



1990 Worldwide Developers Conference

Electronic Information Services



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Jones Information Services



Adding Value to Your Product with Information

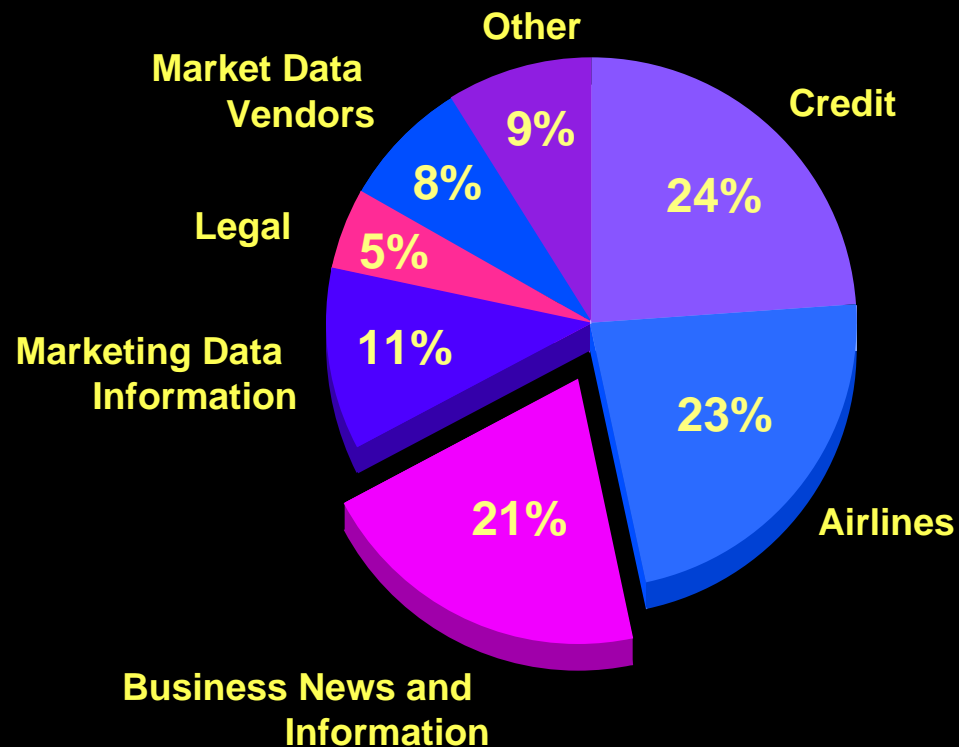
Electronic Information Services

1988 North American Revenues

- **\$6-Billion Market**

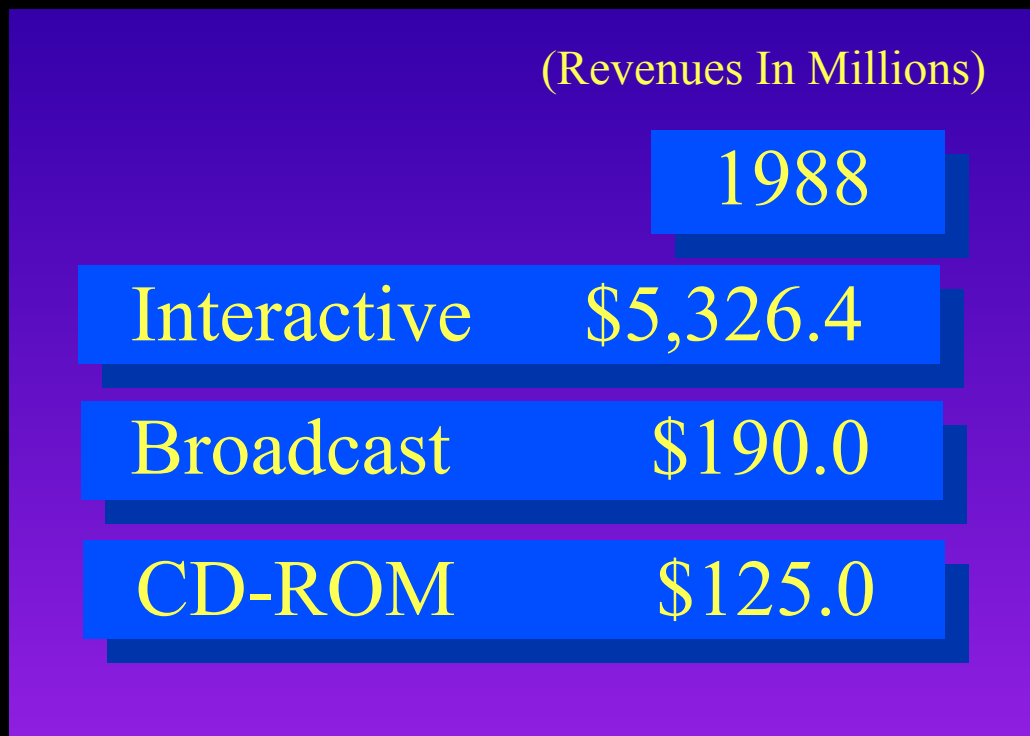
Market Segments

1988 North American Revenues (\$M)



Data derived from Link Resources survey 1988

Information Industry



Source: Link Resources Corp. 1988

Online Information Business Growth

- North America accounted for \$6.0 billion in user expenditures in 1988
- Expected to grow to \$11.23 billion by year-end 1991
- Compound annual growth rate of 20.1%

Source: Link Resources Corp. 1988

Online Services Through Mid-80s

- Financial professionals
- Research professionals
- Consumers

Source: Link Resources Corp. 1988

Online Service In the 90s

- Financial professionals
- Research professionals
- Consumers
- **Business professionals**
 - **Growth market**

The Apple “Online” Experience

Year	Products/Categories	Focus
1979	Apple News and Quotes Reporter	External
1984	Communications Program	External
1985	AppleLink	Ext./Int.
1986	AppleTalk	Internal
1990s	Network Products	Int./Ext.

The “Online” Experience in the Corporate Market

	Broadcast	Interactive
Up to 1990s	NO	YES
1990s and Beyond	YES	YES

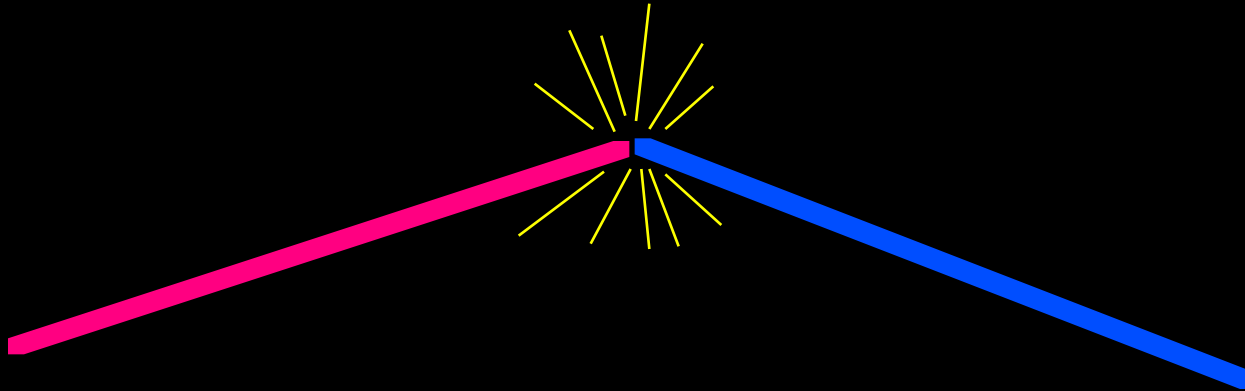
Broadcast Addresses the Most Critical Question of Business In the 90s



- What do I need to know
- Even if I don't know
I need to know it

The 90s

- The Apple and online trendlines will converge
- It starts with customer requirements



Customer Requirements

- Timeliness of delivery
- Affordable fixed-fee pricing
- Easy to use (automatic)
- Redistribution (store and forward)
- Ability to customize
- Adaptability to existing systems

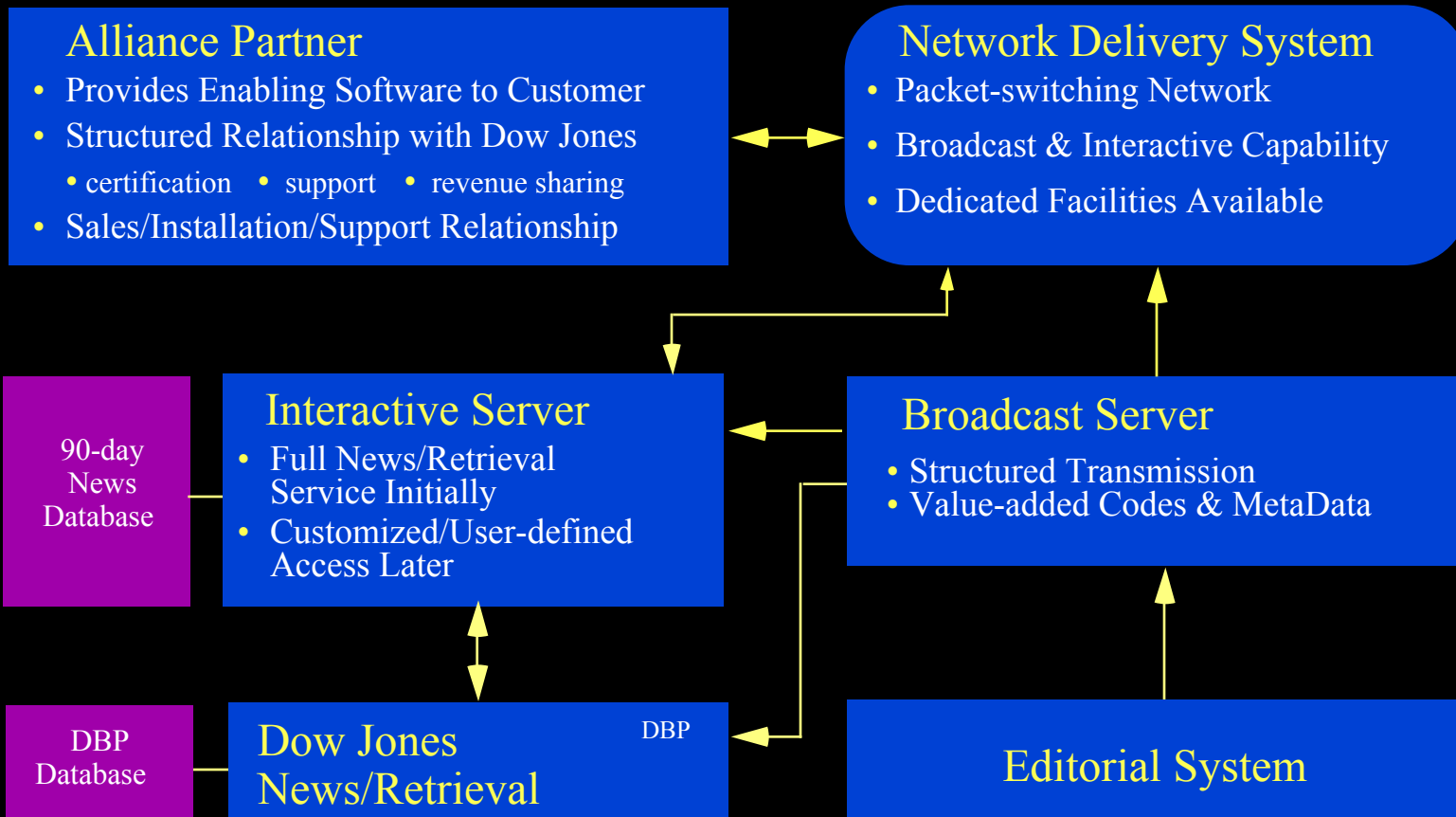
Dow Vision

- A comprehensive, fully integrated information service

Dow Vision Components

- Broadcast server
- Interactive server
- Network delivery system
- Alliance partner program

Dow Vision Configuration



Opportunities for Developers

- Real-time information products
- Platforms to other applications

Real-Time Information Products

- Securities trading systems
- News filtering
- Text retrieval
- EIS/DSS

Platforms to Other Applications

Servers that Provide Information

- Dynamic text documents
 - Personalized, real-time, newspapers
- Dynamic numerical documents
- User agent products

Q

What Are We Trying To Do For Users?

A

- Make information more valuable
- Make information more accessible
- Fit into the user's workstyle



The power to be your best