

Today I got an inquiry from jeffmo concerning Wang's interest in licensing your DOS 5 Upgrade technology (set-up, redirectors etc.). Jeff and I expect this inquiry from other OEMs who want to provide the best possible upgrade to their customers.

I have double-checked our policy on this and want to confirm that it is our current policy not to license the upgrade technology to our OEMs (IBM could be an exception as usual, but we currently have no plans to offer the technology to them either).

This info should be passed on to your teams.

I realize that this may lead to questions or issues. If so, please feel free to give me a ring.

Brad

\*\*\*\*\* 113  
From brad: Mon Jan 14 14:52:56 1991  
To: ronh sergiop  
Subject: Printaform and DRI  
Cc: brad: bradsi  
Date: Mon Jan 14 14:49:27 1991

Wherever possible, please make sure the communication between our groups is so smooth that I know about serious competitive threats before they happen. There may be that unique case where I can help...

I realize that may not have been the case here.

Brad

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>From garype Mon Jan 14 14:33:38 1991  
To: brad  
Subject: RE: Printaform and DRI  
Date: Sat Jan 12 14:29:53 PDT 1991

The deal is done. We tried to resolve it but it was too late. All of this happened over Comdex. The main problem was that DRI offered great pricing (commit for 1 year per system) and they had 5.0 and we DIDN'T!!! Our plan will be to work with Printaform's competitors and really push MS-DOS 5.0 and Windows, but the fact remains that Printaform is market leader with 30% of market share.

>From brad: Mon Jan 14 13:08:40 1991  
To: garype guilleme philw  
Cc: brad: bradsi carlosr deven felipero ronh sergiop  
Subject: RE: Printaform and DRI

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EX 352

Date: Mon Jan 14 13:06:28 1991

Wow, this is a real drag. Is the contract with DRI signed?  
If it will help, please use the DOS team as a resource before  
people like Printaform go with DRI. I will fly someone anywhere  
to help keep this from happening.

If it is too late than how long is their commitment? DOS 5  
will be a much better product and will take the world by storm.  
Printaform will be out of touch if they stick with Dr. DOS.

Suggest that you start planning a major dos 5 intro event  
in Mexico and find a way to involve your key oems (and let  
Printaforms know they can't participate.

In the meantime, lets us know how e can help. Sergio send  
them the rough info we have on Dr. DOS.

Brad

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>From garype Mon Jan 14 10:55:51 1991

To: guilleme philw

Cc: bradc carlosbr daven felipero rook

Subject: RE: Printaform and DRI

Date: Sat Jan 12 10:52:40 PDT 1991

These four OEMs will license both Windows and DOS... Guillermo, of  
the 4 oems, aren't they licensing just DOS 3.3 or 4.x??? What about  
being creative and getting a commitment for DOS 5 also? We could  
indicate that all will move to DOS 5 as soon as it is available...  
Then we have 4 customers announcing MS-DOS 5.0 and Windows 3.0...

>From philw Mon Jan 14 10:22:26 1991

To: guilleme

Cc: bradc carlosbr daven felipero garype

Subject: RE: Printaform and DRI

Date: Sat Jan 05 10:14:10 1980

I'm glad to work with these four to meet the press. Unfortunately,  
I can't think of much of a "hook" to put the meetings in a positive  
light. We can't (I assume) talk about DOSS. I also have no  
hard facts or info about incompatibility, and don't want to work  
with the press on the basis of innuendo or rumor. Do all of the  
other four license Windows from us? If so, we can make the PR  
Windows focused.

Brad, Gary, if you have any input it would help. There's no magic in  
PR, and if we don't have any real story the press will figure this out.

>From guilleme Mon Jan 14 09:42:50 1991

To: philw

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Cc: bradch carlosbr daven felipero garype  
Subject: RE: Printaform and DRI

Date: Mon Jan 14 09:19:38 1991

Hi Phil, we do care about this loss, Printaform use to be our best customer because they ship a lot of computers in Mexico due to their very low price strategy, I think they have about 25% of the PC market in Mexico (that is a lot), besides nobody pays better than they do. Anyway the owner Jorge Espinosa Mireles is a person who is not committed with MS at all is a renowned business man in Mexico that just think in terms of money allways. About your statements, 1 is correct, 2 is not true because so far I had understood that the day they start shipping DRI, they stop shipping MS, the "new" models are the same ones with a new number, and 3 is completely right we have reports about incompatibility problems between Windows-DRI. What we would really like to do is a press campaign with 4 OEMs that are committed and will start shipping Windows very soon, that will be good for them and will enhance that Printaform does not have Windows. Guillermo.

>From philw Sun Jan 13 13:46:27 1991  
To: bradch garype  
Cc: Guillermo carlosbr daven felipero  
Subject: RE: Printaform and DRI

Date: Fri Jan 04 13:23:47 1980

We have an account here in Mexico, Printaform, who has decided to go with DR DOS rather than MS DOS for some models it will ship this spring. I believe that you (Gary) have been involved in this account.

Daven has asked me to do some proactive PR to minimize the adverse effect of this development. I'm a bit at a loss about what to say. I can talk to the press about the following:

1. Printaform chose to go with DR DOS purely for pricing reasons. DRI "gave away" DR DOS merely to have a reference account.
2. Printaform still believes in DOS. This is shown by its continuing distribution of DOS on several of its machines.
3. The real test of DR DOS is in the marketplace. It remains to be seen how well DR DOS works with users current applications. Users who buy products with DR DOS should understand that they are purchasing a low-price substitute for DOS and that there are no guarantees about compatibility.

All three statements seem pretty weak/defensive to me. I'm not even sure if #3 is true. Any better suggestions, wording, or more info that you can provide would be welcome.

Also, I could do some positive marketing, that is, advertise the virtues of "real" MS-DOS. I could perhaps do some coop with other OEM's. I would certainly promote any ad campaign we did to the press.

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Unfortunately, I have no budget allocated for this type of thing. Do you have any money (say, \$100K) that I could use to mount a campaign? Do you care much about this loss to Printaform?

Any info/insight/money that you can provide would be welcome. Thanks. Phil

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>From daven Sat Jan 12 03:14:18 1991  
To: philw  
Cc: Guilleme felipero  
Subject: RE: Printaform and DRI

Date: Fri Jan 11 21:10:45 1991

you're correct. No sense you spending time on the printaform account. I think the marketing issue though can use your attention to see if we head off a PR disaster with DRI. Can do this without your involvement on the account.

##### 114  
From bradsi Mon Jan 14 14:57:57 1991  
To: doswar  
Subject: high memory  
Date: Mon Jan 14 14:57:52 1991

After looking at the mem/c command, I'm quite concerned that we have a lot of confusion regarding terminology for high memory. We need one term that we use throughout and use it consistently. I'm talking about the space between 640K and 1M. The industry calls this space "high memory". So does the press. In the XMS spec, we call these blocks "UMB's", while HMA is "High Memory Area" or the first 64k above 1Meg. Now, in the mem/c command, we're calling this space "Reserved Memory". Come on. This is very confusing. Pick a term and stick to it. We have already recognized that high memory is the standard term. Don't think so? Then why are our commands to load umb's called "devicchigh" and "loadhigh"??

##### 115  
From gaben Mon Jan 14 15:32:52 1991  
To: winfont  
Cc: bobmu bradsi elizd  
Subject: Font user interface  
Date: Mon Jan 14 15:30:11 1991

I was over at ElseWare today talking with them about Dumbo stuff, and they showed me a demo of a product they are finishing up to do Windows font management. It was quite cool, and given JeanP's recent mail, it seems pretty timely as well.

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