

SIMON DEMO SCRIPT

GREETING: [welcome guest or audience]

WPW: Welcome to Boca Raton Mr. Gerstner! My name is Wayne Whitley and I am the Architect and Lead Engineer of the Simon Development team. Please let me introduce you to Simon.

INTRODUCTION: (HISTORY) [show Simon display with components]

WPW: As you may already know, IBM is developing Simon and has granted BellSouth Cellular Corp. exclusive distribution rights in the United States. Simon is the first lightweight personal communicator that combines all of your mobile communication tools into one affordable, handheld package.

[show PC/2 prototype]

WPW: Work was started on what now has become Simon a little over 18 months ago. Under the guidance of Paul Mugge and Nobi Mi, a small group of about 10 of us began to prototype a technology demo that was shown at Fall COMDEX 1992. As a result of the overwhelming positive press and customer feedback, we began a search for a marketing & distribution partner. This past summer, we started our relationship with BellSouth and formally announced Simon in Orlando on November 2nd, 1993. We then showed Simon at Fall COMDEX 1993 where we were awarded "BEST PORTABLE PRODUCT" and "BEST OF SHOW".

(PRESENT) [touch simon display]

WPW: Simon was designed to be easy to use, simply touch the backlit Liquid Crystal Display with your finger (or stylus) to access all of Simon's innovative features.

[show simon in carrying case]

Simon goes where you go, and works where you work  
- wirelessly!

FEATURES: [show phone screen]

WPW: Simon is first and foremost a phone, offering mobile voice communication via the cellular network. As you can see the phone screen is similar to existing cellular phones with some additional ease of use features.

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[show phone attributes]

WPW: There is an emergency "911" key programmable to any number, list of the last ten numbers dialled, a quick dial list of up to 16 most frequently dialled numbers. Simon also has a built-in cellular numeric pager which allows you to receive up to 9 pages. With one touch, you can dial any of the saved numbers.

[show mobilecomm messenger card]

WPW: You can even add an optional PCMCIA (personal computer memory card international association) Pager Card and receive and store alphanumeric pages.

[show mobile office screen]



WPW: Simon also gives you every feature of today's best electronic organizers. It puts all of your communication tools at your fingertips.

An example of one of the tools is the Address Book.

[show address book, and select person]

WPW: The address book features easy one touch dialing of phone numbers for voice, Fax, or data calls.

Simon is also a mobile Fax machine, capable of sending and receiving up to 3 pages where ever you are.

[show Fax app, and select stored fax]

WPW: The Fax image may be panned, zoomed, or annotated.

SEND FAX: [at this time I will send the Fax to a Fax machine or another PC and articulate our key messages]

KEY MESSAGES:

WPW: There are a few KEY Messages about Simon that I would like to share.

1. This is a unique approach to the PDA concept; this is a Personal Communicator based upon a cellular phone model

2. Simplicity; based upon a high level of focus on usability and human interface design

6:30

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3. Selective use of technology; high value, low cost consumer type product
4. Shared cellular airtime services revenue; first for IBM
5. Positive response; costumer and media response has been extremely positive

[fax transmission should be complete, show results]

[return to mobile office screen]

WPW: Another tool is the Note Pad.

[show note pad app with qwerty then PredictaKey kbds]

WPW: Simon has 2 built-in keyboards for entering information. One is layed out like a standard typewriter, and the other is an IBM patented keyboard called PredictaKey. This keyboard offers 6 key positions which dynamically change after each key stroke based upon the "next most probable" letter in the word.

[show PredictaKey operation, select a saved note]

WPW: Now we can add to a saved note. Using the PredictaKey keyboard demonstrates another ease of use feature designed into Simon.

[during this part of the demo, the Simon phone will ring as a call will be placed by Joe Panella using his ThinkPad with integrated CDPD Module]

WPW: It sounds like we have a call. We just need to press the "phone" key and we are in business.

[press phone key and listen]

WPW: Mr. Gerstner, its for you.

9:00  
[hand simon to Mr. Gerstner, at which time Joe Panella will introduce himself and ask Mr. Gerstner if he has seen all of the simon features. Then he will direct him to the ThinkPad/CDPC demo area and do his demo.]



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### SYSTEM SETUP CHECKLIST:

1. Set TIME & DATE
2. Set Backlite to MAX
3. Set Backlite timeout to 5 min.
4. Set Sound to BELL
5. Load Address Book entry
6. Load Note Pad entry
7. Setup Keyboard to QWERTY
8. Download FAX'es

### SIMON DISPLAY:

[this display will show the components of Simon as well as the COMDEX awards]

1. CEC Raw card, Assembled card
2. RF Deck
3. Display
4. Mechanical Assembly
5. Battery & charger
6. Case & stylus
7. Publication
8. Options: carrying case, keyboard, etc.
9. COMDEX awards

Welcome !

As you may know, IBM developing Simon granted BellSouth

First lightweight personal communicator

Simon goes where you go

Simon was designed to be easy to use, simply touch (PHONE POWER)

Simon is first and foremost a phone

Simon gives every feature of today's best electronic organizer

The address book features easy one touch dialing

Simon is also a mobile Fax machine

KEY Messages:

1. unique approach to the PDA concept;
2. Simplicity; usability and human interface design
3. Selective use of technology; high value, low cost
4. Shared cellular airtime services revenue;
5. Positive response; costumer and media