



AT&T PersonaLinkSM Services

Smart messaging. Instant information. Electronic shopping and more.
Here's how this innovative service makes it all happen.





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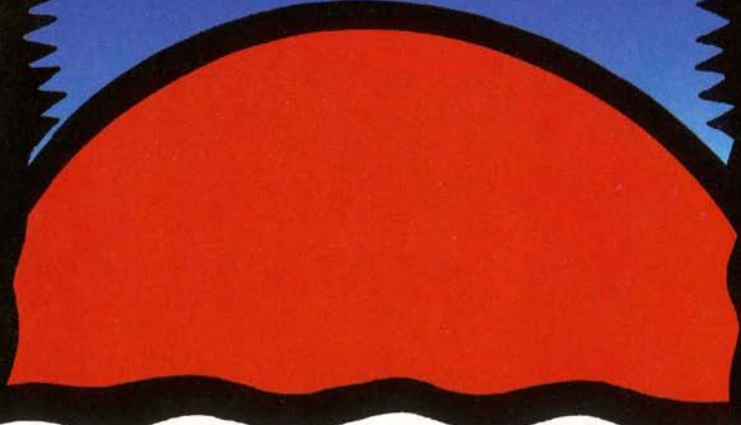
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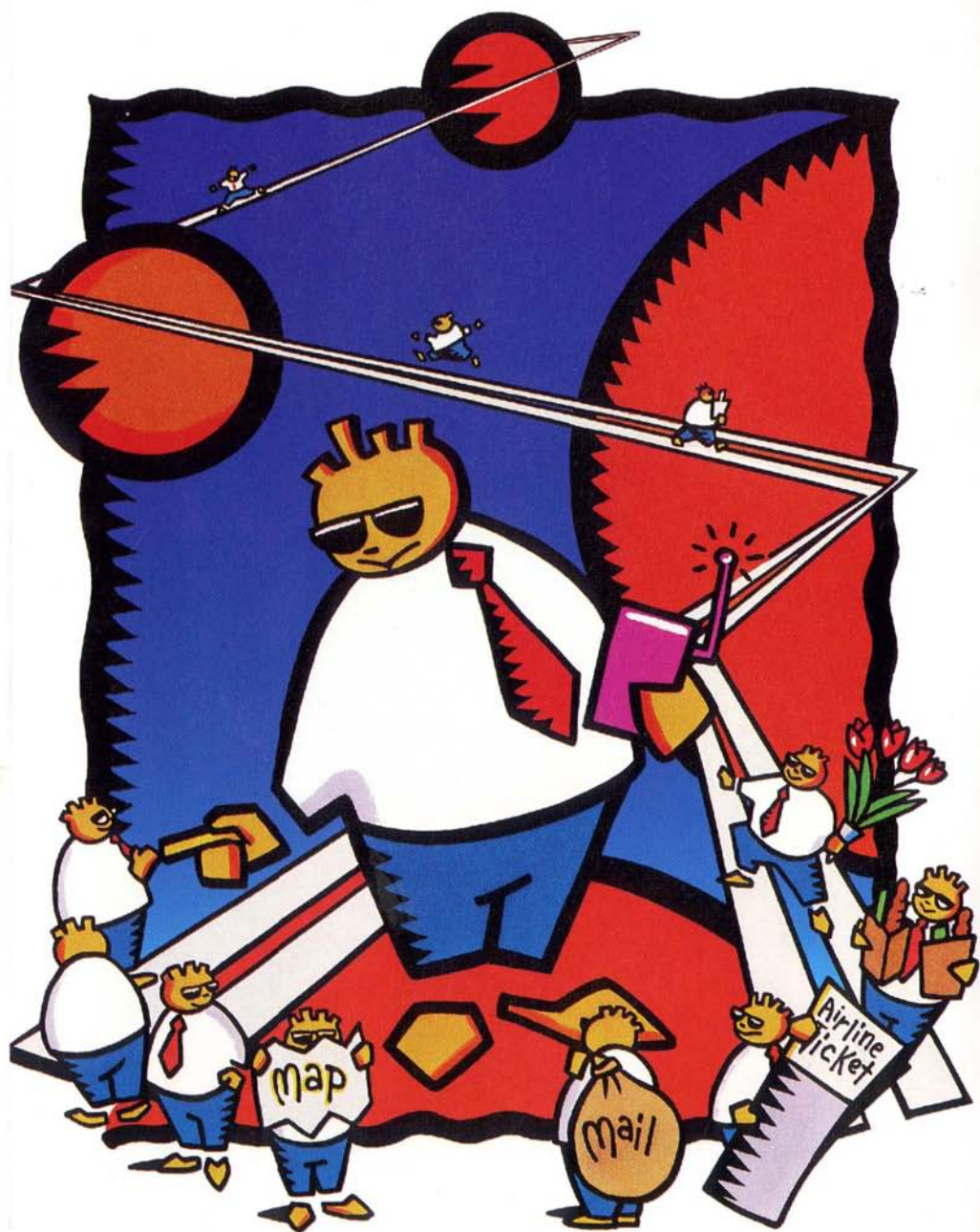
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A more intelligent future





AT&T PersonaLinkSM Services.

The future of intelligent communications is here.

Congratulations on the purchase of your new Sony Magic LinkTM personal communicator. With this extraordinary device and AT&T PersonaLink Services, you will experience a revolution in personal intelligent communications.

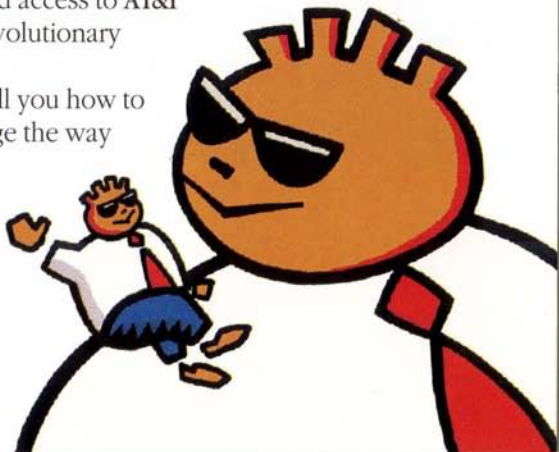
AT&T PersonaLink Services is the innovative and powerful messaging and information service created especially for use with your personal communicator. More than just another way to communicate, this uniquely personal service lets you stay in touch with people, manage information, and shop for goods and services with stunning ease. In fact, it acts as an extension of you – learning, remembering, even anticipating your needs and preferences.

The uniqueness of the service lies in “intelligent assistants”: built-in electronic messengers that can gather information, customize it to your needs and use it to act on your behalf.

What's more, PersonaLink Services lets you send and receive messages of all kinds: text, animated, voice-annotated, hand-written, even sketched. You can communicate via e-mail, as well as by fax or pager. And PersonaLink Services also gives you a free daily news summary and access to AT&T PersonaLink Market Square – a revolutionary electronic shopping experience.

On the following pages, we'll tell you how to sign up for the service – and change the way you communicate forever.

An “intelligent assistant”





Getting Connected.

How to register for AT&T PersonaLink Services and interact with the intelligent universe.

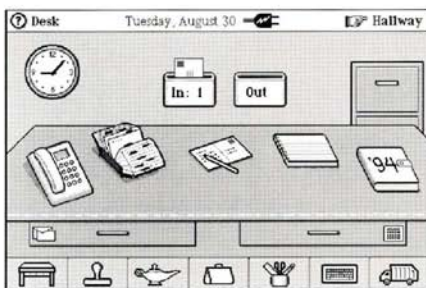
Just follow the instructions, step by step, and before you know it, you'll be ready to put **PersonaLink Services** to work for you. Or, if you prefer, you can register through the "Getting Started" tutorial on your Sony Magic Link.

IMPORTANT: To register, your communicator must be connected to a phone line. The process will take several minutes. It is important that the communication process is not interrupted (i.e., by call waiting, picking up any phone connected to the line, or disconnecting the phone line from the device).

PREPARING FOR REGISTRATION

Before you register for **PersonaLink Services**, you'll need to personalize your Sony Magic Link software by:

- Creating your name card.
- Setting up the phone.
- Making sure the time, time zone and date are correct.



Be sure to choose a security word and have your credit card and billing address handy when preparing to register. For information on how to use your communicator, please see the accompanying Sony Magic Link User's Guide.

If you need help registering for AT&T PersonaLink Services, call 1 800 400-LINK.

TO REGISTER, JUST FOLLOW THESE EASY STEPS.

1. Tap the *in box* to open it up and view the messages it contains.



2. Touch the message from **AT&T PersonaLink** that says "*Join PersonaLink.*"

3. Tap the *get form* button. Your Sony Magic Link will establish a connection with **AT&T PersonaLink Services** to request a sign-up form. A message icon will appear at the top of your screen along with a status bar to monitor your progress while connected.



IMPORTANT: Please do not interrupt the connection by pressing "stop."

4. After the connection is successfully completed, touch the message from **AT&T PersonaLink** that says "*Sign-up form.*"

5. Touch the membership packet.



6. Touch the button labeled *1*, and make any desired changes to your name. Touch *done* when finished.

(IMPORTANT: The changes you make here will update your name card. The remaining steps are used solely for registration purposes and have no bearing on your name card.)

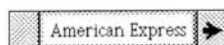


NOTE: All information on your name card will be placed in the AT&T PersonaLink Services Directory and will be sent along with messages to your recipients. Any changes to your name card will update the Directory upon collecting mail.

7. Touch the button labeled *2*. You will be asked for the name as it appears on your credit card. If someone else is paying your bill, please enter their credit card information exactly as it appears on the card. Touch *next*.



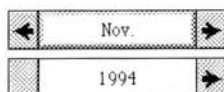
8. Touch the arrows next to the credit card type (American Express, Visa, MasterCard or Discover) to choose your credit card.



9. Type in the full credit card number. Touch *next*.

NOTE: The Magic Link verifies that your credit card number has been entered properly, and if it detects an error it will present the message "Please check your credit card number and type to make sure they are correct." If you receive this message, tap the x to put the message away, then verify that your complete credit card number was correctly entered and matches the type of credit card selected. If this problem persists, please call AT&T PersonaLink Services Customer Support at 1 800 400-LINK.

10. Use the arrows to enter the month and year that your credit card expires. Tap *done* when finished.



11. Touch the button labeled 3. Type in a secret word which is between 3 and 24 characters long. Choose a word that is easy to remember, such as your mother's maiden name, because it will be used by AT&T PersonaLink Services Customer Support to verify your identity when calling. Touch *done*.



12. Touch the button labeled 4. Your Magic Link will fill in the billing address with the first address found on your name card. You may make changes by typing over the present information (remember, changes to your billing address are not reflected on your name card). Tap *next* to cycle through the different fields: street address, city, state, zip code and country. Tap *done* when the information is correct and complete.



13. With the preceding steps completed, tap the *send* button and the message will jump into your *out box*. Your Magic Link will establish a connection to submit your registration form to **AT&T PersonaLink Services**.



14. After the connection is successfully completed, a message from **AT&T PersonaLink** about "Registration" will appear in your *in box*. Touch the message to read it.

The message will tell you that your registration was successful and indicate how long it will take to set up your account.

If the registration was unsuccessful, the message will describe the error and recommend a correction. Please make that correction and resend your form.

*NOTE: If you do not see the message about registration in your in box, check to see if the registration form was successfully received by **PersonaLink Services**. Do this by looking in your out box for a message to **PersonaLink Services** about becoming a member. If this message is present, resend by tapping the **mail** button on the right-hand side of the screen.*

CONGRATULATIONS!

You are now a registered subscriber of **AT&T PersonaLink Services**. After the set-up period, you can experience one of the most remarkable communications services ever imagined.

WELCOME NOTES

Now that you have registered, be sure to look for some special messages from **AT&T PersonaLink Services**, including: a welcome greeting, a form to subscribe to **AT&T PersonaLink Market Square** and a form to subscribe to **Daily News Summary**. The welcome greeting will introduce you to **PersonaLink Services** and tell you about some of the wonderful resources you'll have access to. The other two messages allow you to subscribe, *free of charge*, to **AT&T PersonaLink Market Square** and **Daily News Summary**.

You won't want to miss out on either of these valuable services. With **Market Square**, you'll discover a revolutionary shopping experience. This on-line electronic shopping service supplies you with an ever-expanding variety of products and services to choose from, 24 hours a day. And the **Daily News Summary** will keep you informed of top national, international and business news, sports information, stock closings, weather, and more.

If you choose to subscribe to either service, send the request form back to **AT&T PersonaLink Services**, and the software containing the applications will be downloaded to your device. Preparing the Grand Opening of **Market Square** will take about 30 minutes. After that, future visits will connect in less than a minute. Also, expect the **Daily News Summary's** initial set-up to take about 10 minutes.

IMPORTANT: Once you have personalized your Sony Magic Link and registered for AT&T PersonaLink Services, it is important that you maintain battery power to preserve the information contained in Magic Cap. If your device loses power at some point after registering, necessitating that you re-personalize the software, please contact AT&T PersonaLink Services Customer Support.





Get the Word Out.

The intelligent assistants in AT&T PersonaLink Services make sending and receiving messages easy and efficient.

By using PersonaLink Services along with your personal communicator, there's almost no limit to the ways in which you can communicate. Or the things you can do.

Send flowers to Aunt Millie in Kansas while you're having dinner in New York. Schedule a meeting with a colleague, create and send a message inviting him to attend, and have the message complete a series of actions based on his response. Seriously.

With PersonaLink Services, you can exchange messages that are typed, animated, voice-annotated or hand-written. You can send a message to a fax machine, a pager or other public and private electronic mail services. You can even direct your intelligent assistant to notify your pager when an important message arrives.

How can you do all of this? Like so.

SENDING MESSAGES

1. Touch the picture of a pencil and postcard in the center of the desk. A new, blank postcard will hop out of the stationery drawer and expand to fill the screen.



2. In front of the new postcard appears a list of the contacts in your name card collection. Select the person, group or company you want to receive the message by touching a name in the list. (For information on how to create new name cards, please see the accompanying Sony Magic Link User's Guide.)

3. Once you have the correct name selected, touch the button labeled *accept*. The card is now addressed to the addressee you chose.



4. When your message is addressed, a suggested way of sending to that name is displayed in the postage stamp near the top-right corner of the message. Tap the stamp to pick from a list of available delivery choices (i.e., pager via **AT&T PersonaLink**, fax via **AT&T PersonaLink**). Touch the arrows to select a different destination. The delivery choices reflect the labels on the addressee's name card. All labels found in the e-mail stamp drawer and any fax labels can be reached via **PersonaLink Services**.



NOTE: When sending to other than a PersonaLink Services destination, only typed text will be delivered. Sony Magic Link and AT&T PersonaLink Services do not translate handwritten text into typed text.

5. Touch the word *about* near the bottom-right corner of the message. The keyboard appears on the screen and a typing point will appear after the word *about* to indicate that's where typed text will go.

6. Type the subject of your message on the keyboard. The words in the *about* space appear in the list of messages that the recipients will see on first opening their *in boxes*.

7. Touch *return* to begin typing your message. Once your message is complete, touch x to put the keyboard away.



8. Send this message by touching the *send* button at the right side of the screen. Make sure that you're connected to a phone line at this time.



RECEIVING MESSAGES

When you receive information on your Magic Link, it comes as a message in your *in box*. To collect your mail, just follow these easy steps:

1. If you're not already at the desk, touch its picture in the bottom-left corner of the screen to access it.
2. Touch the *in box*. A list of the messages in the *in box* will fill the screen.
3. Touch the *mail* button while connected to a phone line. Your Magic Link will establish a connection to AT&T PersonaLink Services to collect your new mail.



NOTE: It might take a few minutes for your communicator to connect and collect your messages. You can go ahead and use your Sony Magic Link while it is connected, but if you disconnect it from the phone line, the connection may not be successful.

You can also retrieve a summary of messages in your **PersonaLink Services** mailbox. The mailbox summary tells you who the messages are from, when they were sent and what they are about. Using the mailbox summary, you can choose which messages you want to collect or which messages you want to delete. Just make sure that your phone is connected, and now you're ready.

1. Touch the *in box* to look inside.
2. Touch the Magic Lamp at the bottom of the screen.



3. Tap on *summary* while connected to a phone line. Your Magic Link will establish a connection to AT&T PersonaLink Services to retrieve the mailbox summary.



4. In the *in box*, touch the message from AT&T PersonaLink about "Mailbox summary."

5. Tap the messages you want to take action upon. A check in the box to the right indicates a message has been selected.

6. To act upon the message(s), tap the *remove* or *collect* button to perform your desired action. The message will shrink and hop into the *out box*. Your Magic Link will then establish a connection to AT&T PersonaLink Services to send this message to carry out your request.



NOTE: The summary message can only be acted upon once. Request another summary to take further action.

INTELLIGENT ASSISTANTS FOLLOW THE BEST ROUTE FOR YOUR MESSAGES.

As an AT&T PersonaLink Services subscriber, you can customize your PersonaLink Services mailbox to handle your messages any way you wish through the use of your intelligent assistants. If you choose to auto-forward messages, your intelligent assistants will arrange it for you. They can also auto-discard them. They can even supply you with a "page me" option that sends a brief message to your optional SkyTel



pager. Just decide how you'd like to manage your messages, and they'll do all the work for you.

To instruct your intelligent assistants to automatically forward messages from your **PersonaLink Services** mailbox, follow these steps:

1. From the desk, touch *Hallway* in the top-right corner of the screen.

 Hallway

2. Touch *Downtown* in the same place.

 Downtown

3. Use the arrows on the street to locate the AT&T building. Touch the AT&T building to enter.

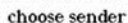


4. Touch the *rules* sign near the right side of the screen.

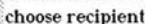


5. Tap on the word *messages* (or anywhere in the body of the rule) in the first example rule.

6. Tap on the *choose sender* button, then select the desired sender from the list of contacts in your name card collection. Tap the button labeled *accept*.



7. Tap on the *choose recipient* button, and then select the desired recipient from the list of contacts in your name card collection. Tap *accept*.



8. Tap on the word *Picasso* in the center box. The keyword will appear and you can now type the new keyword for the rule to act upon. For example, you could set up your mailbox to act upon any message that has the word *meeting* in the *about* field.

 Picasso

9. Once you have completed typing in the keyword, tap the x at the bottom-right corner of the keyboard to put it away.



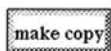
10. Tap *accept* when complete.



You can also have several rules based on the original example rule. To do this:

1. Open up a rule by tapping on the body of the rule.

2. Tap the button *make copy*. You will be returned to viewing the mailbox rules, and will see a second example of the same rule.



3. Edit either of these rules.

To activate a rule:

1. While viewing the list of rules, tap in the check box at the left side of the rule. By placing a check in the box, you have selected that rule to be active.

2. When complete, tap the x in the upper right-hand corner of the *Mailbox rules* window.



If you have added new active rules, or activated or deactivated any rules, a message will hop onto the counter and expand to fill the screen. This message, when sent to **PersonaLink Services**, will update your **PersonaLink Services** mailbox rules. To send this message, touch the *send* button at the right side of the screen, while connected to a phone line. Your Magic Link will establish a connection to **AT&T PersonaLink Services**. (Other example rules can be edited in the same fashion.)



NOTE: The "page me" customization will only appear if you have placed a SkyTel label (found in the e-mail stamp drawer) on your name card.

ENABLING SUBSCRIBERS OF OTHER SERVICES TO REACH YOUR AT&T PERSONALINK SERVICES ADDRESS:

The first time you collected mail, **PersonaLink Services** updated your name card with an Internet address and an X.400 address.

The Internet label is the most common way to share electronic mail addresses. Locate the Internet label on your name card (e.g., A0123456789@attpls.net). This is the address you should share with people using the Internet.

Subscribers of other services may also utilize the **AT&T PersonaLink Services** Directory by sending you a message addressed to your registered name as follows: Firstname_Lastname@attpls.net (e.g., John_Doe@attpls.net).

If the Directory finds a unique match, the message will be sent to you. If it finds multiple matches or no match, it will return the message, as well as a reason for the non-delivery, to the sender.

NOTE: As with sending to destinations other than AT&T PersonaLink Services subscriber addresses, only typed text can be received.



Raise shopping to a new level.

AT&T PersonaLink Market Square gives you almost everything you can get at any store. Except sore feet.

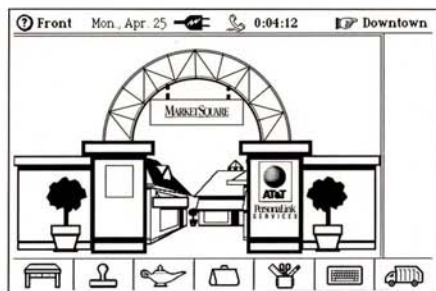
Browse. Look in the windows. Shop around. Catch a sale. Send a last-minute gift. Make a purchase. Meet with a personal shopping assistant. All without setting foot outside your door.

AT&T PersonaLink Market Square is an electronic courtyard, filled with stores you can shop in directly—or choose from to custom-build your own “Downtown.” So everything you want is, literally, at your fingertips.

PREPARING TO SHOP

Before tapping on AT&T Market Square, make sure your communicator is connected to a phone line.

1. From the desk, touch *Hallway*.
2. Touch *Downtown*.
3. Use the arrows on the street to locate AT&T Market Square. Touch it to enter.



4. Tap on the *Directory* to find the store you want to shop in, or “stroll” through the square, browsing the different stores as you move along.

5. When you find a store you want to learn more about, touch the storefront.
6. Touch the door, and you'll be able to go inside to browse and shop.
7. If you want to add the store to Downtown, touch *Build Store* and in a few minutes that store will be delivered.

New stores will be added to Market Square frequently, so be sure to visit often.

PERSONAL SHOPPING ASSISTANCE

When you shop in AT&T PersonaLink Market Square, help is always available. Just tap the ⓘ in the upper left-hand corner.

Your Personal Shopping Assistant

When you enter most stores, you will be greeted by your own personal shopping assistant. Your shopping assistant will tell you about special promotions and products, and provide help and information about the store. Many stores will let you choose the appearance and personality of your shopping assistant. To do so:

1. Touch the *Lobby Directory*.
2. Touch *Service*.
3. Tap the *Assistants* picture on the wall.
4. Choose the appearance and personality of your assistant. Remember, you can summon your personal shopping assistant at any time, by touching the *Assist* button.





BROWSING A MARKET SQUARE STORE

You can find your custom-built AT&T Market Square stores by strolling Downtown or by touching the store's name on your Downtown directory. You'll know that you are in a Market Square store when you see the AT&T and eShop logos in the store lobby.

NOTE: Before tapping on an AT&T Market Square store, your communicator must be connected to a phone line.

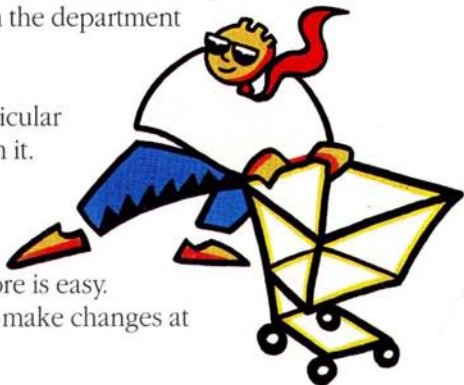
1. Once you have reached the store you wish to shop in, touch the store to enter the lobby. Your Magic Link will dial out to establish a connection.

2. Touch the door to go inside and browse, or find the department you wish to shop in on the *Directory*. Touch the department name to go there.

3. To find out information about a particular item or display in the department, touch it.

ORDERING AN ITEM

Ordering an item in a Market Square store is easy. You'll be able to review your order and make changes at any time.



NOTE: Your order is not processed until you accept and send it. You can cancel an order at any time.

1. Touch the item you want to order.

2. Touch *Order Item*, or drag the item to the *Orders* button.

3. To review all the items you have ordered, touch *Orders*. The *Order Summary* screen appears listing all the ordered items.

- To get information about any item you've ordered, touch its description.
- To change the quantity of an ordered item, touch its description; then press the (+) or (-) button.
- To cancel an order for an item, touch its description; then touch *Remove Item*.
- To cancel the order for all items on the *Order Summary* screen, touch *Cancel*.

PAYING FOR AN ORDER

1. Touch *Pay* to confirm your order and arrange for payment and shipping. The *Pay* screen will appear, listing all the items you have ordered and showing your current billing and shipping information. You can change any of the order information by touching the appropriate icon, i.e., *Credit Card*, *Ship To* or *Shipping*. And you can cancel an order at any time by touching *Cancel*. For guided assistance in completing your order, touch the ②.
2. Touch *Total*.
3. To accept and send your order, touch the *Accept* button and then touch the *Send Order* button. A receipt will be issued, confirming delivery of your order to your merchant.

AT&T PersonaLink Market Square will make shopping faster, easier and more convenient than you've ever dreamed possible. It will be like having your own personalized shopping center, built to your specifications and open whenever you want to shop.





A more intelligent future.

What's down the road for you with AT&T PersonaLink Services.

All that you've read about here is only the beginning of what **PersonaLink Services** will soon offer. And in the months to come, *AT&T PersonaLink Services Update*, our electronic newsletter, will inform you about everything that's new on the service.

Be sure to read this *Update*. When additional features become available, the *Update* will let you know immediately. You'll be the first to find out about software upgrade offers and new information services. And as merchants join Market Square, you'll be able to shop as soon as you hear the news. With everything it offers now, and everything it will offer in the future, **AT&T PersonaLinkSM Services** will truly bring the world to your fingertips, wherever you are.

TERMS AND CONDITIONS FOR AT&T PERSONALINKSM SERVICES

AT&T PERSONALINK SERVICES ARE PROVIDED BY AT&T CORP. ("AT&T"). PLEASE READ THIS DOCUMENT CAREFULLY BEFORE BECOMING AN AT&T PERSONALINK SERVICES USER. BY REGISTERING FOR, USING OR UPON YOUR FIRST ACCESS TO THE AT&T PERSONALINK SERVICES, YOU, THE CUSTOMER, ACCEPT AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS ("TERMS AND CONDITIONS") AS WELL AS THE TERMS AND CONDITIONS OF THE INFORMATION SERVICE SUPPLIERS, RETAILERS AND OTHER SUPPLIERS APPEARING ON AT&T PERSONALINK SERVICES. THE TERMS AND CONDITIONS AND PRICE LISTS MAY BE CHANGED AT ANY TIME EFFECTIVE IMMEDIATELY UPON NOTIFICATION TO YOU EITHER IN WRITING OR ELECTRONICALLY.

1. PRICE AND PAYMENT

A. You agree to pay AT&T those charges specified in the Price Lists for AT&T PersonaLink Services and you are responsible for payment of all charges and taxes, if any, associated with the usage of your account, including charges for products and services ordered through the service, telephone access and wireless service charges.

B. You may not place orders for AT&T PersonaLink Services using any expired, false, or unauthorized credit card, and must promptly inform AT&T of the following: (i) changes in the expiration date of any credit card used in connection with the PersonaLink Services; (ii) changes in the billing address; and (iii) apparent breaches of security, such as loss, theft, or unauthorized disclosure or use of an ID, security word, or credit card. Until AT&T is notified of such a breach, you will remain liable for any unauthorized use of AT&T PersonaLink Services.

2. YOUR RESPONSIBILITIES

A. You agree that you are solely responsible for the selection, obtaining and maintenance of all equipment and software necessary to utilize AT&T PersonaLink Services.

B. You agree to use AT&T PersonaLink Services in a manner consistent with all applicable laws and regulations, these Terms and Conditions and supplemental rules and guidelines posted on the service. You are responsible for ensuring the compliance of all users you permit to use your account with all applicable laws and regulations, these Terms and Conditions and supplemental rules and guidelines posted on the service.

C. You agree not to submit, publish or post on AT&T PersonaLink Services' public message boards or areas any defamatory, abusive, obscene, profane, sexually oriented, threatening, racially offensive or illegal material or otherwise objectionable material, nor encourage the use of controlled substances or other illegal activities. If, in AT&T's sole opinion, you engage in any of the activities listed above, it shall be considered a breach of these Terms and Conditions and AT&T may terminate or suspend without notice your use of AT&T PersonaLink Services, refuse to post or remove such unacceptable material or messages from the public message boards or areas.

D. You agree to indemnify AT&T for any claims, losses, costs or damages, including reasonable attorneys' fees, incurred by AT&T and relating to or arising out of any breach of these Terms and Conditions by you or users of your account.

E. In order to cancel your use of AT&T PersonaLink Services, you must notify AT&T PersonaLink Services Customer Support by phone or electronically.

F. You acknowledge that only public domain material and files (including software), and material and files that the owner has given consent for electronic distribution, may be uploaded to your library or posted on a public message board or area. AT&T, in its sole discretion, reserves the right to remove or refuse posting of such material or files on the service.

G. AT&T PersonaLink wireless service is available only when your equipment is properly configured, activated and within the range of the applicable packet data radio base station(s). Availability and performance of this wireless service is subject to radio transmission limitations caused by atmosphere, environmental or topographic conditions or on account of capacity limitations associated with one or more radio base station(s).

H. You are responsible for payment of reactivation fees if you terminate or deactivate use of the AT&T PersonaLink wireless service, including reactivation that may be required due to failure, repair or replacement of your equipment.

3. AT&T RESPONSIBILITIES AND OBLIGATIONS

A. AT&T will not knowingly disclose the content of your messages without your consent. However, AT&T may disclose such information if AT&T determines that such action is necessary to satisfy any law, regulation or other governmental requirement.

B. Information regarding your credit card number(s) that you supply to AT&T shall be used or disclosed only for the purposes for which such information was collected, or as required by law.

C. Individually identifiable information will be disclosed by AT&T only (a) as necessary to provide any information, services, or merchandise offered or ordered through the AT&T PersonaLink Services, (b) to protect the security of AT&T PersonaLink Services, or to protect the rights or property of AT&T, its customers and Retailers; (c) as required by law; or (d) in any other manner consistent with this Agreement.

D. AT&T may disclose aggregated (not individually identifiable) information regarding its customers for any purpose.

E. Your personalized name, address and telephone information that you provide shall be listed in AT&T PersonaLink Services public directory and such directory may be accessed by other customers of the service.

F. AT&T reserves the right to change features or services on AT&T PersonaLink Services.

4. THIRD PARTY SALES AND SERVICES

A. You may order services or merchandise from third party providers of such merchandise, services or information and other users of AT&T PersonaLink Services (collectively "Retailer") through AT&T PersonaLink Services. All matters concerning the merchandise, services and information ordered from a Retailer including prices, terms, conditions, payment terms, warranties, use of customer information, maintenance and delivery, are solely between you and the Retailer. AT&T makes no representations whatsoever concerning the merchandise, services or information provided by the Retailers. AT&T is not a party to these transactions, other than to act as a billing agent in certain circumstances, nor is AT&T liable for any costs or damages arising out of, either directly or indirectly, the actions or inactions of such Retailers.

B. You recognize that information or data supplied under or by any Retailer on AT&T PersonaLink Services may be protected by and subject to copyright law, trademark law or other proprietary rights. You agree not to infringe any such rights and shall use such information only for personal use.

C. You agree to read and be bound by any software license agreements for third party software made available through use of AT&T PersonaLink Services.

5. LIMITATION OF LIABILITY

A. AT&T DOES NOT WARRANT THAT THE OPERATION OF THE AT&T PERSONALINK SERVICES WILL BE UNINTERRUPTED OR ERROR-FREE OR THAT THE FUNCTIONS OR

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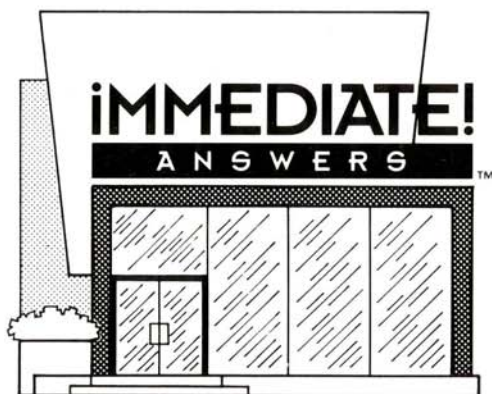
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