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**OEM PC Diagnostics Software Market Opportunities,
Strategies, and Forecasts, 2007 to 2013**

OEM PC Diagnostics Software



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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CHECK OUT THESE KEY TOPICS

OEM PC DIAGNOSTIC SOFTWARE FORECASTS
OEM PC Diagnostic Software Market Shares
OEM PC Diagnostic Software Growth Factors

PC Diagnostic Systems

PC Diagnostic Controlling Costs

Diagnostic Systems Software

HIGH PERFORMANCE

PC DIAGNOSTIC TRENDS

OPERATING SYSTEM-BASED DIAGNOSTIC

TYPES OF MISSION CRITICAL DIAGNOSTIC SYSTEMS

BUSINESS PROCESS ENGINEERING

PC MARKET GROWTH

BIOS FLASHING UTILITIES

PC DIAGNOSTIC PRICING

PC DIAGNOSTIC SOFTWARE REGIONAL ANALYSIS

PC DIAGNOSTIC SERVICES

OPPORTUNITY ABOUNDS

WinterGreen Research, Inc.

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PC manufactures need to avoid hardware problems. They need to avoid calls for service, they need to be able to tell is a problem is with the hardware or software when a call does come in. If there is a hardware PC problem, the service center needs to be able to fix it quickly.

Calls to the service center are costly. OEM PC diagnostic software spreads the cost of implementing feature rich functionality over the entire customer base.

As companies seek to work more efficiently with each other in ecosystems messaging is the vehicle for information exchange between applications. As the supply chain is automated, the value of mission critical messaging becomes more evident.

OEM PC diagnostics markets at \$22.4 million in 2006 are anticipated to reach \$66.6 million by 2013. Demand for increased reliability of systems is the market driver. In addition, the packaged software solutions are more efficient than home grown testing and diagnostic solutions because they spread the cost of adding features over the broad customer base.

Companies Profiled

Market Leaders

PC-Doctor
EuroSoft

Market Participants

Micro 2000
PC Certify
Ultra-X

Neurosoft
TouchStone Software
ZF Micro Solutions

OEM PC Diagnostic Software Strategies and Forecasts, 2007-2013

REPORT METHODOLOGY

THIS IS THE 296TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

OEM PC Diagnostic Software Market Opportunities, Strategies, and Forecasts, 2007 to 2013

Table of Contents

PC DIAGNOSTICS EXECUTIVE SUMMARY

PC DIAGNOSTICS EXECUTIVE SUMMARY	ES-1
OEM PC Diagnostic Software Growth Factors	ES-1
OEM PC Diagnostics Software Market Shares	ES-4
OEM PC Diagnostics Software Market Forecasts	ES-6
PC-Doctor Troubleshoot By Using Diagnostics	ES-8
EuroSoft PC-Check OEM And Independent Hardware Vendor	ES-9

OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS

1. OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS	1-1
1.1 PC Diagnostic Systems	1-1
1.1.1 Diagnostic Systems Solutions	1-1
1.1.2 Diagnostic Systems Issues	1-2
1.2 PC Diagnostics Controlling Costs	1-4
1.2.1 PC Diagnostics Industry Trends	1-6
1.3 PC Diagnostic Trends	1-7
1.4 Mission Critical Diagnostic Systems Market Dynamics	1-9
1.4.1 Mission-Critical Functionality	1-12
1.4.2 Mission Critical Diagnostic Systems	1-14
1.5 Diagnostic Systems Software	1-14
1.5.1 Linking Internal Operations	1-15
1.6 Information Technology Environments Increasingly Complex	1-17
1.6.1 Heterogeneous Computing Environments	1-19
1.6.2 Technology Challenges	1-19
1.7 Types of Mission Critical Diagnostic Systems	1-20
1.7.1 Event-Driven PC Diagnostics	1-20
1.8 Mission Critical Systems Provides The Base PC Diagnostic	1-21
1.8.1 PC Diagnostic Server and PC Diagnostic Integration Depend on Mission Critical Diagnostic Systems	1-24
1.9 Businesses Process Engineering	1-25
1.9.1 Key Component Of Business Process Management	1-26
1.10 High Performance	1-26
1.10.1 Scalability	1-27
1.10.2 Automatic Configuration	1-28
1.10.3 Reliable, Robust Systems	1-28
1.11 PC Diagnostic Trends	1-30
1.12 Mission Critical Diagnostic Systems Market Dynamics	1-33

OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS

2. OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS	2-1
2.1 OEM PC Diagnostic Software Growth Factors	2-1
2.1.1 Spread Cost Of Feature Improvement Over Large User Base	2-5
2.1.2 Primary Issue Is Whether Operating Systems Will Absorb The Functionality Of PC Diagnostics	2-6
2.2 OEM PC Diagnostics Software Market Shares	2-7
2.2.1 PC-Doctor	2-9
2.2.2 EuroSoft	2-11
2.2.3 Ultra-X	2-11
2.2.4 Ultra-X Advanced Technician Diagnostics	2-12
2.2.5 Ultra-X Home and Technician Diagnostics	2-12
2.3 OEM PC Diagnostics Software Market Forecasts	2-12
2.4 PC Diagnostics Pricing	2-17
2.5 PC Market Growth	2-18
2.6 OEM PC Diagnostics Software Regional Analysis	2-19

OEM PC DIAGNOSTICS PRODUCT DESCRIPTION

3. OEM PC DIAGNOSTICS PRODUCT DESCRIPTION	3-1
3.1 PC-Doctor Lenovo Diagnostics	3-1
3.1.1 PC-Doctor Drive Specialist - ThinkCentre / NetVista	3-3
3.1.2 PC-Doctor Lenovo 3000 J Series desktops	3-3
3.1.3 PC-Doctor Troubleshoot By Using Diagnostics	3-4
3.1.4 PC-Doctor Bundle Family	3-6
3.2 EuroSoft	3-7
3.2.1 EuroSoft Hardware Diagnostic Solutions	3-11
3.2.2 EuroSoft PC-Check OEM and Independent Hardware Vendor	3-15
3.2.3 EuroSoft Diagnostic Service Depot Solutions	3-17
3.2.4 EuroSoft Diagnostic Solutions Controlling Costs	3-18
3.2.5 EuroSoft Diagnostic Solutions In The Field	3-18
3.2.6 EuroSoft Diagnostic Solutions Reliability During Manufacture...	3-19
3.2.7 EuroSoft Diagnostic Solutions Integration...	3-19
3.3 Ultra-X	3-20
3.3.1 Ultra-X Pro Kit	3-21
3.3.2 Ultra-X Advanced Professional Kit	3-25
3.3.3 Ultra-X QuickTech PE	3-26
3.3.4 Ultra-X QuickTech USB 2.0	3-26
3.3.5 Ultra-X MicroPOST II	3-27
3.3.6 Ultra-X QuickTech Professional Core-Level PC Diagnostic Software	3-41
3.4 Micro 2000 Computer Diagnostic Software	3-49
3.4.1 Micro-Scope General Diagnostics Features:	3-53
3.4.2 Micro-Scope DMI System Information	3-54
3.4.3 Micro-Scope System Information Multi-Processor Support & Testing	3-54
3.4.4 Micro-Scope Health Status	3-54
3.4.5 Micro-Scope IDE and SCSI Identification	3-55
3.4.6 Micro-Scope PCI Identification	3-55
3.4.7 Micro-Scope Save/Restore CMOS	3-56
3.4.8 Micro-Scope System Board Tests	3-56
3.4.9 Micro-Scope System Base Memory Testing	3-56
3.4.10 Micro-Scope System Video Testing	3-56
3.4.11 Micro-Scope System SCSI Testing –	3-57

3.4.12	Micro-Scope System Accurate Boot Record and Partition Recovery	3-57
3.4.13	Micro-Scope System Cache Memory Testing –	3-57
3.4.14	Micro-Scope System Full Intelligent Functions	3-60
3.4.15	Micro-Scope System Universal Capabilities	3-65
3.4.16	Micro-Scope System Trouble Shooting A Dead PC	3-66
3.4.17	MicroScope Diagnostic Software Features:	3-67
3.4.18	Micro-Scope Real-time Benchmarks	3-71
3.4.19	Micro-Scope USB-Scope Diagnostic Software Features	3-71
3.5	CheckIt Diagnostics	3-74
3.6	Hard Drive Failure	3-74
3.6.1	Hard Drive Mechanic™	3-75
3.7	PC Diagnostic Services	3-76
3.7.1	TouchStone Driver Agent:	3-76
3.7.2	TouchStone eSupport.com: BIOS Upgrades	3-77
3.7.3	TouchStone BIOS Recovery:	3-79
3.8	PC Certify	3-79
3.9	Professional PC Diagnostic Software Suite	3-81
3.9.1	PC Diagnostics Software	3-95
3.10	Active X Profiler	3-97

PC DIAGNOSTIC STRATEGY, TECHNOLOGY, AND INDUSTRY SPECIFIC APPLICATIONS

4. PC DIAGNOSTICS STRATEGY, TECHNOLOGY, AND INDUSTRY SPECIFIC APPLICATIONS	4-1
4.1 Operating System-Based Diagnostic	4-1
4.1.1 Windows Vista	4-2
4.2 BIOS Flashing Utilities	4-3
4.3 Increasing Practices Of Refurbishing, Upgrading, Leasing, Recycling And Donation Of PCs	4-4
4.4 PC-Doctor	4-5
4.5 Dell	4-12
4.6 Hewlett-Packard	4-16
4.7 ACER and Lenovo	4-16
4.8 Lenovo	4-17
4.9 Norton Internet Security	4-18
4.10 PC Doctor Diagnostics	4-19
4.11 Acer	4-21
4.12 Alienware	4-21
4.12.1 Alienware Technology Products	4-22
4.13 Fujitsu	4-23
4.14 Gateway	4-23

PC DIAGNOSTICS COMPANY PROFILES

5. PC DIAGNOSTICS COMPANY PROFILES	5-1
5.1 EuroSoft	5-1
5.1.1 EuroSoft Market Direction	5-2
5.2 Micro 2000	5-3
5.2.1 Micro 2000 Security Solution Providers	5-4
5.2.2 Micro-Scope For Professional PC Tech's	5-5
5.3 Neurosoft	5-10
5.4 PC Certify	5-11
5.5 PC-Doctor	5-12
5.5.1 PC-Doctor Product Families	5-12
5.5.2 PC-Doctor Bundled Products	5-13

5.6	TouchStone Software	5-15
5.6.1	eSupport	5-16
5.6.2	Driver Agent 90,000 Device Drivers	5-16
5.6.3	Strategic Web Properties	5-17
5.6.4	Touchstone Software Revenue	5-18
5.7	Ultra-X	5-20
5.8	ZF Micro Solutions	5-20

List of Tables and Figures

PC DIAGNOSTICS EXECUTIVE SUMMARY

Table ES-1	OEM PC Diagnostic Software Growth Factors	ES-1
Table ES-2	OEM PC Diagnostic Software Market Driving Forces	ES-2
Figure ES-3	Worldwide OEM PC Diagnostic Software Market Shares, Dollars, 2006	ES-5
Table ES-4	Worldwide OEM PC Diagnostics Software Market Forecasts, Dollars, 2006	ES-7

OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS

Table 1-1	Diagnostic Systems Trends	1-7
Table 1-2	Mission Critical Diagnostic Systems Market Dynamics	1-10
Table 1-3	Enterprise Diagnostic Systems Integration Functions	1-13
Table 1-4	Internal Enterprise PC Diagnostic Tasks	1-15
Table 1-5	Diagnostic Systems Trends	1-31
Table 1-6	Mission Critical Diagnostic Systems Market Dynamics	1-34

OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS

Table 2-1	OEM PC Diagnostic Software Growth Factors	2-1
Table 2-2	OEM PC Diagnostic Software Market Driving Forces	2-3
Figure 2-3	Worldwide OEM PC Diagnostic Software Market Shares, Dollars, 2006	2-8
Table 2-4	Worldwide OEM PC Diagnostics Software Market Shares, Dollars, 2006	2-9
Table 2-5	PC-Doctor DOS Lenovo Positioning	2-10
Table 2-6	Worldwide OEM PC Diagnostics Software Market Forecasts, Dollars, 2006	2-13

Table 2-7	2-14
Worldwide OEM PC Diagnostics Software Market Forecasts, Dollars, 2006	
Table 2-8	2-15
Worldwide OEM PC Diagnostics Software Market Forecasts, Dollars, 2006	
Table 2-9	2-16
Worldwide OEM PC Diagnostics Software Market Forecasts, Dollars, 2006	
Figure 2-10	2-19
Worldwide OEM PC Diagnostics Software Regional Market Segments, Dollars, 2006	

OEM PC DIAGNOSTICS PRODUCT DESCRIPTION

Table 3-1	3-2
PC-Doctor DOS Lenovo Positioning	
Table 3-2	3-4
PC-Doctor Features and performance of Rescue and Recovery	
Table 3-2	3-5
PC-Doctor Features and performance of Rescue and Recovery	
Table 3-3	3-6
PC-Doctor Bundled Family Functions	
Table 3-4	3-7
Bundle Family Product Components	
Table 3-5	3-8
EuroSoft PC Lifecycle Solutions Positioning	
Table 3-6	3-9
EuroSoft Pc-Check V6.80 Features	
Table 3-7	3-11
EuroSoft Hardware Diagnostic Solutions	
Table 3-8	3-12
EuroSoft PC-Check Benefits	
Table 3-9	3-13
EuroSoft PC-Check Features	
Table 3-9	3-14
EuroSoft PC-Check Features	
Table 3-10	3-15
EuroSoft PC Manufacturer & System Builders	
Table 3-11	3-16
EuroSoft Diagnostic Solutions Target Markets:	
Table 3-12	3-22
Ultra-X releases 2 to 3 updates per year for the PHD PCI hardware Features	
Table 3-13	3-27
Ultra-X Advanced Professional Diagnostic Product Features :-	
Table 3-14	3-50
Micro 2000 Computer Diagnostic Software Features	
Table 3-15	3-60
Micro-Scope System Functions	
Table 3-16	3-62
Micro-Scope System Post Codes Features:	
Table 3-17	3-64
Micro-Scope System Pre-Post Codes Features:	
Table 3-18	3-72
Micro-Scope USB-Scope Diagnostic Software Features	

Table 3-19	3-78
BIOS Agent Automatic Identification Of Computer Features	
Table 3-20	3-79
PC Certify Hardware Diagnostic Software Tools	
Table 3-21	3-80
PC Certify Hardware Diagnostic Software Components	
Table 3-22	3-82
Professional PC Diagnostic Software Features	
Table 3-23	3-85
Professional PC Diagnostic Features and Benefits in DOS Mode	
Table 3-24	3-88
PC Diagnostics Software major operations:	

ABOUT THE COMPANY

WINTERGREEN RESEARCH, HAS A UNIQUE RESEARCH STRATEGY THAT RELATES TO IDENTIFYING MARKET TRENDS THROUGH READING AND INTERVIEWING OPINION LEADERS. BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER, WINTERGREEN RESEARCH SENIOR ANALYSTS CAN LEARN A LOT MORE ABOUT MARKETS, A LOT FASTER THAN CAN BE LEARNED THROUGH EXPENSIVE SURVEYS AND FOCUS GROUPS. THINKING ABOUT MARKET TRENDS IS A HIGH PRIORITY AT WINTERGREEN RESEARCH. AS WITH ALL RESEARCH, THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMES FROM INTELLECTUAL INPUT.

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ABOUT THE PRINCIPAL AUTHORS

ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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