



What you don't know can hurt you!

If you haven't heard of the World Wide Web, or if you haven't used it, you are running risks with your business. You are also in danger of appearing *stunningly un-informed* at dinner parties, on the golf course, and in conversation with colleagues and competitors.

The "Information Super Highway" has been growing, un-noticed, and has suddenly emerged as a huge new resource. *The business potential is immense*. The information available is overwhelming. And you didn't even know it was there.

The World Wide Web, usually referred to as "The Web", can be used by anyone. All you need is a PC and a telephone line. The only expertise you need is the ability to point. And at £10 per month to connect to The Web, you can't use cost as an excuse for ignorance. But, as with any new highway, you need a guide.

Web Monitor Weekly is your guide to this vital new resource. The Web is growing so fast that it would be a full time job to monitor the new businesses, the new information, and the new opportunities appearing each week. **Web Monitor Weekly** identifies the key items and presents a summary. We identify the opportunities and draw attention to the likely impacts. In addition, you receive each week a disk which allows you to examine the items of interest on the Web by simply pointing on your PC screen.

How do I access The Web?

Web Monitor Weekly has produced a special "how to do it" guide to connecting your PC to The Web. This guide is **FREE** with your first issue when you subscribe to **Web Monitor Weekly**. The guide is written in non-technical language, and tells you exactly what you need, where to get it, and how to use it. Advice is also available by telephone **FREE** to subscribers.

If you don't have a PC...

Web Monitor Weekly will include a full description of the key items, together with pictures. So even if you don't have a PC you can still be up to date. Knowing where to look, and what to look for, is as important as having the information.

How do I get Web Monitor Weekly?

Very easily! See overleaf.....



What is this about?

Welcome to this overview of Web Monitor Weekly. The aim of this publication is to save you time and make you better informed. The Web, part of the Internet world wide computer network, is already a massive collection of information, growing weekly at an enormous rate. It not only provides information; it is also becoming an additional way to do business. To keep track of the useful information and to evaluate the new additions each week is more than a full-time job. That's our job. We present you with:

- A summary of the new information which is useful to you
- An evaluation of the most important new items
- An easy way to access the information we have identified

But first, we need to give you an idea of what The Web contains. Business Information, Economic Statistics, International Ventures, this is a library like no other! Find customers, sell direct, select suppliers, all from your desk. Look up information on Golf, Tennis, Personal Finance, Wine. Immediate access to references, 24 hours a day.

The Business Section of The Washington Post on 10 April 1994 carried an article which announced that *"The Internet is making room on its global web of 23,000 computer networks for a panoply of services aimed at helping people learn how to invest and manage their money. From stock quotes and investment tips to annual reports and small-business advice, investors and entrepreneurs are finding a wealth of information on the Internet. There even is access to a database of filings the Securities and Exchange Commission requires of publicly traded companies."*

The subject range is immense. Here is part of a list from one of the many subject catalogues:

Aeronautics and Aeronautical Engineering
Anthropology
Applied Linguistics
Archaeology
Architecture
Art
Asian Studies
Aviation
Bio Sciences
Chemistry
Climate research
Cognitive Science
Commercial Services
Computing
Demography & Population Studies
Earth Science
Education
Electronic Journals
Encyclopaedia
Energy
Engineering
Environment
Finance
Financial Executive Journal

Fish
Forestry
Geography
Human Rights
History
Landscape Architecture
Languages
Latin American Studies
Law
Linguistics
Literature
Mathematics
Medicine
Meteorology
Middle East Studies
Museums
Music
Oceanography
Philosophy
Psychology
Physics
Politics and Economics
Recreation
Sport

Why do I need it?

The sheer size of The Web can be a problem without a guide like **Web Monitor Weekly**.

The Washington Post article continued:

"But it is that breadth of information and the difficulty of navigating through it which handicaps and deters many people from using the Internet as a personal finance tool. Because there is no one way, or place, to find financial resources, users either stumble across them or hear about the really good stuff through word of mouth. Paths to information also change. How you found something one day may change the next."

Web Monitor Weekly points you instantly to the articles of interest. Our summaries and evaluations enable you to select only that information that you find useful. Our companion disk ensures that the information you need is always at your fingertips.

Who is using The Web?

As an example, the UNISPHERE project has attracted companies from all over the world. An introduction to the project was written by American Vice President Al Gore:

Dear Friends:

Welcome to the International Ventures Forum. I appreciate the invitation to participate in the forum and wish I could be with you in person -- or at least "virtually" -- to view UNISPHERE's new electronic system, UNINET.

The Clinton Administration supports the development of the National and Global Information Infrastructure to advance and enhance the way we live, work, learn, and share information with each other here in the United States and around the world. Economically, the information infrastructure is to the U.S. economy of the 1990s what the transportation infrastructure was to the mid-20th century economy. Communications technology will play a critical role in a global economy that is ever more dependent upon information for expanded business and trade opportunities.

For UNISPHERE, the future is already close at hand. By using Internet to facilitate international joint ventures for small, high-tech firms, you are already tapping into the tremendous power of the existing information infrastructure to enhance the competitiveness of a critical sector for our economic future. The opportunities to harness information technology not only for manufacturing but for life-long learning, health care, the delivery of government services, and many other applications are limited only by our imagination.

UNISPHERE is also a model of public-private sector cooperation. The Department of Commerce and Energy, the Small Business Administration, NASA and the U.S. Trade representative, among others, are working with private firms and organizations to make the effort possible. The Clinton Administration is proud to be working with UNISPHERE to raise the visibility and priority of international venturing and to help small businesses take advantage of its possibilities.

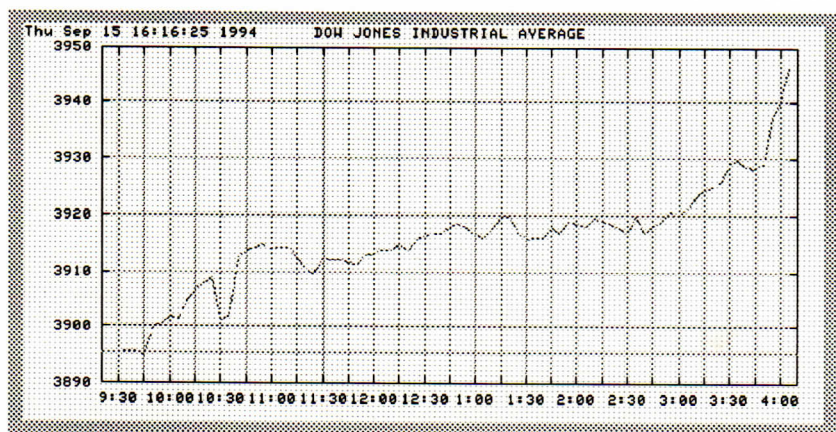
Congratulations on all your success so far, and keep up the good work.

Sincerely, Al Gore

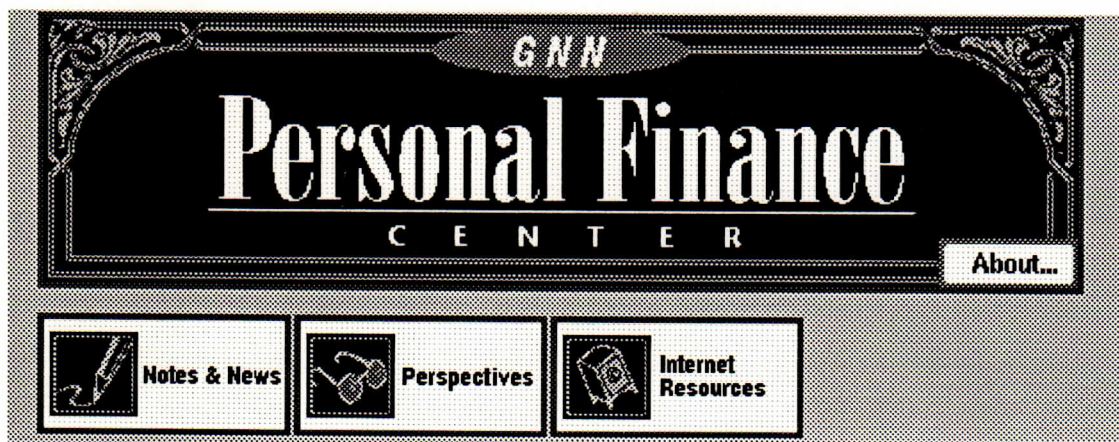
Who are these firms that are already using the power of The Web? The firms are listed on The Web. Is your firm there? Is your competitor listed?

The Information Superhighway is not some new toy for Computer Wizards. As you can see from the extract above, this is a tool for the real world. And without **Web Monitor Weekly**, you might never find the information your competitors are using to gain an edge. We monitor The Web continually, looking for items of real use to real business people. We identify it, evaluate it, and make it easily available to you.

What does The Web Look Like?



The above illustration comes directly from a document on The Web. As you will see, information can be presented in colourful graphic form as well as in text.



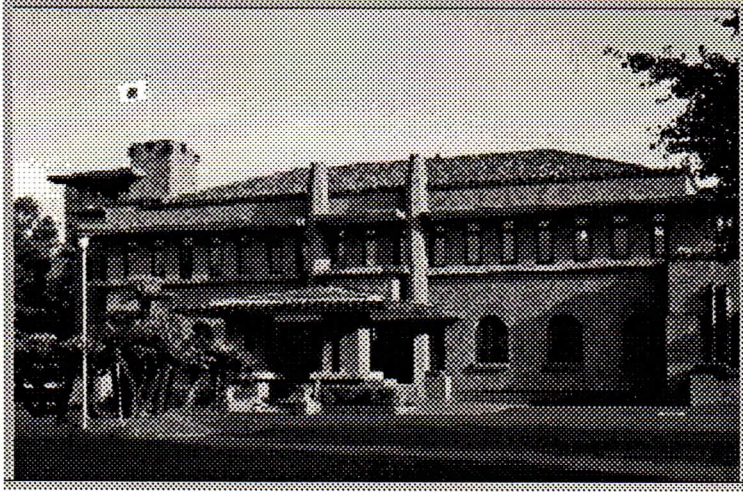
This page from The Web shows how simple it is to move around. Simply point at the relevant box and click your mouse. Simple as that!

How Do I Find Information?

Simple. First, the disk we ship with each copy of **Web Monitor Weekly** enables you to display a menu on your PC screen of all items mentioned in **Web Monitor Weekly**. Once you are connected to The Web just point to the item you want and click. If you don't yet have a connection to The Web, our special "how to do it" guide tells you how to get connected. If your IT department have an Internet connection, they can probably obtain the information for you once they know its identity. When we mention any item on The Web we also give its location. This is given in a standard form allowing its immediate retrieval.

Is The Web Important?

Some very important people think it is. For example, the following page is on The Web:



Foreign Press Center, Japan

This translation has been prepared solely for the convenience of the working press and should in no way be misconstrued as an official government document. These translations are provided from Foreign Press Center. Check Against Delivery

Policy Speech by Prime Minister Hosokawa Morihiro to the 127th Session of the National Diet (August 23, 1993)

Policy Speech by Prime Minister Morihiro Hosokawa to the 129th Session of the Diet (March 4, 1994)

Policy Speech by Prime Minister Tomiichi Murayama to the 130th Session of the Diet (July 18, 1994)

*Information from Economic Planning Agency, The Government of Japan
ECONOMIC SURVEY OF JAPAN (1993-1994)*

Selecting on any of the above items would connect you to the Japanese Prime Minister's Residence, and the relevant documents would be transferred direct to your computer.

How Do I Subscribe To Web Monitor Weekly?

Fill in the enclosed subscription form and fax it back to us. If the form is missing, simply fax this page to us on **081-863-5601** after filling in your details below. Subscription details will be sent to you immediately.

Your Name Position.....
Company Telephone
Fax Address.....
.....

Subscribing to Web Monitor Weekly

Web Monitor Weekly is available on subscription only. Your subscription provides a weekly A4 newsletter covering all that's new on the World Wide Web, together with our evaluation of the news and trends. Your first issue includes the FREE "how to do it" guide for connecting your PC to The Web.

Just complete the details below and **FAX** this page to us on **081-863-5601**.

As soon as we receive your payment we will send your first issue, and your FREE "how to do it" guide.

To: Web Monitor Weekly
Metrotel Multi-Media Limited
Premier House
2 Gayton Road
Harrow, Middlesex HA1 2XU
Tel: 081-863-9001

From: (Name)
..... (Company)
..... (Address)
.....
.....
Post Code..... Telephone:.....

I wish to subscribe to Web Monitor Weekly. I understand the subscription is £10 per week plus VAT

I wish to pay as follows:

- Please debit my VISA card number with £51 per month commencing 1 October 1994 and then on the first day of each month until I cancel my subscription in writing.
- Please invoice my company for one year's subscription of £520 plus VAT at 17.5% (total £611) quoting order reference, and send the invoice to the following address.....
.....
.....

If at any time you decide to cancel your subscription, just write to us and we will refund your subscription less £12 for each issue you have received.

NOW FAX THIS PAGE TO 081-863-5601