

# **BACKGROUND**

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## **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**

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# 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 Mail<sup>SM</sup>, special interest Forums<sup>®</sup> and CB Simulator<sup>®</sup> 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 Drive<sup>TM</sup>, Hollywood Hotline<sup>TM</sup> and the Music Hall<sup>SM</sup>.

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, NetLauncher<sup>TM</sup>, or the browser of their choice. For easy Internet access, CompuServe's SPRY<sup>TM</sup>/Internet Division offers the industry-leading Internet In a Box<sup>TM</sup> and Mosaic In a Box<sup>TM</sup>.

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

## **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.

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## **System Requirements, Pricing and Availability**

WorldsAway will be available to all CompuServe members worldwide in 1995, to be used with CompuServe Information Manager<sup>®</sup> (WinCIM<sup>®</sup> 1.4 or higher and MacCim<sup>™</sup> 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](mailto:worldsaway@ossi.com)). For information on CompuServe membership, call 800-239-2247 and ask for the WorldsAway representative.

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