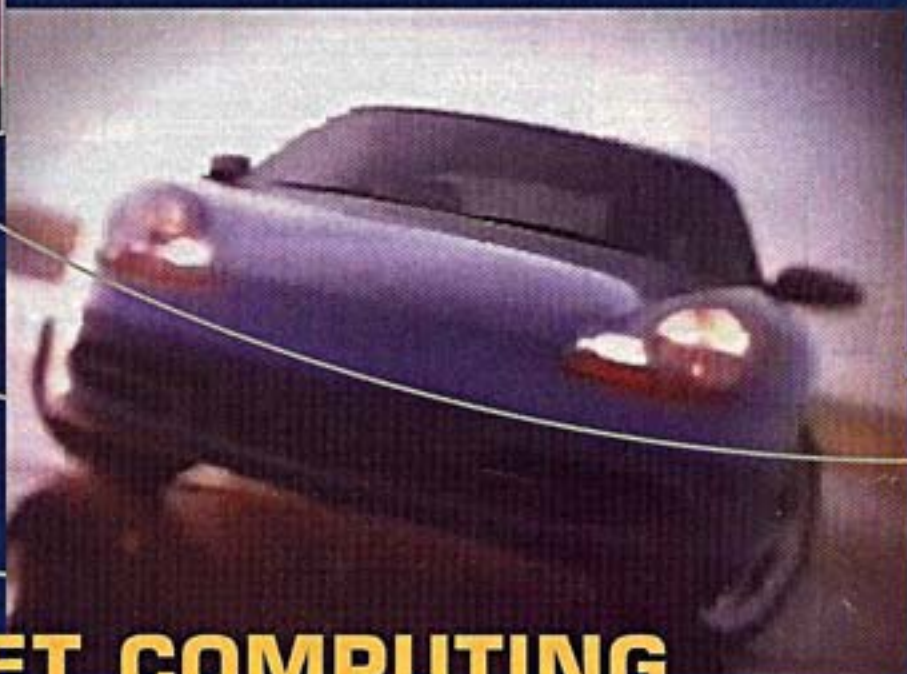


ORACLE

Free Internet Seminars!  
Free Software! Free Internet  
Computing Test Drive!  
Details inside...



## INTERNET COMPUTING SHIFTS INTO HIGH GEAR

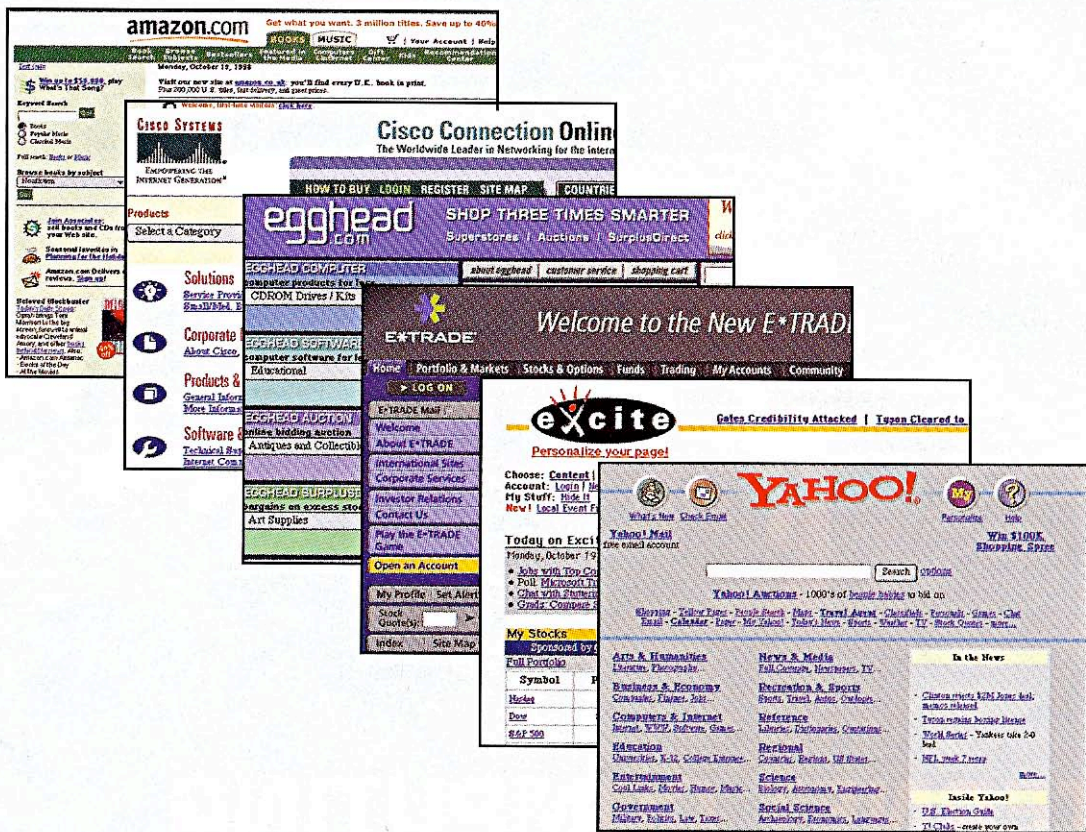
THE GOOD NEWS IS THE INTERNET CHANGES EVERYTHING.  
THE BAD NEWS IS THE INTERNET CHANGES EVERYTHING.

But now—with Oracle8i—you can take charge of change. Oracle8i is the world's first true Internet Computing platform. It's open. It's affordable. It's a complete development, management, and delivery system for any kind of information—including rich media. And here's how it puts you in the driver's seat . . .

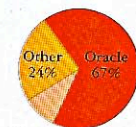


# The *biggest*

and best Web sites use Oracle.



Oracle® is the foundation of the Internet.



Microsoft  
9%

From Amazon.com to Yahoo!, the most popular Web sites depend on Oracle's ability to handle huge numbers of users and enormous quantities of information—text, images, audio, video—everything. In fact, nearly 70% of the Internet's top e-commerce sites use Oracle.® And with the introduction of Oracle8i™, things will get even better.

To find out why Oracle is the foundation of the Internet, visit us at

[www.oracle.com/inf0125](http://www.oracle.com/inf0125) or call 1-800-633-0517, ext. 18924.

**ORACLE®**



**IN THE BEGINNING, THERE WAS E-MAIL.  
AND IT WAS GOOD. STATIC, BUT GOOD.**

The Second Wave of the Internet brought newsgroups, FTP sites, and the primordial info-portals. Globally accessible information and communication had arrived.

With the World Wide Web, the Third Wave crested, carrying with it thousands of companies and millions of users—and heralding the birth of Ecommerce and online multimedia.

Now, all that's come before is being swept over. The Fourth Wave will unleash previously unimaginable business and creative opportunities. It will raise Ecommerce from adolescence to maturity. It will dynamically incorporate—and manage—rich-media content so intelligently, so transparently, that working with streaming video and audio will be as easy as working with plain text.

Brace yourself for the Fourth Wave. It's called Internet Computing. And it's going to be the ride of your life.

**WHY SHOULD YOU CARE ABOUT  
INTERNET COMPUTING?**

If you're in the business of providing rich-media content, for the Web or otherwise, Internet Computing may soon mean a great deal to you. Internet Computing supplants the conventional building blocks of large-scale information delivery—networks and text-focused databases—with something both evolutionary and revolutionary. To appreciate this, let's first reflect on how other industries have approached networks, databases, and delivery.

Consider telephone networks. Each time you place a call, your telephone service provider shields you from complexity. Routing, redundancy, backup, and billing are centrally managed by technical professionals. To access content—that is, to place a call—all you need is a simple, universally understood tool: a telephone.

Consider television networks. Switch on the tube, and you tap into a flood of information. The technical means of delivery are unfathomably complex—but they, too, are centralized. And if you can operate a TV, channeling the flood of content is as simple as, well, choosing a channel.

Now consider computer networks. The earliest model had it right, sort of: Mainframe systems centralized information and complexity at the mainframe, managed by experts. Users had “dumb” terminals that needed little upkeep beyond occasional dusting. But mainframe hardware was exorbitantly expensive; software was limited; users had to contend with grim, text-only interfaces; and multimedia content delivery wasn't even a twinkle in some developer's eye.

With personal computers came client-server networking. This present-day standard links autonomous computers, each with applications, to local area network (LAN) servers, each with databases and content. You get lots of choices, great user interfaces, and cheap hardware. But distributed applications, databases, and content mean distributed complexity. That means updates, tuning, and troubleshooting by expensive technical professionals—for each computer, database, and server, at every location. And since everything is fragmented across multiple servers—and typically created with different versions of different software—managing content can be a nightmare.

Complex. Inefficient. Expensive. When it comes to

delivering content to the people you need to reach, client-server computing just doesn't compute anymore.

**HOW INTERNET COMPUTING WILL  
BENEFIT YOUR ENTIRE OPERATION**

Internet Computing takes the best of mainframe and client-server computing, without their disadvantages, and adds a host of new benefits—especially for rich-media providers.

Properly implemented, Internet Computing centralizes complexity and content, by moving applications, databases, and digital asset management tasks off desktops and LAN servers, and onto (typically) just one or two servers—dramatically reducing technical support costs. Internet Computing's truly open architecture uses off-the-shelf applications, and also facilitates the rapid development of powerful, custom-tailored, multimedia-capable applications that can be run remotely, from any desktop or mobile computer. Internet Computing scales quickly, easily, and cost-effectively, to suit any enterprise, of any size, with any growth curve.

And all that any authorized user needs to run any application—or to access, input, or distribute any content, including rich media—is a simple, universally understood tool: a standard Web browser.

In a nutshell, that's it. Simple. Efficient. Affordable. And very, very powerful.

You could call Internet Computing the way of the future. Except that one company brings it to you today: Oracle.

**INTERNET COMPUTING SURVIVAL CHECKLIST**

From Ecommerce to sales support, from rich-media development to expense reports, Internet Computing makes it look easy. But as with a great ballplayer or a prima ballerina, it can take tremendous power to make something look easy. To ensure your Internet Computing platform has the power you'll need, look for these features:

**\* SIMPLE**

*users access all content with standard Web browser*

**\* EFFICIENT**

*all applications and other complexity centralized on server*

**\* COMPLETE**

*manage any content with a single solution*

**\* AFFORDABLE & SCALABLE TODAY**

*system packages start under \$3,000; scale to any enterprise*

**\* OPEN**

*develop effective cross-platform applications quickly and easily*

**\* RICH-MEDIA SAVVY**

*drag-and-drop video, audio, or images to database*

**\* BUILT-IN 100-PERCENT PURE JAVA**

*open standard ensures application integrity*

**\* UNIVERSAL**

*add any document, from any application, to any database*

**\* OFFLINE SUPPORT**

*run any content offline, from laptops, PDAs, and more*

**\* SECURE, SAFE, AND FAILOVER-REDUNDANT**

*maximum system availability*

they were numbers. Thanks to Oracle *interMedia*, any authorized user—an employee, a vendor, or customer—can access any asset using only a standard Web browser from any platform. You also get support for all popular Web servers—as well as Internet content creation and delivery technologies from Macromedia, RealNetworks, Apple, Live Picture, and other industry leaders.

Managing content, rich-media or otherwise, usually requires extensive training and expertise. Not so with Oracle8i. Thanks to its built-in Internet File System, Oracle iFS, you can add anything—a document, image, multimedia file, whatever—to an 8i database, just by dragging-and-dropping it onto the database's icon. It's as simple as copying a file, and it can be done over a secure Internet connection, or over a LAN—regardless of platform. From the user's perspective, all the tricky stuff, such as parsing text into the proper fields or placing assets in the proper hierarchy, takes place with complete transparency. Once done, the benefits are profound: Suddenly, everything from word processing and e-mail documents to spreadsheets and streaming video files are accessible with a browser. No other solution, database or otherwise, offers these features with this power and ease.

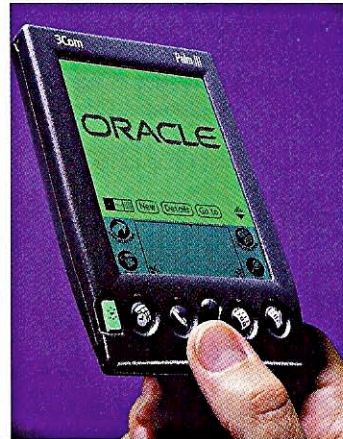
#### **ENRICH YOUR WEB SITE WITH DYNAMIC, 'SELF-POWERED' APPLICATIONS**

These days, it's fashionable to claim to be an "open" solution. But the fact remains that no Internet Computing solution supports as many platforms—with as many development opportunities—as Oracle8i.

One reason for this is Oracle8i's complete integration of 100-percent pure Java. This means that developing your own cross-platform applications, simple or complex, couldn't be easier. You'll also find a host of Oracle8i Development Partners, including Macromedia, RealNetworks, Live Picture, and MapInfo, offering with a wide range of enhanced solutions. And only Oracle8i is open at both ends: Once you've created your application, it's "self-powered"; any authorized user can run it from any platform, using only a Web browser.

Now, for instance, your database can be a sales analysis tool. Or a "best-fare" checker. Or a gene-mapping program. Or an animated training manual. Or an inventory controller. Or an interactive game. Or an investment portfolio manager. All, if you wish, with streaming video or audio. All with security and data integrity. All globally accessible online or via a LAN. And since the applications remain at the server, if you ever need to update, there's only one copy of the program to worry about—not thousands.

Oracle WebDB lets time-strapped developers "Web-enable" any Oracle database—again, using only a browser. In turn, users can access any such Web-enabled database from any browser, anywhere in the world. WebDB also lets you create specialized Internet-enabled applications, and dynamic, rich-media Web sites—all of which can be developed, stored, and even managed from within Oracle8i.



*It may be Internet Computing, but it shouldn't tie you down: Oracle8iLite is the ultimate mobile computing solution, letting you work with whatever you need, from wherever you may be.*

Of course, sometimes your users need to cut the cord. When they do, Oracle8iLite lets users—even Palm OS and Windows CE users—go completely mobile with any 8i database, application, or data.

#### **RUN ANY BUSINESS WITH STREAMLINED EFFICIENCY**

With Oracle's famed database technology at its core, Oracle8i has all the horsepower you'll need to drive all your Ecommerce operations with streamlined efficiency. Just ask any of the thousands of companies who turn to Oracle for an Ecommerce engine.

Oracle8i is unsurpassed for critical business applications like online transaction processing, data warehousing, and other tasks vital for any successful Ecommerce enterprise. As far as security and 24/7/365 reliability, let's just say that if an Oracle solution meets the needs of leading national security agencies around the world, chances are it will meet yours, too.

#### **CHOOSE THE SOLUTION THAT MATCHES YOUR GROWTH AND BUDGET**

Scalability and affordability are inherent components of Oracle's approach to Internet Computing. As we've described, Oracle8i centralizes databases, applications, and other complexities where they belong: server-side, at the fingertips of technical professionals. Aside from lower technical costs and other benefits, there's another advantage to this approach: You can bring users into the system at will; all they need is Internet- (or LAN-) access and a standard browser.

This means that Oracle8i grows with you at your pace—with fewer servers, easier management, better reliability, unparalleled rich-media integration, and lower technical support and training costs. Since it's from Oracle, you can rest assured that the best support in the industry will be there should you need it. And with systems now starting at less than \$3,000—about what you might pay for a single workstation—any size company can enjoy the benefits of Oracle8i Internet Computing.

"To make it on the Internet, first build products that delight your customers. Then be open for businesses whenever they come, which is all of the time. And be ready for the success crisis, because they will come—by the millions."

—Charles Dye \* Excite, Inc.

## INTERNET COMPUTING IN ACTION

As powerful as Internet Computing can be, keep in mind that it was designed to be the means to many ends. Internet Computing, at least the way Oracle sees it, is about more than technology. It's about almost anything you can imagine. And with Oracle8i at the foundation of your Internet Computing platform, your customers can enjoy a more rich, complete, and engaging media experience. Whatever your goals—from core mission-critical, to new ventures, to unforeseen opportunities—Internet Computing puts them within your reach.

Here's just some of what Internet Computing is making possible . . .

## TAKE THE INTERNET COMPUTING TEST DRIVE

Oracle—in partnership with several of its key developers—recently set out to demonstrate how Oracle8i and Oracle *interMedia* can power a truly interactive rich-media Web site. The results may forever change your expectations of what a database can do.

The Internet Computing Test Drive is an online racecar simulator—check it out at [newmedia.com/oracle8i](http://newmedia.com/oracle8i). There, you'll "drive" a Le Mans-class Porsche around your choice of race-tracks. You'll experience real-time animation of track position, gauges, and more. You'll adjust—on the fly—factors such as speed and remaining fuel. You'll see streaming video, showing each track from a cockpit-perspective. You can even take a cut-away, 3D tour of your Porsche.

Three things make this extraordinary demonstration even more special:

- \* To experience it fully, all you need is your ordinary Web browser (plus a few standard plug-ins).
- \* The entire site was created using easy, off-the-shelf software solutions from Oracle, Macromedia, RealNetworks, Live Picture, QMS, and MapQuest.
- \* The entire Internet Computing Test Drive (and all aspects of its content management and delivery) is running from an Oracle8i database enhanced with Oracle *interMedia*. Like we said, it just might change your expectations of what a database can do.

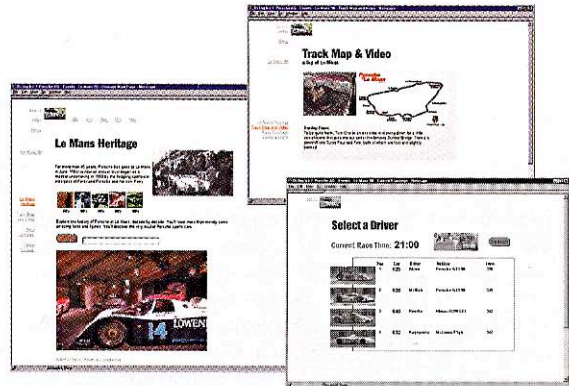
## FIND YOUR NEWS AT CNN CUSTOM NEWS

If there ever were a global source for news, CNN is it. And in just a few years, under the banner of CNN Interactive, they've also become the global *online* source for news.

But with CNN.com already the largest news site on the Web, CNN Interactive faced a new challenge—how to attract and hold new audiences. The concept they developed was CNN Custom News, a free, personalized news service—with goals beyond anything previously attempted on the Internet. And so they sought a technology partner with the tactical know-how to bring these ideas to fruition. The search led to Oracle.

CNN Custom News ([www.cnn.com/customnews](http://www.cnn.com/customnews)) is an impressive experience. After answering a few questions, you'll be presented with your own Custom News Web page, tailored to your interests and needs. You can choose from more than 2,000 topics—from sports to health, from pop culture to politics, and more. You can even set up a running on screen news ticker, alerting you to stocks, sports, weather, or other news of your

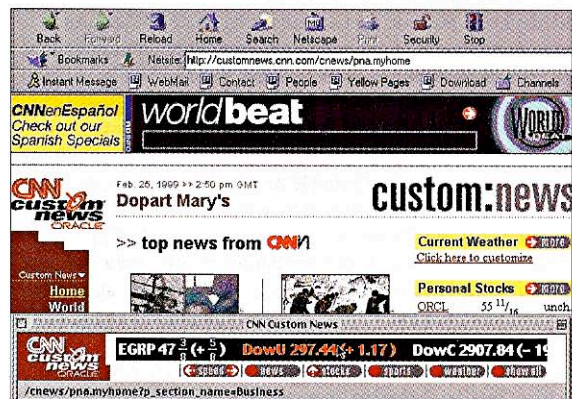
## Advertisement



Want to take the future for a spin? Check out the Internet Computing Test Drive at [oracle.com/oracle8i](http://oracle.com/oracle8i)—a fully interactive, rich-media demonstration of the power of Internet Computing. And don't worry about having the right application: All you'll need is your Web browser and some standard plug-ins.

choosing; just click on any ticker topic and a new page opens, showing all the details.

The entire site is incredibly dynamic, and it's a perfect job for Oracle's Internet Computing platform. As news stories flood into CNN—from wire services, reporters, satellite feeds, and news desks—Oracle technology automatically class-



CNN Custom News brings the power of Internet Computing to the world's leading online news source.

fies each story, then "files" it in a dynamic Custom News archive that can be accessed by anyone with a standard Web browser. Oracle solutions also manage rich-media content, provide editorial tools for the newsroom, and keep everything efficiently centralized on CNN Interactive's servers in Atlanta.

As Mark Bernstein, CNN Interactive's VP and general manager, puts it: "It was a perfect match—the world's leader in news partnering with the world's leader in information management."