

**Objective: Get Xerox
on the digital radar.**

Approach: Pavlovian marketing

Knee-jerk reaction:
think digital, think Xerox

Strategy: Tell the story

“Invented here”

XEROX

We were digital when Bill Gates was in diapers.



Slight exaggeration.

He was more like ten, and going into sixth grade when we got into computers.

Not long after getting a taste of digiteria, Xerox created the Palo Alto Research Center (PARC), breeding ground for the best and brightest in the industry.

PARC was the birthplace of most of the technologies that are digitizing the world.

No exaggeration.

Windows. The Mac. Invention of “icons,” Ethernet, workstations, LANS (local area networks), WANS (wide area networks), “gateways” connecting networks, WYSIWYG and digital printing were all brainchildren of the brains at PARC.

Even the mouse was born there.

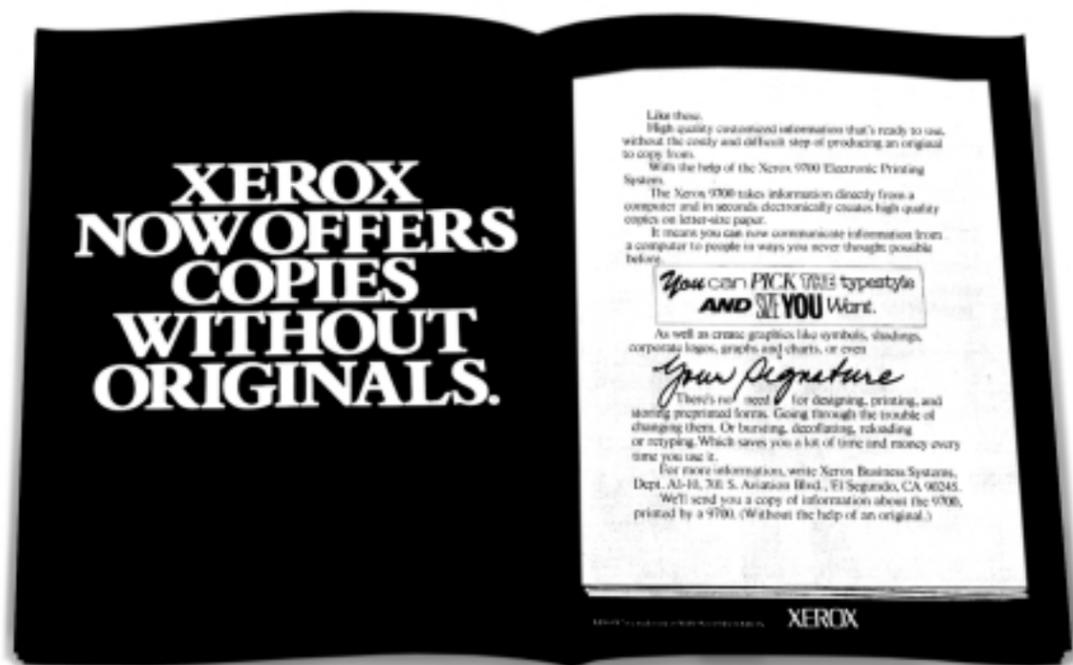
3-D and real-time broadcasting on the Net are two of today’s pet projects.

A complete range of digital products, from digital copiers to industrial-strength digital printing systems, is what we’ve done for you lately.

So when you’re considering digital equipment, keep this in mind. Most of what’s out there was invented here.

XEROX

Our digital copier was ready in 1977. The world wasn't.



Xerox introduced the Digital Copier (DC™) back when most people thought software was a clever new name for cotton undergarments, and hardware was brackets and hinges.

This posed a bit of a problem.

What do you do with a copier that prints directly from a personal computer when nobody's using personal computers?

We decided that even though very few companies were working with them, we'd keep working on them — making our DC™ machines faster, more reliable, and less expensive.

We also took that time to develop a complete family of Xerox quality Digital Copiers and printers, waiting for the day the world would say, “we're ready.”

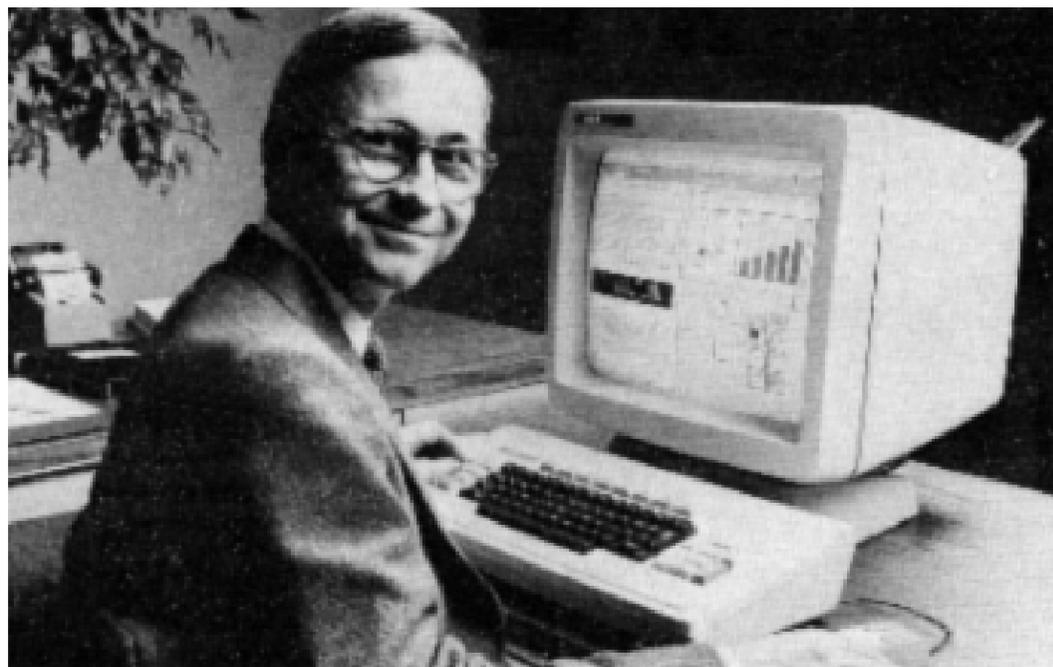
That day has come.

And we're ready again. With the most advanced range of Digital Copiers and industrial-strength digital printers available.

But that shouldn't come as a surprise. We did have a lot of time to perfect them.

XEROX

We did windows.



The Xerox desktop computer, circa 1978.

Long before there was Windows there were windows. Invented by Xerox at their Palo Alto Research Center (PARC).

The world's first windows were opened on the Xerox desktop computer—the first one to merge words, numbers and graphics. (Until then, desktop computers were either word processors or glorified calculators.)

The windows technology created at PARC was later adopted by Apple then adapted by Microsoft.

In the meantime, at Xerox we stuck to our digital knitting and concentrated on digital printing, becoming the leader in industrial-strength digital duplicators and creating the first Digital Copier (DC™).

Today, a Xerox Color DC can print anything that's on your computer screen exactly as it appears, including Internet pages. (3-D and real-time broadcasting are what our Internet scientists have been pioneering.)

Other little known digifacts: Ethernet, the fax machine, laser printing, icons and the touch screen were also invented here.

It's kind of ironic. When it comes to so many digital products, Xerox is the originator. The others are the copier companies.

XEROX

Invented here.



Necessity isn't always the mother of invention. Quite often it's us.

Truth be known, most of the digital viewing, transporting and printing technologies were born here. At the Xerox Palo Alto Research Center (PARC).

The world's first windows were opened here on the Xerox desktop computer.

Digital laser printing, icons and the touch screen came to life here, too.

On the communication side, PARC is where Ethernet, LANS, WANS and gateways came into existence.

Xerox also pioneered digital readers and voice recognition. Our Internet scientists broke ground in 3-D and real-time broadcasting.

In terms of digital printing, we have the broadest, most advanced line of Digital Copiers (DC™) and best-selling industrial-strength digital printers that work tongue and groove with mainframe computers.

Getting digital equipment from Xerox could have an emotional kick, too. Imagine being able to buy a lightbulb from Thomas Edison, a stereo from Marconi, or an SST from the Wright Brothers.

XEROX

Future wizards will have to fill these shoes.



1



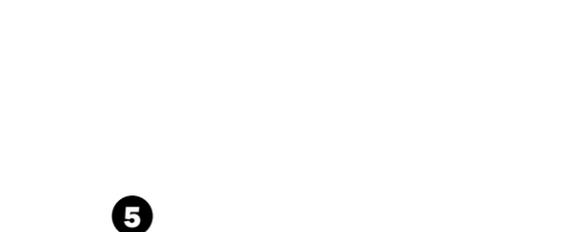
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6

The Xerox Palo Alto Research Center (PARC) didn't only give birth to most of today's digital technology, it was also the breeding ground for most of the legends in the industry.

These are some of today's geniuses creating in their footsteps.

1 Mark Weiser. PARC's Chief Technologist. Responsible for 3-D user interface, described as the next computer revolution. *Nike Air Jordan. Size 10.*

2 Carole McCorkle. Joined PARC in 1993 as Principle Scientist. Earned four PhDs. Invented RSVP, system that enables multimedia traffic on the Internet. *Reebok Cross-Trainer. Size 7½.*

3 John Lawville. Attended Harvard. MIT. Stanford. Never graduated. Created Mbone, experimental means of turning the Internet into a real-time, multi-point broadcast system. *Sandals. Custom made.*

4 John J. Carlyle. Started his career at PARC. Left to become Chief Information Scientist at NASA. Returned to PARC after two years. Missed the action. *Converse All-Star. Size 12.*

5 Jim Henrikson. Graduated MIT at age 15. Holds the patent on IPv6, an advanced Internet protocol. Worked at PARC even before graduating. (Summer intern.) Goes barefoot.

6 Lisa Lyddel. Daughter of Dave Lyddel, PARC alumnus. Lisa, a Stanford fellow, arrived at PARC on a quest to speed digital printing. Succeeded. *Hush Puppies. Size 7.*

XEROX

He drums to the beat of a different march.



By day, he's Mark Weiser, Chief Technologist at the Xerox Palo Alto Research Center (PARC).

By night, he's Mark Weiser, the drummer, for the group Severe Tire Damage, the first band to appear live on the Internet.

Day or night, Mark Weiser has the same vision of the future.

Coming to PARC in 1987 as Principle Scientist, he learned that, "Xerox has some of the most innovative products in the industry. It's my job to see that Xerox PARC continues to contribute to that innovation into the 21st century."

While Mark headed PARC's Computer Science Library, the lab created technologies at the core of the next-generation Internet. IPv6, an advanced protocol. RSVP, which enables multimedia traffic. And the MBone, experimental technology that turns the Internet into a real-time broadcast system.

PARC scientists also invented the multi function computer, the windows interface, digital laser printing, and the local area network.

Industry analysts describe PARC's work in 3-D as the start of the next computer revolution.

"The Internet Age has barely begun," says Mark. "It's not done until everything is on the Web."

And the beat goes on.

XEROX

We planted the seed.



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XEROX

One of our lesser known inventions.



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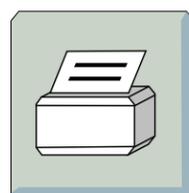
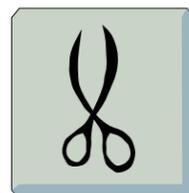
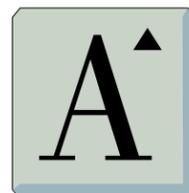
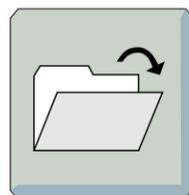
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XEROX

As originally introduced by us.



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We taught machines how to listen.



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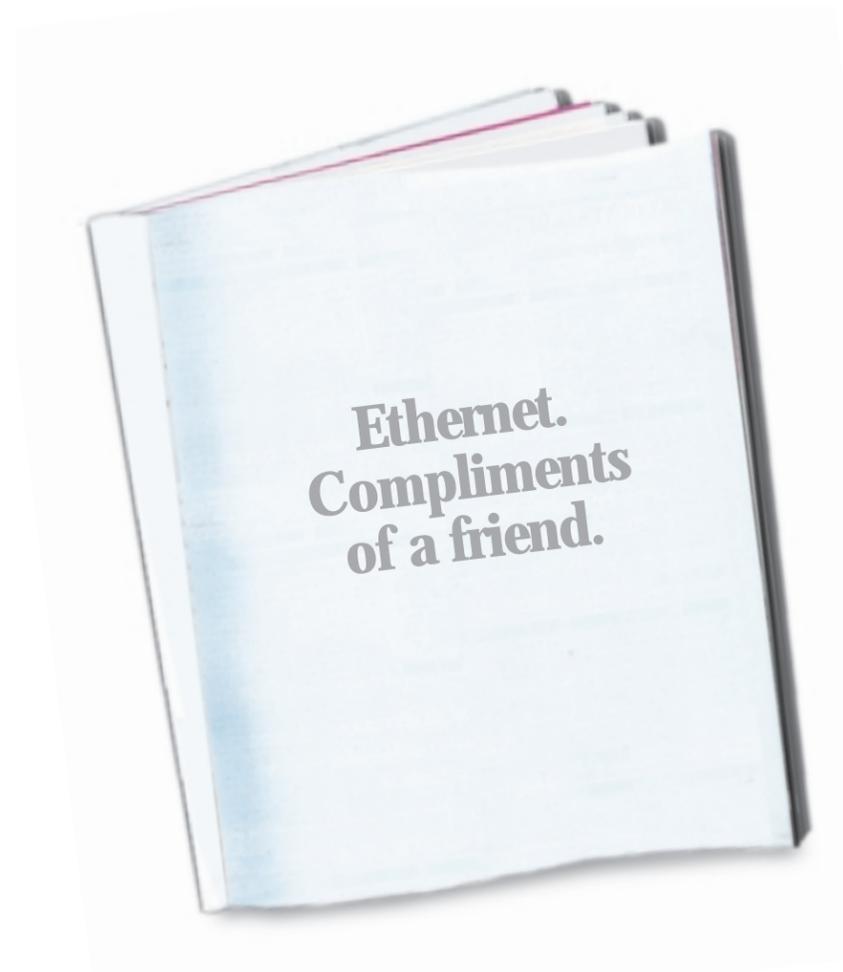
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XEROX

Quick, who invented Ethernet?



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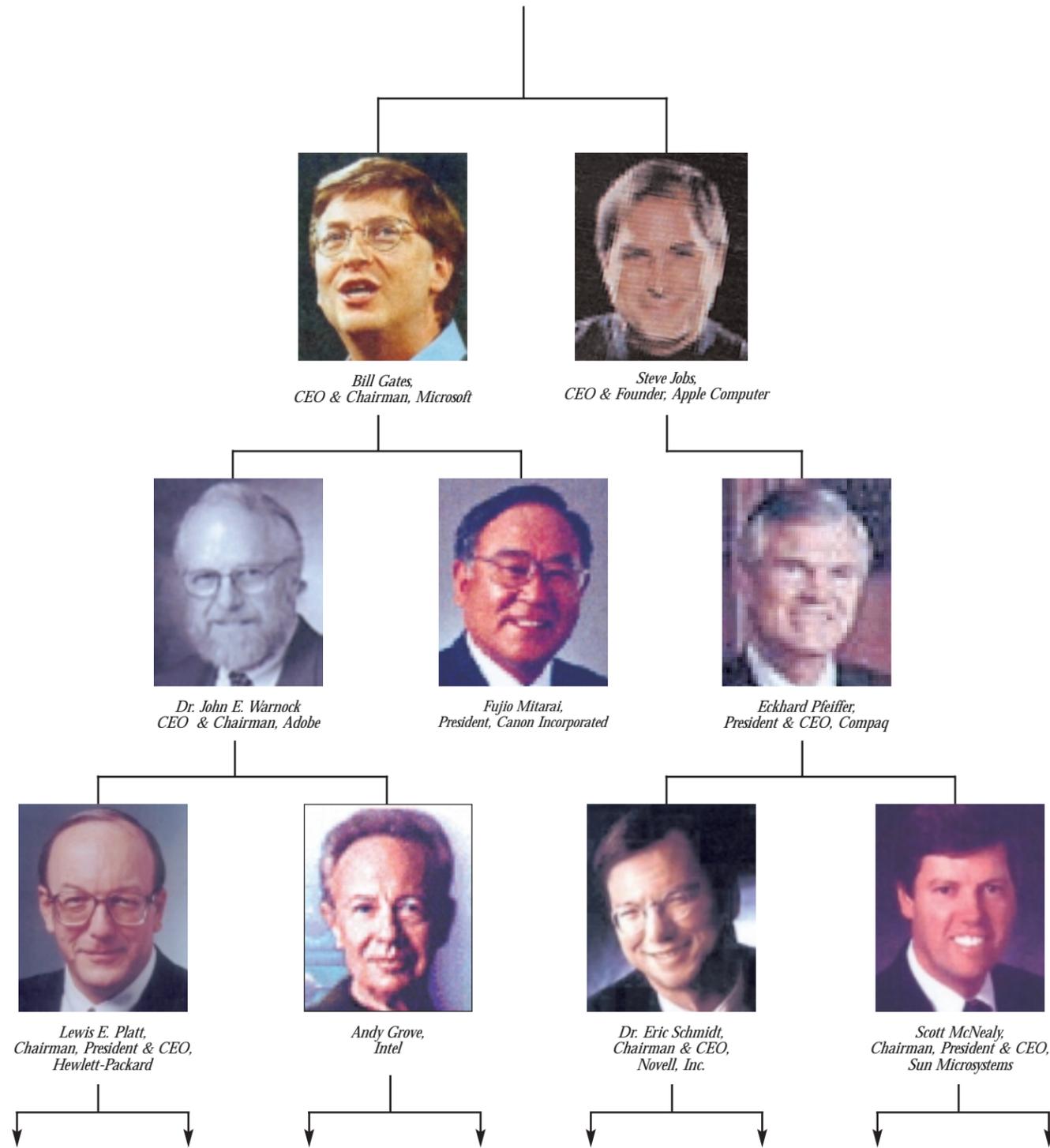
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XEROX

XEROX



Our family tree.

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