Date: Thu Jul 27 12:25:19 1989
Mail-Flags: 0000

We can definetly wait the 2 weeks. The memory size number for the runtime
can be set at the last minute. Everyone can proceed knowing there will
be a runtime and we will make it very nice for running excel alone or
opus alone but we will try and limit it to that to make the packaged
proudct attractive.

From russw Mon Aug 28 12:02:51 1989
To: billg jons richab steveb
Subject: Windows 3 pricing
Cc: johnsa jonl mikemap paulma petern scotto
Date: Mon Aug 28 11:59:18 1989
Mail-Flags: 0000

I also want to keep the price at $129. bill's issue is the run-time
ivs. we are going to tell them that we are discontinuing the
windows run-time with version 3.0. his concern is dropping the
run-0time and rainsing the retail price simultaneously creates
the perception of an hard business risk for those isvs that believe
that the additional purchase req'd for the app purchaser is too
great (i.e. going from free to now $129).

However, we are not dropping the run-time--just not offering a
windows 3.0 run-time. since there are almost no apps that cannot
still run on windows 2.11, existing run-time isvs can continue
to offer the win 2.11 run-time for another 6 months past win 3.0
ship. so raising the price shouldn't be a problem.

(this is in their existing win 2.11 ru-time license).

there isn't a lot of evidence to suggest that at $69 vs. a $99
street price makes any differnce and win 3 will be perceived as ag
terrific value. will we pick up subatantially more busines at
the lower street or list price? I think it will be the same.

From billg Thu Sep 7 16:38:43 1989
To: russw steveb
Subject: feedback on pulling the run-time-2 large 2 small
Cc: mikemap richab scotto sherryr
Date: Thu Sep 7 16:38:42 1989
Mail-Flags: 0000

This feedback is good. Remember we are not "killing the runtime".
We have a win 2 runtime and we are going to allow people to use
it for quite some time. I dont think anyone will want to use it
for more than a year since win 3 will dominate. Our decision is
to never have a win 3 runtime. It would be foolish to do a win 3
runtime and try to back off with captain - only a major version
change like this gives us a way of doing this. Truthfully if people
are unhappy about the "cutoff" date for the win 2 runtime we can
be flexible with them. It will die a natural death even if people
gave the right to use it for a long long time.

From davidw Wed Feb 1 10:50:18 1989
To: billg
Cc: jodys mikemap philba russw steveb

EXH. _101_ DATE _11/02/01_
WITNESS _Abel_
SUSAN ZIELIE

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