

From russw Fri Feb 24 11:20:14 1989  
To: joachink kellyw  
Subject: Zenith/Win 3  
Cc: jeffl richardf richardf  
Date: Fri Feb 24 11:18:08 1989

I believe the issue of their development help is moot at this point.  
so there is nothing for them to trade.

it isn't possible for them to get an exclusive ( I wouldn't if it was)  
becuase IBM will also be using win 3 in their august back-t-school  
blitz. the product will barely be done by august—there is no  
earlier date and ibm won't wait longer.

also compaq will hopefully do something,

From kellyw Thu Feb 23 15:55:35 1989  
To: joachink  
Subject: Zenith/Win 3  
Cc: jeffl richardf russw  
Date: Thu Feb 23 15:52:33 1989

Is there anything we can do to give Zenith an OEM exclusive on  
Windows 3 in exchange for their development participation, say for  
30-60 days? No longer can an OEM get an implied lead just by virtue of  
their participation on the BAK — except in the case of Compaq & pinball.  
All I'm asking is that we give Zenith the same kind of break that we're  
giving Compaq on pinball. I'm not sure how this works, but I suppose it  
involves the withholding of the "final" BAK to other OEMs for "testing"  
for the previously committed window. This doesn't raise any red flags  
because of course (at least in theory), the BAK partner gets preferential  
access to code by virtue of his development role.

What we've done with with Zenith on OS/2 1.1 is a travesty. Though Zenith  
did the lion's share of the development work, they didn't get any  
preferential treatment above and beyond that extended to the other  
folks in the early shipment program. The key pieces of final code were  
distributed to Zenith at the same time they were distributed to all the  
other OEMs. Consequently, Zenith's time to market — the big advantage  
in getting involved with us in the first place, is reduced to a matter  
of a couple of days. NCR will be shipping within a week of (and maybe  
even before!!!) Zenith. This is not pretty and doesn't engender a lot  
of warm feelings towards us.

Let's fix this by giving Zenith a minimum of 30 days guaranteed time to  
market. This in no way impacts the release of the retail product —  
it ships when it normally does. After all, what other OEM will  
immediately do something significant with Windows other than Zenith?  
Actually allowing one OEM to loudly thump their chest about a real hot  
product for a month should create more demand for the other OEMs.  
Zenith is building a whole strategy out of the promotion of GUI -  
starting with Win 3 in higher education at exactly the same time as  
the release of our retail product in September. Zenith has been our  
single strongest supporter of Windows these past couple of years, during  
difficult times when the product has had QUESTIONABLE UTILITY. Don't  
you think we owe them at least 30 days for their loyalty. How can we  
make this work?

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