MICRO BUSINESS '78™ will provide a series of marketing forums and exhibits to introduce the small independent businessman to the new low-cost, high-power business microcomputer that will reduce his company's costs, place him in a more flexible marketplace and provide timely data information.

Emphasis will be on the small budget requirements for purchase of an in-house computer. The show will demonstrate the latest systems, exhibiting complete hardware and software from small hand-held programmable calculators to full turn-key computers.

- Latest in Word Processors
- Newly-Released Business Software
- Low-Cost Text Editing Typewriters
- Modularized Computers

THE LOW COST, dependability, simplicity of operation, and cost savings advantages of microcomputers will be discussed in a series of lectures to remove the many misconceptions the average businessman may have about the microcomputer technology. Lectures by such companies as IBM, Commodore Business Machines and Radio Shack will present the businessman with the latest information about application, service and investment.

Author Adam Osborne will discuss business software.

OTHER LECTURES on the program include:
- Small Business Computing Systems
- Evaluating Your Business Computer Needs
- Software Companies
- The Mainframe Companies & The Small Computer
- The Small Business Computer Company
- Computer Stores and the Small Business System
- Retail Mass Marketing of Microcomputers

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8687 Melrose Avenue
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Ed Tavetian