

**PERSONAL AND CONFIDENTIAL**

Notebook  
September 30, 1994

Be sure system provides option on menu for customer to direct dial or to enter number/address directly. be sure system provides for digital or analog transmission of info and for data compression. use demographics of customer as he calls to determine which commercials he is to view between queries and while waiting for attendant. specific info about the customer may be stored centrally or in remote devise for retrieval and may be updated by info requested of customer in sessions thereby keeping his personal profile current. use add slogan of "anything less is just a shot in the dark" to convince advertisers that system is a great advancement over alternative advertising mediums as advertisers will no longer use a shot gun approach in hawking their wares but will now only show their products to those customers most likely to be interested. customers will still be able to access info on all goods and services and the info gathered from those free agent enquiries can be used to help each advertiser to determine its matching customer profile and thus the customers who will automatically see their ads at designated points in their sessions such as between queries and while waiting for attendants.

read and understood by: 

date: 10/23/94

read and understood by: \_\_\_\_\_

date: \_\_\_\_\_

inventor: 

date: 11/1/94