Selling Microsoft® Mouse Version 5.0
Pointing and clicking the way to better sales.

We've built a better mouse.

Thousands of people are already using the Microsoft Mouse to speed up the use of their personal computers. And now we've made our mouse even better.

New rubber-coated ball and Teflon pads let the mouse glide across any smooth surface. No special plates are needed.

Ergonomic design with smoothly contoured edges fits any size hand. Can be used without lifting the heel of your hand from the desktop. New wraparound buttons for an easy reach.

Practice programs help customers learn to use the mouse.

Bundled software includes PC Paintbrush™ and Microsoft Notepad.

How the Microsoft Mouse traps sales.

The Microsoft Mouse works with many popular programs, including Microsoft Word and Multiplan®, Lotus® 1-2-3®, and WordStar®, with the menus provided. And it's easy to create custom Mouse Menus for other software. So your customers can get going right away. And there are plenty of reasons they'll want to do just that:

■ Select text and commands simply by pointing with the mouse and clicking a mouse button. The Microsoft Mouse interacts with the computer at a resolution of 200 points per inch—twice the resolution of other mice. Which means that using the mouse to execute commands or select text takes half the desk space as before.

■ Create detailed drawings with PC Paintbrush in up to 16 colors. The Microsoft Mouse supports the IBM® Enhanced Graphics Adapter card, too.

■ Choose bus or serial version. Customers can elect whether to use an expansion slot or a serial port. Either way, there's no need for an external power supply.

The Microsoft Mouse is more than a mouse.

If all that came with the Microsoft Mouse were a mouse and cable, it would still be a great tool. But it comes with something else— software that customers can use right away.

Mouse Menus for popular software. Mouse Menus are provided for Lotus 1-2-3, Microsoft Multiplan, WordStar, and VisiCalc®.

Microsoft Notepad. A mouse-driven text editor for creating memos and notes, or for editing source documents.

Practice programs. Piano and Life guide customers through the early stages of learning how to use the Microsoft Mouse.

PC Paintbrush. A full-color drawing program for creating pictures, maps, logos, or any other electronic image. Includes the Frieze™ program that lets you copy and edit screen images captured from other programs.
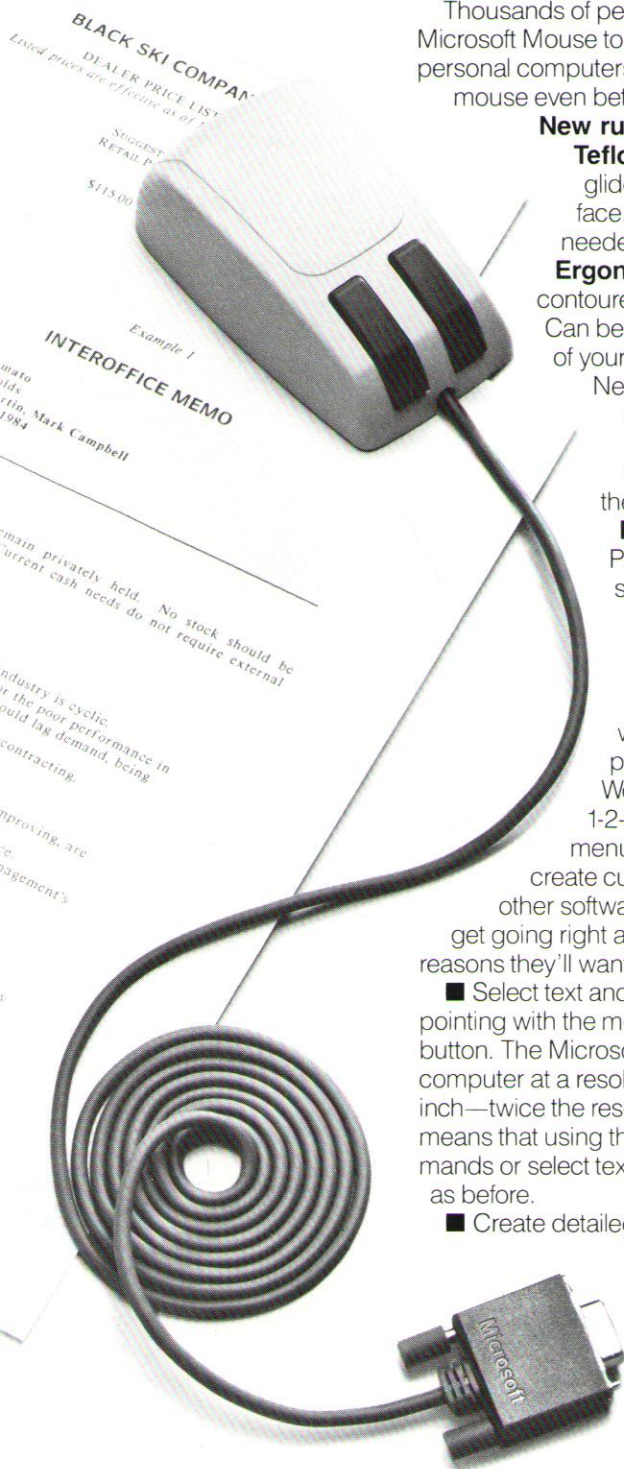
Adding muscle to mouse sales.

To support your mouse sales efforts, we've put together a program designed to generate a lot of excitement for the product.
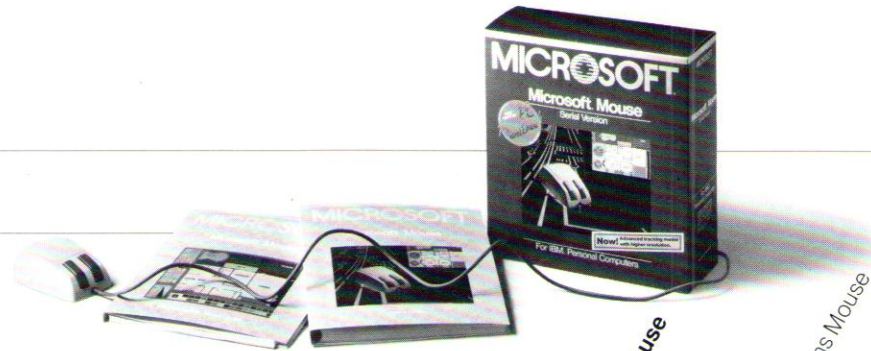
National advertising. You'll see a two-page ad in publications such as *PC, PC Week,* and *PC World.*

Co-op advertising. We're producing a new ad slick for the improved Microsoft Mouse.

Extensive public relations. We're providing the media with the tools they need to understand the importance of the advances built into the new Microsoft Mouse, including comparison charts, ergonomic drawings, attention-getting mousetraps, posters, and more.

Data sheet. For in-store support, we're equipping you with a technical data sheet. It's printed on heavy paper so you can photocopy it for your customers.

Mouse Feature Comparison

System enhancements	Microsoft Mouse	Mouse Systems Mouse
Technology	Mechanical	Optical
Resolution	200 ppi	100 ppi
Works on any smooth surface	Yes	No
Works off the PC power	Yes	No
Text editor	Yes	No
Mouse Menus	Yes	Yes
Practice applications	Yes	No
Paint program	Yes	Not included
Supports EGA card	Yes	No
Supports Hercules™ Graphics Card	Yes	No
IBM PC AT serial cable	Yes*	No
9-pin serial converter cable	Yes*	No

Suggested retail prices		
Serial Mouse	$195.00	$195.00
Bus Mouse	$175.00	Not available

*Applies to serial version of mouse only. Bus version requires no additional cable.

System Requirements

IBM Personal Computers

- 64K memory (PC Paintbrush requires 320K memory)
- DOS 2.0 or higher
- One double-sided disk drive
- Monochrome or color display
- One expansion slot (bus version) or serial port

Recommended (required for PC Paintbrush)

Graphics adapter card, such as:
—IBM Color/Graphics Monitor Adapter
—IBM Enhanced Graphics Adapter
—Hercules Graphics Card
—Paradise
—Tecmar Graphics Master serial port

MICROSOFT.
The High Performance Software™

Microsoft Corporation
10700 Northup Way
Box 97200
Bellevue, WA 98009