

Where's the best place to get smart about PowerPC?

See for yourself on April 6.

CAMP AND PC WEEK 17TH CORPORATE COMPUTER PROFESSIONAL EXPOSITION

Wednesday April 6, 1994, Rosemont/O'Hare Convention Center, Rosemont, Illinois

The 17th Corporate Computer Professional Exposition, co-sponsored by the Corporate Association for Microcomputer Professionals (CAMP) and PC Week, could be the most productive working day you'll spend all year. Interesting, informative and fun. In fact, there's no more efficient way to keep up with what's happening today - and tomorrow - in corporate computing.

The event will include:

A full day of PowerPC and Macintosh seminars.

Rick Spitz, VP of Apple Computer

Bill Gates, Chairman of Microsoft

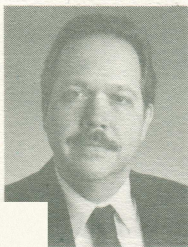
Over 270 exhibits including the latest Macintosh and Power PC solutions.

Valuable door prizes.

And it's all free!

THE APPLE CONFERENCE TRACK

Rick Spitz, Vice-President, Desktop Systems and Strategies, Apple Computer



Mr. Spitz will discuss the future of computing, with emphasis on the Power PC. Mr. Spitz will discuss many topics, such as various types of natural man-machine interfaces, implementing information harvesting techniques, making personal computers really personal, and improving intrahuman communications using onal computing technology.

Apple Macintosh PowerPC Implementation

Mark Rodda, Advisory Systems Engineer, Apple Computer

Mr. Rodda will cover the technical details concerning the PowerPC implementation in the Apple Macintosh computer line. He will cover the "speeds and feeds" and such issues as operating systems, native application support, and emulation strategies.

Integrating Intel-based and Macintosh Personal Computers

Don Oehlert, Technology Consultant, Apple Computer

Much has changed in this area in the past six months. Mr. Oehlert will discuss proven tools and techniques for data exchange between Intel-based PCs and Apple Macintosh personal computers.

Newton Technologies in the Enterprise

Carl Flygare, Dir., Apple Personal Interactive Electronics Div.

Personal Digital Assistants are the newest platform for mobile workers. Real world Fortune 500 applications will be demonstrated together with the object-oriented Newton Toolkit.

System 7

Don Oehlert, Technology Consultant, Apple Computer

An overview will be provided together with technical details.

*For a copy of the full conference program,
send a fax to CAMP at 708-291-1367*

THE APPLE PAVILION

A number of Apple-related exhibits will be shown on the exhibit floor. Examples include:

Apple

PowerPC Macintosh running DOS/Windows applications at 486 speed.

AppleSearch, AOCE and Applescript.

"Text to speech", and "speech to text" integrated with desktop video conferencing.

Macintosh Powerbook family.

Newton based technologies for field automation.

High performance servers.

Wireless data solutions.

Network management systems.

Apple hardware and software.

Processor upgrades -030, 040, PowerPC Imaging Accelerators.

Document publishing with word processing, page design, tablebuilding and graphic capabilities.

Great Plains Dynamics graphical accounting system.

Printers and other peripheral products.

MD MARS document imaging and text retrieval software.

LCD Display technology.

Tektronix color printers.

Ameritech Cellular & Paging
Assante' Technologies, Inc.

Comark

Daystar Digital

Frame

Hal Weinberger Consulting

vlett Packard

ging Systems, Inc.

Midwest Visual

Resource Data Systems