

A VIDEO GUIDE TO WebTV
(transcription)

ANNOUNCER: You've got a television set. You've got a telephone. So, why is your life like this when it could be like this?

[Various Internet screens depicted]

Wil Shriner: Hi everybody! I'm Wil Shriner and you just saw a fraction of what's available on the Internet with the WebTV network. So, if you want to bring your television to a whole new level, stick around. I'm going to tell you everything you need to know about WebTV and how to get a world of entertainment and information in your home right away. All you need is your television and a current phone line. Then, with a WebTV Internet terminal and a subscription to the WebTV network, you and your family can access the Internet.

1st woman: I would strongly recommend it to anyone strongly. It's easy.

2nd woman: If you can use a remote, you can use WebTV.

1st woman: It's fun.

1st girl: It's just like getting an education with fun.

1st woman: And you can also get a lot accomplished.

Man: Hotel reservations, car rentals, I can do with WebTV.

2nd girl: I can go from watching TV, to chatting on the Internet, looking up the websites on TV shows, music.

3rd woman: Stocks.

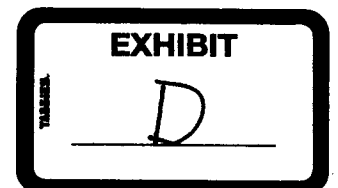
2nd man: Sports.

3rd man: E-Mail.

4th woman: Recipes.

3rd girl: Beanie Babies.

4th man: Information about things you might want to buy.



5th woman: Different fashion sites.

Male teen: Research a college or applications, anything.

4th woman: There's nothing that's not on there.

3rd woman: We love our WebTV.

3rd man: We love it!

Wil Shriner: With WebTV, the Internet is finally fast, easy, and affordable. You don't need a computer and there's no software to install. Plus, you always get free automatic up-grades.

[Small print disclosure: 3 secs: Free upgrades limited to the WebTV Network service.]

All you need is your television and a comfortable place to sit. Then you can go from watching regular TV to WebTV with the push of a button. So, if a favorite show says, "E-Mail Us," you can do it without leaving your seat. For entertainment, information, communication, and help just getting things done, WebTV is all you need. In just a few minutes I'll show you how you may be eligible to win one of those many exciting prizes from WebTV including a \$10,000 grand prize.

Now the first step involves choosing a WebTV, Internet terminal. This one is made by Philips-Magnavox and this one is made by Sony. You can get either one at your nearest consumer electronics store.

So, let's connect our WebTV. These 3 cords are all you need to bring the world-wide web into your living room. This one goes from the Internet terminal to your television set; this one goes into your current phone jack; and this one plugs right into the wall.

Then, press the "power" button and you are on your way.

It's easy to sign on for the WebTV network. You'll walk through every step. In minutes you're on-line. Ta-da!

For only \$19.95 a month you'll get E-Mail, including six separate E-mail

[Small print disclosure: 3 secs: "WebTV Network service is not available as a local call everywhere. Toll charges may apply."}]

accounts. And you'll also love how you can do everything with your remote.

If you're planning on sending a lot of E-mail, you may wanna purchase one of these -- the optional wireless keyboard. You can sit across the room, on the couch, in bed, wherever, and find out what everybody's been talkin' about.

Now, this is the homepage. From here you can send E-Mail, go to your favorite websites, type in a word for a broad search, or explore by subject. Let's see how. From the "Explore" page, you can click on all these different categories to easily find out about anything you're interested in. For example, highlight the word "entertainment," and click on your remote. Now look at all these cool categories. You want to check out TV Guide? Or maybe you prefer to go to a museum. From "Explore," we can link to the Smithsonian. From the "Search" page, you can also search for more information by typing in a word or phrase. Now, say you want information on the Grand Canyon. Just type it in and voilà! Everything you want to know, from guided tours to history to photographs. Besides using "Explore" or "Search," another way to go anywhere on the entire Internet is to use "Go To." So if you see a "WWW.something address" like this Honda commercial, you can switch to WebTV, type it in, and you are there. You can save any site as a favorite with the touch of a button so it's always easy to find right from your home page. You just have to try WebTV. Even people who have never used a computer find it incredibly simple. Now, people with computers say it's easier and it's faster, and kids love it. And for you moms and dads concerned about what your kids can access, WebTV comes with "Surf Watch" so you can limit what your young surfers see on the Internet. (phone rings) Oh, that reminds me. If you've got call waiting, WebTV's line-share feature lets you still receive calls while you're using WebTV. (answers phone) Hello, no, no I won't be needing the paper anymore. It was always in the bushes and, besides, I've got a WebTV.

Look, I could pick up a WebTV right where I left off and continue surfing. Now, the "Around Town" feature lets you check out the scene in your town. Here's a five-day weather forecast, information on restaurants, and movie show times. You can even buy your tickets right here. If instead of the movies you want to go on vacation, you can see if you'll need to bring an umbrella. Just change the zip code to check out any city you like. And there's also a national telephone directory so you can look up virtually anyone in the U.S. To stay connected with family and friends, WebTV offers E-Mail. You can even make new friends all over the world without paying expensive long-distance phone bills.

[Small print disclosure: 3 secs: "WebTV Network service is not available as local call everywhere. Toll charges may apply"]

If you look on your Internet terminal, a little red light tells you you have Mail. Hey, I got a message. Let's check it out. Ah, it's from my son Nick. "Dear Dad, thanks for the WebTV. I love it." You know, it is so important to have an electronic father-son bond like this. Now, to return an E-Mail, I hit "reply." Alright, and "glad you're enjoying your WebTV. See you tonight. Love, Dad." Now I hit "send" and it automatically goes right back to him. To write to someone else, I just type in their E-Mail address and send them a message. It's that simple.

There's no more hassle; buying stamps, licking envelopes, going to the post office. You can conveniently keep in touch from that comfort of your own home. Let's take a look at news. You get summaries of the top headlines updated constantly and you can get more information on the stories you want whenever you want. If you'd like to print a specific article or anything from the Internet, it's easy to do with the optional printer adapter and printer.

[Small print disclosure: "available Summer 1997"]

It's truly a new world. With WebTV, your television can do things you never thought were possible. It can be your mailbox, your library, and your travel agent. The Internet has revolutionized the way we live. Don't be left behind. With a subscription to the WebTV network and your Internet terminal, you can access thousands of sites around the globe for entertainment, information, money-saving tips and time-saving features. You can join chat groups, play games, and send E-Mail. And you can do it with the greatest of ease from the comfort of your own home. It's only \$19.95 to surf the net on WebTV as much as you want.

[Large print disclosure: approximately 5 secs]: "Monthly subscription Only \$19.95.

[Small print disclosure: approximately 5 secs]: "Web TV service is not available as a local call everywhere. Toll charges may apply."

Woman: There's so much value. You have no idea what you're getting until you start playing with it.

Teen girl: With WebTV there's always something new.

Man: Do my home banking, do investment research on-line.

Next man: Our TV has a picture-in-picture, ah, function on it so we're able to watch the games and track the stats at the same time.

Male teen: Stuff for my homework and everything.

Woman: All of the garden sites.

1st woman: We've actually been looking for homes.

3rd woman: I got into a website called, called the Kelly Bluebook to find out how much my car was worth.

Next woman: I like to look at a lot of, of fashion magazines.

Man: It helps me to catch up on current events.

Woman: It's easier to read, it's easy to access. There's no reason not to get WebTV.

Wil Shriner: Well, as you've seen, WebTV has something for everyone, but see for yourself. Visit your nearest consumer electronics store. You'll find the closest location to you in the materials that came with this video. In the same package you'll find your demonstration card with your personal identification code. You may have already won \$10,000, a free WebTV Internet terminal, or other fabulous prizes. At your local electronics store, you can check out the world of WebTV. Now you'll be amazed at how much fun it is. To find out if you've won our sweepstakes, follow the simple steps on your demonstration card. Your demonstration card walks you through every step. Just type in "WebTV WIN" to find out if you've already won our \$10,000 grand prize or one of our many other great prizes. Keep your demonstration card, then when you purchase WebTV you can call the 800 number to redeem a special offer from WebTV networks. So, what are you waiting for? Stop by and check us out. Happy surfing! Maybe we'll meet in a chat room some time. Until then, this is Wil Shriner for WebTV Networks. I'll see you on-line.