

Hello, my name is Jamie Thomas,
IBM Software Group Vice President for Rational's Product Development,
Delivery and Customer Support.

I am way too busy working on supporting new solutions for
IBM customers to watch reality TV.

I wouldn't know The Apprentice from the Bachelor.

American Idol from Amazing Race ...
but all that's about to change.

Because I am not going to miss one episode of
AS REAL AS IT GETS.

It's the world's first software reality TV show ... starring
Mitch Fatel and you.

- Real teams.
- Real Insights.
- Real Results.

Now that's the kind of reality TV I can believe in ... for real.

Watch AS REAL AS IT GETS ... only at this year's IBM Rational Software
Conference in Orlando.

(pause)

Okay, you got me ... I'm hooked on America's Top Model.

I can't wait to see what "insane on the brain" thing Tyra is gonna do next.

(check watch)

In fact ... um, it's on in 15 ... gotta go ...

... see you the conference!