

Reseller Collateral Guide



This guide was developed to keep you up-to-date on the current collateral and sales tools that are available to you. It will be updated on a regular basis and will be sent to you in *NeXTNews*.

All unit costs include sales tax and shipping. Some of the collateral is pre-packaged (and is the minimum quantity you can order) with a bulk price per pack listed.

To Order:

NeXT's corporate literature fulfillment house is The Hibbert Group.

To order your collateral, either mail, fax, or e-mail an order form to:

The Hibbert Group: NeXT Collateral Orders
1601 Park Avenue West
Denver, CO 80216

NeXT Customer Service Rep: Kathy Sanford
NeXT Service Center: 303-292-NeXT
Fax Number: 303-292-0412
NeXT e-mail address: hibbert!me@uunet.uu.net

For every order, please make sure you identify the desired method of shipment and the appropriate department and project numbers for billing purposes (for details, please see the Collateral Ordering section of your "Doing Business with NeXT" binder or "VAR Program Guidebook").

No orders will be processed without this information.

If you have any questions, please refer to the Collateral Ordering section of your "Doing Business with NeXT" binder or "VAR Program Guidebook", or contact Kathy Sanford at Hibbert.

* indicates new item since last update to this guide.

Reseller Collateral Guide



Collateral

Brochures/Catalogs (packs of 25 each)	Part #'s	Price
NeXT Product Brochure	1M4709	\$11.25
Higher Ed Brochure	1H4568	\$6.56
NeXTedge Brochure	1N4880	\$8.44
Software & Peripherals Catalog - Winter 92	1M4710	\$56.25
The NeXTstep Advantage Booklet	1M3316	\$42.19
Objectware Catalog*	1M5014	\$1.88
Color Printer Sample Book*	1M5005	\$22.50
Why Upgrade to 3.0 brochure	1M5044	\$0.19
Datasheets (packs of 50 each)		
Hardware		
NeXTCube	1M4873	\$9.38
NeXTstation/Turbo	1M4640	\$9.38
NeXTstation Color/Turbo	1M4711	\$9.38
NeXTdimension	1M4874	\$9.38
NeXT Color Printer	1M4876	\$9.38
NeXT 400 dpi Laser Printer	1M4877	\$9.38
NeXT External CD Rom	1M4875	\$9.38
NeXTSTEP Development Tools*	1M4980	\$9.38
Software		
NeXTstep Release 3	1M4633	\$9.38
DBKit	1M4878	\$9.38
White Papers (packs of 25 each)		
NeXT and Open Systems Standards	1M4633	\$9.38
Mathematica	1M4889	\$9.38
The NeXTstep Decision	1M4639	\$9.38
NeXTstep Connectivity	1M4884	\$9.38
NeXT vs. Sun - A comparison	1M4885	\$9.38
DBKit Object-Oriented DB Connectivity	1M4886	\$9.38
The NeXT Generation of Trader Workstations*	1M5001	\$9.38
Publications (packs of 25 each)		
Higher Education Fall 1992 Reference Guide	1H5018	\$0.19
NeXT on Campus		
Spring 1992	1H2672-006	\$28.13
Winter 1991 (no longer available)*	1H2672-005	\$18.75
Fall 1991	1H2672-004	\$18.75
Summer 1991	1H2672-002	\$18.75
Spring 1991	1H2672-003	\$18.75



NeXTWorld Magazine		
Summer 1992	1M4966	\$0.00
Winter Issue 1992	1M4890	\$0.00
Winter 1991	1M4863	\$0.00
Fall 1991	1M4851	\$0.00
April 1991	1M4838	\$0.00
Premier Issue 1990	1M3949	\$0.00

Independent Studies

Booz Allen Study (25 per pack)	1M4882	\$18.75
--------------------------------	--------	---------

Article Reprints (packs of 25 each)

Financial Market

“The Labor of Jobs Puts NeXT on Wall Street” <i>Institutional Investor</i> , April 1992	1M4983	\$9.38
“Arbing on the Fly” <i>Wall Street & Technology</i> , (UBS Securities) April, 1992	1M4984	\$9.38
“NeXT Development Toolkit Spurs Software Boom in Capital Markets” <i>Global Investment Technology</i> , Vol. 1, No. 11, March 9, 1992	1M4974	\$9.38
“First National Bank of Chicago Puts NeXT First” <i>Global Investment Technology</i> , March 9, 1992	1M	\$9.38
“Energizing The Trading Desk” <i>Wall Street and Technology</i> , (Phibro) March 1992	1M4958	\$9.38
“Salomon’s Phibro Steps Onto NeXT Platform...” <i>Trading Systems Technology</i> , Sept. 23, 1991	1M4636	\$4.69
“Chicago Research & Trading Opts for NeXT...” <i>Trading Systems Technology</i> , Jan. 13, 1992	1M4900	\$9.38
“Pioneering In Unix A Second Time” <i>Unix Today</i> Reprint, (O’Connor) Sept. 16, 1991	1M4666	\$4.69
Trading Systems Technology “O’Connor”	1M4900	\$4.69



“O’Connor Lifts the Cover” <i>Wall Street Computer Review</i> , Vol. 9 No. 1	1M4665	\$4.69
--	--------	--------

“What’s NeXT in Financial Services” <i>NeXTWorld</i> , August 1991	1M1965	\$4.69
---	--------	--------

Higher Education

“College Enables Professors to Write Computer Programs with Ease” <i>Chronicle of Higher Education</i> , (Allegheny College) May 20, 1992	1M4989	\$9.38
---	--------	--------

“The NeXT Computer as a Physics Machine” <i>Computers in Physics</i> , Mar/Apr 1990	1M1802	\$4.69
--	--------	--------

“English Students use NeXT E-mail and Network Products” <i>T.H.E. Journal</i> , Sept. 1991	1M4567	\$4.69
--	--------	--------

Customer Testimonials/Other

“Executive Interview with Steve Jobs” <i>Oracle Magazine</i> , Spring 1992	1M4985	\$9.38
--	--------	--------

“The NeXT Step and Beyond” <i>UnifForum Monthly</i> (Interview with Steve Jobs) May 1992		
--	--	--

“What’s NeXT at the William Morris Agency” <i>NeXTWorld</i> , April 1991	1M1964	\$9.38
---	--------	--------

“What’s NeXT at MJM&S” NeXT Success Story: Marger Johnson McCollom & Stolowitz (produced by NeXT, not press reprint) Feb. 1992	1M4919	\$9.38
--	--------	--------

NeXT Products

Hardware

“The NeXTstation: A High-Performance Graphical Workstation with a PC Price Tag” <i>Byte</i> , June 1991	1M4856	\$4.69
--	--------	--------

Turbo NeXTstation Color Computer” <i>SunWorld</i>		
---	--	--

Reseller Collateral Guide



<i>Magazine, (A Review) March 3 1992</i>	1M4957	\$9.38
Software		
“Platforms: How the PC Stacks Up” <i>PC Magazine</i> , May 12, 1992	1M4986	\$9.38
“Software Made Simple” <i>BusinessWeek</i> , Sept. 30, 1991	1M4582	\$4.69
Third Party		
“Improv Spreadsheet Takes NeXT Step” <i>PC Week</i> , April 15, 1991	1M4912	\$9.38
“Improv Adds Dimensions to Spreadsheets” <i>Info World</i> , Oct. 21, 1991	1M4914	\$0.00
“The NeXT Illustrator” <i>Byte</i> , Sept. 1991	1M4856	\$9.38
Corporate Materials		
Events/Seminars (priced as each)		
Presentation Folders 9 x 12”	1M4859	\$0.94
Logos/LineArt	1M1571	\$0.75
Promotional Items (priced as each)		
Etc. promotional items Catalog <i>contains information on the following: NeXT t-shirt, NeXT pencils, Cross Pen, Coffee mug, Leather folder, Decals</i>	1M4840	\$2.00
NeXT Logo Lapel Pins	1M4638	\$0.41
Videos (priced as each)		
NeXT vs. SUN Video	1M4705	\$1.50
Keynote Presentation, NeXTWorld Expo-1:50	1M4901	\$6.00
Keynote Pres. NeXTWorld Expo - 50 min.	1M4959	\$2.25
NeXT Product Video featuring NeXTdimension	1M4844	\$1.50
“Machine to Build Machines” Factory video	1M1595	\$1.50
Lotus Customer Testimonial Video	1M2722	\$1.50
Lotus Improv Demo	1M2987	\$1.50
Audio Tapes		
Phibro Audio Cassette	1M4881	\$0.75
What’s NeXT in Business	1M4956	\$0.75

Reseller Collateral Guide



Seminar Materials

(if not otherwise specified, packs of 100 each. Minimum 1 pack, maximum 5 packs)

Direct Mail Pieces		
Frame	1M4632	\$33.75
IPC (1 set each)	1M4637	\$0.38
Adobe (8.5 x 11")	1M4857	\$37.50
Custom Apps	1M4635	\$11.25
VIP Ticket - (3 to a sheet, packs of 10)	1M4634	\$1.88

Advertising Reprints (packs of 10 each)

Environmental Study Reveals Damaging Effects of Sun	1M4996	\$1.88
Build A Weapon . . .	1M4995	\$1.88
WSJ-Apple/IBM Alliance	1M4903	\$1.88
WSJ-Phibro letter to editor	1M4904	\$1.88
Congratulations, your custom app. . .	1M4905	\$1.88
The Software Revolution	1M4906	\$1.88

Third Party Collateral (priced as each)

WordPerfect Brochure	1M4915	\$0.00
Improv Brochure	1M4913	\$0.00
Adobe Illustrator data sheet	1M4916	\$0.00
Adobe TouchType data sheet	1M4917	\$0.00
Adobe Type Library data sheet	1M4918	\$0.00
Stone Design Product Catalog	1M4923	\$0.00
WriteNow data sheet	1M4961	\$0.00
Appsoft Draw data sheet	1M4962	\$0.00
Appsoft Image data sheet	1M4963	\$0.00
Concurrence Data sheet	1M5006	\$0.00
Pixel Magician data sheet	1M4970	\$0.00
Boss Logic Brochure	1M4971	\$0.00
uShare data sheet	1M4972	\$0.00

NeXTedge Collateral (priced as each)

Developer Support Solutions-Resource Guide (<i>NOT for resale</i>)	#N5000	\$0.75
Extended Warranty Packets	1N4896	\$0.50



Descriptions

Brochures/Catalogs

NeXT Product Brochure - 4 color, 10 page, product brochure. Cover reads "Now that Everyone has Computers, What Will it Take to Gain a Competitive Advantage?" Overview of hardware and software features, ease of use, object oriented programming, standards and connectivity and NeXTSTEP.

Higher Ed Brochure - Headline reads: Before you choose between the performance of a Sun Workstation and the simplicity of a Macintosh, here's a word of advice...You open it up and it reads, "DON'T". This brochure includes testimonials from people within Higher Education.

NeXTedge Brochure - Small brochure explaining the different services NeXTedge provides. This is used for an introductory piece for our post sales products.

Software & Peripherals Catalog - 250 pages and over 200 listings of software and peripherals available on the NeXT Computer. Updated quarterly

ObjectWare Catalog - 160 pages of over 100 objects and kits developed with NeXTSTEP, representing more than 50 independent object designers. Included in the catalog are success stories, commercial NeXTSTEP objects and public domain objects.

Color Printer Output Brochure - A brochure including specifications on the NeXT Color Printer along with color samples of outputs by the color printer.

Why Upgrade to NeXTSTEP Release 3 Piece - Headline: "For \$295 It's Almost Like Getting A New Computer" Presents the reasons for customers to upgrade to Release 3. Covers all of the new features of NeXTSTEP Release 3 for developers and end-users. Includes ordering instructions. Audience: Installed base

Datasheets - Individual datasheets on all new hardware products, as well as 3.0, CDROM, DBKit, NeXTSTEP Development Tools and the NeXT Color Printer. These datasheets include specifications on our products.

White Papers

The white papers are designed for a more technical audience and go into greater detail on the following subjects:

NeXT and Open Systems Standards - A White Paper that outlines NeXT adherence to industry standards and multivendor connectivity.

Mathematica White paper - Describes the features and benefits enjoyed by users



who run Mathematica on NeXTSTEP.

The NeXTSTEP Decision - A White Paper that explains the advantages of developing mission-critical custom software applications using NeXTSTEP.

NeXTstep Connectivity - A White Paper that discusses key industry connectivity standards that are incorporated into all NeXT systems. It also highlights many commercial products which make it easy to connect NeXT computers to any existing network.

NeXT vs. Sun - a comparison of Development Tools - A White Paper that explains the difference between the two development environments.

DB Kit: Object-Oriented Database Applications - A White Paper that explains what DB Kit is and its advantages and benefits.

The NeXT Generation of Trader Workstations - A white paper that explains NeXT's compelling advantages in the financial markets.

NeXT on Campus

NeXT on Campus is magazine published quarterly for the Higher Ed market.

Spring 92 - This issue has a face on the cover and includes articles on the NeXT 3D Graphics Kit, a special look at NeXT in Higher Education and CraftMan.

Winter 91

Fall 91 - The cover has the work SCIENCE on it and includes articles on Indiana University School of Journalism adopts NeXT, Cal State Los Angeles develops visual learning tools and NewsGrazer connects you to a worldwide electronic community.

Summer 91 -

Spring 91 - The Cover has a chalkboard on it. Articles in this issue include Solving real-world problems in a Mathematica lab, MidasPlus brings molecular modeling to the desktop and Interpersonal computing at ITESM.

NeXTWorld Magazine

NeXTWorld Magazine is published quarterly by an outside company and contains articles on NeXT products, customers and third party developers. Serves as a good introduction to NeXT.

Fall 92 - The cover of this issue says, "Where to Turn for Help". It contains an interview with Steve Jobs entitled "Inventing the Future, An article on NeXT MeX, Success South of the Border and an article on Safe or Sorry, 13 Options for System Backup.



Summer 92 - The cover has a profile of a head and is entitled NeXT Market Profile. Inside contains articles on Game Theory - Primer to NeXT Programming, Expo Redux - Three Days in January, ISDN Explained - NeXT Wires Up to the Future and Hot Review on Concurrence and Simon Says.

Spring 92 - On the cover is a picture of a NeXTstation Turbo and is entitled New for '92. Inside are articles on Objects of Desire - NeXT Leads the Pack in OOP, Gigabyte Appetite - A Slew of Hard Disk Options and various articles on the turbo and color printer.

Winter 91 - On the cover is a Dot to Dot puzzle in the form of a NeXTstation. Inside are articles on NeXT Networks, NeXT going International and Music and CD Sound.

Fall 91 - Plunging into Color. Inside this issue are articles on Adobe's Best Illustrator, Photo Tour, A Peek Into the NeXT Labs and the Bull Market, NeXT Arrives on Wall Street.

April 91 - The cover has a picture of Alvin Toffler.

Premier Issue

Independent Studies

Booz Allen Study - NeXTSTEP vs. Other Development Environments - a Comparative Study. The report summarizes the key findings from a Booz-Allen & Hamilton, Inc. study comparing developers' and programmers' experience with NeXTSTEP to their experiences with, Sun, Macintosh and other desktop application development environments.