

Announcements

External CD-ROM Drive Promotion Extended to September 30, 1992

The promotion which offers a NeXT External CD-ROM Drive and a copy of Release 3.0 Upgrade bundled for \$695, is being extended from its original end date of July 31 to September 30, 1992. Release 3.0 is scheduled to ship in late August. Refer to the March issue of NeXTNews for promotion details.

Generate Awareness With Back-To-School Flyers

Enclosed is a disk that contains several flyers with varying messages, ranging from general awareness-building to very specific feature/benefit descriptions. Feel free to use these "as is" or customize them to best meet your campus's needs. We recommend, regardless of the flyer used, that you use the "Product Family" page as the second or back page of your piece.

NeXT Receives Final Round of Private Funding from Canon and Steve Jobs

Enclosed is the press release outlining the recent funding provided to NeXT from Canon and Steve Jobs. This will be NeXT's last round of private funding before a future Initial Public Offering (IPO).

NeXT Names a New Vice President for Europe

NeXT recently announced that Bernard Woebker has been hired as vice president of Europe. Woebker's appointment completes the recent reorganization of NeXT's European operations. The enclosed press release provides further information.

Submission Deadline for Education CD-ROM is July 31, 1992

NeXT is creating a CD-ROM with a collection of the latest and greatest public domain educational software. NeXT is in the process of gathering submissions and will be distributing the CD-ROM later this fall. See the enclosed sheet for more information.

NeXT Service Special Purchase Program

NeXT is offering special pricing on monochrome displays and 256 MB Optical Disks (no disk labels) from now until August 31, 1992, while supplies last. This service parts promotion is intended for early adopters of NeXT technology. Please note that the purchase of monitors under this promotion requires proof of previous purchase of the same quantity of Megapixel Displays. See the attached "Special Purchase Price List" for further details.

Color Printer Added to Demo Unit and Employee Purchase Programs

NeXT's Color Printer has been added to two programs for resellers: the Demo Unit Program, and the Reseller Employee Purchase Program. Now you can order a Color Printer for your demo area, and your employees can purchase one for their own use. Enclosed is a new order form for the Demo Unit Program, reflecting the addition of the NeXT Color Printer as an option. Please note that the Color Printer requires Release 3.0 to operate.

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Release 3.0 Will Be Fully POSIX/GOSIP Compliant

NeXT recently announced that it will offer full POSIX and GOSIP compliance in Release 3.0. Providing a version of NeXTSTEP that completely supports these standards allows NeXT to compete for the entire range of federal hardware and software procurements that mandate POSIX and GOSIP. Enclosed is the press release with more information.

NeXT Wins Datapro Workstation Honor Roll Award

The June issue of Datapro's *Workstations & Servers* reports that the NeXT workstation was the recipient of Datapro's Workstation Honor Roll Awards. The other winner of the award went to the HP Apollo Series 700. The awards are derived from the results of an annual survey of workstation users conducted by Datapro.

July Advertising Schedule

NeXT has run a new advertisement "NeXT Casts Shadow Over Sun", featuring the hardware review done in the March issue of SunWorld Magazine. This ad ran in the July 6th issue of *Open Systems Today* and *PC Week*. Much of NeXT's Q3 advertising budget has been reallocated to produce valuable sales tools such as videos, catalogues, and revised collateral, which will be sent to you in future issues of NeXT News.

IDC Update on Worldwide Workstation Market

Enclosed is an update on the state of the Worldwide Workstation/Workstation Server market from International Data Corporation (IDC). Shipments of NeXT workstations (non-servers) ranked fourth in the industry, beating out IBM and Silicon Graphics.

NeXTedge

Developer Support Product Announcements

NeXT is pleased to announce two changes in its technical support offerings:

- A new Developer Hotline is now available, providing direct, personal assistance with NeXTSTEP development questions.
- The previous "Technical Support Hotline" has been renamed to "Systems Support Hotline," to more clearly describe its focus.

The enclosed notice and data sheets describe these changes in greater detail. Please note that the Developer Hotline products are available immediately for a fee.

- As a courtesy to those developers who have already completed Developer Camp and who are currently receiving free developer support, NeXT is offering a grace period until August 31st. These specific developers may continue to receive free developer support until August 31st. Afterwards, the Developer Support Hotline will only be available for a fee.
- For more information, please contact NeXTedge at 1-800-848-NeXT (option #4).

NeXT Announces the Hardware Service Deferral Program

NeXT is pleased to offer to all higher education institutions within 50 miles of a Motorola Service Center the opportunity to transfer their hardware service obligations to NeXT through Motorola. A packet with information regarding the deferral program

was sent to each qualified resale and service location. If you have questions about this program, please contact JT Sison at NeXTedge (415/780-2725).

Reselling Extended Warranties

Regardless of whether your campus provides its own NeXT hardware service or has deferred service to NeXT and Motorola, you can resell NeXT's extended warranties (EW's). If your campus is self-servicing, you can purchase EW's at a 30% discount, and resell the contract to your customer at NeXT's list price or at your own price. If your campus defers service to NeXT, you will still receive a 10% commission on each EW you sell. For more information, contact Hank Hagey at 415-780-2703.

NeXTedge Training Schedule Includes Two New Courses

Enclosed is the NeXTedge Course Schedule for the remainder of 1992. Call 1-800-848-NeXT to register for a course, or to inquire about additional class dates and locations that may become available in the coming months. Please note two new courses have been added: 3.0 Entry Point, and Programming in DBKit. Descriptions are enclosed.

NeXTSale Course Available to Campus Resellers

On the following dates, NeXT is offering a training course for reseller employees, focusing on how to sell NeXT computers:

- July 21-22 Washington, DC
- Aug 11-12 Westport, CT
- Sep 15-16 Chicago, IL
- Oct 27-28 Redwood City, CA

There is no charge for this course. To register, call 1-800-848-NeXT.

Sales Tools

NeXTSTEP Release 3.0 Fact Sheet

Enclosed is the NeXTSTEP Release 3.0 fact sheet that NeXT recently released to the press. The fact sheet includes an overview and highlights of Release 3.0, and also addresses compatibility, pricing, upgrades, and media issues.

Color Printer Sample Book

Enclosed is the NeXT Color Printer Sample Presentation Book. This book is designed as a presentation aide for your selling efforts, illustrating output from NeXT's color printer. The book contains original sample pages designed in Concurrence, Frame, and Illustrator. Also included is an 11x17" sample page and an overhead. The introduction covers printer benefits, and competitive pricing information. Multiple (reproduced, not original) copies of the output will be available through the Hibbert Group by the end of July as leave behinds for your customers (part number #1M5016).

Third-Party

Third-Party Products Ordering Guide

Enclosed is a guide to ordering the top 20 third-party applications requested by higher education. This guide contains a product description of the third-party products,

information on how campus resellers can order, and educational discounts. Please add this guide to the product ordering section of your "Doing Business With NeXT" binder.

The Grady Report

See the enclosed Grady Report for a comprehensive review of shipping and future software on the NeXT platform.

Third-Party Product Announcements

Enclosed are data sheets and press releases regarding these third-party products:

- Paste-Up
- LaserTech Fonts
- Craftman
- Trackball Mouse
- Equation Builder
- Stedi-LANding System
- Lotus Real Time

For more information, please contact the third-parties as indicated in the enclosures.

Press

Customers Testify to Advantages of NeXTSTEP

Enclosed is an excerpt of letters to the editors of *MacWEEK* and *PC Week*. These two letters talk about the advantages of NeXTSTEP as an operating environment.

Fall issue of NeXTWORLD Magazine

Enclosed is the Fall issue of NeXTWORLD magazine.

*Monthly
Enclosures*

July 15, 1992 Higher Education Price List

Enclosed is the July 15, 1992 Higher Education Price List. Please add this current price list to your "Doing Business with NeXT" binder.

July 15, 1992 Product Availability

Enclosed is the latest NeXT Product Availability List. Please use this tool when determining product lead times.

Comments and Mailing List Updates

Please send your comments, suggestions, and mailing list updates to our electronic mail address: next_news@next.com.