

I'm Walker Royce...
VP of IBM Rational services.

Real teamwork to fight back real competition.

Real solutions that give you real insights into your business.

A real partnership that delivers real results.

These are the kind of things I talk to our clients about everyday.

But what I REALLY want to talk about is TV ... Reality TV.

The world's 1st software reality TV show ...
"As Real As It Gets."

Think The Amazing Race meets ... Geek Squad.

3 teams.
3 challenges.
1 winner.

"As Real As It Gets" premieres at the IBM Rational Software Conference ...
and it stars Mitch Fatel ... and you.

Well, some of you ... Real Rational users.

So register ... come to the conference and tune into
As Real As It Gets.

It's like real life ... if you lived with 4 other people in a room ...
(pause)

... and Mitch Fatel.