



Rise into a new world of wonders on IBM's "People Wall"

WHAT goes on inside that huge dome atop the IBM Pavilion? Come and find out. Awaiting you is one of the Fair's *most talked-about experiences*.

1. You enter a shaded courtyard and follow a maze of paths. You arrive at the "People Wall," and soon you are soaring into a fantastic new world called the "Information Machine."

2. Here, you find a new kind of living picture entertainment on nine separate screens. Suddenly you're sharing the reactions of a racing car driver at 120 M.P.H. Then you plan strategy with a football coach. You join famous scientists at work. Then you explore the processes of a woman's mind as she plans a dinner party. You see how scientists and computers use your own simple,

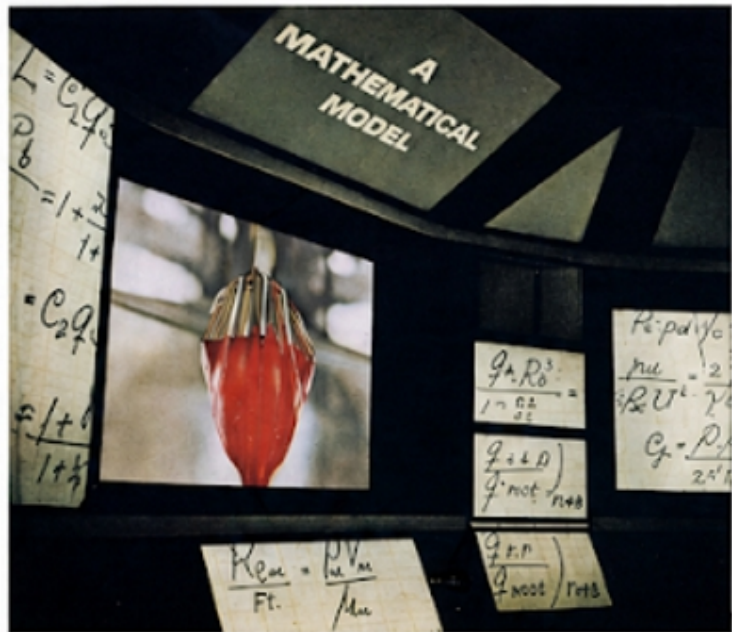
everyday logic to solve the universe's most complex problems.

3. Return to earth for fascinating puppet shows. Give a computer the date of your birth. Watch it "read" your handwriting, then print out a news headline of the day you were born—a souvenir to take home.

4. See how an IBM computer translates Russian faster than you can read. Then use a Selectric Typewriter to send free postcards to friends.

5. There's much, much more that will keep you talking and thinking. Continuous shows. No charge of any kind. Look for the IBM Pavilion. It's just to the left of the main entrance.

IBM[®]



Report from the World's Fair:

IBM's "People Wall" lifts you into a new world of wonders



See how IBM computers use simple logical steps to help men find answers to the most complex problems.

COMING to see the New York World's Fair? Don't miss the show inside the dome of the IBM Pavilion. Awaiting you is one of the Fair's most talked-about experiences.

You enter a shaded garden, and follow a maze of suspended paths. You arrive at the "People Wall," and soon you rise into the wondrous world of the "Information Machine."

Here, from 15 screens, a new kind of living picture entertainment leaps out at you. One minute you're experiencing the hair-raising reactions of a racing car driver. The next minute, you're adventuring on a railroad.

Surprise follows surprise. You plot strategy

with a football coach. You watch scientists break down seemingly unsolvable problems into simple steps for computer analysis.

You then follow the many amusing turns of a woman's mind as she puzzles out seating arrangements for her dinner party.

Gradually, a surprising fact becomes clear. Computers are really not mysterious. They help solve the most complex problems with simple principles of logic—the kind you use daily.

The "People Wall" returns to earth. You give the date of your birth to an experimental IBM computer. Watch it read the numbers you write, then search its "memory," and

print out a "New York Times" headline that ran on the very day you were born.

Next, you see how an IBM computer can translate Russian science articles into simple but understandable English as fast as you can read. It works from its own 200,000-word "dictionary"—a disc like a phonograph record.

There's much, much more. Three animated puppet shows, one of them starring Sherlock Holmes. You can use an IBM Selectric typewriter to send free postcards to friends.

Then, there's the "Probability Machine." It shows how science uses "chance" to detect the laws of order running through seeming chaos.

Take a stroll through Scholar's Walk. Follow man's many curious attempts to construct "mathematic machines." You will see their latest evolution into today's new family of incredibly fast IBM computers.

You'll come away with a new understanding of computers, and the many amazing ways they are improving our daily life.

Spend plenty of time at the IBM Pavilion. You will be talking about it for years to come.

IBM



Inside the IBM dome you'll see a multi-screen show created and produced by Charles and Ray Eames; with story by Glen Fleck, music by Elmer Bernstein.

Soar 50 feet into a fascinating new world at the IBM Pavilion

WHAT goes on inside the dome of the IBM Pavilion? Come and find out. One of the Fair's *most talked-about experiences* awaits you.

- You enter a shaded garden and follow a maze of suspended paths. You arrive at the "People Wall." Soon you rise into the "Information Machine."
- Here you will see, *on 15 screens*, a new kind of show. One minute you're experiencing the reactions of a racing car driver. Next, you're running a freight train—then working out plays with a football coach.
- You follow the amusing twists of a woman's mind as she arranges seating for a dinner party. You watch scientists break down extremely complex

problems into easy steps for computer analysis. *You begin to realize computers are not so mysterious after all.*

- There are animated puppet shows to see, and the "Probability Machine" that shows how "chance" helps science detect laws of order in our universe.
- An experimental IBM computer prints out the headline news of the day you were born. Another IBM computer translates Russian into simple, intelligible English.

To save time, you can make same-day reservations for "People Wall" seats on a first come, first served basis.

IBM®