

Darmstadt, 14.7.1992

Dear Mr. Vanasco,
thank you for taking time to meet with me the other day in Kassel. Your experiment there with real-time interactive television is truly groundbreaking. I am happy to have the opportunity to have Macworld Expo Berlin associated with it.

We would like to confirm here our decision to sponsor a "Piazzetta" at Macworld Expo Berlin. This Piazzetta will offer visitors to Macworld Expo Berlin the opportunity to participate in the "Piazza Virtuale" running as a side exhibit at the Documenta exhibition in Kassel.

Macworld Expo visitors will be able to access the Piazza through picture phone, telephone, modem and fax from the Piazzetta at Macworld Expo Berlin. They will be able to interact with other participants and the artists at the Piazza during the entire opening hours of Macworld Expo Berlin. Additionally, 1 1/2 hrs between 11am and 12:30 pm daily will be broadcast live over 3SAT, a national cable and satellite television station. The Macworld Expo Berlin Piazzetta will have reserved channels for access during this time so as to maximize our visitors access.

The terms of our sponsorship are as follows:

Macworld Expo will provide space and stand construction at the exhibition totalling no less than 25m², one double room for technicians from Van Gogh TV during the show, Electrical connections and electricity, telephone connections and Macintosh computers to be donated by Apple Computer. Macworld Expo will also pay Van Gogh TV an honorar in the amount of 12,000DM for all costs related to their participation in the project and use of the names Piazza Virtuale, Van Gogh TV and Piazzetta in promotional materials and information for Macworld Expo Berlin. There will be no additional charges for access to the Piazza nor for transmission time on 3SAT.

Van Gogh TV will provide personnel to set up, run and breakdown the piazzetta for Macworld Expo. They will provide reserved access lines for Macworld Expo during the transmission time on 3 SAT. They will provide a Picture phone & dedicated ISDN line connection through their sponsorship agreement with Deutsche Telekom. Van Gogh TV will arrange with their various sponsors who are participating in Macworld Expo Berlin to provide equipment for the realization of the project. They will further provide for refreshments to be distributed free of charge by their various sponsors.

Macworld Expo Berlin and Van Gogh T.V. further agree to cover half the resulting transmission costs of the two telephone lines necessary for voice and modem traffic at the Piazzetta. It is estimated that this cost will be approximately 1.300.00DM.

Both organizations agree to make full use of their respective PR operations to publicize the Piazzetta and the cooperation between them.

I hope that this arrangement meets your expectations and look forward to a successful venture. Please send your acceptance of these terms in writing so that we may begin arrangements as soon as possible.

Thank you in advance.

Sincerely,

Eric Gersh