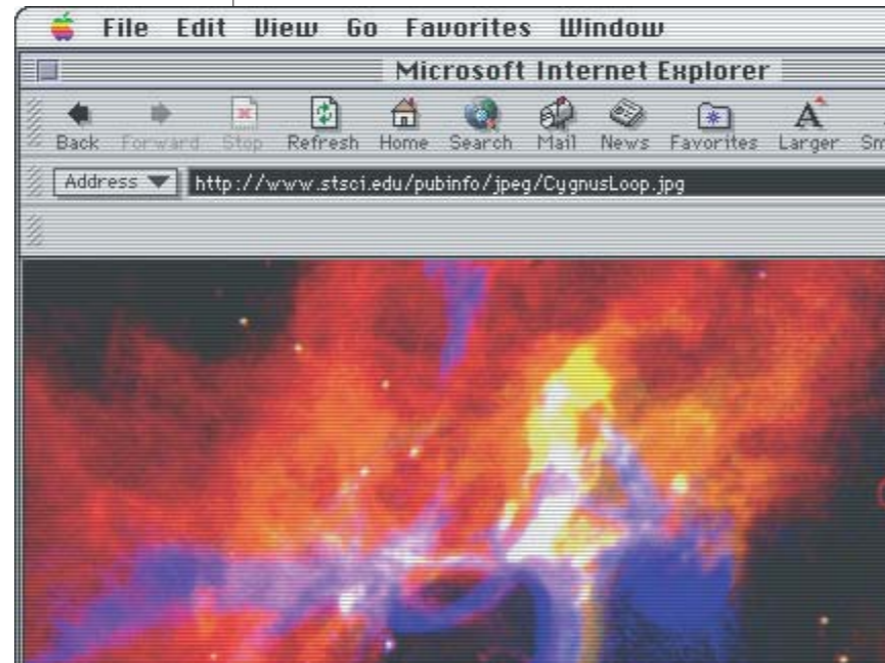


[Microsoft Internet Explorer 3.0 for Macintosh. Does Netscape come with an uninstall program?](#)

Let's look at the facts. Microsoft Internet Explorer 3.0 was [designed for the Mac](#) by our Mac developers with a Mac interface that's faster and easier to use. It requires no upgrade, since it runs on existing Macs including 680x0 and Power Macs and only needs a [4MB RAM partition](#). (Netscape devours an 8MB partition.) Internet Explorer 3.0 supports [Stylesheets](#), [ActiveX](#), [Java](#), and native Mac technologies like [QuickTime](#), [QuickTime VR](#) and [AppleScript](#). It gives you lots of killer ways to customize your Web experience, as well as convenient access to e-mail and newsgroups. Microsoft Internet Explorer 3.0 is quicker and smarter and smaller and, incredibly enough, [it's free](#). You can do a quick download from the Microsoft Web site, or call AT&T for a WorldNet connection and a free disk at [1-800-967-5363 ext. IE3](#). You may even want to keep Netscape for nostalgic reasons.



Where do you want to go today?™

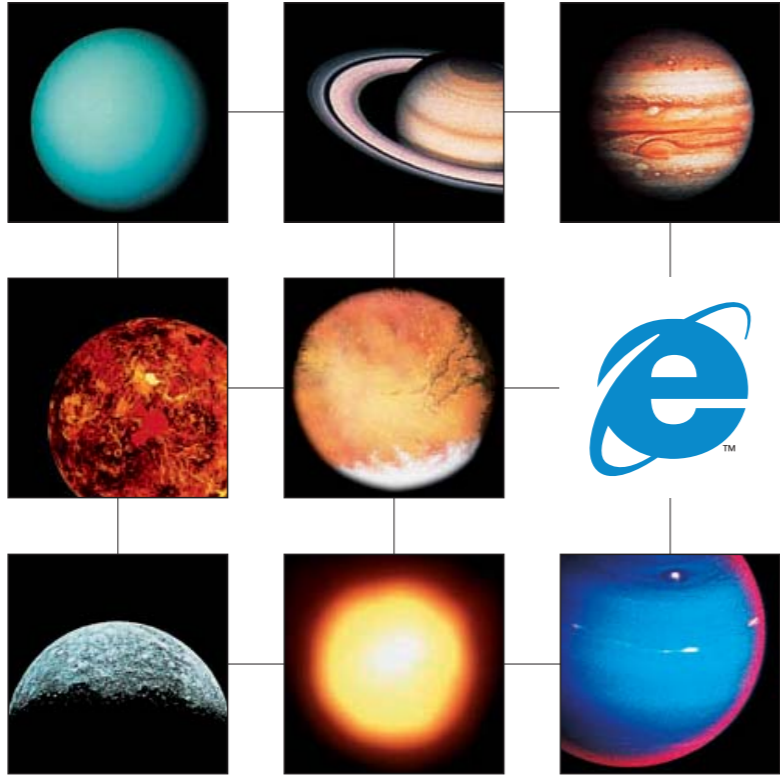
www.microsoft.com/ie/mac/

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MICROSOFT INTERNET EXPLORER 3 FOR MACINTOSH
MY VERY FIRST PRINT AD.



Your browser defines what your intranet can do. We assume you want your intranet to do everything.

The whole idea of **Microsoft® Internet Explorer 3** is to make your intranet simpler. So let's keep this simple: **Platforms**. Build it on what you have. Run it on what you use. All the flavors of Windows®, Macintosh. In our next version: UNIX. **Content**. See it all. Write it all. ActiveX®, Java®, VBScript, HTML, even humble Microsoft Office documents. **Administration and security**. With the Internet Explorer Administration Kit, you have the only tool that lets you remotely manage and secure the intranet from your desktop. Please don't get up. **Proof**. Download Internet Explorer 3 at www.microsoft.com/ie/ (it's free). Then join corporations such as Shell, Arthur Andersen and Dayton Hudson who have already made their commitment to Internet Explorer 3. **Future**. Yours for the taking.

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www.microsoft.com/ie/

Microsoft®

Your intranet has to run on what you have.
Your browser has to make it run better.



Microsoft® Internet Explorer runs on the platforms in your business. The difference is, it also works with them. That's because it's not a one-size-fits-all browser interface. Internet Explorer is designed to take full advantage of the native technology of each platform you use. That's a step-by-step process. Starting with the home team: **Windows®95**. **Windows 3.1**. **Windows NT®**. Then the **Macintosh**. And in our next version, **UNIX**. So whatever the platform, your users get to see more of everything on the Internet and intranet. Browser weirdness goes away. And you've got a browser that **makes it simple** to see your intranet on whatever you have, put what you want into it, and run it the way you want.



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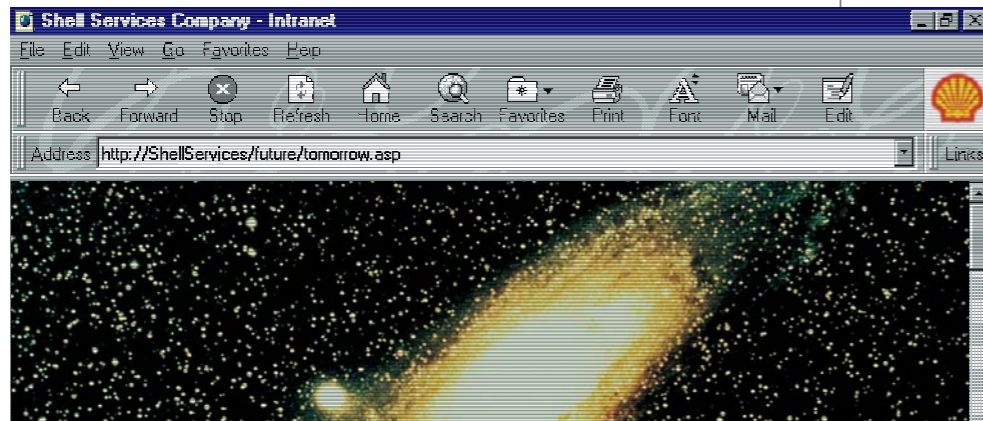
Microsoft®

Give yourself remote control of your intranet.

The **Microsoft® Internet Explorer Administration Kit** isn't much to look at. Just one wizard screen after another asking straightforward questions about how much **power** you want over your intranet. If you want to set your users loose to find their own way, **set them free**. If there are functions you don't want them messing around with, like security and network settings, **lock them out**. If you want to replace our logo with your logo and our name with your name, we don't care. **Just get the kit**. (We'll send it to you. It's free.) Set up your browsers the way you want them. **Deploy them** on CD or floppies, or send them over the Net; update them remotely or automatically. **You don't leave your desktop**. You don't leave your desk. Unless you want to stretch.

Take what you have, use what you know, and put something new on your intranet.

Kewl. More Internet technologies. Now, can your users see them? Can you learn and use them in a reasonable time, i.e., immediately? **Yes**. There's nothing else out there with all the tools and technologies that are in here. And you already know this stuff. Since you learned Visual Basic® at birth, you'll find it easy to learn **ActiveX®** and **VBScript** and extend your applications with hot technologies like **Java®**, **JavaScript**, **Cascading Style Sheets** and **HTML 3.2**. You can even view Microsoft Office documents without converting them to HTML. **The idea is to get information out there**. Make it simple. Keep it easy.



Keep everyone else out of your intranet.

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www.microsoft.com/ie/security/update.htm



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The idea is to put the intranet to work. Make it simple. Keep it easy.



Once, your job was to make your logo move. Now your job is to get your intranet moving. To do it, you're going to have to get access to all the Internet tools and technologies that are out there. And you're going to have to learn them and use them in a reasonable time, i.e., immediately. All of which can make your job much harder. Or, with **Microsoft® Internet Explorer**, much easier. Because there's nothing else out there that offers such broad support of Internet-standard tools and technologies. **And you already know this stuff.** Visual Basic® makes it easy to create your own **ActiveX**-controls or use **VBScript** to tie existing components into your intranet applications. Then you can extend your applications with tools like **Visual J++**, **Symantec Cafe**, **C++**, and technologies like **Java**, **JavaScript**, **Cascading Style Sheets**, **HTML 3.2**, and, in our newest version, **Dynamic HTML**.

The idea is to make the razzle-dazzle smaller and faster. To do incredible things in tiny HTML pages, so your users don't have to wait two minutes for a page to load. To create interactive content without plug-ins or another hit on the server. To add Java applets anywhere. We'll even get you started with intranet sample applications, complete with source code and documentation, that you can download free at the Intranet Solution Center at www.microsoft.com/intranet/. **The idea is to make Internet Explorer as simple and easy for developers as it is for your users.** Download Internet Explorer and the Internet Explorer 4 platform preview for Windows® 95 at www.microsoft.com/ie/.

Where do you want to go today?®

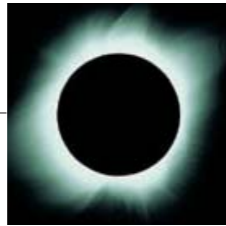
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Once, choosing a browser was a no-brainer.
Now it's a strategy.

When you put Microsoft® Internet Explorer 3 on everyone's desktop, you **unify** your intranet around one browser, optimized for each platform, bringing you more content and more control. And as you put your strategy into place, you can already see where it's going: Internet Explorer 4.



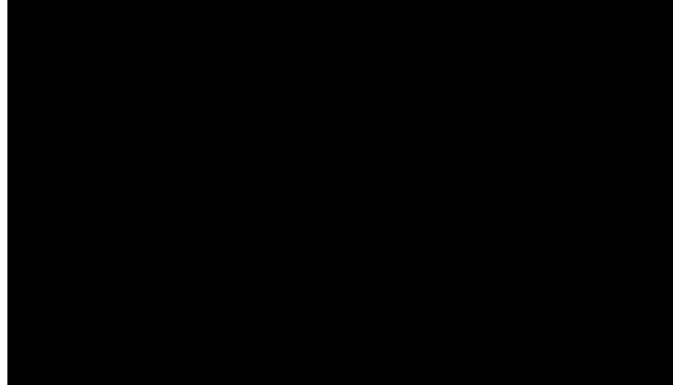
That's when the **active desktop** arrives, where applications, communications and the known universe merge on one window. When you can push your own channels of critical business information straight to every user's desktop. Adding management tools and communication capabilities that don't even have buzzwords yet. There's nothing amorphous about the future. Internet Explorer 3 is going to take you straight to Internet Explorer 4. So go to www.microsoft.com/ie/ and launch your strategy.



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