

September 16, 1988

Clovice A. Lewis Jr.
Technical Media Enterprises
38660 Lexington St. #646
Fremont CA 94536

Dear Clovice,

Because you are a valued developer of new media learning and reference solutions, we would like to invite you to participate in a pilot project this fall.

As you may know, businesses are expressing strong interest in using Macintosh platforms for interactive presentations, job reference tools, and on demand learning. Creating compelling solutions often depends on the successful integration of a variety of tools including: HyperCardTM, VideoWorksTM, Course of ActionTM, Pixel PaintTM, Farallon Sound RecorderTM, scanners, digitizers, etc. A visual approach to data representation is also crucial to the success of a piece. Users find that an interactive brochure or a learning experience on networking and communications is far more effective and compelling when it leverages graphics rather than text alone, allows for a non-linear rather than solely linear approach, and supports a high level of interactivity (not just chapter-stop, but closer to simulation).

Many of the businesses we work with need developers or consultants to provide products or services that are custom-made for their companies. For example: an airline may want an on-demand learning piece for flight attendants; a manufacturer of appliances may want a job reference tool for technical repair staff; or a marketing group may want a dazzling presentation for a product roll-out.

Apple corporate and field sales staff are now in the position of needing to refer customers to skilled developers and consultants. Successful matches are more easily made with demonstration materials from providers. A directory alone puts a heavy burden on a customer to make many calls and interview many providers. Attached to this letter are a biographical template and written specifications for a demo disk. Collecting this information from you up front and disseminating it to key contacts in our field sales offices will help facilitate the referral process. We will review the material you submit, consolidate it, and send it to the field.

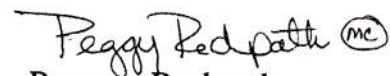
For this pilot, we will be sending your information on to regional market development staff who will in turn, serve as regional referral agents. We are soliciting only fifty developers at this time. At a later date, we will open this to wider participation. We think this program will give you a competitive advantage in marketing your services to businesses wanting custom development. We are looking forward to working with you on this project. If you have any questions, please link Linda Stone (STONE2) or call 408/973-6370. All material is due by Monday, October 17, 1988.

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Sincerely,



Linda Stone
New Media Markets



Peggy Redpath
Multi Media Evangelist