

“ I am a powerful
supercomputer, Mr. Kasparov. I do not
have emotions. Ah, what the heck, I love you, man. ”

— The IBM SP™ Parallel Processing Computer

It may have started as a match between man and machine.

It ended as a revelation of what man can do with machine.

Though Deep Blue, our massively powerful chess supercomputer, was defeated by world champ Garry Kasparov, it gave us a fresh look at the differences between how computers and humans think.

Mr. Kasparov dismantles his opponents with a combination of creativity, intuition and experience. He represents the human solution to the singular problem of chess.

Deep Blue, on the other hand, solves it by doing what a computer does best: Crunching. Deep Blue analyzes 100 million chess moves per second, breaking each problem into many pieces and solving them simultaneously in a massively parallel process.

Now, consider what happens when this raw computational power


is unleashed on a network. It can be tapped by people on desktops, increasing the potential for breakthroughs, exponentially.

It can give pharmaceutical researchers the ability to bring life-saving drugs to market in a fraction of the time. Help airlines solve complex scheduling problems. And let retailers “mine” huge troves of customer data to develop new products and track distribution.

In short, it gives people more time to explore the “what if” questions.

To learn how IBM technology and know-how can solve problems for your business, visit <http://www.ibm.com>

To get a complete replay of the Association for Computing's Chess Challenge, go to <http://www.chess.ibm.park.org>

Solutions for a small planet™ 

IBM is a registered trademark and SP and Solutions for a small planet are trademarks of International Business Machines Corporation. Participation by Mr. Garry Kasparov in the Chess Challenge with IBM's Deep Blue does not constitute an endorsement of Deep Blue or any other IBM product. © 1998 IBM Corporation. All rights reserved.

loser version

Job No.: IB6-BRA-K60635 Ad No.: BR-98-5A
Client: IBM Product: Brand Caption: Chess Ad "Love you"(lose)
This Advertisement Prepared by: Ogilvy & Mather
To appear in: WALL STREET JOURNAL
Size: 14 1/4 X 21 1/8
Art Director: Beth Kosuk - Copywriter: Eric Aronin - Print Producer: S. Rykus