Mathematica, Inc.

Tibor Fabian
President

February 24, 1982

Professor Herbert A. Simon
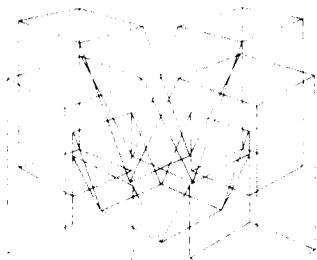Carnegie-Mellon University
Pittsburgh, PA 15213

Dear Professor Simon:

Our Mathematica Products Group subsidiary, which has developed and
markets a leading computer software system, is having its annual review
meeting with representatives of the users of the software. Dick Cobb,
president of the subsidiary, asked me to persuade you to address the
group at one of the meeting's luncheon sessions, on May 10, 11, or 12,
at the Bellevue-Stratford Hotel in Philadelphia. This is precisely what
I am attempting to do with this letter and, subsequently, by telephoning
you later during the week of March 1. It would be our privilege to have
you address this group of about 250 to 300 people on a topic of your choos-
ing in the information field.

You might want to have a bit of background on our subsidiary as well as
its major customers who will send representatives. Mathematica Products
Group (MPG) developed an advanced fourth-generation programming
language, RAMIS II, which is used for the management of information
quite extensively by an increasing number of businesses and government
agencies. This programming language, which we termed "nonprocedural,"
is bordering on artificial intelligence--in our case, the user addresses
the computer in near-English, rather than through programming symbols,
and requests results, rather than prescribes procedures for the computer
to follow. Rather than telling you about the many features of RAMIS II
in this letter, I am enclosing a few descriptive brochures on the system.

The management and technical staff of MPG, as well as several others
at Mathematica, are people who entered the field of information manage-
ment from operations research rather than from programming and system
development, as most others did. Your former student, Norm Agin,
who is president of another Mathematica subsidiary, is a good example
of our professional staff. Most have spent many years as operations re-
search consultants, and several were contributors to and innovators in
that field.

Clients of MPG who will be represented at this meeting include some of
the leading corporations. AT&T is the largest user with over 40 RAMIS II
installations. Safeway Stores, Ford, Citibank are representative of the
commercial and industrial clients; New Jersey, Alaska, California are
examples of the states which use RAMIS II. A list of client companies
which sent representatives to last year's similar meeting is attached.

P.O. Box 2392   Princeton, N.J. 08540   (609) 799-2600   Telex. 843479   Cable Address. Mathinc
An Equal Opportunity Employer

We budgeted an honorarium of $1,500 plus travel expenses; do let me know if this does not meet your lecture fees, in which case we shall attempt to find other funding as well. I sincerely hope that you will accept the invitation and I shall call you next week to, hopefully, confirm your acceptance.

Very truly yours,

TF/im

Encl.