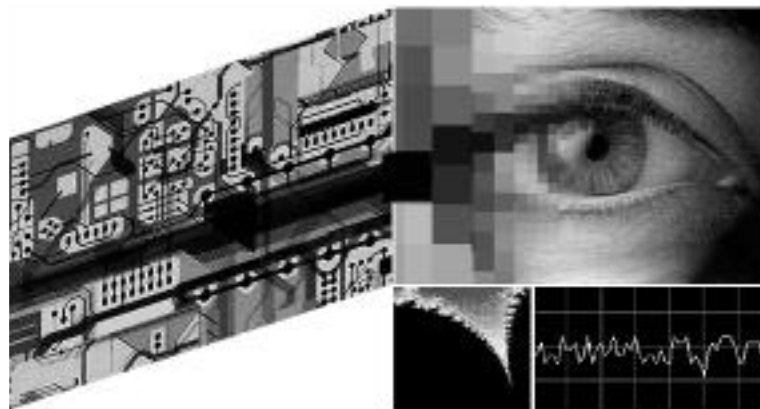
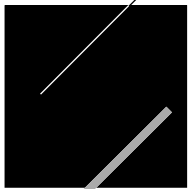


Digital Constructs
Going Beyond Paper - The Internet

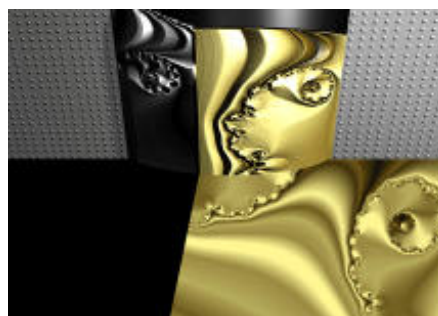


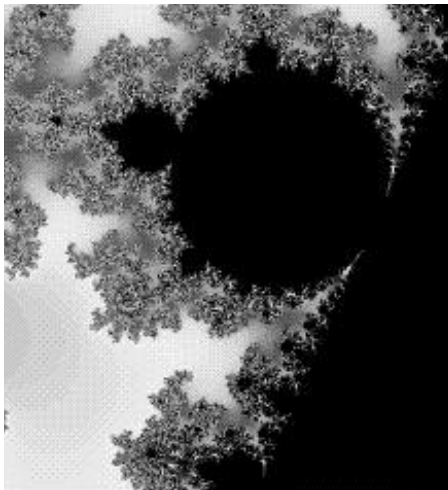
The Internet is everywhere. From Al Gore's dissertations on the Information Superhighway to **Time Magazine's** rambling cover story on Internet weirdness, the wired society's no longer the stuff of Science Fiction... yet a persistent question remains. *Is there anything really useful out there?* It's one thing to go net surfing to check out the latest in alternative growing methods for rutabagas but it's something else again to see how anyone can make money in the chaos of cyberspace but there is hope.

In the late 1980's, computers finally become real. With greater processing power, systems were easier to use and with the advent of digital networks, people could now access more information than ever before but there was a price to pay. How can any company effectively handle the glut of information brought on by the wonderful world of computing?

What makes it worse is that while organizations continue to drown in some types of data, they remain starved for others. Difficult questions like: *"What's really going on in my industry?"* or *"How can I communicate with perspective customers that use different computers than I do?"* become part of the fact that corporations must learn new ways to promote their products and services outside the traditional areas of print and video.

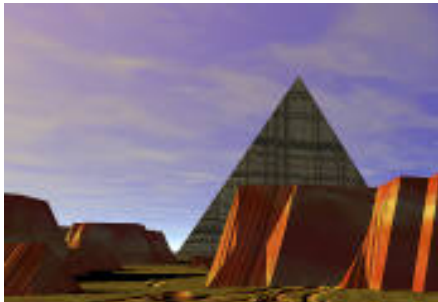
This is a primer intended to help interested parties make intelligent decisions when connecting to the Net.





Some Interesting Facts

1. Corporations are already going beyond paper in distributing information because there will not be enough trees to meet the enormous paper needs of the 21st century.
2. The Internet, a collection of over 25,000 networks servicing over 30 million subscribers in 135 countries, is the fastest growing digital system in the world. From now until 2015, the Net's annual growth rate is projected to top 600%.
3. 70-90% of all document-based information is unmanaged with no connectivity to mainframe or client/server databases.
4. The Internet is already the defacto Information Super-highway as it is the only environment that has the infrastructure needed to wire the world.
5. In a recent survey conducted by *Mac World*, the two things people want the most are on-line voting and national electronic "town meetings". On-demand video placed 10th.
7. In just six months, eight software vendors introduced sophisticated hypertextual browsers to be used on the Net.
8. Real-time digital video processing will be part of every computer by 1997.
9. 500 more companies a day are doing on-line advertising on the Internet.
10. Operating systems are becoming increasingly irrelevant in light of file standardization and the introduction of new personal computers like PowerPC. Within four years, all major computer manufacturers will be able to run all major operating systems.
11. Adobe Acrobat, (an imaging and print technology) is rapidly becoming the way that computers show and print images.
12. Connecting to the Internet is not a trivial task.
13. Smart agents will be the way people work with systems in the 21st century because networks will be too large for humans to comprehend.
14. Advertising will become an **information** medium where people actively look for it when purchasing an item or service. Mass market advertising, like television, is already dead.
13. Again, the Network is the computer.



1. Understand that the Digital Information Highway is unfinished. The Net is full of potholes as well as full of promise. Only when copper is replaced by fiber will Cyberspace become the Virtual Reality playground that everyone is reading about.
2. Be willing to learn the new technology as on-line communications is very different from office communications. Finding jewels on the Net takes patience but the effort is worth the price to becoming wired.
3. Graphics is the mechanism that will drive the Super Highway. At the same time, graphics are resource intensive and difficult to handle. Make certain that whoever builds the connect to Cyberspace knows graphics **intuitively** or the on-line connect will be an accident waiting to happen.

4. Insist on open systems. Proprietary environments are a sure way to get run over by the digital freight train. Remember that off-the-shelf modularity is the key to getting something that can be easily updated on an ongoing basis.
5. Make certain that the system is well documented and that it's turnkey. You can live with a spouse, you don't want to live with a consultant.

For System Integrators

1. Know what the system is going to be used for. It sounds crazy but the old adage of form following function applies to on-line systems as well

Why Digital Constructs?

1. Because DC sell nothing, all products are recommended on worth, not resale.
2. DC knows graphics having been an award winning print and video design firm for over 20 years.
3. The company has already built on-line connects for companies like Motorola that allow them to offer customers hypertextual documents that run on every major computer made.
4. Partial Client List: *Apple, AT&T, GE, MCA, Polaroid & Union Carbide.*

Digital Constructs

759 North Park Ave. Redding, CT 06896
Voice 203-452-1116 Fax: 203-452-0416
E-Mail: remoran@dconstructs.com