



"My big **brother** even **helped** me set up **my own** email account"

Matt loves computers. His big brother is really into computers and he helps Matt do cool stuff, like set up his own e-mail. His family has three computers at home. His parents have always given them educational computer games like Civilization or, when they were young, Reading Rabbit Adventures.

Matt is an avid gamer and likes to play Star Craft, Heroes of Might & Magic and 007. He especially likes role playing games and has chosen a character from Magic the Gathering as his screen name when he uses the Internet and e-mail.

Lewis, Grandparent

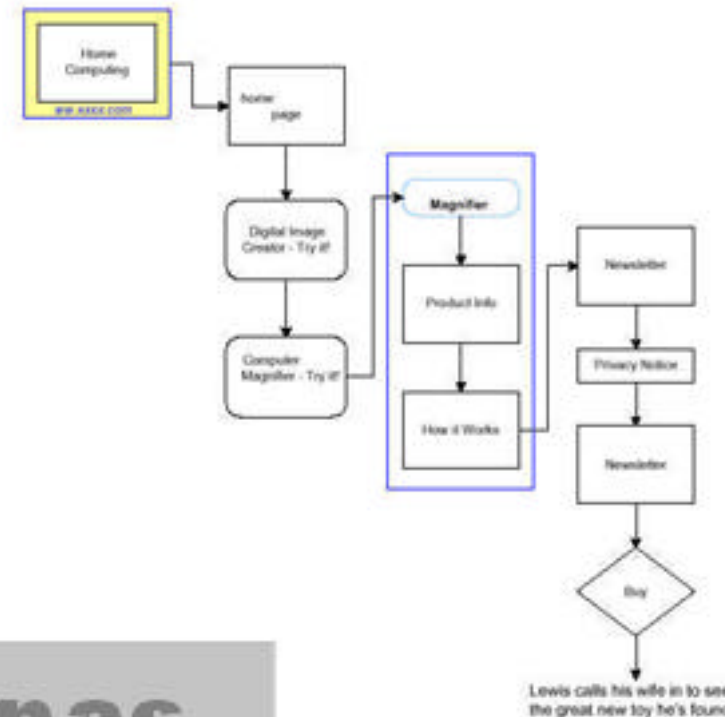
Lewis is at the Home Computing page on www.xxxxx.com, looking at the educational materials he's heard so much about. While there, he sees a link for medicaltoys. His grandson Campbell already has the Computer Camera and loves it, so Lewis wants to see what other learning toys are available.



He clicks the link for PC Toys and is taken to the xxxxxx home page. He's excited to see that xxxxxx makes a variety of toys. Intrigued, he rolls over the Digital Image Creator and selects Try-it. He really enjoys the demo and wonders what the other products are like. He selects Try It for the Computer magnifier and is immediately impressed. He's starting to think this would be a great educational toy for Campbell, who likes to know how things work and who would probably love to see bugs close up.

He selects Product Info to find out more about it. After reading about the magnifier's features, he naturally gravitates to the "How it Works" link (after all, he is an engineer). After he reads about how it works, he clicks on Buy to find out how much the magnifier sells for and where it is sold.

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