

New Company Announcement: ETERNITY Inc.

Alfred M. Bruckstein, Bell Labs, -1995-

A definitive and frozen personal home-page on the Net just became the most affordable way to achieve immortality!

Eternity Inc., is a new company that provides home-pages for the deceased. The InterNet is here to stay, and can readily provide a permanent home for a post obitum home-page for a reasonable cost.

The company guarantees that the home pages in its repository will be kept and Net-accessible forever. Prospective customers (and who isn't one?) can prepare their terminal home pages for themselves ahead of time, or they can leave the job for their loved ones, will executors, lawyers etc. Eternity also provides, for a fee, the services of a home-page design team, for those who don't want to bother learning the ropes of Java/HTML etc, or those that were caught unprepared, and left this rather technical job for those left behind.

The company was funded by a team of sensitive and sensible hackers who, after seeing a cartoon in The New-Yorker (see below), thought that this might be a mighty good idea. And why shouldn't it be a great idea? Didn't the Pharaohs of Egypt build huge pyramids for themselves to achieve immortality? Don't millions of writers, poets, painters, researchers, scientists, architects, journalists, political misleaders, mathematicians, and serial killers all try to achieve immortality (as their long deceased, but still famous colleagues have), through deeds, and books, and papers, and buildings, and theorems? Well, we have here a straightforward and simple shortcut to immortality. And it is, as we said, eminently affordable, too.

The price ranges are

- 1) Regular Home-Page (from a few megabytes and up): 1,000.00-10,000.00 Dollars.
- 2) DeLuxe Home-Page (with Java applets and video-clips): 10,000.00-50,000.00 Dollars.
- 3) Visitor's Books and Evolving Statistical Data (options): 10,000.00-50,000.00 Dollars.

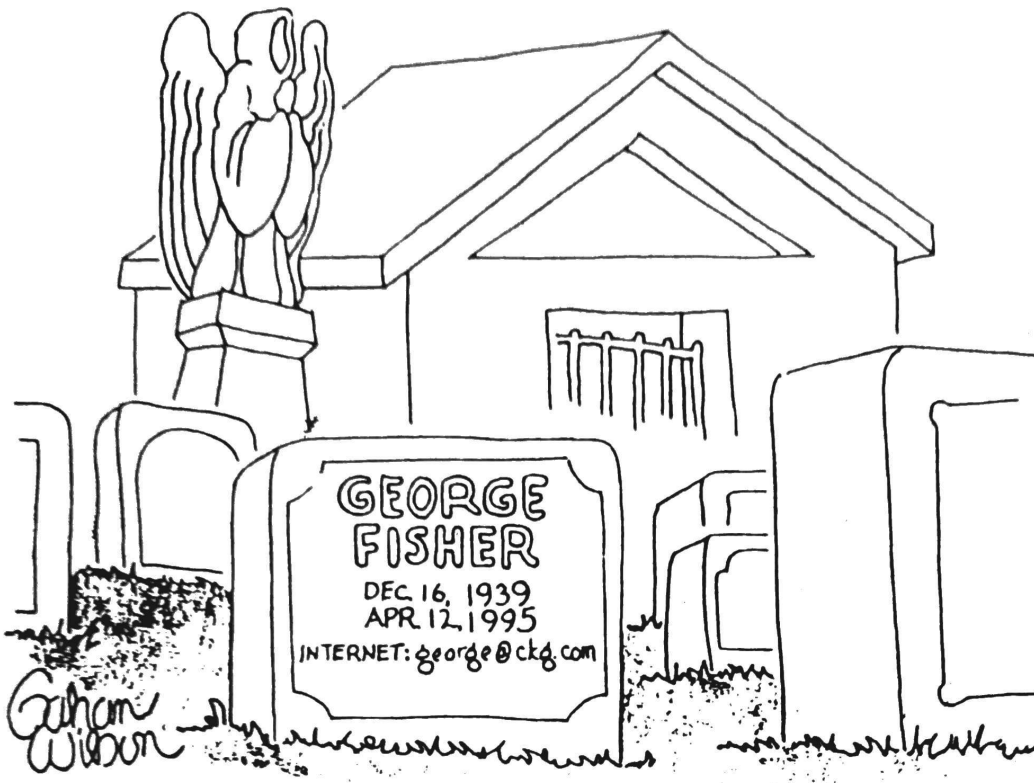
All prices are one-time fees, and vary with the amount of storage (disk space) needed.

There will be some advertisements (sensible and reasonable ones!) displayed on pre-allocated areas of the home-pages displayed, to cover the on-going operating costs of Eternity Inc. The Company will also provide date-controlled flower-display services, or other effects for commemorating special occasions, and mail services to enable sending pre-recorded (electronic and voice-)mail messages to lists of recipients, according to given specifications.

*So, don't get caught unprepared! Contact **undertaker@eternity.com** now, or visit our home page: **<http://www.eternity.com>** for further details and contact information. Couples, families, other groups: early reservations will ensure adjacent lots on our disk space!*

...and by the way: We have a subsidiary called Heaven. Inc, for those who are. post-mortem, voted in by enough people from among their peers. Home-pages there may contain eulogies by third parties, will be accompanied by angelic digital background music, and will sport no advertisements, but rather psalms and other quotations from the holy scriptures. (Hell Inc, is not yet considered.) Also note: a special packaging of the home pages will be provided under the title of WhoWasWho on the WorldWideWeb (WWW/WWW). It will list special achievers in the arts, sciences and other areas of endeavor.

(So: When you kick the bucket, kick the eternal bit-bucket! Get in touch with Eternity Inc. now! Be not plain Dead, but Dead-on-the-Net! Our pages are never under construction, they are simply 6 feet under!)



The Inspiration for Eternity Ink

by Alfred M. Bruckstein