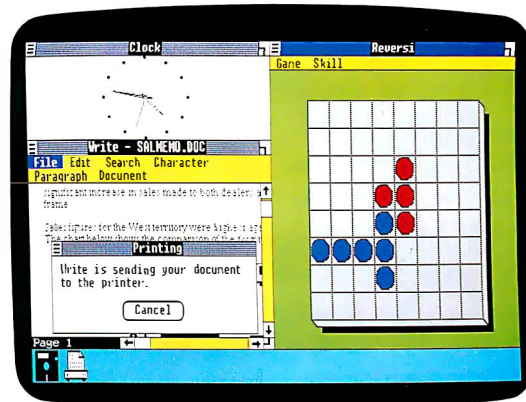


11:00 AM. Paste your finished chart into Windows Paint. Add borders, highlights, and illustrative detail. Not only more appealing, but more effective.



1:55 PM. No sooner do you hang up, than your Calendar alarm sounds. Checking the Calendar, you find you've got a meeting at 2.

3:00 PM. The meeting went on forever. About time you got back to that report. Copy the chart from Paint, and paste it into Write. It looks brilliant. Now write it so it *sounds* brilliant.



4:48 PM. Everything on screen is looking good. You're ready to print. Open Clock to confirm time. That's right, it's tight. Choose the Print command and send the document off to the printer. Open Reversi for a quick game while you wait. While you beat the clock you can try beating the computer.

5:00 PM. Report printed impeccably. Turn it in and shut down for the day. After all, you were in fifteen minutes early.

standard DOS applications, it's ready to handle any job you need to do today.

But Windows also represents a foundation for the future.

The Windows interface establishes a common set of command conventions, drop-down menus, dialog boxes, and icons to standardize operations for all forthcoming Windows applications. Which means once you've learned one Windows application, learning the next one will be *deja vu*, not start from scratch.

Windows Write and Windows Paint are the first examples of programs that embrace the standard.

In-a-Vision, an impressive computer-aided design program by Micrografx, Inc., is another example. Many more are now being written.

And because Windows runs standard DOS applications, you can look forward to the future.

But you don't have to wait for it.

**The first reviews are in.
Here's what they see in Windows.**

Prominent reviewers and industry experts have been eagerly awaiting the arrival of Microsoft Windows.

Now they've had a good look. And we're pleased to record their responses to what they saw.

"I'll bet on Microsoft Windows."

Jonathan Sacks, West Coast editor of *Popular Computing* magazine.

"You've got a clear winner..."

Stewart Alsop, editor and publisher of *P.C. Letter*.

"...Windows looks very good..."

Peter Norton, in his column in *PC Week* 9/24/85.

Of course, all this is going to cost you: \$99.

A price that makes Windows the most startling value ever offered in software.

A comparable collection of programs—a switching program, a graphic interface, desktop applications, a word processor, a drawing program—could easily cost hundreds of dollars more.

Windows will instantly deliver you a more productive present. And a leap into the future.

A future which, frankly, we have no interest in keeping exclusive. At this price, it looks to be arriving in a rush.

Integration features:

- Work with multiple applications and switch between them.
- Run more applications than fit in memory at one time.
- Consolidate information from standard DOS and Windows applications.

Applications included:

- MS-DOS Executive—DOS file management program. Run programs; format disks; copy, rename, delete files.
- Calendar—Set appointments with optional alarm reminders; daily or monthly view.
- Cardfile—Filing program; cards can include text or graphics, autodial capability.*
- Notepad—Text scratch pad/editor; time/date stamp option.
- Terminal—Telecommunications program; copy session data to other programs or capture to file; autodial capability.*
- Calculator—Common arithmetic operations, plus square root, percent, and memory.
- Clock—Can be displayed anywhere on the screen.
- Reversi—Strategy game; four levels of play.
- Control Panel—Set time, date, communication ports, colors, add/delete printers.
- Program Information File (PIF) Editor—Create or edit PIF files for standard applications.
- Print Spooler—Print files from Windows applications while running other programs.
- Clipboard—View information copied from applications.
- RAMDrive—Setup memory expansion cards as a RAM disk.

Introductory offer also includes:

- Windows Write—Graphics based word processor.
- Windows Paint—A full-featured drawing program.

*requires a Hayes compatible modem

Windows will open your eyes.

We invite you to visit your Microsoft Dealer and get a screenful of Microsoft Windows. We think you'll agree Windows is clearly a winner.

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Microsoft AB
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