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Hype-No-Wheel

By Marc Spiegler

This spring, MCI Telecommunications Corporation hit the road with its 18-wheel "Cyber-Rig," a US\$400,000 rolling demo studio. Essentially a narrow, 48-foot-long windowless office loaded with seven 486s and a "technotheater" for presentations, the rig's slated for a 38-state, 50-city, 7-month tour.

What's the rationale behind driving the future into people's laps? MCI's Rick Aspan explains: "We're making house calls to the 'cyberphobic.'" In a bid to talk such arriè-re-garde types down from their neuroses, MCI serfs will also hand out a booklet titled CyberSource: Cyber-Basics for Business People, chock-full of terminology appropriated from *Wired's* Jargon Watch, as well as (surprise!) hypes about how the networkMCI Business system can grease the proverbial info onramp.

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