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SMART IS BEAUTIFUL

ALTA.COM

THIS LOGO COULD BE (COULD HAVE BEEN) THE NEXT STEP IN THE EVOLUTION OF ALTAVISTA.COM - THE INTERNET SEARCH ENGINE.

alta com

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C	1
M	18
Y	69
K	0

C	0
M	60
Y	70
K	10

C	60
M	0
Y	30
K	5

C	30
M	3
Y	0
K	3

C	10
M	80
Y	70
K	0

C	96
M	71
Y	2
K	0

C	25
M	0
Y	80
K	5

C	0
M	0
Y	40
K	3

C	0
M	15
Y	50
K	15

C	0
M	0
Y	15
K	60

alta is a technology company. From the start, we have focused on quantifiable superiority—faster, smarter, more powerful. Now that we have grown from simply being an Internet search engine, we've found the need to say what sets all our services apart. We think that it's our approach to communication, which is to always be as straightforward and direct as possible. Maybe you won't see the beauty in this approach. Maybe you won't think it's smart. Maybe you need to see for yourself.

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ALTA.COM AD CONCEPT

THIS WAS FOR A RE-LAUNCH OF THE ALTAVISTA.COM BRAND. CHANGING THEIR NAME. RE-FOCUSING ON THEIR CORE STRENGTHS. A LITTLE BIT OF QUIET IN AN OVER-SATURATED, OVER-HYPED, OVER-DONE INTERNET WORLD.



We will not lure you to our shopping site with \$10 off your first purchase of \$100 or more. We will offer you the facts of our service here:

- the shopping search is faster
- there is more relevant information drawn from a larger search
- you receive personalized service based on smart technology
- you have access to a recommendation center for special events like weddings
- you have access to a gift center that is customized around the people you buy gifts for

shopping ● com

PART OF ALTA.COM
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SHOPPING.COM AD CONCEPT
THIS SHOWS HOW AN AD FOR ALTAVISTA'S SHOPPING.COM BRAND WOULD EXIST WITHIN THE RE-LAUNCHED WORLD OF ALTA.COM.



representative 01 TV :30

WOMAN:
I am here to invite you to visit *alta.com*. We are more than a search engine. We are more than a shopping service. We are a place with quantifiable differences: faster, smarter, more powerful. And it is our belief that the best way to get you relevant information is to communicate in a candid and straightforward manner. It seems to make a lot more sense than trying to dazzle or trick you. After all, we'd be found out as soon as you logged on.

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MAN:
After other search engines failed them, ninety-three percent of visitors to *alta.com* were able to complete their searches. It's a statistic that may or may not impress you. It kind of depends on the last time you did an unsuccessful search.

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representative 03 TV :10

MAN:
Your time will not be wasted.

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representative 04 TV :15

MAN:
The search time on *alta.com* is on average, half a second. Which means your precious time can be spent elsewhere.

MAN JUST STANDS THERE, LOOKS AROUND; WE HOLD ON HIM FOR FIVE SECONDS TO GIVE AN IMPRESSION OF EXTRA TIME.

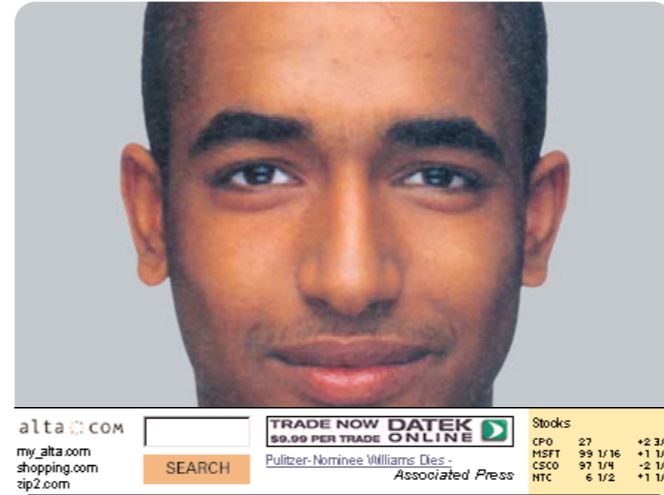
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WOMAN:
alta.com searches more of the Web than anyone else. And we never return with advertisers at the front of the list because they paid to be there. Your search isn't biased. Why should ours be?

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MICROPORTAL IS AT BOTTOM OF SCREEN BELOW THE REPRESENTATIVE.

MAN:
This is *alta.com's* exclusive microportal. It stays on your computer screen, and is personalized with news, weather, sports and stocks. At *alta*, we like to sum that up with the word...handy.

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MICROPORTAL IS AT BOTTOM OF SCREEN BELOW THE REPRESENTATIVE.

WOMAN:
Download *alta.com*'s free microportal, and no matter what else is on your screen, you always have access to searches. It's nice to know there's even a faster way to get to the fastest search engine.

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MAN:
alta.com indexes over 140 million pages in a search for you, more than any other search engine. And our site's refreshed every 28 days or less – more often than any other site. It's a philosophy we at *alta* officially call "more is better."

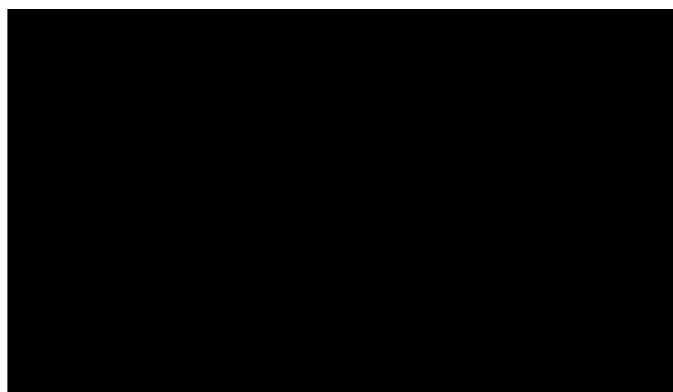
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WOMAN (SPOKEN IN ENGLISH, SUBTITLED IN JAPANESE):
At *alta.com*, you can search foreign web pages and translate them into 25 languages. Because not every web page on *schichi go san* is going to be in English.

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