

Hello, I'm Steve Robinson, Vice President of Worldwide Sales for IBM Rational.

IBM Rational users and business partners worldwide know me as the guy who is all about improving your life by improving the lifecycle of your software business processes.

However, today, I'm going to improve your life in a different way.

By turning you on ... to the one show you **have** to turn on ...
AS REAL AS IT GETS.

The first software reality TV show ...starring host Mitch Fatel ... and you ... well, a bunch of you ... who will go head to head ... fighting in the trenches to overcome real challenges like ... modernizing your enterprise... transforming your IT business... and raising the bar in manufactured and embedded systems.

Not to mention dealing with Mitch.

You're gonna love it.

But you're only gonna love it if you can see it.

And you can only see it at this year's IBM Rational Software Conference in Orlando.

Register ... and get
AS REAL AS IT GETS.