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To start your service, call **1-800-DIRECTV (347-3288)**. Your entertainment consultant will gladly answer any question.

To find out more about packages and prices after you've activated, call **1-800-531-5000** or visit our website at www.directv.com



*Allow 8-10 weeks for delivery of first issue of "See." **"ON" magazine may not be available in those limited areas served by the National Rural Telecommunications Cooperative. For residential customers only. †Blackout restrictions apply to sports programming. To receive sports and a la carte programming and to order pay per view by remote, a DIRECTV subscription is required (except NFL SUNDAY TICKET) and the DIRECTV System receiver must be continuously connected to a land-based phone line. Sports subscriptions automatically continue each year at a special renewal rate, provided DIRECTV carries these services, unless subscriber calls to cancel prior to the start of the season. Commercial locations require an appropriate license agreement. Commercial signal theft is subject to civil and criminal penalties. A \$5.00 order assistance fee applies to all pay per view phone-in orders. DIRECT TICKET programming is for private viewing only. Programming, pricing, terms and conditions subject to change. Pricing is residential. DIRECTV programming is provided in accordance with the terms and conditions of the DIRECTV Customer Agreement, a copy of which is provided with your first DIRECTV billing statement. Hardware and programming sold separately. Equipment specifications may vary in Alaska. "NFL," the NFL Shield and "NFL SUNDAY TICKET" are registered trademarks of the National Football League and its affiliates. NHL, the NHL Shield and CENTER ICE are registered trademarks of the National Hockey League. "MLB," "MLB EXTRA INNINGS," "Major League Baseball" and the Major League Baseball silhouetted batter logo are service marks of Major League Baseball Properties, Inc. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Games shown on local TV stations or regional sports networks will not be included in ESPN FULL COURT, ESPN GamePlan or MLS/ESPN SHOOTOUT. Subject to tax. ESPN FULL COURT, ESPN GamePlan and MLS/ESPN SHOOTOUT are trademarks of ESPN, Inc. ©1998 DIRECTV, Inc. DIRECTV, Total Choice, DIRECT TICKET and "ON" are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. All other trademarks and service marks are the property of their respective owners. 11/98 DCM3570

WELCOME TO DIRECTV



Thank You

We appreciate your joining the millions of satisfied DIRECTV customers who are enjoying more TV viewing control than they ever thought possible. Now with DIRECTV®, you're only a click away from the best in movies, sports, news and much more. All delivered in digital-quality picture and sound. But before you kick back, relax and turn on your set, we'd like to tell you why DIRECTV is the ultimate in television entertainment.

DIRECTV Gives You Control Of Your TV Viewing Like Never Before!

DIRECTV gives you access to over 185 channels of crystal-clear programming — all delivered to your home with the amazing DIRECTV System. With your 18-inch dish, digital receiver and remote control, you're all ready to receive incredible DIRECTV entertainment and variety including movies, sports, music, news, family fare and so much more. Here's a quick look at basic system features you're sure to find helpful and convenient:

ON-SCREEN PROGRAM GUIDE provides listings, rating information and descriptions of current and upcoming programs.

LOCKS & LIMITS allows you to set parental controls, such as rating and per-program spending limits, or even restrict access to specific channels.

FAVORITE CHANNEL LISTS lets you create lists of your favorite channels for fast and easy access.

REMOTE CONTROL gives you access to the interactive on-screen program guide and lets you select programs, switch between your local stations (if available) and DIRECTV, return to previous channel, and access favorite channel lists and other features. Plus, when your DIRECTV System receiver is continuously connected to a land-based phone line, you can order DIRECT TICKET® Pay Per View movies and events in an instant!

ALTERNATE AUDIO lets you select an alternate language (when available) for individual programs.

MENU LIST gives you easy access to all the system features. From the menu, you can choose to view coming attractions, read your electronic mail messages, select audio settings and customize your system.

MAILBOX allows you to receive special electronic mail messages from the DIRECTV Customer Service Center.

(See your owner's manual for more feature details.)

How To Access Your Local Channels!

You can access your local channels with an outdoor, attic-mount or set-top antenna. (Reception from an antenna may vary based on geographic location.) Or you can ask your local cable company about an inexpensive "lifeline" cable service which may be available in your area.

NOW GET SET TO EXPLORE THESE GREAT DIRECTV CHOICES

DIRECTV PROGRAMMING

PACKAGES DIRECTV® programming packages present outstanding entertainment value. Total Choice® PLATINUM is the ultimate DIRECTV package for those who want it all. Over 55 popular cable channels and 31 Music Choice™ audio channels, plus 13 commercial-free movie channels and over 25 specialty sports networks. Sports fans choose Total Choice GOLD, and movie buffs go for Total Choice SILVER. Check out the information included with your DIRECTV bill each month. You'll find a complete channel lineup, the most recent pay per view movie premieres and more.

For the latest DIRECTV package details, tune to Platinum Presents on Channel 267.

DIRECTV Always Offers You The Very Best In Entertainment. See For Yourself!



Programming subject to change.

DIRECT TICKET

What pay per view is meant to be — simple to use, convenient and fun. Just order any selection instantly with your remote as long as your DIRECTV System receiver is continuously connected to a land-based phone line.

MOVIES DIRECT TICKET® screens as many as 55 pay per view movie choices a night, with hit movies starting as often as every 30 minutes — at just \$2.99 each when you order by remote. And you can preview the first few minutes of any \$2.99 DIRECT TICKET movie!

EVENTS DIRECT TICKET also spotlights spectacular LIVE events from rock concerts to drag racing. Each event has one low price — no matter how many people are watching it with you in your home.

ADULTS And for grown-up viewers, DIRECT TICKET presents the best in tasteful adult programming on Channels 400–402.

Tune to Channels 100, 200 and 224 for free previews.

With This DIRECTV Magazine, You Can See Everything!



See is the official entertainment programming magazine of DIRECTV! An easy-to-use monthly guide to all DIRECTV and USSB® programs, it's the perfect complement to your On-Screen Guide. *See* offers you over 2,500 movie listings and descriptions per issue, plus reviews of all DIRECTV pay per view movies. You'll also find daily sports listings plus replay dates/times, and more

DIRECTV and USSB channel listings than any other guide. In short, *See* puts a world of viewing choices at your command. So when you call DIRECTV to begin your service, why not ask your representative to sign you up for *See*!*

To Order See, Call 1-800-496-8273

DIRECTV SPORTS

(Blackout restrictions and other conditions apply to sports programming.†)

When it comes to sports, DIRECTV caters to the die-hard fan in a big way — with thousands of professional and collegiate, out-of-market games! Just look at the following sports subscriptions:



NFL SUNDAY TICKET™

Catch the biggest selection of NFL games, featuring marquee matchups and the best chance to see your favorite teams. Choose from as many as 13 regular season games every Sunday. It's not on cable or any other digital TV service! *Local blackout rules apply.*



NBA LEAGUE PASS

Watch the games, players and matchups you want — up to 40 regular season games a week from outside your local area.



NHL CENTER ICE

See the best action-packed NHL games from outside your local area, including great Canadian matchups — up to 30 regular season games a week.



MLB EXTRA INNINGS™

Let DIRECTV take you to the game. Catch up to 35 regular season, out-of-market games a week — and follow your favorite players and teams as they make their way to the playoffs!



MLS/ESPN SHOOTOUT™

See over 100 out-of-market Major League Soccer games during the regular season, plus up to 11 playoff matches.



ESPN GamePlan College Football

Great college football action from top conferences. Watch exciting NCAA Division I games, many not available on cable or local networks — up to 10 regular season games every Saturday!



ESPN FULL COURT College Basketball

Thrilling college basketball action from top-ranked teams competing around the country. See hundreds of NCAA Division I games that might not be available on cable or local networks.

To Find Out More About Sports Subscriptions And Prices, Call 1-800-GET-SPORTS (438-7767)

or visit our website at www.directv.com

Score More With ON™ — Official Magazine Of DIRECTV SPORTS!

Our exciting sports magazine is FREE for a limited time to all Total Choice PLATINUM, GOLD and sports subscription customers! You'll love all the great interviews, lively features and special reports on many of your favorite professional and college teams and players.**



For sports schedules, tune to Channel 302, 337 or 380; see Channel 300 for "This Month ON SPORTS."

YOUR MILLENNIUM HOROSCOPE by Venus Star

ARIES - 3/21 to 4/19	TAURUS - 4/20 to 5/20	GEMINI - 5/21 to 6/20	CANCER - 6/21 to 7/22
Don't let your busy schedule let that special something get lost. Use your charms and Fujifilm DDS 4 with ATOMM technology to keep yourself grounded in advanced data storage.	Lots of information will be made available for you to assess next steps in your life. Be sure to identify each of your Fujifilm 200MB HiFD disks and keep this information secret.	Love looms in your future from an unexpected old flame! Don't let your job keep you at work and miss this one! Use Fujifilm ZIP disks to take work home, making time for love.	Devote some time this week to your personal storage needs. Look to friends and Fujifilm's DDS 4 storage products to add some much needed space in your life!
LEO - 7/23 to 8/22	VIRGO - 8/23 to 9/22	LIBRA - 9/23 to 10/22	SCORPIO - 10/23 to 11/21
Keep yourself motivated and your eye on the prize. Fujifilm ZIP disks help you maintain control when everything else is awry. Maintain that backup you always wanted to.	Don't leave anything to chance with your storage life this month. Be sure to keep things safe and professional with ATOMM technology. Lifetime guarantees are always best.	The higher-ups will take notice of you this week. Keep doing what you're doing with Fujifilm ATOMM technology products and that raise and promotion are in sight!	Your capacity for storing data this week is at a minimum. Ease your burden with any of Fujifilm's ATOMM technology products.
SAGITTARIUS 11/22 to 12/21	CAPRICORN 12/22 to 1/19	AQUARIUS 1/20 to 2/18	PISCES 2/19 to 3/20
ATOMM technology is your friend this month as you desperately seek storage capacity in your life. Look to Fujifilm's family of products for backup in this crisis.	Forewarned is Forearmed. Beware unexpected pitfalls. Be prepared for anything this week with Fujifilm's DLTtape™TV at your side.	Big things are coming your way. Big enough that you might need to store them on Fujifilm's DLT tapes! Let DLT tapes help in making dreams come true.	People like you a lot this week. Appreciation for your work will be showered upon you in emails. Keep those on Fujifilm's ZIP disks for when they stab you in the back!



**dear
jane**

**Do you have a problem?
Write to:
Dear Jane
P.O. BOX #160
2390 Crenshaw Blvd.
Torrance, CA 90501
or fax us at
1-310-587-9230**

HELP! I need more storage capacity in my life to grow. Who can I turn to that has real solutions?

Dear Jane: I've had a 4GB hard drive on my computer for a couple of years now, but I'm running out of room and can't store anymore data. This has made me depressed. I've asked friends what to do but they all have different solutions? Who can I turn to?
- *In Need of More Storage, CA*

Dear In Need of More Storage: We've all been where your are now, at some point in our lives. The nagging fears, the boredom of seeing the same files day-in and day-out. You tend to get so caught up in your capacity problems, it's hard to see the big picture. I suggest that you start with Fujifilm's HiFD™ disks. Make some space on your desk for HiFD and it will help make space

on your hard drive for everything else. - DJ

Dear Jane: I'm in somewhat of a crisis. Yesterday, my father claimed that the ZIP disk was created by Iomega, when I know for a fact that Fujifilm really invented it using ATOMM technology, responsible not only for ZIP™, but DLTtape™IV, DDS 4 and HiFD. I've always had a nagging suspicion that I was adopted, should I be concerned about my parents?
- *ZIP Kid in Crisis, NV*

Dear ZIP Kid: I wouldn't worry too much about your parents being your real ones or not. See, your parents grew up in a time where people believed that Iomega had devel-

oped ZIP, it wasn't until people became aware that Fujifilm's ATOMM technology made ZIP along with other ATOMM technology based products that real history was made. - DJ

Dear Jane: My son is working two jobs and does a lot of telecommuting. Should I be concerned that he is becoming a shut in? I know he uses DDS 4 tape to back up his work but is that enough?
- *Concerned Father, AL*

Dear Concerned Father: I wouldn't worry. It sounds like your son knows exactly what he's doing if he's using Fujifilm's DDS 4 tape storage. See, with DDS 4's data storage capacity, he has plenty of free time to go out and have fun.
- DJ

INSIDE

EXCLUSIVE! MAD SCIENTIST TRIES AGAIN TO CLONE ATOMM TECHNOLOGY! • NOS-TRADAMUS PREDICTS MORE FUJIFILM BREAKTHROUGHS • SPACE CULT! • PLUS! MILLENNIUM HOROSCOPES! • DEAR JANE!
VOLUME 2 Issue 1

scoop



Stunned Secret Service Agent says, "When they asked for the "leader" I told them to go find FUJIFILM's ATOMM Technology." (More Inside! p.3)

Nostradamus Predicts More Fujifilm Breakthroughs!

In manuscripts discovered last week, seer makes startling predictions!

By Mike McCorkle

After an intensive week-long excavation at the home of famed prognosticator and generally nice guy, Nostradamus, scientists have found what they believe to be writings which foretell of amazing data storage products to be developed by Fujifilm in the next millennium.

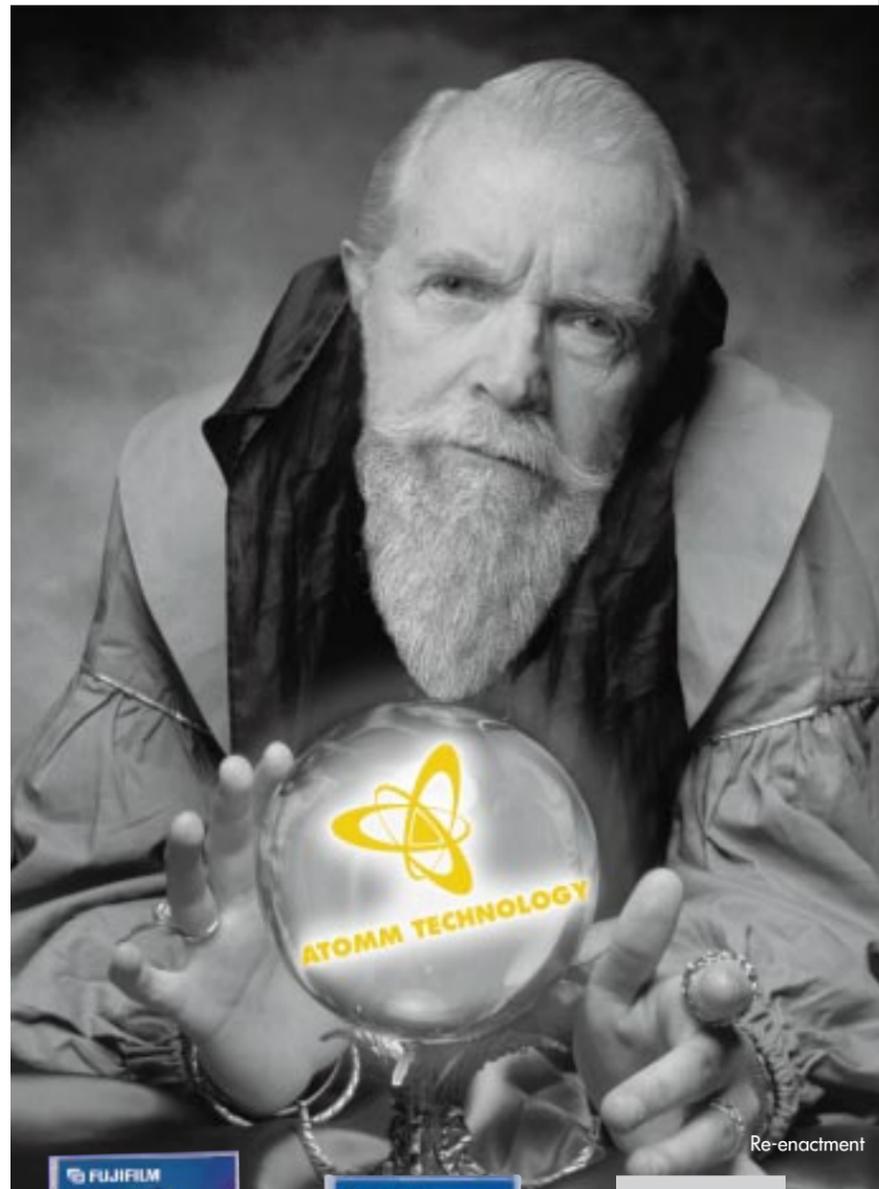
In cryptic writings which appear to be a continuation of scrolls found last year, the evidence is very strong that Nostradamus predicted that Fujifilm will create several more advanced data storage products. Our exclusive INSIDE SCOOP excerpts tell the story:

"A powerful entity called 'FUJIFILM' shall bring forth from the east, a new super-thin

coating process that will revolutionize the world. Others will claim they are the maker... but remember that the one called 'FUJIFILM' is the true inventor. The coming age of the ATOMM shall occur sometime before a new millennium. In the next millennium, this 'FUJIFILM' will use its innovative power to create even larger and more reliable information holders."

In other areas, Nostradamus predicts the retirement of several stuffed "bean" toys and a mysterious "power loss" caused by a big insect called a "Wytookay."

As the millennium approaches, all eyes are on Fujifilm and what they will make possible for future generations.



1995



1999



1999



1999



2000

the **INSIDE** scoop

SWEEPSTAKES WINNER!

ONE MAN TO PROCESS TAX RETURNS FOR THE STATE OF CALIFORNIA!

— Promises with the help of DLTape™ IV, all refunds will be on time.

To aid in an effort to reduce government spending, the INSIDE SCOOP suggested to our very, very, nice, and sometimes forgiving friends at the I.R.S. that they allow us to select a volunteer to process all the tax returns for a state of their choice.

Overjoyed by the prospect of reducing overhead costs for approximately four months (and taking some much needed vacation time) they agreed to the INSIDE SCOOP "Tax Collector for a Day" Contest!

After six months of suspense while collecting over 10,000 entries for the contest, The Inside Scoop is proud to present, Grand Prize winner – Mr. Doug

Doerhoff of Toledo, Ohio!

Doug, who has begun to collect his prize (bags of mail arriving steadily since April 15th) will be flown, *coach*, to California to begin his adventure. He has been given carte blanche to use government computer systems and their Fujifilm DLTape™ IV archival data storage media—products he will need to process the over 30 million tax returns anticipated.

"I was just happy to win" exclaimed the avid tax return hobbyist, "but when they said I could have my pick of computers and would get to use Fujifilm's DLTape™ IV archival tapes, I couldn't contain my joy!" he sob-



Happy Man! Douglas Doerhoff – Winner of the Inside Scoop "Tax Collector for a Day" Contest!

bed. "I've wanted to work with the DLTape™ IV product since Fujifilm first pioneered ATOMM technology which makes it's massive storage capacity possible!" "With 80 Gigabytes of compressed storage avail-

able on every DLTape™ IV, controlling all that data will be a snap!" Doug said enthusiastically.

However, with Doug there is a high probability for "human error" on the returns. Doug responded,

"Yeah. I'll admit that there is that possibility, but I'm not concerned. Even if I make a mistake or two, with Fujifilm's DLTape™ IV lifetime warranty, I can be sure that no matter what—the data will be there!"

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Increase your productivity with Fujifilm's ATOMM Technology.

- DLTape IV 80GB is some major space.
- DDS 4 40GB of back-up power.
- ZIP250 250MB of pure freedom.
- HiFD 200MB of storage in a disk the size of a floppy.

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at your local
retailers!**



**MIRACLE CURE
for the
UNproductive!**

SPACE CULT STORES DATA ON FUJIFILM!

TRIP COULD TAKE EONS! DATA SAFE THANKS TO FUJIFILM ATOMM TECHNOLOGY!

RICHMOND, VA. — Last week, citizens of Richmond witnessed an unauthorized rocket launch from their humble city limits. Inside the rocket hundreds of members of a space cult affectionately named the “Bulletheads” blasted

their way toward what investigators have determined to be a small planet just outside our galaxy. As investigators from several government agencies combed the “Great Spacebase” they found evidence that the space cultists used Fujifilm data storage products to record

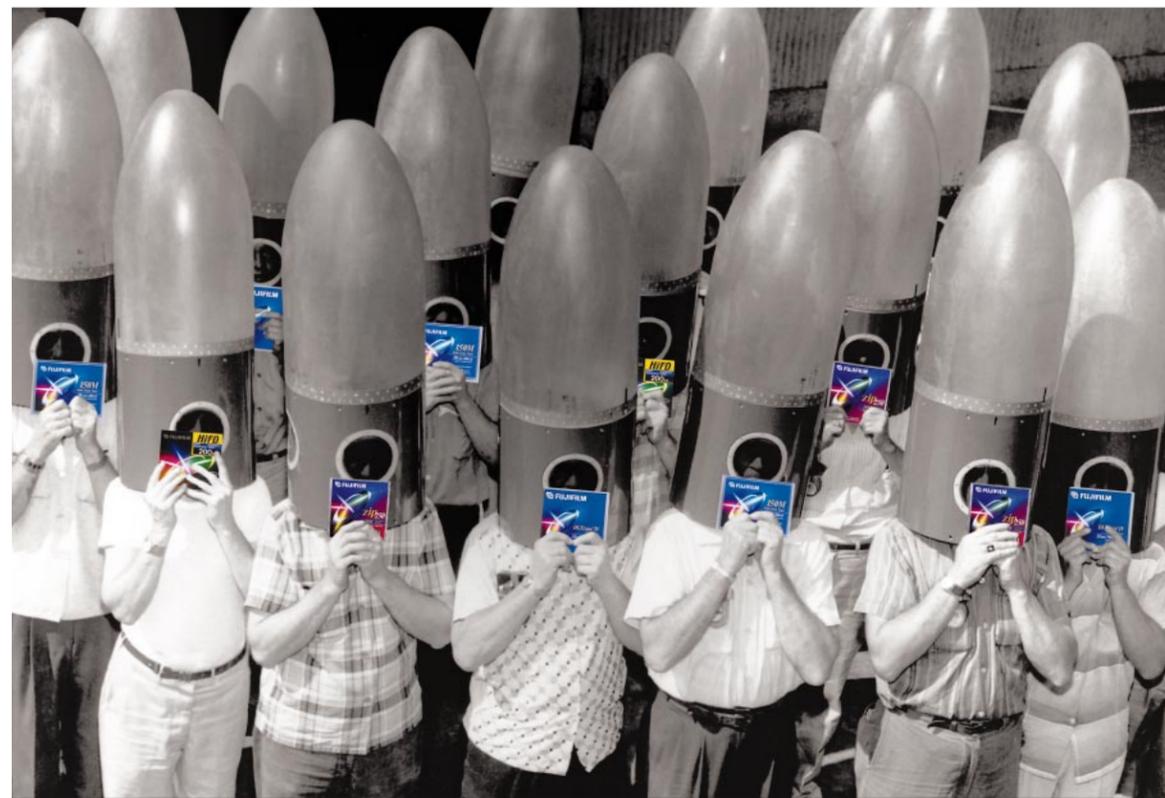
volumes of data of the entire recorded history of mankind. Fujifilm shipping boxes and multi-pack wrappers were strewn across workstations and in living quarters. A researcher assigned to this case cited Fujifilm’s long archival life as a

likely reason for this group’s choice in storage media. “If our calculations are correct about this rocket’s destination, Fujifilm is the obvious choice. The data needs to survive for a long time—eons perhaps. And Fujifilm magnetic tapes can provide exceptional

reliability over a great period of time. I hope they packed a lot of trail mix, too. That stuff’s great on long trips.” In post-launch commu- niques left at the Spacebase, the rationale for using Fujifilm was clearly defined. According to one mes- sage, “Bulletheads” claimed that all intergal- lactic life was using Fujifilm. (Recent reports of more Fujifilm product abductions may support this hypothesis.) It made sense to use Fujifilm since it was the galactic standard.

In another message, cult members liked the pack- aging. “It’s reminiscent of how the sun looks on our home planet during the retro-spring season.”

Family members and friends of this bizarre group are suprisingly pleased by the news of their departure. As one anonymous friend said, “I’m just glad they used Fujifilm for storing all that information on us folks stuck here on Earth. At least the data will make it to its destination.”



“We expect to meet a lot of great alien races on our trip to the home planet. When we meet them we’ll exchange knowledge on Fujifilm products. All intelligent life in the galaxy uses ATOMM Technology!”

INSIDE SCOOP COVER STORY!

ABDUCTIONS AGAIN LINKED TO ATOMM TECHNOLOGY!

The Green Guys are back! This time they want Fujifilm DDS 4!

By Rob Corini

In a virtual re-enactment of last year’s mass abduction of Fujifilm’s DLTapeIV data cartridges, resellers across the country once again reported alien sightings and subsequent abduction of data storage media.

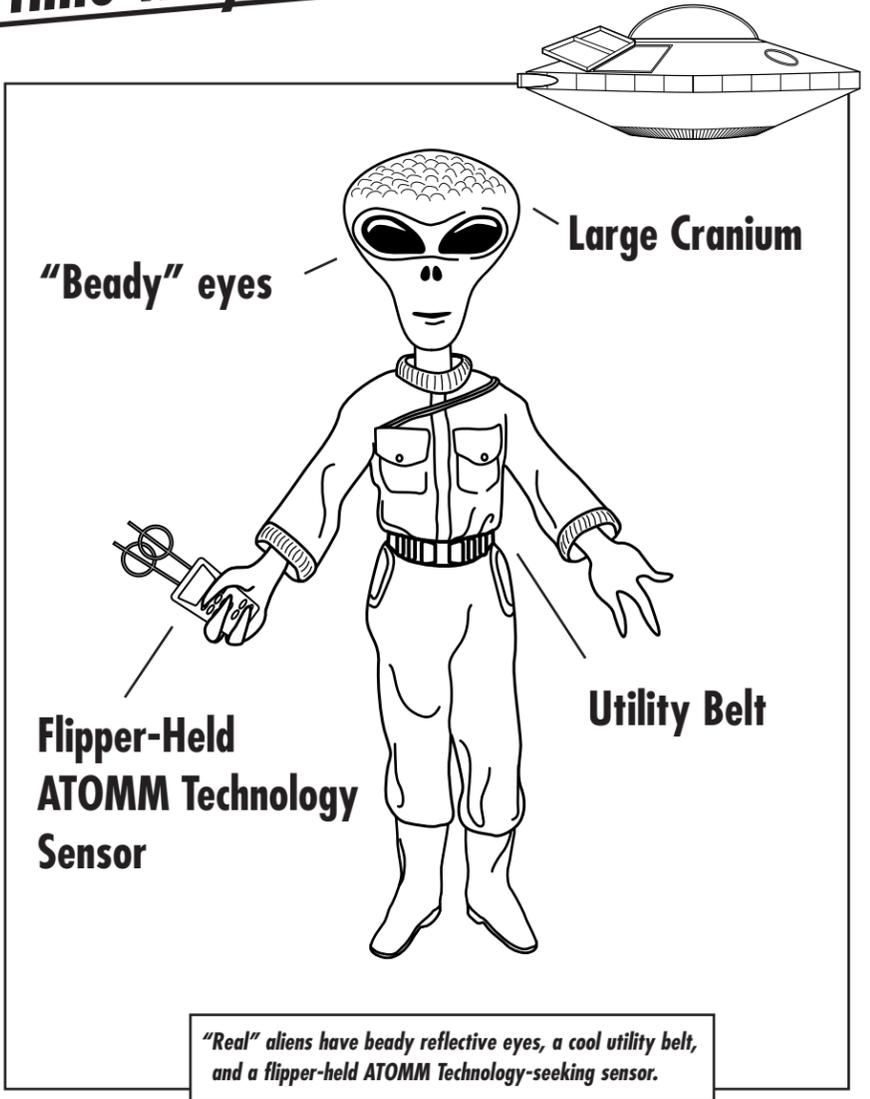
This time around the target of the abduction appears to be Fujifilm’s DDS 4 cartridges, the latest in an impressive list of Fujifilm’s revolutionary data storage products.

According to one superstore manager, “they headed directly for the DDS 4. They knew these cartridges contain the amazing ATOMM Technology inside. I was a witness to Abduction ‘98, and well, this one was even more killer.

They had newer ships and I even saw one with a pooka shell necklace. Rock on, alien dudes.”

Scientists speculate that the latest abduction indicates that ATOMM technology is so advanced aliens still haven’t figured it out yet. They must continue to abduct Fujifilm’s technology in order to satisfy the storage needs for their “biiiiiillions upon biiiiiillions” of brethren.

Authorities hope that last year’s post-Abduction ‘98 rash of copy-cat “abducting” of data storage disks from store shelves doesn’t also repeat itself. A Fujifilm spokesperson commented, “Who could blame someone for wanting the same great technology as advanced civilizations?”



“Beady” eyes

Large Cranium

Flipper-Held ATOMM Technology Sensor

Utility Belt

“Real” aliens have beady reflective eyes, a cool utility belt, and a flipper-held ATOMM Technology-seeking sensor.

MADDER THAN EVER! WILL HE CLONE ZIP 250?

After failing to clone Fujifilm Zip100, Dr. Strangegroove tries again!

By Scott McNulty

Once again a Boston-based mad scientist, who the INSIDE Dr. Strangegroove, is trying to clone Fujifilm's ATOMM technology.

Sources close to the madman say he's not any closer than last time since he never figured out

the secret of Fujifilm's revolutionary ATOMM Simultaneous Dual-Coating technology.

Fujifilm Zip250 utilizes the same advanced coating process as Zip100 and is the next-generation of reliable products made possible by Fujifilm.

The scientific com-

munity appears to show the same skepticism and concern as during the madman's last attempt.

As one leading geneticist put it, "It's difficult to conceive of someone trying to clone such a complex technology. And for what end? We should be asking why instead of how?"

Perhaps Fujifilm's media competitor's wish to be able to clone this technology."

In a typed statement released from the Dr.'s underground laboratory via a grumpy hunched-backed man in a gray labcoat, "I, Dr. Strangegroove, will succeed in cloning

Zip250. Anyone who thinks otherwise...well, phooey to you. Once I discover the process, I'll sell it for 1 billion dollars."

Fujifilm's only comment, "We wish him luck and feel some people should try and get out more."

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**CLONING ZIP250?! NOT
WITHOUT ATOMM TECHNOLOGY!**

Dr. Strangegroove, pictured above, has a "clone-or-bust" attitude. A hunch-backed labworker says the scientist's hair is "wilder than a herd of hyenas."

INSIDE scoop

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