



# AT COMPAQ, OUR COMPUTERS HAVE FUNNY NAMES.

When you buy a COMPAQ computer, you're not just buying a great tool for business, you're buying an image. That's why we give all our systems names that really bring to life the power and beauty of the machine within. For example, a DeskPro is for a Pro, and it sits on a Desk. A ProLinea is for a Pro and it's, well, sort of linear. A ProSignia is for a Pro and it... it... it has a really neat name. You get the idea.

Sure, you can buy other computers with neat names, but none with that special, snooty latin quality to them. You'll sound classy just saying "I own a ProLinea."

**COMPAQ**